



Universal Negative Keyword List

General - for use in most campaigns if you are using a lot of broad match or modified broad match keywords

craigslist
directions
ebay
facebook
free
free sample
game
games
lyrics
map

nude
porn
recipe
samples
sex
sexy
utube
you tube
maps
myspace

High End - VIP Products

bargain
bargains
blowout
cheap
Cheapest
deal

clearance
close out
close outs
Closeouts
coupon
coupons

Discount Products

designer
expensive
high end
luxurious
luxury

Automotive Industry

antique
antiques
auction
auctions
avis
career
careers
class
classes
classic
classical
classifieds
collectible
collectibles
college
colleges
course
courses
crash
crashes
employment
enterprise

game
games
garages
hertz
insurance
intern
interns
internship
internships
job
jobs
loan
loans
magazine
magazines
mechanic
movie
national
part-time
pixar
position
positions
program
programs

recall
recalled
refi
refinance
refinancing
rent
rental
rentals
repair
repo
repossessed
repossession
ringtone
school
schools
seat cover
seized
thrifty
toy
toys
training
warranties
warranty
wash

If you're a dealer you may want to include: all makes and/or models that are not directly related to you, if someone is searching for hybrid SUV's you don't want to be showing up if you're selling Ferrari's

Repairs & Maintenance

advice	book	pictures
tip	books	report
tips	bulletin	reports
build	bulletins	research
craft	case studies	resource
crafts	case study	resources
create	data	review
creating	define	reviews
custom	definition	sample
customized	diagram	samples
directions	example	statistics
DIY	examples	stats
do it yourself	FAQ	success stories
do it yourselfer	forum	success story
hand crafted	forums	theories
hand made	guide	theory
handmade	guides	tutorial
home	history	tutorials
homemade	image	what are
how are	images	troubleshoot
how can	info	troubleshooting
how is	information	diagnose
how to	journal	question
instruction	journals	answer
instructions	learn about	boat
layout	magazine	boats
layouts	magazines	computer
make	map	computers
making	maps	laptop
plan	meaning of	laptops
plans	metrics	shoe
step by step	news	shoes
about	newsletter	tv
article	newsletters	television
articles	newspaper	watch
association	newspapers	watches
associations	photo	
blog	photos	
blogs	picture	

Entertainment

If you're a ticket broker you may want to include:
airfare
airline
airlines
airplane
airplanes
amtrak
britney spears (unless selling concert tickets)
bus
car
charity
download
flight
flights
itunes
jackpot
justin timberlake (unless selling concert tickets)
lottery
Lotto
mega millions
movie
movies

mp3
mtv
non profit
opinion
opinions
parking
photo
photos
picture
pictures
plane
powerball
review
reviews
speed
speeding
traffic
train
travel
traveling
video

Financial Services

career
careers
direct hire
direct placement
employer
employers
employment
freelance
freelancer
freelancers

information
journal
journals
learn about
magazine
magazines
map
maps
meaning of
metrics

Institute
institutes
program
programs
school
schools
seminar
seminars
training
law

freelancing full-time head hunter hiring independent contractors intern interns internship internships job jobs part-time position positions positions recruiter recruiters recruiting resume resumes salaries salary staffing temp temporary about article articles association associations blog blogs book books bulletin bulletins case studies case study data define definition diagram example examples forum	news newsletter newsletters newspaper newspapers photo photos picture pictures report reports research resource resources review reviews term terms terminology theories theory tutorial tutorials what are sample samples class classes college colleges conference conferences course courses education universities university workshop workshops foundations act acts Attorney	law firm laws lawyer lawyers legal paralegal paralegals vehicle vehicles auto autos automobile car cars army auction auctions catholic christian cnn dictionary DIY do it yourself dog financial aid fraud fundraiser gamble gambling investigate military msnbc oprah pet real estate scam scams semester software start up startup start-up start-ups stock stocks
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forums guide guides history image images info	bono civil suit courts government grant illegal lrs	strategies strategy student students ticket tours tv
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Healthcare

service services finance financial management department dept act act of compliance law laws legal legal legislation regulation regulations rent rental rentals used renting refurbished like new thrift thrifty second hand vintage antique charity non profit	programs school schools seminar seminars training universities university workshop workshops foundations about article articles association associations blog blogs book books bulletin bulletins case studies case study data define definition diagram example examples FAQ	reviews sample samples statistics stats success stories success story theories theory tutorial tutorials what are advice agencies agency career careers consultants consulting direct hire direct placement employer employers employment firm firms freelance freelancer freelancers freelancing full-time
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consignment resale clip art code collectible collectibles antique antiques recall recalled regulations repair repairs photos photo photograph photographs picture pictures hobby hobbies rules safety class classes college colleges conference conferences course courses education institute institutes program	forum forums guide guides history image images info information journal journals learn about logo logos magazine magazines map maps meaning of metrics news newsletter newsletters newspaper newspapers photo photos picture pictures report reports research resource resources review	head hunter hiring independent contractors intern interns internship internships job jobs part-time position positions positions recruiter recruiters recruiting resume resumes salaries salary staffing temp temporary pet pets dog dogs cat cats animal animals
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Retail/eCommerce

rent rental rentals	internships job jobs	metrics blog blogs
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<p>used renting refurbished like new thrift thrifty second hand vintage antique charity non profit consignment resale clip art code collectible collectibles antique antiques recall recalled regulations repair repairs photos photo photograph photographs picture pictures hobby hobbies rules safety advice agencies agency career careers consulting direct hire direct placement employer employers employment</p>	<p>freelancing full-time part-time position positions positions recruiter recruiters recruiting resume resumes salaries salary staffing temp temporary consultants about article articles association associations book books bulletin bulletins case studies case study data define definition diagram example examples FAQ forum forums guide guides history image images info information journal</p>	<p>news newsletter newsletters newspaper newspapers photo photos picture pictures report reports research resource resources review reviews sample samples statistics stats success stories success story theories theory tutorial tutorials what are class classes college colleges conference conferences course courses education institute institutes program programs school schools seminar seminars training</p>
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firm firms freelance freelancer freelancers head hunter hiring independent contractors intern interns Internship	journals learn about logo logos magazine Magazines map maps meaning of	universities university workshop workshops foundations
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Real Estate

article articles association associations blog blogs blues book books builders bulletin bulletins case studies case study chart chop class classes cleaning club clubs college colleges conference conferences construction contractor	goods grind guide guides haunted health care history ice image images improvement info information inspection institute institutes insurance interiors journal journals learn about license loan loans logo logos magazine	remodeling rent rentals repair report reports research resource resources review reviews road sample samples school schooling schools security seminar seminars server shopping network speaker statistics stats steak sublease
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council councils course courses data decor decorating define definition derby design diagram disney dog doll education example examples expo FAQ for rent forum forums foundations full fumigation furnishings furniture glass	magazines makeover map maps meaning of metrics moisture mold mortgage movies music news newsletter newsletters newspaper newspapers nursing outback party photo photos picture pictures plans plants play program programs remedies	success stories success story test theater theories theory training tree tutorial tutorials tv universities university values videos waffle warranty what are what is white white paper white papers wiki wikipedia workshop workshops
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Tech B2B

about advice agencies agency article articles association associations blog	forums foundations freelance freelancer freelancers freelancing frys full-time guide	picture pictures position positions program programs refurbished recruiter recruiters
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<p>blogs book books bulletin bulletins buy career careers case studies case study class classes club clubs college colleges conference conferences consultants consulting consumer council councils course courses data define definition developer developers diagram direct hire direct placement education employer employers employment example examples FAQ firm firms</p>	<p>guides head hunter hiring history home house household image images independent contractors info information institute institutes intern interns internship internships job jobs journal journals learn about logo logos magazine magazines map maps meaning of metrics news newsletter newsletters newspaper newspapers overstock part-time personal photo photos forum</p>	<p>recruiting report reports research resource resources resume resumes review reviews salaries salary sample samples school schools seminar seminars staffing statistics stats store stores success stories success story temp temporary theories theory training tutorial tutorials universities university what are what is white paper white papers wiki wikipedia workshop workshops</p>
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Technology/Software Commerce

<p> about article articles association associations blog blogs book books bulletin bulletins burn burner case studies case study cd class classes club clubs code college colleges community conference conferences council councils course courses crack data define definition desktop developer developers diagram disk download (if you don't have one) downloads (if you don't </p>	<p> forum forums foundations free freeware game games gnu guide guides hack hacks history image images info information institute institutes journal journals key gen knock off learn about libraries library logo logos magazine magazines map maps meaning of metrics microsoft news newsletter newsletters newspaper newspapers open source password </p>	<p> repair repairs report reports research resource resources retail retailer retailers review reviews rip ripped safety sample samples school schools seminar seminars serial code serial number shareware shortcut shortcuts statistics stats success stories success story template templates theories theory tip tips trailer training tutorial tutorials universities university </p>
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have any) dvd education error example examples exe fake FAQ file files	pdf photo photos picture pictures program programs public domain recall recalled registration	video warez what are what is white paper white papers wiki wikipedia windows workshop workshops
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Travel

advisory apartment architecture article articles association associations bank blog blogs book books bulletin bulletins case studies case study certification channel class classes club clubs college colleges condo conference	festival forum forums foundations guide guides history homes image images info information institute institutes jobs journal journals learn about library logo logos magazine magazines map maps meaning of	police program programs real estate report reports research resource resources review reviews ringtones sample samples school schools seminar seminars sisterhood statistics stats success stories success story theories theory trail
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conferences council councils county court course courses data dating define definition diagram education example examples FAQ	metrics music music video news newsletter newsletters newspaper newspapers nursing photo photograph photographs photos picture pictures	training tutorial tutorials universities university warped tour weather what are what is white paper white papers wiki wikipedia workshop workshops
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