



The Google logo is displayed in its signature multi-colored letters (blue, red, yellow, green). A purple rectangular badge with the word "SEO" and a magnifying glass icon is pinned to the letter "e" with a red pushpin. A yellow sticky note with the word "SEO" written on it is also pinned to the letter "e".

Google

Session: 5

## Off-Page Optimization

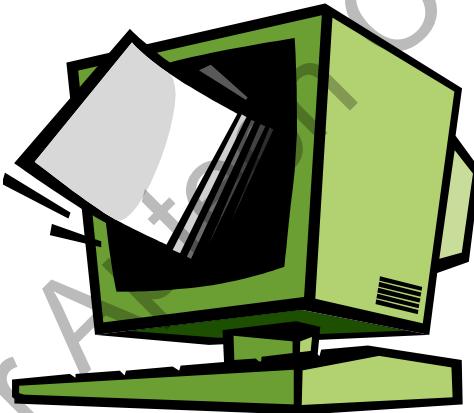
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# Objectives

SEO

- ◆ Describe off-page optimization techniques
- ◆ Explain different off-page optimization services
- ◆ List the guidelines for common off-page SEO mistakes

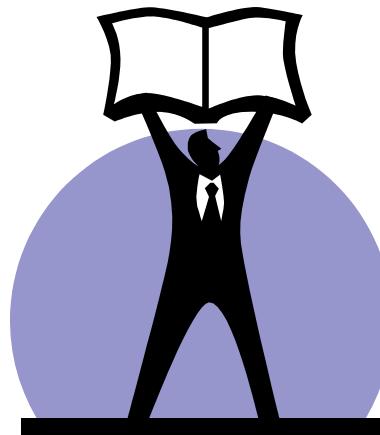
- ◆ On-page and off-page optimization:
  - ❖ Are a part of the SEO process.
  - ❖ Used to increase the Web site traffic.
  - ❖ Works in tandem with each other.
  - ❖ Should be correctly configured for good ranking.



## Off-page Optimization 1-3

SEO

- ◆ Improves the site's performance by increasing:
  - ❖ Exposure
  - ❖ Traffic
  - ❖ Revenue
- ◆ Increases the Web site ranking by allowing to exchange links with:
  - ❖ Competitor's Web site
  - ❖ High ranking Web sites performing same business



## ◆ Factors to be considered for establishing quality links:

Check if the linked site or page is relevant.

Check if the linked site or page is temporary or permanent.

Check if the linked site or page is linking to any other low quality topic or content sites.

Check if the linked site or page ranks well in the search engines.

Check if the linked site has multiple links from other Web sites.

# Off-page Optimization 3-3



## Link Popularity 1-3

SEO

- Used in determining the ranking of Web sites by the search engines.
- Depends on the number of inbound links, higher the number of link higher is the ranking of the Web site.
- Depends on quality and quantity of inbound links.
- Measures quality of a Web site on the Google Page Rank (PR) value which varies from 0 to 10.

## Link Popularity 2-3

SEO

**Link quantity:** This indicates the number of links pointing to a Web page.

**Link quality:** This is determined by analysing the number of backlinks that a Web site has pointing to itself from high quality Web sites.

**Anchor text:** This is the hyperlink text that is displayed in the results.

**Relevance:** Whether a Web site is determined based on the topics that it covers or the geographical area to which it caters.

- ◆ Factors to be considered while developing quality links:

Page Rank of the site that provides the inbound link

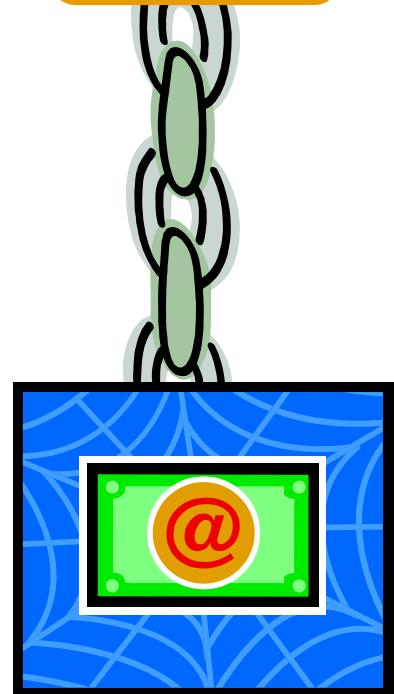
Content of the linking site should be relevant with the content of the Web site

Words used in the anchor text of the links should be relevant to the content of the linked page

Number of other links present on the linking page

## Link Building 1-2

- ◆ Is the process of obtaining links from other Web sites.
- ◆ Helps in getting quality traffic.
- ◆ Receives inbound links for the Web site that:
  - ❖ Increases the link popularity.
  - ❖ Puts the Web site on top of the search results.
- ◆ The more the number of links from high quality sites, the better is the page ranking.



SEO

## Link Building 2-2

SEO

- ◆ Advantages of link building are as follows:

Helps in receiving quality traffic from relevant sites

Creates awareness, credibility, and visibility of the Web site

Helps the site to get indexed by different search engines

# Link Building Strategies

SEO

- ◆ **Content creation and promotion:** Create content that is attractive and interesting.
- ◆ **Submissions:** Submit events and happenings on your Web site to press releases or site directories.
- ◆ **Reviews and Mentions:** Network with influential bloggers or Web site owners to review, reference, or mention your products and services.



# Guidelines to Linking Methods

SEO

Select sites that are most relevant to your Web site content for building links.

Build creative content and include useful information that will compel visitors to read the site content, revisit it, and share it with others.

Do not build link farms.

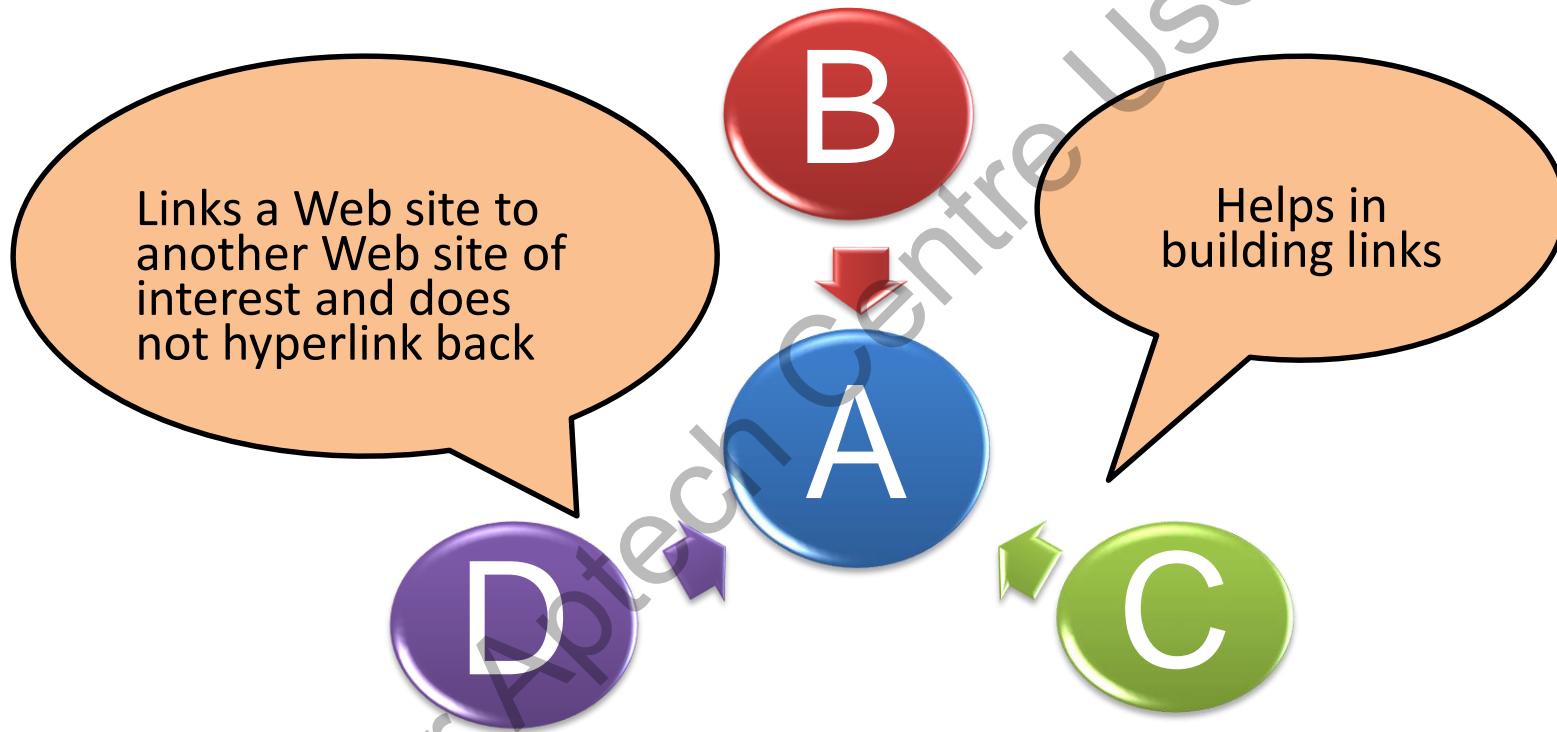
Do not aggressively purchase links.



## One-Way Inbound Links 1-2

SEO

- ◆ Are links existing on another Web site on the Internet that direct users to a user's Web site only.



- ◆ A, B, C, and D are three Web sites, if A is the Web site that needs one-way inbound links then B, C, and D will send one-way inbound links to A.

## One-Way Inbound Links 2-2

SEO

- ◆ One-way Inbound links are the hardest to acquire because:

- ◆ Web site needs to create a reputation in the market regarding its usage.
- ◆ There is no hyperlink back so the Web site placing the link will not benefit from the other site.
- ◆ Links can be either text-based or graphic-based links.

## Directory Submission 1-4

SEO

- ◆ Is the process of adding a Web site to a Web directory.
- ◆ Involves submitting Web site URL and other details of the Web site to a proper category.
- ◆ Charges for directory submission for paid Web directories depend on the number of directories.

## Directory Submission 2-4

- ◆ Directories may charge either a one-time fee or a recurring fee for using their services.
- ◆ Some directories require the Web sites to bid for being placed on it.
- ◆ Others include the feature of affiliate links or offer Sponsored Listings.
- ◆ The links listed on directories typically have a `rel="nofollow"` attribute.



## Directory Submission 3-4

SEO

### ◆ Steps for directory submission:



- ◆ Benefits of Directory Submissions are as follows:

Increases  
link  
popularity

Improves  
search  
engine  
indexing

Increases  
exposure

Builds a  
brand

## Document Sharing 1-4

- ◆ Document sharing is a new SEO technique in which users can upload content as various types of documents.
- ◆ Documents submitted to the document sharing sites get indexed with search engines as quickly as 24 hours.
- ◆ There is no approval period before the documents are available for sharing.



### ◆ How to Create a Document?

- ❖ Prepare a list of keywords that are related to the Web site content.
- ❖ Write an article using the keywords judiciously.
- ❖ Remember to include links to related information throughout the article.
- ❖ Include descriptive images to the article that add value to the content.
- ❖ Hyperlink the images wherever required and use proper text wrapping.



## Document Sharing 3-4

- ❖ Use a legible font with appropriate formatting.
- ❖ At the end of the document, include a resource box listing the links related to the article.
- ❖ Save and upload the document to a document sharing site.



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SEO

- ◆ Benefits of the document sharing:
  - ❖ Hyperlinked images can be included in the shared documents.
  - ❖ Web sites and articles get indexed in Google very quickly.
  - ❖ A single document can be uploaded to multiple document sharing sites.
  - ❖ Add affiliate links to related articles and Web sites to attract more users.

- ◆ Is a method of submitting articles to article directories or article submission pages by Web site administrators.
- ◆ Benefits of article submission service are as follows:

Ensures quality one-way links through submissions in high PR article directories

Ensures quality traffic to the Web site

Reaches maximum number of readers through interesting content

# Social Bookmarking 1-3

SEO

The image shows the Aptech Computer Education website at the top and their Facebook page below it. The website features a banner for the ACCP Pro Career Program, which includes Microsoft official curriculum. The Facebook page shows the Aptech Computer Education page with various posts and interactions.

**Aptech Computer Education Website:**

- Header: Home, About us, Courses, Why Aptech, Placements, Business partners, Contact us.
- Banner: Join the ACCP Pro Career Program, ACCP PRO now with Microsoft official curriculum.
- Image: A woman holding a laptop.
- Text: NEW: Know all about ACCP Pro. Watch the video now!
- Image: Microsoft Windows logo with 'Privileged Benefits' badge.
- Text: Learn Java or .NET in just 75 days! Know more.
- Text: Free Career Counselling. Call 1-800-209-1444 (toll free).

**Aptech Computer Education Facebook Page:**

- Header: Sign Up, Facebook helps you connect and share with the people in your life.
- Profile Picture: Aptech Computer Education logo.
- Page Name: Aptech Computer Education.
- Post: I AM THE YUV OF TO.
- Post: Aptech Computer Education · Everyone (Top Posts) ▾
- Navigation: Wall, Info, Enquiry Form, Photos, Videos.
- Text: Write something...
- Text: Aptech Computer Education · Learn C, C++ & build your programming skills. Click to get 45% off on Snapdeal.

User uses social bookmarking to organize, store, manage, and search for bookmarks of resources online

User bookmarks the Web site with those Web sites that receives high traffic

## Social Bookmarking 2-3

SEO

- ◆ Key features of social bookmarking are as follows:

Is done specifically on direct links.

Provides a permanent one-way backlinks from Web sites with a high PR.

Submits these links exclusively to the public social bookmarking Web sites.

Submits all links from the user's personal profiles.

Helps the Web site to get easily indexed by Google.

## Social Bookmarking 3-3

SEO

### ◆ Benefits of social bookmarking are as follows:

Submission of bookmarks can be done manually by an experienced editor.

Increases the linkability of the Web site.

Can bookmark all top social networking Web sites.

Increases PR value of a Web site.

# Classified Submission 1-3

SEO

## ◆ Classified submission:

- ❖ Is the cheapest and most effective way of advertising the product online.
- ❖ Can be used to display the product features or specialization to the Web users.

The screenshot shows a classified advertisement on the tradusADS.in website. The header includes the site logo, saved ads count, profile link, and a 'Post a Free Ad' button. The main content is titled 'Festive bonanza from aptech hardware & networking academy - golpark.' It was posted by 'Kolkata' 7 weeks ago, with AD-ID 729146. The ad features social sharing buttons for Facebook 'Like' and 'Send', and a '+1' button. The main body of the ad is a dark banner with white text: 'Dear Student, Aptech offers Successful Careers with a JOB-ORIENTED DEGREE IN HARDWARE & NETWORKING'. Below this, it lists career paths: Hardware Professional, Network Engineer, Systems Administrator, Linux Administrator, Messaging Specialist, and RIM Professional. It also mentions Microsoft Partner Silver Learning and Aptech's 20 years of experience. At the bottom, it says 'Festive Bonanza for the Students and professionals..... Register yourself for a short term course and get a discount of 10%+' and includes a 'save' button.

- ◆ Helps in:

Two Ways

Marketing an organization's product or services

Making the Web site visible by posting links

## Classified Submission 3-3

SEO

- ◆ Important things to be considered for obtaining results through classified submission:

The classified should be attractive and be able to deliver the proper message.

The classified should be posted at correct sites where traffic is good.

## Forum Posting 1-3

SEO

- ◆ Users can quickly and easily post their opinion in a forum.
- ◆ Once certain amount of posts has been added, user can add signatures.
- ◆ A signature is a sign off appearing at the bottom of the posts containing links to an organization's Web site.

# Forum Posting 2-3

SEO

- ◆ Following figure displays a forum post:

The screenshot shows a Google search results page for "Google Product Forums". The left sidebar has a "Groups" section with links for "My groups", "Home", "My discussions", "Starred", "Favorites" (which is expanded to show a placeholder for adding group stars), and "Recently viewed" (with "Google Search For..."). The main content area shows the "Google Product Forums" page, which is "Shared publicly". It lists several forums: "AdSense in English" (description: "Find answers to your AdSense questions and share your experiences with other publishers."), "Blogger Product Forum" (description: "Forum for discussing Blogger and Blogger related issues"), "Chrome Administrator Forum" (description: "A user-to-user community to discuss managing Chrome browser for your organization"), "Chromebook Central Help Forum" (description: "Welcome to Chromebook Central! The Official Group for Chromebooks. We hope you'll find this group helpful as a place to share tips & tricks and engage with other Chromebook owners."), "Chromecast Help Forum" (description: "The official Chromecast community forum. Get help and discuss tips and tricks."), and "DoubleClick for Publishers Help Forum" (description: "DoubleClick for Publishers Help Forum"). To the right of the forums, there is a list of recent posts. The first post is from "Readmenow -The Blog" at 4:50 PM (9 minutes ago) with the subject "Adsense account rejected on the grounds of insufficient content". The second post is from "DarkUFO - Blogger TC" at 4:56 PM (4 minutes ago) with the subject "Re: youtube and google problem". The third post is from "exbungee" at 11:56 AM (5 hours ago) with the subject "Re: How to enable Chrome automatic updates ?". The fourth post is from "Sleepless in Spacetime™" at 4:50 PM (9 minutes ago) with the subject "Re: Google Chrome got an orange visual glitch.". The fifth post is from "YippieKiYea" at 2:34 PM (2 hours ago) with the subject "Could not connect to Chromecast. Make sure your Chromecast is nearby.". The sixth post is from "JayHind" at 1:11 PM (3 hours ago) with the subject "How to setup Google DFA & DFP".

## Forum Posting 3-3

SEO

### ◆ Advantages of keywords in signature lines:

Represents the important content of the site.

Improves the traffic leading to the site.

Helps to achieve high rank on search engines results page.

SEO

- ◆ Is a written statement which is used to broadcast a range of news to the media.
- ◆ Some of the range of news are as follows:
  - ◆ Scheduled Events
  - ◆ Awards
  - ◆ Personnel Promotion
  - ◆ Sales Accomplishments
  - ◆ New Products
  - ◆ Services
- ◆ These news are couriered, faxed, or e-mailed to the Public Relation (PR) officer.

# Press Release 2-3

SEO

- ◆ Following figure shows a press release:

**Market Press Release**  
Your Free Press Release Service And Distribution Network

Search Press Releases  Go

New? [Create An Account](#)  
[Login / Register](#)

2,700,000+ Hits A Month  
100+ Categories, 17990+ Members  
Follow @marketpr | 1,130 followers

Home All PRs Latest Popular 20 PRs Priority PRs Company PRs Popular PRs By Industry RSS Submit PR Pricing

**Top Categories:** [Business](#) [Education](#) [Finance](#) [Health](#) [Real Estate](#) [Technology](#) [Download Company Brochure](#) [Login Now!](#)

Helping Businesses Connect With Customers!

So you are seeking a **PR Agency** to attract favorable media attention?

Without a doubt, influence the market with good public & distribution network relations and increase online visibility, creating buzz and drive traffic to generate more leads & more sales. You just found the right **PR Distribution Network Service**, and we are here to be give an extra degree to your business marketing strategies.

**Start Your Publicity Path Today**

**3<sup>rd</sup> ANNIVERSARY OFFER: Flat 10% Discount on all Plans and Accounts.**

**Priority Press Releases**

[Survey Reveals UK Office Furniture Industry Grows to £7bn](#)  
Posted By: Margolis Furniture | Posted On: December 17, 2011 3:16 pm | Views: 12  
Office chairs and desks are in such demand the industry has grown to £7 billion, a new study has revealed.

[Global Digital Vision \(GDV\) Launches New Mobile Platform Services](#)

**Company Press Releases**

[Internet Facilities On The HTC Sensation XE](#)  
Posted By: Emma Roshier | Posted On: December 18, 2011 9:24 pm | Views: 21  
Company: VTO3 LTD  
The HTC Sensation XE will appeal to consumers looking for great internet and social networking features. The excellent connectivity options together with the high quality screen help complete what is a superb package for online use.

[The New HTC Rhyme Offers Great Media Playback Options](#)

- ◆ Benefits of SEO Press release are as follows:

Provides backlinks from trusted news sites that will increase the ranking.

Improves the visibility of the Web site in search engines.

Ensures good ranking by using keywords in Google News and Yahoo News.

Promotes RSS-based headlines across various blogs, Web sites, and news sites.

Introduces prospective improvement in media coverage.

## Blog Promotion 1-2

SEO

- ◆ A blog:
  - ◆ Is a Web site.
  - ◆ Has items posted on a regular basis.
  - ◆ Displays items in reverse chronological order.
- ◆ Authoring, maintaining, or adding an article to an existing blog is called blogging.
- ◆ Individual articles on a blog are called blog posts or entries.
- ◆ A person who posts these entries is called a blogger.
- ◆ Micro-blogging is another form of blogging that features very short posts.

## Blog Promotion 2-2

SEO

- ◆ Following figure displays a blog page:

The screenshot shows a blog page with the following elements:

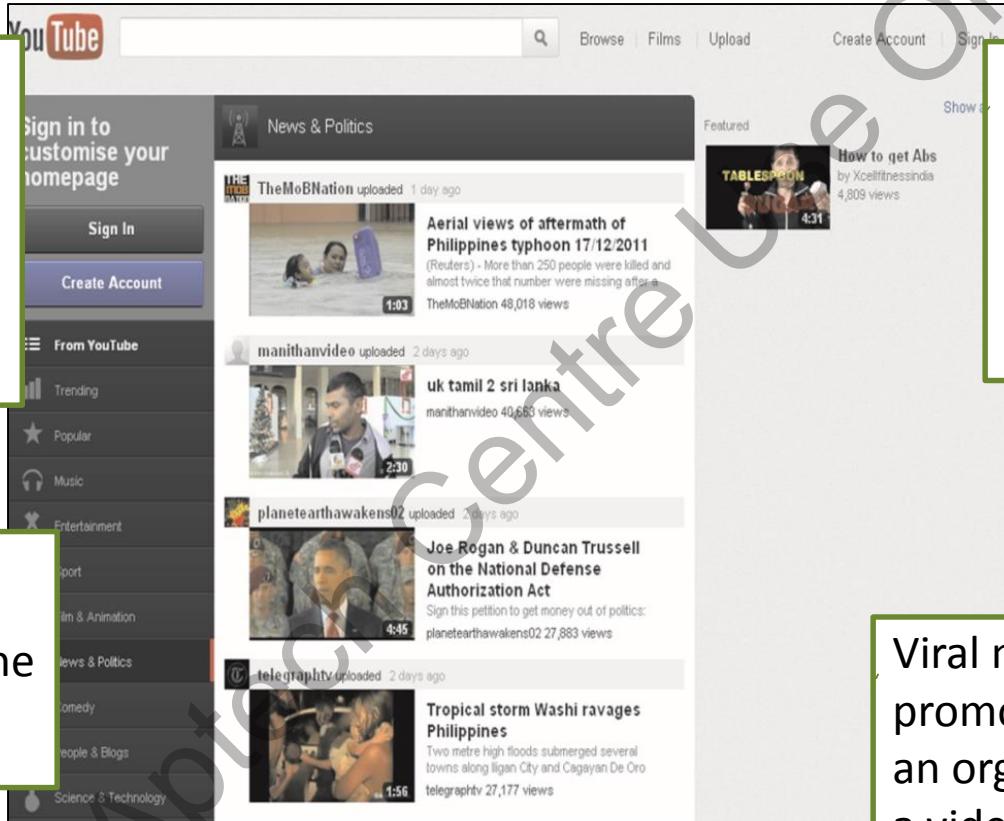
- Header:** Share, Report Abuse, Next Blog» on the left; Create Blog, Sign In on the right.
- Left Sidebar:** Google Apps logo, "The official update feed from the Google Apps team", and three links: "Get update alerts by email", "Subscribe to the update alerts RSS feed", and "Follow these updates on Twitter".
- Middle Content:** A large text block: "The new look is now the permanent interface for Google Docs, Docslist, Spreadsheets and Sites. Released on 12/16/2011". Below it: "The new look is now the permanent interface for Google Docs, Docslist, Spreadsheets and Sites." and "Major changes to your Documents List include -".
  - The Upload button is now an icon rather than a text button. It shows an up-arrow coming out of a hard drive.
  - To access the Narrow by options, click the down arrow in the search box at the top of your window.
- Right Sidebar:** "88405 readers | BY FEEDBURNER", "UPDATE TOPICS" section with a list of topics and their counts.

# Video Submission

SEO

There are many companies that specifically perform video promotions and distributions.

This method can guarantee the online product marketing.



A video submission needs to go through the process of SEO as any other file or Web site.

Viral marketing is a promotional strategy where an organization can create a video that is promoted on social networking sites.

- ◆ Deep linking:

- ◆ Is a tool used by Web sites developers.
- ◆ Is used for creating a hyperlink that guides a user directly to a specific page or image on the same or another Web site, instead of the Web site's main or homepage.

- ◆ Following figure displays a deep linking on Wikipedia:

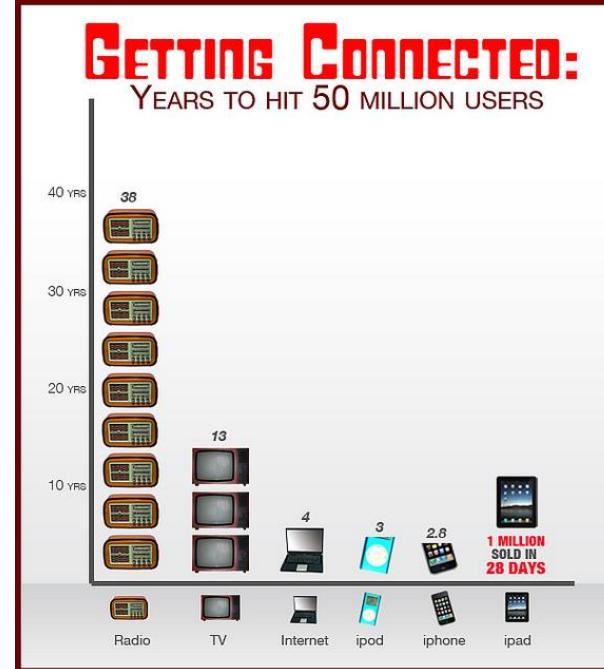
The image shows two screenshots illustrating deep linking. The top screenshot is a Google search results page for the query "deep linking". The search bar contains "deep linking", and the results list includes "deep linking", "deep linking android", "deep linking ios", and "deep linking facebook". Below the results, it says "About 1,52,00,000 results (0.39 seconds)". The bottom screenshot is a screenshot of the Wikipedia "Deep linking" article. The page title is "Deep linking - Wikipedia, the free encyclopedia" (en.wikipedia.org/wiki/Deep\_linking). The page content defines deep linking as a hyperlink that links to a specific piece of web content on a website, distinguishing it from the home page. A sidebar on the left lists Wikipedia navigation links like Main page, Contents, and Random article.

## Infographics 1-3

SEO

An infographic or information graphic is a visual representation of information through a combination of images, text, graphs, and numbers.

An infographic can be used as an SEO technique by including links and keywords within it.



## Infographics 2-3

- ◆ Benefits of Infographics are as follows:
  - ❖ Infographics are graphical, eye-catching, and attract Internet users.
  - ❖ They appeal to the Internet audience.
  - ❖ They can be easily shared and linked across various domains on the Internet.
  - ❖ Infographics can be used as marketing and branding tools.



# Infographics 3-3

SEO

The Infographic is titled "The Ingredients to Tasty SEO". It features a central illustration of a burger being assembled with various toppings like lettuce, cheese, and onions, symbolizing the building blocks of SEO. A cartoon chef in the background holds a tray with a scoop of ice cream, adding a playful touch.

**No one truly knows what's in the secret sauce that makes burgers taste so good; just like no one's quite sure the exact recipe search engines use to determine the page rank of your website. But, use these key ingredients, and you'll have a recipe for SEO success.**

**Content**  
Like good produce, you gotta keep your content high quality and fresh. Providing new content on a frequent basis will keep search engines coming back for more.

**Keywords**  
Use keywords that pertain to your content and are relevant to what people are searching for related to your business.

**Links**  
Have a mixture of links: internal - that point to other pages on your site; and external (or backlinks) - that point to your site from other reputable sites.

**Meta Tags**  
Meta tags are the descriptions of your content that show in search results. A weak meta tag is like a burger without ketchup!

**Social Signals**  
Having a presence, authority and sharing on social media has the power to generate new inbound links by improving brand awareness and overall visibility. The more reputable people talking about your content on social, the more search engines will serve it up.

**Positive Reviews**  
The number of positive reviews your business has on review sites like Yelp influences local search rankings. Encourage satisfied customers to give you a shout out.

**Reputation**  
Your reputation wraps your good links, keywords, content, meta tags, and social signals up in a tasty blend of goodness. The number one factor in establishing a strong reputation is a reference by sites with strong reputations. The second is the length of time your site has provided solid content.

**Skadeedle**  
Hope this infographic helps you cook up good SEO. For more great tips, visit [Skadeedle.com](http://Skadeedle.com)

# Guidelines for Common Off-page SEO Mistakes

SEO

## ◆ Off-page SEO guidelines:

Avoid using duplicate keywords in link adverts

Use less site-wide links causing link growth spikes

Avoid using on-page SEOs to do the work of specialist off-page SEO's

Avoid placing random links without keywords near your link adverts

## Summary 1-2

SEO

- ◆ Off-page optimization is associated with the site's internal linking structure and relates to the factors that influence a Web site's ranking on the SERP.
- ◆ Higher the number of inbound-links, higher is the link popularity.
- ◆ Inbound links are defined as links found on another Web site on the Internet that direct users to user's site only.
- ◆ Documents submitted to the document sharing sites get indexed with search engines as quickly as 24 hours thus, enabling almost instant visibility on the Internet.
- ◆ An infographic is a visual representation of information through a combination of images, text, graphs, and numbers.

## Summary 2-2

SEO

- ◆ Some of the off-page optimization techniques that can be adopted are as follows:
  - ❖ Link Popularity
  - ❖ Link Building
  - ❖ Directory Submission
  - ❖ Article Submission
  - ❖ Social Bookmarking
  - ❖ Classified Submission
  - ❖ Forum Posting
- ◆ Viral Marketing is a promotional strategy where an organization can create a video that would be promoted on social networking sites.