
Paper Clip Anyone? 10/5/08

Forgive my random musings this afternoon...

In the last week it has hit home just how funny people's misspellings and understanding of correct pronunciation is:

- I think the 100th person in the last 5 years asked me why do I sell paper clips
- Keyword searches for Adwords this week was the biggest source of traffic to our website this week - a misspelling of course of Adwords
- Someone enquired asking to buy Google clicks

AND TO TOP IT OFF:

- I went into my local Chinese takeaway last night and asked for three portions of chips to be told "No you have to pay for them."

Ok, forget all the mirth there's an important pay per click point to be made! Many of our clients (and our own) pay per click campaigns benefit from what you might call out of the box keywords and phrases including misspellings and jargonistic and less common phrases. Usually these keywords will be cheaper whilst still targeted so actually the laughs on the competition!

- Andy Maclean

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