

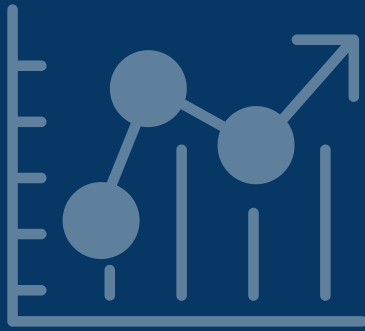
## Ask Us Anything About SEO with Stephan Spencer, Bruce Clay, and Chloe Spencer

[www.marketingspeak.com/376](http://www.marketingspeak.com/376)



### 10 Step Checklist

- Discover why my rankings are so low by taking Stephan's free SEO quiz. Take advantage of Stephan's free consultation to discern how I can fix my site errors.
- Use keyword brainstorming tools to attain necessary data and build my portfolio. Utilize the keyword tools 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 content with their friends.
- Write excellent titles for my articles. A good title tag should have my primary keyword and shouldn't go too long. Remember Googlebot gives more weight to the keywords at the beginning of my title tag than at the end of the tag.
- Write compelling meta descriptions. Meta description does not affect my ranking, however, the meta description generates the click-through rate (C.T.R.) for my content.
- 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.



**E.A.T. in SEO stands for Expertise, Authoritativeness and Trustworthiness. Every business should be looking to build these qualities online and offline.**

**-STEPHAN SPENCER**

- 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 P.R. for my business. The more links point to my site, the more Google deems my website or business worthy of a high ranking.
- Use hardcore SEO tools for real data and don't base SEO practices on mere suggestions. Some great SEO tools are Google Keyword Planner, Moz, Rank Ranger, and SEMrush.
- Use the SEO BS Detector worksheet when hiring an SEO for my business. The SEO BS Detector has trick questions that I can use in the interview process. Also, 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/376](http://www.marketingspeak.com/376)

*Thank you!*