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## "Fish Where The Fish Are" 16/9/07

What a great saying! I read this today in an editorial arguing why online advertising in particular search engine marketing and ppc is increasingly important to all businesses.

Its not inconceivable that there must still be some products or trades or services that the majority of purchasers still look in Yellow Pages or some other directory to find what they need. On the other hand though some of our clients stats would perhaps suggest that online specifically search engines and mostly Google is where people who want to buy something fo to actually buy or research that something!

Using some of our clients as reference, just where do you go to find reproduction oak beams, swimming pool chlorine or orange valve amps? More to the point where are the people who want to buy reproduction oak beams, swimming pool chlorine or orange valve amps looking? You guessed it - Google (and Yahoo, MSN and the others.)

The hospitality and finance industries are just 2 examples that have been swicthed on to the fact that they need search engine exposure and have been at ppc since it came out. Think about it - the last time you wanted to book a hotel/holiday or search for cheaper car insurance or get a better credit card deal - where did you look? I bet for 9 out of 10 of us the answer is the search engines.

The lesson here, which I really hope all businesses learn fast, (those that havent already) is "Fish Where The Fish Are!"

-Andy

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