

# Staying Ahead of Google Updates

## 10 Point Checklist

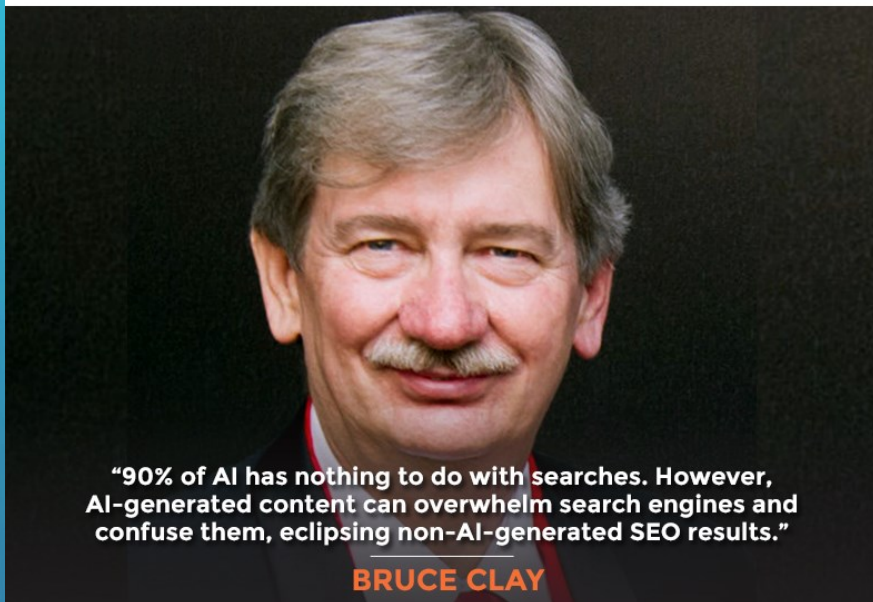
**Bruce Clay**

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**



**“90% of AI has nothing to do with searches. However, AI-generated content can overwhelm search engines and confuse them, eclipsing non-AI-generated SEO results.”**

**BRUCE CLAY**

# 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.**

- Diversify my global presence. Establish branch offices strategically in key global business hubs. Consider economic advantages and language proficiency when I select my office locations.
- Adapt to market dynamics. Stay informed about market dynamics in different regions and adjust my strategies accordingly. Leverage pay-per-click advertising in regions where it is effective for me.
- Invest in training and development. Develop comprehensive training programs and adapt to unforeseen circumstances like the COVID-19 pandemic. Use online platforms for my training and consider periodic in-person sessions.
- Utilize AI responsibly. I should practice caution with the potential misuse of AI, especially when generating my content. Monitor AI-generated content. This helps me to avoid the risk of overwhelming search engines with low-quality information.
- Engage in industry events. Participate in industry conferences and events to stay updated on the latest trends and insights. Collaborate with organizations like SMX for my workshops and masterclass sessions.
- Maintain a global team. Hire local teams and contractors to efficiently service different regions. Foster collaboration with my international offices to create a supportive network.
- Adapt my SEO services. Offer SEO services for my team, including training, workshops, and consulting. Explore online platforms to deliver training content and engage with a broad audience.
- Stay informed about Blackhat SEO. Stay vigilant about emerging trends in Blackhat SEO and AI. Monitor chat use and the potential risks associated with the dissemination of harmful information.
- Balance AI and human intelligence. Recognize the limitations of artificial intelligence and its regurgitation of existing knowledge. Emphasize the importance of human intelligence in my critical thinking and problem-solving.
- Evaluate market trends. Stay informed about industry trends, such as dead internet theory, to understand the evolving landscape. Regularly assess and adapt my strategies based on the changing nature of online activities and communities.
- Visit [bruceclay.com](https://bruceclay.com), connect with Bruce Clay and his team for SEO services, and access relevant resources to learn more about SEO.