

# Using SEO to Its Full Potential

## 10 Point Checklist

### Jay Abraham interviews Stephan Spencer

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**



**"You want to put maximum advantage on your side,  
and you want to ethically put maximum disadvantage  
on all your competitors' side."**

**JAY ABRAHAM INTERVIEWS STEPHAN SPENCER**

# 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.**

- Develop a strategy before taking advantage of the available tactics.
- Assess Google's search results for your brand or niche. Strategize about how to modify the top ten results, perhaps by pushing second-page results onto the first page.
- Once you've decided which pages you want to promote, cultivate authoritative links from other sites to the pages in question. This helps boost them in search results.
- Study the difference between owned, earned, and paid media and assess your use of each. If you're weak in one of the three realms, strengthen it to match the others.
- Create content that's literally remarkable, in the sense of being worthy of being remarked upon. This will help increase your earned media.
- Focus on using discernment in advertising by using negative keywords to differentiate between visitors with real potential and traffic you don't actually need.
- Enlist help in your Google Adwords advertising. Find and hire an expert to help you get things set up, and then to continue monitoring and tweaking them
- Next time you're looking into hiring an SEO expert, use Stephan's SEO Hiring Blueprint. This gives you trick questions to ask that will help you establish the "expert's" knowledge.
- Join a Mastermind group. Being around peers who are the people you want to become can be inspirational and motivational, and help you reach those goals.
- Find a way to contribute to the world. Growth and contribution are the needs of the spirit, Tony Robbins says, and you may find unexpected fulfillment through contributing.