

SEO Part 3

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ZinePak Off-Page Optimization Strategy

1. Backlink Building Strategy

To increase ZinePak's domain authority and organic visibility on search engines, we propose a diversified and ethical backlink strategy. The goal is to generate high-quality inbound links from relevant, reputable websites in domains closely tied to ZinePak's brand identity: Customer Experience (CX), music, fandom culture, and thought leadership.

Backlink sources include:

- - CX blogs and communities such as CustomerThink, CX Network, and CMSWire
- - Music and Pop Culture blogs covering Taylor Swift and fan experiences (e.g., PopCrush, Billboard, Rolling Stone)
- - Podcast directories and creator hubs (e.g., ListenNotes, Podchaser, Spotify Podcast Hub)
- - Branding and tech marketing sites (e.g., HubSpot Blog, Medium, Moz, Neil Patel)

Backlinks will be earned through high-value guest articles, podcast and book reviews, expert round-ups, and relevant content contributions. Additionally, influencer mentions and community referrals will support natural link acquisition over time.

2. Social Media Engagement Strategy

To expand ZinePak's digital footprint and build community around key offerings such as the Taylor Swift fan collection, podcast, and masterclass, the social strategy will focus on visually engaging, shareable content tailored for each platform.

Target Platforms and Tactics:

- - Instagram: Reels featuring podcast previews, book visuals, and fan highlights with hashtags like #CustomerExperience #Superfans #ZinePak
- - TikTok: Trending audio + Swiftie reactions, short-form lyric analysis, book reveal skits (#SwiftTok #FanArt #ZinePakMoments)
- - X (Twitter): Short quotes from the masterclass, fan trivia polls, reply threads during events and Swift album anniversaries
- - LinkedIn: Professional content highlighting the customer experience angle of ZinePak, especially for the masterclass series and brand storytelling

Each post will include relevant tags, clear CTAs, and branding assets. Additionally, we will add social sharing buttons on the website and encourage user-generated content via contests (e.g., fan poster designs, lyric journal entries). The goal is to create conversation, deepen brand loyalty, and drive qualified traffic.