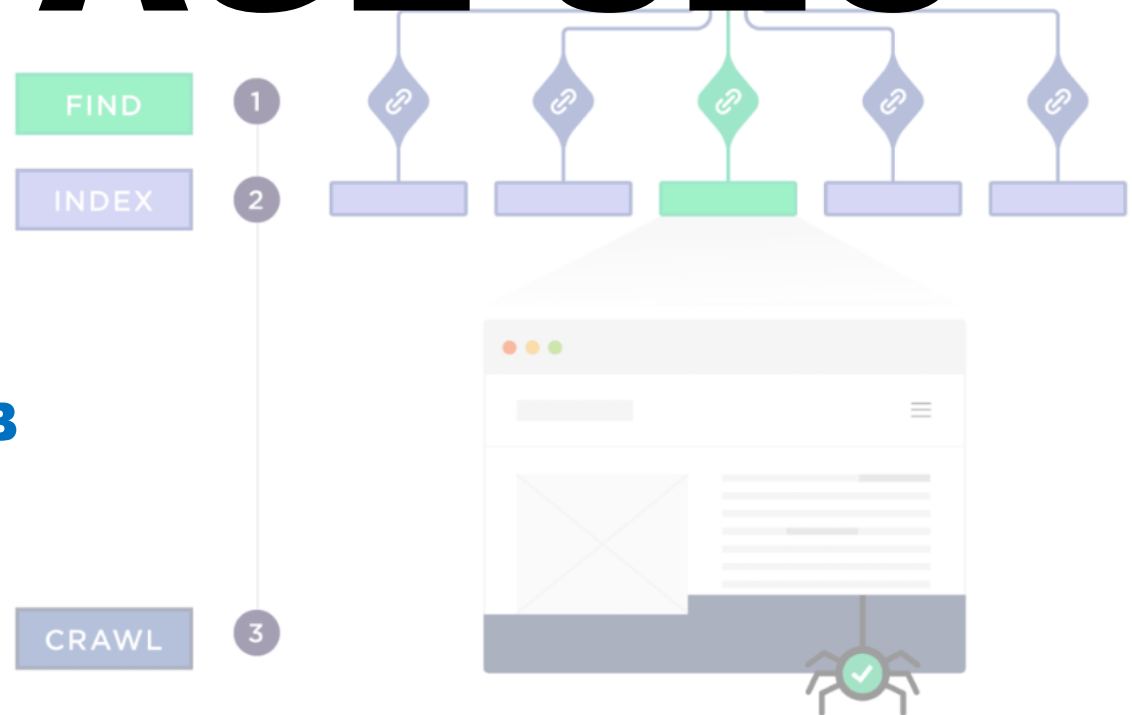


# OFF-PAGE SEO

**SAHAR ANDALEEB**



# WHAT IS OFF PAGE SEO?

“**Off-page SEO** refers to optimization efforts made outside of your own website to improve its search engine rankings.”

- This includes activities like *building backlinks*, increasing *brand mentions*, and increasing *engagement* and *shares* on *social media*.
- Off-page SEO establishes your website's authority and credibility across the web
- Off-Page SEO a.k.a **Off-Site SEO**
- **Off-page SEO requires careful planning and execution**

# IMPORTANCE OF OFF PAGE SEO

## Is off-page SEO important?

It helps improve your website's visibility and search engine rankings.

It **builds trust and authority** for your website.

It **increases referral traffic** from other websites.

It **contributes to a well-rounded SEO strategy** !?!!

- On-page + Technical + Off-page
- **Always use white-hat link-building techniques** for off-page optimization.
- **One of the most important aspects of creating a better content experience is answering your audience's questions.**

# OFF-PAGE SEO RANKING FACTORS?

- Except Google, no one really knows but different experiments shows that below mentioned four factors are of great importance.
  - a. **Backlinks**
  - b. **Brand Mentions**
  - c. **Customer Reviews**
  - d. **Social Media Marketing**

# A. BACKLINKS

- Quality is more important than quantity.
  - The more authoritative the website is, the greater the SEO boost from a backlink
- Search engines also look at factors such as the:
  - Relevance of the linking website
  - Anchor text used in the link
  - and the overall authority of the linking domain.

# LINK BUILDING

- The first step in link building is to **create high-quality content** that other websites will want to link to.
- This can include blog posts, info graphics, videos, and other types of content that are informative and engaging.

# BACKLINK BUILDING STRATEGY

1. Guest blogging
2. Broken link building
3. Linkable resources
4. Network
5. Podcast appearances

# DO-FOLLOW & NO-FOLLOW BACKLINK

**“Do-follow Backlinks:** are links that pass authority (or "link juice") from one website to another”.

- Search engines like Google use these links to help determine the ranking of the linked page.

## **Example:**

You run a website about healthy eating and write an article about the benefits of a balanced diet. You link to a well-known nutritionist's website (do-follow)

- The do-follow link will help the nutritionist's website gain authority and improve its search engine ranking.



# DO-FOLLOW & NO-FOLLOW BACKLINK...CONT.

“No-follow Backlinks: do not pass authority to the linked website.”

- They are used to indicate that the link should not influence the ranking of the linked page.

## Example:

If you include a link to a sponsored post or a user-generated comment on your blog, you might use a no-follow link to indicate that you don't necessarily endorse the content.

- No-follow link does not affect the ranking of the forum comment

# 1. GUEST BLOGGING

“**Guest blogging** involves writing and publishing content on someone else's website or blog. “

- **Exposure:** Guest blogging exposes your content to a new audience, potentially increasing your brand visibility.
- **Authority:** By contributing valuable content to authoritative sites, you establish yourself as an authority in your field.
- **Backlinks:** Most guest blogging opportunities allow you to include a brief author bio with a link back to your website, generating backlinks.
- **Traffic:** Backlinks from guest posts can drive referral traffic to your site, increasing your website's visibility and potential conversions.
- **Relationships:** Guest blogging helps build relationships with other bloggers and site owners, potentially leading to future collaboration opportunities

## 2. BROKEN LINK BUILDING

**Broken link building** involves finding broken links on other websites and reaching out to the site owners to suggest replacing them with links to relevant content on your own site.

- This strategy can help generate backlinks because it provides *value to website owners* by helping them fix broken links while also offering them *high-quality* replacement content.

# 3. LINKABLE RESOURCES

Create high quality content for *passive link building* in which you **create resources that people link to on their own.**

- To produce high-quality content you can include:
  - **statistics:** provide statistics with links to original sources in their articles.
    - People scour the web trying to find stats that are relevant and recent
  - **case studies:** create original case studies by gathering all the relevant data including numbers, email screenshots, analytics screenshots, etc.
    - Compelling, people can relate too, solution to their problems
  - **Success stories (genuine)**

## 4. NETWORK

- Its very important to grow and nurture your network.
  - Email people to let them know that you appreciate their work.
  - Connect with them on LinkedIn.
  - Attend meetups and conferences.

# 5. PODCAST APPEARANCES

Podcast appearances can indeed be a valuable strategy for building backlinks.

- podcasts should have a significant online presence and a good following.

## B. BRAND MENTIONS ?

“**Brand mention** refers to instances where your *brand name* or website URL is mentioned on other websites, regardless of whether they include a hyperlink.”

- These mentions signal to search engines the **prominence** and **authority** of your brand, which can positively impact your search engine rankings.
- **People only cite, reference, and share content they like**

# ... CONT.

## Examples:

- Social media posts and shares mentioning your brand name.
- Reviews or testimonials about your products or services on third-party websites.
- Blog posts or articles that discuss your brand or mention your products.
- Press releases mentioning your company name or activities.
- Mentions in forums or discussion boards related to your industry.



## C. CUSTOMER REVIEWS

- Customer reviews can play a significant role as an off-page SEO ranking factor.
- Positive customer reviews **build trust and credibility** by showcasing others' positive experiences with your products or services. This trust factor influences potential customers and **improves your brand's reputation**, benefiting your SEO by signaling trustworthiness to search engines.

**“Customer reviews are one of the few things that readers are likely to trust, as they have to be earned.”**

*Richard Jaggs, Director, Resolution Design*

# D. SOCIAL MEDIA MARKETING

- Maintaining an **active presence on social media platforms** can increase your brand's visibility and exposure to a broader audience.
- While social media marketing may not directly influence traditional SEO ranking factors like backlinks and on-page optimization, its indirect effects on brand visibility, engagement, and authority can contribute to an enhanced off-page SEO profile over time.



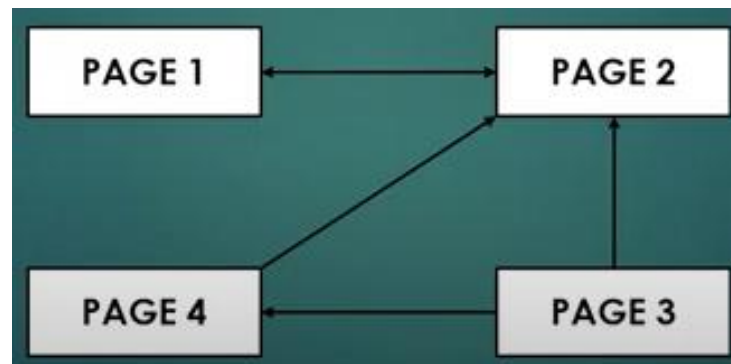
- **Employ services of Social Media to Market your Business.**



# PAGE RANK ALGORITHM

- Named after Larry Page, Google co-founder.
- **PageRank is an algorithm used by Google Search to rank web pages in their search engine results.**

“**PageRank** works by counting number and quality of outbound links to a page to estimate how important that page is. Underlying assumption is that Important websites are likely to receive more links from other websites”.



# WORKING OF PAGE RANK ALGORITHM

PageRank **gives each webpage a score** based on how many other webpages link to it and how important those linking pages are. *This helps Google figure out which pages are most relevant when you search for something.*

- **Determines importance based on links:** more and better quality links = higher importance.
- **Treats links as votes:** a page linking to another is a vote for its quality.
- **Importance of pages varies:** considers both the number and quality of votes.
- **Pages with higher PageRank rank higher in search results.**

# TLD & EFFECT ON OFF PAGE SEO

**TLD: (Top Level Domain)** is the last segment of a domain name, following the final dot.

- It helps in categorizing websites

gTLD (generic Top Level Domain)	ccTLD (Country Code Top Level domain)
<ul style="list-style-type: none"><li>• Not tied to specific country</li><li>• <i>Global</i> reach → suitable for targeting international audience</li><li>• Recognized &amp; trusted → enhanced <b>CTR</b></li></ul>	<ul style="list-style-type: none"><li>• Reserved for country</li><li>• More specific → <b>geographic relevance</b></li><li>• Helps in giving visibility in local searches</li></ul>
<ul style="list-style-type: none"><li>.com</li><li>.org</li><li>.net</li><li>.biz</li></ul>	<ul style="list-style-type: none"><li>.pk</li><li>.uk</li><li>.ca</li><li>.ae</li></ul>

# TLD...CONT.

- Choosing between gTLD and ccTLD depends on your ***business goals, targeted audience, & geographical focus***
- TLDs are generally not considered a direct part of off-page SEO. However, they can influence off-page SEO indirectly through several factors:
  - how users and other websites perceive and interact with your domain.
  - A good choice of TLD can enhance your overall SEO strategy by fostering trust and increasing link opportunities.

# LOCAL SEO

“**Local SEO** focuses on optimizing a business's online presence to attract local customers.”

- Local SEO impacts off-page SEO by influencing factors like local citations, reviews, and backlinks from local sources.
- Local SEO is a Must Have form of Off Page SEO for business with Physical location and service area.
- Strategy is to employ Google My Business.
  - Get your Business on the Map.
  - Provide relevant and accurate information
    - Location
    - Working Hours
    - Services

# E-A-T

## E-A-T: Expertise, Authoritativeness, Trustworthiness

- Google's algorithms evaluate E-A-T

### Expertise

- **Concept:** Demonstrates the creator's knowledge or skill in the relevant field.
- **Example:** A medical article written by a certified doctor shows expertise.

### Authoritativeness

- **Concept:** Reflects the overall authority of the website or content creator.
- **Example:** A blog post about technology trends published by a well-known tech magazine illustrates authoritativeness.

### Trustworthiness

- **Concept:** Ensures the website and content creator are reliable and credible.
- **Example:** A website with clear privacy policies and secure connections (HTTPS) represents trustworthiness.



## E-A-T...CONT.

- By focusing on E-A-T, you can improve *both* on-page and off-page SEO, ultimately boosting your website's performance in search engine rankings.

### **Example:**

**On-Page:** A health website has articles written by certified doctors, with clear author bios and secure connections.

**Off-Page:** The same health website is frequently cited by other reputable health blogs and news sites, enhancing its authority and trustworthiness.

# ON-PAGE SEO VS OFF-PAGE SEO

## **Class Activity:**

Study **On-Page SEO vs. Off-Page SEO**.. ...differences, their impact on your website, their importance.