

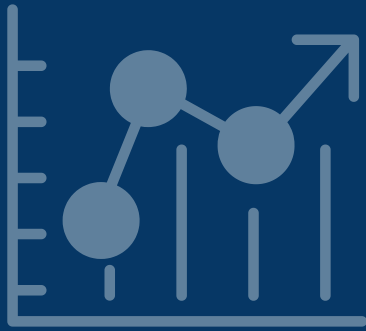
SEO and Conversion Office Hours with Stephan Spencer

www.marketingspeak.com/384



10 Step Checklist

- Discover why my rankings are so low by taking Stephan's free SEO quiz. Take advantage of Stephan's free consultation to discern how I can fix my site errors.
- Have basic knowledge of SEO. Basic technical knowledge will help me optimize my site for search engines to make it more visible, which means more traffic and opportunities to convert prospects into customers.
- Utilize social media for the greater good. Evaluate which social profiles I need to create or revise. Make sure to add details with good, compelling keywords.
- Use keyword brainstorming tools to attain necessary data and build my portfolio. Utilize the keyword tools for comparison purposes. Here are some great keyword brainstorming tools: Soovle, Ubersuggest, Google Trends, and AnswerThePublic.
- Create and share remarkable content. A noteworthy publication keeps the audience/readers engaged and compels them to like and share content with their friends.
- Write excellent titles for my articles. A good title tag should have my primary keyword and shouldn't go too long. Remember Googlebot gives more weight to the keywords at the beginning of my title tag than at the end of the tag.



You can mold people's perceptions about you by creating or revising your social media.

-STEPHAN SPENCER

- Write compelling meta descriptions. Meta description does not affect my ranking, however, the meta description generates the click-through rate (C.T.R.) for my content.
- Use hardcore SEO tools for real data and don't base SEO practices on mere suggestions. Some great SEO tools are Google Keyword Planner, Moz, Rank Ranger, and SEMrush.
- Use the SEO BS Detector and SEO Hiring Blueprint when hiring an SEO expert for my business.
- Check out and read chapter 7 of The Art of SEO. This chapter teaches the fundamentals of SEO.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/384

Thank you!