OFF-PAGE OPTIMIZATION

Kasiviswanadham Thota NEUROGUM



Website link: neurogum

Off-Page SEO Optimization Plan for NeuroGum Website

Home Page (index.html)

Backlink Building

Goal: Build brand visibility and domain authority via homepage links.

Strategies:

- 1. Business Listings:
 - o Google My Business
 - o Crunchbase
- 2. Startup Directories:

AngelList, BetaList, TechCrunch (startup story, funding updates)

3. Press Releases:

o Announce product launch or milestones via PRWeb, EINPresswire

4. Partner Mentions:

o Collaborate with vendors or partners to include backlinks

Social Media Engagement

Goal: Boost visibility and attract natural shares to homepage.

Content Ideas:

- Welcome video introducing NeuroGum
- Focus challenge reels ("7 days of chewing NeuroGum for productivity")
- Instagram & Twitter pinned posts linking to homepage
- Testimonials that link to homepage
- Reels or shorts: "What is NeuroGum?"

Platforms: Instagram, Facebook, Twitter, LinkedIn, YouTube

Product Page (product.html)

Backlink Building

Goal: Attract links that convert directly to product interest/sales.

Strategies:

1. Product Reviews:

- o Partner with wellness influencers to review and backlink
- Outreach to review blogs or YouTube channels ("Caffeine Alternatives")

2. Comparison Content:

o Publish guest blogs comparing NeuroGum vs Energy Drinks/Coffee

3. Affiliate Programs:

Encourage affiliates to link to the product page

4. Quora/Reddit Responses:

 Respond to "best caffeine gum?" with honest, helpful info and product link

Social Media Engagement

Goal: Drive direct traffic and conversions from engaging posts.

Content Ideas:

- Product carousel (features, benefits)
- Unboxing reels
- "Mint vs Gum" poll & reel
- Customer before/after focus posts

About Page (about.html)

Backlink Building

Goal: Share brand story to earn backlinks from startup, business & founder-focused sites.

Strategies:

1. Startup Interviews:

Get featured on podcasts, business blogs, or startup roundups

2. Entrepreneur Forums:

 Reddit (r/startups), Indie Hackers, Medium – share founding story and link back

3. Founders' Guest Posts:

o Write posts like "Why We Built NeuroGum" for other blogs

Social Media Engagement

Goal: Build trust and human connection with audience.

Content Ideas:

- "Meet the Founders" posts
- Behind-the-scenes packaging/creation photos
- Founder video storytelling: "How NeuroGum started"
- Highlight brand values

FAQ Page (faq.html)

Backlink Building

Goal: Establish authority by answering real questions and becoming a cited resource.

Strategies:

1. Forum Engagement:

o Answer related questions on Quora, Reddit, and Stack Exchange

2. Citations from Blogs:

o Offer your FAQ page as a resource in guest posts

3. Health Blogs:

o Collaborate with writers who cover supplements and focus tools

Social Media Engagement

Goal: Educate while encouraging curiosity and link clicks.

Content Ideas:

- "FAQ Friday" IG stories
- Short clips: "Did you know NeuroGum works in 5 minutes?"
- Polls: "Have you tried caffeine gum before?"
- Highlight 1 FAQ/week in carousel posts

Nootropics Page (nootropics.html)

Backlink Building

Goal: Target educational and science-focused backlinks.

Strategies:

1. Educational Blogs:

 Pitch guest posts like "Benefits of Caffeine + L-Theanine" to nootropics or science blogs

2. Supplement Roundups:

o Request listing in "Best Nootropics" blog posts

3. Academic Citations:

o Offer simplified explanation posts to university wellness blogs

Social Media Engagement

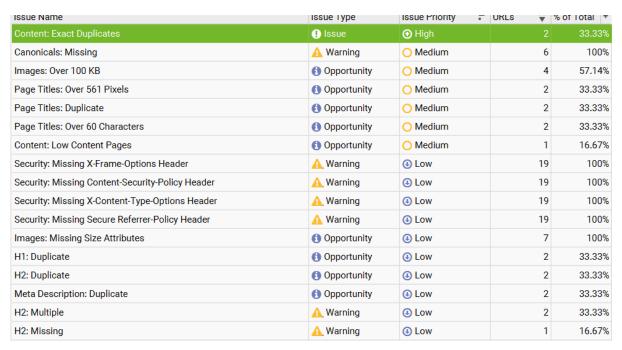
Goal: Establish thought leadership in the nootropics and wellness space.

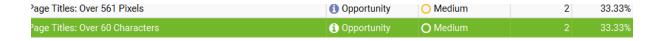
Content Ideas:

- Infographic post: "How Caffeine and L-Theanine Work Together"
- Reels: "What are Nootropics?"
- Blog preview posts with link to Nootropics page
- · Highlight different ingredients and their mental benefits

Tracking & Maintenance

- Use Google Search Console for backlink monitoring
- Use Ubersuggest / SEMrush for off-page SEO tracking





Issue Name	Issue Type	Issue Priority 🗘	URLs ∵	% of Total *
Canonicals: Canonicalised	⚠ Warning	• High	1	16.67%
Images: Over 100 KB	Opportunity	O Medium	4	57.14%
Page Titles: Over 561 Pixels	Opportunity	O Medium	2	33.33%
Page Titles: Over 60 Characters	(i) Opportunity	O Medium		33.33%
Content: Low Content Pages	Opportunity	Medium	1	16.67%
Security: Missing X-Content-Type-Options Header	▲ Warning	Low	19	100%
Security: Missing Secure Referrer-Policy Header	⚠ Warning	Low	19	100%
Security: Missing Content-Security-Policy Header	A Warning	Low	19	100%
Security: Missing X-Frame-Options Header	A Warning	Low	19	100%
Images: Missing Size Attributes	Opportunity	Low	7	100%
H2: Multiple	A Warning	Low	2	33.33%