

Monday, September 19, 2005

### **Does your business advertise via PPC? Then stop paying for spammed clicks**

One hears many complaints about Technorati's blog search engine, that all it does it return "useless" blogspam search results. Is this a sign of a "bad" search engine or is it indicative of a deeper problem within the blogosphere itself, that it's riddled with blogspam and automatically generated scraper sites? (Blogger is particularly bad because of its "export" feature. Spammers can export their entire blog to a remote server, thus scraper sites can distribute themselves over multiple IP addresses and keyword stuffed domain names and leverage the resulting linkpop into search engine results).

I've been noticing my technorati search for easyDNS almost always turns up more blog spam than anything else, i.e. <http://www.dnshostingpro.info/dns-hosting/dns+hosting.html>"Today's DNS Hosting Article" is a joke, it looks like the ad copy from ours and our competitors' Adwords campaigns being scraped out and simply concatenated into an keyword stuffed blob of crap with a Google Adsense block running over it. So those of us buying keywords via Google are paying for these ads on these scraper sites and something tells me those clicks are garbage traffic.

Last night I remembered that you can now click on the "Ads By Goooooogle" link in the corner of the Adsense block and report a policy violation, which I am now doing. I report that as a paying Adwords advertiser I'm not impressed seeing my keywords scraped and recycled into blogspam, only to pay for the priviledge of having my own ads run on them.

I think anybody buying Adwords should think about doing this. It only takes a minute: Subscribe to your own company name via Technorati's blog search and then complain about the blog spam you find scraping your ads. You'll be doing yourself and the blogosphere a service.

Posted by easyDNS: of Interest in via easyDNS blog at 11:45