

# Off-Page Optimization

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## Backlinks:

Backlinks (also known as “inbound links”, “incoming links” or “one way links”) are links from one website to a page on another website.

### 6) Have a dedicated "Social Content" folder in your email.

As a social media manager, one of your many jobs is to collect all of the content your company creates, sift through it, and create bite-sized social posts your audience can digest quickly. But with so much incoming content and promotion requests, how do you make sure you don't overlook or forget about the important stuff?

When it comes to sifting through and bookmarking content, Former HubSpot Social Media Manager [Brittany Leaning](#) suggests creating a specific folder in your email dedicated to [social content](#), and then having a routine for putting new content in and removing published content from that folder.

## Why Are Backlinks Important?

Backlinks are basically votes from other websites. Each of these votes tells search engines: “This content is valuable, credible and useful”.

- An industry study that conducted found that links remain Google’s key ranking signal.
- And Google has confirmed that backlinks remain one of their three (Links, Content and RankBrain) most important search engine ranking factors.
- If you want to rank higher in the SERPs, focus on quality backlinks. A single quality backlink can be more powerful than 1,000 low-quality backlinks.
- Essentially, the more authority a site has, the more authority it can pass on to your site (via a link).

# Link Building Best Practices

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## A. Create a Linkable Assets:

- If you want people to link to your website, you need something on your site worth linking to. (Also known as “Linkable Assets”)



- A Linkable Asset can be a blog post, a video, a piece of software, a quiz, a survey... basically anything that people will want to link to.

## **B. Build Backlinks from Link Roundups:**

- Link roundups are daily, weekly or monthly blog posts that link to outstanding content.
- Example: Weekly Round Up: 7 Things to consider in SEO in January 2023 Digital Marketing -- Online marketing, web services, internet marketing, web promotion, SEO, online advertisement, SMO, Email marketing etc.

### **Here's the step-by-step process:**

- Find Link Roundups In Your Niche: Use search strings in Google search, like ""Keyword" + "link roundup".
- Pitch Your Resource: (Gently) suggest that they include your linkable asset to the roundup.
- And if your post is a good fit for that person's roundup, you'll get a high-quality link.

## **C. Use The Moving Man Method:**

Here is the 3-step process:

- First, you find web pages, resources or businesses that are outdated, rebranded or recently changed names.
- Then, find the sites that are still linking to these outdated resources.
- Finally, you email people to let them know that they're linking to something that's out of date.

**Note:** Use tools like "Ahref" or "SEMRush" for finding backlinks of these websites.

## **D. Broken Link Building:**

- In broken link building Method, you're only looking for pages that have 404 errors.
- To find these 404 links, you want to focus on resource pages in your niche. For that you can search on Google like:
  - "Digital Marketing" + "Resource Page"
  - "Digital Marketing" + "Resources"
  - "Digital Marketing" + "Recommended Sites"
  - "Digital Marketing" + "Links"
- The last thing you need to do is email the site owner about their dead link.

**Note:** Use chrome extension called, "Check My Links" to get ideas of broken links.





## Check My Links

Offered by: [logflare.app](#)

## E. Guest Posting:

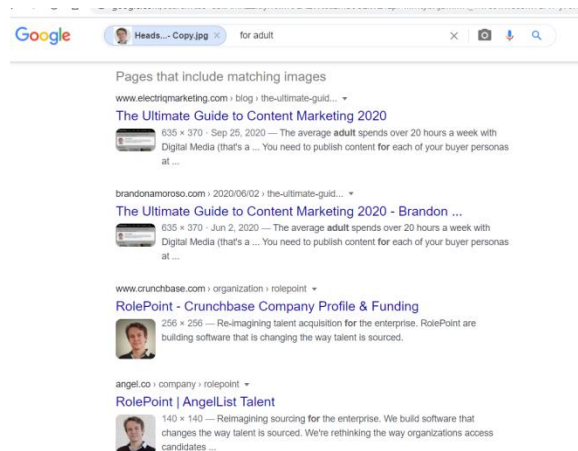
### Guest Posting:

- Guest blogging is one of the BEST ways to get links to your site. made sure to only write guest posts for quality sites in your niche.
- when you write mind-blowing guest posts for quality websites in your industry, those links DO help.

### Process to find Guest Posts:

- First, find someone in your industry that writes a lot of guest posts.
- Next, go to one of their published guest posts. And grab the headshot they use in their author bio:
- Finally, pop the URL of that screenshot into Google reverse image search. And you'll get a list of places that published guest posts on.

**Note:** Example images



## F. Infographics and Other Visual Assets

- When we looked at what types of content generate the most links, infographics came out near the top.



- you need to strategically promote your infographic. And to do that, I recommend using a strategy called “Guestographics”.

#### **Guestographics Steps:**

**Step 1:** Post an infographic on your site

**Step 2:** Find sites that write about your infographic’s topic

**Step 3:** Show them your infographic

**Step 4:** Offer them unique content (“the bribe”)

**Step 5:** Get your contextual backlinks

### **G. Infographics and Other Visual Assets**

- Companies big and small love to show off customer testimonials.
- And you’re using a product or service that you love (or at least like), consider sending them a testimonial.
- To show that you’re a real person they’ll often add a link to your website... without you even having to ask.

### **H. Infographics and Other Visual Assets**

If you have a piece of software, physical product, consulting service or ANYTHING of value that you sell, you can easily turn that into dozens of high-quality backlinks. By offering your product to bloggers for free.

**Step-1:** Find bloggers in your niche that might be interested in what you have to offer. If you sell an information product that teaches people how to make their own soaps, you’d Google things like “soap making”, “make soap at home” etc.

**Step-2:** Your results will be a mixed bag of blogs, news websites and “how to” websites like eHow. Filter out how-to sites or news sites. You’ll be left with a solid list bloggers that might be interested in your offer.

**Step-3:** Reach out to them with email script



## I. Link Reclamation:

First, find mentions of your company that don't link to your site.

**Here's the step-by-step process:**

- Use a tool like BuzzSumo and Mention.com to find mentions of your brand online.
- When you do, you'll get a heads up whenever someone writes about you.
- Check to see whether or not the person that mentioned you also linked back to your site (either your homepage or internal page). If they linked to your site, you're set.
- If not, move onto step #3...
- Send them friendly email.

## J. Use HARO:

HARO (short for Help a Reporter Out) is one of the best ways to get high authority backlinks from news sites.

**Here's how HARO works:**

**Step-1:** Sign Up To HARO as a source here. (<https://www.helpareporter.com/sources/>)

**Step-2:** You'll get three emails per day from reporters looking for sources,

**Step-3:** Respond with your credentials and some helpful tips.

# Backlink Template Sheet

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<https://docs.google.com/spreadsheets/d/14qDUguJw4JUMNGWWHN7OotZ8QrLi5zdun3Vvx1clnEk/edit?usp=sharing>

**Tools:**

**Uber Suggest:** <https://neilpatel.com/ubersuggest/>



**Moz Bar:**

<https://chrome.google.com/webstore/detail/mozbar/eakacpaijcpapndcfff dgphdiccmpknp?hl=en>

**SEO Quake:**

<https://chrome.google.com/webstore/detail/seoquake/akdgnmcogleenhbclghghlkkdndkjdc?hl=en>

