

Making Data-Driven Decisions in SEO

10 Point Checklist

Bastian Grimm

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**



**“At the end of the day, SEO only runs successfully
if you have a goal in mind in the first place, and
you create a plan to achieve it.”**

BASTIAN GRIMM

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.

- Outline an SEO game plan and prepare a client dashboard 6 to 12 months in advance so my client, my team and I are all aware of how we can reach our goals.
- Aim to level with my client's needs and knowledge of SEO. They often aren't experts in search engine optimization. Therefore, it is my responsibility to help them understand the bigger picture.
- Determine whether a web page needs to be disallowed or noindexed. Noindex tells search engines not to include a page in search results. While a disallow tells them not to crawl a page. Oftentimes the two are intercepted, and it doesn't work well for the website's ranking.
- Don't pay too much attention to Google's cache. It's not that important when it comes to matters of JavaScript or from a rendering perspective.
- Utilize crawling tools such as [Deepcrawl](#) or [ScreamingFrog](#) to thoroughly audit a website and see if there are any technical errors i.e. page load time, duplicated content, etc.
- Implement a log file analysis so that I have precise data on how bots are crawling a website. The insights presented here can help a website rank and perform better.
- List down the necessary metrics for a website. There are dozens of tools and parameters out there to help a site's ranking, but not everything is needed for a specific business.
- Monitor a site's trust and citation flow. These metrics show how trustworthy a website is based on the quality of the links inside it and pointing to it.
- Always be informed when there's a new Google update. Check the facts twice and understand how a specific change in the algorithm can affect my past and future SEO strategies.
- Check Bastian Grimm's company website, [Peak Ace](#), for more information and content about technical SEO.