

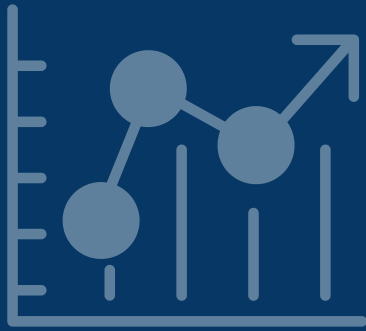
# SEO 101 with Stephan Spencer

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## 10 Step Checklist

- Get the right keyword for my business. My keywords should be relevant, popular, and attainable in my business and industry.
- 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 I don't spend too much time creating unique ones. For example, an article can be stretched into infographics, short videos, listicles, etc.
- Repurpose content, so I don't spend too much time creating unique ones. For example, an article can be stretched into infographics, short videos, listicles, etc.
- 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.
- Focus on PR. Get bloggers to notice me and link to me by reaching out to them with an interesting hook that will entice them to feature me on their website, social media, or Youtube channel.



**Having remarkable content ensures or increases the odds that you are going to get links. If you don't have links, you're dead in the water. You're invisible.**

-STEPHAN SPENCER

- 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 evaluation. Also, understand that SEO from two, three, or five years ago is entirely different.
- Focus on my core competency, Don't try to be the Jack of all trades.
- Learn the fundamentals of SEO. If this isn't my line of expertise, look for an expert who can best consult my business.

For the complete interview, transcript, and important links, visit [www.marketingspeak.com/354](http://www.marketingspeak.com/354)

*Thank you!*