Off page seo

**What is offpage seo?**

* Off-Page SEO is the process of making high-quality backlinks for the website
* It is a long-term process focused on increasing the authority of your domain.
* The goal of off-page SEO is to get search engines (and users) to see your site as more trustworthy and authoritative.

**What is Link Popularity**

* Link Popularity is an important Off-page SEO strategy.
* Link popularity refers to the number of backlinks (incoming links) that point to a given website.

**Example**

* If there are two websites with same level of seo, the site with higher link popularity will be ranked higher than the other.

**What is Follow and No Follow Links**

* **Do Follow Links** tell search engines to give SEO value to the links. Boosting the page rank of the linked sites, helping them go higher in the SERP.

<a href="<https://domainname.com/>">Off Page SEO</a>

* **No Follow Links** tell not allow search engine to follow link. Only Humans will be able to follow the links.

<a rel="nofollow" href="<https://simplifiedelearning.in/>">Off Page SEO</a>

**Blog Submission**

* Blog submission is an off-page activity where website owners actively post articles related to the website.
* It helps you connect with your readers by asking relevant questions, feedback or comments at the end of the blog.
* Blogging is a continuous process. You need to write unique and useful information so that they could attract users as well as the search engines.

**Key Points for Blog Submission**

* Write fresh content in your article and title because google hates copy paste content.
* Use images, audio, video content which makes the page more interesting for the user
* Articles should be keyword rich, not keyword stuffing.
* The average length of blog 1k-2k words should maintain.
* Make the articles more attractive by bullet points and subheadings.

**Benefits of Blog Submission**

* Bring traffic to the website
* Improves your website ranking in all the Search Engine Platforms
* Increase online visibility of the website
* Increase website metrics like Domain Authority, Page Authority, and Domain Rating.
* Build brand awareness

**Blog Submission Site List**

1. [blogger.com](http://blogger.com/)

2.wordpress.com

**Article Submission**

* Article submission is the process of submitting an unique article related to your business to high-quality third-party websites which accepts article submission.
* This process is intended to generate high-quality backlinks for your website.
* Do-follow article submission websites can increase traffic, domain authority & awareness of the brand.

**Key Points for Writing Article**

* The article should be unique and relevant informative.
* Articles should be keyword rich, not keyword stuffing.
* The article should have optimum length between 1500 and 5,000 words.
* Write short paragraphs and use subheadings and bullets to make your article more presentable.
* Title should be unique and must have the main keyword so that web crawler can easily identify and index it.

**Benefits of Article Submission**

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**Article Submission Site List**

1. [articlesfactory.com](http://articlesfactory.com/)

2. [articlebiz.com](http://articlebiz.com/)---------- without signup

Source to articlebiz----credits only for us

Resource box----------email id,web address

3. [articlecube.com](http://articlecube.com/)

4. go2article.com

**Social Bookmarking**

* Bookmarkeing-------------url to article
* Social bookmarking is the process of saving a specific web page or post to bookmarking site so user can revisit it later.
* Using social bookmarking site you can publish articles, videos, stories, blog post etc.
* Bookmarks can be public, private, or shared with specific groups so users can comment and vote for web pages they like
* Example site:**pocket.com**

**Guest Posting Submission**

* Guest posting is a content marketing tactic that involves writing articles for other websites.
* The guest post accepting websites create quality backlinks for your website once you submit unique article.
* Guest post sites are the best platform for relevant searches. When users search for something, these sites probably come to the top SERPs.

**How to Find Guest Post Sites**

There are many sites open for the guest post, Search on Google in this way:

Keyword +intitle: "write for us"

Keyword +intitle: "become a contributor"

Keyword +intitle: "contribute"

Keyword +intitle: "guest blogging"

**Example:**

Digital marketing +intitle:" write for us "

keyword "submit a guest post"

keyword "guest post"

keyword "guest post by"

keyword "accepting guest posts"

keyword "guest post guidelines"

**Example:**

Digital marketing +intitle:" submit a guest post "

**PPT Submission**

* PPT submission is a process that helps businesses improve their website's visibility by optimizing PPT files for search engines
* PPT submission is basically a part of off-page SEO activities to get referral traffic.
* Search engine can read what written inside the ppts. Once these ppts are crawled by the search engines, there are huge positive impacts on the rankings.

**Guide for PPT Submission**

* Make sure to add your website URL in the ppt
* Make your ppt visible to the public
* Make beautiful presentations
* Use only good Page Authority (PA) and Domain Authority (DA)

**PPT Submission Site List**

1. [slideshare.com](http://slideshare.com/)

2. [sliderocket.com](http://sliderocket.com/)

3. [scribd.com](http://scribd.com/)

**Video Submission**

* Video submission is a process of optimizing and promoting video content for search engines in order to improve the visibility and ranking of the video in search engine results pages (SERPs).
* Video submission can be an effective way to drive traffic and engagement to a website,
* Video submission is used to promote business services so that more people will aware about business.

**Key Points for Video Submission**

* Create a video file that should include all the details about your business
* Video should be attractive
* Video should not more than 5 minutes because 2-5 minutes videos are ideal for submission.
* Use.MP4 format. Otherwise, convert it into MP4 format
* Select high authority websites to submit

**Video Submission Sites**

[youtube.com](http://youtube.com/)

[reddit.com](http://reddit.com/)

[vimeo.com](http://vimeo.com/)

[tumblr.com](http://tumblr.com/)

**Infographic Submission**

* Infographic is a visual representation of information or data combined from images, charts, graphs, diagrams that is designed to make complex information easier to understand.
* Infographics can be shared on websites, social media platforms, and other online channels in order to reach a wide audience.
* Infographic submission can be an effective way to drive traffic and engagement to a website.

**Benefits of Infographic Submission**

* Bring traffic to the website
* It helps permanent and quality backlinks
* Relevant users will visit your websites
* Increase your website's authority
* Benefits the overall ranking on your site

**Infographic Submission Sites**

[pinterest.com](http://pinterest.com/)

[behance.net](http://behance.net/)

[reddit.com](http://reddit.com/)

[infographicszone.com](http://infographicszone.com/)

**Forum Submission**

* Forum submission is a process of posting content, such as text, images, or links, on online forums or discussion boards in order to promote a website or product.
* This can be done by creating a new thread or post on the forum, or by participating in existing discussions and adding a link or reference to the website or product.
* Forum submission can be an effective way to drive traffic and engagement to a website

**Forum Posting Instructions**

**Choose relevant forums:** i.e. if your post is about computer technology then you should prefer computer technology related forums.

**Choose proper title:** Your title should clear content of your post.

**Incorporate main keywords:** Insert your main keywords in the title and body of the post. It helps your post appear in the search results.

**Forum guidelines:** Every forum has its own registration process and guidelines which you should follow.

**Place your link:** This will help generate backlinks to your site.

**Don't use copied content:** Don't share or post someone else's content on the forum.

**Avoid Direct Marketing:** Forums does not allow direct marketing..

**Popular Forum Discussion Sites**

Quora

Stackoverflow

**Press Release Submission**

* Press release submission can be an effective way to generate media coverage and increase the visibility of a company or brand.
* It is an off-page SEO strategy the helps popularize your events, products or services on the web to improve SEO of your site.
* Press release submission can be an effective way to get media attention and drive traffic to a website

**How to submit Press Release**

1. Find the press release sites.

2. Visit the site and provide the required details like username, password, and email id to create the account.

3. Verify the account.

4. Provide the headline, summary, keywords, contact information and other details as required by the site for PR submission.

5. Now, you have to wait for the approval, once it is approved by the site, it will be published.

6. Some sites may ask you to buy a package for their services