

SEO Theory vs. Practice

10 Point Checklist

Kevin Indig

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 very similar to the field of medicine. Not because we're saving lives, but because medicine also follows scientific principles to a high standard to understand what really works."

KEVIN INDIG

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.

- ☐ Speculate and always look for the patterns and algorithms made by Google. SEO practitioners should always be in the know of what's happening in the industry. Failure to do due diligence may lead to serious site penalties.
- ☐ Understand the concept of TF-IDF (term frequency-inverse document frequency) and how it applies to search problems and behavior. This is a crucial component of SEO, wherein it is a statistical measure that evaluates how relevant a word is to a document in a collection of documents.
- ☐ Prioritize a good user experience for my website audience. For example, ensure the most convenient navigation wherein visitors can easily find what they need whenever they are on my domain.
- ☐ On the other hand, recognize the importance of dwell time as well. With the latest updates on Google search, such as featured images, it's more challenging for websites to get people to click on their links and stay for a longer period on their pages.
- ☐ Provide extremely valuable information in the form of mixed media and long-tail articles I know my audience needs to consume. This is how I get them to stay longer on my site, making me seem like a highly credible source in the eyes of Google.
- ☐ Utilize tools specializing in automation, machine learning, link auditing, and content writing. Stephan and Kevin laid out several highly recommended tools that can help boost a business' SEO rankings.
- ☐ Be mindful of my site's inbound and outbound links—link to credible sources and check which sites link back to my domain. There needs to be relevancy in the equation. For example, it doesn't make sense for a recipe site to link to an SEO agency site.
- ☐ Keep improving authority and trustworthiness. SEO is all about visibility. Position myself or the client I work with in the best light possible by creating campaigns backed by foolproof strategies and data analysis.
- ☐ Check out Kevin Indig's [website](#) to access his blog and newsletter and learn more about organic growth.