

# Experimenting with SEO

## 10 Point Checklist

**Will Critchlow**

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**



"Relationships are so valuable. They are a source of business,  
of inspiration, support, advice, and so much more."

**WILL CRITCHLOW**

# 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.**

- Take that first step and reach out to experts. One way to grow is by surrounding myself with likeminded people who I can collaborate with.
- Build good working relationships. Aim to have mutual respect and open communication.
- Be willing to try different techniques in testing the data. Will say to never assume anymore that things work the way they always have.
- Improve my site performance by understanding what my users want. Send email or create a pop-up survey to get valuable inputs from my clients.
- Stay abreast of the latest news and information on SEO split testing. Will publishes this information on their website at [DistilledODN](#).
- Slowly but surely generate new content that stimulates people's interest. Do market and keyword research and identify gaps.
- Don't underestimate the power of social media. This is where I can gain visibility and authority by publishing genuine and outstanding content especially if I'm just starting out.
- Make use of different testing platforms such as [UsabilityHub.com](#) and [UserTesting.com](#). Will mentions the Five Second Test if you're getting focused on specific pieces of feedback and the narrative that overlays that.
- Don't overspend on testing platforms but maximize Google phone and email to reach out to my clients.
- Attend Will's SearchLove Conference on March 4th & 5th, 2019 and learn from the industry leaders on how I can uplevel my online marketing.