

The Nutr - Off-Page SEO Strategy

Backlink Building Strategy

1. Guest Posting:

- Reach out to food bloggers, plant-based lifestyle websites, and nutrition blogs to contribute guest posts about plant-based milk making and sustainability.

2. Product Reviews:

- Offer the Nutr Machine to popular YouTubers and bloggers in the vegan/health niche in exchange for honest reviews with backlinks.

3. Forums & Q&A Sites:

- Engage on Reddit (r/vegan, r/nutrition), Quora, and niche forums. Provide value, then link to relevant Nutr pages naturally.

4. Resource Pages:

- Submit the Nutr Recipes and Bundle pages to directories and resource lists that link to eco-conscious or DIY food resources.

5. University & Health Blogs:

- Partner with student-run health blogs or university ambassador programs for .edu backlinks through collaboration.

Social Media Engagement Strategy

1. Instagram & TikTok:

- Post weekly reels showing recipe creations using the Nutr Machine.
- Collaborate with vegan influencers and micro-influencers for giveaways.

2. YouTube:

- Launch a YouTube mini-series: 'Plant Milk Hacks with Nutr'.

3. Pinterest:

- Pin recipe cards and lifestyle images linking to the Recipes and Bundle pages.

4. Facebook Groups:

- Share Nutr product tips and promotions in health, plant-based, and sustainability communities.

5. LinkedIn:

- Promote the Ambassador program and sustainability mission to attract professionals & partners.