

Day 10: On-Page Final, Off-Page SEO, and Social Signals (Unit II)

Lesson Goal: Connect the final on-page element (interlinking) to the external elements of authority (Off-Page SEO and social media).

1. Interlinking (Internal Links)

- **Purpose:** Strategically, linking one of your website pages to other similar pages on your website provides context to the search engine and to the readers as well.
- **Best Practices:**
 - Include links in the main content of each page.
 - Use keyword-rich anchor text in links.
 - Avoid using non-descriptive anchor text (e.g., read more, click here).
 - Use breadcrumb navigation on every page.

2. Off-Page Optimization (Building Authority)

- **Definition:** Off-Page SEO refers to your website's overall "authority" on the web, determined by what other websites say about your site. It is a long-term process.
- **Core Strategy:** Off page optimization includes acquiring backlinks to your page from the authority sites in your niche. Backlinks are the currency of any off-page strategy.
- **Focus on Quality:** The success factor is not building a long list of inbound links, but building a trail of quality links. Getting a number of links from multiple domains relevant in your industry are the key.

3. Leveraging Social Interaction (Social Signals)

- **Trend:** Use of social metrics or social engagement as a ranking factor is an increasing trend.
- **Impact:** Google now gives prominence to social signals around your content (e.g., the number of people who tweet, 'Like', or "vote" via Google +1 for your content).
- **Promotion:** Make sure to promote your content through multiple social media channels to obtain social media traction.