

Managing Your Reputation through SEO

10 Point Checklist Chris Silver Smith

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**



“SEO is always changing. The cool thing is that we're well-positioned to be a part of that change if we stay aware.”

CHRIS SILVER SMITH

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.

- Build strategic thinking skills to anticipate future trends, develop innovative solutions, and tackle complex problems. Read strategy books by Machiavelli and Sun Tzu's [Art of War](#).
- Exemplify a visionary approach to provide myself and my team with comprehensive skills and knowledge. This will allow me to succeed and to create a more engaged and productive workforce.
- Prioritize website speed, mobile-friendliness, and ease of navigation to improve website user experience.
- Remove duplicate website content to prevent search engines from indexing multiple versions of the same page. This helps my website to rank higher.
- Educate myself on AI's limitations and potential pitfalls, and critically approach its output.
- Approach new information and theories with an open mind, but also exercise a healthy degree of skepticism.
- Manage my online presence by adding myself to relevant directories, classifiers, and meta-information websites. This can influence what appears in search engine knowledge graphs and improve my online visibility.
- Utilize online reputation management tools and services to help manage and monitor my online presence.
- Proactively build my relationships with customers. Address customers' concerns before they become public issues.
- Establish a crisis communication plan to prepare for potential reputation threats and respond effectively in a crisis.
- Visit [Chris Silver Smith's](#) agency [website](#) to learn more about search marketing and online reputation management.