

Your Brand SERP is Your Business Card

10 Point Checklist

Jason Barnard

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**



"Some work we do is just for the money. We do things we don't like, but we have to at least have something we can pour a part of our soul in."

JASON BARNARD

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.

- Add an element of consciousness into building Brand SERPs. My goal shouldn't only be about being on the first page of Google but presenting the most reliable and valuable information to searchers.
- Test and experiment to figure out the best results. Develop a keen eye in observing people's psychology, so I know how to more effectively provide for their wants and needs.
- Remember creating the first impression is crucial. A person's attention span on the Internet only lasts for a few seconds. Make sure my Brand is easily remembered.
- Present a story that people can relate to. Customers support who a business is more than what they sell.
- Be patient in waiting for results. SEO is not a one and done type of strategy. It takes months to take effect, but organically making it on Google's first page is the best thing I can do for my visibility.
- Continue building authority and trust in my niche by creating high-quality content. Provide social proof and collect good reviews from my clients.
- Keep updated with trends. Google has updates now and then. Being unaware of an update may affect my rankings or, worse, get my site a penalty.
- Learn more about the knowledge graph. It is beneficial for extracting value by combining information from different sources, such as corporate silos.
- Remain valuable, useful, and relevant. Be so good that Google considers my website the best source of information for a particular set of keywords.
- Check out [Jason Barnard's website](#) to access his white papers, conferences, webinars, and more.