

Google's and YouTube's Ever-changing Algorithms

10 Point Checklist

Aleyda Solis

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**



"A company's success is not about working with too many clients. It's about being able to work with like-minded entities that also hold high-growth goals."

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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.

- Pay attention to Google's latest Core Web Vitals. It's a concept SEOs and entrepreneurs need to understand to maintain or improve their rankings after May 2021.
- Fine-tune everything before running or publishing anything. Think of building a website the same way as creating a house. The foundation needs to be strong for it to support the entire building.
- Have a mobile-friendly website. Test its responsiveness by using a tool called [Mobile-Friendly Test \(Bulk Testing Tool\)](#). A responsive website makes it more convenient for visitors who use their mobile devices for browsing online.
- Provide a more efficient and better on-page experience by making the web pages load faster. Check the page speed to know whether it needs to be optimized.
- Add elements to the website that can increase audience engagement. Calls to action such as quizzes, eBook downloads, worksheets, etc., are great examples for encouraging activity.
- Check the server speed and quality of subscription websites. Slow loading pages may affect sales and conversion, and sometimes the reason is there isn't enough bandwidth to handle the site's traffic.
- Take advantage of YouTube for marketing purposes and utilize SEO strategies to get an edge at getting more viewers.
- Consider doing an SEO consultancy gig. There are many advantages to being a consultant. There's flexibility, exceptional training, and more opportunities to work with different clients.
- Access Aleyda Solis's SEO tools, [The Free Page Experience Tools Sheet](#), and [The YouTube Optimization Sheet](#).
- Visit Orainti's [website](#) to find out how you can grow your organic search and traffic profits.