

The Good, the Bad, and the Ugly in SEO

10 Point Checklist

Joe Youngblood

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**



"If you understand human psychology and what motivates humans, it becomes straightforward to convince people into doing things they didn't know they wanted to do."

JOE YOUNGBLOOD

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.

- Learn more about how [psychological operations](#) spread. Be critical of these types of processes that selectively use information to influence my emotion, and stay mindful of my reactions.
- Practice appropriate freedom of speech online and offline. Be constructive with my words, and remember that my statements may easily damage another person's reputation.
- Avoid engaging in negative conversations on the Internet. If I have to, I should use pseudonyms to express my thoughts and never associate these with my main account.
- Learn how to use a VPN for my security. Protect my identity and cover my tracks when using pseudonyms so I won't get traced.
- Follow proactive reputation management on the Internet. Negative reviews are hard to remove. Instead, I can use positive reviews and feedback to bury damaging ones.
- Remember that people use pseudonyms. Anybody can create a profile separate from their main accounts. Be cautious about who I interact with and don't easily trust people on the Internet.
- Learn more about Google Maps scams. When looking for businesses within a city, do a thorough background check and be cautious of names that use a city name followed by the type of business. Scammers use this method for lead generation fraud.
- Know which sites and blogs publish trusted information. Fake news is rampant on the Internet. I should learn how to distinguish a reliable website from a dodgy one.
- Research before buying courses, books, and items online. Avoid purchasing products that only share an incentive after a purchase has been made.
- Visit Joe's [website](#) to find valuable and up-to-date marketing resources and materials on different marketing channels. **You can also follow him on Twitter for more updates.*