

# Session 4: Off-page Optimization

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# Objectives

- Explain different off-page optimization techniques
- Outline common off-page SEO mistakes
- Explain domain authority and page authority
- Identify popular SEO tools to measure domain authority and page authority
- Explain backlink analysis

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# Off- page Optimization

Helps:

Gain relevant traffic

Link-building

Improve Website rank on SERPs



# Types of Links

## Natural Links

- These links are automatically gained when relevant content is found.

## Manual Links

- These links are built deliberately using multiple methods.

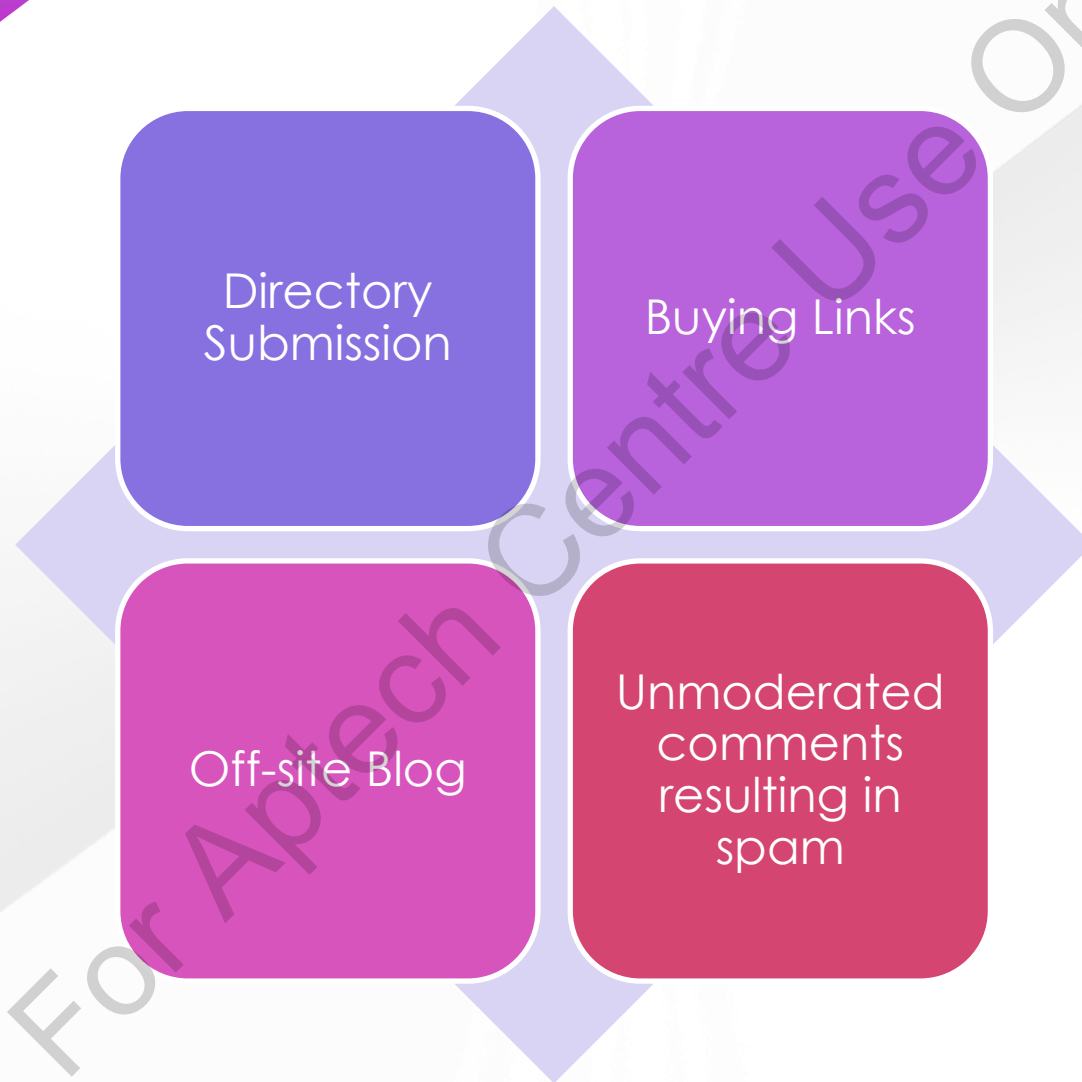
## Self - Created Links

- These are forced links gained by adding backlinks.

# Types of Off-page Optimization



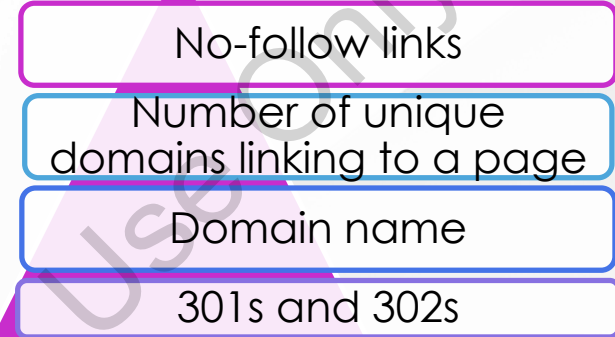
# Common Off-Page Mistakes



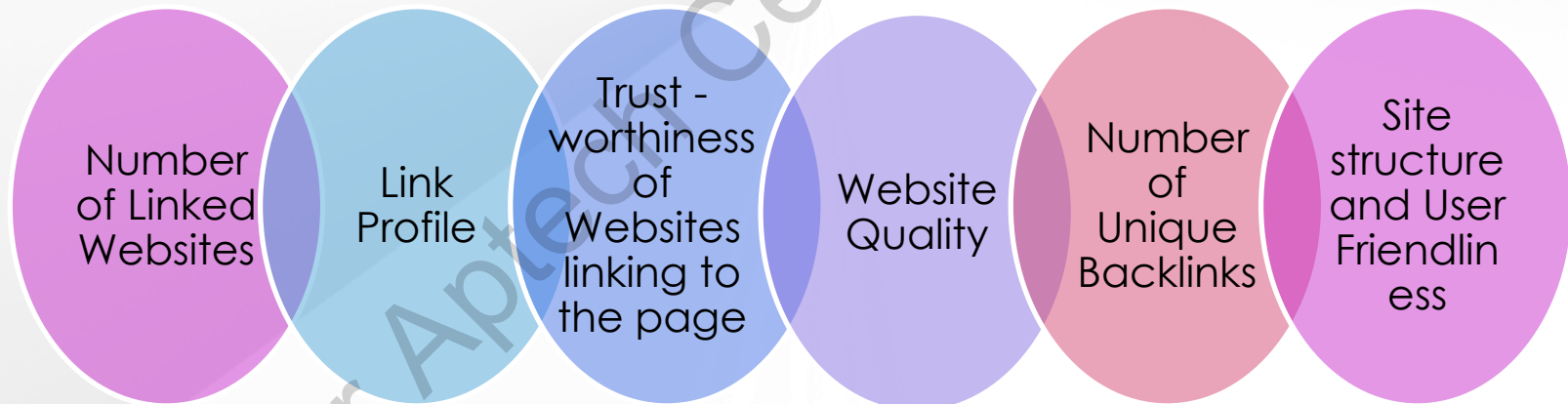
# Domain Authority (DA) and Page Authority (PA)



Popular SEO tools to measure DA

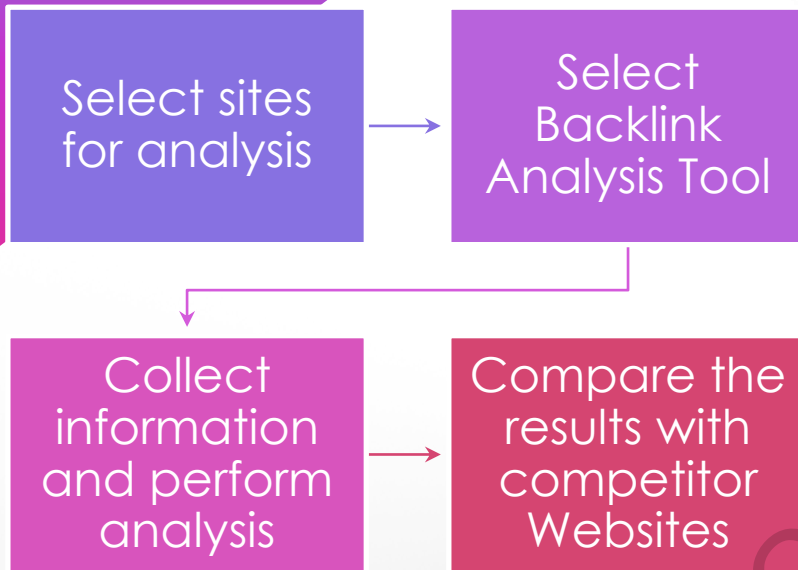


Factors to calculate PA score



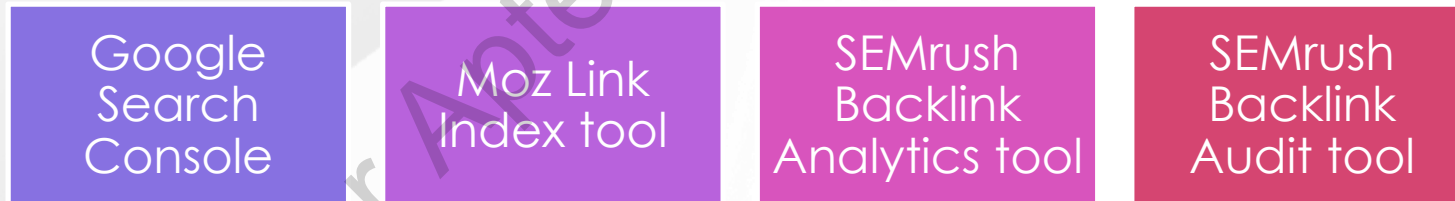
Factors to calculate DA score

# Backlink Analysis



Backlink Analysis - Example

Steps to perform backlink analysis



Popular Backlink Analysis Tools



# Summary

- ◆ Off-page SEO is a continuous process for gaining new and relevant links.
- ◆ More backlinks to a site indicates worthiness and quality of the content as per the search engines.
- ◆ There are three types of links: natural, manual, and self-created.
- ◆ Off-page SEO submissions include engaging in social media platforms, using social bookmarking sites, publishing appealing content and many more.
- ◆ Do-follow links help a visitor or search engine view another Website through the link.
- ◆ No-follow links promote the article by increasing its visibility.
- ◆ It is important to know certain common off-page mistakes, such as comment spam and buying links, beforehand to avoid spending unnecessary time in fixing off-page mistakes.
- ◆ Domain Authority (DA) as a metric to determine how a domain would appear in the SERPs.
- ◆ Page Authority (PA) score predicts how well a specific page will rank on SERPs.
- ◆ Backlink analysis should be done regularly to maintain the health of Website.