

# The Joke's on Google

By *srlinuxx*

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Showing that even a successful company can still have a sense of humor, Google launched a fake online dating site in the spirit of April Fool's Day. The elaborate Google Romance prank pokes fun at Google's contextual-marketing stronghold and the "I'm Feeling Lucky" option on its flagship search engine.

If an online dating service as an April Fool's Day prank sounds familiar, it should. We launched the similar Love.Fool.com four years and five April Fool's Day jokes ago. Should we be offended that the \$110 billion Google is mirroring our Foolish ways? Are you kidding? That's flattery, folks.

Then again, I'll go out on a limb and predict that as funny as Google Romance may be, in three years or less we'll be talking about Google Romance as the real deal.

Hear me out.

[Full Story](#) [2].

[Google](#)

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