

Women of Internet Marketing Introduction

[Search Marketing Gurus](http://www.searchmarketinggurus.com)' owner, editor and chief writer (as well as bottle washer!), Liana "Li" Evans, interviews two women weekly for this interesting series. Designed to shine the spotlight on the great accomplishment of women within all areas of the online marketing industry, the series has become a popular "must read" among all search industry professionals.

The column is published weekly on Wednesdays. If you would like to suggest a woman to be interviewed, please send an email to smg@searchmarketinggurus.com.

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[Women of Internet Marketing Wednesday Part 1](#)

I was inspired a few weeks ago when Kim Krause-Berg blogged about "[Where are the Technical Industries Women Bloggers](#)", to start a series of small articles (which I hope will turn into a larger article) to introduce the Internet Marketing world to some really great women bloggers in our industry.

These women will come from all areas of the Internet Marketing world. From bloggers, SEO gurus, PPC gurus, Copywriters, Link Experts, SMO gurus, Search Engine Reps, Customer Evangelism Experts, Reputation Management Professionals to Web Public Relations Handlers, I hope to keep the mix interesting and upbeat. I will feature 2-3 different women each Wednesday depending on the information I get back from the women I hope to interview

So first up, let me introduce you to two wonderful women in the realm of Internet Marketing: **Kim Krause-Berg, and Rebecca Kelley.**

Kim Krause Berg



[Kim Krause-Berg](#) of [Cre8pc](#), has been around the Internet Marketing arena for quite a while, probably longer than most people. For the past 11 years, Kim has been focusing on SEO & Usability for websites. She found her way into this space as a webmaster for a high tech magazine in 1995, in which it was her job to get the websites ranked. From there she got "plucked and dumped" into software Q&A testing, however after the "Dot Com" crash in 2000, she decided to take things into her own hands and started her own [consulting business focusing on Usability](#) & SEO, over the years she's gone strictly to usability and partners with SEO/M firms.

Kim is probably best known as the creator and administrator of Cre8asiteForums. This is probably a stop for almost everybody in the SEO/SEM/Usability world, as Kim and her troop of top notch moderators help answer all sorts of questions to forum participants. Kim also has a great blog you can read called [Cre8pc on Usability & Holistic SEO](#).

Here's a few other things I asked Kim and her answers:

Q. *What Do You Love About the industry?*

A. The people in the SEO/SEM industry are warmer and more approachable. On the usability side, there's less of a sense of global community. They tend to be found in smaller groups, either locally or by segment in the industry and are more serious (i.e., less likely to be caught joking around than SEO's do so effortlessly).

Q. *What aggravates you most about this industry?*

A. For SEO/M, the continued spread of bad information, poor practices and companies that are complete rip-offs.

Q. *Who do you feel is a leader in this industry and why?*

A. I look to leaders who believe in educating, so that the industry remains credible. Danny Sullivan, of course. Ammon Johns is the leader in the "M" (marketing) of SEO/M, while Jill Whalen is the top gun for the "O" (organic) side. They all have been doing this since Day One and keep striving to

reach out to newcomers who want to learn. It's not easy to stick with this for ten years and longer, so I credit them for not walking away from a sometimes combative industry. I favor Jared Spool and his team and Kathy Sierra as my personal choices for the usability side because they never get stuck on one practice. They would be the first to admit the need to revisit something and question its value to end users.

Q. Who's your favorite blogger to read?

A. I'm a huge fan of the [Bruce Clay blog](#) and [SEOMoz](#) because of Lisa Barone and Rebecca Kelley and their ability to make me laugh out loud, even on a bad day.

That last answer is a perfect segway into our next lady - Rebecca Kelley of [SEOMoz.org](#).

Rebecca Kelley



[Rebecca Kelley](#) does what she likes to call "light to moderate" SEO, since she's still new to the industry and forever learning. At this point she does link building, keyword research, site reviews, content creation/copy-writing, and, because she works for Rand, linkbait generation. She is also developing a presence on SEOMoz's blog and in the SEO "sphere" in general.

Most recently, Rebecca finished up an [internship at Fresh Egg](#) over in the UK. While over there, not only did she study under the tutelage of Ammon Johns (aka Black Knight), she also got a tour from Danny Sullivan and enjoyed the other wonderful sites of London.

Rebecca's relatively new to the SEO industry, but I for one am glad she's here! She's got this amazing spirit and spunk that is contagious (in a good way). From the moment I actually got to meet her, I knew she was going to become one of the search industry's leaders - working for Rand Fishkin, cements that even more.

So here are Rebecca's Q&A's:

Q. Right now, how many women bloggers/writers/journalists do you read blogs/columns from?

A. In SEO I regularly read Kim Krause Berg's Cre8pc blog, DazzlinDonna's SEO Scoop, and Jen Slegg's JenSense blog. I also enjoy the Creating Passionate Users blog.

I also admire Vanessa Fox, Amanda Camp, Anne Kennedy, Jennifer Laycock, and Jessie Stricchiola, because of their confidence in speaking at conferences and their provision of great, interesting presentations and information. I hope to speak at a conference one day, so I've been paying a lot of attention to female presenters.

Q. What made you get involved in this industry?

A. Honestly, I was close to graduating and was looking for a career that would allow me to utilize writing, communication, and creativity. I found a job opening posted by SEOMoz and thought the position sounded awesome. I applied and didn't get hired (I was later told they feared I wasn't "geeky")



enough, so go figure), but I persuaded Rand to let me on as an intern, which he did. After that, I must have grown on SEOmoz like a fungus because they took a liking to me and hired me on full-time.

Q: Where do you see this industry going in the next 5 years?

A: Hopefully not down the toilet, because then I'd be out of a job! In all seriousness, the industry will adapt to whatever the web will be like in five years. There will always be a need for SEO, just as there has always been a need for traditional marketing. Five years from now SEOs may not claim that it's all about links, but rather a new strategy that reflects what the state of the Internet will be at that time.

[Women of Internet Marketing Wednesdays Part 2](#)

Wow I can't believe its' Wednesday already! That means its time to introduce you all to two more lovely and talented women in our market space. [Last week](#) I got the opportunity to let all of you get a closer look into what makes Kim Krause Berg and Rebecca Kelley tick, this week, I bring you Rae *SugarRae* Hoffman and Christine Churchill.

[Christine Churchill](#)



Christine has been involved with the Search Marketing industry for over 10 years now and fell into the profession. The company she worked for at the time needed an internet marketing solution. In the late 90s she was part of an Internet startup (NetMechanic) that originally had no marketing capital. As the lone MBA in the company, she had to learn how to send traffic to the site on a shoestring budget and she became extremely good at it. Now she uses what she learned all of that experience and acquired knowledge to help her current clients' online businesses with her Dallas, Texas based search marketing firm, [Key Relevance](#).

Christine is a frequent speaker on the conference circuit at Search Engine Strategies, Webmaster World Publishers Conference, High Rankings Seminars, Internet World, and other Internet conferences. She is also a moderator at [High Rankings](#) forum where she offers advice to forum members as "HorseCove". To add to her arsenal of search experience, Christine works with [Mike Grehan](#) on an e-marketing-news-letter that accompanies Mike's [Search Engine Marketing Book](#).

So here's some Q&A I got to ask Christine:

Q: *What aggravates you most about this industry?*

A: My main frustration has to be designers who lean so far towards "style" that usability and search engine accessibility suffers. I believe that usable, accessible sites work best for the customer. Unfortunately, those types of sites are often not considered "sexy" so it can be a hard sell.

Q: *What is your biggest challenge?*

A: My biggest challenge now is maintaining a balanced life and running a company in this demanding and fast-paced industry. The nature of the Search world is all-consuming. That's what's so thrilling about it—there's always continual change, and you have to change too to stay at the leading edge. But that takes its toll and it takes discipline and continual effort to keep stepping back and making sure that life's priorities are being given their proper due.

Q: *Where do you see this industry going in the next 5 years?*

I think basic marketing principles will continue to grow in importance. In the early days, online marketing was crude. It was more about having a web site than having a strategy. The people who will succeed in the coming years will be well grounded in marketing and psychology. Sure, technological advancements will allow for the proliferation of video and other technologies. But as businesses become more and more savvy about the use of the web, and as the internet, as a medium for business, becomes even more competitive, how well you understand and employ

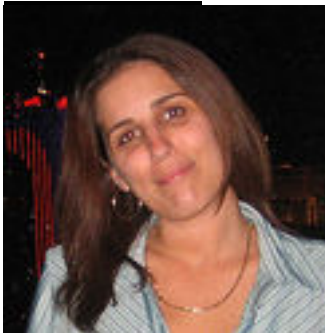
foundational marketing principles will determine how well you will succeed on the web. Now, sound marketing principles will triumph regardless of the technologies employed.

Q: Right now, how many women bloggers/writers/journalists do you read blogs/columns from?

I don't have time to read a lot of blogs but I do occasionally read several women blogger sites including [Rae Hoffman's](#), [Debra Mastaler's](#), [Jennifer Slegg's](#), [Amanda Watlington's](#), and [Kim Krause Berg's](#) soulful blog. I especially like Kim's blog - her passion and love for this industry comes across in her posts. I usually find myself smiling when I read her blog so it has become a frequent stop in my Internet travels.

That answer leads us perfectly into our next wonderful woman, Rae Hoffman!

Rae Hoffman



Out of all the women in the industry, Rae (aka "SugarRae") fascinates me the most. This woman is a pure inspiration, so getting to learn more about Rae was an absolute thrill for me. Her accomplishments are amazing as is how she came into SEO.

Rae, like a lot of us in this industry, "fell" into SEO and ended up in the industry completely by accident. She was a young first time mom at twenty and her son ended up with massive medical issues. She built a little webpage that focused on her son's medical issues and it started her down this path. Rae wrote about how she got into the industry and about her son CJ (who's now 9) on her [Sugarae blog](#). The explanation she posted explains everything so much better than I could.

Rae's very involved with Webmaster World and moderates on the [Link Development](#) and [Yahoo Publisher Network \(YPN\)](#) forums on the site. She's also a featured speaker at [Webmaster World's Pubcon](#) event. Rae is also well known for ranking a "Whitehat" site for a hugely competitive single keyword in a spam filled and dominated industry. Not a lot of people are aware of that aside from Rae and the spammers she competed against in that SERP.

So now for Rae's Q&A:

Q: Why do you like/love this industry?

A: It's amazing and ever changing. I have a short attention span, but in 8 years, I've never gotten bored. This industry has people from all walks of life, all with one common thread of finding something they find exciting and hopefully are good at. We are a diverse industry – I don't know any other industry in the world like it. I am lucky to have accrued a lot of close friends from this industry – not only business wise, but friends in my personal life as well. And unlike a lot of industries, you're only limitation in this one is how hard you're willing to work. There are no degrees or huge startup costs. Anyone with a computer and desire can get into this game... for now. I hope that as we (the industry) evolve into something "more legitimate" in the business world, that we don't lose that aspect. This industry has changed a lot of people's lives. I know it did mine. As sappy as that sounds, it's my honest opinion.



Q: Where do you see this industry going in the next 5 years?

A: Well, that's a tough one. I think without a crystal ball, it's pretty hard to make any accurate predictions. I probably have the same odds of guessing which celebrity couples will break up five years from now. ;-) But, I'd have to say that what I currently see is more and more big businesses waking up to the money they've left on the table over the years with this whole "search engine marketing thing". As they enter the space with their big budgets and aggressive desires for rankings, I think we'll see smaller businesses struggling to be seen on generic keywords. And these big businesses are going to need SEO directors, managers and employees. I see big business coming, small businesses working harder and a lot of independent SEO's becoming corporate. Hopefully, we'll be able to keep what I stated was good about this industry in tact while it occurs.

Q: *Who's your favorite blogger to read?*

A: Well, another tricky question. Some of the best SEO's I've ever met in my life are unknowns – and they like it that way. So, a hat tip to those guys... they know who they are. As far as "public SEO personas" from a professional level; [Rand Fishkin](#) is someone I genuinely enjoy reading. He is definitely at the top of my list on people I read regularly. He's a very genuine person in general too. [Michael Gray](#) is another person who I think is extremely smart and ravenously hungry. If you want cutting edge, follow him. [Brad Geddes](#) is always schooling even the old dogs in regards to pay per click information. If Brad states it, I'm pretty willing to bank on it.

Q: *Who do you feel is a leader in this industry and why?*

A: As far as a female, in my mind, there is one woman who stands well above the rest in the SEO arena. She's a phenomenal SEO in general. But, she is the example I hope to live up to in regards to being a female in this industry and that's Christine Churchill. I knew early on after meeting her she was smart, funny and very genuine. But I've had the chance to spend some one on one time with her over the last few years. She is incredibly talented and good at what she does. She is also very business savvy – but in an upfront way. Christine is real, she hasn't changed herself to be a leader in this industry, but she is no pushover either. And she has never been in contact with the ego bug; she completely lacks one. If I sound like I admire her, I do. I hope that more women in this industry take the time to meet her and learn from her. I know I take every chance I can to do so.

I have to agree with Rae on that last sentiment; it's why I chose to feature Christine!

[Women of Internet Marketing Wednesdays Part 3](#)

Its that time of the week again, where Search Marketing Gurus brings you the inside information about some great professionals in the search industry. If you know of a women in the search industry who you'd like to see featured - please leave a comment here, we're always open to suggestions, don't be shy - tell us who you want. We want to make sure we're bringing you the inside scoop on the women you'd like to know the most about!

To see our prior featured [Women of Internet Marketing](#), please check out the that category on the right, or feel free to check out our two individual posts from [Week 1\(Kim Krause Berg & Rebecca Kelley\)](#) and [Week 2 \(Christine Churchill & Rae "SugarRae" Hoffman\)](#).

So with that little introduction, let me introduce you to our first lady, Karon Thackston.

[Karen Thackston](#)



Karon has been a [professional copywriter](#) for over 20 years with the last 7 specializing in writing great copy for websites. Karon has always been fascinated by the way words can cause people to respond. Whether in writing or verbally, words are very powerful. Copywriting is an industry where Karon gets to play and be paid for it.

Karon also loves the industry because she can test and track different ways of writing and see how they make others respond. She told me that with SEO copywriting, it's a dual rush because what is written for any given web page now has the potential to affect people and the search engines.

If you also didn't know Karon is an author of a book, "[How To Increase Keyword Saturation Without Destroying the Flow of Your Copy](#)" and a copywriting course, "[The Step by Step Copywriting Course](#)". Along with being an author Karon's also a speaker at Search Engine Strategies and is actively involved with [Jill Whalen's High Rankings Seminar](#). She is also a moderator at High Rankings forums, known there as "copywriter".

Now for some Q&A with Karon:

Q: What made you get involved in this industry?

A: Curiosity! As I said earlier, I have always been fascinated with how words affect people. When I began to learn about writing with keywords, I also saw how words can affect the search engines. Not so much what you say, but how you say it, where words are positioned, how they are formatted and several other factors. It's amazing to me to watch all the pieces of the puzzle come together.



Q: Where do you see this industry going in the next 5 years?

A: For SEO copy writing, I think a lot of writers are going to be weeded out as the general population grasps the fact that SEO copy does not have to sound forced. After years of writers shoving keywords into copy any ole where and calling it SEO copywriting, I think webmasters and business owners are going to demand better. I think the bad reputation that SEO copywriting has received in the past is going to fade and people will begin to recognize that keyword stuffing is not equivalent to

SEO writing. Writers will have to develop their skills and talents to master writing naturally for the user first and the engines second.

Q: Who's your favorite blogger to read?

A: Matt Cutts

Q: Who do you feel is a leader in this industry and why?

A: Jill Whalen, without a doubt. She is a pioneer in developing the entire concept of SEO copywriting. I appreciate the fact that Jill teaches proven methods that offer long-standing results instead of short-term tricks that will likely lose their magic after the next Google update.

And that leads us nicely into our next Internet Marketing Expert, Jill Whalen.

Jill Whalen



Jill's probably one of the most well known faces in the Search Marketing Industry, and has always been one of the most approachable. I know from first hand experience, Jill a wonderful person and very patient with "newbees" to search, as demonstrated in her High Rankings Forum.

Jill's been in this industry professionally for over 10 years, and considers her biggest accomplishment is her newsletter with a subscription base of well over 25,000.

There's probably a lot of other things professionals in this industry know her for like her [High Rankings website](#) & [forum](#), her [High Rankings Seminar](#) series, her [newsletter](#) and even her special report "[The Nitty-gritty of Writing for the Search Engines](#)", there's no doubt that Jill's a well known industry expert. If you've been to an Search Engine Strategies Conference, Jill's also one of the mainstays on the "Writing for Search Engines" panel.

Now for Jill's Q&A:

Q: What made you get involved in this industry?

A: Well, since I've been in it before it actually was an industry, it's difficult to answer. I was basically just looking to figure out how to get my parenting website to rank highly back in 1993-1994 or so and had to figure it out on my own. We didn't have the resources we do today, which his actually a good thing. When you have to figure stuff out for yourself, you'll always do a better job than when someone spoon feeds it to you, imo.



Q: Who's your favorite blogger to read?

My favorite SEO-type blogs are [In Search of Stuff \(isos\)](#) and [Gray Hat News](#). I like these because they are satires on our silly industry which tends to take itself way too seriously. I have also recently been enjoying [John Andrew's blog](#) a lot. I like people like John who think creatively and don't follow the crowd. I actually enjoy a few non-seo-type blogs such as [Steve Pavlina](#) and that of his wife [Erin Pavlina](#). At the end of the day I'm usually sick of SEO and like to read about stuff that really matters!

Q: What aggravates you most about this industry?

A: I try not to be aggravated about anything these days as it's unhealthy! But I suppose I do get

annoyed at how so many in the industry never seem to "get it" completely. They mistakenly believe that SEO is all about the search engines, when it's not even close. If you can't think deeply or creatively (like 90% of the world) that's exactly what you'd think, however.

Q: Right now, how many women bloggers/writers/journalists do you read blogs/columns from?

A: I have a number of blog feeds that I give a quick peek at most nights. Let's see it looks like about 6 are written by women. But again, these aren't always SEO-related. In our industry, it seems that the blogs do tend to be dominated by men. However, there are many that have women contributors as well which is nice to see.

Q: Who do you feel is a leader in this industry and why?

Danny [Sullivan] is definitely the one and only industry leader. There are many Danny "wannabees" out there, but they are not nor will they ever be Danny. If Danny ever got out of the field all together, I don't believe there would be any one person who could take his place. There would simply be the rest of us 2nd tier voices. That's not necessarily a bad thing, but I'm glad we do have Danny!

[Women of Internet Marketing Wednesdays Part 4](#)

Each week I find myself anxious to bring you the interesting things I'm learning about each of the women I feature here on Wednesdays. I have a love of learning new things, especially new things about people. Each and every woman I've interviewed so far has taught me more than they'd ever know, and I hope its the same for all of you!

As always you can find our past featured [Women of Internet Marketing](#) in its very own category (on the right). In the past we've featured [Jill Whalen](#), [Kim Krause Berg](#) and [SugarRae](#), just to name a few!

This week's set of featured internet marketing gurus is no different, with their "Dazzlin'" skills to their "[award winning blog](#)"-ing, Donna and Gillian are definitely women to keep an eye on!

[Dazzlin' Donna \(aka Donna Fontenot\)](#)



Donna is a Tech Industry veteran that stumbled into SEO and Affiliate Marketing after figuring out that in order to sell her Cold Fusion applications on the Internet, she first had to get her website found in the search engines. Donna first started in the Tech Industry after deciding Teaching wasn't as fruitful as she thought. She then found her way into the tech industry doing data entry via keypunch cards. Over the years, she then migrated from data entry to PC repair to programming, and ended up being a ColdFusion web developer. Wow - talk about touching a lot of areas of the Tech Industry!

When Donna isn't blogging for [SEO-Scoop](#), she helps out with moderation over at the [Search Engine Roundtable Forums](#) under her blog title handle of "dazzlindonna" (of course!). Being in the Search and Affiliate Marketing industry Donna's become an expert in niche affiliate marketing, but admits that it's definitely been a learning process. Each new client brings their own set of challenges and the refreshing creativity SEO brings keeps her planted in this industry. Now for some Q&A with Donna:

Q: *Why do you like/love this industry?*

A: I love the freedom that comes with creativity. Coming from a technical, programming background, SEO was refreshing, as it enabled me to free my mind from the constraints of precision coding, and allowed ideas to propagate. I'm an idea gal at my core, and while I don't have a formal background in marketing, SEO enables me to run with those ideas and use some innate marketing skills. I mentioned the failures in the question above, and no doubt I've encountered marketing failures (and idea failures) as well. But even the failures involved degrees of creativity and fun, and of course, they contributed to my overall knowledge base as well. I know it's going to be a fun day when I say out loud, "I have this idea...". (My family usually groans at that point).

Q: *Who's your favorite blogger to read?*

A: Wow, that's a tough question. I read (or at least skim) over 40 blogs daily. Each of those tends to be a favorite at some point or other. But I guess



if I had to choose one that most consistently provided a good read with great information, I would choose [StuntDub](#) ([Todd Malicoat](#)). I think I first got hooked on the Mr. Ploppy series of posts, and have since looked forward to anything that Todd blogs about.

Q: Who do you feel is a leader in this industry and why?

A: With so many different aspects involved in this industry, it's difficult to choose one person. There are leaders in different areas, and there are people who lead in different ways, but Kim Krause Berg stands out for me. She leads in a more understated fashion than some, but she would be the one I believe could most effectively lead a team of newbies to success. And for me, that constitutes a better leader than one who might be a leader in the conference circuit, for example.

Q: Why "Dazzling Donna"? (Li: And notice I was using the G!)

A: Actually, it's DazzlinDonna (with no "g"), which is a mistake most people make. Being a small town gal, I tend to leave off the "g" when pronouncing many words ending in "ing", so it seemed natural to leave it off for the name as well. As to why...well...that's a bit of a story. When I turned 40 years old, I went into a deep depression. My instant messaging nick at the time was Loof (which was Fool spelled backwards). When a friend of mine figured out what it meant, she was furious with me and nagged me for what seemed like a century to choose a more "positive" nick. Just to shut her up, I chose DazzlinDonna. She was pleased, and I didn't have to hear about it anymore. Funny thing is, that choice was the start of a complete change in my own thinking. One of my mottos (that I often use in forum sigs) is "You'll never shine if you don't glow" which is a line from a Smash Mouth song. I adopted it around the same time, because I was realizing that attitude is everything. I discovered that if I pretended to be happy, the fake happiness would eventually rub off and turn into real happiness. So, DazzlinDonna, the gal who chose to glow, was born, and it just stuck with me.

Q: Do you Google on Ask, and Ask on Yahoo & Google?

A: Funny you should mention that. I just completed a 3 week series of tests that I blogged about, where I went on a quest to find my new default search engine. I'd gotten tired of relying on Google (out of habit), and dedicated myself to using the other Big 3 on an exclusive basis, hoping one of them would satisfy my search needs. Happily, one did. I now Yahoooooooooooooo.

Q: Matt Cutts or Rand Fishkin?

A: Rand, all the way! I kind of think of Rand as a nephew in some ways. Long ago, I answered a few questions he had about the wonderful world of SEO, and I've watched him blossom over the years into a kick-ass Internet Marketer. He's just a great guy and I couldn't be more proud of him.

Perfect segway to our next lovely lady, a lady who sure is proud of Rand not only because he's definitely a Search Industry leader, but because she's his mom!

Gillian Muessig



For those of you who don't know Gillian's the "Chief Cook / Head Bottlewasher" at SEOMoz. She's that stabilizing force at SEOMoz that reigns in those "crazy kids" and gets them back to work when it's needed!

Gillian has a remarkable past and I as the interviewer am just in awe of her accomplishments. She's truly an inspiring figure that people in this industry should get to know. With over 26 years in marketing and the last 13 years in Internet Marketing, Gillian's seen a lot go on in this industry, probably a lot more than most. She started as a marketing consultancy in 1981, became involved in internet marketing with Market Link International in 1993, just as the web began to stir.

"We scanned business cards and put them on a website (wow – pictures !)", Gillian commented. "By the time we were done, we had a real-time live translation service for trade negotiations between nations. It was very exciting."

Gillian then went on to be the President of Outlines West a marketing consultancy. SEOMoz began as a project of Outlines West and, later on, the company was re-branded in 2005 as SEOMoz.

And now some Q&A:

Q: Who's your favorite blogger to read?

A: SEOMoz! (Now really, did you expect anything other?)



Q: Right now, how many women bloggers/writers/journalists do you read blogs/columns from?

A: I regularly read about 8 – 10. I read [Kim Krause](#) all the time; I keep tabs [Elizabeth Osmeloski](#), [Vanessa Fox](#), [Jill Whalen](#), [Laura Lippay](#), and, of course, our own [Rebecca Kelley](#) as well.

Q: Who do you feel is a leader in this industry and why?

A: [Danny Sullivan](#) meets the requirements of leadership – integrity, strength of character, and clarity of communication. He spends the time to ensure that his technical abilities remain honed and at the cutting edge of the industry. I see Rand moving up as a leader as well, which pleases me both personally and professionally.

Q: What do you think of those yellow shoes Rand is famous for?

A: A stroke of genius, the shoes were the brainchild of the world's most natural marketer, Mystery Guest. I am a long time fan of Mystery Guest; her innate ability to market ideas, people, and products in a natural, honest, joyful manner makes her one of the finest colleagues it has been my pleasure to know. When Rand was a relative 'unknown', heading to the NYC SES conference, he looked for a way to be recognizable to the people emailing him with invitations to meet at the convention. Mystery Guest suggested the yellow shoes and I noted immediately that they would become his symbol. I joked that when the book about Rand Fishkin is written, the cover will display a pair of the shoes and the name of the book will be, "The Yellow Shoes; The Story of the Wizard of Moz"



Q: Did you know your son has become a Search “rockstar” – he’s got a fan club just like Matt Cutts (I believe Rand’s are lovingly nicknamed Fishkin Heads?) – and do you keep a pin handy to not let his head get “too inflated”. :)

A: I do indeed. And now, I’ll take a bow (where is that pin when I need it?). I raised him well enough that his head has not swollen and he is not full of himself. When Rand was a little boy I promised him, “When you share, you will get more.” I built a company on that principal and Rand continues to do so in a really big way. I could not be more proud of the outcome.

.....And on that mushy note, I’ll call it a day.

You can see now why Rand is such a likeable person, and is extremely well grounded (even if the "Fishkin Heads" follow him around), Gillian raised him well! :)

[Women of Internet Marketing Wednesdays Part 5](#)

So have you all been anxiously awaiting who we will be featuring this week? I hope so, because I've had a ball interviewing both of these spunky women! Over the past weeks we've covered some pretty interesting facts, information and tidbits about women like [Christine Churchill](#), [Karon Thackston](#), [Gillian Muessig](#), [Kim Krause Berg](#), [Dazzlin' Donna](#) and many more!

This week's women reveal some great things, you just might learn if someone's boss wears tights and if someone is a closet Cuttlett. We ask the informative questions and also like to add a little bit of fun into the interviews to give you the reader a view into the lighter side of these wonderful internet marketing professionals. So, let me have the pleasure of introducing you to Lisa Baron and Meg Walker.

[Lisa Barone](#)



For a few months, I couldn't figure out if it was Rebecca Kelley or Lisa that was [SEOFan Girl](#), then, I found out it was neither one of them! Lisa though was a great sport about it in Chicago at SES, and it was a lot of fun to actually meet her for the first time. She's friendly, bright and just a lot of fun to hang out with - I think this is really why Bruce Clay hired her.

Most Search Professionals know Lisa as the voice of the [Bruce Clay blog](#). Every day Lisa brightens our feed readers with her witty writing and interesting takes on what is going on in the Search Marketing world. From commenting on industry happenings to joking about how [Graywolf](#) has been stalking her through [MyBlogLog](#), her blogging skills makes it a great reason to read Bruce Clay's blog everyday.

Originally from Long Island (that's New York), Lisa now resides in California. She's the senior technical writer on the Bruce Clay, Inc. team and she helps with writing great content for the company's clients. She even admitted to me she's taken Bruce's SEO course - twice!

Now for some Q&A with Lisa:



Q: *Who's your favorite blogger to read?*

A: Barry Schwartz. I'm so in awe of his talent that I still can't look him in eye. I mean here's this guy who writes for [Search Engine Roundtable](#), [Cartoon Barry](#) and now [Search Engine Land](#) and yet he's completely unassuming and down to earth? He's amazing. I'm sure Yisha agrees, assuming she still remembers what he looks like. ;) In all seriousness, I hope my career is blessed with half the blogging success Barry has had. He's someone I look up to very much.

Q: *Right now, how many women bloggers do you read?*

A: I keep a good mix of women bloggers in my daily regime. I think it's really important that we all support one another. I'm a huge fan of Kim Krause, Kathy Sierra, Rae Hoffman, SEO Scoop, JenSense and the SEOmz ladies. That Jane Copland has kept a pretty low profile over at the SEOmz blog but if you check her out on [Drivl.com](#), that girl has the smarts. I'd love to see her

blogging role grow over at [SEOMoz](#). Rebecca (who is awesome in her own right) is not the only fiery female over there in Seattle!

Q: *Who do you feel is a leader in this industry and why?*

A: [Danny Sullivan](#), by far, hands down. He has single handedly paved the way for the rest of us. I believe his presence, constant example and contribution is large enough that it can't even be quantified. If Danny ever left the industry for good, it'd be a really dark time for a lot of people. His passion and excitement for this industry fuels so many others. His Chicago keynote blew me away.

Q: *Why do you like/love this industry?*

A: Because it's constantly changing. I have an undying sense of curiosity but a short attention span, so it's important for me to be involved with something as dynamic as our industry. SEO and search marketing are evolving so fast that there's no time to sit back and applaud yourself for what you did yesterday. You have to be active about growing your campaigns and staying on top of the engines movements or you're going to find yourself yesterday's news. It's exciting and I love that. I think we're all in the industry at a really great time. Big businesses and non industry people are starting to see the impact of search engine optimization and that's only going to grow in the years to come. People with their hands in the jar now will get to see the industry develop from its infancy. Who wouldn't love that?

I'm also in love with the people. I was blown away in Chicago by how supportive everyone is of each other. That's very rare and I feel really lucky to be a part of it.

Q: *Does Bruce Clay's alter ego wear a cape and tights, and leap high buildings in a single bound?*

A: Let me ask you this: If you had a black corvette, would you waste your time leaping high buildings? I didn't think so. We have a No Cape policy at Bruce Clay, but I can vouch for his tights-wearing penchant. Kidding!

Q: *Inquiring minds want to know, who's the prettier princess [Neil Patel](#) or [Dan Thies](#)?*

A: Well, I voted for [Karl Ribas](#) during HatBait, so I'll go ahead and support Neil here.

Q: *[Joe Morin](#) or [Todd Friesan](#)?*

A: Todd, all the way. Partly because there's something very [Guy Patterson](#) about him, and also because his top notch optimization skills terrify me. I got to meet him in Chicago and I'm pretty sure he could crush me with the optimizing power of his little finger. Plus who doesn't find a reformed bad boy sexy?

Q: *What do you do when you aren't at search conferences and can't be around [the great one in yellow shoes](#)?*

A: *sigh* It's a struggle. You've seen him so you understand. I can also neither confirm nor deny that there may be a picture of [The Great One](#) taped to my computer monitor. And on my fridge at home. And maybe even in my car. Okay, I'm kidding about the car, but the others are true. I'm a Rand Fishkin stalker. There, I said it, are you happy?



We're always happy when we get our interviewees to confess, because we love to get the scoop! ;) Now up for our next great professional Meg Walker!

Meg Walker



I got the privilege of meeting Meg for the first time out at Chicago SES at the SEO Fangirl luncheon. She sat right across from me and boy did we have a great time! Meg has a wonderful sense of humor and kept me giggling and smiling the entire lunch

Meg's the "SEO and online advertising geek" for [Network Solutions](#). She works with the [NetSol](#) and affiliated brands of the Network Solutions company and manages the internal and external resources for banner advertising, integrated content, search advertising and search engine optimization.

Meg's in the process of launching a new blog called [eBuzzMaster](#) and I found it very interesting that Internet Marketing is actually her 2nd career. Prior to coming into this industry Meg was in biotechnology/medical diagnostics marketing, but has been in search marketing now for 7 years and started this part of her career at [WebSurveyor](#).

Now for Meg's Q&A:

Q: *What do you consider your most successful industry accomplishment?*



A: I'm not sure how to answer this question. The answer is either, "Should I have accomplished something?" or might include too much braggadocio. Probably the biggest accomplishment that I can claim a small piece of is to help people here and at other companies understand the interplay between paid search, natural search and online advertising – how they work together to drive results. I also have done several talks about search as a branding medium and as a sales channel.

One cool thing, from long ago is that Google picked up a Marketing Sherpa article that I worked with Anne Holland to write. I had done some comparative analyses between Google, GoTo and Sprinks (about.com's effort to enter into the PPC world), which Anne published. Google picked up the article and leveraged it for their early marketing efforts. This was in 2001. Back when dinosaurs roamed the halls at Google.

Q: *Where do you see this industry going in the next 5 years?*

A: Wow... for someone who sticks with what's going to happen next week, that's a tough question! Social media and communities: Although social media is getting pretty mainstream, I think it will continue to grow. It will be interesting to see how some longer-term Internet players like Netscape will affect more general acceptance. As the younger, early adopters of MySpace get into the workforce, I anticipate that we will see a lot more use of that type of community-building in business. There are quite a few new ones now, like MyBlogLog.

Partnerships and branding: I see a much stronger drive for developing mutually beneficial partnerships in both search and e-commerce environments. Then I think we'll see resurgence of brand marketing, but with a twist. We'll figure out how to measure the real revenue value of brand marketing offline, and will get a better understanding of how all efforts work together.

Domains and arbitrage: Another direction that I think will be a big growth area in the near future, especially with the availability of .mobi extensions.

Q: Who's your favorite blogger to read?

A: Well, my New Year's resolutions include: Read blogs, Write blogs, Keep job while doing the above.

I have just started really getting into reading, but there are several that I have tracked for a while. These include Matt Cutts, Search Engine Watch. Some new additions to my reading list are Lee Odden's [Online Marketing Blog](#), SearchCap from [SearchEngineLand](#), Rand Fishkin's [SEOMoz.com](#). There are also some newsletters I read, including Search Insider, WebPro World, IAB SmartBrief and OF COURSE, Search Marketing Gurus! (*Li: awww she likes us and admits it!*)

Q: Are you a closet "Cuttleth"?

A: Hmmm... Well, he's got interesting stuff to say, but I can't say I am a real Cuttleth.

Q: Who's the sexiest SEO "Boy" you know?

A: Considering that I'm a bit older, I must admit that most of the SEO "boys" are more likely to make me feel maternal. There are a few SEO *men*, though, that I think are sexy – ones that immediately come to mind are Joe Morin, Lee Odden, and Grant Crowell.

Q: Do you think yellow shoes are sexy?

A: RF's shoes are a great trademark. Do I think they are sexy? Well, it just depends how he accessorizes them, doesn't it?

So there you have it, Bruce Clay has a black corvette and just might wear tights *kidding*, Meg is a Cuttleth and thinks Rand should accessorize with those yellow shoes. Now drop us a line here and let us know who you want to learn more about! :)