

# The New World of SEO

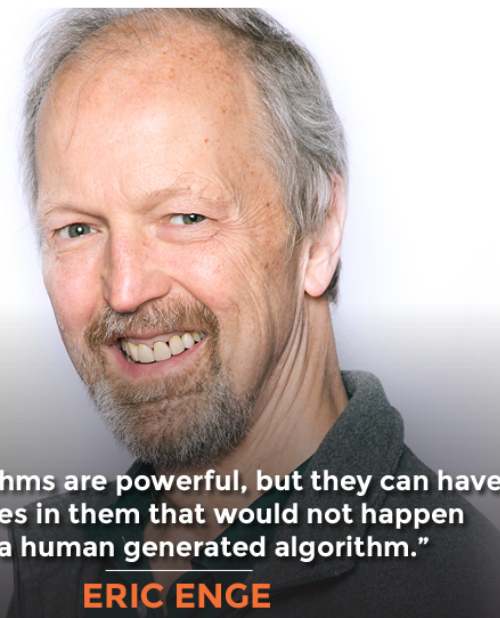
## 10 Point Checklist

**Eric Enge**

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**



**“AI Algorithms are powerful, but they can have loopholes in them that would not happen with a human generated algorithm.”**

**ERIC ENGE**

# 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.**

- Prioritize user engagement and satisfaction before I start optimizing my website.
- Brainstorm what the frequently asked questions are for my prospective customers.
- Create high quality, remarkable content that aims to answer my prospects' and readers' questions.
- Be prepared for the machine learning algorithm but don't believe everything I read. Always research trends and updates on my own.
- Make sure that my website is optimized for mobile given that most online users use mobile phones.
- Stay relevant and keep evolving my SEO knowledge by doing research, taking advanced classes and joining masterminds.
- Remain intuitive on human behavior by continuously getting customer feedback, staying on top of current events and following the latest fads and trends.
- Aim for rank "0", also known as featured snippets. Learn how to achieve this through Stephan's Search Engine Land article.
- Explore voice search optimization and see how I can incorporate these strategies into my projects. More people are using their voice instead of typing their queries than ever before.
- Grab a copy of Eric Enge, Stephan Spencer and Jessie Stricchiola's book The Art of SEO.