

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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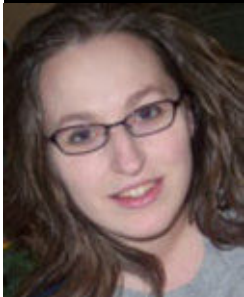
[Women of Internet Marketing Wednesday Part 6](#)

Week Six is upon us and I've got a treat for all of you. Two women who are definitely great marketers and know how to get things done on the internet. One is a woman I've looked up to for a while now, her style and knowledge is always something I learn from. The other, well she can make just about any man in the SEO realm blush, she's really great with Photoshop too!

Now before I introduce you two these two wonderful women of internet marketing, I'd like to ask you all to think about who you'd like to see featured here in the upcoming weeks. Hopefully by the time you finished reading all about today's featured women you could think of at least one woman who you'd like to learn more about, so drop a comment or email smg at searchmarketinggurus dot com with your request, I promise it will be our secret!

First up is a lady who "guides" many people with answers to their questions about the search industry, meet Jenn Laycock!

[Jennifer Laycock](#)



Jennifer's been in the online marketing industry for 11 years, 6 of those concentrating on search engine marketing, viral marketing, and online reputation management. She started off out of high school designing websites and worked her way through college doing freelance web design work. She ended up at a mid-size chemical company as the e-com manager and found herself in charge of the complete overhaul of the company's web site. As it was being built she was working on the marketing plan and started reading up on search marketing, the rest as she says "is history."

Jenn's been at [Search Engine Guide](#) for 3 years now and also runs [The Lactivist Blog](#). For anyone who hasn't seen Jenn's presentation on the viral marketing panel at Search Engine Strategies, it's something that should be on your "must do" list. Jenn's proudest accomplishment (other than dancing with Dangerous Wayne) is the [Zero Dollars Experiment](#), this is the focus of her talk at SES and it's a great success story and really demonstrates the power that internet marketing holds.

Now for the "serious questions":



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

A: The sense of entitlement and the over inflated egos. I realize that we provide a valuable service, but when we start billing at the hourly rate of neurosurgeons something seems a little wrong... I just wish that people would retain a little perspective.

Q: *What big "thing" do you think will prevail in 2007?*

A: Likely social media, but my hope is common sense.

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

A: Oh that's a tough one. If it has to be someone in the industry, I'd probably go with [Matt Bailey](#). Mostly because he gets as ranty as I do, but also because we tend to come at things from the same perspective. My favorite blogger period though is probably [ChewyMom](#).

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

A: Let's see, on a regular basis? Lisa Barone over at [BruceClay](#), Debra Mastetler of [The Link Spiel](#) and Jennifer Slegg of [JenSense](#). When I'm going hog wild in my RSS feed I'll also hit [Charlene Li](#), [Rae Hoffman](#), and the female posters at group blogs like Search Engine Watch, Search Engine Land and SEOMoz.

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

A: As far as figurehead, you've obviously got to go with Danny. As far as leader in terms of moving the business forward? I'm going to pull a "Time" and say that the small business owners are. The great thing about search, viral and link marketing is that small business owners are the ones getting out there in the trenches and experimenting. The big businesses seem to "catch up" a few months or years later at which point the small businesses move on to the next opportunity.

And now for a little humor....

Q: Who's the best Link Baiter you know?

A: You mean the "Master Baiter?" (Sorry, you SAID it was humor time...it's your fault.) That's a tough one. I think we tend to look within our own industry for examples on this one and the reality is that it's already pretty easy to drop link bait within the search community. After all, that's what we're all so focused on. Getting link bait to hit out in the "real world" where Digg does not count as a marketing strategy is a little more difficult. So I'm going to abstain from setting the crown on someone's head. That said, I do really enjoy both [Cameron Olthius's](#) and [Todd Malicoat's](#) thoughts on the subject.

Q: I think the cutest "boy" in SEO is Emmitt – do you agree?

A: Well DUH. (umm...I mean thanks..yeah...that's it) But really now...it doesn't get any cuter than this...



Q: Are you a closet "Mikkel" fan – you know I hear he gives great fashion advice!

A: I've been a [Mikkel](#) fan since way back in the day when he was still a moderator at Search Engine Forums. That said, anyone that's ever met me knows that I'm not exactly a fashion icon, so I'm not sure that's a real ringing endorsement. I'm a jeans and t-shirt kinda girl.

Q: I know Bruce Clay's alter ego might were tights and drives a corvette, does Robert Clough's alter ego wear a cape and fight of jokers?

A: Oh...if you only knew. See I've never met Robert. Never even seen a picture of him. (Seriously!) Which is odd as I'd count him among one of my closest friends...we talk throughout every day via GoogleTalk. Every time I hit a show, I'm bombarded with "when is Robert coming to one of these things?" So, I take the chance to come up with a new reason each time. My last theory was that he weighs 1400 pounds (I call that "Maury-fat") and that the only way he can leave the house is if they knock out a wall and use a crane. I'm working on a theory for the New York show that involves gangsters, a mackerel and the witness protection program.

Q: Any last comments?

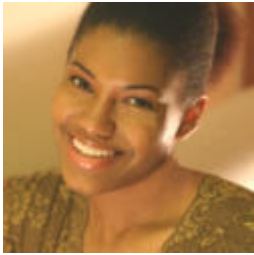
A: I'm probably one of the few search marketers that's known as much for my amazing milk



production abilities as for my search knowledge. Apparently most people in the industry are convinced that I'm either pregnant or lactating at all points in time. (Ok, so they have a point.)

Thanks Jenn! And now onto a gal who gets to highlight those Sexy SEO Guys.... SEO Fan Girl.

SEO Fan Girl (Y.M. Ousley)



For those of you who don't know, a SEO Fan Girl runs the blog [Men of SEO](#). From August 2006 up until Chicago SES in December of 2006, this woman had EVERYONE in the search industry wondering who the heck she was. People thought it was really, Lisa, Rebbecca and even me! I don't know how many times I was asked in Chicago, I had to politely say "NO" but wow what an awesome idea!

SEO Fan Girl picks and "SEXY SEO Boy" of the month each month, past honorees include Rand Fishkin, Mikkel "The Fashion Icon" deMib Svendsen, Ammon Johns and a few others. SEO Fan Girl even highlights women like Jill Whalen, so I thought it only fitting we get to know a little about her.

SEO Fan Girl did reveal herself to all of us at SES. She's really Ylayn Meredith or "Y.M." who runs [exponetial Internet Marketing Company](#). She's originally from the Chicago area, but currently she lives and works in France, which means, she'll be at SES London - look out you UK SEO Guys! :)

Now for SEO Fan Girl's Questions:



Q: *What made you get involved in this industry?*

A: I met a few hot guys and gals in entertainment and wanted to let everyone know about it. That's how I got started with building sites. They just didn't have the geek goods though, so I got bored pretty quickly. That's when I moved on to internet marketing. Entertainment's all nice and flashy, but sometimes a girl just wants someone who can talk nerdy to her.

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

A: Lack of education outside the industry. Even though lots of companies see the potential of internet marketing, few give it the importance it deserves. It's seen either a side project for the IT department or a "very important" part of making money that gets 1-2% of an overall budget. Yes, internet marketing can be more affordable and more profitable than other forms of advertising or marketing. No, internet marketing cannot wave a magic wand and make millions for your site with for \$20.

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

A: Whether they focus on content creation, link building, paid search management or other aspects of internet marketing, the really hot SEOs are in demand because they know how to attract the right type of visitors and convert them. 50 years ago, the hot direct mail marketers were in demand because they knew how to attract the right type of readers and convert them. The medium is different, but the skills are really the same. I think in 5 years most of the gorgeous geeks I drool over will still be attracting both my eye and plenty of business.

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

A: Tie between Rebecca at SEOmoz and Jim Boykin at JimBoykin.com

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

A: Four immediately come to mind; Rebecca (SEOmoz), Lisa Barone (Bruce Clay), Rae Hoffman



(SugarRae.com) and Kim Krause Berg (Cre8pc). They all infuse their posts with a good combination of personality and insight.

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

A: The eye candy! Also the ROI that's possible from internet marketing is pretty tough to replicate in offline media. Mostly the eye candy though. Purrr ;-)

Thanks Jenn and Ylayn, it was a great time working on this week's edition, you both kept me laughing!

[Women of Internet Marketing Wednesday Part 7](#)

This week, I'm starting out asking you the audience for some input. Please, please, please (have I said please enough?) drop a comment here or email me (s m g -a t- searchmarketinggurus.com) with who you'd like to see in the upcoming weeks. I've got a few women in mind, but I'd really like some help from all of you!

Now, for this week's two wonderfully talented women. Both of them seem to be DaveN fangirls (hey we have a club you know!) and both are just a blast to hang out with. I got the privilege of meeting the both of them in Chicago this past December at SES, and wanted to introduce them to all of you. Tonight let me introduce you to Carolyn Shelby and Becky Ryan.

[Carolyn Shelby](#)



Carolyn, or "cshel" as she's known in the WebmasterRadio.fm chatroom is one technically talented woman. Prior to really settling into Internet Marketing, Carolyn was aiming to be a Systems Administrator, however, she was told that since she couldn't grow a "ZZ Top Beard", didn't have a pot belly or didn't wear red suspenders she never truly could be a real hardcore sysadmin or BOFH (bastard operator from hell). Lucky for us, she decided to concentrate more on the marketing aspect of the internet and found her true calling.

Along with having the network administrator experience behind her, she also can code websites. She recently just rebuilt an e-commerce site that has over 60,000 subscribers. From coding to networking to marketing Carolyn's got an amazing wealth of technical knowledge. Check out [Carolyn's website](#) too!

Now for our traditional Q&A:

Q: What did you do before you got into this industry (if anything else)?

A: When I was in high school I worked for my dad's wife as a slave... er, carpenter. I spent summers lugging bundles of steel studs around, insulating walls, hanging drywall and installing drop ceilings. She even had me on the company paperwork as VP, but that was really only to avoid having to pay me union wages for the work I was doing. I got to be VP and paid \$5/hr instead of being Jane Carpenter and making \$20/hr, but I guess at 15/16 years old that isn't really so bad. Then while I was at Purdue (for the whole 5 minutes I was at Purdue anyway), I was a waitress at Denny's. So right before I got into the ISP/web hosting business, I was asking people if they'd like fries or hashbrowns with their Moons Over My Hammy.

Q: Why do you like/love this industry?

A: I love the conferences and I love how close knit everything feels. Everyone I've met has been nice and open, and I've yet to encounter anyone I'd classify as a jerk.

Q: What aggravates you most about this industry?

A: What aggravates me most are companies posting jobs asking for "SEO Gurus" or wanting someone to do SEO and be the webmaster and be a project manager, but barely want to pay \$40k/yr

to work downtown Chicago. I guess that might fly if you're in the middle of BFE nowheresville, but I don't understand how they seriously expect to get quality candidates at those wages.

Q: *What big "thing" do you think will prevail in 2007?*

A: Social media is clearly getting bigger, so I think the biggest trick this year is going to be finding a somewhat reliable and *repeatable* process for leveraging social media on behalf of clients.

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

A: I don't know if I have a specific favorite blogger, but [Threadwatch](#) is definitely my favorite read in the mornings.

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

A: [SEOFanGirl](#), [SugarRae](#), and Rebecca at [SEOMoz](#).

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

A: Danny Sullivan really seems to just have his finger on the pulse of what's going on in the industry, and I know I can't start my day w/o listening to the daily search cast.

And now for a little fun....

Q: *Do people come up to you and say "I see CShell selling seashells down by the seashore?"*

A: Yeah... all the time. I've given up trying to explain that "cshel" really only marginally has anything to do with actual seashells and is more a unix-y play on my name.

Q: *What do you like better – Danny's singing of Danny's rants on the Daily Search Cast?*

A: I love the singing. Anybody can go on rant, but it takes a real man to burst into spontaneous song ala Julie Andrews in the middle of a broadcast.

Q: *Stuntdbl (Todd Malicoat) or The Princess (Neil Patel)?*

A: Oh.... how can you make me choose? Can't I pick both?

Q: *Who's got the best "Radio Voice" on all of the WebmasterRadio.fm shows?*

A: Daron has the best radio voice hands down in terms of the traditional, velvety, deep DJ voice, but I gotta tell ya... I have a major weak spot for British accents. I could listen to Dave Naylor just read the phone book for hours.

And now for our next wonderfully talented woman, Becky Ryan.

Becky Ryan



Becky's well know at all the conferences and her smile lights up any room and is incredibly contagious! She's also the gal that keeps Dave, Larry and Hilton inline at [Trellian](#). I kept hearing about Becky or "[Web Moxy](#)", but it wasn't until Chicago that I actually - finally - got to meet her face to face. Her wonderfully friendly nature just makes you want to hang out with her and have fun all night long.

Becky found her way into Internet Marketing through gaming. Yep, you read right, she played video games and use to surf the bulletin boards for cheat sheets.

"*The next thing I knew, I was learning all sorts of things from those bulletin boards,*" she related to me. Prior to getting into Internet Marketing Becky had her own custom horse blanket business, worked in retail and was even a hair stylist!

So now for our Q&A time with Becky:

Q: *What is your most successful industry accomplishment?*



A: The night before SES Chicago many attendees and speakers congregate at the hotels' Irish pub. This last time while catching up with friends, Danny Sullivan walks in with a box of donuts. He offers them to people as he makes his way through the bar. He then says to me "Becky, would you like a donut?" ... Danny knew my name! I was on a high! .He said MY name. he said my name!!! My heart is beating fast as I relive this moment! :)

Professionally, I think my most successful industry accomplishments have been to help mega corporations build and train their in-house marketing teams.

Personally, my spirit loves people helping people with organic search. With the right knowledge and effective tools, it easy for even the smallest company to succeed - and I love every time I see that happen.

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

A: Internet is so interwoven into my make-up that I actually have built an extended family. I see and communicate with this community more than many of my own "blood" relatives! I was lucky to have started working on the Internet very early in its evolution.

Back in '90, I was starting a family, living in "the sticks" way outside Atlanta. I would log onto Compuserve, Archie and local BBs, to find out everything I could about gaming, programming and web design. By the mid nineties, I had a job with a banner exchange company and managing many doctors' sites. I was building their loyalty programs including through Listservs, IRC Chat programs. I offered my clients "progress reports" aka Website Analysis and Competitive Intelligence. It was crude but beneficial!

This early hands-on learning, paired with working on a degree in web development, has given me a firm foundation, which eventually got me into trouble! In 1999, I convinced my clients' to pull their sites down as I upload new high-tech flash site. Within weeks of the implementation my world

changed. As their sites were nose-diving or had crashed, I was flying on a plane to Boston praying to God . to save my clients, employees and my family's new found income.

My first SES became a paradigm shift! Within a few sleepless weeks spent making radical site changes - my clients were back in business. I am still indebted to wonderful people like Paul Johnson, Greg Boser, Mikkel, Bruce Clay, Det Lev Johnson, Heather Lloyd Martin, and Robin Nobles. I can attribute the advice they gave me as being instrumental both to saving my clients and to putting me on this path!

Q: What big "thing" do you think will prevail in 2007?

A: An SE Lottery! The winner gets one year of top rankings on terms like "Satellite" and "iPod"! Now that would be exciting!

In reality, this is probably the year of broader acceptance of blogs and social communities. It is about creating quality content that people want to read and both blogs and social communities provide that. As for the owners of these types of sites it creates an ideal platform for advertising and building on loyalty.

Q: Who's your favorite blogger to read?

A: Li, I visit your site every day! (*awwwh, another one loves us!*)

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

I read tons! I can't accurately give you a number. I read a lot of many female blogs! I go to yours everyday and I recommend SugarRae's and Lisa Barone's a lot. I have also found some new up and coming female bloggers since joining MyBlogLogs, I have been reading a lot from [Andrea Schoemaker](#), which I think are really building a network of followers. I am excitedly waiting for [Meg Walker's](#) and Marie Howell's blogs. I know they have some great information and they are building their site right now!

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

A: When speaking of females I think of Steph Leffer of Monster Commerce. She appeals to programmers, SEO, SEM's and companies. She has taken her product and produce a corporation that is respected within many communities.

And now for some laughs with Becky...

Q: Do you Google yourself on Google, yodel yourself on Yahoo!, ask ASK if you exist and pray you live on Live?

A: Well after a particular party at Pubcon, I not only Yodeled, Google and Asked myself, I even set up alerts!!

Q: Who's the sexiest SEO Guy you know?

A: Please Li, next show do the signs thing like HatBait but with "Gay, Straight or Taken" I would love to narrow my list down!!!

These are the hottest and in Alpha-betical order particular order: Loren Baker, Ray Comstock, Ben Hadley, Jim Hedger, Dax Herrera, Chris Hooley, Joe Martin, Neil Patel, Mike Sack, and Werty. Dang they are all hot!

Q: Who throws the best parties (at Search Industry Events)?

A:

- #3 Google SES/SJ: "GoogleDance" the nicest way to jam, drink and handle the shock of another SEO year passing.
- #2 Yahoo! YPN throws very exclusive private parties. They select a handful of people and bring them to some ultra special location. They even add to the excitement and might not always announcing where the event will be. In Vegas, they spared no expense and rented out the Hugh Hefner suite!
- #1 SearchBash - This is the ultimate premier event! Brandy Sharpiro-Babin and Daron Babin, from WebmastRadio.FM, know how to throw a party. They invite everyone!! They pick fantastic big locations, and they know how to rock in style. If you go, bring a tons of business cards, as everyone will be there. Warning show up early to avoid the lines!

Q: DaveN (David Naylor) or ShoeMoney?

A: *Shoemoney*: He is sooo nice! A genuine person and knows his stuff! He is everywhere: Internet radio show, chatrooms, blogs, social sites and SEO retreats. He stands out with his smooooth head, big heart, great laugh. When I first met him, I was instantly impressed with how funny, witty (highly intelligent) but genuinely kind. I really love his videos (check his Myspace) account! Lets go back to the smooth head, Hot!



DaveN: I have known DaveN for years. This guy is amazing; smart, funny, and brilliant with a hot edge! Don't forget the British accent! His write-ups are usually very direct and to the point. He covers many industries and has a lot of new adventures coming up in 2007. He is also a good family man. But lets go back to the British accent and his aggressive edge, Hot!

Answer: DaveN as he has access to all of my emails from www.TickMe.com. (*private message to DaveN* - I have under a 75% rating! What the *&^%! We need to talk about that!!! See u in London) And before y'all ask - That's DaveN's face on Shoe's body - but you have to ask Becky where she got that to send to me! ;)

Women of Internet Marketing Wednesday Part 8

We're up to our 8th week of spotlighting the women of Internet Marketing, I bet you didn't realize there was so many of us out there, did you? I've gotten to learn a lot about all of these wonderful women, some I've met in person, and some, I can't wait to meet now. I got a few suggestions for interviews in the coming weeks, so I'll keep this weekly column going, as long as I have women to interview.

This week, one of the women I'm featuring is an industry veteran of not just search but also public relations and she is a true luminary. She's a woman I truly admire for her tenacity, spunk, drive and wealth of knowledge. The second woman I'm highlighting is pretty new to our industry, but in the short time, she's sure picked up a fan base of her blogging and the company she works for has really started to take our industry by storm! Tonight I'd like you to meet Brandy Shapiro-Babin and Tamar Weinberg.

Brandy Shapiro-Babin



Brandy is one of our industry's brightest stars, she is really anyone can look up to as someone who understands, promotes and strives to continually improve Internet Marketing. Whether it's through her show Rainmaker on WebmasterRadio.fm (with her co-host & husband Daron Babin), or working a trade show floor, Brandy is always open to sharing her knowledge and experience.

Brandy is not only a fixture at Search Engine Strategies at the WebmasterRadio booth, she is well known throughout AdTech, PRSA and DMA circles as well. Prior to starting WMR, Brandy was in business development, then moved into PR, being a director of PR for several large advertising agencies. Her core strength was to go into industry specific companies on an executive level and evaluate how they could grow their companies and add onto their core competencies.

Along with all the fun at WMR, Brandy is also very involved with charity work. Talk about a busy gal! But she did take time out to answer my questions:

Q: Most successful professional accomplishment?

A: Launching WebmasterRadio.FM of course! It has always been our goal to create a legacy and we are doing that with WebmasterRadio.FM. I get to feel good every morning when I get up that what we do contributes to the world around us. We have amazing show hosts, who are truly leaders in their respective industries, fabulous partners and an amazing advertiser family, truly loyal listeners, and the best team on the planet. Everything we do, we work as a family (operational family).



Q: You are actively involved in a lot of areas of Internet Marketing that most women aren't, what area do you think hold the most promise for growth?

A: I think that there is a lot of buzz around social networking, we should see a lot of growth there, which of course leads back to search and the ongoing quest for convergence. Consumers are becoming more sophisticated and savvy in regards to technology and with most families having two

bread winners, anything which brings people together in a passionate way in a community format will prosper. That is what I see in my magic crystal 8 ball!

Q: I know you are involved with the PRSA as well as the search industry, what other industries do you consider yourself involved with?

A: I have a passion for PR. We used to be considered the "red haired step child," so I am glad to see the PR community on a positive upward trend. I am heavily involved in the support of Digital Marketing, Direct Marketing, Affiliate Marketing, Advertising, since we have shows on all of these topics and more. In addition we are also the official radio network for many of the worlds most prestigious conferences, hence, by defacto, I get to roll up my sleeves and get involved in each industry.

Q: Owning WebmasterRadio.fm exposes you to a lot of industry professionals, who is the most interesting person you've met in the past year?

A: You are asking a lot of hard questions! So, since it is late, I still have Vegas and birthday brain, I am going with a stream of consciousness. I would say, Andrew Heyward (former President of CBS news) and Jessica Lange (actress).

Q: You, with your husband Daron host Rainmakers on WMR, who was the most interesting interviewee you've had on the show, and why?

A: Everyone on RainMaker has such an amazing story to tell. All of these people are industry icons in their own right and to hear their stories and to walk with them down the paths they have taken to get them to where they are today, is such a wonderful gift that they share with us and our listeners. I would have to say the Kordas, Michael and Margaret Korda. They are a husband and wife team, hence, I can totally relate to them. Michael is the Editor and Chief Emeritus for Simon and Schuster, the worlds largest publishing house. Daron and I truly hit it off with them, the stories that they have regarding how they live their lives, the contributions that they have made to the literary community, is unparalleled. Last month Michael was honored at the UN and Henry Kissinger got up with them and lit candles. His stories about his friend Cher, they just make me smile. They were my birthday gift to myself this past episode.

Q: You're an extremely talented and successful marketer, what advice would you give to other women starting out in this industry?

A: You can spend upwards of 80% of your time at work, so do only what you are passionate about Don't let anyone tell you what to do, be honest with yourself, take your time, create a support system, and then just go for it! It is easier to fall down a flight of stairs then crawl back up. The answer is always NO unless you ask!

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

A: This is easy and safe for me, Daron, because he is brilliant and I share my bed with him and want to continue to after this interview! He is truly a thought leader, he is one of the most compelling speakers I know, he can teach algo busting to toddlers.

Now for the fun part!

Q: Besides WMR (we all know you guys have the BEST parties), who do you think holds the

2nd best parties at any of the conferences.

A: Thank you for saying that, we always try and give a cool life experience and ensure you know that you have actually visited the city the conference is in..... Yahoo!

Q: I gotta know, whose voice is that in the commercial that features Dave Naylor talking about garlic breath?

A: Johnny Brasco, one of our fabulous voice talents and a staff producer.

Q: What's your favorite radio show on WMR?

A: They are all amazing! It just depends on what your focus is or how you are trying to grow yourself. Probably Danny's show, because he sings and Katie Kempner's show because she has on breakaway brands and brand-makers.

Q: I hear you are learning to fly planes, what do you like/love about it?

A: That is actually a touchy topic for me. We started to take classes and haven't found the time to continue, we are on a perpetual hiatus. My father and uncle both flew planes. I love flying. One year, I think I was turning 7, my parents bought me round trip tickets just so I could fly. There is something very soothing about flying. We have taken sailing classes and now sail. So, the ultimate goal is to have a boat docked at a Caribbean island, fly friends out, cruise around on the boat, island hop and be one with the sea, and keep exploring all the world has to offer. The flying gets us there quicker and the sailing is about the journey not the destination.

Q: Does Daron always have that velvet smooth radio voice – or is that just to make all the lady listeners drool?

A: Oh, my,my, my! Daron makes you drool? I like that! That is his voice, he is who he is, there is nothing fake or put on about him, which is what I love most about him. His integrity and the other thing which makes me drool which is inappropriate for me to discuss in this interview.....

LOL - Thanks Brandy! Now, let me introduce you to Tamar Weinberg.

Tamar Weinberg



[Tamar](#) works for [10e20](#), and she's one of the voices on the 10e20 blog. I got to learn a little about her through [Chris Winfield](#) (her boss) when he came the Philly meetup we had last week. It intrigued me a lot, enough that I wanted to interview her.

Prior to coming to 10e20, Tamar was a private investigator and used to investigate trademarks and a lot of other things. You can see her skill for that when she digs up the information she reports on in the 10e20 blog. Tamar's also got a few other personal blogs - [Techipedia](#), [Photocritique](#), and [Pixelopera](#) (which I'm a big fan of!).

Now onto the Q&A for Tamar:



Q: *Most successful industry accomplishment?*

A: I have most recently been involved in creating a social marketing and blogging campaign for a very large travel company which I found very rewarding. I was involved in this project from idea to implementation and execution and the results achieved were amazing (1000+ new links in 2 months, increasing traffic by over 300% and website sales by 250% from the previous months). Seeing those types of numbers from something I had a direct role in was quite rewarding indeed.

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

A: I would say that there are two major positives of this industry that stand out above all others. The first is the community. I'm relatively new to the community and have found everyone to be very welcoming. The second element that I particularly enjoy is constantly learning more about it. There is a lot of good information out there: blogs, seminars, forums and more reading material. There's so much of it that ever since I really "found" SEO, I end up bringing the materials home and study beyond the work environment.

Q: *What's a typical day like for you at 10e20?*

A: Well, my SEO position evolved from working in a system administration role at 10e20. In fact, I hadn't known anything about SEO when I joined 10e20 but Chris saw how involved I was in social networks and felt that my writing skills were being wasted as a sysadmin. Now, a lot of what I do still entails system administration with a mixture of SEO tasks. If you ask me this question in a few months, it likely will change again, which is something that I really love. We are constantly evolving our strategies so that nothing ever gets stale or outdated. I am also the co-author our blog (www.10e20.com) and pretty much post there daily.

Q: *Do you think Social Media will take off in the main stream?*

A: Yes – there are so many examples of this already (NY Times with Digg, Reddit, Newsvine "Share This" buttons on their site, etc). There's a lot of promise for it. I have been interested in a lot of social mediums from the beginning and I know how they catch on among the younger demographic and first adopters and then spread.

Q: *Do you like the term LinkBait, if not, what term would you like to see replace it?*

A: I think it says what it is – and I don't think there's anything wrong with using the term. That's really the goal of a lot of viral content – for people to have the drive to link to it, to be compelled to link to something truly interesting. The content is the bait and the link is the fish you want to catch with that bait.

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

A: As Chris says: personalization, localization and socialization. I think we're already seeing this, but there's going to be a big shift to social mediums as this becomes more mainstream & powerful and on-site optimization is not necessarily all that is required to get a good rank (we're already past that) :)

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

A: At least 10: I read Kathy Sierra of Creating Passionate Users, Li Evans (who'd have thought?),

Kim Krause Berg, Jen Chung of gothamist.com (I am a New Yorker, after all!), Rebecca Kelley, Gina Trapani of Lifehacker, Xenia Jardin of Boing Boing, DazzlinDonna of SEO-Scoop, Kalena Jordan, and Rae Hoffman. Wow, that's more than I thought!

Now for a little humor with Tamar!

Q: Having that PI background you wrote about, have you dug up any information on any "famous" SEO's?

A: This is a great suggestion! The challenge of finding new information about a lot of "famous" SEO's is that they're already all over the search engines and blogs. Where do I find the juicier tidbits of information? :)

Q: Graywolf or AussieWebmaster?

A: I can't play favorites, but I know more about Graywolf than AussieWebmaster! (I like Aussie accents though.)

Q: Blackhat, whitehat, greyhat or fairy princess crown?

A: I think Neil should dress up as a princess more often. (*Li: hehehe - Neil, they know you without even naming you these days - I think you need to blame Andy!*)

Q: What's it like working with a "hot SEO guy" like Chris?

A: He looks better than his avatar picture!

Q: You have a few blogs, pixelopera being one, what picture are you the most proud of?

A: I think my favorite pictures are in the [nightlife category](#) on my site. My favorite picture is probably the [fireworks display in NYC on July 4, 2005](#), my [September 11, 2005 picture](#) following close behind. I also enjoyed [July 4, 2006 photos at the NJ State Fair](#).

[Women of Internet Marketing Wednesday Part 9](#)

Week 9 of the [Women of Internet Marketing series](#) and we're still going strong. Apparently you all really like learning about all these wonderful ladies, their backgrounds and their talents. I know I look forward to this each week, as I put together the interviews, and get such a thrill when I hit "publish now" and present these features to all of you.

This week, it's all about [Search Engine Watch](#). I've got the two top people at Search Engine Watch ready to answer questions, and lucky for this series - they are women! A lot has been changing in the past few months at Search Engine Watch. However, with all the changes, it gives all of us a new perspective on all the great information Search Engine Watch offers to us each week. So without further rambling, let me introduce you to Rebecca Lieb and Elisabeth Osmeloski .

Rebecca Lieb



Rebecca has a long history in journalism and marketing, prior to coming to [ClickZ](#) and now [Search Engine Watch](#), she's had a really interesting career. She was a freelance journalist for the New York Times, the Wall Street Journal and spent five years as Variety's Berlin-based German/Eastern European bureau chief. She also worked with global entertainment and media companies including Universal Television & Networks Group (formerly USA Networks International) and Bertelsmann's German network, RTL Television before she came to [ClickZ](#). Rebecca's been in the industry since it started and considers

her most successful accomplishment as "*shaping the content of the leading publications in the biz.*" Rebecca is also a member of the graduate faculty at New York University's Center for Publishing, where she also serves on the Electronic Publishing Advisory Group.

Now for the Q&A with Rebecca:

Q: *Why do you love the most about the Internet Marketing & Search Industries?*

A: They're new and ever-changing. I'm easily bored — and you can't get bored doing this!

Q: *You've had some pretty big shoes to fill with Danny leaving SEW, how has it been adjusting to this new position?*

A: SEW has long been a sister site of ClickZ, so the two properties have worked in tandem for a long time. It's not as if SEW, or a focus on search, are new for me at all. That said, I hardly pretend to have the depth of expertise of those who practice search exclusively — I'm an interactive marketing generalist. So the challenge is, and always will be, getting the real experts to contribute to the site and participate in our activities. With such a strong brand, great editorial staff and a 10-year history, I hope we're doing pretty well at it.

Q: *What did you do before you got into this industry?*



A: I was always interested in interactive, but really got into it while I was working for (among other stations) the Sci-Fi channel back in the mid-'90s. Given the early adopter audience, it was one of the first television properties with a sophisticated Web site. That helped shape my interest in the Web as a marketing medium and get some hands-on experience.

Q: You have a really interesting background focused primarily in journalism & marketing, how does ClickZ and SEW differ/compare to your past journalistic & marketing positions?

A: First I worked in feature films, then global television, and then interactive. It's really the combination of marketing know-how and my journalistic background that makes this role such a good fit. As a journalist I've mostly covered media: film, TV, and video. The industries differ, but also overlap. Online is where media's obviously going. If I missed anything, it was the international aspect of journalism. I've worked abroad extensively. But that's changing — you're going to see a lot more global coverage on ClickZ and SEW in the future.

Q: What made you decided to become a journalist and then an editor?

A: I like to watch. I like access. This line of work gives you license to poke your nose into things that interest you, and to meet the people who make things happen. What's more interesting than that?

Q: What big "thing" do you think will prevail in 2007?

A: Obviously, the industry will continue to evolve. Search is going to become increasingly parsed into verticals: local, B2B, video, mobile, etc. And we're going to see search start to become the interface for non-Web activities; television, for example.

Q: Who's your favorite blogger to read?

A: Like everyone else I suppose, Boing Boing is at the top of my feed list.

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

A: Quite a few. And no small number of women contribute to and work for both SEW and ClickZ. Both of SEW's top editors happen to be women, in fact: myself and Elisabeth Osmelowski.

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

A: This may sound overly diplomatic, but anyone in this industry right now is a leader. The entire discipline is nascent, and those practicing online marketing, advertising and search right now are shaping important new channels that are going to be around a long, long time.

Now for some humor!

Q: What's the most bizarre thing you've ever had to report about?

A: There have been moments in interactive, of course. But covering the former East Bloc countries immediately after the fall of the Wall still takes the cake: a TV market in Minsk, a film festival at a Romanian beach resort. Those were pretty weird experiences! I also wrote a feature a few years ago about apotemnophilia, a disorder in which people desperately want to amputate a limb. I haven't done a Web story that compares to those yet. But it's early yet!

Q: If you were stranded on a desert island, which 3 SEO Guys would you want to have on the

island with you & why?

A: Who says they have to be guys? Dana Todd's totally fun to hang out with!

Q: Most memorable moment at an SES Conference?

A: I think it was watching the crowd surge Sergei Brin after his keynote about three years ago. I hadn't seen a combination of celebrity and fandom like that since the years when I was covering the Cannes Film Festival. On a more personal note, I also recall SES five years ago, when you could get into the ladies room between sessions with no need to stand in line. It was all geeky guys back in those days. I think about how the industry's changed every time I've really gotta go — yet also make it into the next session!

Q: Mike Grehan or Joe Morin? A: Boxers or briefs?

You know I couldn't choose either! Thanks Rebecca, and now that leads us to Elisabeth.

Elisabeth Osmeloski



[Elisabeth](#) is the managing editor of [Search Engine Watch](#), and oversees all the day to day activities at the publication which includes guiding and editing the stories that appear on the site. Elisabeth also oversees the Search Engine Watch Forums and works with an entire staff of volunteer moderators to keep the conversations flowing.

Prior to coming to SEW full time, Elisabeth was a SEM Consultant for 6 years and during that time she contributed some articles to SEW. She also has a passion for travel and use to be the editor for the About.com Skiing section of the site. Putting that all together her specialty is Travel & Lifestyle – specifically in Action Sports/Outdoor Recreation.

And now it's Elisabeth's turn for a little Q&A:

Q: Most successful industry accomplishment?

A: I would have to say, being personally recruited by Danny Sullivan to join the editorial staff at SEW, now that I am Editor. Just having the opportunity to put

together SES type events in his & Chris Sherman footsteps is pretty exciting. Other than that, all of the strong relationships I've built with other search marketers and search engine reps, among others in the industry, is something I truly value and view as successful.



Q: What do you love the most about the Internet Marketing & Search Industries?

A: The camaraderie and shenanigans of course! But also the flexibility of it all – we can work whenever/wherever we like, and the fact that we make a living at this is icing on the cake.

Q: You've taken on a new role with SEW in the last year, how has it been adjusting to all the new responsibilities and changes?

A: It's definitely been a big change, with a lot to take on and big shoes to fill. But, putting together a

new team – all of whom I just can't say enough about - and working on future plans has been an exciting new challenge. That's reinvigorating in itself, because as people who have been in this industry a long time, you have to find something new to tackle all the time.

Q: You were the skiing editor for About.com – how did you stumble into that?

A: That's a really good question! Not sure - I think I applied on a whim. But I do think way back then, Chris Sherman was the Web Search Guide, so I was reading his articles quite a bit and Marshall Simmonds also had left MMG to lead up search for About.com, and I somehow stumbled on the list of available topics. It was a great experience for a few years. I went on some exciting ski trips, and met some other great friends and connections through it.

Q: What made you decided to become involved with internet marketing?

A: I was already getting a degree in marketing, about the time that the likes of Yahoo! and Amazon, among other e-commerce companies, when they were first starting to get hot. So the original dot-com boom was an attractive draw for a fresh college grad. I'm just glad we made it through the bust part!

Q: What big "thing" do you think will prevail in 2007?

A: Probably continued growth of vertical/social search and the aggregation of various tools out there – more acquisitions and shakeouts.

Q: You have a passion for vertical markets, which vertical do you think is going to be the "break out" from normal search in the next 2 years?

A: I think we're still very much in the infancy of video & audio search so that will continue to grow quickly. Though I'm really excited to see this next generation of travel & social search evolve. Review sites, travelogues have long been popular on the Web, but this next wave of tools and sites (43places.com, Gusto.com, World66.com, Realtravel.com) really will be interesting to watch.

Q: Who's your favorite blogger to read?

A: That's a tough one...I don't know that I have a favorite or could pick just one– I'm always scanning headlines more than anything lately, just to keep on top of everything.

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

A: Jennifer Laycock, Lisa Barone and Rebecca Kelley come to mind, they are all pretty funny ladies. (and smart, too!)

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

A: Well, even as much as we all look to Danny Sullivan to define the industry, I just feel like there so many top level experts, all with an interesting take on search. What's great about the industry is everyone's equal opportunity to be heard.

And now onto the questions that are a little more fun to answer...

Q: What's the craziest thing that's happened in SEW Forums?

A: Well, I've always thought I've tried hard to keep the junk/noise out of there, but the nature of the Internet just means that's inevitable. You're going to have personality conflicts, because some people are just more vocal behind pseudo-anonymity, and just strong opinions in general. So that doesn't

point out any one incident in particular, but I think that the craziest aspect of managing a community is dealing with the eruptions appropriately. I always find it pretty ridiculous when people get angry at me, to the point of obscenities and name calling. I just don't let that bother me.

Q: *Most interesting thing that has happened to you at an SES Conference?*

I seriously cannot answer that question – primarily on 9A: No Comment the grounds that I refuse to incriminate myself or other guilty parties involved. Every search conference has been an amazing experience, and well, there's been something crazy that's happened at each and everyone. Ask anyone who's ever hung out with me! Everyone's got a different story to share.

Q: *Have you Googled yourself, if you have were you surprised by the results?*

A: Not really surprised I guess. Sometimes it's funny to misspell my own name and see the “Did you mean??” or see different results for different variations on my name. Oh – Google must have filtered out some duplicates, or old files, because there's a lot fewer results in a check I just did!

Q: [David Wallace](#) or [Loren Baker](#)?

A: Oohh.. Tough one... I've known David Wallace much longer, and definitely appreciate his need for speed & adrenaline rushes! (He's a coaster junkie) But I also know his dear wife Irma... and well, Loren Baker's still got that man of mystery thing going for him, so I have to go with Loren. Plus, he's tall, dark & handsome.

Women of Internet Marketing Wednesday Part 10

This week since I'm over here in London, I decided to focus on two great women internet marketers from the UK. I'm hoping to have a treat for you later, since I'm planning to catch up with the two of them later this evening, I might even manage to capture some video interviewing these two lovely ladies. If the timing works out, I might post it later this evening (I'm going to try - but no promises!).

One of our talented women represents one of the top companies in the industry over here in London. The other woman works for a UK based internet / digital marketing firm. Both women are great fun to hang out with and really know their stuff when it comes to this market space. Today, let me introduce you to Marie Howell of [Bruce Clay](#) and Lisa Ditlefsen of [Base One Group](#).

Marie Howell



Marie's been in the industry for 4 years and is the face of [Bruce Clay in the UK](#) and Europe. I first met Marie in Chicago out the lunch that SEO FanGirl held and I knew I wanted to feature her in this series. When I got the confirmation I was coming to London, I thought, what better way to feature her, could there be?

Marie worked as a freelance consultant for European businesses before going back to university and doing a second degree to be a teacher. She taught in an award-winning school and headed up a department there. Marie considers instructing, presenting, crowd control, raging hormones and serious multi-tasking plus speaking in tongues and very long hours were (and are) all part of daily life for for her!

Now for some Q&A with Marie:

Q: *Most successful professional accomplishment?*

A: That's a hard one. I could opt for doubling a sports client's online revenue within 60 days of taking on the contract, or working on behalf of the British Council and presenting a paper and findings to a Government Minister and 70 members of her senior staff in Bogota, Colombia. Or, probably what I consider to be my most successful accomplishment happens on a daily basis: teaching online businesses to optimise their websites and show them how to be successful online marketers, giving them the tools they need to attract qualified traffic, converting them into sales and watching their companies grow and prosper. I love helping clients and making their businesses grow!



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

A: I love the fact that this business it is ever-changing and your knowledge is ever-augmenting: there is always something new to learn and new SEO experiences to be had. I love the challenge and the 'thrill of the chase'. This industry gets hold of you and entraps you totally: you are enticed into it, seduced completely by it and then develop such a passion for what you do that you know you will never manage to leave its sultry sheets! lol!

I adore helping people. It is delightful and so rewarding to know that you have made such an impact on someone's business. When they see their rankings increasing, visitor numbers increasing and their personal wealth growing, they are ecstatic: it is fantastic to see that and be instrumental in that.

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

A: When SEO people hold parties at the same time – how do you choose which one to go to! No-seriously - I get upset when I hear of clients who have been 'burned' by so-called SEO's. You hear tales of guaranteed no.1 rankings, promises of fortunes to be reaped, vast sums of money being paid over month after month, and nothing the client site has a minimal level of work done on it, if anything, and the promised first pages do not happen or, if they do, it is for keywords that people aren't actually searching for. It aggravates me that these companies have trusted their 'seo' and they have been given a shoddy service. That is part of the reason I appreciate conferences like SES so much as it brings together so many talented people and allows for growth and learning by all and sets a standard for the industry. On the flip side of this, it is also fulfilling both personally and professionally when you spend time with these clients and explain the methodology that goes in to optimising their site and you get them to understand what you will do for their site through an iterative process of hard work, continual effort and dedication. It is about becoming a part of their business for the life of the contract (if, indeed, the contract ends) and investing in them to make their business grow. So an initial 'aggravation' to use your word becomes beneficial and rewarding collaborative effort.

Q: What big "thing" do you think will prevail in 2007?

A: Social networking is continuing to 'kick it' so far this year and I believe it will increase exponentially with a myriad of new sites and opportunities. Capturing this phenomenon and adapting it for SEO purposes is developing well – for an expanding number of industries. What started as an experiment has become rewarding for several different verticals and I think this will be honed over the coming months to address other sectors, too.

Q: What do you think of the term "LinkBait"?

A: Linkbait as a concept is fantastic, in terms of a link magnet: it is an integral part of the site development process. It is imperative that it has integrity and offers value to the user. As such, I consider it vitally important and have a creative team which works to devise effective 'linkbait' for the companies that we work with. It can bring quality, natural 'votes' to a credible client site. I just consider it a catchy way to get users attention: as part of a smart marketing plan and to generate much-needed links to some of our clients.

The term can also have negative connotations if associated with spamming or just gaining a 'headline', as has been suggested of late. However, Linkbait is just simply something to grasp people's attention for a sufficient time by offering them something of value to them at that particular moment – whether information or just fun. Link baiting can, if creatively used, bring an incredible amount of exposure to other resources or other services that the client offers, hence cross-selling or cross-promoting. Of course, effective linkbait will assist in "Backrub" behind Google.

Q: What's your favorite blog to read (doesn't have to be a Search Blog)?

A: I am, of course, a true and loyal [Bruce Clay Blog](#) fan :) It is my daily delight! I love to read [Rand & Rebecca](#) & Co, I thoroughly enjoy [Lee Odden's excellent Top Rank Blog](#) Jim's [Sterne Measures](#) and [Loren Baker's SEJ](#) but also some 'other interest' blogs such as the [Brian Fitness Blog](#) which always has some excellent articles and the French [Business Garden Blog](#) to name but a few. But being an [European SEO business](#) at the heart of Europe, it is also vital that I keep up to date with what is going on in technology and marketing areas over here so I also check out daily news sites like the [Financial Times](#) media & tech area and [Digital Media Europe](#) amongst others.

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

A: Well, [Lisa](#) starts my day but there are some fantastic ladies out there that I read on a regular basis...[Amanda Watlington](#) is one incredibly smart and incisive lady, Webmoxy is awesome, I love [Meg Walker's](#) new blog plus, of course, there is this [crazy redhead](#) - who I finally got to meet in Chicago - who is pretty cool too! :) [MBL](#) is an excellent way of investigating new blogs (and keeping all of your communities under one roof) and I am constantly expanding my frame of reference there, too.

Q: What made you get involved in this industry?

A: Hmm...the truth is via something pretty dumb that I did, actually. A number of years ago I had this great idea to set up a very cool product based website: did vast amounts of market research and study, sourced some fabulous products, negotiated great rates, created a supply and distribution chain, organized staff, had this incredible CMS based website designed and created, uploaded the products, did marketing due diligence, etc, etc, Thought I had everything covered and then sat back. For some bizarre reason, the orders didn't come flooding in (just a trickle, actually).... I had overlooked one vital component of any online business: SEO. I hadn't designed for the search engines, I had just taken at face value what the web designer said and trusted him. This was at a time when SEO was just a bud in morning sunlight, gradually and tentatively unfurling in the UK. Still reeling from my ignorance, I started to learn and grow.... And I am still learning today which, more importantly, is what has made me stay in the industry!

I worked as a freelance consultant for European businesses before going back to university and doing a second degree to be a teacher. I taught in an award-winning school and headed up a department there – so instructing, presenting, crowd control, raging hormones and serious multi-tasking plus speaking in tongues and very long hours were (and are) all part of daily life for me!

Now for some fun!

Q: What's "SEO Biker" all about?

A: The name kind of evolved slowly and it is pretty boring story really. I have been riding for years, everything from customs to sports to sports tourers, and it is seriously 'my thing' (except in the dead of the British winter as it is just too cold and too dangerous, with the UK population being half asleep at the wheels of their cars!). As not many ladies ride over here, I have long been referred to as a 'biker babe' (a biker babe is a girl who rides on the back of her man's bike – and they knew it would irritate me as this was not the case! I am a *biker* not a *biker babe*) When I became heavily involved in the SEO world a few years ago, the *SEO* kind of attached itself and *seobiker* was born! (The *SEO* has since metamorphasised to stand for something other than *search engine optimization* but it would embarrass me too much to explain, so I will leave it to your imagination!)

Q: Is it true that there are more black hat SEOs in the UK than "Non-Black" Hat?

A: My pure, virginal white hat would not allow me to investigate the dark side, so I would have to say that upon that score, I am in complete ignorance! I have met some extremely intelligent UK industry people some who travel to the US shows and some who I know you will encounter at SES London very soon.

Q: If Mike Grehan, David Naylor, Rob Kerry, SEOldiot (Paul Madden) and Ammon Johns were competing from Mr. SEO UK, who'd win?

A: Now that's a tough one: Yorkshire's Dave is seriously cool and very outspoken and frank - Mrs Naylor is a very lucky lady (as is he!). [Mike Grehan](#) is incredible: seriously intelligent and so respected! Anyone who hasn't downloaded his [Search Engine Marketing](#) book and has it on their desk needs to pull their fingers out and get ordering! Personally, I have spent many nights curled up reading his creations— beautiful writing style – or hearing about his travels with the fabulous [Joe Morin](#) (we will miss him in London)! I have yet to have the pleasure of meeting Paul, Rob and Ammon properly but am hoping to run in to them at [SES London](#).

Gorgeous males in the industry you ask? Tough one! I would have to start with Rory De Niro who is the hottest guy ever, but there are so many others: the delightful Lee Odden, the gorgeous Ben Hadley, Joe Morin, Rand Fishkin, the fabulous Mike Sack, Neil Patel, Dave Naylor & Matt Baillie to mention a mere snippet! I am looking forward to meeting more [hot men of SEO](#), however, SEOFangirl is the one with the full rundown and, Li, having met the lady in person, I know that [SEOFangirl is not you!](#)

That's right, but hey SEO FanGirl is my pal around buddy here at SES London! :)

Now let's meet Lisa!

Lisa Ditlefsen



Lisa has been in marketing for 6 years, with 2 of those working in the Search Marketing industry and currently works for [Base One Interactive](#) here in the UK. At Base One Lisa heads up the SEO & Web Analytics group within the company.

Lisa also owns and blogs at [SEO Blog UK](#). She and contributing writer, Bethan Jenkins, both contribute great information about the search industry on the blog. Along with her SEO Blog, she also has a [photography blog](#), where she posts some great pictures

Now for some Q & A with Lisa:

Q: Most successful industry accomplishment?

A: The first time I got one of my clients a No. 1 placement for a competitive keyword on Google.



Q: Why do you like/love this industry?

A: I love the fact that it's no definitive right or wrong answer in the search industry. A lot of the work is coming up with a strategy that is right for your client, convincing a client that it's not all about quantity but quality. It's no point in having a hundred no1 in the SERPs if 1) people don't click through due to badly written title and meta tags or 2) they don't convert because the keyword is too general. Ok here I go again, basically I love this industry because I get totally carried away talking about it, I can honestly say I love my job.

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

A: Nothing really aggravates me, huh who am I kidding. Actually it's a little annoying that still in 2007 you get judged for the way you look as a woman. I guess I have a bit of an "Erin Brokovich syndrome". It a lot more men than women in this industry, and most of them are not judgmental at all.

Q: *What kind of impact do you see social media having on SEO?*

A: I'm excited and a little scared about the whole Social Media, especially Social Search. I'm all for social bookmarking and rating a site to boost their placements in the SERPs. BUT when it comes to incorporating that kind of social opinions into the search engines I'm worried it could go all wrong. I read a post the other day on SEOMoz that brought up a very fair point, if personalised search becomes part of the algorithms doesn't that mean that the web becomes smaller and smaller. Although you visit a site and give it the thumbs up doesn't mean you want that site to show up in the SERPs every time you search for anything remotely similar?! I'm sure, at least I hope, the big search engines have already thought of this possibility, and already have an answer to it. For me the whole point of the World Wide Web is that you can end up surfing websites that you have never heard of/thought of visiting. Will social search put an end to that?

Q: *Do you feel Search Marketing and Search Marketers get/have a bad rep, from outsiders of the industry?*

A: They don't really have a bad reputation YET in the UK. It's amazing how few actually knows about Search Marketing in the UK, it's growing very rapidly but a lot of people working in Marketing still have no clue that search marketing is a separate industry.

Q: *Why do you blog?*

A: Because no one at work wants to listen to me ranting about SEO. No seriously, I only started blogging about 5 months ago. And although I don't post every day I have found blogging very useful in a lot of ways. A few times I have had a SEO problem or questions and I have posted it to my blog and within a few hours I've had someone giving me a few pointers to what the problem could be. The SEO industry is very closely knit, people help each other out, and I love that.

Q: *What's a typical day like for you at your company?*

A: I work for an Integrated Marketing Agency within the Interactive team, where I head up the SEO & Web Analytics section. We are three in my team, one Web Analytics specialist and a Junior SEO. It gets very busy as we do monthly reports for each client including web analytics, PPC stats and SEO analysis. I usually do all search engine optimisation on my own and my team report on stats and progress on a monthly basis afterwards. I'm going to be recruiting another Junior SEO in April, which I'm really excited about.

First thing I do when I get in is to go through my emails, then I read SEOMoz and a few other blogs. Then I might have a quick update with my team and sort out workload before I start the days tasks. We run quiet comprehensive PPC campaigns for quiet a few large clients (Saab & BBT being the largest), this takes a lot of managing. I also have an average of 1 new website to fully search engine optmise every month (this month I had 3 which was very hectic). One thing I always try to do though is take an hour lunch break, go for a walk or more likely to the café and have a liter of coffee and far

too many cigarettes. (trying to quit smoking now..)

Who's your favorite blogger to read?

I really like SEOMoz and Rand Fishkin's posts, he is a SEO genius. I also read the 14th Colony Scout blog.

Right now, how many women bloggers do you read?

I always laugh at Rebecca's posts on SEOMoz.

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

A: Again Rand Fishkin deserves a mention here, he has grown his business in record speed and he's incredibly knowledgeable and well known in the industry already. Half of the time I disagree with Rand on his theories but I still admire him and basically thinks he rocks! Obviously you still have the SEO veterans (not referring to age!) such as Danny Sullivan, which I also really admire.

And now it's Lisa's turn to have little fun with the Q&A:

Q: Do all the blackhats really come from the UK?

A: No not at all, not sure why everyone keeps on saying that. In fact I don't know of any blackhat SEOs. If they do come from the UK they hide pretty well.

Q: If you were stranded on a desert island, which 2 SEO Guys would you like to be stranded with?

A: Rand Fishkin if I could choose anyone. And if he had to be from the UK, I would choose Ammon Johns.

Q: You also do photography, what are some of your favorite pictures you've taken?

A: Yeah I studied photography part time last year (City & Guilds), it was quiet hectic though as being a single mum in full time work whilst also studying took some serious dedication. But I loved the course, photography is my creative outlet. I do take a lot of pictures of my daughter, Lily, my favorite photograph I've taken is a black and white photograph of her holding a ball.



Thank you to both Lisa and Marie for their patience in dealing with me and my time difference till I got over here to the UK!