

# **Cheese, wine & whistles**

Manipulating Google for fun and profit  
– with Elon Musk & Boris Johnson

17 August 2022

90% negative

Google

facebook whistle|

- facebook whistle**blower**
- facebook whistle**blower bbc**
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- facebook whistle**blower 60 minutes**
- facebook whistle
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- facebook whistle**blower instagram**
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- facebook whistle**blower ireland**

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Google

tesla whistle|

- tesla whistle
- tesla whistle**blower**
- tesla whistle **sound**
- tesla whistle **price in india**
- tesla whistle**blower lawsuit**
- tesla whistler
- tesla whistle **cost**
- tesla whistle **amazon**
- tesla whistle **tweet**
- tesla whistle **canada**



Tesla  
Cyberwhistle



Tesla Cyberwhistle Launches At \$50 A Pop, Sells Out In Hours



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## Elon Musk shills a \$50 Tesla Cyberwhistle with a joke about whistleblowers



GEARNEWS

Tesla Cyberwhistle: 50 Dollar Trillerpfeife in Form des Cybertrucks

**IF IT WORKS**

**IT AIN'T STUPID**

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We send the EU **£350 million** a week  
let's fund our **NHS** instead  Vote Leave

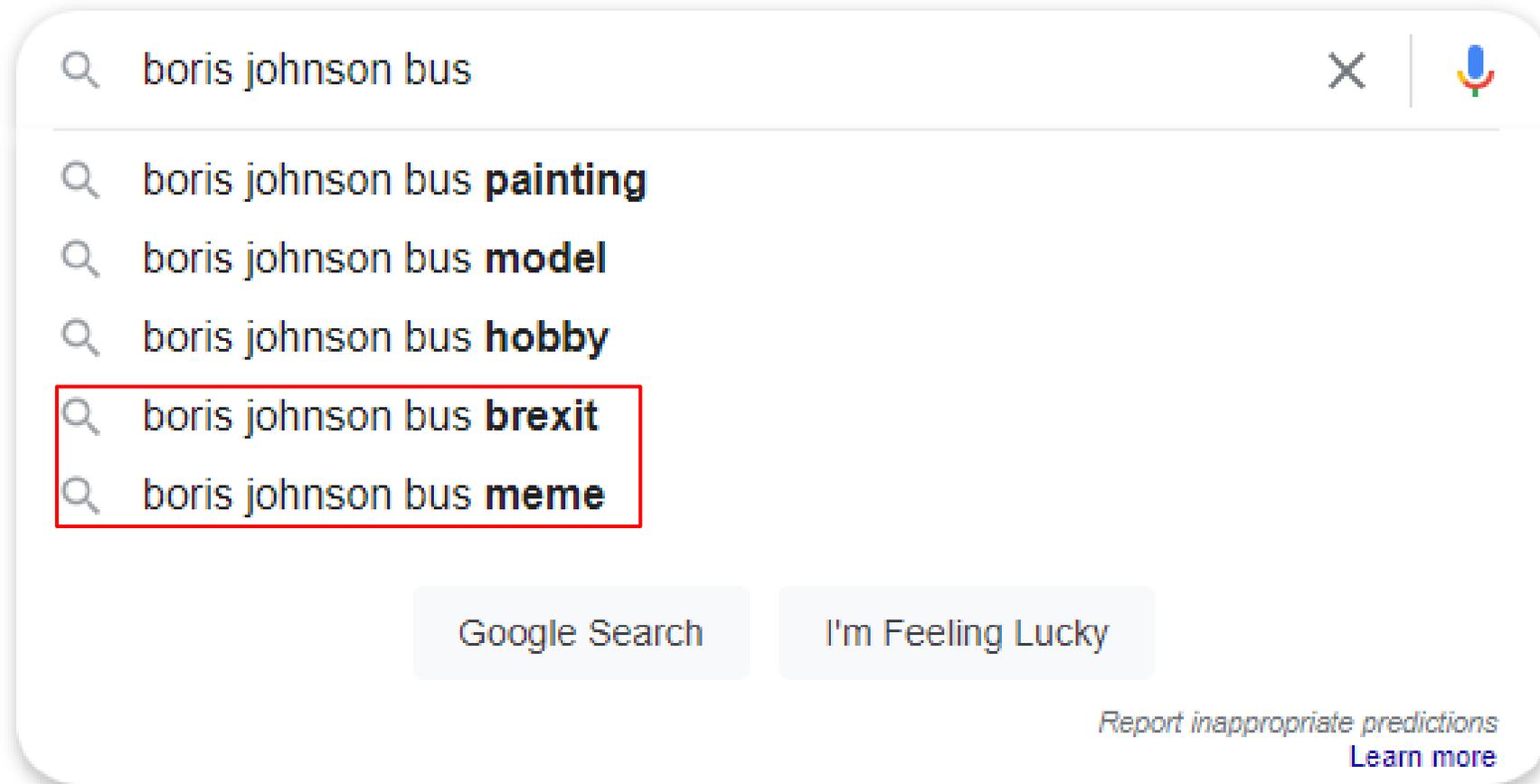
Let's take back control

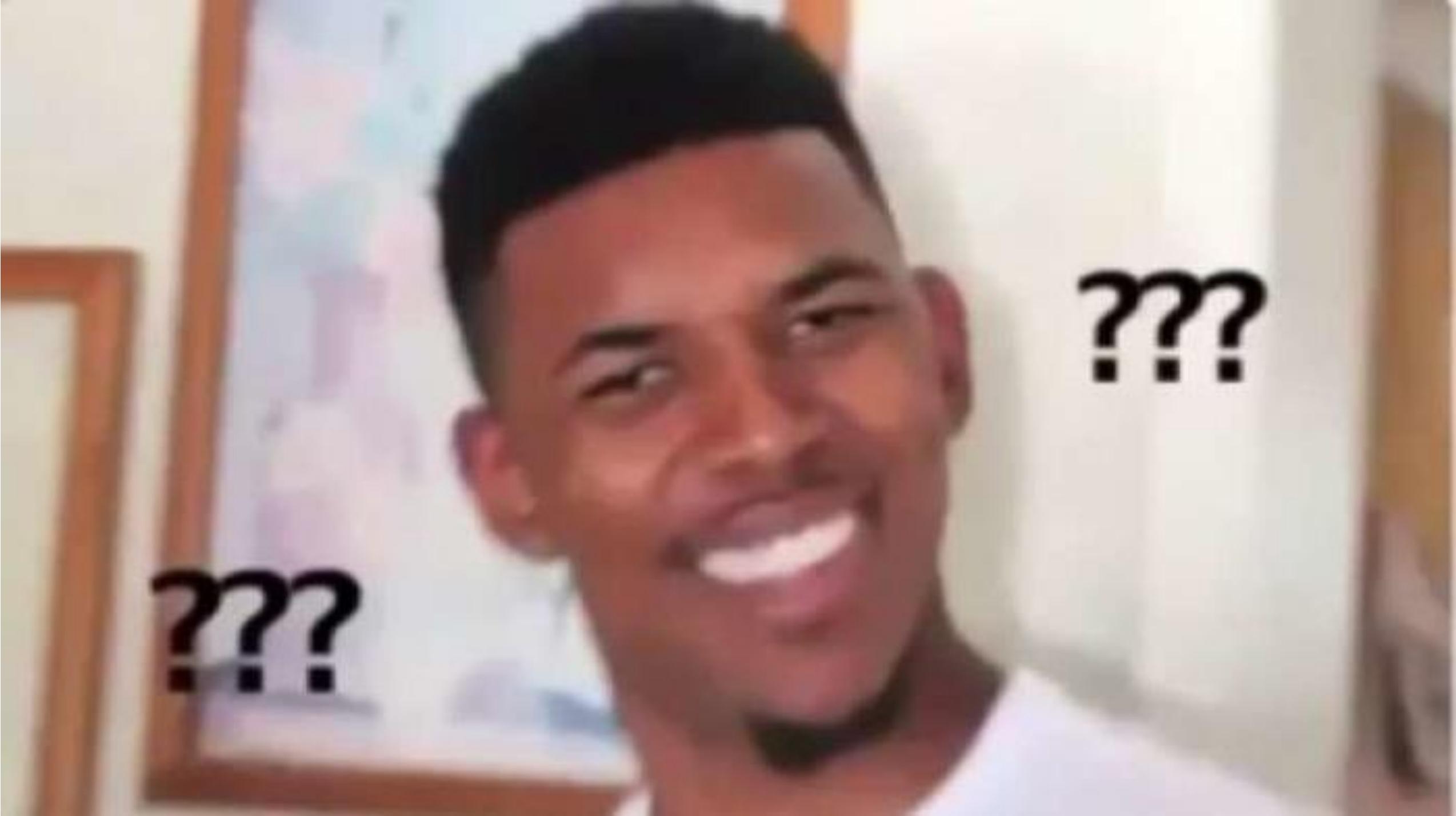
from  
**2017**

**The  
Guardian**



40% negative





???

???



– You make models of buses?  
– I make models of buses.



I make buses.

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## Boris Johnson: 'I make models of buses'

Boris Johnson revealed that he makes buses out of old wine crates to relax.

He says he likes to unwind by painting passengers enjoying themselves on his model vehicles.

[Media](#) [Society](#) [Law](#) [Scotland](#) [Wales](#) [Northern Ireland](#)

## Boris Johnson reveals he makes models of buses to relax

**Tory hopeful's unusual hobby is turning wine crates into buses full of happy passengers**

before  
interview

20 June 2019

100% negative

- [https://en.wikipedia.org/wiki/New\\_Routemaster](https://en.wikipedia.org/wiki/New_Routemaster)
- <https://www.bususers.org/news-events/news/goodbye-to-the-boris-bus>
- <https://www.onlondon.co.uk/five-years-of-the-new-routemaster-how-has-boris-johnsons-hallmark-policy-fared/>
- <https://www.citylab.com/transportation/2016/07/boris-bus-hot-air/492344/>
- <https://www.bususers.org/news-events/news/goodbye-to-the-boris-bus>
- [https://en.wikipedia.org/wiki/New\\_Routemaster](https://en.wikipedia.org/wiki/New_Routemaster)

SERP overview for "boris bus"

20% negative

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Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords	Top keyword	Volume
1 ▶ Top stories									
2 ▶ Tweet box									
3 Goodbye to the Boris Bus — Bus Users UK <a href="https://www.bususers.org/news-events/news/goodbye-to-the-boris-bus">https://www.bususers.org/news-events/news/goodbye-to-the-boris-bus</a>	342K	56	9	0	0	95	8	boris bus	1.2K
4 'Mesmerising': Boris Johnson's bizarre model buses claim raises ... <a href="https://www.theguardian.com/politics/2019/jun/26/mesmerising-boris-johnsons-bizarre-model-buses-claim-raises-eyebrows">https://www.theguardian.com/politics/2019/jun/26/mesmerising-boris-johnsons-bizarre-model-buses-claim-raises-eyebrows</a>	121	93	15	394	0	429	7	guarian	2.0K
5 Boris Johnson reveals he makes models of buses to relax   Politics ... <a href="https://www.theguardian.com/politics/2019/jun/25/boris-johnson-reveals-he-makes-models-of-buses-to-relax">https://www.theguardian.com/politics/2019/jun/25/boris-johnson-reveals-he-makes-models-of-buses-to-relax</a>	121	93	14	215	0	18	9	london models	350
6 New Routemaster - Wikipedia <a href="https://en.wikipedia.org/wiki/New_Routemaster">https://en.wikipedia.org/wiki/New_Routemaster</a>	17	96	35	303	115	1,385	186	boris bus	1.2K
7 Boris Johnson: 'I make models of buses' - BBC News <a href="https://www.bbc.co.uk/news/av/uk-politics-48766451/boris-johnson-i-make-models-of-buses">https://www.bbc.co.uk/news/av/uk-politics-48766451/boris-johnson-i-make-models-of-buses</a>	118	93	18	5	0	104	3	boris johnson interview	900

after  
interview



boris johnson bus



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**'Mesmerising': Boris Johnson's bizarre model buses claim ...**

26 Jun 2019 — 'Mesmerising': **Boris Johnson's** bizarre model **buses** claim raises eyebrows ...

The internet has been scratching its collective head after Boris ...

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**Is Boris Johnson really trying to game Google search results?**

1 Oct 2019 — Could admissions around **buses**, kissing kippers and saying he's the "model of restraint" really downplay negative search results?

Confusion



Realisation

## Boris Johnson: police called to loud altercation at potential PM's home

**Exclusive: Neighbour records shouting and banging at flat MP shares with Carrie Symonds**

Symonds is heard saying **Johnson had ruined a sofa with red wine**: “You just don’t care for anything because you’re spoilt. You have no care for money or anything.”

🔍 boris johnson wine

🔍 boris johnson wine **party**

🔍 boris johnson wine **bottles**

🔍 boris johnson wine **photo**

🔍 boris johnson wine **suitcase**

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🔍 boris johnson wine **friday**

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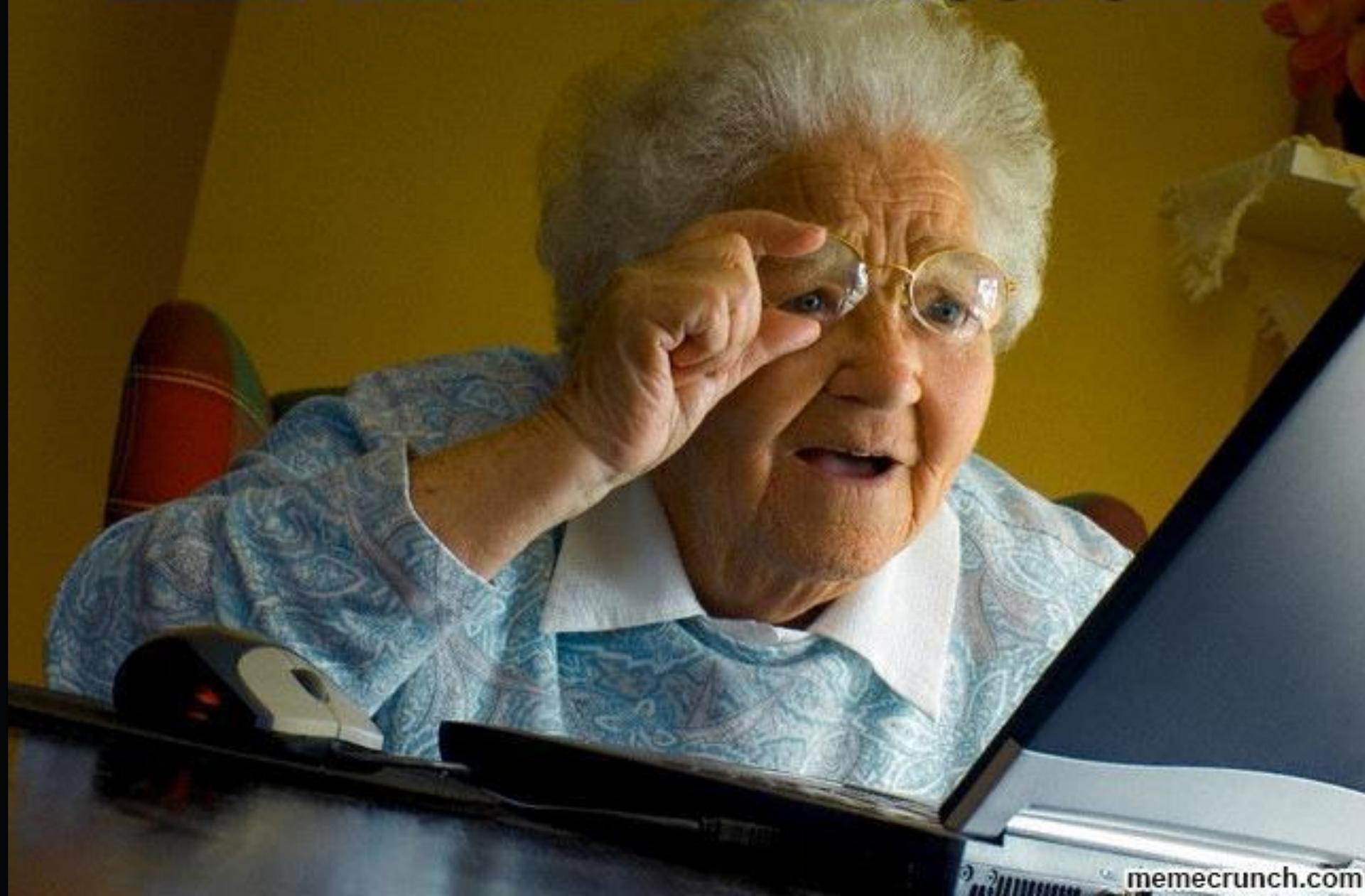
🔍 boris johnson wine **garden**



Don't work  
from home.

The cheese  
will distract  
you!

**WHAT THE HELL DID HE JUST SAY?**





Don't work  
from home.

The **cheese**  
will distract  
you!

The  
cheese

# Boris Johnson says he gets distracted by cheese and coffee while working from home

Indian Lekhak

Working from home can be distracting because of "cheese, coffee": British PM

 REPUBLICANWORLD.COM

## 'Cheese & Coffee' Are A Distraction At Home, People Productive In Office: Boris Johnson

Boris Johnson says people should work in-person again because when he works from home he gets distracted by cheese



Made for minds.

NEWS

## UK PM Boris Johnson's cheese and wine gathering 'not a party'

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