Title: Writing "Kenny Griffin" instead of "Ken Griffin" is helping SHF's keep your negative posts out of normal Google search results.
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Created 2022-01-03 02:19:17 UTC
Permalink: /r/GME/comments/ruqccf/writing_kenny_griffin_instead_of_ken_griffin_is/
Url: https://www.reddit.com/r/GME/comments/ruqccf/writing_kenny_griffin_instead_of_ken_griffin_is/

Web dev ape here, wanting to educate my fellow apes on SEO (search engine optimization). I have had a long standing theory that one of the most successful pieces of shill content has been the whole "Ken Griffin hates being called Kenny". Let me explain by talking a bit on how SEO works.

SEO is a part of web development that makes your content more discoverable by search engines. Let's say you have a pet products site that sells Steve's Dog Treats. But the page content author calls them "doggy treats" at every turn, except for your one header that says "Steve's Dog Treats". Guess what search term your page is NOT ranking well for? "Dog treats". And, guess what? Nobody is searching for "doggy treats", just like nobody is searching for "Kenny Griffin" or "Mayo Boy" on Google.

By all means, Ken Griffin should be called Mayo Boy at every possible opportunity. But writing "Mayo Boy (Ken Griffin)" does the same thing while keeping the SEO of the post in tact. If you want your post to rank well for a certain phrase then use that phrase in the same structure everywhere you can. "Naked short selling" is not the same as "naked shorts" to a search engine. Picking the most likely to be searched term, and using that one only, will help people doing their own research land on your post and ultimately learn what's really going on with hedge funds and GameStop.

TL;DR: Apes are accidentally helping SHF's keep negative Ken Griffin posts out of search results when they write "Mayo Boy" instead of "Mayo Boy (Ken Griffin)". Use the search phrases people outside of the subreddit would Google, and use the exact format where applicable in the post