

No-Nonsense SEO

10 Point Checklist

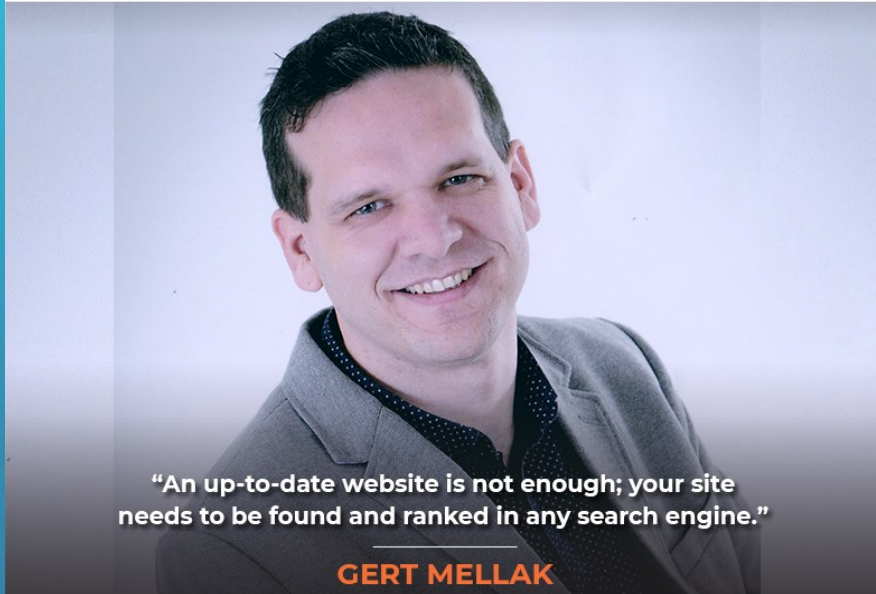
Gert Mellak

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**



"An up-to-date website is not enough; your site needs to be found and ranked in any search engine."

GERT MELLAK

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.

- ☐ Streamline the services I offer and focus my niche. Focusing on my strengths will be beneficial for my business and clients.
- ☐ Participate in masterminds. Mastermind events allow members to share ideas, get feedback, and work through problems together. It also provides an opportunity for members to learn from each other's experiences.
- ☐ Use hardcore SEO tools for real data, and don't base SEO practices on suggestions only. Some great SEO tools are Google Keyword Planner, Moz, Rank Ranger, and SEMrush.
- ☐ 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.
- ☐ Check if SEO strategies are still applicable today. Due to updates, some existing SEO strategies may not be applicable anymore. It's best to implement due diligence whenever working on a new project.
- ☐ Publish unique, valuable content that readers or site visitors will appreciate and find useful. Marketing should be about providing solutions for multiple niches.
- ☐ Always set my articles up for optimization. Use tools like SEOWind, Surfer SEO, or Jasper to know whether my articles need improvement and revision and to show if I've utilized the right keywords.
- ☐ Never take SEO 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 SEOLeverage's [website](#) to learn more about their services. The first five customers who sign up through Marketing Speak will receive a 10% continuous discount; mention that when you sign up to take advantage of this special offer. Dig into Gert Mellak's [website](#) to learn more about him.