

How to Hire an SEO

10 Point Checklist

Stephan Spencer

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**



**“The stakes are high in hiring an SEO.
One careless SEO mistake can result in a
Google penalty that can take months to recover
from- assuming a full recovery is possible.”**

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 hiring funnel to automate my hiring process. It can be as simple as a Careers page on my website where people can send their resumes.
- Where possible, delegate early stages of the hiring process to an assistant. Make sure they have a set of criteria so that only qualified candidates move on to the next stage.
- Include a problem to solve in my job ads. One right way to know if the applicant is serious about applying is by asking a riddle. This will demonstrate problem-solving skills and competence.
- Be careful when perusing the applicant's social media profiles and don't let their personal lives such as age, disability, gender, race, religion, or sexual orientation affect the hiring process.
- Split test job ads to find out what works best. Switch the titles, job descriptions, and other elements such as the problem-solving tests.
- Use trick questions during the interview. An example would be asking, "What's the difference between Panda and Penguin?" A good candidate would answer, "Google Panda's algorithm is about thin content while Google Penguin is about low-quality links."
- Bring in an expert on the second interview. This could be an SEO consultant who can grill them more adeptly on best practices, algorithm updates, and recent advances.
- Agree to a trial period of at least three months before I bring them fully on board. This is an excellent period to evaluate whether they are a fit for the company.
- Bookmark Stephan's Brighton SEO powerpoint as a reference on how to hire a great SEO.
- Download Stephan's SEO Hiring Blueprint on www.stephanspencer.com.