

Down-to-Earth SEO Advice


10 Point Checklist

Tim Soulo

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**



“As an expert, the goal is to provide the best information for Google to identify that you have the best information and show it to users.”

TIM SOULO

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.

- Publish unique, valuable content that readers or site visitors will appreciate and find useful. Marketing should be about providing solutions to different types of niches.
- Build authority in my niche. Provide people with answers to what they're searching for while creating a name for myself in the industry of my choice.
- Always conduct keyword research before content creation. With the help of many SEO tools, I can predict if my content will work well or not.
- Proactively reach out to people online and offline to create more awareness on what I am putting out there.
- Be social and engaging to the comments and feedback I get from all types of media. Be as accessible as possible through email and social media.
- Always bear in mind my audience when creating content. It shouldn't be about me when it comes to writing or shooting a video. My main goal is to be helpful rather than self-promoting.
- Utilize SEO tools that can help me when it comes to keyword research, site audit, analytics, etc.
- Utilize outreach tools to promote content to a broader audience and steadily improve my lead generation.
- Consult with an SEO expert for technical advice, especially when I am building my website, buying a new domain, or doing a massive site migration.
- Check out ahrefs.com and boost my knowledge about everything SEO.