

# Data-Driven SEO Insights

## 10 Point Checklist Will Critchlow

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**



**"The future of effective SEO is focused on off-site campaigns, revolutionary content, and testing and experimenting with strategies you'd like to implement."**

**WILL CRITCHLOW**

# 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.

- ❑ Learn about basic SEO. Even as a non-expert, becoming knowledgeable about basic SEO can optimize my website and make it more visible on SERPs. SEO basics aren't highly technical and anyone who's tech-savvy can implement them.
- ❑ Become aware of the “gray hat” tactics other SEO practitioners use against their competition. This insight is helpful in diagnosing site issues in case my site is attacked by negative SEO.
- ❑ Try out different testing techniques for my data. Never assume things will work the way they always have because search engine algorithms constantly evolve.
- ❑ Incrementally implement SEO strategies. SEO is a vast business strategy. By breaking it into small implementations and testing to see what does and doesn't work, I can easily determine what strategy is best for my business.
- ❑ Strategize how I publish my website content. Make sure I consistently publish new, relatable, and share-worthy posts.
- ❑ Execute market and keyword research to identify gaps in my SEO strategy. The answers all lie in the data. Data is my compass to navigate through the industry.
- ❑ Utilize keyword brainstorming tools for comparison and data verification purposes. Manual implementation can become time-consuming. Here are some great keyword brainstorming tools: [Soovle](#), [Ubersuggest](#), [Google Trends](#), and [AnswerThePublic](#).
- ❑ Take advantage of social media. Gain visibility and authority by publishing genuine and outstanding content.
- ❑ Visit Will Critchlow's [website](#) or follow him on [Twitter](#) and [LinkedIn](#) to stay updated on SEO. Also, check out SearchPilot's [website](#) to discover the platform's features and pricing.
- ❑ Sign up for SearchPilot's [case study newsletter](#) and get two case studies per month, which detail surprising SEO experiments.