

Bad Spelling Could Lead to Good Deals for Savvy Consumers

Last Update: 8/06 5:58 pm



[Print Story](#) | [Email Story](#)

[Cashing In On Typos](#)

If you surf websites for steals, there's a way to uncover hidden deals, by cashing in on bad spelling.

Trisha Fox loves to buy brand name products at rock bottom prices. The majority of her shopping isn't done in stores. Instead she trolls online auction sites.

"I'm on there around about once a week," Fox said.

But some of the best online deals are hard to find. That's because the listings are misspelled and don't pop up during searches.

"They leave out the "y" in Playstation. It won't come up as a search result," CNet.com editor Jeff Bakalar said.

Bakalar says misspelled items are common, but now there are services that search for typos to help you uncover hidden treasures. You simply visit one of the search sites and plug in your keyword.

"They will take your search term and run it through their sort of software algorithm that will generate literally hundreds of different misspellings for the search term you inserted," Bakalar said.

Most of the services, which are free, scour eBay, but some also find bargains on Craigslist. They even provide links to the deals.

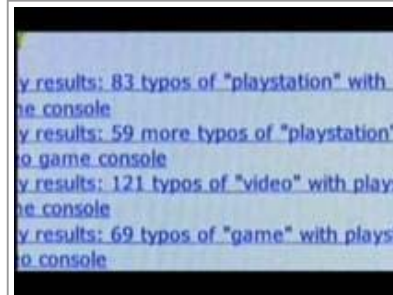
"It's really designed for that bargain hunter, must have the best price, that kind of shopper," Bakalar said.

Fox used auctionbloopers.com, but there are others, including fatfingers.com, auctionspeller.com, typobuddy.com and missingauctions.com. Not everyone wins with this.

"It's great for the buyer, but the seller is really going to take a hit," Bakalar said.

So, as a seller, spellcheck may help. In the meantime, Fox says their mistakes have saved her hundreds over the past few years.

There are also a number of software programs that work the same way that can be downloaded for free. But be forewarned, experts say these programs often contain spyware.
Copyright 2008, Four Points Media Group LLC. All Rights Reserved.



Most of the services that search for misspellings are free and scour eBay and Craigslist.

Related Links

- ◆ [Fat Fingers](#)
- ◆ [Auction Bloopers](#)
- ◆ [Auction Speller](#)
- ◆ [More Cover Stories](#)