

Sharing SEO Insight, Tips, and Tricks

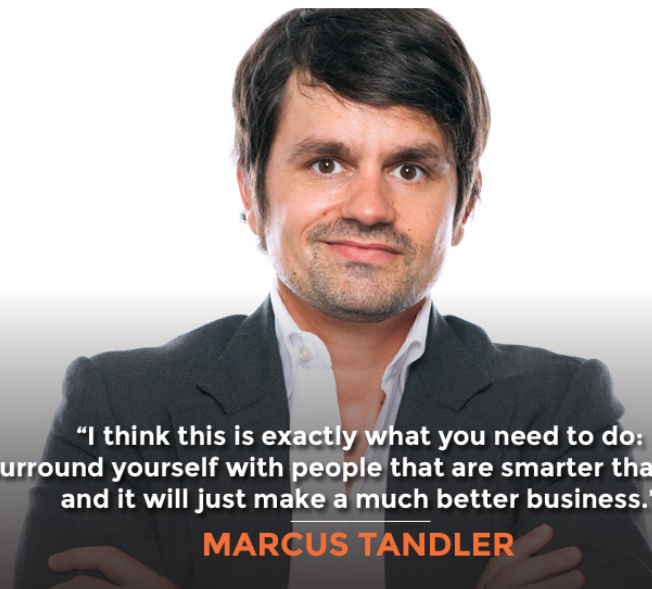
10 Point Checklist

Marcus Tandler

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 elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"I think this is exactly what you need to do:
surround yourself with people that are smarter than you,
and it will just make a much better business."**

MARCUS TANDLER

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.**

- When you're making hiring decisions, look for people who are smarter than you -- especially when it comes to the work they'll be doing in the position.
- Do keyword research on YouTube as well, not just on Google. Google Trends lets you do this by switching from "Web Search" to "YouTube Search" after you've entered your search term.
- Use 302 redirects instead of 301s. Christoph Cemper has found that 302s deliver more consistent performance in terms of SEO.
- Put some time into deciding what information to keep private and what to give away. Adding value to others is important, but so is keeping some secrets to yourself.
- Stay on your toes as you're working in SEO. Instead of being devoted to tried-and-true methods, be ready to see new opportunities and take advantage of them.
- To get featured snippet positions on Google, use SEMrush to find weak answers by competitors, then create better content yourself.
- TF-IDF analysis is a major topic in German SEO circles, but underused in the United States. Dig deeper into this concept and work on applying it to your marketing strategies.
- Work on providing holistic content for your users. Especially when Google doesn't know exactly how to answer the question, it favors holistic content.
- Incorporate related keywords (that aren't just direct synonyms) into your copy to provide a more holistic answer to searches, and therefore to rank better on Google.
- Be careful when you're using disallow. This doesn't prevent Google from seeing your pages; no-index pages instead for that purpose.