Matt Cutts is an engineer at Google, where he fights linkspam and helps webmasters understand how search works.

Why you should listen

Matt Cutts works on search at Google, specializing in search optimization. He’s a friendly and public face for helping webmasters understand how Google’s search actually works, making hundreds of videos that answer questions about SEO. (SearchEngineLand made this handy chart of all of them.) He’s an advocate for cutting down on poor practice such as link spam. He also wrote the first version of SafeSearch, Google’s family filter.

What types of bad habits do you have? When did they start?

What types of good habits have you examined in others?

1. What habits do you need to shed to be successful this year? What is that going to take?

2. Which good habits can you realistically adopt this semester? What outcome do you think adopting those may have on your life?

3. What is your 30 day plan? Outline it.

Some text taken from Ted Talks: www.ted.com