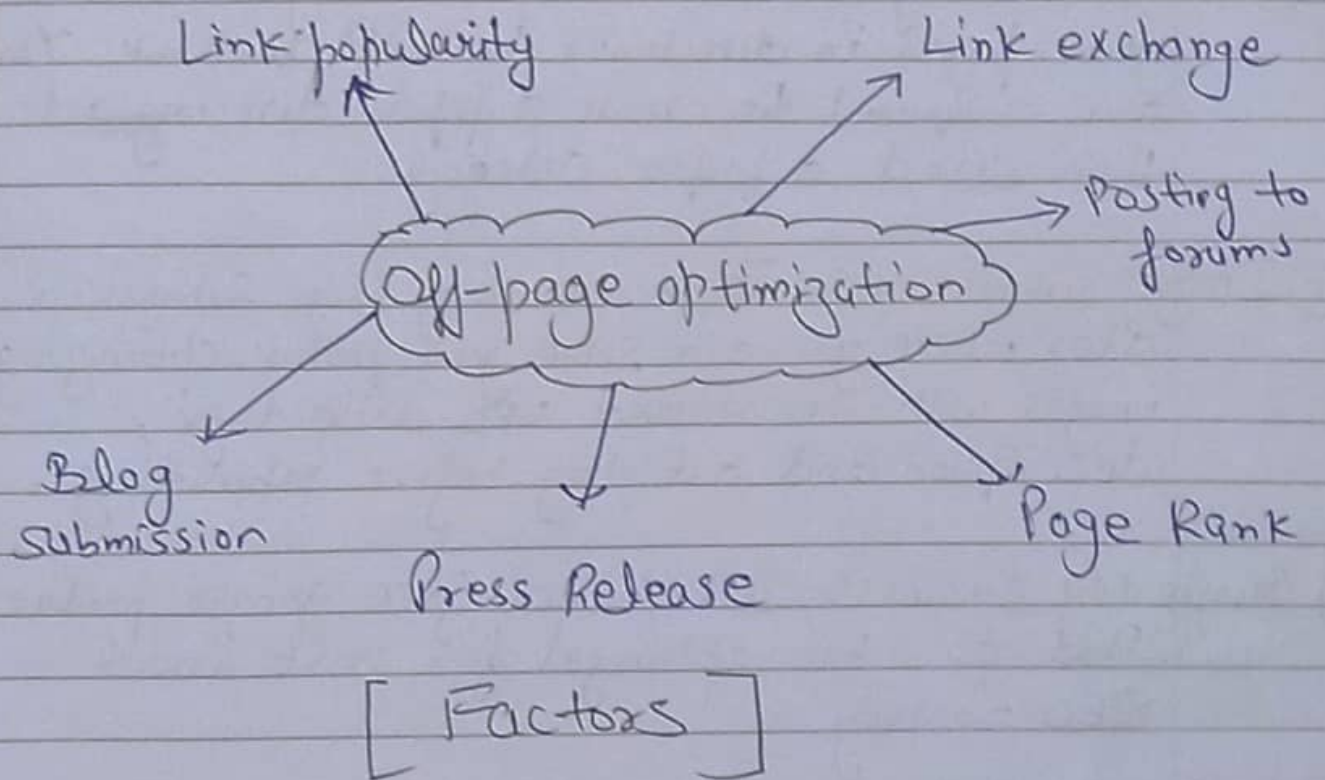


Unit - 2

- Off-page optimization :- Off-page optimization refers to all the measures that can be taken outside the website to improve its ranking on search engine result pages. Without applying off-page factors your website may not rank as high as it could be. Off page seo factor such as link building, social media, videos, blogging etc are very important for the SEO of your website. It helps you get more clicks, more visits and more exposure on social media.



* Types of links for off-page SEO :-

- ① Natural links :- This type of link come to your site naturally. You don't have to put effort or make strategies to earn such links.
- ② Built links :- These links are generated through outreach. You have to earn such links by reaching out to webmasters, publishers or by promoting the content with an odd campaign.
- ③ Created links :- These links are generated for your website from self-submission on ~~directories~~ directories, forums or press-release.

* Off-page optimization techniques :-

- ① Creating shareable content :- Quality content is always the king in SEO. Creating meaningful, relevant content that can be shared is a smart way of generating natural links to your website.
- ② Social bookmarking sites :- These sites offer you a platform to promote your website. You can upload your webpage or blog post on these sites with a link to your site. Thus you can gain high traffic to your site.
- ③ Forum Submission :- You can participate in forums that relate to your website and business and make connection with these communities.

④ Blog directory Submission:- It allows you to submit your pages in directories to build backlink. You are required to choose a popular directory and then select a proper category.

⑤ Image submission :- There are many image submission sites where you can share your photos. Optimize your images with the relevant URL, title tag, description and alt tag before submitting.

⑥ Google My Business:- It is a free google product that can be optimized for best local SEO ranking.

* Link building strategies in SEO :-

① Create high-quality content

- Develop informative, engaging and relevant content that naturally attracts links. Content such as how-to guide, infographics, original research and in-depth articles tend to garner more backlinks.

② Broken link building

- Find broken links on authoritative websites within your niche and reach out to the site owner to suggest replacing those broken links with links to relevant content on your site.

③ Local SEO

- If your business operates locally, focus on acquiring backlinks from local directories, chamber of commerce and other local websites.

④ Competitor analysis

- Analyze the backlink profile of your competitor to identify potential link opportunities. Look for websites linking to multiple competitors but not to your site and reach out to them with a compelling pitch.

⑤ Internal Linking

- Ensure that your website internal linking structure is optimized. Link relevant pages within your site to each other to improve navigation and distribute link equity.

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* Social media and SEO:- Social SEO involves optimizing your social channels and content to expand your reach in search results. It helps enhance the visibility of your content among the people searching for businesses similar to yours.
For example → Social SEO can help you rank higher in youtube search results.

* Influencer Outreach :- It is a strategic process of identifying and engaging with influencers usually on social media platforms to help promote a brand or product.
Some few elements are :-

- ① Backlinks :- When an influencer features your product or brand on their social platform they help generate better backlinks for your website and more traffic to your brand, leading to more authority.
- ② Content creation :- When influencers create content about your brand your websites benefit not only in utilizing influencers for content creation both time and cost-efficient, but it can also benefit your ROI while inc. your brand presence.
- ③ Engaging with your audience :- Influencer marketing impacts the way people look at and feel about your brand. It also opens the door to a potential new audience that might be unfamiliar with your offering. This will generate raw exposure and in turn help build authority in the space.

→ Online reputation Management in SEO :-

→ ORM in SEO involves monitoring, influencing and managing your brand's online reputation to ensure it accurately reflects your desired image and positively impacts your search engine visibility.

Here are key strategies for effective online reputation management within the realm of SEO :-

① Manage online review

→ Encourage satisfied customers to leave positive reviews on platform like Google My business, and other review sites.

② Optimize Branded search results

→ Ensure that SERP for branded searches present your brand in a positive light. Optimize your website, social media profiles and other online assets to dominate the top results for branded searches.

③ Content creation and promotion

→ Create high-quality, engaging content that showcases your brand expertise, values and positive attribute. Publish this content on your website, blog and social media channels.

④ Encourage user-generated content

→ Encourage your customers to create and share their own content related to your brand. User-generated content such as testimonials, review and social media posts can help build trust and credibility.

⑤ SEO best practices

→ Implement SEO best practices to ensure that positive content about your brand ranks prominently in search results. This includes optimizing website content, earning high-quality backlinks and improving overall website authority.

Factors that contribute to ORM :-

- ① Owned media :- Employee and customer stories, reviews, webinars and brand-created content.
- ② Paid media :- Sponsored social posts, affiliate program and native advertising.
- ③ Earned media :- Media relation, influencers marketing and PR.
- ④ Shared media :- Community service and partnership, co-branding campaigns, and organic social media posts.

Measuring off-page SEO Success :-

- ① Backlink quality :- Assess the quality and relevance of acquired backlinks.
- ② Organic traffic :- Monitor increases in organic search traffic to your site.
- ③ Keyword ranking :- Track improvement in search engine rankings.

(④ Referral traffic :- Analyze traffic from external sources.

⑤ Domain authority :- Track improvement in your site authority over time.

+ Advanced link building techniques :-

① Data-driven content

→ Create original research, surveys, case studies or data analyst that provides valuable insights to your audience.

② Link intersect :-

→ Use tools like Ahrefs or Moz to identify websites linking to multiple competitors but not to your site.

③ Broken link reclamation

(→ Find broken links on authoritative websites in your industry, create content that fills the gap and reach out to the site owner suggesting they replace the broken link with a link to your content.

④ Local link building

→ Partner with local businesses, sponsor community events or participate in local charity initiatives to earn backlinks from local directories, news website etc.