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Chat with kathryn.anne.oconnell@gmail.com

1 message

kathryn.anne.oconnell@gmail.com <kathryn.anne.oconnell@gmail.com>

Thu, Apr 12, 2012 at
11:50 AM

To: chadmp@gmail.com

9:35 AM **me:** hey dude

9:36 AM **kathryn.anne.oconnell:** hey
was everything ok yesterday?
bret looked all shady when I left
on another note - I'm so f'ing exhausted

9:38 AM **me:** the usual. he contradicts himself so often k I don't know wasup anymore. Basically, white hat bust my ass good seo isn't good enough for him. He keeps saying tell me what u want, and that he can give us what he wants. Then he sits us in a meeting to yell at him for not asking what we want. Just to tell us we can't have what we want. I don't know what the hell he thinks SEO is anymore. We're doing amazing with what we got. Give us some more and see what we do. Or let's just focus on conversions. No set priority. For this to be the priority, u've gotta be kidding me.

5 minutes

9:44 AM **kathryn.anne.oconnell:** God, he drove me insane yesterday - seriously insane. I feel your pain like for real now lol. Like I couldn't believe he said to "stop sending him all this "stuff" I'm like are you f'ing joking. In addition we sound like broken records like how many other ways can we say it? Damn im so exhausted lol - pulled an allnighter Monday and barely got sleep Tuesday adn last night- TO much going on - you know how it is!

9:46 AM the highlight was really when he told me I was always so difficult... I thoguht abotu that al ot last night and yes, I know I tend to haev a lot of opinions but you can't make him happy. If I sat there and just agreed with what he said then I'd be useless, when I say that I want to try something new he gets mad b/c I dont' want to do it his way.

9:47 AM **me:** I just want him to stop playing with our minds. Like u got the best SEO in Agora, cool compare yourself to agora. We went and did competitve analysis with the guys he wants to compete with and then the back and forth with oh look at their page rank, oh they don't have as many pages. I'm like fucking listen. How bout WE DID IT HIS WAY! 6 MONTHS AGO I TOLD HIM HOW AND WHAT TO DO. HE SAID NO TAKE MATT AND CHRIS. UMMMM DE-INDEX ME INSTEAD BEFORE YOU EVER GIVE ME MATT! I feel like my time here is shorter and shorter. When doing good seo isn't enough that's when u have a problem. What more could somebody ask for other than all their stories to rank when they should where they should? These guys couldn't rank anything. I'm still only one person.....

9:48 AM He spent 15 min yesterday talking about his team is to big and we should all do what lauren does

Man none of us can do what the other does

that's why we have jobs and roles

I'm tryna stay afloat. Just stay afloat man

9:52 AM **kathryn.anne.oconnell:** yeah he isn't rubbing me the right way lately

9:53 AM like nothing is ever good enough

which is really defeating when you work as hard as we do

9:55 AM **me:** yo kat... im killing myself to just keep 100k visits for this site. I was here when they did backflips for "investing in water" k. The day they said silver prices was impossible. I know

SEO, I know what they want and what they need. They say traffic site... they don't mean that! Because traffic sites have a bunch of regular quality content from a bunch of contributors. I understand their business model. They should focus their seo on every green stories that allow them to share reports and increase conversions. How could is a silver report without

200 silver rankings??? I'm not a magician. Dude hates every memo you write. Yesterday he was so mad and that's what he asked for. We just need to define what we're really doing and what we can do.

9:58 AM **kathryn.anne.oconnell:** I dont' know how else tod ot hat

9:59 AM im just exhausted - he wonders why I was so defensive yesterday - do you realize we walked away from thursday thinkin we had FINALLY gotten somewhere, only for him to tell us ysterday that he didn't feel any better about anything?
whatever, glad we're in it together lol

10:04 AM **me:** does he even listen to us?? at all. always defending success. If I seen shit working I'd be like give them more or leave them alone. The way he called chris imcompetent yesterday. He may not be a go getter but that kid bends backwards for them crazy women in the other room that know h0w to do everything themselves. Peole skills, managing another team. Then he tells me it's my show, but no it's really ur show, I'm just a supporting actor. What can we do other than keep busting our ass and answer dumb ass questions!
kathryn.anne.oconnell: he called chris incompetent?
are u serious?

10:05 AM back

10:08 AM **me:** u were sitting right there. when jen and them called.

10:09 AM then he said it right before dennis and chris came over. why shouldthey ever have to call. he just throws us under the bus
how bout jen HAVE U SPOKEN TO CHRIS YET TO SEE IF HE CAN ASSIST YOU!?!?
HOW BOUT THAT!

10:15 AM **kathryn.anne.oconnell:** Chris: i don't enjoy working for him
Chris: haha yea
i wish you would start now too

10:20 AM **me:** crazyness

10:54 AM **kathryn.anne.oconnell:** I have a question
be totally honest
and it is totally hypothetical

10:55 AM ya there?
me: yes mam

11:03 AM **kathryn.anne.oconnell:** would you ever want to report to me instead of bret? - the chance of bret ever letting that happen are slim to none but I was thinking of bringing it up b/c I don't want to see you so frustrated with continuing to turn your wheels.
you cabn be honest, it's a very random and hypothetical question

11:06 AM **me:** KO you see how bret treated you yesterday? He just wants you to be his robot and listen to him, he hated you memo and how we approach him. They want 1 million hits and just want to argue about getting there. You know was going on so you're always able to go to battle with me. I just think we all need to get on the same page with what were doing, that's it. Were doing a good job. Upper management wants more results. Just gotta be on the same page with what were doing. What are u thinkin?

11:07 AM **kathryn.anne.oconnell:** I'm thinking bret is delusional
he flat out said it's a shame you guys can't host this meeting - my response was that you've never let us try.

11:10 AM bret wants me to be a robot but he knows it will never happen.

11:12 AM I know he needs me to manage people for him b/c he can't and that's my time to lay out some ground rules - I will not be set up to fail and you better believe I'm goign to make sure that is worked out before anything happens

11:16 AM But on that note - how can I add value to the work you do - if you don't think I'm helping you get what you need for SEO then maybe I can help you in other ways.

11:22 AM **me:** you know i love you. but i work well rocking as a team. It's not a management thing for me. He won't even let u conduct a meeting without arguing with you KO. It's not us it's the complete disconnect from everyone. SEO is hard, I do need you guys! I had to go in this

morning and tag 3 stories and the broken links in webmasters tools looks crazy. U get what I'm saying it's so much on me. We all spend our time arguing so much instead of just suring up the loose ends with what we got, putting together something great for conversions and working on our content. We can't aggressive backlinks without hoards of content around the topics we want to compete for. That's why were limited. You can do all the seo work and help me as you have before. We just can't get down certain things with the staff we have, it's no way around it.... DID U SEE HOW YOU COULD BARELY LEAVE YESTERDAY BECAUSE YOUR TOUCHING SO MUCH. U DOING TO MUCH KAT. It's alot, and u also have your own ship. I just want to come in and not have to worry about anything on page at all, that would be a huge start. We just need to do the work and set realistic goals, if they want to set certain goals, ask me what we need and go get it, if not then that's the answer. They've been asking me what we need for 1 year. A year later we publish 3 top stories today with a combine 700 monthly searches. What more conversations can we have. This is a small business, we doing a great realistic job. they want more give it to us and let us fail and stop arguing about nuffn. That email I sent this morning... 2 replies. Kerri and Chris. It was 7 ppl on the chain.

11:24 AM **kathryn.anne.oconnell**: yeah - oh I've moved on from the maangement question - that was just a more general one

11:26 AM Bret and I do argue but we undrsatnd each other and I understand what he is trying to do - does he always go about it the right way, definitely not.

11:31 AM I think I've helped a lot but if i'm not adding value for you - in a way of helping give you a voice and further the program - then honestly maybe you are ready to roll on your own!

11:32 AM which is actually fantastic!
Isn't there a quote - I go where I am needed - or something lol

7 minutes

11:40 AM **me**: I don't even know anymore. KO. I'm just a guy with a skill. If we couldn't get it done with you coming on board and showing what youve seen in this SEO battlefield and also backing me up how the hell is it goana happen with me alone?? SEO isn't a one person game, it's a company wife agenda. It's as simple as that, from a to z, how can we maximize what we publish. This morning the most important stories had no tags. It's an everyday battle. I can do as best I can without everyone on board. You've been able to see everything u ever thought before about search engines and rankings change. What more can you do other than say I need x and we can do y. Have I not said that? What more do youthink I need to say? He hates our memos/and the solution is always more meetings to fuss about what's broke. Positive reinforcement here... What do you think??

11:41 AM **kathryn.anne.oconnell**: there is none - and in some ways I wonder if Bret purposely cuts me down like that to make sure that everyone knows nothing can work without him.

11:42 AM you can only push people so far and I'm at my limit. I'm just gonna stop talking lol - take your approach

me: kat only me and you care this much
did u notice??

we're stressed because we care

kathryn.anne.oconnell: lol - yeah but seo isn't my full time job and if bret just wants to keep telling me what we're doing wrong then how about I not do it anymore - b/c he can just as easily tell you that - you know what I mean?

11:43 AM bad. day. lol

me: I know...

11:45 AM **kathryn.anne.oconnell**: he brought this on hiself - he needs to always feel like everything must go through him - one things is ABSOLUTE certain SEO is not declining because of us. or yuou
it's not just editorial either, it's bret.

11:46 AM we dont' know how to talk to editorial b/c he's never let us. But sure lets keep following his lead...b/c that is working so FUCKING well

me: maybe the best we get is being the BEST in Agora. Didn't that google meeting count for anything... Yo kat we're doing everything right. He wants me to do crazy underground stuff. That's all he really wants to say. Fuck what they write, blast me to the top, fuck it. I'm being honest and busting my ass. I do care. I got a kid on the way. I'm not bret I don't get boss people around cuz I earned it. I never looked mike int he face and said 1 million or 1.5 million. Bret did and no he can't cash the check he wrote. I told him how we could get there and how

we would get there but he's mad about a check he wrote, when I NEVER went to the bank with him.

11:49 AM **kathryn.anne.oconnell**: the morale in thie room is pure frustration from pretty much every corner - this next meeting shoudl be fun

11:50 AM **me**: he gave people and unrealistic goal and inadequate resources. Then says get there or everyone is fired. That heart my heart yesterday. I'll leave before any of those hardworking people lose their jobs.
can't wait. b good. I'm bout to go eat! I'm dying! u motivate me yo. u a different kinda woman.
ttyl