

# AI-powered Content Marketing and SEO

## 10 Point Checklist

**Aki Balogh**

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**



“High-quality content drives high-quality traffic.”

**AKI BALOGH**

# 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.**

- Think about the searcher's intent before starting with content creation. This enhances the relevance of my posts among my target audience. On top of that, consider different types of user intentions. People use the Internet to learn, research, and buy.
- Whenever I'm about to write, ask myself, "what are people asking?" "What are they thinking?" The answers will serve as my guide on how to choose the best angle for my readers.
- Be more proactive with my planning and content marketing. Create a spreadsheet of content ideas and be dynamic in the way I present them. Aside from blog posts, infographics and videos are great examples of compelling content.
- Learn to take advantage of data science. Optimize my business' operations based on data gathered in and outside of my company. With enough information, business decisions will become more precise and less wishy-washy.
- Research more on AI and Machine Learning. Some of its features and tools may be crucial for my business success, primarily when my company relies significantly on my customers' data and the digital industry.
- Run a competitive analysis. Finding out what my competition is and isn't doing will give me a better edge on filling the gaps and becoming the best option for my target market.
- Don't be surface-level. Add depth to my content and make sure I always give value to my audience in everything I do.
- Be consistent. Create a trustworthy brand and stand by my mission and vision no matter what. Let it reflect everything my business stands for, starting from the top down to my team's last member.
- Evaluate my metrics. Run analytics at least quarterly to see how my content marketing strategy is doing. If something works, keep doing it or find ways to improve it. And if something doesn't work, find another way.
- Check out Aki Balogh's website, [MarketMuse](#), to learn more about creating content that gives businesses a competitive edge.