

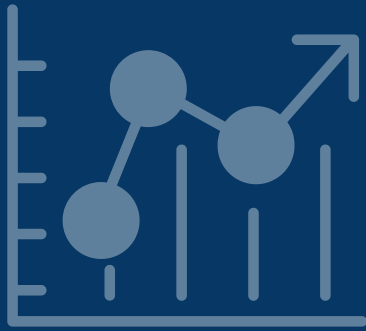
Content that Ranks with Stephan Spencer

www.marketingspeak.com/364



10 Step Checklist

- Identify the right keywords. My keywords should be relevant to my business, popular in searches, and attainable to rank on page one in any search engine.
- Create remarkable content. If I have something worthy of remark, then I've got something that is spreadable, link-worthy, and can perform well on social media.
- Network my remarkable content. Reach out to influential websites and blogs to spread my content. Use tools like Majestic, linkresearchtools.com, or Ahrefs to identify the authority and trust of these websites.
- Be deliberate and picky on the sites I target. Some have toxic links pointing to their sites, and that toxicity can be passed to me. Use a detoxing tool like Link Detox to find and remove all the toxic links.
- 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.
- Laser-target the keywords my audience uses. Do focus groups or online surveys on my audience or email subscriber list. Leverage Facebook if I'm laser-targeting certain demographics, psychographics, clicker graphics, etc.



Links matter. They're the foundation of Google's ranking algorithm still to this day. It will continue to be so for years to come.

-STEPHAN SPENCER

- Use the SEO BS Detector worksheet when hiring an SEO for my business. It has all these trick questions that I can use in the interview process.
- Always think outside the box when creating campaigns for my business. These could be personality tests and quizzes, infographics, viral videos, worksheets or workbooks, checklists, planners, guides, how-tos, or anything that will add a lot of value and differentiate me and my content from everything else that's out there.
- Build up my reputation in contributorship. Start with small sites like businesstocommunity.com. Also, apply this strategy not just to print or digital magazines but also to TV or radio.
- Check out and read chapter 7 of The Art of SEO. This will teach you the fundamentals of SEO.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/364

Thank you!