

OFF-PAGE OPTIMIZATION

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NEUROGUM

NeuroGum Energizes You & Sharpens Your Focus

Sugar-Free Caffeine Gum Maximizes Your Performance



Website link: [neurogum](https://neurogum.com)

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:

- Google My Business
- Crunchbase

2. Startup Directories:

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

3. Press Releases:

- Announce product launch or milestones via PRWeb, EINPresswire

4. Partner Mentions:

- 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:

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

2. Comparison Content:

- 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
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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:

- 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:

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

2. Citations from Blogs:

- Offer your FAQ page as a resource in guest posts

3. Health Blogs:

- 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:

- Request listing in "Best Nootropics" blog posts

3. Academic Citations:

- 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
Content: Exact Duplicates	⚠ Issue	🔴 High	2	33.33%
Canonicals: Missing	⚠ Warning	🟡 Medium	6	100%
Images: Over 100 KB	ℹ Opportunity	🟡 Medium	4	57.14%
Page Titles: Over 561 Pixels	ℹ Opportunity	🟡 Medium	2	33.33%
Page Titles: Duplicate	ℹ Opportunity	🟡 Medium	2	33.33%
Page Titles: Over 60 Characters	ℹ Opportunity	🟡 Medium	2	33.33%
Content: Low Content Pages	ℹ Opportunity	🟡 Medium	1	16.67%
Security: Missing X-Frame-Options Header	⚠ Warning	🟢 Low	19	100%
Security: Missing Content-Security-Policy Header	⚠ Warning	🟢 Low	19	100%
Security: Missing X-Content-Type-Options Header	⚠ Warning	🟢 Low	19	100%
Security: Missing Secure Referrer-Policy Header	⚠ Warning	🟢 Low	19	100%
Images: Missing Size Attributes	ℹ Opportunity	🟢 Low	7	100%
H1: Duplicate	ℹ Opportunity	🟢 Low	2	33.33%
H2: Duplicate	ℹ Opportunity	🟢 Low	2	33.33%
Meta Description: Duplicate	ℹ Opportunity	🟢 Low	2	33.33%
H2: Multiple	⚠ Warning	🟢 Low	2	33.33%
H2: Missing	⚠ Warning	🟢 Low	1	16.67%

Page Titles: Over 561 Pixels	ℹ Opportunity	🟡 Medium	2	33.33%
Page Titles: Over 60 Characters	ℹ Opportunity	🟡 Medium	2	33.33%

Issue Name	Issue Type	Issue Priority ▲	URLs ▼	% of Total	+
Canonicals: Canonicalised	⚠ Warning	🔴 High	1	16.67%	
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