

Re: SED Posts in the Wild –Guy Macon

Source: <http://sci.tech–archive.net/Archive/sci.electronics.design/2007–11/msg03760.html>

- *From:* Guy Macon <<http://www.guymacon.com/>>
 - *Date:* Sat, 24 Nov 2007 16:18:34 +0000
-

D from BC wrote:

I'm nearing my 2000th post to SED!

....

Well.. I was surprised to bump into my own posts in Google web results. Not google group results.
Also, I was surprised how fast Google got to indexing that thread.

...

Question is: Is it effective advertising for an electronics designer?

See for yourself:

Google search on [electronics engineer resume]
Google search on [electronic engineer resume]
Google search on [electrical engineer resume]
Google search on [california engineer resume]
Google search on [los angeles engineer resume]
Google search on [orange county engineer resume]
Google search on [california engineer resume]
Google search on [engineer resume]
Google search on [orange county engineer]

I have made a lot of money doing work for folks who found me because of the above search results.

That being said, there are two ways that employers use Google. They may use it to find you, but they are also likely to use it to investigate you. This fact has consequences that it took me a while to learn.

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The first thing to consider is whether to use a real name such as "Guy Macon: or a pseudonym such as "D from BC." If you use the pseudonym, you don't get good PR from the good things you do, but you also don't get bad PR when your behavior is less than ideal — or when some troll decides to trash your reputation.

Google search on [guy macon]

Because of this, it is important for the person trying to use the internet to build up a good reputation to stay out of flame wars, to avoid controversy, and to be genuinely helpful whenever possible. There is nothing wrong with wanting to promote yourself and make more money, but acting like an advertiser (or worse, like a spammer) is simply not acceptable. People might tolerate an occasional name in the subject line or 4–line sig, but the self promotion cannot be the main goal — the posts have to be worth reading. Here are some examples where I tried to be genuinely helpful with a secondary goal of self promotion:

Google search on [Guy Macon Real–Time Operating Systems]

Google search on [Guy Macon Tile64]

Google search on [Guy Macon IEEE 754]

Google search on [Guy Macon Linux Patent]

Google search on [Guy Macon Litzendraht]

Google search on [GMCFESIL]

Google search on [Guy Macon USCF FIDE]

Like most engineers, I have posted things that some folks don't like, and in some cases they were right not to like the posts. In those cases where I realizes that I was in the wrong, I apologized and retracted, but there are still some who, months or years later, just can't let it go and send an occasional flame my way. All I can do in those cases is repeat the apology again and again, point out that I apologized and stopped doing what they didn't like me doing, and asking what more they require.

Then there are cases where I really didn't do anything wrong. In one particular case a well–known pest from the slackware newsgroups decided that the mere existence of non–degreed engineers is intolerable and started posting copies of my resume modified to make me look bad, fake posts from nonexistent employers claiming to have fired me, accusations of various crimes, etc. The good news is that the vast majority of sites that grab info from Usenet are happy to take down pages that are abusive. It just takes time and effort contacting them. Or you can hire someone to do it for you: [<http://www.reputationdefender.com/>]. (I have not used their services because I wanted to see how well I could do on my own first)

Another aspect to consider is how common your name is. I am the only Guy Macon on the internet[1], but there are some very famous

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people named Jim Thompson, John Fields[2], John Larkin, Don McKenzie, etc. Names such as Spehro Pefhany, Rene Tschaggelar, and Guy Macon don't turn up as many unrelated Google hits. Winfield Hill is an interesting case; his accomplishments put him at the top of the search results and his Usenet posts are buried many pages down. So all you j=have to do is write a book that is better thar OaE... :)

[1] There is one annoying fellow who goes by "Internet Wise Guy, Macon Georgia" who's posts (and the posts of those flaming him) turns up in a search of my name, but any employer will have figured out that I am in Los Angeles long before seeing those posts.

[2] For example: [<http://www.uweb.ucsb.edu/~jfields/>]: "The Homepage of John Fields, Future World Kaiser. Hello, my name is John Fields, AND I KICK @SS One of my many goals in life is to become supreme overlord of earth, But fear not, for I will be a fair and benevolant leader, and will bring our fair human race into a new age of prosperity" :)

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