

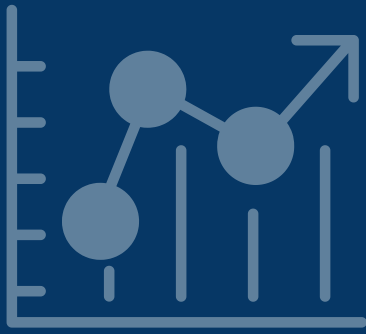
SEO Nonsense and Common Sense with Stephan Spencer

www.marketingspeak.com/BE1



10 Step Checklist

- Remember the three pillars of SEO - **content, site architecture, and links**. All three must work together to accomplish a successful website. It would feel like sitting on a two-legged stool if one of them was lacking.
- Create and share remarkable content. A noteworthy publication keeps the audience/readers engaged and compels them to like and share with their friends.
- Repurpose content so you don't spend too much time creating unique ones. For example, an article can be stretched out into infographics, short videos, listicles, etc.
- Take advantage of the second biggest search engine, YouTube. Creating videos that cater to your audience's need for information can improve your visibility and credibility.
- Prioritize your site architecture which is your website's internal links. Ensure the highly relevant pages are the easiest to access for your visitors and Google.
- Implement a regular site audit. Don't let stuff get stale with old content that links to places that have become dead websites.



"Google is kind of a big Black Box to pretty much everybody. It's got all these secret algorithms and things. This is where an SEO expert comes in super handy. They are the ones who figure out the gap."

-STEPHAN SPENCER

- Acquire a bunch of excellent quality links from trustworthy websites. It's not advisable to hire a link building company for cheap only to get a bunch of links from shady websites pointing to yours.
- Focus on PR. Get bloggers to notice you and link to you by reaching out to them with an interesting hook that will entice them to feature you on their website, social media, or Youtube channel.
- Choose the right keywords. Pick important keywords that your prospects or target audience are searching for. Then, create valuable content around those keyword themes, publish that on your website, and keep it fresh and up-to-date.
- Find the right SEO expert by downloading Stephan Spencer's resources and cheat sheets on his website, www.stephenspencer.com.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/BE1

Thank you!