

This Publishing Giant Does SEO Differently

10 Point Checklist

Dan Gaul

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**



**“Marketing tools are just starting points on possible action.
You have to understand what they do and be able to have
knowledge around what to do.”**

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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.

- Create a brand and figure out how I want the world to perceive who I am or what my business is all about.
- Make a list of prolific companies or establishments that can serve as an inspiration for building my own empire. Let their success stories fuel my drive into becoming a household name in my industry.
- Hire an SEO consultant or expert to help me build a strong, foolproof SEO strategy. An excellent performing website can help me stay relevant in my niche and with my customers.
- Research and watch out for expert recommendations on online business tools. This will help me find the right applications that can make specific tasks easier and more efficient.
- Establish a content marketing plan and make sure that I optimize it so that I can reach a broader audience who is specifically looking for what I publish.
- Do a regular monthly link detox analysis to avoid Google penalties that can inevitably affect my rankings on search engine results.
- Remember to do a full SEO audit whenever I buy an existing domain. Old and purchased domains may not be exactly what they are worth after some thorough inspection.
- Form a stellar team of the right people who share the same values and goals and can help with the progress of my company.
- Define the roles and responsibilities with the help of personality/psychology tests such as DISC profile, Sally Hogshead Fascinate Index, Predictive Index (PI), Myers-Briggs, and Values Determination Hierarchy.
- Check out Dan Gaul's website www.digitaltrends.com for excellent, high-quality content on the tech industry.