Using SEO to Its Full Potential

10 Point Checklist

Jay Abraham interviews Stephan Spencer

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.

“You want to put maximum advantage on your side, and you want to ethically put maximum disadvantage on all your competitors’ side.”

JAY ABRAHAM INTERVIEWS STEPHAN SPENCER
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.

☐ Develop a strategy before taking advantage of the available tactics.

☐ Assess Google’s search results for your brand or niche. Strategize about how to modify the top ten results, perhaps by pushing second-page results onto the first page.

☐ Once you’ve decided which pages you want to promote, cultivate authoritative links from other sites to the pages in question. This helps boost them in search results.

☐ Study the difference between owned, earned, and paid media and assess your use of each. If you’re weak in one of the three realms, strengthen it to match the others.

☐ Create content that’s literally remarkable, in the sense of being worthy of being remarked upon. This will help increase your earned media.

☐ Focus on using discernment in advertising by using negative keywords to differentiate between visitors with real potential and traffic you don’t actually need.

☐ Enlist help in your Google Adwords advertising. Find and hire an expert to help you get things set up, and then to continue monitoring and tweaking them.

☐ Next time you’re looking into hiring an SEO expert, use Stephan’s SEO Hiring Blueprint. This gives you trick questions to ask that will help you establish the “expert’s” knowledge.

☐ Join a Mastermind group. Being around peers who are the people you want to become can be inspirational and motivational, and help you reach those goals.

☐ Find a way to contribute to the world. Growth and contribution are the needs of the spirit, Tony Robbins says, and you may find unexpected fulfillment through contributing.