

# Auto Negative Keywords (Positive Keyword Script) Documentation

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See the script's page for a basic overview plus explainer video: <https://shabba.io/script/1>

Template:

[https://docs.google.com/spreadsheets/d/1vJyQ9PT8u7pMZ4X5WoJf4SnxWt\\_KfRlOfI7Q6BWxno/edit?gid=1698327781#gid=1698327781](https://docs.google.com/spreadsheets/d/1vJyQ9PT8u7pMZ4X5WoJf4SnxWt_KfRlOfI7Q6BWxno/edit?gid=1698327781#gid=1698327781)

Note cell references may change. Please check the latest spreadsheet template.

## Basic Principles

**Add negative keywords and/or receive irrelevant search term alerts *without chaining yourself to search term reports.***

Negative keywords will be added/flagged if the search term does not contain {No of Matches} "positive keywords". For example, you might want all search terms to contain a product brand name like "Nike" (1 match) or get more specific with "nike" + "shoes" (2 matches).

## Preview Mode

It's possible to preview the script:

- 1) Via the Google Ads "Preview" functionality within the UI
- 2) By checking the "Preview Mode" box in your settings sheet

For each, no changes will be made but emails will be sent and the sheet will still update.

## Email Alerts

Enable email alerts to get a preview of negative keywords found or added.

Also enable preview mode in the sheet to purely receive alerts.

## Script Schedule

It's generally recommended to schedule the script to run hourly however, please ensure your settings are correct before setting up a schedule. It's also recommended to preview and review changes before running the script / setting up a schedule.

The script will work through the Rules one by one, starting with new Rules then whichever ran earliest. An hourly schedule ensures the script has time to work through all of the Rules in a timely manner. It also ensures irrelevant Search Terms are negated as quickly as possible!

If **alerts** are enabled, you'll also receive an email once negative keywords are found or added as soon as possible.

You can also enable **preview mode** to use the script (or individual sheets) as a reporting/alerts system.

## Script Timing Out

The script is designed to:

- Process as many Ad Groups as possible
- Time out (if necessary)
- Pick up where it left off during the next run

This is where a regular schedule (see above) can help.

On the rare occasion the script times out running a single Rule, update the minimum impressions or shorten the date range.

## Sheet/Tab Names

Sheet/tab names are for your reference only.

Include "(skip)" to the name without to skip that sheet.

To add a new tab (and target a new campaign) duplicate an existing tab. Note the same account (and campaigns and ad groups) can be targeted across multiple tabs.

## No. of Matches

How many of the "positive keywords" need to be present.

If you sell *iPhone 12 cases* then you could set your No. of Matches to 3 then your words to "iphone", "12" and "case".

Remember the script needs to match ANY 3 (in this case). So if "phone" and "iphone" are listed they'll count for 2.

## Campaign Name

Use like, not\_like, contains, not\_contains, regex or not\_regex to match a campaign name. E.g. add regex(\*.dog.\*collar.\*) to match any campaign containing “dog” then “collar”.

## Ad Group Names

Add a single Ad Group name or multiple, separated by a comma.

Set to RUN\_ALL\_ENABLED to run all enabled ad groups under a single column/rule.

Set to RUN\_FIRST\_ENABLED to run the first ad group found.

Note when running multiple ad groups: all of the ad groups will fall under a single timestamp.

With that, if the Ad Groups can't all run in a single run then the script will never move onto other Ad Groups.

Use like, not\_like, contains, not\_contains, regex or not\_regex to match an ad group name. E.g. add regex(\*.dog.\*collar.\*) to match any campaign containing “dog” then “collar”.

## Settings > New Negative Keywords Only

If checked/enabled, the script will NOT add negatives which:

- Have already been added (to the ad group, campaign or list)
- Have effectively been added via a phrase or broad match negative keyword. E.g. if “jobs” has been added as a broad match then [jobs in brighton] will not be added as a negative keyword

Leaving this setting enabled is recommended to prevent Ad Groups and Negative Keyword Lists from filling up.

Ad Group max negatives: 20k

Negative keyword list max negatives: 5k

## Negative Keyword Lists

If a negative keyword list is provided then the negatives will be added to the list instead of the Ad Group/Campaign.

Multiple, comma separated lists can be added then:

- The first list will be used until it's full
- Then the second, third, etc.

## Keywords aka “Positive Keywords”

Keywords (also known as positive keywords) are the most important aspect of the script. They decide which search terms get added as negative keywords.

The basic logic is simple:

- For each search term

- If the search term does NOT contain N number of keywords
- Then add it as a negative keyword

Where N is the number of matches.

### **Example**

Number of matches: 2

Keywords:

dog

collar

Search term: dog harness in London

Result: add as negative keyword ("dog" is present but "collar" is not - there is one match where there needs to be two).

Keywords can be listed vertically.

Multiple keywords can be added to a single cell, separated by commas (this is the same as if they were listed vertically)

### **Whole word match keywords**

Add square brackets around keywords [like this] to signify whole word match.

By default, the keyword needs to be contained anywhere in the search term to count as one match. E.g. "collar" is in "dog collars" once. "Collar" is also in "collaritus" once. [collar] on the other hand is in "dog collar" but not "dog collars" or "collaritus".

### **Regex keywords**

Wrap the keyword in regex() to regex match e.g. regex(mer.\*des) will match 'mercedes' and 'mersedes'.

Regex is ideal for capturing misspellings and setting up more advanced rules.

Tip: use a regular expression tester like <https://regexr.com>