This Publishing Giant Does SEO Differently

10 Point Checklist

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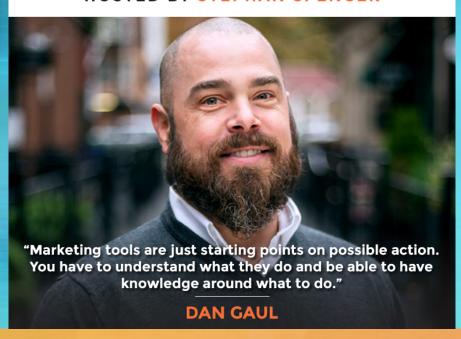
Want to gain as much knowledge as possible out of Marketing Speak?

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



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.