

## Google keyword switch to cost big travel brands 'millions'

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Some of the UK's biggest travel companies could be facing a digital marketing hit of 'millions' following Google's decision to allow trademarked keyword bidding.

Google last week announced changes to its pay-per-click rules which for the first time will allow any company to buy keywords associated with a rival's brand name.

The move has angered a number of the leading online travel brands in the UK and prompted a wave of speculation as to why Google had reversed a popular policy.

Big travel companies could be forced to hike their digital marketing spend by up to seven figures within a month, according to managing director Lyndsay Menzies of the BigMouthMedia search agency.

A digital marketing executive from one of the UK's biggest travel companies told Travolution that 25% of the company's overall PPC budget may now have to be thrown at Google to protect it against others bidding against its brand name.

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*Source - Travolution*

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