

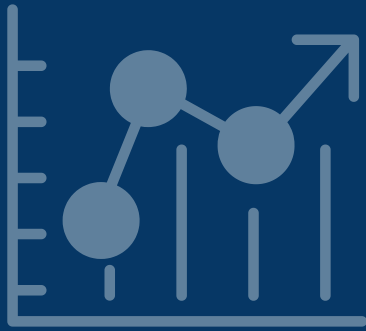
## SEO Working Session for Silicon Valley Startups with Stephan Spencer

[www.marketingspeak.com/386](http://www.marketingspeak.com/386)



### 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 errors on my site.
- Develop basic knowledge of SEO. Basic technical knowledge will help me optimize my site for search engines. SEO will make my site more visible, which means more traffic and opportunities to convert prospects into customers.
- 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.
- 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.
- 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.



## The three attributes of a good keyword: popular, relevant, and attainable.

-STEPHAN SPENCER

- 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.
- 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.
- When hiring an SEO professional, ask specific questions to prove their 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?
- Use the SEO BS Detector and SEO Hiring Blueprint when hiring an SEO expert for my business. 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/386](http://www.marketingspeak.com/386)

*Thank you!*