# GANPAT UNIVERSITY
# U. V. PATEL COLLEGE OF ENGINEERING

# 2CEIT78PE5
# SEO (SEARCH ENGINE OPTIMIZATION)

## UNIT 5

### OFF-PAGE OPTIMIZATION:

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# Course Contents

- Page rank
- Link Popularity
- Link Building
- Directory Submission
- Social Bookmark Submission
- Blog Submission
- Articles

- Links Exchange
- Reciprocal Linking
- Posting to Forums
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- Press Release Submissions
- Forum Link Building
- Competitor Link Analysis

# Page rank

- **What is Google PageRank?**

Google PageRank is a very complex concept, but we are going to try and break it down to make it easy to understand.

PageRank uses a mathematical formula to score the value of a page based on the quality and quantity of the pages linking it to it.

The PageRank formula will look at the number of inbound links, external links, and the PageRank of *those* links to determine authority. The formula will create a score using a logarithmic scale with values ranging from 0-10.

# Page rank

The higher the PageRank score of a page, the more authoritative that page is.


Tool: https://checkpagerank.net/

# Link Popularity

In search engine optimization (SEO) terminology it is the term used to describe the value of a Web site, where the measurement is based on the quantity of quality Inbound links (also called backlinks) to your pages. Many search engines, including Google use link popularity in its algorithm when determining where your Web site is listed in its SERP.

# Link Building

- **Type of link building**
- Link Building
- Social Bookmark Submission
- Blog Submission
- Articles pitch
- Links Exchange
- Reciprocal Linking

- Posting to Forums
- Search Engine Submission
- Press Release Submissions
- Forum Link Building
- Competitor Link Analysis
- Image submission
- Blog Commenting

# Link Building

- Directory Submission
- Web 2.0
- Quora

# Guest Post

- health + write for us + guest post

- health write for us paid

- health and wellness + write for us

- health blogs write for us

- health intitle: "guest post"

- "medical" + "write for us"

# Guest Post query