

Clarity in the Ever-Changing World of SEO


10 Point Checklist

Dan Shure

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**



“Google and other search engine users are actual people looking for content. They have certain psychology, goal, emotions, and mindset when they’re typing in the search box.”

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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.

- Write content for a specific search audience. Put myself in their shoes and list different ways which my audience would search for something they need answers to.
- Make it as convenient as possible for my audience to consume my content. Improve page speed and offering different varieties of content such as listicles, infographics, and videos.
- For long articles, provide a table of contents with links so that readers don't have to scroll down when finding answers.
- Analyze my content and find out what the competitors are doing by utilizing an app called INK, a web content optimization tool for writers.
- Categorize my published content especially if I cover several topics. Not only will it be easier for my audience to find topics of their interests, but Google's algorithm can also find relevant content quickly.
- Utilize link analyzing tools such as Majestic and Ahrefs to find out if the keywords I am using are competitive enough in SEO.
- Take note of E-A-T also known as expertise, authoritativeness, trustworthiness when publishing content. Read Stephan's [article](#) to learn more about it.
- Create headlines with a strong punch, but be careful not to clickbait. Headlines serve as first impressions and when the reader clicks on the link, I should deliver what was promised.
- Utilize keyword-rich phrases naturally all throughout my article so that it wouldn't seem like it was made for bots.
- Check out Dan Shure's website, [Evolving SEO](#) and tune in to his podcast, [Experts on the Wire](#).