

SEO for the Enterprise, at Scale!

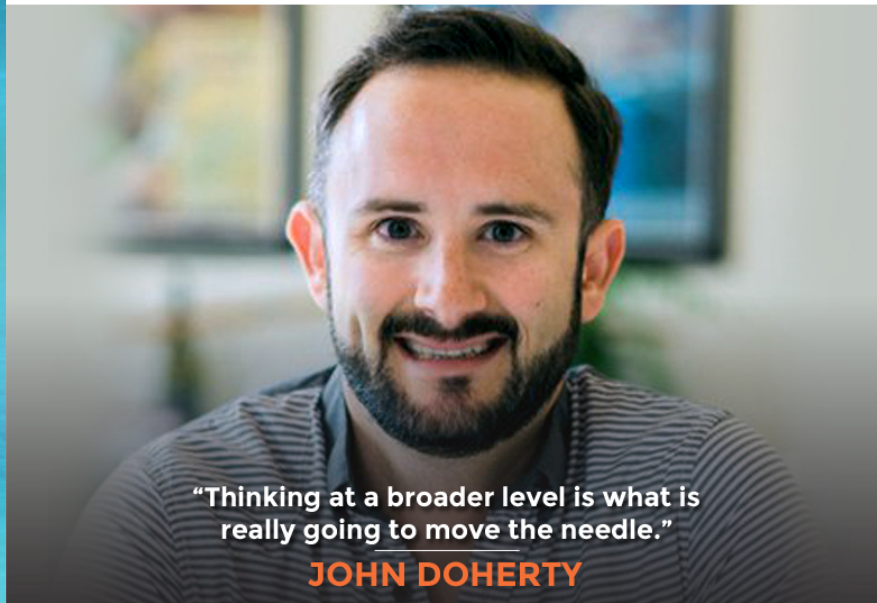
10 Point Checklist

John Doherty

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**



**"Thinking at a broader level is what is
really going to move the needle."**

JOHN DOHERTY

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 keyword buckets rather than specific phrases when dealing with a large-scale enterprise site.
- Keep my XML sitemaps up to date so that Google will recognize my important pages.
- Be sure to correctly tag my pages. Overusing tags can look spammy.
- Properly index my products by determining their category, subcategory, and sub-subcategory.
- Only rank the highly important pages on a large-scale website. If a site has more than a thousand pages, chances are not every page needs to be indexed.
- Don't allow freeform tag pages to form if I am setting up a new website or moving onto another domain.
- Create long tail keywords. Over time, long tail keywords have a ton of search volume and high conversions.
- Don't use robots.txt when taking pages out of index. I should noindex them first using the robots meta tag, noindex, follow noindex, and nofollow.
- Use the 301 (not the 302) if I'm trying to collapse a lot of duplicate content URLs and hide them from search results.
- Make it my duty as a consultant to educate my clients about making the right SEO decisions. Show them examples of how to avoid mistakes and how to make them right.