

Pragmatic Link Building


10 Point Checklist

Julie Joyce

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**



"No matter what you're doing, there are just basic principles
that can be applied to everything."

JULIE JOYCE

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.

- Find a good site that will enable me to grow my links. Don't rush and take my time because many sites exist only for selling ads and links.
- Develop a sharp insight when it comes to negotiating a link price by being aware of what their true value is.
- Be very careful with the people I'm dealing with. Have the transparency to let the client know what my goals are.
- Evaluate my progress by creating metrics that will determine my success in different areas.
- Use link analysis tools like Majestic, SEMrush and Kerboo.
- Download Evernote to help me keep track of things and stay organized with my business.
- Do not include URL on my initial email to avoid it being tagged as a spam email.
- Research and be informed about the benefits and risks of buying links.
- Identify where I mostly get my clients and develop a way to strengthen it.
- Strive to create a diverse group of clients. Don't be ever dependent on just one source of my business.