

Resolving Complex SEO Issues

10 Point Checklist

Kaspar Szymanski

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**



“It’s vital to focus on your unique selling proposition for long-term business and website success.”

KASPAR SZYMANSKI

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.

- Understand the impact of AI on SEO. AI, especially language models. AI is a valuable tool for automation in my SEO.
- Evaluate URL structure changes. Remember that minor changes may not significantly affect my SEO rankings, and large-scale changes can be risky.
- Consider the size of my website to determine the importance of my crawl budget. For larger websites, a crawl budget can be critical; for smaller sites, it may be less of a concern.
- Highlight my unique selling proposition. Focus on my unique selling proposition and brand recognition to stand out in search results.
- Maintain and analyze server logs. This is crucial for insights on how search engine bots crawl and interact with my website.
- Distinguish between page-level penalties, keyword-level penalties, sitewide-level penalties, and other types of penalties. Diagnose the root cause of penalties and take corrective actions, such as addressing doorway pages or thin content issues.
- Utilize proprietary SEO tools for analyzing my private data. These tools can mimic search engine experience and insights and provide an in-depth analysis for my individual clients.
- Use a combination of SEO tools to cross-verify results and identify outliers. Each tool may have unique features or different data sources that can provide a comprehensive analysis.
- Practice caution with my algorithm adjustments and using a disavow file. Algorithm changes don't always provide a straightforward solution.
- Collaborate with SEO expert Kaspar Szymanski and visit his website at searchbrothers.com. Take advantage of upcoming conferences and industry events to meet Kaspar in person.