



Step-by-step guide

Sequence of actions for the old AdWords UI >

Sequence of actions for the new AdWords UI \rangle

Sequence of actions for the old AdWords UI



Log in to adwords.google.com

Go to "Shared library" > "Negatives keyword lists" and click on the "+List" button to add a new list of negative keywords:



Set the name of your negative keyword list to "IQ Option phrase" 3 and add negative keywords from the file "Brand-related Negative Keywords List for Affiliates":

Search Q «	Shared library > Campaign negative keywords
All campaigns	Create a negative keyword list that can be added to multiple campaigns. Learn more
All drafts	
All experiments	New negative keyword list Negative keyword list arme IQ Option phrase
Campaign groups	Keywords "ig copptions"
Shared library	"iq ontion" "iq ontion"
Audiences	"iq onption" "ia onpiton"
Bid strategies	"iq onopti"
 Budgets Business data 	"iq omptional"
 Campaign negative keywords 	"iq option" "iq oktions"
Negative keywords Phrase	
Campaign placement exclusions	Save Cancel
Account placement exclusions	

4 Once you create your negative keyword list, open it, scroll to the bottom of the page and apply it to necessary campaign(-s):

5 It is possible to add negative keyword list right on the campaign page as well. In order to do it, proceed to "All campaigns" section from the top panel of Google AdWords and choose necessary marketing campaign:

	Settings Ads	Ad extensions	Keywords	Audiences	Dimensions	Display Network	•
but removed campaigns 👻	Segment 👻	Filter 👻	Columns 👻	<u>~</u> + •	Find campaig	jns Q	View Change History
Clicks - VS None -	Daily 👻						
CAMPAIGN - Edit	✓ Details ✓	Bid strategy 👻	Automate	✓ Labels	-		
•							
11							

6 Go to "Keywords" section, then click "Negative keywords" > "Lists". Click on the "+List" button:

Campaigns Ad groups	Settings Ads Ad extensions Keywords Audiences Dimensions Display Network
Keywords Negative keywo	rds Search-Lerms
Negative keywords	
Negative keywords can prev	vent your ad from showing to people who search using those words. Learn more
Ad group level	Campaign level
Filter -	+ LIST Remove ± Download Keywords Lists

Choose negative keyword list and save:

ampaign level	
Add campaign negative keywo	rd lists
Keywords in the negative keyword word.	ists prevent your ads from appearing for queries containing the
Choose the negative keyword lists	to add:
IQ Option phrase	add
Create and	manage lists» 🝸
Added keyword lists (0)	
Save Cancel	

Sequence of actions for the new AdWords UI

1 Log in to adwords.google.com

2 Click on the wrench icon on the top panel of Google AdWords and go to "Shared library" > "Negative keyword list":

			G0 ТО II.	२ १
			Re	turn to previous A
	I SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Keyword Planner	Audience manager	All bulk actions	Conversions	Billing & payme
Ad Preview and Diagnosis	Portfolio bid strategies	Rules	Google Analytics	Business data
	Negative keyword lists	Scripts	Search attribution	Account access
	Shared budgets	Uploads		Linked account
	Placement exclusion lists			Preferences

3 Click on the "+" button in the upper-left corner in order to add a new negative keyword list:

+			<u>↓</u>
	legative keyword list $~~ \uparrow~$	Keywords	Campaigns

4 Set the name of your negative keyword list to "IQ Option phrase" and add negative keywords from the file "Brand-related Negative Keywords List for Affiliates":

Add negative keyword list	
IQ Option phrase	
Add negative keywords	
"1q optio" "1q optiaon" "1q opsion" "1q opion" "1iqtoptins" "1iqoption" "1 q options" "1 q option" "1 q optioin"	
SAVE	

5 Once you create your negative keyword list "IQ Option phrase", exit "Shared library", go to "Campaigns" and choose a campaign you want to add just created negative keyword list to:

Overview 🔒	CAMPAIGNS	AUCTION INSIGHTS
Recommendations		
Campaigns 🏫 Ad groups		

Ads & extensions								
Landing pages								
Keywords							Q Find campaigns	T
Audiences	-		alian atatua: All hut remove					
Demographics		Cam	aigh status. An but remove	eu				
Topics		•	Campaign 🛧	Budget	Status	Campaign type	Impr.	Interactions
Placements		•						
		0						
Settings								
Locations		0						
Ad schedule								
Devices								
Advanced hid adi								

6 Open your campaign and choose "Keywords" from the panel to the left. Then go to the "Negative keywords" section and click "+":

Overview 🏫	SEARCH KEYWORDS	DISPLAY/VIDEO KEYWORDS	NEGATIVE KEYWORDS	SEARCH TERMS 🔻	
Recommendations	+				
Campaigns 🔒	☐ Negative keyword ↑	Ad	ded to	Level	
Ads & extensions	You don't have any negative keywords yet NEGATIVE KEYWORDS				
Landing pages	I				
Keywords					

7. Click on "Use negative keyword list", choose necessary list, tick the box next to it and click "Save":

7

SEARCH KEYWORDS DISPLAY/VIDEO KEYWORDS	NEGATIVE KEYWORDS	SEARCH TERMS 🔻
Add negative keywords		
create new list		
Negative keyword lists are sets of negative keywords that you can us Add to	e across multiple campaigns.	
Select lists		
Search Q	1 selected	CLEAR ALL
☑ 1 list	IQ Option phrase	\otimes
V IQ Option phrase		
SAVE CANCEL		