

Becoming an SEO Strategist Instead of a Tactician

10 Point Checklist

Marcus Tober

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**



“If you don’t have the most backlinks, if you don’t have the best structure, but you have the best answer for the user, very likely you are the chosen one.”

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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.**

- Examine the content you already have. If any of it is based around keywords, completely rewrite it to focus on providing genuine value to readers instead.
- Rethink how you come up with your content ideas. Don't just list a bunch of vaguely related keywords; instead, think about genuinely related information and provide value around that.
- Are you a strategist or a tactician? If it's the latter, reframe your thinking and work on becoming a strategist; you can always hire a tactician if necessary.
- Work on understanding your audience by figuring out what drives them to your site. Create content relevant to the motivation behind what brought them there in the first place.
- Create content for your users in the format that fits the topic. Users searching for hairstyles want lots of images with relatively little text; users searching for unboxing videos may not want text at all.
- Pay attention to your bounce rate. Spend some time writing down how it could be lowered in terms of user behavior instead of simply quality, and see if that gives you insight into improving it.
- If you haven't already done so, view each page of your site from several different mobile devices (both Android and iOS). If they don't display beautifully, adjust them until they do.
- Look at the Searchmetrics Winners and Losers lists, and pay attention to what traits the losing sites have in common. Use that insight to guide you in improving your site.
- Do the same thing, but this time look at the winning sites. Observe their similar traits, and incorporate what you find there into your own site.
- Go to searchmetrics.com/content and sign up for a demo with Searchmetrics. It may take a while, but you'll eventually get a guided demo of the content tool.