

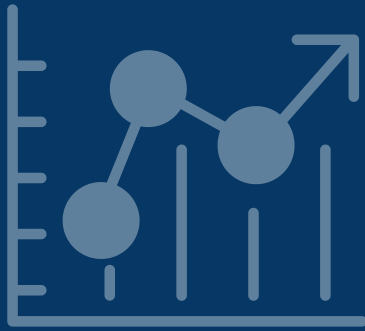
## How to Hire an SEO Practitioner with Stephan Spencer

[www.marketingspeak.com/378](http://www.marketingspeak.com/378)



### 10 Step Checklist

- Ensure my job posting will filter and highlight the best candidates for the SEO position. Set up deliberate hurdles for the applicants to jump over; it's an immediate red flag if applicants cannot overcome these hurdles.
- Review the applicant's social media profiles. An applicant's social media profile is a great and quick indicator of their credibility. However, be careful not to use social media to discriminate against any applicants.
- Use A/B Testing in my job posting. Run some tests to check out which applicants might apply. Examples of features to test are job titles, job descriptions, tone of voice, etc.
- Use trick questions in the first interview. Trick questions are designed to trick an applicant's up-to-date knowledge about good SEO. Here are a few great examples: What's your process for optimizing meta keywords? What's a good keyword density to aim for? What's the difference between Panda and Penguin? What's more important, attention to detail, honesty, dedication, technical acumen, or creativity?
- Ask specific questions to prove expertise. A good SEO candidate needs to have a wide range of knowledge in SEO. Here are some questions to highlight an applicant's expertise: What are your favorite SEO tools? Can you give me some of your SEO successes? What's your philosophy and approach to link building?



**A bad hire can cost you both money and time.**

-STEPHAN SPENCER

- Bring in an SEO expert for a second interview. This will help me weed out fake SEO applicants because an expert will know the best practices, algorithm updates, and recent advances in the industry.
- Confirm whether an SEO candidate is a good fit during the trial period. For the trial term, give the candidate a well-defined set of duties and projects to complete. Also, have the candidate take tests to determine their values, personality, etc. Examples of helpful personality tests include DISC Assessment, Demartini Values Determination, StrengthsFinder 2.0, and Fascinate test from Sally Hogshead, etc.
- 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 the SEO BS Detector and SEO Hiring Blueprint when hiring an SEO expert for my business.
- 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/378](http://www.marketingspeak.com/378)

*Thank you!*