

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Google: Friend or Foe?**

**By Bryce Whitty**

Don't get me wrong, almost all of us love Google to death. It has single-handedly changed the direction of this entire industry to something that is accessible for everyone. However, while Google is the darling poster child of Wall Street and the general public, there lurks a danger of abuse. We will cover this in a bit, but first let's look at a few years ago when the World Wide Web was still a novel concept.

We had a handful of methods of finding information. They were so-called search engines. Their names were Yahoo, Excite, Lycos, and of course Alta Vista. If someone wanted to find a piece of information on this "World Wide Web", they would enter their keywords into one of the above named search engines and would then begin the long arduous process of sorting through a lot of garbage before finding what they were looking for. Somewhere along the way, each of these companies got it into their corporate heads that what people wanted was even more fluff thrown at them.

This is when they became portals instead of search engines. Instead of offering just search results for what we were looking for, we now had stock quotes, weather reports, movie reviews, news reports, health tips, beauty tips, sports scores, horoscopes, dating tips, entertainment gossip, shopping links, financial hints, games, and lastly ads. Lots of ads. In the late nineties, enter Google, which had a very simple vision and unique philosophy.

While every portal was busy trying to deliver us critical information about when to kiss our date and how to shave our pet, Google was refining its search algorithms to make it so it would yield our searched keywords in a more efficient fashion without us having to endure that arduous process of sifting through garbage data. This coupled with the unique philosophy of do-no-evil, garnered them much deserved attention and fame.

Their approach to a lot of the services they now do to this day is very well executed. Some would argue that they've become what they said they wouldn't become in the beginning, which is a portal. However, if you really think about it, they did this in such an elegant and well thought out system. The entire portal features are completely optional, those that do not wish to utilize them, are not forced to look at it or participate in it.

## Google: Friend or Foe?

However, as good as the methods and intentions of Google may be, there is indeed a danger to our continued dependency on them. If you use Google regularly, then you more than likely have a Google Account with them and utilize one of their specialized services. One of the automatic ones is that they hold your search history for you by default. Every time you run a Google query, it is recorded and stored by Google for your convenience at a later date.

It even records what sites you jump to from the Google search list. As our dependency on Google increases, we are putting all of our eggs in one basket per se. We trust Google with a lot of information about our personal lives. After all, why should we think twice about a company who has a philosophy of Do–No–Evil and actively shows its good intentions to the technology community? Perhaps we should be thinking twice about it though. It may not be Google that we have to worry about, but rather, the governments of the world. If they are able to tap into Google via legal means to garner information about its own citizens, then this is a serious breach of privacy and security. A current example of this is

still ongoing in the United States of America.

Robert Petrick, an American citizen, is being held on trial for the murder of his wife. A terrible act that should go punished, yes. However, the interesting portion is how their prime evidence against him was obtained via Google, in which it was found that he searched for terms such as neck and snap days before the murder took place. I'm not here defending his acts, I along with mostly everyone else believe that murder is not an act to be taken lightly and the man, if guilty, should be prosecuted and sentenced to the fullest extent of the law. But my point is here that it is possible for the government to tap into Google to research about their own citizens.

The possibilities of abuse here are paramount. Google is unable to really defend our privacy in this regard, as they must comply with the law and divulge our information. Next time you are Googling, remember the fact that they record it. After all, searches can be quite telling of the person and their current intentions.

Bryce Whitty owns and runs

computer repair website

called

Technibble.com

. A website that provides

technical how–to's for repairing your computer. Technibble also has many guides for getting into the computer business

or managing your existing one. We also cover other side topics such as Security

and Software.

## **New Strategy On How To Slash Your Pay-Per-Click Advertising Cost By Half Immediately**

**By Seth Chong**

So what is Pay-Per-Click Advertising really all about? The following report includes some fascinating information about Pay-Per-Click Advertising—info you can use, not just the old stuff they used to tell you.

Here's a simple keyword building technique I use to find the maximum possible variations of a keyword phrase. I use it predominantly for bidding on keywords at Google Adwords, however it can also be very useful for building lists for use in search engine optimization.

For example let's use the phrase "horses for sale". Here's how the various permutations of this keyword phrase would look. I use the free Keyword Tumbler tool for doing this.

horses for sale  
horses sale for  
for horses sale  
for sale horses  
sale horses for  
sale for horses

As you can see there are a maximum of six possible ways a three word phrase could be entered into a search engine.

Now you need to find out if these permutations are actually being searched for. This is where the Wordtracker service comes into its own. [Click here to get a free Wordtracker trial.](#)

Go to Wordtracker now and in the "Keyword Universe" choose the database called "Precise".

Then in the right hand panel enter the six different keyword combinations, and hit the "Proceed" button.

Wordtracker now tells us that out of our six combinations, two of them appear in its database (NOTE: at the time of writing it did). They are...

horses for sale  
for sale horses

You might be thinking that you could have figured this out for yourself. But its vital that you understand you need to stop second-guessing markets and users behaviors based on your own opinions and assumptions. Use these tools like Wordtracker to actually tell you how the markets are behaving.

## Google: Friend or Foe?

I have sometimes found three and four phrase permutations using this method. Phrases that to me appeared "stupid" if entered in the search engines... but someone, somewhere is doing it! This why you need to do this step and NOT guess the permutations.

Also searchers sometimes enter a keyword phrase using the "space" and the "+" sign. E.G. "1 2 3" can be entered in as "1+2+3" and also "1 +2 +3". This is great tip if you want to use your keyword lists on Google Adwords.

So taking our example keyword phrase lets see how many permutations we can now generate.

horses for sale  
for sale horses

I trust that what you've read so far has been informative. The following section should go a long way toward clearing up any uncertainty that may remain.

horses+for+sale  
for+sale+horses

horses +for +sale  
for +sale +horses

Now let's use misspellings to come up with even more keyword combinations. A great tool for this is Misspelled Keywords.

Simply enter "horses for sale" and select from six ways to find misspellings. Dictionary lookup, keyboard mistakes, trim first/last character, swap character, double characters, and... add 's' ending.

For this example I only selected the "dictionary lookup" and "keyboard mistakes". The tool returned 1360 possible misspelling combinations. If I'd used all the selections, it would have come back with over 8500. Just for one phrase!

Now let's enter these misspellings into Wordtracker's Precise database like we did above. The results? Wordtracker returns the following (NOTE: at the time of writing):

horses foe sale  
horses fpr sale  
horses for sail  
horses for slae

Which now get turned into twelve new terms:

horses foe sale  
horses fpr sale

## Google: Friend or Foe?

horses for sail  
horses for slae

horses+foe+sale  
horses+fpr+sale  
horses+for+sail  
horses+for+slae

horses +foe +sale

horses +fpr +sale  
horses +for +sail  
horses +for +slae

Finally you are going to want to join the words together, so "horses for sale" becomes "horsesforsale", and yes this appeared in the Wordtracker database.

Using the method of keyword generation outlined above, what started out as one keyword phrase, "horses for sale" has now turned into 19 keyword phrases you can use on Google Adwords. Phrases that are actually being used by surfers in the search engines.

So there you have it, how to build adgroups which are TIGHTLY focused on the keyword phrase you are wanting to bid on.

You can't predict when knowing something extra about Pay-Per-Click Advertising will come in handy. I wish that this will benefit you very much.

Seth Chong is the owner of IMViral, one of the largest, greatest viral Internet Marketing Newsletter which is being spread around the world, you can sign up for the Newsletter(worths \$297) for Free at

<http://www.IMViral.com>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**