



WORKSHEET

Negative keyword review sheet

Logistics Google Ads Negative Keywords: Candidates by Campaign Type

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Fill in one sheet per campaign before a file goes into Editor. Anyone who reviews the account later can see why each term was added and when to look at it again.

EXHIBIT 1

Field	What to write	Your answer
Campaign and goal	Campaign name, campaign type and the conversion it is judged on, such as quote requests or driver applications	
Other campaigns in the account	Any recruitment, carrier or brand campaign that a shared or account level list would also reach	
Search terms period	Dates of the search terms report reviewed and how many search terms it held	
Candidate term	The term from the master file, exactly as it will be added	
Searches it would block	Search terms in the report that contain it, and any of them that converted	
Keyword overlap	Keywords in the campaign that the negative would stop, and how the conflict is resolved	
Match type and variants	Broad, phrase or exact, with singular, plural and synonym lines added where buyers use them	
Level	Account, shared list, campaign or ad group	

Field	What to write	Your answer
Keep if condition	Whether it applies to this business, and the evidence	
Decision and reviewer	Added, kept or rejected, by whom and on which date	
Recheck date	When the search terms report will be read again for this term	

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