

Keeping Up with the Google Updates

10 Point Checklist

Marie Haynes

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**



"You have to be notable enough for other people
to want to be talking about your business."

MARIE HAYNES

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.

- Recognize the importance of EAT: Expertise, Authoritativeness and Trustworthiness. Marie says that this is a major factor in Google's algorithms.
- Hire credible people and experts in their field to boost EAT off of my website's content.
- Be well-informed about the [Google Quality Raters' Guidelines](#). It's an instruction manual for these raters who are contracted out by Google to tell them what is considered high quality in a website.
- Rank better by creating great content. Substantiate claims with trusted resources and up-to-date research.
- Understand the distinction between quality raters and Google webspam. A site may rank higher but if found with a quality issue, it can be flagged by Google and lose its ranking.
- Make sure to read The SEM Post by Jennifer Slegg on [Key Takeaways from the Latest Quality Raters' Guidelines](#).
- Visit [MarieHaynes.com/book](#) and get access to the free checklist that Marie and her team uses when evaluating sites based on the Quality Raters' Guidelines.
- Check Marie's blog post that discusses the effects of the August 1st update on YMYL, Your Money or Your Life sites.
- Consider utilizing Link Detox as part of link auditing process or even check blacklisted domains from [MarieHaynes.com/blacklist](#).
- Learn more about SEO from these useful resources: Local Search Forum, The SEM Post by Jennifer Slegg, Search Engine Roundtable and Google Help Hangouts.