

# The Art of Product-Led SEO

## 10 Point Checklist

**Eli Schwartz**

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**



**“SEO is a business that makes you think about how you  
can help other people more than using that position  
to become better for yourself and earn more.”**

**ELI SCHWARTZ**

# 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.**

- Aim to be of service to others more than thinking about the profit I am making. Success has more substance when one is putting others before themselves.
- Learn the fundamentals of SEO. If this isn't my line of expertise, look for an expert who can best consult my business.
- Conceptualize a product that people will love and support for an extended time. A huge factor in a successful SEO campaign lies in how excellently conceptualized the product is.
- Research for the best keywords for my business. Utilize keyword research tools that will help give an overview of what people are searching for on the Internet.
- Look out for credible influencers in my niche, aka the Linkerati. With the right message and campaign, these influential individuals have the power to draw a targeted crowd my way.
- Invest in marketing and SEO and make sure I am constantly putting my efforts into them. Implementing the strategies will be an ongoing process, but the returns will be beyond satisfactory once I put in the work.
- Visualize my goals so I can delegate outcomes and not tasks. SEO is very goal-oriented. It's helpful for everyone to have a clear guide of what's to be achieved.
- Focus on improving the quality and quantity of my links. Treat these links as PR for my business. The more they point to my site, the more Google deems my website or business worthy of a high ranking.
- Send out the right message to my audience. Conceptualize my content strategy. Make sure it is helpful, engaging, and shareworthy.
- Check out Eli Schwartz's [personal](#) and [agency](#) websites to learn more about product-led SEO.