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If I were a search engine, I would be Ask.com

Posted by [DannyDover](#) on Mon (9/17/07) at 12:00 PM [Social Media](#)

I am but one humble man out to try to please a world without the decency to dumb down it's questions! I started my lifetime about 20 years ago, exactly nine months after the movie Fatal Attraction first premiered. (My dad was quite the romantic). From early on in my life, I have strived to bring things that are complex and scary to my friends and family in a simple and safe way. This has included E-commerce, Microsoft Bob (I can't *always* be right!), broadband internet, file sharing, wireless networks, blogs and most recently SEO techniques. This service is exactly what AskJeeves.com strived to provide. The company's use of the character Jeeves was intentionally used to make the internet more human. This approach worked and he became incredibly popular. In fact, his character has lived on even after Ask.com (as it was re-branded) dropped him from the site. Today he lives on in servant heaven with Alfred, Duckworth, Rosie the Robot and Geoffrey from Fresh Prince of Bel-Air where they all enjoy an oddly clean mansion.

Today, Ask.com does not strive to be the biggest and best because they know they have already lost that battle to big three search engines. Originally, this was not the case. Shortly, after the demise of Jeeves, Ask.com funded a gorilla marketing campaign with the message "the algorithm killed Jeeves". Of course they were right, they had not evolved and by the time they started using keyword search it was already too late. Unfortunately for everyone else in search, Larry Page and Sergey Brin did what everyone thought was impossible. As Microsoft, lay asleep at the wheel regarding the new 'trend' called the internet, the Google Guys swept in, disregarded conventional wisdom and created the world's next killer app. While aiming to create a better product rather than finding more ways to make money, they ironically created a new billion dollar industry of which they took the reins.

Herein lays the big question. If Google is the best search engine then why don't you consider yourself to be like it? (This is a job interview after all! Sell Yourself!). Well the simple answer is that not just anyone can become a Google. To become the behemoth, it requires intelligence, skill, luck and resources. While I have a fair amount of the first three, I lack the last. To gain the resources, I need the experience that comes along with becoming a SEomozzer. I want to use my skills to further the goals of your company and gain valuable knowledge of the industry. Like Jeeves, part of being an intern is being a trustworthy servant. If you want keyword research, link requests or even the complete history and psychological analysis of Marvin the Martian, I can do it! The existence of Ask.com's 6.0% market-share is not a fluke. It exists because the service Ask.com provides to its users is important and can't be found anywhere else. Likewise, the service and personality I will bring to your company has enormous worth and cannot be duplicated by anyone else.

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