

Off-Page SEO Guide (With Checklist PDF)

What is Off-Page SEO?

Off-page SEO refers to all optimization activities performed **outside your website** to improve its authority, trust, and rankings in search engines. The main goal is to build **quality backlinks, brand mentions, and online visibility**.

Off-Page SEO Checklist (Interview & Practice Ready)

✓ Link Building Techniques

- Blog submission
- Article submission
- Guest posting
- Directory submission
- Image submission
- Infographic submission
- PPT & PDF submission
- Video submission
- Forum submission
- Comment posting

✓ Brand & Trust Signals

- Social bookmarking
 - Social media sharing
 - Google My Business (GMB)
 - Press release (PR)
 - Newsletter marketing
 - Brand mentions
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Blog Submission

Submitting blogs to blogging platforms helps generate backlinks and traffic.

Example websites: - medium.com - blogger.com - wordpress.com

Article Submission

Publishing SEO articles on high-authority platforms.

Example websites: - ezinearticles.com - articlerepublic.com

Social Bookmarking

Saving and sharing website links on bookmarking sites.

Examples: - reddit.com - mix.com - scoop.it

Guest Posting

Writing content for other websites to earn backlinks.

Example: - Write SEO article → publish on marketing blog → get dofollow link

Comment Posting

Leaving meaningful comments on blogs.

⚠️ Avoid spam comments. Always add value.

PPT & PDF Submission

Create presentations or PDFs and upload them.

Examples: - slideshare.net - scribd.com

Video Submission

Upload SEO-related videos with links in description.

Examples: - youtube.com - vimeo.com

Infographic Submission

Submit visual content to infographic directories.

Examples: - visual.ly - infographica.com

Forum Submission

Participate in discussions and answer questions.

Examples: - quora.com - reddit.com

Press Release (PR)

Distribute business or website announcements.

Newsletter Marketing

Send regular emails with website links.

Google My Business (GMB)

Optimize local presence using GMB.

Download Off-Page SEO Checklist (PDF)

👉 Create a PDF named: `off-page-seo-checklist.pdf`

Include: - All techniques listed above - Submission examples - Do-follow vs No-follow links - Weekly backlink plan

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<a href="off-page-seo-checklist.pdf" download>
  Download Off-Page SEO Checklist PDF
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SEO Optimized Image

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Conclusion

Off-page SEO builds **authority, trust, and rankings**. Consistency and quality backlinks matter more than quantity.

🤖 This file is portfolio-ready for GitHub & SEO job interviews