

Billy Fire LLC Launches New Key Word Formatting Tools at FormatClick.com

By Billy Fire LLC

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Search marketers know that key word misspellings can be a key to gaining additional Web site traffic. Billy Fire LLC has developed several new key word formatting tools on its FormatClick.com Web site.

Billy Fire LLC has developed several new tools at FormatClick.com to analyze keyword phrases providing permutations, the addition of square brackets and quotes (to designate exact match and phrase match respectively), a tool to swap letters in words and a tool to simulate keyboard mistypings. Misspelled words can be used by search engine optimization professionals and pay-per-click marketers to drive additional traffic to their Web sites.

Billy Fire's president, Martyn Whittaker said: "If you are anything like me, you often transpose letters when doing Web searches. For example, instead of typing 'domain name' I might type 'domian nmae' or some alternative. I often make the same mistake again and again. This set me thinking about useful free keyword formatting tools to add to our <http://FormatClick.com> site."

FormatClick.com performs keyword formatting tasks, including:

- * Adding square brackets [] or quotes around keyword phrases.
- * Adding user specified spelling mistakes to lists of keyword phrases.
- * Automatically finding all the permutations of a list of keyword phrases

For example, a Web marketer might begin with the following list of keywords:

- * domain name registration
- * register your domain name
- * cheap domain names

Many people misspell domain as domian. By entering domain:domian into the misspelling tool updates the keyword list as follows:

- * domain name registration
- * register your domain name
- * cheap domain names
- * domian name registration
- * register your domian name
- * cheap domian names

Whittaker continued: "This could be achieved manually, but for a large list the tool is an enormous time saver."

People searching the Web may enter their search terms in various different orders. FormatClick.com's "permutator" tool would find all the permutations of the above list as follows:

- * domain name registration
- * domain registration name
- * name domain registration

- * name registration domain
 - * registration domain name
 - * registration name domain
 - * register your domain name
 - * register your name domain
 - * register domain your name
 - * register domain name your
- etc

One of the new tools on the site is a "letter swapper." It emulates keyboard behavior where a typist inadvertently transposes two letters. To achieve this it takes each word, ignores the first letter and then swaps successive letters until it reaches the end of the word. Finally the tool finds combinations of the newly misspelled words. If a user entered the phrase: "search engine," the tool would give you the following key word phrases:

- * search engine
 - * search egnine
 - * search enigne
 - * search engnie
- etc

Another newly launched tool is the "letter switcher tool." This tool assumes that a lot of misspellings are caused by typing a letter immediately to the right or the left of the letter that was meant to have been typed. The tool creates combinations of the letters in keyword phrases by switching each letter in turn. For example, if you entered 'blue cat' you would see returned the following combinations:

- * blue cat
 - * blue cst
 - * blue car
 - * blue cay
 - * bkue cat
 - * bkue cst
 - * bkue car
- etc

Billy Fire LLC (<http://billyfire.com>) provides strategic marketing consulting and tactical marketing services including: graphic design, Web design, Web hosting, Search Engine Optimization (SEO) and PHP/MySQL programming. Billy Fire LLC also has a search engine marketing blog at <http://semplanning.com>

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About Billy Fire LLC

Billy Fire LLC provides strategic marketing consulting and tactical marketing services including: graphic design, Web design, Web hosting, and Search Engine Optimization (SEO). The company is based in Poway near San Diego in southern California and serves a diverse portfolio of clients.

The company's Web hosting and site update service includes consulting time to do updates, add photos, do copywriting, create client testimonials etc. Keeping a site updated with fresh information and adding new

content on a regular basis make a site more interesting to someone visiting the site and makes it more likely that they will return to the site.

Billy Fire is not a mystery director. Rather the name was the spontaneous response of a three year old when asked what his stage name would be on becoming a star. The three year old is now sixteen. We have kept the name which symbolizes vision and inspiration as we offer both qualities to our clients.

Category	Internet, Marketing, Business
Tags	ppc, sem, pay per click, adwords, keywords, key words, misspelling, permutations, combinations, mistyping
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