

Search term report for larkmoor-demo.web.app

15 September 2026 - 15 October 2026 · Report made 16 October 2026

YOUR REPORT · 15 SEPTEMBER 2026 - 15 OCTOBER 2026 · LARKMOOR-DEMO.WEB.APP

What your search terms were really asking for

The analyser read your website, then sorted every search that showed your adverts by what the person wanted and how closely that matches what you sell.

145	139	28,933	1,598	£1,498.76	23
rows	unique searches	impressions	clicks	cost	conversions

✓ The totals match the Total rows in your file.

What the analyser read on your website

What you sell

- Linen dresses
- Linen shirts
- Linen trousers
- Wool knitwear
- Jumpers
- Cardigans
- Roll-necks
- Free UK delivery on orders over £100

Who for, and where

Women (UK sizes 6 to 22).
United Kingdom.

What you do not sell

- Menswear
- Childrenswear
- Linen fabric
- Yarn
- Sewing patterns
- Wholesale
- Second-hand clothes
- Clothes rental

Lines it relied on

"Larkmoor makes relaxed linen dresses, shirts and trousers for warm days, and soft British wool jumpers and cardigans for cold ones."

"Larkmoor is womenswear only."

"We deliver to UK addresses only."

"Do you sell linen fabric, yarn or sewing patterns? No. We sell finished clothes only."

"Free UK delivery over 100."

Where the money went

£1,083.26 of £1,498.76 (72%) went on searches that are not looking for what you sell.



£346.99 · 23% £68.51 · 5% £1,083.26 · 72%

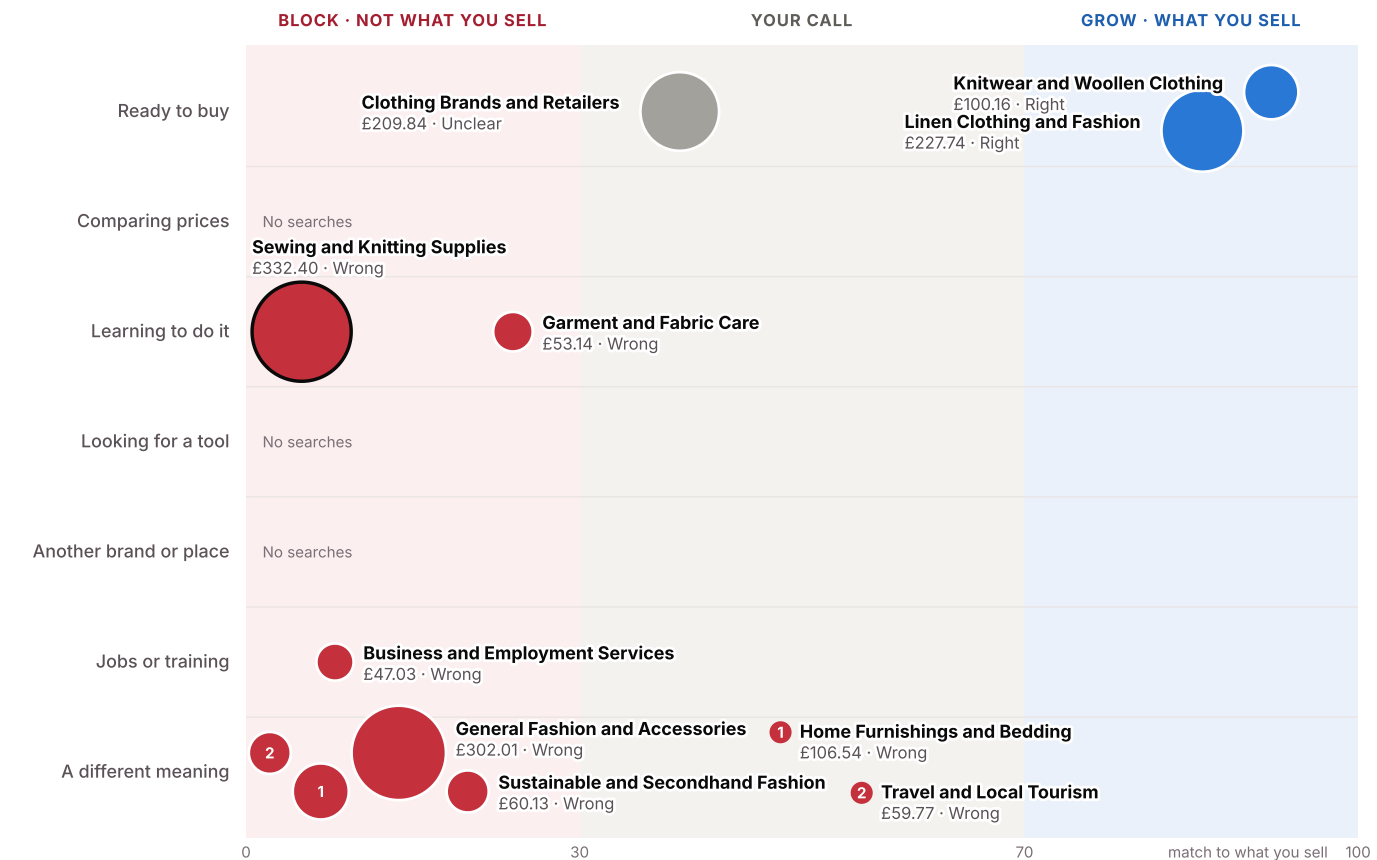
Right searches: what you sell Unclear: could go either way Wrong searches: not what you sell

What people were looking for

Each circle is a theme of similar searches. Left to right: how closely the searches match what you sell. Top to bottom: what the person wanted. Select a circle to see its searches.

● Right: what you sell (70 or more) ● Unclear (30 to 69) ● Wrong: not what you sell (under 30)

○ No spend Circle area shows spend



● Wrong (Block) · 5 of 100

Sewing and Knitting Supplies

Learning to do it themselves. We do not sell fabric.

£332.40 spend 6,313 impressions 352 clicks 24 searches

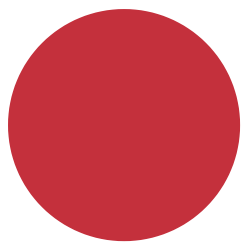
SEARCH	MATCH	SPEND	ACTION
linen fabric by the metre 522 impr · 44 clicks · 0 conv · We do not sell fabric.	 5 (Wrong)	£44.27	● Blocked by fabric
linen dress sewing pattern 989 impr · 38 clicks · 0 conv · We do not sell sewing patterns.	 5 (Wrong)	£37.34	● Blocked by pattern
knitting pattern chunky jumper 585 impr · 34 clicks · 0 conv · We do not sell knitting patterns.	 5 (Wrong)	£31.88	● Blocked by pattern
free linen dress pattern pdf 634 impr · 30 clicks · 0 conv · We do not sell sewing patterns.	 5 (Wrong)	£28.24	● Blocked by pattern
washed linen fabric uk 636 impr · 30 clicks · 0 conv · We do not sell fabric.	 5 (Wrong)	£27.79	● Blocked by fabric
linen fabric for dressmaking 423 impr · 26 clicks · 0 conv · We do not sell fabric.	 5 (Wrong)	£24.40	● Blocked by fabric
free cardigan knitting pattern 267 impr · 26 clicks · 0 conv · We do not sell knitting patterns.	 5 (Wrong)	£23.36	● Blocked by pattern
how to sew a linen dress 469 impr · 26 clicks · 0 conv · We sell finished clothes, not sewing instructions.	 10 (Wrong)	£23.08	● Blocked by "how to sew"
british wool yarn 339 impr · 26 clicks · 0 conv · We do not sell yarn.	 5 (Wrong)	£21.12	● Blocked by yarn
merino wool yarn uk 238 impr · 21 clicks · 0 conv · We do not sell yarn.	 5 (Wrong)	£20.54	● Blocked by yarn
linen dress pattern uk 549 impr · 21 clicks · 0 conv · We do not sell sewing patterns.	 5 (Wrong)	£19.26	● Blocked by pattern
chunky yarn for jumpers 296 impr · 17 clicks · 0 conv · We do not sell yarn.	 5 (Wrong)	£18.42	● Blocked by yarn
how to knit a cardigan 295 impr · 13 clicks · 0 conv · We sell finished clothes, not knitting instructions.	 5 (Wrong)	£12.70	● Blocked by "how to knit"
stonewashed linen fabric 14 impr · 0 clicks · 0 conv · We do not sell fabric.	 5 (Wrong)	£0.00	● Blocked by fabric

SEARCH	MATCH	SPEND	ACTION
why does linen crease 11 impr · 0 clicks · 0 conv · This is an informational query about linen fabric properties.	 40 (Unclear)	£0.00	● Your call
aran wool yarn 10 impr · 0 clicks · 0 conv · We do not sell yarn, only finished clothing.	 5 (Wrong)	£0.00	● Blocked by yarn
what is lambswool 10 impr · 0 clicks · 0 conv · This is an informational query about lambswool fabric.	 40 (Unclear)	£0.00	● Your call
easy linen dress pattern beginner 8 impr · 0 clicks · 0 conv · We sell finished clothes, not sewing patterns.	 10 (Wrong)	£0.00	● Blocked by pattern
linen shirt sewing pattern women 7 impr · 0 clicks · 0 conv · We sell finished clothing, not sewing patterns.	 10 (Wrong)	£0.00	● Blocked by pattern
where to buy linen fabric 5 impr · 0 clicks · 0 conv · We do not sell linen fabric, only finished garments.	 10 (Wrong)	£0.00	● Blocked by fabric
beginner jumper knitting pattern 3 impr · 0 clicks · 0 conv · We sell finished jumpers, not knitting patterns.	 10 (Wrong)	£0.00	● Blocked by pattern
is linen breathable 1 impr · 0 clicks · 0 conv · This is an informational query about the breathability of linen.	 40 (Unclear)	£0.00	No change
linen fabric sage green 1 impr · 0 clicks · 0 conv · We do not sell linen fabric, only finished garments.	 10 (Wrong)	£0.00	● Blocked by fabric
tiered dress sewing pattern 1 impr · 0 clicks · 0 conv · We sell finished dresses, not sewing patterns.	 10 (Wrong)	£0.00	● Blocked by pattern

Every theme, by spend

Circle area shows spend. An empty ring means the searches showed your adverts but cost

nothing.



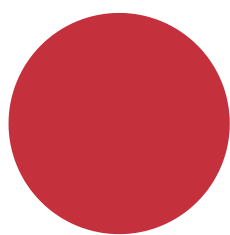
£332.40

22% of spend · 352 clicks

Sewing and Knitting Supplies

● **Wrong · Block**

"linen fabric by the metre"



£302.01

20% of spend · 312 clicks

General Fashion and Accessories

● **Wrong · Block**

"mens linen shirt"



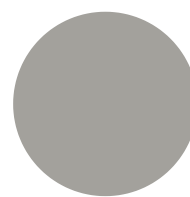
£227.74

15% of spend · 239 clicks

Linen Clothing and Fashion

● **Right · Grow**

"linen dress women uk"



£209.84

14% of spend · 245 clicks

Clothing Brands and Retailers

● **Unclear · Your call**

"zara linen dress"



£106.54

7% of spend · 112 clicks

Home Furnishings and Bedding

● **Wrong · Block**

"bed linen sale"



£100.16

7% of spend · 108 clicks

Knitwear and Woollen Clothing

● **Right · Grow**

"british wool jumper women"



£60.13

4% of spend · 64 clicks

Sustainable and Secondhand Fashion

● **Wrong · Block**

"second hand linen dress"



£59.77

4% of spend · 61 clicks

Travel and Local Tourism

● **Wrong · Block**

"cardigan bay holidays"



£53.14

4% of spend · 57 clicks

Garment and Fabric Care

● **Wrong · Block**

"how to wash linen dress"



£47.03

3% of spend · 48 clicks

Business and Employment Services

● **Wrong · Block**

"clothing manufacturers uk small batch"

If these changes had been in place

Recalculated as you tick and untick the recommendations below. It describes this report only and promises nothing about future spend.

In this report

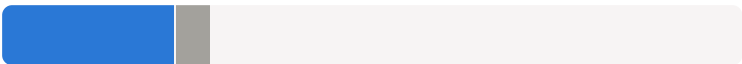
£1,498.76 spent · Right,
Unclear, Wrong



23%
Right searches

If the selected negatives had been in place

£415.50 spent · Right, Unclear,
Wrong



84%
Right searches

The selected negative keywords would have blocked 76 searches that cost £1,083.26 in this report. Right searches: 23% → 84% of spend.

Recommendations

26 of 26 exact keywords and 53 of 53 negative keywords selected.

● [Grow](#)

Add as exact keywords

26 of 26

- | | |
|--|---|
| ☒ [summer dresses uk] EXACT · GROW
295 impr 17 clicks £16.80 Linen Clothing and Fashion
Broad search for summer dresses, which fits our linen dress range. | Add to
Larkmoor Search Brand › Brand |
| ☒ [cheap linen dresses] EXACT · GROW
289 impr 18 clicks £16.30 Linen Clothing and Fashion
Looking for linen dresses, though price sensitivity might conflict with our premium range. | Add to
Larkmoor Search Brand › Brand |
| ☒ [sustainable fashion brands uk] EXACT · GROW
313 impr 12 clicks £11.70 Clothing Brands and Retailers
Broad search for sustainable brands, which fits our relaxed, natural clothing. | Add to
Larkmoor Search Linen › Linen dresses |
| ☒ [independent clothing brands uk] EXACT · GROW
182 impr 8 clicks £8.02 Clothing Brands and Retailers
Looking for independent UK clothing brands, which fits Larkmoor. | Add to
Larkmoor Search Linen › Linen dresses |
| ☒ [best linen clothing brands] EXACT · GROW
1 conversion 210 impr 8 clicks £8.00
Clothing Brands and Retailers
Looking to compare linen clothing brands, highly relevant. | Add to
Larkmoor Search Linen › Linen dresses |
| ☒ [gift for wife jumper] EXACT · GROW
140 impr 8 clicks £7.85 Knitwear and Woollen Clothing
Looking for a jumper as a gift for a wife, which we sell. | Add to
Larkmoor Search Knitwear › Jumpers |
| ☒ [smart casual dress women] EXACT · GROW
140 impr 8 clicks £7.61 Linen Clothing and Fashion
Looking for smart casual dresses, which fits our relaxed linen dresses. | Add to
Larkmoor Search Brand › Brand |
| ☒ [cosy jumpers] EXACT · GROW
133 impr 8 clicks £7.57 Knitwear and Woollen Clothing
Looking for cosy jumpers, which fits our wool knitwear range. | Add to
Larkmoor Search Knitwear › Jumpers |



[slow fashion brands uk] EXACT · GROW

157 impr 8 clicks £7.05 Clothing Brands and Retailers

Looking for slow fashion brands in the UK, which aligns with us.

Add to

Larkmoor | Search | Linen > Linen dresses



[capsule wardrobe pieces] EXACT · GROW

180 impr 8 clicks £6.70 Linen Clothing and Fashion

Looking for capsule wardrobe pieces, which fits our timeless linen and wool items.

Add to

Larkmoor | Search | Brand > Brand



[square neck linen dress] EXACT · GROW

14 impr 0 clicks £0.00 Linen Clothing and Fashion

Matches our core offering of women's linen dresses.

Add to

Larkmoor | Search | Linen > Linen dresses



[linen trousers elasticated waist women] EXACT · GROW

13 impr 0 clicks £0.00

Linen Clothing and Fashion

Matches our core offering of women's linen trousers.

Add to

Larkmoor | Search | Linen > Linen shirts and trousers



[linen tiered maxi dress] EXACT · GROW

12 impr 0 clicks £0.00 Linen Clothing and Fashion

This is a search for a linen dress, which we sell.

Add to

Larkmoor | Search | Linen > Linen dresses



[linen co ord set] EXACT · GROW

10 impr 0 clicks £0.00 Linen Clothing and Fashion

We sell linen shirts and trousers that can be worn together.

Add to

Larkmoor | Search | Knitwear > Jumpers



[oat linen dress] EXACT · GROW

10 impr 0 clicks £0.00 Linen Clothing and Fashion

This is a search for a linen dress in an oat colour.

Add to

Larkmoor | Search | Linen > Linen dresses



[ethical knitwear brands] EXACT · GROW

8 impr 0 clicks £0.00 Clothing Brands and Retailers

We are a British knitwear brand selling wool jumpers and cardigans.

Add to

Larkmoor | Search | Linen > Linen dresses



[somerset clothing brands] EXACT · GROW

8 impr 0 clicks £0.00 Clothing Brands and Retailers

We are a UK-based clothing brand selling linen and wool garments.

Add to

Larkmoor | Search | Linen > Linen dresses



[v neck cardigan women wool] EXACT · GROW

8 impr 0 clicks £0.00 Knitwear and Woollen Clothing

This is a direct search for a women's wool cardigan.

Add to

Larkmoor | Search | Knitwear > Cardigans



[british wool knitwear women] EXACT · GROW

6 impr 0 clicks £0.00 Knitwear and Woollen Clothing

This matches our product offering of British wool knitwear for women.

Add to

Larkmoor | Search | Knitwear > Jumpers



[button through linen dress] EXACT · GROW

6 impr 0 clicks £0.00 Linen Clothing and Fashion

This is a search for a specific style of linen dress.

Add to

Larkmoor | Search | Linen > Linen dresses



[cardigan with horn buttons women] EXACT · GROW

6 impr 0 clicks £0.00 Knitwear and Woollen Clothing

We sell women's cardigans, though horn buttons are a specific detail.

Add to

Larkmoor | Search | Knitwear > Cardigans



[matching linen set women] EXACT · GROW

6 impr 0 clicks £0.00 Linen Clothing and Fashion

We sell linen shirts and trousers that can be matched.

Add to

Larkmoor | Search | Knitwear > Jumpers



[womenswear made in uk] EXACT · GROW

6 impr 0 clicks £0.00 Clothing Brands and Retailers

We sell women's clothing and British wool knitwear in the UK.

Add to

Larkmoor | Search | Brand > Brand



[linen dress clearance] EXACT · GROW

5 impr 0 clicks £0.00 Linen Clothing and Fashion

The user is looking for discounted linen dresses.

Add to

Larkmoor | Search | Brand > Brand



[linen midi dress sage] EXACT · GROW

4 impr 0 clicks £0.00 Linen Clothing and Fashion

This is a search for a sage green linen midi dress.

Add to

Larkmoor | Search | Linen > Linen dresses



[relaxed linen shirt women] EXACT · GROW

4 impr 0 clicks £0.00

Linen Clothing and Fashion

This perfectly matches our relaxed linen shirts for women.

Add to

Larkmoor | Search | Linen > Linen shirts and trousers

☒ mens BROAD · BLOCK Would have blocked 7 searches · £153.15 General Fashion and Accessories ► Show the 7 searches	Level Campaign Match type Negative Broad
☒ pattern BROAD · BLOCK Would have blocked 10 searches · £140.08 Sewing and Knitting Supplies ► Show the 10 searches	Level Campaign Match type Negative Broad
☒ fabric BROAD · BLOCK Would have blocked 6 searches · £96.46 Sewing and Knitting Supplies ► Show the 6 searches	Level Campaign Match type Negative Broad
☒ yarn BROAD · BLOCK Would have blocked 4 searches · £60.08 Sewing and Knitting Supplies ► Show the 4 searches	Level Campaign Match type Negative Broad
☒ “knitting pattern” PHRASE · BLOCK Would have blocked 3 searches · £55.24 Sewing and Knitting Supplies ► Show the 3 searches	Level Campaign Match type Negative Phrase
☒ men BROAD · BLOCK Would have blocked 2 searches · £52.38 General Fashion and Accessories ► Show the 2 searches	Level Campaign Match type Negative Broad
☒ “bed linen” PHRASE · BLOCK Would have blocked 1 search · £37.69 Home Furnishings and Bedding ► Show the 1 search	Level Campaign Match type Negative Phrase



“sewing pattern” PHRASE · BLOCK

Would have blocked **3** searches · **£37.34** Sewing and Knitting Supplies

► Show the 3 searches

Level
Campaign
Match type
Negative Phrase



zara BROAD · BLOCK

Would have blocked **1** search · **£32.88** Clothing Brands and Retailers

► Show the 1 search

Level
Campaign
Match type
Negative Broad



bedding BROAD · BLOCK

Would have blocked **1** search · **£29.13** Home Furnishings and Bedding

► Show the 1 search

Level
Campaign
Match type
Negative Broad



m&s BROAD · BLOCK

Would have blocked **1** search · **£26.42** Clothing Brands and Retailers

► Show the 1 search

Level
Campaign
Match type
Negative Broad



h&m BROAD · BLOCK

Would have blocked **1** search · **£26.09** Clothing Brands and Retailers

► Show the 1 search

Level
Campaign
Match type
Negative Broad



“how to sew” PHRASE · BLOCK

Would have blocked **1** search · **£23.08** Sewing and Knitting Supplies

► Show the 1 search

Level
Campaign
Match type
Negative Phrase



jobs BROAD · BLOCK

Would have blocked **2** searches · **£20.96** Business and Employment Services

► Show the 2 searches

Level
Campaign
Match type
Negative Broad



vinted BROAD · BLOCK

Would have blocked **2** searches · **£20.90** Sustainable and Secondhand Fashion

► Show the 2 searches

Level

Campaign

Match type

Negative Broad



primark BROAD · BLOCK

Would have blocked **1** search · **£20.58** Clothing Brands and Retailers

► Show the 1 search

Level

Campaign

Match type

Negative Broad



girls BROAD · BLOCK

Would have blocked **1** search · **£19.53** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



uniqlo BROAD · BLOCK

Would have blocked **1** search · **£19.52** Clothing Brands and Retailers

► Show the 1 search

Level

Campaign

Match type

Negative Broad



“bay holidays” PHRASE · BLOCK

Would have blocked **1** search · **£17.65** Travel and Local Tourism

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



baby BROAD · BLOCK

Would have blocked **1** search · **£17.50** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



boden BROAD · BLOCK

Would have blocked **1** search · **£15.67** Clothing Brands and Retailers

► Show the 1 search

Level

Campaign

Match type

Negative Broad



curtains BROAD · BLOCK

Would have blocked **1** search · **£15.55** Home Furnishings and Bedding

► Show the 1 search

Level

Campaign

Match type

Negative Broad



“second hand” PHRASE · BLOCK

Would have blocked **1** search · **£15.38** Sustainable and Secondhand Fashion

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



seasalt BROAD · BLOCK

Would have blocked **1** search · **£15.02** Clothing Brands and Retailers

► Show the 1 search

Level

Campaign

Match type

Negative Broad



[table linen] EXACT · BLOCK

Would have blocked **1** search · **£14.63** Home Furnishings and Bedding

► Show the 1 search

Level

Campaign

Match type

Negative Exact



manufacturers BROAD · BLOCK

Would have blocked **1** search · **£13.68** Business and Employment Services

► Show the 1 search

Level

Campaign

Match type

Negative Broad



“wales hotels” PHRASE · BLOCK

Would have blocked **1** search · **£13.51** Travel and Local Tourism

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



kids BROAD · BLOCK

Would have blocked **1** search · **£12.93** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



espadrilles BROAD · BLOCK

Would have blocked **1** search · **£12.74** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



“how to knit” PHRASE · BLOCK

Would have blocked **1** search · **£12.70** Sewing and Knitting Supplies

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



socks BROAD · BLOCK

Would have blocked **1** search · **£12.55** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



wholesale BROAD · BLOCK

Would have blocked **1** search · **£12.39** Business and Employment Services

► Show the 1 search

Level

Campaign

Match type

Negative Broad



vintage BROAD · BLOCK

Would have blocked **1** search · **£12.31** Sustainable and Secondhand Fashion

► Show the 1 search

Level

Campaign

Match type

Negative Broad



childrens BROAD · BLOCK

Would have blocked **1** search · **£11.93** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



“caravan park” PHRASE · BLOCK

Would have blocked **1** search · **£11.64** Travel and Local Tourism

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



rent BROAD · BLOCK

Would have blocked **1** search · **£11.54** Sustainable and Secondhand Fashion

► Show the 1 search

Level

Campaign

Match type

Negative Broad



“how to unshrink” PHRASE · BLOCK

Would have blocked **1** search · **£9.71** Garment and Fabric Care

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



cupboard BROAD · BLOCK

Would have blocked **1** search · **£9.54** Home Furnishings and Bedding

► Show the 1 search

Level

Campaign

Match type

Negative Broad



“how to get bobbles off” PHRASE · BLOCK

Would have blocked **1** search · **£9.49** Garment and Fabric Care

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



scarf BROAD · BLOCK

Would have blocked **1** search · **£9.30** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



[wells cathedral] EXACT · BLOCK

Would have blocked **1** search · **£8.55** Travel and Local Tourism

► Show the 1 search

Level

Campaign

Match type

Negative Exact



[exmoor walks] EXACT · BLOCK

Would have blocked **1** search · **£8.42** Travel and Local Tourism

► Show the 1 search

Level

Campaign

Match type

Negative Exact



toast BROAD · BLOCK

Would have blocked **1** search · **£0.00** Clothing Brands and Retailers

► Show the 1 search

Level

Campaign

Match type

Negative Broad



ebay BROAD · BLOCK

Would have blocked **1** search · **£0.00** Sustainable and Secondhand Fashion

► Show the 1 search

Level

Campaign

Match type

Negative Broad



[straw bag] EXACT · BLOCK

Would have blocked **1** search · **£0.00** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Exact



“duvet cover” PHRASE · BLOCK

Would have blocked **1** search · **£0.00** Home Furnishings and Bedding

► Show the 1 search

Level

Campaign

Match type

Negative Phrase



toddler BROAD · BLOCK

Would have blocked **1** search · **£0.00** General Fashion and Accessories

► Show the 1 search

Level

Campaign

Match type

Negative Broad



[frome market] EXACT · BLOCK

Would have blocked **1** search · **£0.00** Travel and Local Tourism

► Show the 1 search

Level

Campaign

Match type

Negative Exact



internship BROAD · BLOCK

Would have blocked **1** search · **£0.00** Business and Employment Services

► Show the 1 search

Level

Campaign

Match type

Negative Broad

☒ napkins BROAD · BLOCK Would have blocked 1 search · £0.00 Home Furnishings and Bedding ▶ Show the 1 search	Level Campaign Match type Negative Broad
☒ next BROAD · BLOCK Would have blocked 1 search · £0.00 Clothing Brands and Retailers ▶ Show the 1 search	Level Campaign Match type Negative Broad
☒ course BROAD · BLOCK Would have blocked 1 search · £0.00 Business and Employment Services ▶ Show the 1 search	Level Campaign Match type Negative Broad
☒ preloved BROAD · BLOCK Would have blocked 1 search · £0.00 Sustainable and Secondhand Fashion ▶ Show the 1 search	Level Campaign Match type Negative Broad

Your call

These searches could go either way, or blocking them would also block something you want. Choose for each one; decided cards move to the board and join the downloads.

0 of 10 decided

● Unclear · Learning to do it themselves · 30 of 100

how to wash linen dress

£14.62 · 181 impr · 15 clicks · Garment and Fabric Care

Information search on washing linen dresses, could be a customer.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Comparing or checking prices · 40 of 100

linen dress under 20

£11.71 · 169 impr · 12 clicks · Linen Clothing and Fashion

Looking for cheap linen dresses, which may not align with our pricing.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Comparing or checking prices · 60 of 100

cheap cardigans uk

£11.63 · 244 impr · 12 clicks · Knitwear and Woollen Clothing

Looking for cheap cardigans, which might conflict with our premium wool pricing.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Ready to buy a service · 50 of 100

dressess for wedding guest

£11.23 · 185 impr · 12 clicks · Linen Clothing and Fashion

Looking for wedding guest dresses, which could include our linen dresses.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Learning to do it themselves · 30 of 100

does linen shrink

£11.06 · 159 impr · 12 clicks · Garment and Fabric Care

Information search about linen fabric care.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Learning to do it themselves · 30 of 100

how to iron linen

£8.26 · 110 impr · 9 clicks · Garment and Fabric Care

Information search on ironing linen.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Learning to do it themselves · 40 of 100

why does linen crease

£0.00 · 11 impr · 0 clicks · Sewing and Knitting Supplies

This is an informational query about linen fabric properties.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Learning to do it themselves · 40 of 100

what is lambswool

£0.00 · 10 impr · 0 clicks · Sewing and Knitting Supplies

This is an informational query about lambswool fabric.

Decision: **Not yet decided (Add as exact keyword, Block as negative keyword, or Leave it)**

● Unclear · Learning to do it themselves · 60 of 100

what to wear in autumn women

£0.00 · 9 impr · 0 clicks · Linen Clothing and Fashion

This is an informational search for women's autumn fashion.

Decision: **Not yet decided** (Add as exact keyword, Block as negative keyword, or Leave it)

● Unclear · Ready to buy a service · 50 of 100

wool hat women

£0.00 · 3 impr · 0 clicks · Knitwear and Woollen Clothing

We sell wool knitwear but do not explicitly list wool hats.

Decision: **Not yet decided** (Add as exact keyword, Block as negative keyword, or Leave it)

Download for Google Ads Editor

61 rows

negative-keywords-campaign-level-2026-10-16.csv

Columns: Campaign, Keyword, Criterion Type

0 rows

negative-keywords-ad-group-level-2026-10-16.csv

Columns: Campaign, Ad group, Keyword, Criterion Type

Nothing selected for this file.

26 rows

exact-keywords-2026-10-16.csv

Columns: Campaign, Ad group, Keyword, Criterion Type

In Google Ads Editor, download the account first, then choose Account > Import > From file, pick a file, check the proposed changes, and click Post when you are happy.

Made with the free Search Term Analyser at vibestudiomarketing.com/search-terms. Book a free 20-minute account review at vibestudiomarketing.com/book.