**Off Page SEO:** Search engine optimization (SEO) famously consists of multiple qualities, and one of the most important is off-page factors. Off-page SEO includes essential SEO factors to ranking well in search engines, like back links, and they’re huge parts of any digital marketing strategy.

Off-page SEO (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). Optimizing for off-site ranking factors involves improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority.

Off-page SEO is about everything that doesn’t happen directly on your website. Optimizing your website is called on-page SEO and includes things like site structure, content and speed optimizations. Off-page SEO is about, among other things, link building, social media, and local SEO. Or in other words, generating traffic to your site and making your business appear like the real deal it is.