

MEQUODA PRO LIVE

29 Ways to Increase Website Traffic

An Audience Development Checklist

Today's Host



Kim Mateus

Chief Content Officer

Mequoda Group

Kim@Mequoda.com

Today's Speaker



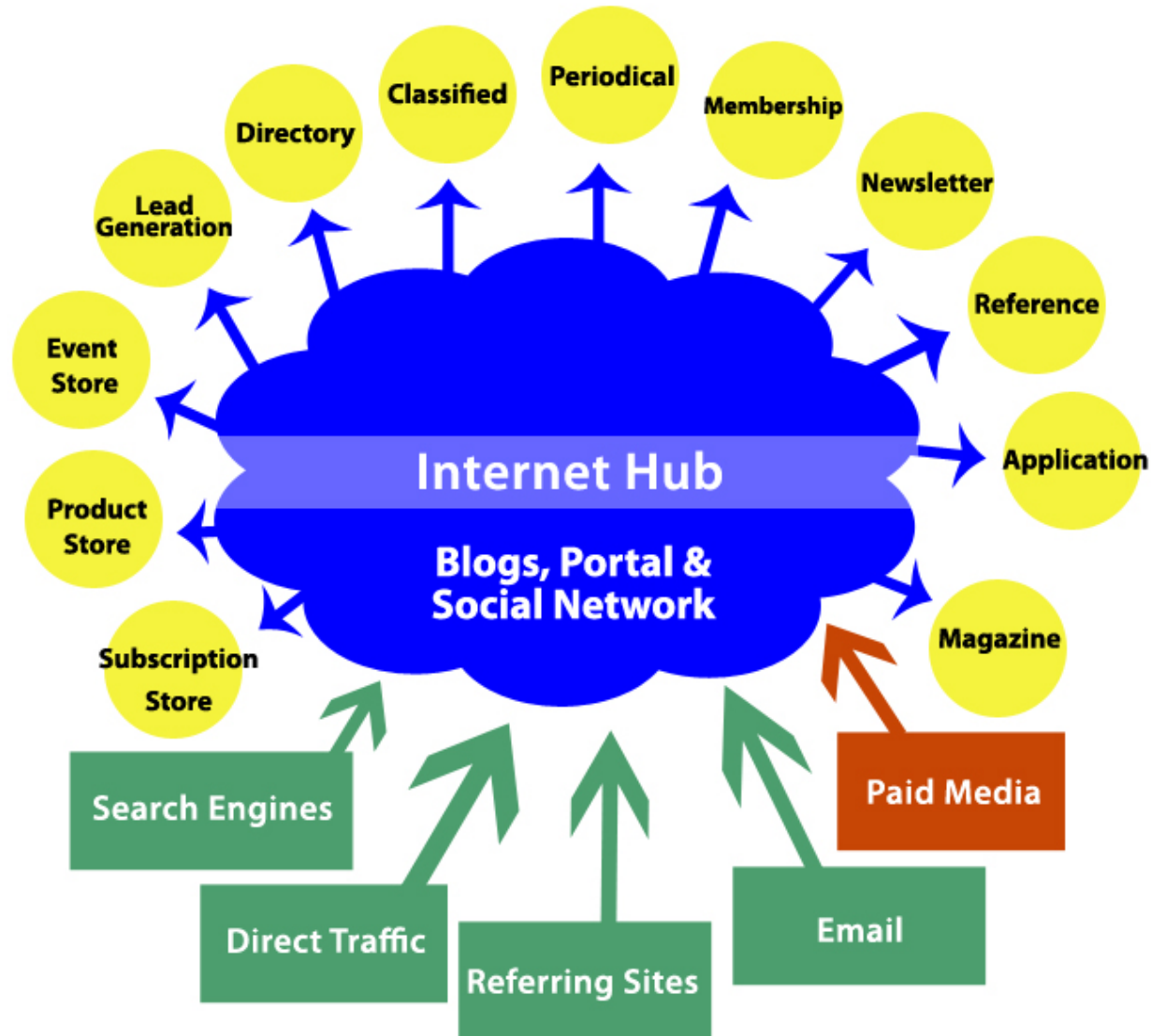
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Mequoda Online Publishing & Marketing System

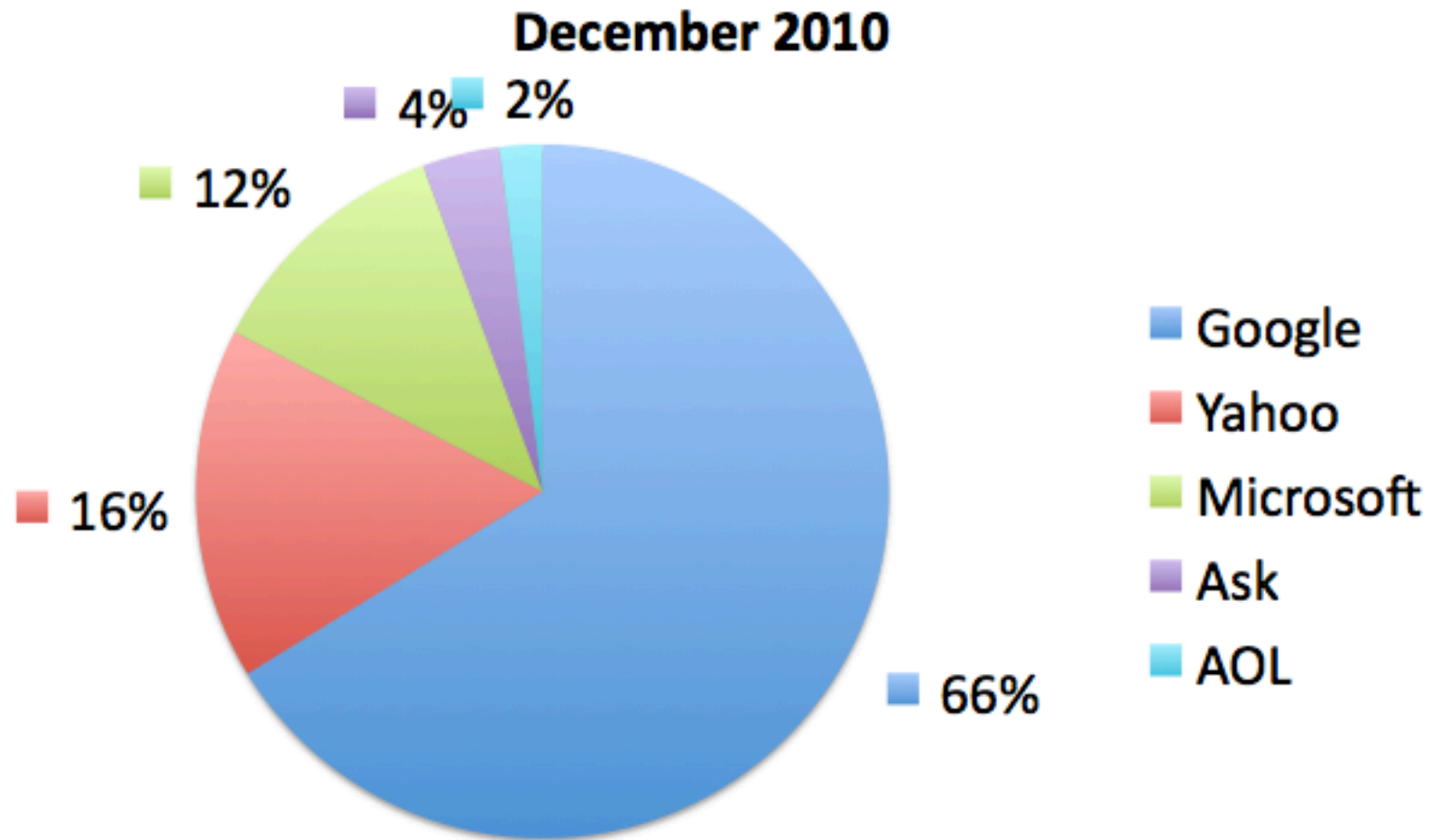


The Mequoda System is a comprehensive online business process for publishing and marketing on the Internet.

5 Primary Traffic Driving Source Types

1. **Search Engines (6)**
2. **Direct Traffic (8)**
3. **Referring Sites (7)**
4. **Email (5)**
5. **Paid Media (3)**

1st Traffic Driving Source: Search Engines



Comscore U.S. Explicit Core Search

Search Engines: Homepage Template

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Welcome

Welcome to *Beading Daily!* Have fun hooking up with fellow beadaholic buddies for inspiration, FREE projects, new jewelry-making techniques, cool videos, hot trends and fashions, Bead Fest shows, classes and events, and previews of our magazines and books. Share your lovely creations in the Gallery and chat on the Forums. Don't forget awesome online shopping and FREE projects (don't we all love FREE?).

Membership is FREE so check it out!

Come bead with me, Creatively,
Kristal Wick
Beading Daily editor

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5 Free Beading Patterns for Seed Beads

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BEADING DAILY BLOGS

Who's Afraid of the Big, Bad RAW?

Learn right-angle weave with these visual tricks...

Posted to Daily Blogs by Jean Campbell on Jan 19, 2011
Filed under: Jean Campbell, right-angle weave, Beadwork, Beading, RAW, Marcia DeCoster

Top 2010 Beading Daily Blogs

Kristal Wick is the editor of Beading Daily It's always fun to look back on the past year and see what was chosen. Beading Daily is so

BEADWORK 18 designs with favorite techniques

Preview the Issue **Subscribe**

Sparkle AD ADORNMENTS

- **Brand Search**
Beading Daily
- Google Position: 1
- **Generic Search**
Beading
- Google Position: 3

Search Engines: Article Templates

The Best SEO Keyword Strategy – Picking SEO Keyword Fights You Can Win

/www.mequoda.com/articles/search-engine-optimization/the-best-seo-keyword-strategy-how-to-pick-seo-keyword-fight

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MEQUODA DAILY
Helping Publishers Make Money Online

Hosted by Don Nicholas, Amanda MacArthur and Kim Mateus

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«Previous: Keyword Research: How to Manually Look Up Key... »Next: The Search Engine Benefits of a Google Knowl

(Edit this entry.)

The Best SEO Keyword Strategy - Picking SEO Keyword Fights You Can Win

3 tweets

retweet

March 2nd, 2009

Posted in Search Engine Optimization by Don Nicholas

14 Comments | Email This Post | Print This Post | BOOKMARK

All SEO keywords are *not* equally important—volume and competition matter!
True or false?

The most effective SEO keyword strategy is to compete vigorously for top placement for the most popular keyword suggestions returned by the [Google Keyword Tool](#) for a given root keyword phrase (Primary Keyword Phrase).

Google AdWords

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to English, United States [Edit](#)

How would you like to generate keyword ideas?

Descriptive words or phrases (e.g. green tea)

Website content (e.g. www.example.com/product?id=748803)

Enter one keyword or phrase per line:
membership websites

Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

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Google Position: 1
keyword strategy

Posts

- Page Title
- URL
- Headline
- Subhead
- Body Copy
- Category
- Free Report Link
- Share
- Comment

Search Engines: RCLPs



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Google Position: 3
knitted sock

RCLPs

- Free Report Title
- Page Title
- URL
- Headline
- Subhead
- Body Copy
- Up to 20 phrases
- Internal Linking

Search Engines: Author Pages

Google Position: 1 *Pat McKeough*

Text size: A A A Have an account? Please log in.

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- Investing for Beginners
- Investment Counsellor
- Market Analysis
- Mining Stocks
- Mutual Funds
- Penny Stocks
- Portfolio Management
- Real Estate Investing

Pat McKeough



A professional investment analyst for more than 25 years, Pat has developed a stock-selection technique that has proven reliable in both bull and bear markets. His proprietary ValuVesting System™ focuses on stocks that provide exceptional quality at relatively low prices. Many savvy investors and industry leaders consider it the most powerful stock-picking method ever created.

As early as 1980, Pat was recognized as #1 in the world of published investment advice by the Washington, DC-based Newsletter Publishers Association, and he was the first multi-year winner of *The Globe and Mail's* stock picking contest.

Both *CBS MarketWatch* and *The Hulbert Financial Digest* recognize Pat as one of North America's top stock analysts. The Wall Street Journal calls him "one of only four investment newsletter advisors who have managed to serve their readers well over the long haul."

A best-selling Canadian author, he wrote *Riding the Bull*, his 1993 book that predicted the stock-market boom that happened later in the decade. Through his many television appearances, he is well-known to investors for his insightful analysis and his candid, unpretentious style.

Bottom line: Pat's conservative, reduced-risk strategy is a proven approach to safe investing.

Author Pages

- Bio
- Links to posts
- Inbound links

Search Engines: Topic Pages

The screenshot shows the Guideposts website interface. At the top, there is a navigation bar with links for MAGAZINES, SHOP, GUIDEPOSTS BOOKS, GUIDEPOSTS FOUNDATION, GUIDEPOSTS MEDIA, OURPRAYER, and DAILY. Below this is the Guideposts logo with the tagline 'Inspiring Stories, Inspiring People, Inspiring You'. A search bar is located on the right side of the header. The main navigation menu includes Home, Free eBooks, Browse Topics (highlighted), Story Archive, Experts & Bloggers, Free Podcasts, Video, Games, and RSS. A promotional banner for 'Inspired Offers' is visible, along with a 'From our store' section featuring 'The Promise of Hope' book. The main content area is titled 'Hope And Faith' and includes a description of the topic, a 'Recent Hope And Faith Updates' section with two entries, and an 'Inspiring free eBooks' section with five items. A table of 'Inspirational topics' is also present.

From our store
The Promise of Hope
A new book by the editor-in-chief of Guideposts magazine, Edward Grinnan!
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Women's Devotional Bible
Includes a full year of all-new devotions written by women of faith.
[Buy Now](#)

Devotions from the Heart
Read, pray and reflect with this exclusive two-volume set that celebrates the joys of a faith-filled life.
[Buy Now](#)

Recent Hope And Faith Updates

Seeking Encouragement and Finding Faith
She couldn't get out of bed to tackle the day. But then a memory of her mother helped restore hope.
[Read more](#)
from Blog entry

More Faith Lessons from Puppy Clyde
Caring for a puppy brings perspective, positive challenges and new avenues to faith.
[Read more](#)
from Blog entry

Inspiring free eBooks See All

- Angel Sightings**
7 Inspirational Stories About Heavenly Angels and Everyday Angels on Earth
- Daily Devotionals**
7 Days of Bible Devotions to Strengthen Your Faith
- Messages from the Hereafter**
5 Inspiring Stories Offering Proof of the Afterlife
- Mysterious Ways**
9 Inspiring Stories That Show Evidence of God's Love and God's Grace
- Positive Thinking 2011**
Rediscover the Power of Positive Thinking with Norman Vincent Peale

Inspirational topics

Angels	Mysterious Ways
Celebrities	Norman Vincent Peale
Daily Devotionals	Personal Growth
Heaven & the Afterlife	Pets
Hope and Faith	Positive Thinking
Inspirational Quotes	Prayer
Inspirational Stories	Recipes

Google position: 8
hope and faith

Topic Pages

- SEO'd description
- Links to tag pages
- Most recent posts

Search Engines: Tag Pages

Members: [Please log in.](#) Text size: A A A Search

Program on Negotiation
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Mediation Techniques

Features tagged "mediation techniques"

Mediating disputes on the job

JANUARY 26, 2010
EDITED BY: [PON STAFF](#), FILED IN: [DAILY](#), [MEDIATION](#)



Adapted from "Resolve Employee Conflicts with Mediation Techniques," first published in the Negotiation newsletter.

If you manage people, disputes will show up at your door. The marketing VP protests that the budget cap you and your new finance VP proposed is hindering a research initiative you supported. Two young sales representatives are embroiled in a turf war. Your administrative assistant ... [read more](#) ->

Mediation Pedagogy Conference

May 15 & 16, 2009 at Harvard Law School

May 7, 2009
EDITED BY: [PON STAFF](#), FILED IN: [DAILY](#), [EVENTS](#), [NEGOTIATION PEDAGOGY @ THE PROGRAM ON NEGOTIATION \(NP@PON\)](#), [WEBCASTS](#)



Registration is now closed for the NP@PON Mediation Pedagogy Conference.

Professors Lawrence Susskind (MIT) and Michael Wheeler (Harvard Business School) are pleased to announce a Mediation Pedagogy Conference to be held by Negotiation Pedagogy at the Program on Negotiation at Harvard Law School (NP@PON). This two-day Conference will be held Friday, May 15 and Saturday, May 16, 2009.

Google Position: 10
mediation techniques

Tagging Strategy

- Keywords are tags
- Definitions
- Tag links
- RCLP links

2nd Traffic Driving Source: Direct Traffic



Direct Traffic: Newsletters



This article first appeared in Negotiation, published by the Program on Negotiation at Harvard Law School. To download free Negotiation reports, visit www.pon.harvard.edu. Reprinted with permission. ©2010 Harvard University.

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Team-Building

Taking the Marshmallow Challenge

With 18 minutes, 20 sticks of spaghetti, a yard of tape, a yard of string and one marshmallow, Tom Wujec believes he can tell you how innovative any team is.

Here's how: After giving a four-member team the list of supplies mentioned above, Wujec asks them to build the tallest free-standing structure they can. The only rule: The marshmallow needs to be on top.

"I believe the Marshmallow Challenge is among the fastest and most powerful techniques for improving a team's capacity to generate fresh ideas, build rapport and incorporate prototyping—all of which lie at the heart of effective innovation," says Wujec, who is a Fellow at Autodesk,

the leading 2D and 3D technology firm.

He has used the exercise with CEOs, business-school students and kindergarten. And he has learned some surprising lessons about the nature of collaboration. Among them:

✓ **"Ta-da!" can quickly turn to "Uh-oh."** Most people begin by orienting themselves to the task, he says. They talk about what their structure will look like, sketch it out and jockey for a leadership position in the group.

Wujec says, "They spend most of their time assembling the structure, then just as they're running out of time, they gingerly put a marshmallow on

Continued on page 2

MCI founder wouldn't take 'No'

John Goeken didn't earn the name "Jack the Giant Killer" for nothing.

The guy who broke AT&T's grip on the telephone industry also pioneered in-flight phones.

The Midwesterner had a passion to make communication possible anywhere. If people told him he couldn't do something, he'd do it just to prove that he could.

And boy, did he do it:
1. Goeken started out selling two-way radios to truckers. He reckoned that he could sell more radios if he provided uninterrupted contact, so he built microwave towers.

AT&T petitioned the FCC to stop his fledgling network, Microwave Communications Inc., or MCI. Goeken fought back and won.

2. He founded Airfone for in-flight calls, despite naysayers who insisted that executives "would not want to make calls from the air."

3. He built the FTD Mercury network to wire flower orders around the world. And he was working on energy-efficient lighting systems when he died in September.

— Adapted from "John Goeken dies at 80; founder of MCI," *Los Angeles Times*.

Leadership Lessons

A leadership lesson, set to Mendelssohn

When Maestro Wolfgang Heinzel stands before the Merck Orchestra, he may look like an authoritarian leader, commanding musicians from his podium.

But Heinzel doesn't actually know how to play the instruments himself—"in the same way a leader in an organization can't do everyone's job," says Jon Chilingierian, adjunct professor of organizational behavior at INSEAD.

"But somehow he has to develop a sense of cooperation, of commitment, and develop a collaborative organization."

You can learn everything you need to know about leadership by watching

a maestro lead his orchestra through a new piece of music.

What maestros—and good leaders—understand:

✓ **Delegating (well) breeds success.** When the orchestra had trouble with a particular passage in a new piece of music by Mendelssohn, Maestro Heinzel asked the other musicians to watch the "principal" violinist and his bow. In other words, he delegated to a top performer. Chilingierian calls such principal players the conductor's executive team.

"Better to give the responsibility to him, and then for me it's much

Continued on page 2

INSIDE ...

- Wrangle your inner elephant 2
- What teaching taught a CEO 3
- New year, new leader 4
- Tom Peters' squint test 5
- When to kick it upstairs 7
- Why we get blindsided 7
- Here's the buzz from the bees . . . 8

Direct Traffic: Books

★ *Let's say you're shopping at the mall.* You pass by the food court and are taken by the wafting scent of cinnamon-dusted baked goods. On one side, Auntie Anne's is selling those delicious Cinnamon Sugar Pretzels. On the other, Cinnabon's Caramel Pecanbon beckons. Where do you go? Believe it or not, if you choose the Cinnabon, you'll ingest an additional 590 calories—almost a third of your daily allotment! (Make that wrong choice just twice a month and you'll pack an additional 4 pounds of fat onto your body in a year!)

★ *Or maybe you're at the ball park, and you want some ice cream.* What's the difference between an ice cream sandwich and a helping of soft-serve chocolate in one of those keepsake helmets? You get to keep the helmet—and 239 extra calories.

★ *Or maybe you stop at the gas station to fill up your car's tank as well as your own.* You could grab a 100 Grand bar to fix your nutty chocolate jones, or pick the old standby Snickers. But opt for the wrong one and you'll be choking down almost an extra 100 calories and nearly twice the fat. (Hint: You'd rather look like a hundred grand than have people snicker at you.)

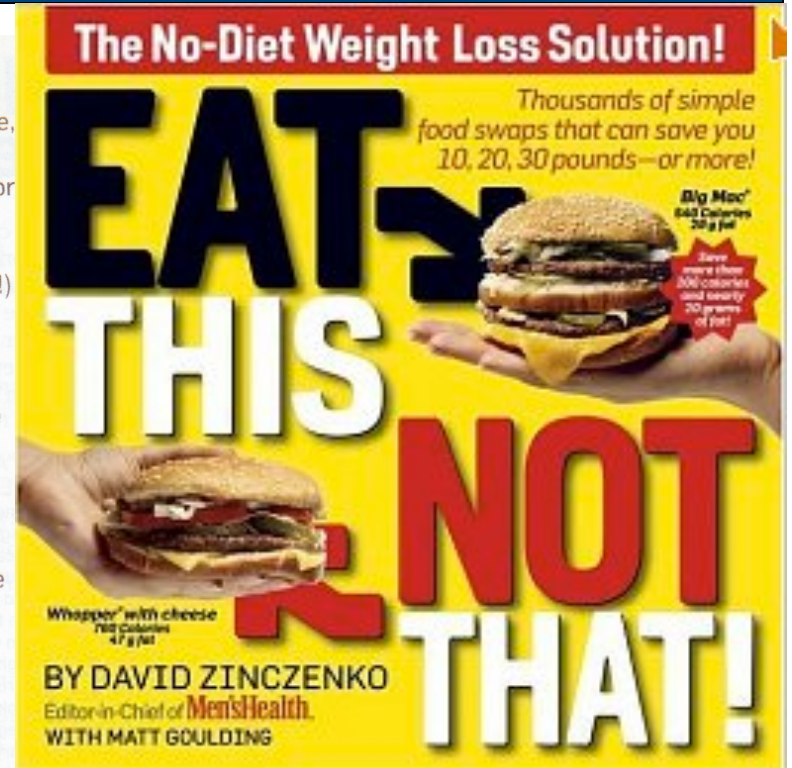
★ *Or, oh my goodness, you're trying to eat right, and you grab one of Jamba Juice's Ideal Meal Chunky Strawberry breakfasts.* It's an "ideal meal," for heaven's sake! But if you had picked their Fresh Banana Oatmeal, you'd have saved 240 calories and 13 grams of fat!

By making smart food swaps, you can cut hundreds, even thousands, of calories out of your food intake every day, and still enjoy the treat at the mall, the nosh at the gas station, or lunch, dinner, or breakfast at your favorite restaurant. And as we've seen above, it's not just a matter of how you look; it's a matter of health, of well-being—heck, it's a matter of national security!

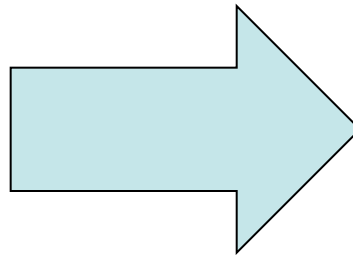
Smart swaps equal fewer calories. Fewer calories equal fewer pounds and a longer, healthier, happier life. It's as simple as that.

For thousands of food comparisons and enough savvy nutritional advice to help you lose 10, 20, or 30 pounds in a matter of months, join the **EAT THIS, NOT THAT!** premium online service. Head to **EATTHIS.COM** to find out more.

xvi



Direct Traffic: Magazines



Direct Traffic: Television



Direct Traffic: Radio



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This week on Car Talk:

#1103: The Superball Bumper

Two years after losing Reverse in her Jetta, Tanya in California has developed several strategies to make sure she never has to go backwards. This week on Car Talk, she's going to learn one more from Tom and Ray: bouncing off whatever happens to be in front of her. Other pupils in the show include Jason, who wants to know if his wife's theory on gas mileage is totally wacko, and Tiffany, who awaits the Grand Tappet Jury's verdict on whether she destroyed two of her boyfriend's trucks in one day. Also, the Northeast blizzard claims a Camry, and what would attract a swarm of bees to a '72 El Camino? All this, plus a new Puzzler from the world of Lower Mathematics, and lots more, this week on Car Talk.

 Can't spare a full hour? Listen to the segment you want using the list below.

- Full Show:** You asked for it; you got it. Use this option to hear all 10 segments played consecutively.
- Segment 1:** Show Open: The Fiat-Chrysler culture clash. Also, we all make noises like that when we're cold!
- Segment 2:** You're using up all our answers, Jim.
- Segment 3:** Quincy Bay ate my Camry.
- Segment 4:** Puzzler Answer: Can the family survive the rising floodwaters?
- Segment 5:** Life without reverse.
- Segment 6:** A Half-baked theory on a half-tank of gas? Also, a bad time and place for open windows.
- Segment 7:** New Puzzler: Lower mathematics meets the cylindrical tank.
- Segment 8:** They call that the "death rattle"

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 Car Talk News  Weekly Puzzler  Show Summary

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<http://www.cartalk.com/>

Direct Traffic: Live Events

Additional Resources

Mequoda Daily Resources:

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- <http://www.mequoda.com/free-reports/launch-a-link-building-campaign/>
- <http://www.mequoda.com/free-reports/online-press-release-guidelines>
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- <http://www.mequoda.com/free-reports/seo-campaign-management-basics/>
- <http://www.mequoda.com/free-reports/seo-copywriting-secrets/>

Mequoda Pro Resources:

- The Ultimate Guide to SEO Campaign Management
- Search Engine Optimization
- PR & Link Building
- Keyword Research Step-by-Step

Direct Traffic: Packaged Goods



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▲	Name	Time	Released	Description	Popularity	Price
1	240: How Great Management Turned Around ...	17:22	3/24/11	Jonah Keri, sports and stock market writer;...	i	FREE
2	239: Ricky Gervais on Not Having a Real Job	12:08	3/17/11	Ricky Gervais, creator of the hit television ...	i	FREE
3	238: Who Do You Blame When Things Go Wr...	10:39	3/10/11	Ben Dattner, founder of Dattner Consultin...	i	FREE
4	237: Post-Traumatic Growth and Building Res...	14:06	3/3/11	Martin Seligman, director of the Positive P...	i	FREE
5	236: Manage Your Organization's Energy	11:32	2/24/11	Bernd Vogel, assistant professor of leader...	i	FREE
6	235: Getting Smarter About Mergers and Acq...	13:15	2/17/11	Andrew Waldeck, partner at Innosight and ...	i	FREE
7	234: The Coherence Premium	11:27	2/10/11	Paul Leinwand, partner in Booz & Compa...	i	FREE
8	233: Finding Profit in a World of Free	13:31	2/3/11	Saul Berman, vice president and global le...	i	FREE
9	232: The Persuasive Power of Uncertainty	13:50	1/27/11	Zakary Tormala, associate professor of ma...	i	FREE
10	231: eBay's CEO on Growth, Acquisitions, an...	16:31	1/21/11	John Donahoe, CEO of eBay.	i	FREE
11	230: The Holy Grail of Continuous Growth	13:51	1/13/11	Paul Nunes, executive director of research...	i	FREE
12	229: How to Fix Capitalism	15:32	1/6/11	Michael E. Porter, Bishop William Lawrenc...	i	FREE
13	228: HBR's 2011 Agenda	20:24	12/30/10	With insights from A.G. Lafley, Dan Ariely, ...	i	FREE
14	227: The New Global Entrepreneur	15:35	12/23/10	Anne Habiby and Deirdre Coyle, cofound...	i	FREE
15	226: Guilty People Make Good Managers	12:21	12/16/10	Frank Flynn, Stanford Business School pr...	i	FREE
Total: 240 Episodes						

3rd Traffic Driving Source: Referring Sites



twitter



http://



Referring Sites: Twitter

Adorable! RT @EvaLongoria Me and my sisters on set @maddielovesyou1 and @ddlovato! i love my girls!

<http://say.ly/pfFeCa>

about 18 hours ago via web



Name Us Weekly
Web <http://www.usmaga...>
Bio The REAL Us Weekly staff shares all the hottest celeb gossip

795 378,973 6,678
following followers listed

378,973

twitter



Mariska Hargitay & Husband Peter Hermann Adopt a Baby Girl!

<http://bit.ly/dEWJua>

about 1 hour ago via twitterfeed



Name OK! Magazine USA
Location New York City
Web <http://okmagazine...>

322 65,626 1,661
following followers listed

65,626

Referring Sites: LinkedIn

LinkedIn  Account Type: Basic

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- 2nd** [Colter Brinkley, MS @ SeoStylist.com](#), CEO - Success Stories, Inc. | Internet Marketing Consultation | Professional Trainer & Speaker | Producer & Director
Orange County, California Area

About this Group

Created: May 13, 2010

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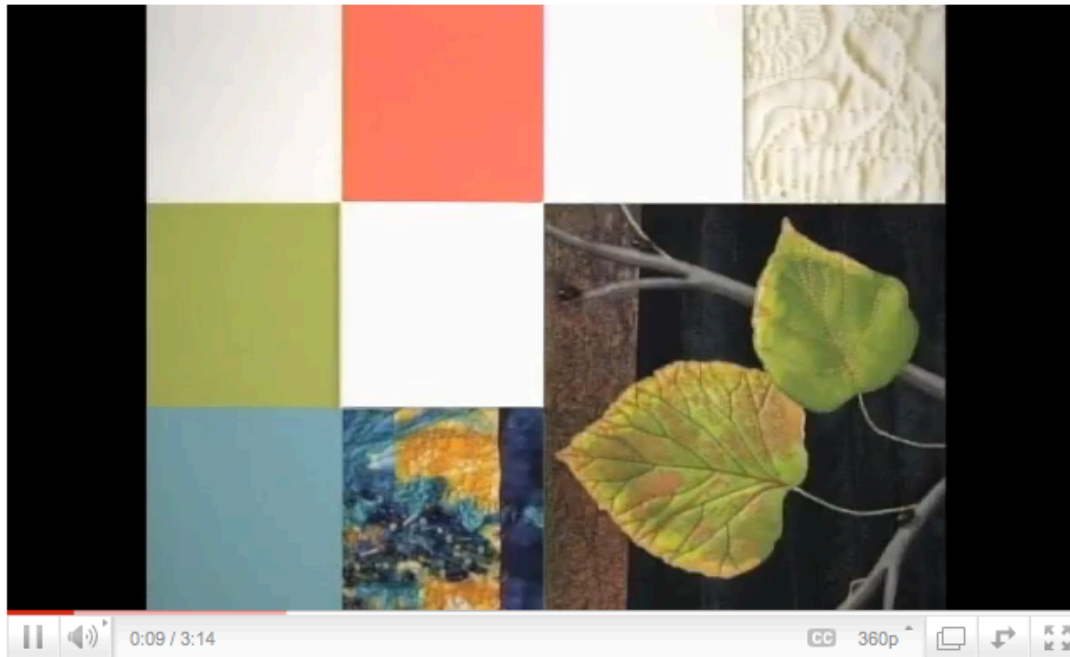
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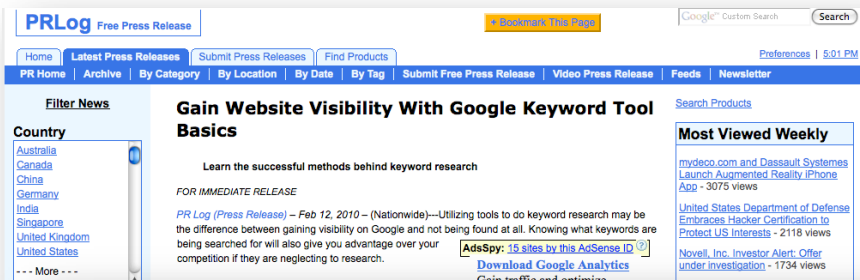


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The Saltiest Foods of 2011

By David Zinczenko with Matt Goulding
Apr 04, 2011

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Health Experts Main

Imagine pouring one and a half teaspoons of salt directly into your mouth. Can you taste it? Blah, bleh! You'd shed an ocean of tears trying to choke down those tongue-tingling crystals.

Yet, if you're a typical American, you eat that much salt every single day. And that's one primary reason why 50 percent of us are considered at risk for high blood pressure.

I know, that sounds impossible—you seldom if ever reach for the salt shaker, right? Well, you don't have to: Data from the Centers for Disease Control and Prevention show that most of us consume about 3,400 mg of sodium a day, but only 5 percent of it comes from home cooking. Some occurs in foods naturally, but the overwhelming majority of the sodium you eat—77 percent—comes from foods sold in supermarkets and restaurants. Heart disease is the

Men'sHealth

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WEAT THIS at P.F. Chang's: Steamed Broccoli's Feast Lunch Bowl on Brown Rice for 210 calories, 2 g fat, & 80 mg sodium! 5 hours 53 min ago

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@toots Try mixing them into yogurt. 10 tastes great! 8 hours 34 min ago

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Games and Tools

PLAY THE EAT THIS, NOT THAT! GAME!

Eggs and Sausage Plain Bagel Sandwich

Calories: 500 Protein: 25 g Fat: 14 g Refaturated Fat: 4 g

TODAY'S BEST

Thursday, March 11th, 2010

10 Ways to Make That Food Healthy

Eat healthy at any restaurant once you're armed with these tips. Read More »

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"Unlimited Golf" Vacations

WEDNESDAY, APRIL 22, 2009

COMMENTS (0)

In search of inexpensive golf at big league ball parks? I took a few seconds to ~~rip off~~ link to Golf Vacation Insider's list of resorts offering "unlimited golf" vacations. Some of which I've already featured in this blog (RTJ Trail and Pinehurst):



"Unlimited golf" vacations are nothing new, but thanks in part to the weak economy, even some of America's best courses and classiest resorts are offering golf's version of the all-you-can-eat buffet.

Yes, even resort icons like Pebble Beach, Pinehurst, Kiawah Island, Sea Island, and the Greenbrier are offering unlimited golf vacation packages. In fact, I've wanted to publish a tip about this for several weeks now, but the list of deals kept getting bigger and the quality of the venues kept getting better. Some have expiration dates approaching, so I couldn't hold off any longer.

Although their list includes a place like Pebble Beach, the course being offered is Spanish Bay. At Pinehurst and Kiawah you'll pay a premium to play No. 2 and the Ocean Course respectively—but it still involves some savings.

Here's the entire article:

--Matty G.

PR 8

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20 Places Where You Can Take "Unlimited Golf" Vacations Apr 21 2009
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"Unlimited golf" vacations are nothing new, but thanks in part to the weak economy, even some of America's best courses and classiest resorts are offering golf's version of the all-you-can-eat buffet.

Yes, even resort icons like Pebble Beach, Pinehurst, Kiawah Island, Sea Island, and the Greenbrier are offering unlimited golf vacation packages. In fact, I've wanted to publish a tip about this for several weeks now, but the list of deals kept getting bigger and the quality of the venues kept getting better.


 Even top resorts like Kiawah Island are offering unlimited golf vacations.

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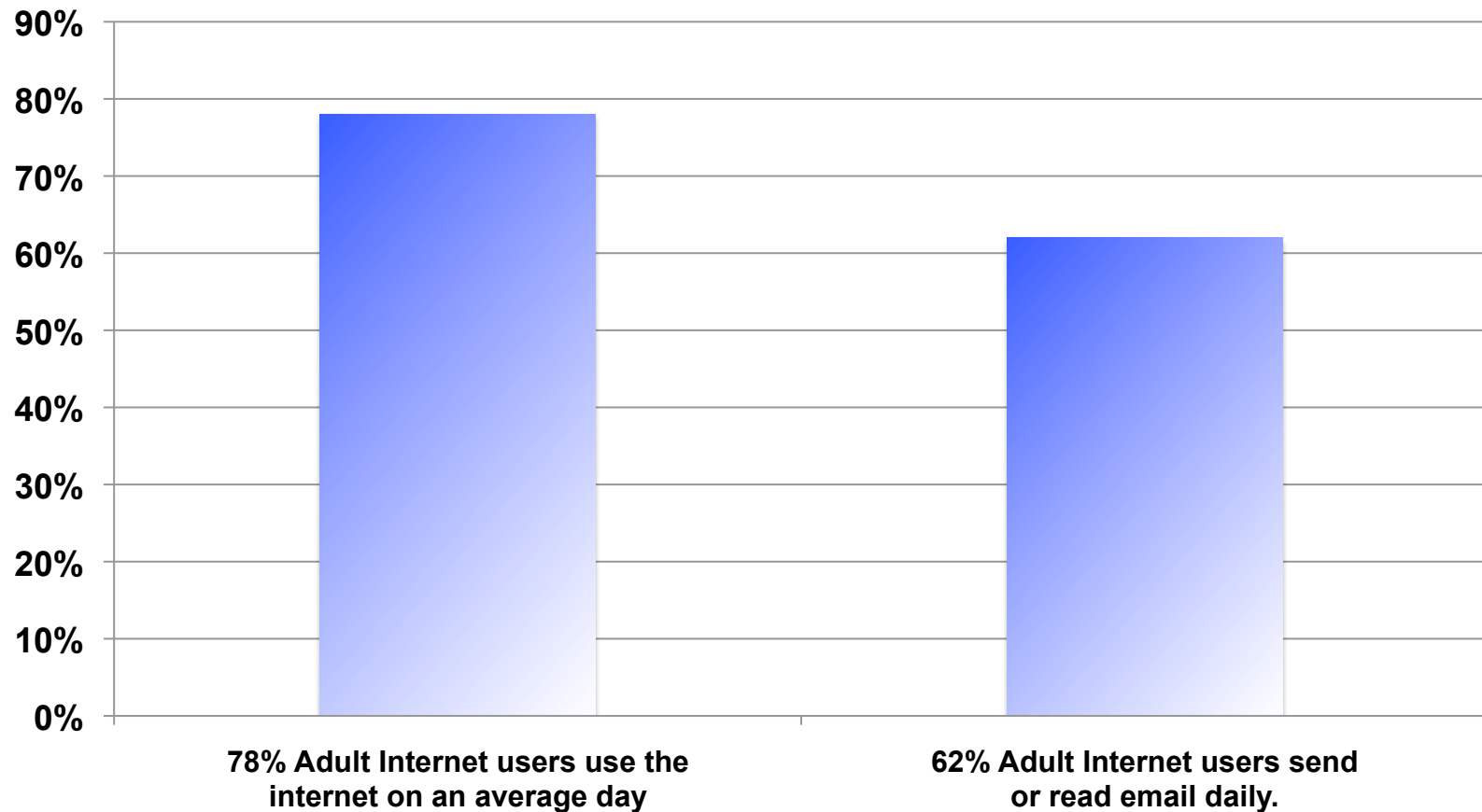
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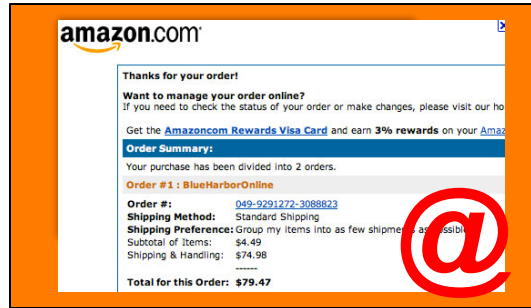


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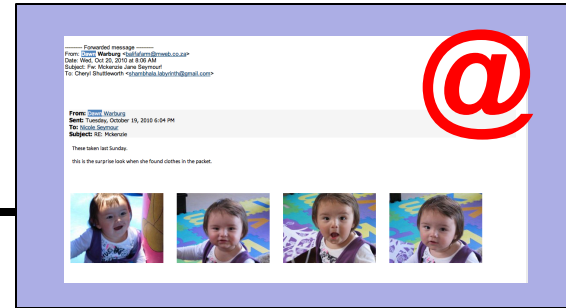
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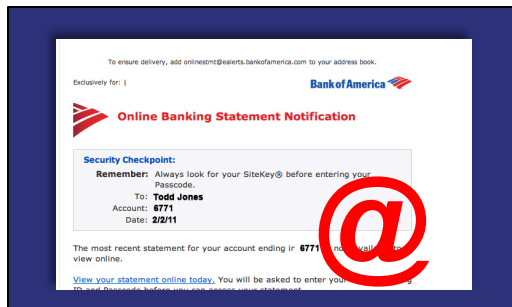
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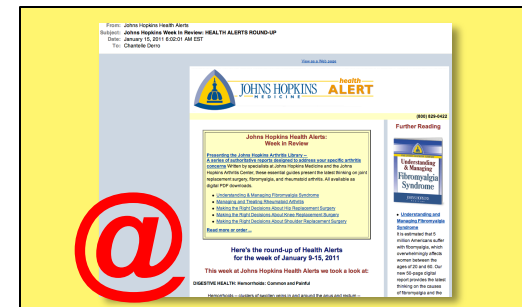
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Johns Hopkins Health Alerts: Memory

[10 Signs That It's Time To Give Up the Keys](#)

Deciding when an older adult is no longer fit to drive is a challenging issue with no clear answer. When it comes to dementia, the decision can be especially tricky. Recently, the American Academy of Neurology released new guidelines to help determine when people with Alzheimer's disease or other forms of dementia should stop driving. Read on ...



[10 Signs That It's Time To Give Up the Keys](#)

Deciding when an older adult is no longer fit to drive is a challenging issue with no clear answer. When it comes to dementia, the decision can be especially tricky. A recent study in the journal *Neurology* found that as many as 76 percent of people with mild dementia are still able to pass an on-road test and drive appropriately. Yet virtually all dementia sufferers will have to stop driving eventually, as the disease worsens and memory, spatial orientation, and cognitive function decrease over time. Earlier this year, the American Academy of Neurology released new guidelines to help determine when people with Alzheimer's disease or other forms of dementia should stop driving.

Caregivers are frequently the first line of defense when it comes to reporting unsafe driving in a person with dementia, and doctors should listen to what they have to say, according to the American Academy of Neurology's report. "Caregivers are often proven correct when they report dangerous driving," says Peter Rabins, M.D., M.P.H., director of the division of geriatric psychiatry at Johns Hopkins and a *Health After 50* board member. "They are more likely than the patient to give a realistic assessment of the patient's driving abilities."

But the most reliable measure of a dementia sufferer's driving ability is a driving test. If a doctor has doubts about a patient's fitness to drive, he or she may refer the patient for an on-road driving test, according to Dr. Rabins. Some states actually mandate behind-the-wheel road tests by the Department of Motor Vehicles for older drivers to renew their licenses, while other states allow occupational therapists trained to assess driving ability to evaluate patients. States also differ in physician requirements for reporting a driver who is too impaired by dementia to drive.

Often, enforcing a decision that a person with dementia is unfit to drive comes down to the patient's family or caregiver. Dementia patients may forget they were told not to drive or not agree with the assessment that they are unfit to drive. It's a very difficult topic to approach, but beginning discussions about driving with the person early on, reducing the need to drive, and arranging alternative transportation can help make for a smoother transition to life after



• [Caring for a Loved One with Alzheimer's Disease: A Guide for the Home Caregiver](#)

Written by two world-renowned Alzheimer's specialists — Dr. Peter Rabins and Dr. Ann Morrison, this practical 134-page guide provides detailed advice on how to successfully manage your day-to-day responsibilities - to your patient and to yourself. Chapters include: When It's Time to Take Away the Car Keys, Personal Care for the Dementia Patient, Dealing with Alzheimer's Troubling Behavior Problems, Deciding to Move a Loved One into Residential Care. And when you order now

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19 de marzo, 2011

Prepara un plan familiar de emergencia para los desastres naturales

Permalink: <http://www.vidaysalud.com/daily/vida-saludable/prepara-un-plan-familiar-de-emergencia-para-los-desastres-naturales/>

El catastrófico terremoto en Japón, seguido de un tsunami sentido por todo el Pacífico en el hemisferio norte, nos ha hecho orar por nuestros hermanos japoneses y reflexionar sobre lo frágiles que somos los seres humanos ante la naturaleza.

Todos estamos expuestos a los desastres naturales y hay que tener un plan de emergencia para la familia. ¿Cómo se comunicarían? ¿En dónde se reunirían? ¿Qué provisiones deberían de tener en casa?

Aquí hay tres artículos que te pueden ayudar a armar tu propio plan:

[Para seguir leyendo, haz clic aquí...](#)

Pastillas de yodo y radioactividad: cuando tomarlas y por qué evitarlas

Permalink: <http://www.vidaysalud.com/daily/vida-saludable/pastillas-de-yodo-y-radiactividad-cuando-tomarlas-y-por-que-evitarlas/>

Ante los acontecimientos de Japón, muchos temen que los efectos radioactivos lleguen a los Estados Unidos y México y han salido a comprar píldoras de yoduro de potasio o pastillas de yodo para contrarrestarlos, aunque los expertos consideran que los riesgos de un envenenamiento nuclear son mínimos en América y no recomiendan tomar este medicamento, al menos por el momento. En este artículo te contamos qué es el yoduro de potasio, cuáles son sus efectos y cuáles son los riesgos de consumirlo...

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¿Estás engordando por comer tarde en la noche?

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Pan de Calabacitas



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Today's HR Daily Advisor Tip:
FMLA: Substance Abuse? Holidays? Multiple SHCs?

Topic: [FMLA](#)

In *yesterday's Advisor*, we busted some myths concerning FMLA leave. Today, some of the thorniest questions readers ask, plus an introduction to the "FMLA Bible."

Do I really have to approve leave for treatment of substance abuse?

Substance abuse may be a serious health condition if one of the tests for establishing a "serious health condition" is met. However, FMLA leave may be taken only for treatment of substance abuse by a healthcare provider or by a provider of healthcare services on referral by a healthcare provider. Absence because of the employee's use of the substance, rather than for treatment, does not qualify for FMLA leave. This distinction is important.

Treatment for substance abuse does not prevent an employer from taking employment action against an employee. However, an employer may not take action against an employee because the employee has exercised his or her right to take FMLA leave for treatment.

If the employer has an established policy, applied in a nondiscriminatory manner, communicated to all employees, and that provides under certain circumstances an employee may be terminated for substance abuse, the employee may be terminated pursuant to that policy even if the employee is presently taking FMLA leave.

Note: An employee may also take FMLA leave to care for a covered family member who is receiving treatment for substance abuse.

An employee is on intermittent FMLA for migraines. She has now requested FMLA for surgery. Can she take two types of FMLA?

As you are aware, the FMLA allows eligible employees to take up to 12 workweeks for leave during any 12-month period for, among other things, the employee's own serious health condition.

In your situation, if the employee's illnesses qualify as serious health conditions, she may be entitled to FMLA leave, but she is only entitled to a total of 12 weeks in a 12-month period. Therefore, the amount of leave she is entitled to take for surgery would be reduced by the amount of leave she has taken for her migraines in the relevant 12-month period.

FMLA—the #1 hassle of 2011? Likely. BLR's compliance guide is ready to help now. [Click here](#) to find out more about the *Family and Medical Leave Act Compliance Guide*.

A school district employee takes 12 weeks of FMLA beginning in November. Is the two-week Christmas break counted as part of the 12-week FMLA?

For purposes of determining the amount of leave used by an employee, the fact that a

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BLR® WEBINAR February 23, 2011 - 1:30 p.m. EST

Paid Time Off:

Best Practices for Compensating Employees When They Dip Into Their PTO Banks

An Interactive Webinar with Practical Compliance Strategies

According to the 2010 BLR/HR Daily Advisor Employee Fringe Benefit Survey, 54% of employers offer a paid time off (PTO) plan. Those of you who use a PTO bank know that managing absences can get tricky, especially when exempt workers are out on unscheduled, unexpected absences, or for only part of a workday.

Join us on Feb. 23 for an in-depth, 90-minute webinar on how to effectively manage PTO banks for exempt and non-exempt employees. Our expert - a seasoned labor and employment attorney - will discuss thorny issues that come up every day for employers like you.

You'll get answers to questions that regularly come up for organizations like yours, such as whether you can make an exempt employee stay home or leave work early and still deduct the non-work time from his or her accrued PTO bank without jeopardizing exempt status.

You and your colleagues will learn:

- How the accrual and pay-out of sick and vacation time generally differs from the accrual and pay-out of
- When partial-day absences may be deducted from exempt employees' salaries
- The type of notice you must provide to exempt workers before forcing them to use accrued PTO during temporary furloughs
- Whether use it or lose it policies are legal under federal law
- Best practices for carrying over PTO days and cashing out unused time
- How PTO may be used in conjunction with FMLA-related leaves of absences
- What you should do before changing PTO accrual rates
- How exempt and non-exempt employees may use floating holidays
- Why you must pay close attention to the salary basis test for exempt workers when making pay deductions for unpaid time off

Details

Only 1 Day Left!

February 23, 2011
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John P. Hagan, Esq.,
a partner in the Dallas office of Sarles & Quimet, LLP, is a trial lawyer Board Certified in Labor & Employment Law by the Texas Board of Legal Specialization. Focusing primarily on employment law, Hagan advises and defends corporate employers, both large and small, on employment disputes. He helps employers avoid and, if possible, resolve employment disputes before they ever reach litigation on a wide variety of

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Online Course Quality Assurance: Using Evaluations and Surveys to Improve Online Teaching and Learning

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Many higher education institutions use year-end student satisfaction surveys to measure course and instructor quality. But is that really a true measure of quality? All things being equal, an instructor who teaches a rigorous course will likely score much lower than an instructor whose course is a little less demanding.

No wonder surveys get such a bad rap. If these evaluations are the only type of surveys you use, there's a lot more you can, and should, be doing. Done correctly, surveys can deliver tremendous insight into what's working, what's not, and why.

[Download your copy of Online Course Quality Assurance: Using Evaluations and Surveys to Improve Online Teaching and Learning >](#)

Articles in this special report include:

- Online Teaching Fundamentals: What to Evaluate, parts 1-3
- Course and Instructor Evaluation: If It's So Good, Why Does It Feel So Bad?
- Getting Evaluation Data through Surveys: What to Consider Before Getting Started
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If you're dedicated to continuous improvement, this report is loaded with practical advice that will help you create more effective surveys before, during, and after your course ends.

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WEEK IN REVIEW

Monday, November 29

[Curriculum Development, Alignment and Coordination: A Data-Driven Approach](#)

No matter how good their individual courses are, it's easy for faculty to end up in a silo – unsure of what's happening in other courses throughout their department. Curriculum mapping can help break down those silos.

Tuesday, November 30

[Online Education Continues its Rapid Growth, Study Finds](#)



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[Cholesterol: The top five foods to lower your numbers - MayoClinic.com](#)

The foods you eat can help lower your cholesterol. Discover five that are best.

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[Reduce cholesterol with lifestyle changes - MayoClinic.com](#)

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Seven Keys to Reduce Cholesterol

Yours FREE: Seven Keys to Reduce Cholesterol

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A FREE guide from Johns Hopkins' specialists on how to reduce your cholesterol.

Plus, get FREE Johns Hopkins Heart Health Alerts straight to your inbox!

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Dear Friend,

If you or somebody you love needs to reduce cholesterol, this is a pretty simple proposition:

Would you like FREE information on how to reduce cholesterol sent directly to you from Johns Hopkins, ranked #1 of America's Best Hospitals?

As you probably already know, a high level of blood cholesterol is considered to be a leading risk factor for heart disease and heart attack. In fact, an estimated 65 million Americans should reduce cholesterol, and fully 35 million of them should be taking cholesterol-lowering medications. Of the 15 million Americans taking statin drugs to reduce cholesterol, most of them are actually taking doses too small to help them meet their optimal cholesterol levels.

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Review **Cholesterol** Basics - How Exercise Impacts **Cholesterol** Levels
cholesterol-medicine.com

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High-Cholesterol-Rx-Treatment.com

[Reduce Cholesterol](#)

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Tue Feb 1, 8:58 AM ET



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5 Primary Traffic Driving Source Types

1. Search Engines (6)
2. Direct Traffic (8)
3. Referring Sites (7)
4. Email (5)
5. Paid Media (3)

Additional Resources

Traffic-Driving Tips in Mequoda Daily:

- <http://www.mequoda.com/free-reports/increasing-website-traffic-and-building-email-marketing-lists/>
- <http://www.mequoda.com/free-reports/master-landing-page-templates/>
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Traffic-Driving Sessions in Mequoda Pro:

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- Blogging for Editors
- Twitter for Editors
- SEO Campaign Management 2011

Thank You

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