# OFF Page Strategy & Measurement

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# Off-Page SEO Strategy & Measurement Plan

## This report gives the Off-Page SEO Strategy and Measurement Plan of GRIND Basketball Webpage in accordance with the deliverables of Part 2 of the assessment and the final project requirements. It contains the use of link-building tactics, involvement in social media, engagement of influencers, and performance tracking.

## 1. Off-Page SEO Strategy

### The off-page SEO approach is aimed at enhancing the authority, trustworthiness, and visibility of the site utilizing external efforts and especially through high quality backlinks, utilization of social media platforms and communicating with online communities about the topic.

### 1.1 Link-Building Plan

* Seek out basketball training websites and target industry-specific blogs to do a guest post.
* Register the site at the good directories of sports and training.
* Cooperate with basketball coaches, sports academies, training camps where you may get required back-links exchanged.
* Get competitor analysis of broken links and reclaim them.
* Make the content atomic including the infographic and training videos that people will share and promote organic backlinks.

### 1.2 Social Media Engagement

* Keep active accounts in Instagram, YouTube and even Facebook, to communicate with the world of basketball.
* Post regular content with training tips, beginner drills, product presentations, and product success stories.
* Use branded hashtags such as #GRINDBasketball and #TrainWithGRIND for users to post their contents.
* Collaborate with micro-reputation in the field of sports in order to collaborate on content and provide prizes.

### 1.3 Influencer Outreach & PR

* Invite basketball trainers along with local teams and fitness influencers to review GRIND Basketball products and communicate it through social media.
* Send news releases to sports publications on new features of its products and success stories.
* Take every opportunity to attend basketball games, both in the area and on the web and form contacts and brand awareness.

## 2. Measurement Plan

The success of the off-page SEO strategy will be measured using the following KPIs and tools:

### 2.1 Key Performance Indicators (KPIs)

* The number of high-quality backlinks that were received each month.
* Increase in domain authority (DA) and page authority (PA).
* Backlinks referral traffic.
* The rate of growth and level of engagement with social media followers.
* Brand recall in forums, blog and news stories.

### 2.2 Tools & Platforms

* Google Analytics: To track referral traffic and bounce rate as well as conversions.
* Google Search Console: Used to monitor the acquisition and indexing of backlink.
* Ahrefs / SEMrush to track the backlink profile, DA/PA and competitor study.
* Social Media Insights: To monitor the activity, impressions and reach.

## 3. Implementation Timeline

The off-page strategy will be implemented in phases:

* Month 1: Build outreach lists, design the content on the guest posts, revise the social profiles.
* Month 2-3rd: Start guest posting, directories and outreach to influencers.
* Month 4 and further: Continue the regular procurement of backlinks and evaluate the results and then change the strategies.

## 4. Conclusion

The off-page SEO strategy will ensure that when GRIND Basketball implements it, the company will gain more traffic in search engines, enhance brand authority and reach more basketball fans. Link building, social media publicity, and the use of influencers are a combination that guarantees an increase in the field of sustainability.