

ZinePak Off-Page Optimization Strategy

1. Backlink Building Strategy

To increase ZinePak's domain authority and search engine visibility, we plan to build backlinks from:

- CX (Customer Experience) blogs such as CustomerThink, CX Network
- Music and Pop Culture blogs related to Taylor Swift (e.g., PopCrush, Rolling Stone)
- Podcast directories and creator hubs (e.g., ListenNotes, Podchaser)
- Guest posting on relevant tech and branding blogs (e.g., HubSpot, Medium)

These backlinks will be obtained ethically via content contribution, email outreach, and mentions of ZinePak's masterclass, podcast, or Taylor Swift fan resources.

2. Social Media Engagement Strategy

To expand reach and drive traffic to the website, the following platforms and tactics will be used:

- Instagram: Reels with podcast snippets and book visuals (#CustomerExperience #Superfans)
- TikTok: Taylor Swift fan reactions, lyric breakdown clips (#SwiftTok #ZinePak)
- X (Twitter): CX quotes, event updates, and backlink content tagging other creators
- LinkedIn: Professional posts around the masterclass and brand strategy

We will maintain consistency in branding, include social share buttons on blog and book pages, and encourage user-generated content through contests or reposts.