

Articles & Links

Wednesday, 10 October 2007

New Articles from Michael Marshall, one of the nations leading experts on SEO.

Michael Marshall Articles

Fish or Cut Bait - Click To Read Article

Please the Search Engine and Persuade your audience Fish or Cut Bait - How do you give the search engines what they want for relevancy and still maintain a level of persuasion and creativity in your content necessary for effective marketing appeal?

Personalization of Search and SEO: Lost in the Shuffle - Click To Read Article

Important components of search marketing have always been and will always be increasing quality traffic, increasing sales, and increasing profit. These are the ultimate indicators of success for any search marketing campaign. The introduction of personalized results for users does not change the importance of these indicators or goals in any way. Notwithstanding the above comments, what should not get lost in the cacophony of opinions about the personalization of search is the fact that something significant is different in this new era. What you have with personalized search results is not a totally different set of pages returned from user to user for the same search, but rather a shuffling of the results. If the former were the case, then search engines would need a different algorithm for each user.

Link Reputation and Your Website - Click To Read Article

Understanding Link Reputation is extremely important for any webmaster or others concerned with search engine ranking. It involves the relationship backlinks (links pointing back to you) have to a target web page and the context of those backlinks. This relationship and context can be measured with respect to a particular search query or theme and has the consequence of revealing how highly a backlink speaks about your web page with regard to that theme. If link popularity is how many pages talk about you, link reputation is how well backlinks talk about you - quality vs. quantity.

Personalization of Search and its implications for SEO - Click To Read Article

The personalization of search alters search results from user to user based on the history and profile of the searcher. The following query for "search engines" shows a 90% change in ranking positions between personalized and non-personalized results. An essential component of natural search is the research that informs decisions regarding search engine optimization. Central to that component of natural search, is traditional rank checking. If traditional rank checking is doomed, then traditional search engine optimization is equally doomed.

Latent Semantic Indexing (LSI & More Articles)

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Money and Self-Mastery: download [moneyandselfmastery.pdf](#)

The 4 Channels to Profitable Leadership

by: Holly Latty-Mann, Ph.D. and Teresa Spangler

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Using as a backdrop a quote from the December, 2001 issue of Harvard Business Review, "Leadership's First Commandment: Know Thyself," achieving greater profitability through leadership is a function of self-awareness.

True Stories

In a letter to his fellow participants a month following his Personalized Leadership Development Program (within which a self-awareness workshop is subsumed), Michael tells everyone "Thanks to my new and improved delivery system, I saved our company about 50K just from this one business meeting."

You may ask, "What about long-lasting effects?" Here is a CEO's testimony two years following his five-day experience in a personalized leadership development program: "Since leaving that workshop, my company has quadrupled its sales and bottom line."

Creating Profitability through Four Channels of Self-Awareness: Channel-Shift Actions

There are four major avenues to mastering self-awareness, Mind, Body, Emotions and Spirit. You are the instrument of your leadership. Mind, body, and emotions - put them all together, and you have a personality, which becomes your delivery system. And if they don't like your delivery system, they won't be following your lead.

Diagnosing Workplace Illnesses: download diagnosingworkplaceillness.pdf

Infusing Your Organization's Culture with Positive Change

by: Holly Latty-Mann, Ph.D. and Teresa Spangler

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A Medical Model Approach: Without a diagnosis, there's not much of a basis for an effective treatment plan. The same holds true with organizations that are not maximizing their energies. They may be suffering from an unhealthy culture. Or perhaps budget crunches have them running anorexic instead of just plain "lean and mean." Regardless of the current state of affairs within any organization, there is always room for improvement. And as long as we are human, the same applies to us as well.

Nasrin Azari, CED Spectrum Mobile download Nasrin Azari,CED Spectrum Mobile.pdf

Teresa Spangler

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WHERE IS YOUR EDGE? Have you considered asking yourself where your edge in life is? Are you amazed by women who seem to have so many things going on in their lives all at one time and they make it all seem so easy? Are you sitting at your PC day in and day out wondering if you have a life much less are living life on the edge? I talk to so many individuals who have trouble finding enough hours in their day to do laundry much less, take an hour for a tennis lesson, get a massage or jog three miles.

Sherry Coleman, Broker Associate, SRES, RCA, ILHM, Fonville Morisey download Sherry Coleman, Broker Associate, SRES, RCA, ILHM, Fonville Morisey .pdf

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IN LAST MONTH'S ISSUE we posed the question, "Where is your edge?" Do you associate edge with risk tolerance or with a certain workload, physical endurance training, life style habits or just simply how much you are willing to take on in your everyday life? We've all heard the term "That is edgy." MadTV is over the edge funny to me. Many advertising campaigns utilize edgy tactics to get attention. Some might say Paris Hilton and Lindsey Lohan have jumped off the edge of the earth and lost touch with reality.

A Day in the Life of... download A Day in the Life of... .pdf

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EACH MONTH WE EXPLORE a person, story or circumstance. It may be an individual doing extraordinary things in life or a company that has engaged clever ways to build teams or social responsibility among its employees. I share the story below of a typical day in the life of each of us. Our experiences may make us stop and take notice of our lives in a way that makes us thankful for what we have. I am thankful that I can stop to tell the story below. Read on and don't forget to take Part III of the Edge Meter Survey [Over the Edge Meter Self Assessment](#)

Zelda Lockhart Professor, Author and Heartfelt Inspirer [download Zelda Lockhart Professor, Author and Heartfelt Inspirer.pdf](#)

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DECEMBER! I love December for so many reasons: the weather, the closeness to family, the feeling of things coming to completion for the year and the opportunity to set new goals for the new year. I love the spirit around gift giving. During this time I really enjoy employing my imagination. Writing is one of those ways for me to create gifts from the heart. This year my gifts will be a new book I've completed that is a reflection of my past, my home and my family. What inspired me to write a book? A most gracious giver from the heart and our Over the Edge person of the month, Zelda Lockhart, author of Fifth Born and Cold (not water) Running Creek. A woman whose gifts are so grand and inspiring I consider her an Over the Edge giver! As always, don't forget to take Part IV of our five-part self-assessment [Edge Meter Survey](#) at the end of this article.

Lissa Broome Founder of Director Diversity Initiative [download Lissa Broome.pdf](#)

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HAPPY NEW YEAR! It's time to set new goals, create a new agenda, establish new directions and plan for the future. So let's dive right in and share what it takes to effect positive change in the world! 2008 could be your year to effect change. Ask yourself now, "What are you passionate about? What do you believe could be better? What really gets your goat? If you could do anything and it was easy, would you take steps to change the world we live in somehow? Or how about starting smaller? What would you change in your own neighborhoods, in our schools, in our community, in our state, at the office? need I go on? How does one take on change and then how do you know that you are actually succeeding with your mission?" Let's see how one woman is approaching the daunting task of change in the complex world of corporate boards.

Friends for Life [download Friends for Life.pdf](#)

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FRIENDS. I NEED MORE CLOSE FRIENDS. I know this sounds silly to some, desperate to others and familiar to more! But, the truth is having a career, a child, a dog, a husband, a house with a lawn and the Jones' living all around us, aging parents, extended family sometimes in need and the occasional unexpected life hiccup. Where does one fit in

time for friends? Okay, a step further, if your career requires a great deal of travel or you are a telecommuter living long hours chained to your desk alone in your home office, on conference calls all day long, where do you get your human-touch fix? Starbucks? And then let's progress one more step, you're climbing the corporate ladder of success... and a quote I've heard way too many times and worse, started to believe, "It gets lonely at the top." Hmmm, Warren Buffett looks anything but lonely to me! Are we self-imposing this view?

Liz Tedesco Pianist and Performer, Over the Edge Possessed! download Liz Tedesco Pianist and Performer, Over the Edge Possessed!.pdf

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IT'S ALL TEMPORARY! No job? It's temporary! Bad weather? It's temporary! Bad day? Temporary! And well...life? It too is temporary. We only have a short time on this earth," says Liz Tedesco, my very patient piano instructor and whom I consider a "possessed" Over the Edge performing pianist.

Ladies that Laugh, Listen, Lunch and Launch! download Ladies that Laugh, Listen, Lunch and Launch!.pdf

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WHEN ONE OF YOUR BEST GIRLFRIENDS achieves success in life do you get excited for her? I mean, like it was your own success? Do you stop to celebrate not only the big achievements but the small steps as well? I have to admit, I do the first one (get excited for her as if it were my own success) more than the second (celebrate). We all need our cheerleaders to help us when we're down, need ideas or for emotional support. We also need our cheerleaders to celebrate our successes in life and brag about small and big accomplishments. Women statistically are not braggers, we don't generally boast about our wins in business or at home. Historically the majority of women influence from the background, out of sight of the spotlight to let the light shine on others. Our natural mentoring, creative, collaborative and nurturing characteristics are all admirable qualities of what I call "organic leadership" (powerful and natural leadership traits instilled during our childhood journey). Most women lead from an internal, passion-directed compass.

AIN'T NO MOUNTAIN HIGH ENOUGH download AIN'T NO MOUNTAIN HIGH ENOUGH.pdf

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DO YOU HAVE THOSE DAYS where the critical tasks seem insurmountable? These are the days when delayed contracts need to be finalized before \$1.00 can be made; project deadlines are moved to tomorrow instead of next week; consultants are sitting at the table of your best business client (where you also consult!) infecting their brains with fears to the point of immobility; and the next deal feels like it's bigger than "Everest" to climb. Life can be overwhelming at times. Of course, there are the metaphors that strengthen your ability to blow through these seemingly

insurmountable mountains. Meet two women (sisters!) trekking through one of the greatest metaphoric adventures of life: climbing. They share what they've learned from this most physically and mentally demanding sport. Jill Hendrix and Emily McFarlane climb to the edge; they hold

ABOUT THE NEW WORLD download ABOUT THE NEW WORLD.pdf

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WELL LADIES... I DON'T KNOW ABOUT YOU but I am Over the Edge about improving our world. How? By mentoring and MINGLING with our youth, encouraging them to create the new world, helping to navigate and learn to live respectful lives and creating purposeful enterprises and new economies. From the great Bob Dylan, "The Times They Are A-Changing," and there is no road map for where we are headed. What better way to get there than