



April 26, 2023

Boring Names, Keyword Matches, and Old Mobiles Steal New Rides

Hello Ruth Ann,

As anyone involved with a corporate brand launch or rebrand effort knows, this is a big deal. When Microsoft launched Bing, I remember thinking it was a cute, easy-to-remember name.

Bing Ads naturally followed, later be rebranded as (drumroll)...Microsoft Advertising. Clearly, the team that came up with the Xbox brand name wasn't consulted.

Be sure to catch the news below about keyword matching in advertising content. And now that I know Nokia-wielding larcenists are lurking, I'm pulling out my old steering wheel lock for my Kia Sportage.

Til next week,
Ruth Ann Monti

Writing Tips

What's in a name? Well, for one thing, there should be an effort when rebranding a company.

Last week, I wrote about a partnership between Roku, Microsoft Advertising, and Bing. Then I read Jonathan Kagan's article in *Search Engine Journal* about keyword matching (more on that below in SEO News) that MA used to be called Bing, or more precisely, Bing Ads.

This change was made in 2019. I completely missed it.



Bing-o! - Gerald McCollam/Flickr

I wasn't surprised to learn that there is a Microsoft Advertising division. I do wonder, though, why pick such a boring name?

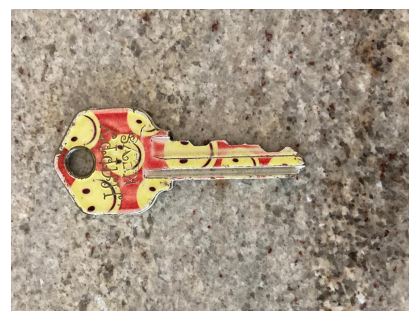
And wouldn't Bing benefit from having its name spread around?

My Content Services

SEO/Content News

Ad content that matches keywords and phrases gets more bang out of pay-per-click (PPC) bucks, Jonathan Kagan writes in *SEJ*. This is especially important for Bing (oops, Microsoft Advertising) paid search. The payout is even stronger when content is an *exact* match.

I was interested to read this because using exact phrases often results in awkwardly-worded content. Sometimes, it reads like spam - even if content mirrors the words people type in for searches.



Happy key, no words.

I'm always relieved when clients ask only for a couple of exact matches.

Google continues to welcome broad search terms, allowing writers to follow its directive to write naturally. Sadly, Microsoft Advertising is less welcoming to "keywordless" content.

Check Out the Newsletter Archive

When Old Mobile Phones Have Nothing Better To Do...



...they get involved with larceny.

Vice reports that car thieves are using old Nokia phones to hotwire cars. (Bluetooth tech can also be jacked to do this, too.) So far, they've been used to steal Toyotas, "Lexus-branded vehicles", Mitsubishis, and Land Cruisers.

Not so innocent anymore! hayabuzo/Pixabay

This tech is getting around. Motherboard found lots of how-to videos on YouTube, and predictably, it's sold through Telegram and even on websites. Prices rise depending on the luxury factor for targeted cars.

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