

The Latest SEO Strategy with Lily Ray

10 Point Checklist

Lily Ray

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**



"The most important skill in SEO is the ability to figure out problems as they come to you, research the problems, and try things and see what works."

LILY RAY

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 open to trying new things in finding what best works for me. It will help me conquer the fear that is blocking me from moving forward and will allow me to expand my mind.
- ☐ Always remember priorities are based on the effort involved versus the potential payoff.
- ☐ For SEO technical issues, look for things that are easy to fix but have a significant impact.
- ☐ Make sure that whatever Google is crawling is also indexing. So as much as possible, Google is not wasting my crawl budget on resources or pages that don't offer any value and shouldn't be indexed.
- ☐ Put my best foot forward with all the pages that I want to be indexed. Anything that I allow Google to index is being counted against my site's overall evaluation of quality.
- ☐ Tag pages shouldn't be indexed. In most cases, they're not valuable entry points into a site and duplicate content in many cases.
- ☐ Have patience; everybody needs to start somewhere. I have to build a foundation if I want to succeed at Google, and it's going to take time.
- ☐ Don't start with keyword research by picking the highest volume keyword. Instead, start with my area of expertise.
- ☐ Avoid producing clickbait. Google is getting more aggressive against clickbait because they're trying to create a trustworthy consumer ecosystem.
- ☐ Don't take SEO information at face value. Google is not always 100% clear about everything that factors into SEO evaluations. Also, understand that SEO from two, three, or five years ago is entirely different now.
- ☐ Check out Lily Ray's website to know more about her. Also, visit Amsive Digital's website to work with her agency.