FREE GUIDE · DEEP BHARDWAJ

GOOGLE ADS SEARCH TERMS CHECKLIST

Dekhiye log asal mein kya search karke aapke ad par aaye — aur galat searches par paisa jaana band kijiye.

📊 Search terms ❌ Galat searches ⊖ Negative keywords

STEP 1

REPORT KHOLIYE

`Google Ads → Insights and reports → Search terms`

Upar date range 30 ya 90 din kar lijiye. Yahan har line ek asli search hai jis par aapka ad dikha aur click hua.

- [ ] Campaign / ad group filter sahi chuna
- [ ] Date range: last 30-90 din
- [ ] Columns mein Cost, Clicks, Conversions dikh rahe hain

STEP 2

COST SE SORT KIJIYE

Sabse mehngi searches upar aayengi. Har line padhiye aur in jaisi searches mark kijiye:

TYPE	EXAMPLE
Free / DIY	"free ac repair", "ac repair video"
Job seekers	"ac technician job", "salary"
Course / training	"ac repair course"
Jo service aap nahi dete	"car ac repair" (agar aap sirf home AC karte hain)
Doosri city / area	jahan aap service nahi dete

STEP 3 · ASLI BACHAT

NEGATIVE KEYWORDS

`Search terms → galat searches tick kijiye → Add as negative keyword`

Ab aapka ad un searches par dikhega hi nahi. Single word (jaise "free", "job", "course") ko negative banaiye taaki unke saare variations ruk jaayein.

- [ ] Account level par common negatives: free, job, jobs, salary, course, training
- [ ] Campaign level par galat services / areas
- [ ] Dhyan: koi aisa word negative mat kijiye jo aapke asli customers bhi likhte hain
- [ ] Har hafte 10 minute: naye search terms check kijiye

AAGE KYA?

HELP CHAHIYE?

FREE AUDIT CHAHIYE?

Hum 11+ saal se local businesses ke liye Google listing, SEO aur Google Ads sambhal rahe hain. DM kijiye **@ideepbhardwaj** par, ya call kijiye +91-9650381400.

Aisi free Google tips ke liye follow kijiye @ideepbhardwaj.