

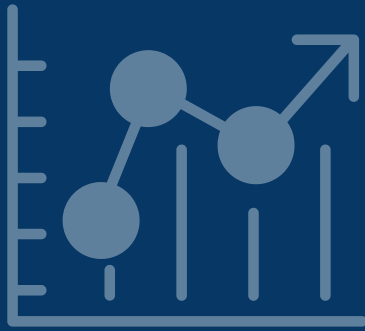
Your SEO Is Broken, Let Me Prove It with Stephan Spencer

www.marketingspeak.com/372



10 Step Checklist

- Take Stephan's free SEO quiz to discover why my rankings are so low and get a free consultation on how I can fix my site errors.
- Use keyword brainstorming tools to get the necessary data to build my portfolio and for comparison purposes. Here are some great keyword brainstorming tools: Soovle, Ubersuggest, Google Trends, and AnswerThePublic.
- Create and share remarkable content. A noteworthy publication keeps the audience/readers engaged and compels them to like and share with their friends.
- 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 sites have toxic links, 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.



Google wants diversity in the search results. If the results show many of the same search listings, what appears to be the same titles, and the same snippets repeatedly, that doesn't equal a great Google user experience.

-STEPHAN SPENCER

- Use hardcore SEO tools for real data and not just suggestions. Some great SEO tools are Google Keyword Planner, Moz, Rank Ranger, and SEMrush.
- 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 than SEO today.
- 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.
- Check out and read chapter 7 of The Art of SEO. This chapter teaches the fundamentals of SEO.

For the complete interview, transcript, and important links, visit www.marketingspeak.com/372

Thank you!