

Stand Out on Google Search

10 Point Checklist

Dixon Jones

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**



"It's a lot easier waking up in the morning knowing that
you're proactively future-proofing your business."

DIXON JONES

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.

- Prioritize my website's inbound links. Make sure they are of high quality for Google to deem them as trustworthy content.
- Hire an excellent developer who can help implement SEO strategies on the website. Building SEO-compliant sites makes for easier crawling by search engines.
- Be more mindful of my site's citation and trust flow. These terms coined by Majestic are essential metrics that depict how trustworthy a website is based on its inbound links.
- Ensure I depict trust and authority on every web page. It's best to do a regular site audit to ensure there aren't any broken links, duplicate, or thin content.
- Establish an excellent site structure that can quickly tell Google which pages of the website are the most important.
- Be familiar with E-A-T, "expertise, authoritativeness, trustworthiness" in relation to SEO. Be more authentic and holistic in approaching my digital marketing strategies—having these as foundations will help me rank better on SERPs.
- Future-proof my business. Be more proactive in implementing strategies that promote longevity. Rethinking past tactics, going digital, and remaining up-to-date with the current trends are some ways to prepare for the future.
- Establish a clear and concise concept for Google to quickly understand what my website is all about. Bear in mind that Google understands concepts, not pages.
- Keep updating my site's content by adding a blog, resources, or FAQs page that contains relevant content for my target audience.
- Check out [InLinks.Net](#) to learn more about how I can outperform the competition through content optimization.