# Geeking Out on SEO

## 10 Point Checklist

## Barry Adams

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.



"Some things can be very trustworthy without having a great deal of authority."

**BARRY ADAMS**

# 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.**

☐ Understand the three main processes on a search engine: crawler, indexer and ranking system. Having an in-depth understanding of each process gives me an opportunity to build pages that will rank better in search engines such as Google, Bing or Yahoo.

☐ Make sure that my pages adhere to Google quality rater guidelines which are expertise, authoritativeness and trustworthiness.

☐ Be informed about the conceptual difference of authority versus trust.

☐ Revisit Dawn Anderson's episode and gain a deeper understanding about crawl budget.

☐ Know the importance of an SEO audit. Barry states it should serve a greater purpose which is to help clients become more successful online.

☐ Communicate openly with the product owner, developer, and marketers of the website when performing an SEO audit. Provide tips on how a website can perform better.

☐ Recognize that Google has a two-stage indexing process. The first stage is the HTML source code. This is when it analyzes the codes and understand what the page is about based on the title, tag, metadata, on-page content, headlines, etc. The second stage of the indexing process is where Google renders the page. It performs any related JavaScript and CSS then tries to evaluate the page, user experience, and its relevancy.

☐ Ask these questions, "What's the lowest bandwidth and CPU capabilities I expect that my user will have?" Barry says we must aim to design a website for the lowest common denominator.

☐ Never use a framework that you can't code yourself. Running a JavaScript-heavy website is not recommended if I want Google to reward my website with better search results.

☐ Research on Accelerated Mobile Pages, AMP, and gain knowledge on how I can use it for my website's visibility and mobile search result.