



BUYER'S GUIDE

Logistics Google Ads Negative Keywords: Candidates by Campaign Type

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Logistics Google Ads negative keywords keep a freight quote campaign from paying for job seekers, parcel senders and students, yet the same words can be the whole point of a driver recruitment campaign. This library sorts 59 candidates by the campaign they suit, each with a match type, a reason and a condition for keeping it.

The match rules come from Google's own help pages, linked where they are used. Every file is a set of candidates to check against your search terms report, not a list to apply as it stands.

EXHIBIT 1

Negative keyword candidates by intent category

Intent category	Who is searching	Candidates	Examples	Usually excluded in	Keep when
Recruitment and jobs	Drivers, warehouse staff and school leavers looking for work	14	jobs, vacancies, salary, hgv driver	Freight RFQ, warehouse and 3PL, carrier sourcing	Never excluded in a recruitment campaign
Consumer parcels and removals	Private senders, home movers and people tracking a parcel	9	parcel, tracking number, removals, man and van	Freight RFQ; some also in the other three	You sell parcels, removals or vehicle transport
Education and definitions	Students, trainees and readers looking up a term	11	course, training, definition, [logistics]	Freight RFQ, warehouse and 3PL; some in carrier sourcing	You sell training or run a content campaign
Equipment, vehicles and property	Buyers and renters of trucks, trailers, racking and storage	10	for sale, used trucks, van hire, self storage	All four campaign types, term by term	You sell or rent the equipment
Carrier and load seeking	Carriers and owner operators looking for loads	5	load board, find loads, return loads, owner operator	Freight RFQ, warehouse and 3PL; load terms also in driver recruitment	The campaign recruits carriers
Shipper quote intent	Shippers asking for a price	3	quote, quotes, freight rates	Carrier sourcing, driver recruitment	Any freight or warehouse sales campaign

Intent category	Who is searching	Candidates	Examples	Usually excluded in	Keep when
Legal and insurance	People after lawyers, claims or truck insurance	4	accident, lawyer, attorney, truck insurance	All four campaign types	You sell repair, recovery or insurance
Existing users and portals	Customers of other firms trying to log in	1	login	All four campaign types	The campaign promotes your own portal
Software and tools	Software buyers and calculator users	2	software, cbm calculator	Freight RFQ; software also in warehouse and 3PL	You sell the software or offer the tool

EXHIBIT 2

Where to start

Your situation	Where to look
You advertise a haulier, broker or forwarder to shippers who send quote requests	The freight RFQ file, 50 candidates
You sell warehousing, fulfilment or 3PL contracts	The warehouse and 3PL file, 38 candidates
You are a broker or forwarder recruiting subcontracted carriers	The carrier sourcing file, 27 candidates; it leaves out the single word jobs, so owner operator job searches still reach you
You are hiring HGV, CDL or van drivers	The driver recruitment file, 16 candidates; it holds no job, salary or training terms
You want one exclusion list for the whole account	Only terms no campaign should ever show for, such as lawyer; Google applies account level negatives to Search, Performance Max, App, Shopping, Smart and Local campaigns alike
You want every candidate with its reasoning	The master file, 59 rows, under Downloads

Sources

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