

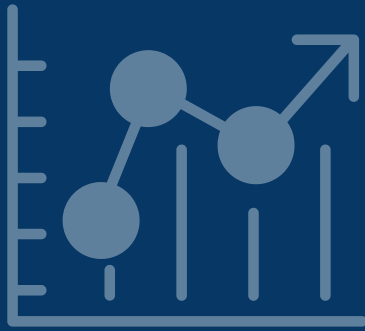
## SEO Fundamentals for Bloggers with Stephan Spencer and Chloe Spencer

[www.marketingspeak.com/380](http://www.marketingspeak.com/380)



### 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 my website in my own domain. A personalized domain makes my website look professional and more memorable. It also builds my brand and helps visitors find me online. Here are web hosting providers: HostGator, Bluehost, GoDaddy, etc.
- 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.



The keywords in your title tag are given the most weight by Googlebot when crawling your site.

-STEPHAN SPENCER

- 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.
- 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 from SEO today.
- 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.
- 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/380](http://www.marketingspeak.com/380)

*Thank you!*