# Search Terms Hacks

1. Create a list of negative keywords to use in other campaigns.

If you have multiple Google Ads campaigns, creating a list of campaign-level negative keywords to share across campaigns will save you time in the future. When you want to add a new negative keyword, just add it to this single list and it will populate across multiple campaigns.
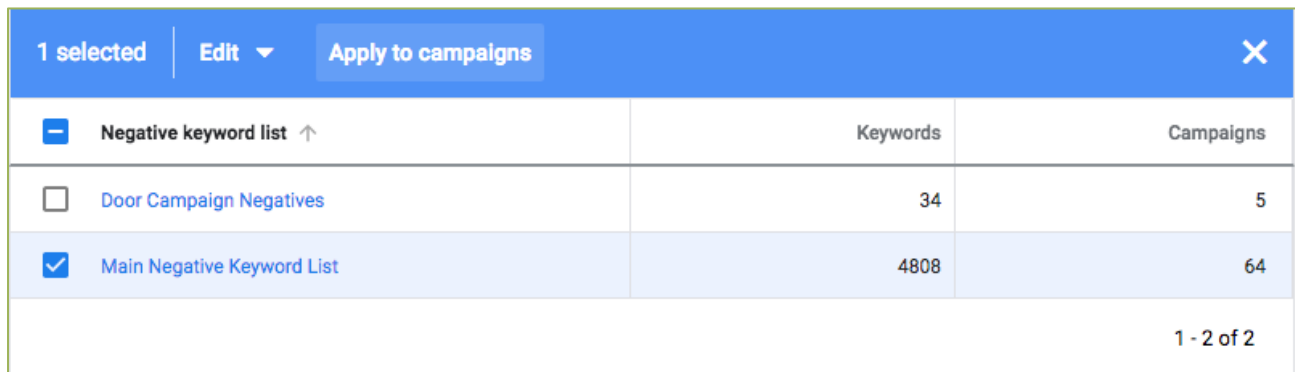
STEPS TO CREATE YOUR LIST

- Select Negative keyword lists from the Shared Library section of the Tools tab.
- Select the "+" button to create a new list.
- Name the list.
- Add negative keywords to the list.
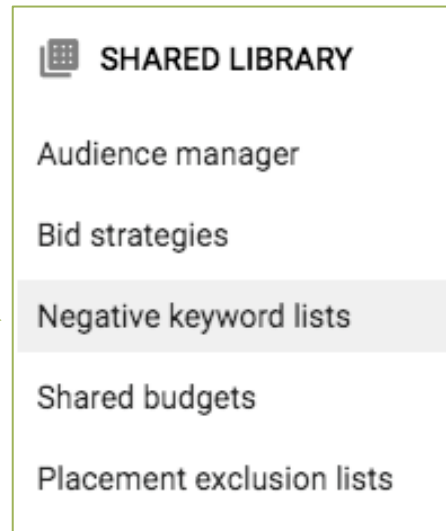
STEPS TO ADD YOUR LIST TO ANY CAMPAIGN

- Select the checkbox next to Negative Keyword list.
- Select the Apply to Campaigns button.
- Select the Campaigns you want to apply by clicking the checkbox next to the campaign name.
- Hit Apply.

1 selected	Edit ▾	Apply to campaigns		✕
Negative keyword list ↑			Keywords	Campaigns
☐ Door Campaign Negatives			34	5
☑ Main Negative Keyword List			4808	64
				1 - 2 of 2

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info@vitruvianadvertising.com

www.VitruvianAdvertising.com

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2. Shorten the query to eliminate even more waste.

You can change a negative keyword to broaden your exclusion as needed. For example, if you want to exclude only an exact query that you found in your Search Terms Report, then you can keep the term recommended by Google, which will be the exact match version of that search term.

However, if you know that you want to exclude any search term in the future with a certain word in the query, you can shorten the recommended word and make it a negative broad match.

EXAMPLE

Below, you can see the steps to shorten two keywords and eliminate more future queries.
Note: Your view may be slightly different as the Google Ads interface evolves.

1. Review the list before shortening.

	Search term	Match type ?	Added / Excluded ?
☐			
	Total		
☑	sears doors and windows canada	Broad match	None
☑	winnipeg airport windows installed wtong	Broad match	None
☐	custom made windows canada	Broad match	None
☑	window factory	Phrase match (close variant)	None

Add as keyword   Add as negative keyword

SEARCH TERM FORMATS

- **Exact Match**: Use brackets
  [window factory]
- **Phrase Match**: Use quotes
  "airport windows"
- **Broad Match**: No brackets or quotes
  windows

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2. Change the search term in the pop-up box.

Add negative keywords

Add keywords to ?
- ● Ad group level of each keyword
- ○ Campaign level of each keyword
- ○ Negative keyword list   Main Negative Keyword List ▼

Negative Keyword	Campaign Ad group
sears	Winnipeg	S Window Financing
[window factory]	Winnipeg	S Windows	MB
"airport windows"	Winnipeg	S Window Installers1

Control how keywords match to searches with match types.

Save   Cancel

⚠️ **A WORD OF CAUTION!**

Negative broad doesn't work exactly like the regular broad match discussed in Chapter 2 of *How to Stop Wasting Money on Your Google Ads Campaigns*. It does **not** exclude synonyms or variations of that keyword. It only excludes that word no matter where it appears in the search string. The other match types (exact and phrase) work similarly with negatives as they do with regular keywords.

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3. Add good search terms back into your account as keywords.

All of the steps outlined in Chapter 6 of *How to Stop Wasting Money on Google Ads Search Terms* can also be used to add search terms back into your campaigns as exact match keywords.

HOW TO ADD SEARCH TERMS BACK INTO YOUR CAMPAIGNS AS KEYWORDS

- Select the keywords that you want to add.
- Select the Add as Keyword button at the top of the search term list.
- In the pop-up, the keyword defaults to broad match. Since you should typically use exact match, add brackets around the keyword to add it as an exact match.

1 selected	Add as keyword
☐ Search term ↑	Match type
Total: Search te... ⑦	
☑ myopia control	Exact match

Before

Add as keyword

Keyword	Final URL (optional)
myopia control	

After

Add as keyword

Keyword	Final URL (optional)
[myopia control]	

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