

Misspelled Words Make You Money

By Wayne Lockwood

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by: Wayne Lockwood, editor/publisher
The Electronic Marketer's Communique newsletter
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Many years ago, way back in the high-school days, (my kids say I never was in high school due to my age ;) , I had an English teacher, Mrs. Armstrong, that flat out give you demerits if you spoke incorrect English to her, or misspelled a word in a spelling bee. She was considered a perfectionist in this language.

How I hated to be in her class only because I had a background of Kentucky roots in my family from mom's side of the family, and we spoke common sense to people. Every sentence and word pronunciation was wrong to her! Can anyone say demerit city?

Don't get me wrong, proper English is needed in the business oriented realm, whether it is online or offline. As hard as I try, you may still see some of my "briar" slang come thru in my ezines. But there are ways to actually use this improper English and misspellings of words to work for your advantage in the marketing realm.

Sure enough, some individual will type in what they think a word is spelled, only to find out that it was misspelled. Have you ever, in a hurry , brought up your favorite search engine and typed in a search word, misspelling that word by one letter? Believe it or not, many people do just that, without even knowing what they misspelled.

Check it out for yourself. Pull up your favorite search engine. Type in one of your keywords that you have for your own business or personal website page. Be patient here while the system gathers the information it needs to make your personal listing of your keyword entered. This may take a few seconds to compile depending on the keyword used.

In this example, I used the keyword group "home based business". This returned me 332,000 listings for "home based business". Next I used "home based business" with four results leaving out

the "i". "Home based busines" resulted in 772 listings leaving out an "s".

By experimenting with different misspelled words in your keyword choices, you can then create a doorway or portal page on your host with these misspelled words redirecting any searches to that page to your main website.

The extra hits from misspelled words is worth the extra work to search out the best misspellings, creating and submitting a portal page to the search engine, and watching a little bit more traffic come thru your site.

Best wishes,

Wayne Lockwood, editor

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