

More Geeking Out on SEO

10 Point Checklist

Lukasz Zelezny

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**



“Every piece of content matters when there is demand. Write your content to provide answers to widely searched questions.”

LUKASZ ZELEZNY

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.

- Implement keyword research to discern widely popular searches. This allows for a robust content strategy and a larger marketing strategy.
- Utilize keyword research tools. The highly recommended tools for keyword research are [Moz Keyword Explorer](#), [Ahrefs](#), [SEMRush](#), etc. For free tools, use [Google Trends](#), [AnswerThePublic](#), [AlsoAsked.com](#), etc.
- Publish unique, valuable content that readers or site visitors will appreciate and find useful. Marketing should be about providing solutions for multiple niches.
- Analyze my articles for optimization. Use tools like [SEOWind](#), [Surfer SEO](#), or [Jasper](#) to know whether my articles need to be improved and revised and whether I've utilized the right keywords.
- Utilize crawling tools such as [Deepcrawl](#) or [ScreamingFrog](#) to thoroughly audit my website and see if there are any technical errors, i.e., page load time, duplicated content, etc.
- Implement a log file analysis to gain precise data on how bots crawl a website. The insights presented here can help a website rank and perform better.
- Run a competitive analysis. Find out what my competition is and isn't doing for a better edge on filling the gaps and to become the best option for my target market.
- Use DeepL to translate my content into other languages. This will allow me to expand my content to non-English speaking users. Remember that culture influences the way people search.
- Don't take SEO information at face value. Google is not always 100% clear about all the factors of SEO evaluation. Understand that SEO from two, three, or five years ago is entirely different from SEO today.
- Check out Lukasz Zelezny's SEO London's [website](#) to learn more about their services. Also, connect with him on LinkedIn.