



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

Negative-Keyword Starter Lists (by vertical)

Four ready-to-paste negative-keyword lists by vertical, plus the generator prompt to personalize yours.

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Negative-Keyword Starter Lists (by vertical)

Four ready-to-paste, themed negative-keyword lists — law, accounting & financial, clinics & health, and home services — plus the generator prompt and the weekly search-terms triage prompt. Start from the list closest to your firm, personalize it, and paste it into a shared account-level negative list. This is the single highest-leverage waste control you fully own.

What a negative keyword does — and why it matters

A regular keyword says *show my ad when someone searches this*. A negative keyword says *if this word is in the search, sit my ad out*. It's the bouncer at the door: "divorce lawyer near me" walks in; "free divorce lawyer," "divorce lawyer salary," and "how to file for divorce yourself" get turned away before you pay a cent.

Vendor analysis of law-firm accounts — flagged as vendor analysis, because the people who publish it also sell the fix — puts wasted spend at **20–40% of budget** on clicks that were never going to become a client. At legal's median **\$9.87 a click** (2026 medians, WordStream/LocaliQ; *prices move, check the vendor's page*), a 30% leak on a \$2,000 budget is **\$600 a month** buying nothing. This ten-minute list is where you recover it.

How to use these lists

1. **Read every line before you trust it.** These are starters, not gospel. Delete anything that would block a real client in your specific practice (a family lawyer shouldn't blanket-block "custody"; an HVAC firm shouldn't block "free estimate," which is usually real buyer intent). Terms that can cut both ways are flagged with  — decide each one for your firm.
2. **Build it as a shared, account-level list** (see the steps at the bottom) so every campaign inherits it.
3. **Personalize the "Wrong services" section** with the generator prompt — that's the biggest custom section and the biggest source of waste.

One catch about match on negatives: negatives are stricter than regular keywords — a negative phrase won't block close variants, misspellings, or plurals the way you might expect. Block both "free" and the obvious variants that matter, and lean on the weekly Search Terms report to catch what slips through. You're aiming for a good wall you patch every week, not a perfect one on day one.

Important exception if you offer a free consultation: don't blanket-block bare "free." Someone searching "free consultation with a family lawyer" or "free case review" is ready to hire — that's exactly who you want. Block the *wasteful* "free" patterns instead ("free forms," "free template," "free legal aid," "free tax filing," "free software") and let the free-consult searches through. The lists below flag "free" for this reason — read it against your own offer before you paste.

List 1 — Law firms

Personalize the "Wrong services" block for your practice area (this example blocks the areas a **family lawyer** doesn't handle).

jobs
job
salary
hiring
paralegal
legal assistant
internship
apprenticeship
resume
career
careers
law school
clerk
free
pro bono
legal aid
cheap
cheapest
low cost
affordable
discount
diy
do it yourself
template
form
forms
sample
kit
how to
represent myself
without a lawyer
file myself
pdf
download
definition
meaning
what is
explained
reddit
quora
wikipedia

wiki
forum
statistics
vs
criminal
dui
dwi
bankruptcy
personal injury
immigration
real estate
patent
traffic ticket

⚠ Review before pasting: `tax`, `estate`, `custody`, `will` — block only the practice areas you genuinely don't handle. **If you advertise a free consultation, remove bare `free` from this list** — block "free forms," "free template," "free legal aid" instead, and let "free consultation" searches through (they're ready-to-hire buyers).

List 2 — Accounting & financial

Example blocks the services a **tax-prep / small-firm CPA** doesn't offer. Adjust for your mix.

jobs
job
salary
hiring
bookkeeper jobs
accountant salary
cpa exam
internship
resume
career
entry level
free
free tax filing
free software
turbotax
cheap
cheapest
discount
do my own taxes
diy
do it yourself
template
spreadsheet
excel
how to
software
quickbooks tutorial
calculator
definition
meaning
what is
explained
reddit
quora
wiki
vs
tax brackets
tax rates
irs.gov
financial advisor
wealth management

business loan
insurance
mortgage

⚠ Review before pasting: [payroll](#), [bookkeeping](#), [audit](#), [financial planning](#) — keep whichever you actually sell. **If you offer a free consultation or free review, remove bare [free](#)** — block "free tax filing," "free software" (already listed) and let "free consultation" searches through.

List 3 — Clinics & health

Example blocks the services a **general/adult dental practice** doesn't offer. Adjust for your specialty.

jobs
job
salary
hiring
hygienist jobs
dental assistant jobs
receptionist
career
resume
school
internship
free
low income
charity
sliding scale
cheap
cheapest
discount
diy
at home
home remedy
how to
pull tooth at home
whitening kit
definition
meaning
what is
symptoms
causes
reddit
wiki
pictures
vs
how long
orthodontist
braces
oral surgeon
pediatric dentist
veterinary
dental school

⚠ Review before pasting: **medicaid** , **no insurance** , **cosmetic** , **implants** , **emergency** — many of these are real patients. Block only what you truly don't serve or accept. **Note:** healthcare gets no automated LSA lead credits, so keep this profile especially tight.

List 4 — Home services

Example blocks the trades an **HVAC company** doesn't do. Adjust for your trade.

jobs
job
salary
hiring
hvac technician jobs
apprentice
apprenticeship
career
resume
trade school
certification
how to become
diy
how to
fix myself
repair myself
tutorial
youtube
replacement part
parts
manual
troubleshoot
used
second hand
definition
meaning
what is
reddit
wiki
vs
how does
symptoms
plumbing
electrical
appliance repair
solar

⚠ Review before pasting: [free estimate](#), [cost](#), [price](#), [near me](#), [water heater](#), [duct cleaning](#) — several of these are genuine buyer intent. **Do not** blanket-block "free estimate" or "cost" for home services; those are people ready to hire.

The generator prompt — build your personalized list

Paste your service and the practice areas you don't offer, and a free-tier ChatGPT or Claude session hands back a themed, paste-ready column in a couple of minutes.

```
Build me a negative-keyword list for my Google Ads campaign – the searches I NEVER
want to pay
for a click on.
- My business: [WHAT YOU DO] in [TOWN].
- The ONE service my campaign advertises: [SERVICE].
- Services/practice areas I do NOT offer: [LIST – be exhaustive; this is the biggest
waste source]
- Do I want to block searches for my competitors' names? [YES/NO – if yes, list them]

Generate negatives grouped under these themes, 10–25 words per theme where they
genuinely apply:
1. Jobs & careers (people looking for work, not services)
2. Free & low-value (free, pro bono, cheap – people who won't pay)
3. DIY & self-help (templates, forms, "how to" – people avoiding hiring)
4. Informational (definitions, research, forums)
5. Wrong services (from my do-NOT-offer list – every phrasing a searcher would
actually use)
6. Anything specific to my profession I haven't thought of.
Give me the final list as one plain column, lowercase, one term per line, so I can
paste it
straight into a Google Ads negative keyword list. No duplicates.
```

Read the output before you trust it — AI drafts, you own the send. Skim for anything that would block a real client, delete those, keep the rest.

The weekly search-terms triage prompt

The starter list blocks the junk you can predict. The Search Terms report shows the junk you can't — the searches real people actually typed to trigger your ad. Once a week, sort by cost and run keep / block / watch. When the list is long, let AI pre-sort it:

Triage my Google Ads search terms like a waste-averse ads manager. My money is on the line.

- My business: [WHAT YOU DO] in [TOWN].
- My campaign advertises: [SERVICE].
- This week's search terms (term, clicks, cost – pasted from the Search Terms report): [PASTE]

Sort every term into exactly three piles:

1. KEEP – real "hire me" intent. Flag any that performed well and should be added as a phrase/exact keyword of its own.
2. BLOCK – wrong intent (free, DIY, jobs, research, services I don't offer, wrong location).

Give me the exact negative keyword to add for each, one per line, ready to paste.

3. WATCH – ambiguous; tell me in one phrase what would move each to keep or block. Be decisive. When in doubt between keep and watch, choose watch; between watch and block at legal-level click prices, choose block.

Where the list lives: account-level

Don't paste negatives into a single campaign. Build one shared list and attach it — every campaign inherits the same protection, and your weekly triage drops new junk into one place.

1. **Tools** → **Shared library** → **Negative keyword lists** → create a new list, name it "Master negatives."
2. **Paste your themed column** — one term per line — and save.
3. **Apply to campaigns** → tick the Search campaign you built. Done — it's blocking everywhere it's attached.



EVOLVV STRATEGIES

THE NEXT STEP

You've got the playbook. Want it running by next month?

You can now run your own ads with open eyes — and you know exactly what a fair vendor looks like. Measure us against your own checklist.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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