

Offpage SEO

Off-page SEO refers to SEO tactics applied outside of a website to improve its rankings. These tactics often include link building, guest posting, social media marketing, and more.

The goal of off-page SEO is to get search engines (and users) to see your site as more trustworthy and authoritative.

Domain Authority:

Domain authority is a measurement metric or score that was created by Moz to give an overview of a site's performance. Domain authority, or simply DA, represents the quality of a website. If a backlink leads from a website with higher DA to a website with lower DA via a do-follow link, it helps the lower DA website have a better page rank and rank well in SERPs.

Difference Between onpage SEO and offpage SEO

On-page SEO covers tactics you can control on your website to help search engines rank and understand your content better. Like your site's content, title tags, keyword usage, URLs, internal links, etc.

Off-page SEO refers to actions taken off your website. Like backlinks and mentions on other sites.

Link types:

Do-Follow Links: A do-follow link is a default link type that allows Google bots or spiders to pass link juice or value to the link or webpage that is linked to.

`ABC Demo`

No-Follow Links: A no-Follow link type means Google bots or spiders will not follow such links. They won't pass any link-juice or value to the page where that is linked to.

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Types of Off page:

- Business Listing
- Social Profile
- Social Sharing
- Q&A
- Image / Infographics Submission
- PDF / PPT Submission
- Video Submission
- Blog / Article Posting
- Guest Blogging
- PR Release
- Profile Creation
- Classified Ads
- Event Submission
- Podcast Submission
- Web 2.0 Creation

Site for Backlink List: <https://www.seokhazana.com/>

Tools for Backlink Check:

- <https://ahrefs.com/>
- <https://www.semrush.com/>
- <https://moz.com/>