

Negative Keyword Checklist for Indian NGOs (Google Ad Grants 2025)

General Irrelevant Terms

free, jobs, careers, salaries, internships, course, training, certification, exam, wikipedia, images, videos, youtube, apk, download, lyrics, movies, games, compare, review, meaning, definition, solution, syllabus, answer key, result, adult

Education NGO-Specific

school, college, university, tuition, fees, admissions, scholarship, play school, board exam, coaching

Health NGO-Specific

hospital, clinic, doctor, treatment, symptoms, pharmacy, diagnostic, cure

Relief / Aid NGO-Specific

news, photos, live, report, weather updates

Animal NGO-Specific

pet shop, breeders, buy, sell, pet food, zoo

Location-Based (Customize)

Add irrelevant locations or areas outside your operational region. Example: If your NGO operates only in Patna, exclude:

Delhi, Mumbai, Chennai, Bangalore tourism, Patna hotels (if unrelated)

How to Use This Checklist

1. **Add to Google Ads:** Use “Negative Keywords” under the “Keywords” tab.
 2. **Match Types:** Use Broad Match for general exclusions, Phrase Match for recurring phrases, and Exact Match for very specific terms.
 3. **Review Weekly:** Check Search Terms Report for new irrelevant queries.
 4. **Update Monthly:** Adjust based on campaign performance.
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Pro Tip: Avoid being overly aggressive; review your conversion rates after applying negative keywords.