Simplify SEO with All-in-One Tools
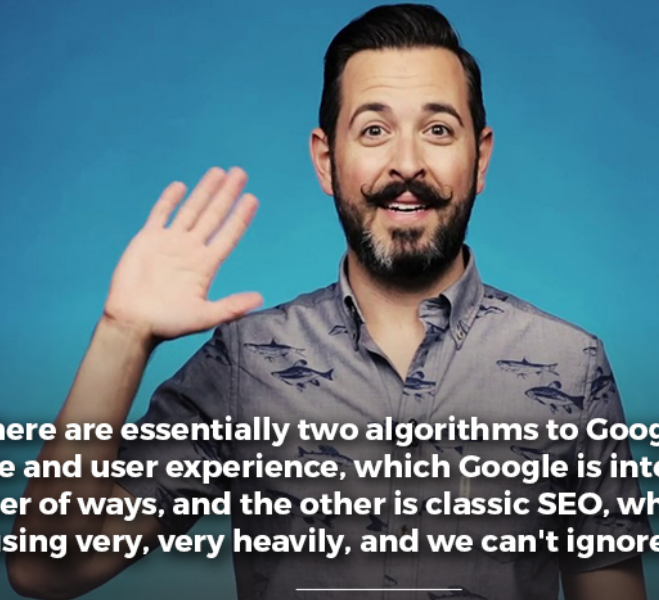
10 Point Checklist

Rand Fishkin

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps you can take to take
your marketing to the next level.

MARKETING SPEAK

HOSTED BY **STEPHAN SPENCER**

"There are essentially two algorithms to Google. One is people and user experience, which Google is interpreting in a number of ways, and the other is classic SEO, which Google is still using very, very heavily, and we can't ignore either one."

RAND FISHKIN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game? Here are 10 steps that can move you closer to your goals – today.

☐ After finding keywords that you want to use, test, test and do some tests, and continue to optimize and drop the ones that aren't performing.

☐ Marketers can get overwhelmed with the amount of tools that are available, especially with keyword data. Check out Keyword Explorer for an easy-to-use solution.

☐ Try out Moz products at Moz.com, you will receive your first 30 days for free.

☐ Ready to grow your social media network and connect with influencers in your market? Use Followerwonk to help you reach these goals.

☐ Automate your business with tools that can help you send emails and track leads. It can have a positive impact on user behavior, and also makes it much easier for you to stay on track.

☐ Stay focused on both traditional SEO and the user experience-to be a great marketer, you can't ignore either one.

☐ If you're fed up with programs that aren't performing well, create your own! Having an executive team who understands the business will help, but Rand took his business needs into his own hands and so can you.

☐ Always run tests. Sometimes just changing a headline, title, or adding additional content can dramatically improve the user experience.

☐ Don't spam! Unwanted messages can harm your reputation and cause you to lose customers. Stick with valuable content when setting up emails or automation systems.

☐ Try MozRank, the Moz version of Google Page Rank. The tool analyzes up to 10 websites at a time so you can generate analytic reports quickly and easily.