

# Growth Hacks from an SEO Pioneer

## 10 Point Checklist

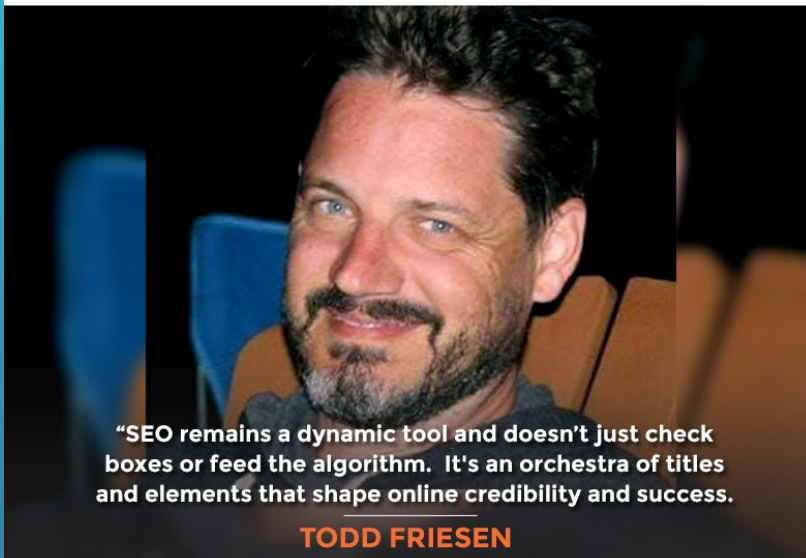
### Todd Friesen

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 remains a dynamic tool and doesn’t just check boxes or feed the algorithm. It’s an orchestra of titles and elements that shape online credibility and success.

**TODD FRIESEN**

# 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.**

- Focus on fixing obvious issues on my website before testing changes, such as broken links and bad site architecture. Take care of the low-hanging fruit issues first to build my foundation.
- Utilize AI tools like ChatGPT to generate ideas to improve my SEO and marketing content. Test all ideas before I fully implement them.
- Avoid distractions from my business fundamentals and utilize the latest AI tools. Leverage AI to amplify the core of my business. Use AI to improve how I deliver value, communicate with my audience, and promote my services.
- Hire an experienced SEO expert who can optimize my content, wrangle developers, diagnose site issues, design tests, and optimize complex funnels.
- Highlight my industry experience, credentials, history, services delivered, case studies, and credibility to improve my website quality.
- Beware of AI misinformation. Avoid using AI as my only source of content creation. AI-generated content may contain inaccuracies and misinformation.
- Test AI-generated suggestions. Whether AI or human consultants provide advice, testing is crucial. Ensure that my AI-generated suggestions are validated before I implement changes.
- Develop my AI skills to future-proof my career. Recognize that AI is the future. My business must integrate AI or risk being left behind.
- Adapt to algorithm changes. Monitor my ranking fluctuations and adjust my strategies as needed.
- Delve deeper into Todd Friesen's insights through [LinkedIn](#) and learn more about growth hacking from one of the pioneers of SEO.