Adding the negative list to Google Ads

A negative keyword tells Google "never show my ad for a search containing this word". The phrase negative "jobs" blocks "plumber jobs perth" but not "plumber near me". The CSV has 150 of them in nine themes; add them as one shared list.

Five steps, about 10 minutes

1. **Open the CSV and delete anything you actually sell.**
   Hire out equipment? Remove "rental" and "rent". Sell parts? Remove "parts". Run courses? Remove the Education theme. Never add your own suburbs or service names.
2. **In Google Ads: Tools, Shared library, Exclusion lists.**
   Click the plus, choose Negative keyword list, name it "Starter negatives Dec 2026".
3. **Paste the Keyword column in.**
   A bare word becomes broad match, so wrap Phrase rows in double quotes ("jobs") and Exact rows in square brackets. In Excel, **="""" & A2 & """"** in a helper column adds the quotes.
4. **Apply it to every Search campaign.**
   Save, tick the list, click Apply to campaigns. For Performance Max, add the same words under Admin, Account settings, Negative keywords.
5. **Check the search terms report each fortnight.**
   Campaigns, Insights and reports, Search terms. Sort by cost and add anything that isn't a customer, in both singular and plural (phrase negatives don't catch plurals). This habit matters more than the starter list.

Which themes to review first, by business type

Job seekers, Adult, Location and Competitors are safe for almost everyone. Check these before adding:

- **Trades:** Wrong intent. Keep "parts" out of the list if you sell them, "rental" if you hire gear.
- **Allied health:** Education ("training" if you run programs) and Information ("what is" blocks condition searches; fine for paid).
- **Local services:** Free/cheap. "Cheap" and "budget" can be real customers in price-led work. Test a month first.
- **Professional services:** Information ("regulations", "australian standard") and "software" if you sell or set it up.
- **Products or ecommerce:** Remove most of Wrong intent. "Buy", "shop" and "for sale" are your best searches.

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