

### **Avoiding Job Seekers**

prevent your ads from appearing for common employment and career-related searches:

Career  
careers  
employment  
hiring  
intern  
intern's  
internship  
internships  
job  
jobs  
recruiter  
recruiting  
resume  
resumes  
salaries  
salary

### **Reference Keywords**

Don't waste money on people looking for information that is only loosely related to your products/services or industry:

About  
definition  
diagram  
example  
examples  
history  
map  
maps  
sample  
samples  
what are  
what is

### **No Research & Stats**

Assuming you have a limited advertising budget, avoid people doing research, and make sure your are using your advertising \$\$ to generate sales and qualified leads:

Association  
associations  
book  
books  
case studies  
case study  
guide  
guides  
journal  
journals  
magazine

magazines  
metrics  
news  
research  
review  
reviews  
statistics  
stats  
success stories  
success story  
tutorial  
tutorials  
white paper  
white papers

### **We Don't Provide Education**

Prevent your ads from being shown to people looking for classes and education:

class  
classes  
college  
colleges  
course  
courses  
education  
school  
schools  
training  
universities  
university

### **No Bargains**

These negative keywords will help if you are positioned as a premium provider. If you **do want** visitors for these keyword concepts, create an additional campaign or ad group to focus on these discount concepts, and specifically bid on keywords that contain these words. And then make sure to add this list of negative keywords to the campaigns or ad groups that do not target the discount audience:

Bargain  
cheap  
clearance  
close out  
close outs  
closeout  
closeouts  
discount  
discounted  
free  
inexpensive  
liquidation  
odd lots  
overstock

remainder  
remainders

### **Avoiding Price Shoppers**

You **may** want visitors to your site looking for pricing and/or quotes, but if not, make sure to add in these words as negative keywords to avoid prospects who may be more concerned with price than with quality or service:

Price  
prices  
pricing  
quote  
quotes

### **Avoiding DIY**

In many industries there are “do-it-yourselfers” or hobbyists who are searching for information on how to take on a project themselves. It’s a good idea to screen out this audience if you do not cater to it:

Craft  
crafts  
create  
creating  
hand made  
handmade  
home  
homemade  
how to  
make  
making

### **Selling Commercial Software**

This is a tricky one. If you are a company selling commercial or enterprise software, **a)** you are likely to want to avoid the thousands of software developers who are looking for free resources, and **b)** you want to avoid confusion with consumers looking for tools and home-use products. Use this list as a starting point, but also brainstorm and **use keyword suggestion tools** to find potential negative keywords that are specific to your software space:

burn  
burner  
cd  
code  
community  
desktop  
developer  
developers  
disk  
download (if you don’t have one)  
downloads (if you don’t have any)  
dvd  
error  
file  
files

forum  
free  
freeware  
game  
games  
gnu  
hack  
hacks  
libraries  
library  
microsoft ( 😊 )  
open source  
public domain  
retail  
retail  
retailer  
retailers  
shareware  
shortcut  
shortcuts  
template  
templates  
tip  
tips  
video  
windows

### **Manufacturing & Industrial**

This is a very broad list of words, covering many different concepts related to manufacturing and industrial companies. Use this list to start the process of generating negative keywords specific to your industry, product lines, and business model.

antique  
consumer  
export  
exporter  
exporters  
hobby  
import  
importer  
importers  
measurement  
model  
models  
regulations  
rent  
rental  
repair  
repairs  
retail  
retailer  
retailers

rules  
safety  
specifications  
specs  
standards  
store  
toy  
toys  
used  
vintage

### **Product Materials**

obviously not all of these materials will apply to one business. I created this list of product materials as a reminder to screen out searches for product types that a company does not offer. One might wonder if it is OK to not screen for these in the hopes that someone will search for one type of product, but be convinced to buy a different type once they see what is available. **Most B2B marketers have limited PPC budgets**, so usually it is a better idea to only show your ads to people who don't have a specific alternative to your products already in mind:

aluminum  
ceramic  
cotton  
fabric  
glass  
gold  
iron  
leather  
metal  
paper  
plastic  
rubber  
silver  
stainless steel  
steel  
stone  
vinyl  
wood

### **Legal/Law**

It is probably a good idea to prevent your ads from being shown to people looking for information related to legislation and regulations. There will be cases where this might not apply, especially **if your product/service solves a regulatory/compliance issue** (and if you have a **landing page** on your site that speaks to the legal issue AND provides a conversion action right there on the page):

act  
act of  
compliance  
law  
laws  
legal  
legislation

regulation  
regulations

### **Other Negative Keywords B2B Marketers May Consider**

Here are just a few more words that seem to come up in B2B search advertising campaigns...

club  
clubs  
consultants  
consulting  
gift  
gifts  
online  
photo  
photograph  
photographs  
picture  
pictures  
send  
sending

Remember, the list above is not comprehensive, and does not apply to all B2B marketers.