

# SEO Unpacked

## 10 Point Checklist

**Mike King**

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**



"Using proof keywords to further describe  
an entity allows you to be more relevant."

**MIKE KING**

# 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.

- Be familiar with the different SEO tools and identify which ones actually contribute to text analysis. Mike recommends [Knime](#), the Content Success tool from [Ryte](#) (used to be called [OnPage.org](#)), SEMrush, and Content Experience tool from [Searchmetrics](#).
- Understand and apply these different SEO concepts: Term Frequency-Inverse Document Frequency (TF-IDF), Latent Semantic Indexing (LSI), Entity salient and Hidden Markov Models.
- Be open to various sources of information but don't easily fall for it. Always test and experiment my strategies.
- Avoid focusing too much on Google. As an SEO or marketer, Google doesn't help my website at all but is only concerned with guarding their algorithms.
- View Mike's SlideShare presentation called [You Don't Know SEO](#) and be informed with the state of the SEO industry and insights on information retrieval to understand Google better.
- Read Mike's blog post [Just How Smart Are Search Robots?](#) and expand my knowledge about headless browsing.
- Utilize rendering tools like [Prerender.io](#) and [BromBone](#). React has a function called render to string which ensures that it is server-side rendered, as well as [Next.js](#) and [Angular Universal](#).
- Follow a design pattern of progressive enhancement on building my website. Ensure that the lowest common denominator user is able to see all the content.
- Deep dive into the topic of JavaScript and SEO by revisiting these episodes with [Bartosz Góralewicz](#) and [Barry Adams](#). Stay up to date and continue to amplify my knowledge with these valuable SEO resources: [The Art of SEO](#), [Moz](#), [Search Engine Land](#), [Search Engine Journal](#), and [Search Engine Roundtable](#).
- Visit Mike's digital marketing agency [iPullRank](#) and get an opportunity to collaborate and further enhance my webpage's SEO performance and many more.