SEARCH TO REVENUE

Contractor Negative Keyword Starter List

The searches that bring DIYers, job seekers, and window shoppers, grouped for HVAC, plumbing, electrical, and roofing.

What this is. A starting point, not a finished list. Negative keywords stop your ads from showing on searches you do not want to pay for. Every business sells different services, so read each group and remove anything that matches work you actually do before you add it.

Time to use it: about 30 minutes to load the lists, then 15 minutes a week to keep them current.

How to use this list

- **Pick your groups.** Start with the Universal list, then add the group for each trade you run.
- **Remove anything you sell.** If you install window units, take "window air conditioner" off the list. If you do commercial work, take "commercial" off. Read the "Use with care" page first.
- **Load them as a shared list.** In Google Ads, open Tools, then Shared library, then Negative keyword lists. Build one list per group and apply them to your campaigns. Account-level negative lists are also available and cover every campaign at once.
- **Use phrase match for multi-word terms.** Negative keywords behave differently from regular ones. A broad-match negative blocks searches that contain all of its words in any order, but it does not block close variants or synonyms. Wrap multi-word terms in quotation marks so they block that exact phrase.
- **Then check real searches weekly.** Open the search terms report, sort by cost, and look at terms that spent money without producing a call or form. Add the clearly wrong ones. This weekly habit matters more than any starter list.

Universal list: all trades

Searches from people who want to do the work themselves, get a job, or learn.

DIY and how-to

diy	youtube	homemade
do it yourself	video	troubleshooting
how to	step by step	reddit
how do i	manual	forum
tutorial	guide	
instructions	make your own	

Jobs and training

jobs	pay rate	course
job	hourly wage	certification
careers	apprenticeship	license exam
hiring	internship	training
employment	resume	class
salary	school	near me hiring

Research and low intent

definition	diagram	pictures
meaning	chart	images
wiki	statistics	free download
pdf	history of	template

Stores, marketplaces, and wholesale

wholesale	amazon	facebook marketplace
supplier	ebay	buy online
distributor	walmart	parts only
home depot	kijiji	
lowes	craigslist	

HVAC

Heating and cooling work, with the equipment-shopping and auto searches mixed in.

hvac jobs	manual j calculator	portable air conditioner
hvac school	thermostat wiring diagram	mini split diy kit
hvac training	furnace filter size	car ac
hvac technician salary	furnace parts	auto ac
hvac certification	ac parts	automotive air conditioning
hvac license	ac capacitor	truck ac
hvac tools	condenser fan motor	computer cooling
hvac parts	refrigerant price	pc cooler
hvac manual	how to charge ac	air conditioner for car
hvac calculator	window air conditioner	ac wholesale

Plumbing

Repair and drain work, minus the parts shoppers and trade-school searches.

plumber jobs	pex fittings	drain cleaner product
plumber salary	pipe fittings wholesale	drano
plumbing apprenticeship	toilet parts	snake rental
plumbing school	toilet flapper	water heater manual
plumbing license exam	faucet parts	water heater parts
plumbing code	faucet cartridge	water heater element
plumbing supplies	how to unclog	plumbing diagram
plumbing parts	how to fix a leak	plumbing symbols
plumbing fittings	diy drain cleaner	

Electrical

Panel upgrades, EV chargers, and wiring work, minus the code questions and supply shoppers.

electrician jobs	how to wire	extension cord
electrician salary	how to install outlet	generator for sale
electrician apprenticeship	diy wiring	solar panel kit
electrician school	electrical supplies	electrical tape
electrician license exam	electrical parts	voltage calculator
electrical code	wire gauge chart	amp calculator
electrical code book	breaker box parts	
wiring diagram	circuit breaker wholesale	

Roofing

Replacements and storm repair, minus the materials and DIY patch searches.

roofing jobs	roofing nails	roof pitch calculator
roofer salary	roofing felt	metal roofing diy
roofing apprenticeship	roof sealant	roof rack
roofing license	roof patch	roof tent
roofing supplies	how to patch a roof	roof cleaning product
roofing materials	how to shingle	moss remover
shingles price	diy roof	
shingles for sale	roof calculator	

Use with care

These words often signal a poor lead, but they can also come from real buyers. Check your own search terms report before adding any of them.

Term	Why it can hurt
free	"Free estimate" is a good search for you. Block "free" alone and you lose those. Add specific phrases like "free download" or "free parts" instead.
cheap, cheapest	Often price shoppers, but also people with a tight budget who still hire. Test before blocking.
cost, price	Common at the start of a real buying decision. Keep unless your terms report shows they spend and never convert.
used, refurbished	Blocks equipment shoppers, but if you sell or install pre-owned units, you may want them.
commercial, industrial	Block them if you only do homes. Remove them if you take commercial jobs.
rent, rental	Landlords and property managers can be good leads for repairs. Block only if they never convert.
emergency, 24 hour	High-value searches for most trades. Do not block these.
repair	Core search for most contractors. Do not block, even though "repair parts" is a problem.

Block what you do not serve

Two more places waste is common. First, add the names of cities, regions, or countries you do not serve as negatives, and set your location option to people **in** your service area rather than people interested in it. Second, if you do not offer a service, such as "boiler repair" or "chimney," add it as a negative so you do not pay for calls you will turn away.

Your 15-minute weekly routine

1. Open the search terms report for the last 7 days.
2. Sort by cost. Look at terms that spent money with no calls or forms.
3. Add clearly wrong terms as negatives. Use phrase match for multi-word terms.
4. Skim terms that did convert. Make sure no negative on your lists is blocking a good search.
5. Note what you added, so you can undo it if results drop.

Want to see what is leaking from your account?

We review your Google and Meta ad accounts in a free 15-minute audit and show you which searches are costing you money. No obligation. Email info@searchtorevenue.com or book at searchtorevenue.com.

This list is a general starting point and is provided as is. Search behavior varies by market, and no negative keyword list fits every business. Review your own search terms before and after you apply it.