

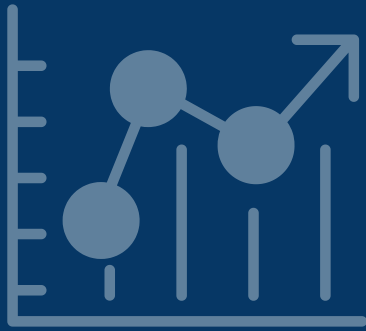
SEO Mistakes Podcasters Make with Stephan Spencer

www.marketingspeak.com/370



10 Step Checklist

- Implement keyword research to figure out what people are searching for. This allows for a robust content strategy and a larger marketing strategy.
- Utilize keyword research tools to implement the strategy. The highly recommended tools for keyword research are Moz Keyword Explorer, Ahrefs, SEMRush, etc. For free tools, use Google Trends, AnswerThePublic, AlsoAsked.com, etc.
- Target a specific audience that so the running campaigns can be the right type of demographic who are most likely to respond to my message.
- Write down relevant keyword phrases. If I'm not using the words my target audience uses, that will be a disconnect and a failure in my SEO.
- Have links pointing to my website. Links are important in SEO. But not just any old links; I need links from powerful, authoritative, and trusted websites.
- Set up a knowledge panel on Google. For a quick guide on how to set it up, here's how.



SEO is like a chess game. You can move not only your pieces on the chessboard, but you can also move your opponent's.

-STEPHAN SPENCER

- Focus on publishing long-form content but make it visually interesting and engaging. Prevent a page from being too text-heavy by incorporating images, pull quotes, click-to-tweets, and other elements.
- Ask clients if their feedback can be published. Better yet, propose writing a case study about them if the implemented strategy was successful.
- Write punching headlines that grabs attention at first glance. Create a curiosity gap in the mind of my potential customers. Their curiosity will make them consume the content.
- Leverage YouTube to spread my podcast content. YouTube is the number two search engine right now.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/370

Thank you!