

Negative Keyword Checklist

Budget Protection & Traffic Filtering Framework

Professional Audit Framework

Prepared by

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Universal Negatives

- ☐ Job/Career terms blocked (jobs, hiring, salary, resume)
- ☐ DIY/Free terms excluded (free, cheap, DIY, how to)
- ☐ Educational terms blocked (course, training, PDF, book)
- ☐ Competitor brand exclusions added where necessary

Match Type Strategy for Negatives

- ☐ Exact Match Negatives used for single unwanted queries
- ☐ Phrase Match Negatives used for multi-word phrases
- ☐ Broad Match Negatives applied to block entire root themes
- ☐ Regular audit for accidental blocking of converting terms

Account & Campaign Level Lists

- ☐ Account-Level Negative Lists applied to all campaigns
- ☐ Cross-Campaign Negative Lists to prevent internal competition
- ☐ Brand Exclusion Lists attached to Non-Brand campaigns
- ☐ Location exclusions added for non-service areas

Search Term Audit Routine

- ☐ Weekly Search Term Report analysis for new campaigns
- ☐ Bi-weekly audit for established campaigns
- ☐ Exporting N-Gram analysis to uncover hidden wasteful words
- ☐ Categorizing and adding new negatives to master list

Intent & Funnel Exclusions

- ☐ B2B terms blocked for B2C campaigns (and vice versa)
- ☐ Wholesale/Supplier search terms filtered out
- ☐ Out-of-Scope service terms systematically excluded
- ☐ Irrelevant intent modifiers added to Shared Lists
- ☐ Software/App related search terms filtered

Note: This negative keyword framework should be continuously updated based on search query logs and changing search trends.

Traffic Quality & Waste Reduction Analysis

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Traffic Health & Cost Benchmarks

- | | |
|--|---|
| ✓ Wasted Spend Ratio: Target < 5% of Total Budget | ✓ Search Term Relevancy: Target > 90% High Intent |
| ✓ CTR Impact: Increase by +1.5% - 3.0% | ✓ Cost Per Lead: Reduction of 15% - 25% |
| ✓ Negative List Health: Audited Bi-Weekly | ✓ Conversion Rate: Significant Lift post-filtering |

COMMON ISSUES FOUND

- ✗ **Unfiltered Broad Match:** Paying for irrelevant job seekers & DIY queries
- ✗ **Internal Cannibalization:** Ad groups competing for the same search queries
- ✗ **Over-Blocking:** Accidentally blocking converting Exact Match terms
- ✗ **Static Negative Lists:** Failing to update negatives as search trends shift
- ✗ **Zero Search Term Audits:** Neglecting Search Term Reports for months

EXPECTED AUDIT OUTCOMES

- ✓ **Zero Wasted Ad Spend:** Eliminate budget drain on non-converting searches
- ✓ **Higher Conversion Rate:** Only attract users with ready-to-buy intent
- ✓ **Lower Cost Per Lead:** Maximize lead volume from the same daily budget
- ✓ **Improved Quality Score:** Boost CTR by removing irrelevant ad impressions
- ✓ **Maximum Account ROAS:** Every dollar spent goes towards high-intent buyers

Ready to Generate More Qualified Leads?

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