Fine-Tune your Technical SEO, Page Speed, and Security

10 Point Checklist

Patrick Stox

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

"There is a lot of scary stuff about HTTPS that people don't
realize. It is about having a secure connection."
PATRICK STOX

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.**

☐ Migrate my HTTP site to HTTPS or HTTP/2 to make it faster and more secure.

☐ Research and be more aware of technical SEO terms. This will help me assign necessary tasks to my developer during site creation.

☐ Hire a web developer who has at least has a beginner SEO background and is capable of doing some primary optimization on my website.

☐ Never build a website without integrating SEO. It's like building a house and forgetting to install the wires for electricity, then bring down the walls again to assemble them.

☐ Look for ways to shortcut my SEO processes without jeopardizing the quality of the results.

☐ Use hreflang tags on my site if it has multiple languages. This lets Google know which language I am using on specific pages.

☐ Secure my site with HTTPS to avoid content injection and to prevent companies from posting ads without my consent.

☐ Set up Google Analytics, sign up for Google Developer Tools, and change my site to HTTPS. This will help me be more informed on my website activity.

☐ Make everything on my site load faster by migrating to HTTP/2.

☐ Reach my target audience and improve my online visibility with the help of Ryte.