

Transform Your Business Using SEO

10 Point Checklist

James Schramko 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.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"You are responsible for how you show up online. You've got to be the captain of your ship in your SEO."

JAMES SCHRAMKO 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.

- Be proactive in dealing with my site's SEO. Don't only act when rankings take a hit or if an undesirable link about me shows up on the first page of Google. Best to build my foundation early, so it gets stronger over time.
- Claim my knowledge panel. A knowledge panel is an excellent opportunity for professionals to connect with their target audience by providing immediate results in fewer clicks.
- Implement a regular SEO audit. Always check how my website is performing. Every few months will give me a more precise overview of what I need to improve next.
- Pay attention to my metrics. Set up Google Analytics to monitor my site's performance. As the famous saying goes, "what gets measured gets managed."
- Take advantage of SEO tools. Stephan mentioned a bunch in the episode and they can be found in the Important Links section.
- Be familiar with the acronym E-A-T in SEO. This means Expertise, Authoritativeness, and Trustworthiness. These three characteristics are what positions professionals better in SERPs (search engine results pages).
- Continue working on my link-building strategies. This is a long-term digital marketing strategy that requires maintenance to keep me where I want to be on SERPs.
- Watch out for my LVT, also known as Link Velocity Trends. It's a metric in LinkResearchTools that when I have a negative score, I lose links faster than I am gaining them.
- When hiring an SEO, make sure to ask the right questions. For a quick guide on what to ask, Stephan created a resource called the SEO BS Detector.
- Take advantage of Stephan Spencer's free 20-minute consultation to learn more about how my site is performing. I can reach him at his website, or if I prefer to hire an agency, Stephan introduces the relaunch of Netconcepts.