

Course

Digital Marketing

Week 5

Introduction to Week 5

Learning Objectives

- Apply content optimization techniques to your websites
- Use Yoast SEO Plug-in for content optimization
- Apply various off page SEO techniques to the web pages

Course

Digital Marketing

Week 5

Module 12

**On Page SEO Techniques- Content
Optimization**

Video 1

What will you Specifically Learn ?

- What are various Content Optimization Techniques?
- How to ensure the Quality, Quantity and Variety of the content?
- What is role of Internal and External Links in Content Quality?

What is Content Optimization?

Content Optimization is a part of overall **Search Engine Optimization process** where content of WebPages is optimized to make the content more **relevant, attractive and actionable for the audience**

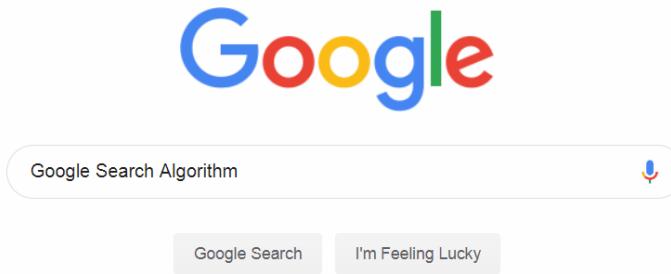
How to make the content

Relevant, Attractive and Actionable



- **Content Quality**
- **Content Quantity**
- **Content Variety**
- **Content readability**
- **Internal linking and Outbound Links**
- **Keyword Density**

Content Quality



Content Quality



These quality guidelines cover the most common forms of **deceptive or manipulative behavior**, and Google may respond negatively to other misleading practices as well



Webmaster Guidelines

- The content should be the fresh and original one
- The focus of your pages should be on users not on search engines
Understand your user first, what are his requirements, what actually they wants
- Don't try to deceive the users by writing irrelevant content
- Think about what makes your website unique, valuable, or engaging
- Make your website stand out from others in your field



Webmaster Guidelines



- Automatically generated content
- Creating pages with little or no original content
- Abusing rich snippets markup
- Cloaking
- Hidden text and links and so many other things

Content Quantity

A-Z PRINCIPLE

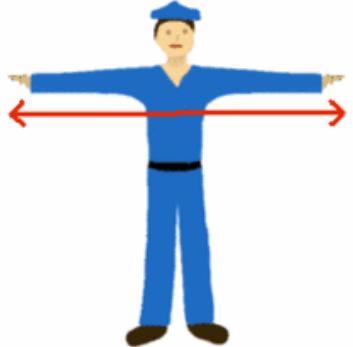
Understand the intent of the users



Content should be rich

Content Quantity

The length of the content depends on different factors like



Type of the Business
Complexity or Simplicity

Content Variety

- Text
- Images
- Videos
- Info Graphs
- Table



RICHNESS OF CONTENT

Google

TEXT

Text is the integral part of the content.

Natural Sentences



KeyWords



Image



Images make the users involved in the text, and they tend to remember the images for a longer period

Video

Videos increases the engagement time for
the users



Infographics

Infographics are used for presentation of information using various element of design

- Increase the value of content
- Capable of showing the lot of information in a very precise and informative way

Tables

Table is used to present the numeric value in much formatted way



Content Readability

0 Shares
f 0
t 0
in 0
+

Facebook Marketing: Is it working ?

admin - ① June 5, 2019 - Social Media Marketing - 0 Comments

Quick Styles gallery on the Home tab. You can also format text directly by using the other controls on the Home tab. Most controls offer a choice of using the look from the current theme or using a format that you specify directly. To change the overall look of your document, choose new Theme elements on the Page Layout tab. To change the looks available in the Quick Style gallery, use the Change Current Quick Style Set command

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Content Readability

Content Readability

Content readability is the **level of ease to understand** a written text



Content Readability

Google X Readability Score



Techniques of Improving the Content Readability

Short and simple words are Key to the content

- Users come to our websites for information purpose not for English
- Using very heavy English words is just a show off which many people don't like.



Techniques of Improving the Content Readability

Use of short Sentences



Whenever there is a need, just break the sentences into parts and use contractions to shorten your sentences

Techniques of Improving the Content Readability

Use Conversational style

- It is just like you are talking to others
- The way you write differ from normal writing



Techniques of Improving the Content Readability

Typography



- Visual aspect of the content matters

- Font
- Font size
- Line height
- Line length

Techniques of Improving the Content Readability

Typography

FONT

The choice of correct font matters a lot in the visual look of the content

www.flyinghippo.com

<https://www.websitebuilderexpert.com>

<https://www.typewolf.com>

Techniques of Improving the Content Readability

Typography



FONT SIZE

- Ideal font size for web browsing is 16 pix
- Correct font size reduces the eye strain and improves the visibility

Techniques of Improving the Content Readability

Typography

LINE HEIGHT

- Line height refers to the space between lines
- Line height should be 150% of the font size.

14px

Font Size

21px

Line Height

Techniques of Improving the Content Readability

Typography

LINE LENGTH

- Line length refers to the space between words

9-12
Words

50-60
Characters

Techniques of Improving the Content Readability

Typography

HEADER AND SUB-HEADER

- Should be divided into heading and sub heading

H1 - H6

Internal and Outbound linking

Internal Linking

Internal linking refers to linking any word, image, video or page to any other element within the website by putting hyper linking

An effective hyper linking is always considered good from SEO point of view.

Outbound Linking

Outbound linking is similar to internal linking with a difference that the target page is the any other page on the web except page of your website



Keyword Density

panjab university chandigarh
higher university panjab university chandigarh
panjab university panjab university
higher education teaching and research of panjab university panjab
website of panjab of panjab
university panjab university rankings official
constituent colleges website of panjab university
the times constituent and research
panjab university pm 00 pm
information of panjab university chandigarh india
university chandigarh times website the times higher education times higher
research teaching official website chandigarh the university
right to information to information education
official website of panjab university panjab colleges
the times higher university panjab india
university chandigarh india panjab university panjab
website of panjab university panjab official website of panjab
university rankings of panjab university panjab university
times higher education



Week Introduction

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh
Hello Learners,



Welcome to another exciting week of our course on digital marketing.

We are going, to begin with, Week 5 of this course. During this week we will continue our discussion on search optimization techniques and cover three modules namely

Module 12: On-Page SEO Techniques- Content Optimization

Module: 13: On-Page SEO: Yoast SEO Plug-in and

Module : 14: Off-Page SEO Techniques

After the successful completion of this week you will be able to

1. Apply content optimization techniques to your websites
2. Use Yoast SEO Plug-in for content optimization
3. Apply various off-page SEO techniques to the web pages

In this week, we will again focus on the practical aspect of SEO techniques. So, whatever, I will teach you to try to apply it to your website. Let begin this week with an aim to learn something new in digital marketing

Module12: On Page SEO Techniques- Content Optimization

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Video-1

Hello, Welcome to the next Module on ‘Search Engine Optimization Techniques’ and the name of this module is ‘On-Page SEO Techniques-Content Optimization’. Content is the king in digital marketing. Be it your post or page of social profile or even advertisements, we need content. Fully optimized content helps your website to be ranked high in the search engines.

Under this Module, you will specifically learn

1. **What are various Content Optimization Techniques?**
2. **How to ensure the Quality, Quantity and Variety of the content?**
3. **What is the role of Internal and External Links in Content Quality?**

If you are ready Let us begin

What is Content Optimization?

Content Optimization is a part of an overall search engine optimization process where the content of WebPages is optimized to make the content more relevant, attractive and actionable for the audience. The websites having relevant, attractive and actionable content have better chances to be ranked high in the search engines.

How to make the content relevant, attractive and actionable, we should focus on

1. **Content Quality**
2. **Content Quantity**
3. **Content Variety**
4. **Content readability**
5. **Internal linking and Outbound Links and**
6. **Keyword Density**

Let us discuss these points one by one

Content Quality

Google's search algorithm assigns a lot of weightage to the quality of the content when it comes to the ranking of websites. Google has already released detailed guidelines to improve the quality of your content to match the Google parameters. According to Google. These quality guidelines cover the most common forms of deceptive or manipulative behaviour, and Google may respond negatively to other misleading practices as well. There are a few basic principles of content quality as per Google and these are:

1. The content should be the fresh and original one. If the content is copied or plagiarized, it will be considered as spam.
2. The focus of your pages should be on the user not on search engines, that means, you should understand your user first. What are his requirements, what she wants, try to build the content around it by including the keywords which she might be using to find your content or website,
3. Don't try to deceive the users by writing irrelevant content.
4. Think about what makes your website unique, valuable, or engaging.
5. Make your website stand out from others in your field.

Google has put specific focus on that you should avoid

- Automatically generated content
- Creating pages with little or no original content
- Abusing rich snippets markup
- Cloaking
- Hidden text and links and so many other things

I have given the link in e-text for detail guidelines.

Content Quantity

The second way to optimized the content is Quantity

The quantity of the content also matters along with the quality.

In this case the Principle of 'A-Z' matters

Try to understand the intent of the users and then give him A-Z details on the topic by covering various aspects. Though there are no clear guidelines from Google regarding the word count. However, your content should be rich enough that user feels that for what purpose she landed on the page, she has achieved it by going through the content.

The length of the content depends on different factors like

Type of the business, like in business website companies need to explain their services, vision and mission of the company. On another side, an education website has to develop the content thoroughly with key details on various aspects.

Complexity or simplicity

As earlier discussed, make sure the content is thorough and deep. Few companies may prefer to just give the names of their products and services only. But it is always suggested that you describe every detail of the services which a customer expects to form your company.

Moreover, try to write the content in question form, wherever it is possible.

Because nowadays, most of the search happen with voice. Let us understand with an example. Instead of inserting the Keyword “Digital Marketing Tools”, Try to insert “What are various digital marketing tools?

We have discussed two very important techniques of On-page search engine optimization i.e. Content Quality and Content Quantity. These two techniques are the backbone of Content optimization. Google always aims to offer the best results to the user by providing quality information that is why Google has put lot focus on the quality and quantity of the content and has already issued guidelines in this regard.

Video:2

Welcome back, we are discussing search engine optimization with a focus on content optimization. Now, we will continue with the next techniques of Content optimization i.e Content Variety.

Our focus will be on to understand the various forms of content that can bring variety to the content. Let us discuss

Content Variety

Content variety means, include the different format of the content in your writeup such as

- **Text**
- **Images**
- **Videos**
- **Info Graphs**
- **Table etc.**

In your post or a Page, when you use a different format of content, it will help you to target the diversified audience as the different audience does not respond to the content in the same way. Moreover, it will increase the richness of your content which your user will like.

When you blend different form of content in a given webpage, the search engine also understands your content as rich content and chances are there to beat your competitor on this front.

Let us talk about these formats one by one :

Text :

Text is an integral part of the content. Try to write quality sentences in a natural way with the keywords that your prospects are using in the search engines.

Images

Images make the users involved in the text, and they tend to remember the images for a longer period. Try to insert high-quality images in the content.

As far as image SEO is concerned, it includes using correct alt text, image size, image dimensions, alignment, and to reduce the size of the image. (<http://www.imageoptimizer.net>) You can also use image sites, from where you can download royalty-free images like Shutter Stock, Unsplash, Pixabay etc.

{<https://www.shutterstock.com/>

<https://unsplash.com/>

<https://pixabay.com/>

Video

Videos are another form of content and should be used in the content as it increases the engagement time for the users. It is always advised that video should be hosted on a trusted platform first and then embed it in the content. There are many such platforms where a video can be hosted Like: Youtube, Vimeo, Dailymotion, Veoh.

We have already learnt how to add video in the post or a page in one of our Modules.

Info Graphs

Infographics are primarily used for the presentation of information using the various elements of design. The use of infographics in the content increases the value of content and infographics are capable of showing a lot of information in a very precise and informative way. I am showing you a few examples of infographics and you will get better ideas, what they are.

You can also use online tools to design infographics such as

Canva, Visme, easel.ly, Visualizeme

Tables

The table is another form of content and should be used to present the numeric value in a much-formatted way.

In WordPress, we have one block to add a table and can easily be used for this purpose. Let me show you how to add 'Table block' in post or page

Let us first add the Heading of the table, say Gender-wise income in Chandigarh. Now search for table block and add it.

Firstly, we have to decide on the number of columns and rows. Let it be 3 columns and two rows.

Your table is ready. If you want to increase, you can. Just insert a few headings. Make the fixed-width cell 'on' to freeze the width of the table. Let's add a few values in the table

Use this option to add more rows or columns.

Few table settings are available as you can change the colour and you can change the style also.

You can see the preview of your table. Once satisfied publish your post.

Content readability

The next technique is content readability

Just tell me, how many times you exit from the website after reading a few sentences of the post?

It happens many times, and one of the most important factors, in this case, is the content readability. Content readability is the level of ease to understand a written text.

There are many scientific ways to measure content readability. But we will not discuss those methods. We would discuss one plug-in that will measure the readability score of our content. Although search engines don't calculate readability score, however, they measure the human behaviour on a page. Therefore, it is important to improve the human behaviour on-page by increasing the content readability

There are many techniques for improving content readability.

Let us discuss them

1. **Short and simple words are key to the content.** Since our school days, we have been told to use simple and short words in the content. We should follow the same principle here as well as users come to our websites for information purpose, not for English. Using very heavy English words is just a show-off which many people don't like.
2. **Use of short Sentences:** Again this has been taught to us, don't use very long sentences. Whenever there is a need just break the sentences into parts and use contractions to shorten your sentence.
3. **Use Conversational style:** It is always suggested to use a conversational style while writing for blogs. It is just like you are talking to others. You find when you use conversation style the way you write differ from normal writing. Moreover, you tend to use simple and short sentences while using a conversational style.
4. **Typography:** There is no doubt that style of your writing, selection words, the syntax of the content matters, however, the visual aspect of the content also matters.

Typography also matters a lot in the content readability. Starting from the font, font size, line height, line length matter a lot.

5. **Font:** The choice of correct font matters a lot in the visual look of the content. There are thousands of fonts available to select but it becomes a very challenging job to select the right font for the website. I am suggesting you few websites for this purpose. Just visit them, have an idea about the top font for web designing. THESE WEB SITE ARE :www.flyinghippo.com, <https://www.websitebuilderexpert.com>, <https://www.typewolf.com>
6. **Font Size:** Make sure the font size is not too large, not too small. The ideal font size for web browsing is 16 pix. However, you may use 14px depending upon the font. Correct font size reduces the eye strain and improves the visibility
7. **Line height:** Line height refers to the space between lines. It is obvious that if the lines will be too close, or too away from each other, will affect the readability and make the content either congested or very wide. There is a simple rule that the line height should be 150% of the font size. Suppose, we are using 14px font then the line height should be 21px.
8. **Line Length:** The line length is space between words. If the words are too close to each other, definitely it will affect the readability. The good number of words in a line would be 9-12 words or between 50-60 characters.
9. **Header and Sub-Header:** For better readability, the content should be divided into heading and subheading. Instead of writing the text into long paragraphs, you organize the content into headings and subheadings. Here you can make use of headings H1- H6 as discussed earlier.
10. **Colour and background:** Besides font, font size, line length, the colour of the font, the background has a great impact on the readability and the psychology of a consumer. However, choosing the right colour of the font and background is really a big challenge.

The colour combination depends on the types of website that you have. For example, E-commerce website mostly keeps their background white and grey font colour as the main focus is on displaying the product information rather than making a very colourful website. Similarly, Business websites prefer to keep the colours in conjunction with their brand to enhance brand identity.

Now the important question.

Are these typography settings available in WordPress?

Actually, the basic editor of WordPress does not offer much typography settings. It has just basic font size, background colour and font colour settings in a very limited way. You may also change these settings from the theme customization.

You may install few plug-ins for typography in the WordPress like

Google Fonts Typography

Google Typography

Easy Typography etc. but in most of the plug-ins you will not be able to see the live preview of the change

But there is, one plug-in Elementor where you will be able to see the live preview of your font-related settings

Let me show you.

This is the Elementor interface; let us add text by dragging heading Element. As we know, there are a bunch of settings for each element like you can align the text. However, typography settings are available under the **style** section. Here you can change the **text colour** with any customized colour, and notice in right-hand side panel your changes will be live. Now let us see typography settings. You can change the font out of various alternatives.

The next is **size**, it is so simple that you can easily change it by sliding left and right and see live preview is there.

Weight is how bold text you want, you may set the desired level from here

Similarly, you can transform the text to upper or lower cases

Under style, you may change it to italics, oblique

You may also underline the text and use other options

Before I show you the next option, let me add one more line to the text

This is the line-height that I was talking about. See here, how easy it is to change the line-height by using this option.

Similarly, the letter-spacing can be customized from here, see how easy it is.

There are few more settings like text-shadow and blend mode. Just play with these settings

So, this was the live demos of typography settings of Elementor plug-in

So, we have done with content variety and readability. In future, whenever you will develop the content so remember and apply these points to your content. You must be thinking is there any plug-in of WordPress that can measure the readability score of content and suggest us a few modifications in the content.

Yes, it is there and very soon we are going to discuss that in the next module. Let us move further

Video 3

Welcome to the last video of this module.

Have you ever noticed that sometimes there are links or hyperlinks that are embedded in the content? While clicking on those links either they take you to the page within the website or sometimes outside the website

Are these links important for content optimization? Yes, they are very important from the search engine optimization point of view

Now we will discuss how?

Internal and Outbound linking

The next technique of content optimization is Internal and outbound linking.

First, let us understand what is internal linking and what is outbound linking?

Internal linking

Internal linking refers to linking any word, image, video or page to any other element within the website by putting hyperlinking. It makes the site more user-friendly and offers good navigation. An effective hyperlinking is always considered as good from an SEO point of view.

If you have watched my videos carefully on website development, then you must have an idea about how to link various elements of the website. But let me show you again.

Suppose I want to insert a hyperlink in this page here that if a user clicks here, it should take the user to this page of my website. Let us see how to do it.

Select a text on which you want to give a hyperlink and select this icon, a pop will appear to insert the link of your target page, where you want a user should be directed. Now go to your target page and from document settings copy this permalink and come back to the original page and paste it in the pop-up. Let it be unchecked to keep your user within the website and apply it. Your link is added, let us test it in the preview section. Click here. Yes, you are on the target page.

Similarly, you can add internal linking at various places in the website link in the menu section, images, buttons, sections. I have already discussed these points in the previous videos. Just refer to them.

Outbound Linking

Outbound linking is similar to internal linking with a difference that the target page is any another page on the web except page of your website.

Suppose from my website, I want to send the users to the website of SWAYAM that will be the external linking. Let me show it.

The procedure is the same; just select the source word on which you want to give the link and click the link option. In the popup window paste the link of the external website. Your outbound link is created.

As it is an outbound link, so open it in a new window and apply. Let us check it in the preview section. Click on the link, Yes it is working, Good.

So, to properly optimize the content, you should optimally make use of internal and outbound linking. It will offer more functionality to your website and enrich the users' experience on your website.

Keyword Density

Another technique of content optimization is keyword density.

What is keyword density? , How to measure it and optimize it?, I have already discussed in one of the previous modules. Here, I will discuss one more extension for the Chrome browser,

The name of this extension is SEO Quake, one of the favourite tool of SEO masters. Just install it to the chrome browser.

Let me show you

Search for SEO Quake, and add to the browser, as I have already installed it. Let us start working on it

Open any page where you want to check the keyword density and click SEO Quake. Here you will see thousands of metrics are available that is why it is my favourite one. We will make use of it from time to time. But as of now, we will make use of Density option. Click it and a new window will appear. Here we have density report of this page and you can check for

1 one-word keyword

2 one-word keyword

3 one-word keyword

4 one-word keyword

You can set a few filters here and

Also, check the word cloud.

And here is the keyword density, arrange it in ascending order or descending order.

Understand the keyword density report and try to optimize the content by repeating or reducing the repetition up to an optimal level which should look natural. Rest of the features of this extension will be covered in one of the next modules.

So with this, we have completed our module on content optimization. Hope it was a learning experience and you can think better to optimize the content of your website. I advise you just create one post of your interest and try to apply all the techniques to that post. Believe me, you will understand things better.

All the best and Thanks.

- E-Content:Module 13: On Page SEO -Yoast SEO Plug-in (unit?unit=156&lesson=165)
 - Quiz: Quiz-M13A JAN 2024 (assessment?name=174)
 - Quiz: Quiz-M13 B JAN 2024 (assessment?name=175)
 - Module:14: Off –Page SEO Techniques -Part-1 (unit?unit=156&lesson=166)
 - Module:14: Off –Page SEO Techniques -Part-2 (unit?unit=156&lesson=167)
 - Module:14: Off –Page SEO Techniques -Part-3 (unit?unit=156&lesson=168)
 - Module:14: Off –Page SEO Techniques -Part-4 (unit?unit=156&lesson=169)
 - E-Content: Module:14: Off –Page SEO Techniques (unit?unit=156&lesson=170)
 - Quiz: Quiz-M14 A JAN 2024 (assessment?name=176)
 - Quiz: Quiz-14B JAN 2024 (assessment?name=177)
- Summary Week:5 (unit?unit=156&lesson=171)

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M12 A JAN 2024

Assignment submitted on 2024-04-14, 20:30 IST

Due date: 2024-04-30, 23:59 IST.



1) As a thumb rule, line height should be _____. 1 point

- 100% of the font size
- 15% of the font size
- 200% of the font size
- 150% of the font size

2) Line length is _____. 1 point

- the space between lines
- the space between character
- the space between words
- the space between paragraphs

3) If you have given the link of a page of your website on any word of your website. It will 1 point be called _____.

- External linking
- Internal linking
- Outbound linking
- None

4) SEO Quake is a/an _____. 1 point

- Software
- Extension
- Website
- Mobile app

5) If you have given the link of a page of another website on any word (in your website). It 1 point will be called _____.

- External linking
- Internal linking
- Outbound linking
- SEO linking
- None

You were allowed to submit this assignment only once.



1) Primarily Content Optimization is part of _____. **1 point**

- Off-page SEO
- On-page SEO
- Both off-page and on-page SEO
- None

2) Google has not issued any guidelines related to the quality of the content. **1 point**

- True
- False

3) Which of the following is a part of content variety ? **1 point**

- Text
- Videos
- Images
- All

4) We should directly upload the video to our website rather than first uploading it to video **1 point** hosting programs.

- True
- False

5) Line height is _____. **1 point**

- the space between lines
- the space between characters
- the space between words
- the space between paragraphs

You were allowed to submit this assignment only once.



Course

Digital Marketing

Week

5

Module 13

On Page SEO : Yoast SEO Plug-in

Part 1

What will You Specifically Learn

- What are functions of Yoast SEO Plug-in
- How to make changes in the settings of Yoast SEO Plug-in
- How to use Yoast SEO Plug-in for Meta Tags
- How to use Yoast SEO Plug-in for content optimisation

What is Yoast SEO Plug-in



- Most Popular WordPress Plug-in- Own Website/ Client's Website
- Helpful in Search Engine Optimization
- Available in Free and Premium version



- Quiz: Quiz-M13 JAN 2024
 - Quiz: Quiz-M13 B JAN 2024
 - Module:14: Off -Page SEO Techniques -Part-1
 - Module:14: Off -Page SEO Techniques -Part-2
 - Module:14: Off -Page SEO Techniques -Part-3
 - Module:14: Off -Page SEO Techniques -Part-4
 - E-Content: Module:14: Off -Page SEO Techniques
 - Quiz: Quiz-M14 A JAN 2024
 - Quiz: Quiz-M14B JAN 2024
- Summary Week:5

Week :6

Week :7

Week : 8

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz-M13A JAN 2024

Assignment submitted on 2024-04-14, 20:45 IST

Due date: 2024-04-30, 23:59 IST.

1) What is optimal key phrase length?

1 point

- For languages with function word support, the optimum length for a key phrase is upto 4 content words.
- For languages with function word support, the optimum length for a key phrase is upto 5 content words.
- For languages with function word support, the optimum length for a key phrase is upto 6 content words.
- For languages with function word support, the optimum length for a key phrase is upto 7 content words.

2) Fleisch Reading score is measured on a scale

1 point

- 0-100
- 1-10
- 1-100
- 1-20

3) What is the optimal text length in Yoast SEO?

1 point

- Minimum of 300 words
- Minimum of 200 words
- Minimum of 100 words
- Minimum of 250 words

4) What is the ideal meta description length (character)?

1 point

- 120-156
- 100-156
- 120-160
- 150-200

5) Yoast SEO also reports on Image alt attributes.

1 point

- True
- False

You were allowed to submit this assignment only once.





- Quiz: Quiz-M13A JAN 2024
- Quiz: Quiz-M13 B JAN 2024
- Module:14: Off -Page SEO Techniques -Part-1
- Module:14: Off -Page SEO Techniques -Part-2
- Module:14: Off -Page SEO Techniques -Part-3
- Module:14: Off -Page SEO Techniques -Part-4
- E-Content: Module:14: Off -Page SEO Techniques
- Quiz: Quiz-M14 A JAN 2024
- Quiz: Quiz-14B JAN 2024

○ Summary Week:5

Week :6

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

Week:13

Week:14

Week-15

Quiz-M13 B JAN 2024

Assignment submitted on 2024-04-14, 20:53 IST

Due date: 2024-04-30, 23:59 IST.

1) Yoast SEO is _____

1 point

- Free plugin
- Premium plugin
- It is free but additional features are premium

2) Yoast SEO can be used for _____

1 point

- Content optimization
- Readability analysis
- XML maps
- All of these

3) How many lights are there in Yoast SEO ?

1 point

- 2
- 3
- 4
- 1

4) What is the acceptable limit of passive voice in the text according to Yoast SEO ?

1 point

- Less than 15%
- Less than 25%
- Less than 35%
- Less than 45%

5) The Flesch Reading Ease checks if your copy is easy to read or not.

1 point

- True
- False

You were allowed to submit this assignment only once.



Course

Digital Marketing

Week

5

Module 14

Off –Page SEO Techniques

What will you specifically learn ?

- What is Off page SEO?
- What are various Techniques of Off Page SEO?
- What are various Tools available for off page SEO?

What is Off page SEO?

Off Page SEO has to do with promotion methods of website beyond website design for the purpose of ranking a website higher in the search results

What is Off page SEO?

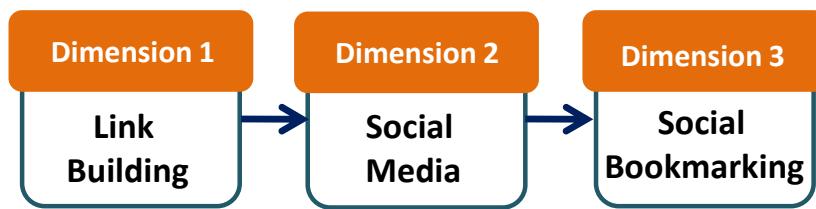
Improve the position of a web site in the Search Engine Results Page (SERPs) by using some techniques outside the web pages

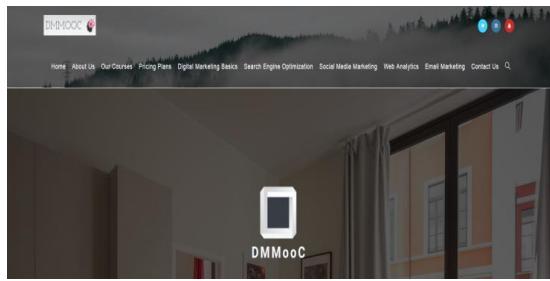
What is Off page SEO?

Off Page SEO is link building process or getting link
for your website

It is not limited to link building only

Dimensions of off page SEO





External Links

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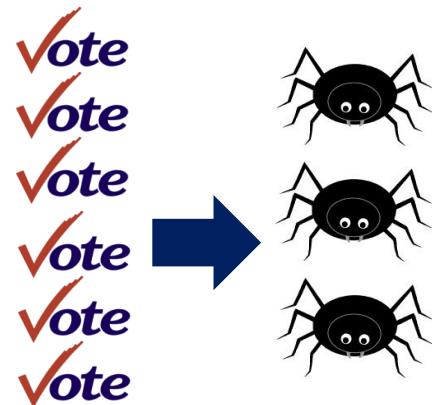
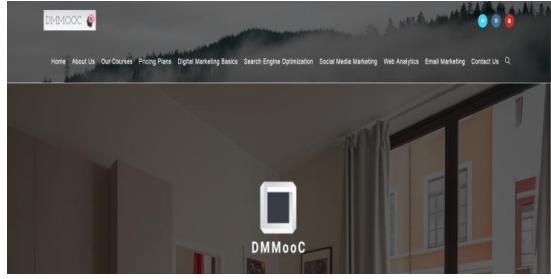
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Your Website is Important

External Link

**An External Link refers to the link given
to your website by other websites**



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External link from quality WebPages



Parameters to assess Quality of WebPages

- ▶ **Age of Domain Name**
- ▶ **Back Link Profile**
- ▶ **Domain Authority**
- ▶ **Page Authority**
- ▶ **Page Rank**
- ▶ **Follow Links and No-follow links**
- ▶ **Quality of Content**

Age of Domain Name

The time period since how long Domain is in Existence

SEO Masters should attempt to have back-link from the websites having **old domain names**

The first ever 20 domain names registered

Old Domain Name

- | | |
|-------------------------------|-------------------------------|
| 1. symbolics.com -15/03/1985 | 11. ibm.com - 19/03/1986 |
| 2. bbn.com - 24/04/1985 | 12. sun.com - 19/03/1986 |
| 3. think.com -24/05/1985 | 13. intel.com - 25/03/1986 |
| 4. mcc.com - 11/07/1985 | 14. ti.com - 25/03/1986 |
| 5. dec.com - 30/09/1985 | 15. att.com - 25/04/1986 |
| 6. northrop.com - 07/11/1985 | 16. gmr.com - 08/05/1986 |
| 7. xerox.com -09/01/1986 | 17. tek.com - 08/05/1986 |
| 8. sri.com - 17/01/1986 | 18. fmc.com - 10/07/1986 |
| 9. hp.com - 03/03/1986 | 19. ub.com - 10/07/1986 |
| 10. bellcore.com - 05/03/1986 | 20. bell-atl.com - 05/08/1986 |

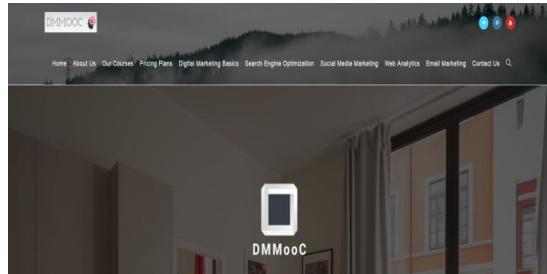
Back Link Profile

Link, a website gets from another website

Search Engine Optimization

Back Link Profile

Quality of
Back Links



Google

Course

Digital Marketing

Week

5

Module 14

Off –Page SEO Techniques

Part 2

Domain Authority

Domain Authority (DA) is a search engine ranking score developed by Moz. The score of domain authority predicts how well a website will rank on search engine result pages (SERPs)

Page Authority

Page Authority (PA) is a score developed by MOZ that predicts how well a **specific page** will rank on search engine result page (SERP)

1-100

Page Rank

Google PageRank (Google PR) is one of the methods Google uses to determine a page's relevance or importance.



Page Rank

Google Page rank is calculated on the basis of quality and quantity of back links. Important pages receive a higher Page Rank and are more likely to appear at the top of the search results

1-10

Follow link and No follow link

What are follow link?

Link Juice

The link juice flows through sites and into new sites through hyperlinks
The more reputable site, the bigger boost of link juice is transferred to the linked sites

Follow links are those links that are counted as link points and helps in boosting the ranking of sites in the SERPs

Follow link and No follow link

What are no-follow link?

A no follow link is a link that does not count as a link point in the page's favor. It does not boost PageRank, and doesn't help a page's placement in the SERPs

No follow link can be easily created using HTML links

Quality of content

**Quality of the content matters a lot in judging the quality
of a page**

Link Building Strategies

**Low Hanging
Fruits**

Content

Link Building Strategies

Low Hanging Fruits

- ▶ Directory Submission
- ▶ Video Submission
- ▶ Profile Creation
- ▶ Press release submission
- ▶ Article Submission
- ▶ Blog Submission
- ▶ E-book Directory Submission
- ▶ Blog Comment
- ▶ Info graphic Submission
- ▶ Press releases

Directory Submission

Submission of your site to web directories increases web presence and eventually earn the link for your website

Video Submission

Profile Creation

While creating profile, you have to submit the URL of your websites along with other information

Article Submission

Blog Submission

Blog directories or blog submission sites allow you to submit your blog and/or blog posts to such site

You may get few back links from these sites through your posts

E-book Directory Submission

Blog Comments

Comments are another way to secure back links by embedding link of website in the comment section



Infographic Submission

Infographics are primarily used for presentation of information using various element of design

While designing infographics, you may insert links of your websites in the infographics

Press releases

What are press releases?

Press releases are ways of announcing events, products launch, news about business etc to the press

By embedding a link of your website, in the press release you may secure back link for your website

Content

Content is the king in digital marketing

Good content helps in promotion of your website and your audience like to share the content on other platforms like social media

Dimension 2

Social Media

Social media helps in promotion of your website and business

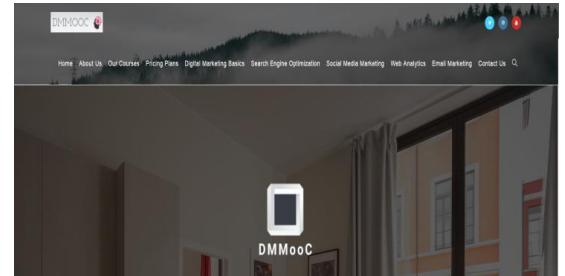
Profile Creation



Use of social media by the businesses has increased many times either in the form of advertising or presence on social media through business profiles

Content Promotion

You can promote your content
directly to your followers



Social Media Posts Rank high on Google

Social Media Posts Rank high on Google

Google treats social media platforms like Facebook and Twitter just like any other web page



Dimension 3

Social Bookmarking

Social bookmarking is a way to save the favorite WebPages online for future use

Dimension 3

Social Bookmarking

Social bookmarking will help you to get back link from social sites by submitting your sites to them by the way of posts, images, videos etc

Module14: Off –Page SEO Techniques

Presenter:

Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



Video -1

Hello Learners, welcome to the next and last module on Search Engine optimization i.e. Off-Page SEO Techniques. In the last few Modules, we have discussed the meaning and techniques of on-page search engine optimization.

I am sure that you are now well versed with the concept of search engine optimization and various On-page SEO techniques. Under this module, you will specifically learn

1. What is Off-page SEO?
2. What are various Techniques of Off-Page SEO and
3. What are various Tools available for Off-page SEO

With an aim to learn something new, let us start understanding the off-page SEO techniques

What is Off-page SEO?

As I already discussed,

Off-Page SEO has to do with promotion methods of the website beyond website design for the purpose of ranking a website higher in the search results.

In simple words, Off-page SEO refers to techniques that can be used to improve the position of a web site in the Search Engine Results Page (SERPs) by using some techniques outside the web pages.

Primarily, off-Page SEO is link building process or getting links for your website. But it is not limited to link building only. It is more than that. We will discuss various dimension of Off-Page SEO in a while.

Dimensions of off-page SEO

Off-page SEO has three dimensions and these dimensions are

1. Link Building
2. Social Media
3. Social bookmarking

Let us discuss the one by one

Link Building

Basically, by building external links to your website, you are trying to gather as many ‘votes’ as you can in favour of your website so that you can bypass your competitors and rank higher in the SERP. Actually, when you have a higher number of links from other websites, this is an indication to web crawlers that your website is important, that is why others are linking to your website.

What is an External link?

An External Link refers to the link given to your website by other websites

For example, if the link of my website is hosted on Swayam Website, it is an example of external linking.

And the entire focus of the link building process is on securing a link for your website from other websites. However, in the SEO process, only an external link from quality WebPages matters in the eyes of Google. Now the question is, how to check the quality of a web page so that you may genuinely start making efforts to secure the quality link.

Following parameters will help you to assess the quality of a website/ webpage:

- Age of Domain Name
- BackLink profile
- Domain Authority
- Page Authority
- Page rank
- Follow links and no-follow links
- Quality of Content

Let us discuss them one by one

Age of Domain,

In simple words “Domain Age” refers to the amount of time during which a domain name has existed. OR how old a domain name is.

It is always suggested that SEO Masters should attempt to have back-link from the websites having old domain names. In the case of old domains, there are high chances that they have built the reputation over time and have a better linking profile.

The age of a domain will also help you, in case you are planning to buy an existing domain name through auctions from domain registrars.

Now let me show you, how to check Age of any domain with other details

Go to <https://smallseotools.com/domain-age-checker/>. Link is given in the description

Here you can add up to 10 domains

Let us say, I want to check the age of ‘amazon.in’ domain name

Click on check domain age

Here are the results for your domain name. The date on which domain was created. The date on which domain was updated, the expiry date of the domain, and finally the age of a domain. The present domain is more than 14 years old. You may also check more information related to the domain if interested like IP address, Name servers, history of the domain and registrar etc.

Back Link profile

A backlink refers to a link; a website gets from another website. It is just an external link. Backlinks play a very important role in search engine optimization. The number of quality backlinks for any website represents the quality of a website and are assigned high weightage when it comes to the ranking of websites.

Therefore, backlink secured from a website having good backlink profile is always good for SEO purpose.

The question is how to check backlink of any website, like yours or your competitors?

There is an excellent tool, called /ahrefs.com. Let me show you

Go to the website ***https://ahrefs.com/backlink-checker***

Enter the domain or URL of a website of which you want to check back-links

I am checking for my university’s website

Click on check backlinks

Here is the backlink report of a website.

Let understand it one by one

First is the **domain rating**

According to aherfs, ‘Domain Rating’ shows the strength of a given website’s overall backlink profile. It's measured on a logarithmic scale from 1 to 100 where 100 mean the strongest.

This is the number of total back-links for this website.

Quite impressive!!!!

And here is the number of referring domains

You can further check the detail of all domains or URLs. In the free version, it shows the 10 back-links

This is the referring page where the link has been hosted. It also shows the domain rating and URL rating of the referring page. You can also check the other details like anchor text and top five anchor texts.

All these statistics will help you to identify the quality of a website.

You can also use this tool to check the backlink profile of your own website.

We have discussed two important parameters to judge the Quality of websites or webpages i.e. Age of the domain and Backlink profile of a website. From the off-page SEO point of view, these are very important parameters.

I have also discussed a few online tools in this regard. Make use of them and learn how to check the age of the domain and backlink profile. We will continue with the rest of the parameters in next the next video

Video2

Welcome back, I hope, you might have started understanding the importance of quality of WebPages from where we are trying to get the backlinks. This is very important. Let me explain the remaining parameters to judge the quality of web pages.

Domain Authority

Domain Authority (DA) is a search engine ranking score developed by Moz. The score of domain authority predicts how well a website will rank on search engine result pages (SERPs). The DA score ranges from 1-100, where greater score corresponding to a greater ability to be ranked. Domain authority is calculated by considering multiple factors. The score simply represents the ranking strength of a website.

Websites like Google, YouTube, Facebook is having very high domain Authority may be more than 90.

Let me show you how to check the domain authority of a given domain. Let us see how to check domain authority

1. Go to Chrome Webstore
2. Search for MOZ bar extension
3. The first result is MOZ bar
4. Click Add to Chrome
5. Extension is added

And the icon for MOZ bar will appear

To check the domain authority of any website, just open it in the browser/

I am opening Panjab University Site

Click on Moz bar icon

Log in to MOZ account, if you are first time user, you may create a new account.

I am logged in to MOZ.

Go back to the page that you opened earlier.

Here you can check the domain authority of this page which is 51

You can also check it from the drop-down menu

There are other features of MOZ bar as well. We will discuss those features in due course.

Page Authority

According to MOZ,

Page Authority (PA) is a score developed by MOZ that predicts how well a specific page will rank on search engine result page (SERP). Page Authority scores range from 1 to 100, with higher scores corresponding to a greater ability to rank

Domain Authority measures the predictive ranking strength of entire domains or subdomains,

Page Authority measures the strength of an individual page

The page authority can be checked for any page using MOZ Bar. The page authority of my university's home page is 52, for Facebook is 100, for Amazon, it is 69.

PageRank

Google PageRank (Google PR) is one of the methods that Google uses to determine a page's relevance or importance. It was invented by Google Founder Larry Page and Sergey Brin. Google Page rank is calculated on the basis of quality and quantity of backlinks. Important pages receive a higher Page Rank and are more likely to appear at the top of the search results. Google PageRank (PR) is measured from 0 - 10. Where higher the number represent high page rank

Now the question is how to check Page Rank?

Go to the site <https://checkpagerank.net/> .

Enter the URL of your any page for which you are interested to check the webpage. I am entering my university's page

Click Submit

And your results will be ready within seconds, just little bit scroll down the page and here is Google page rank. This way you may check the page rank of any webpage.

Follow links and no follow links.

In the backlink process, it is very important to understand the concept of ***Follow link and no follow link***

What are the 'follow links'?

We already know that a website gets a boost in SERP ranking if a link of the website has been given by other websites. If one link is the 'point', then more links mean more 'points' means high ranking

Google has a metric called **Page Rank** to count link points and these link points in SEO terminology is called **Link Juice**. The link juice flows through sites and into new sites through hyperlinks. The more reputable site, the bigger boost of link juice is transferred to the linked sites.

Therefore, 'Follow links' are those links that are counted as link points and help in boosting the ranking of sites in the SERPs.

So, *what are no-follow links?*

Very simple, A no-follow link is a link that does not count as a link point in the page's favour.

It does not boost PageRank and doesn't help in page's placement in the SERPs.

No follow link can be easily created using HTML links

Therefore, it is very clear 'No-follow links' will not help in SEO and efforts should be made to secure follow links only. The concept of 'no-follow link' was introduced to avoid the spamming of links.

Lastly, we have the *quality of content*

Quality of the content matters a lot in judging the quality of a page. We have already discussed how to improve the quality of content in one of the previous modules.

With this, we have completed our discussion on various parameters that are essential to judge the quality of WebPages. Hope, now you are in a position to assess the quality of WebPages in the context of securing backlinks. When we start working on Off-page SEO, there is one obvious question, how to secure the link from various websites.

To know the answer, join me in the next video.

VIDEO 3

Welcome to part three of the ongoing module. As we discussed, backlinks play a very significant role in Off-page SEO. In this video, I will focus on various link building strategies.

Let us begin.

Link Building Strategies can be classified into two groups and these two groups are

1. Low hanging fruits
2. Content

Let us discuss them one by one

First, we have

Low Hanging Fruits

Low hanging techniques are very easy and simple to use. There is always debate on the issue, 'Does Google gives any importance to such strategies. But my advice to you is, use these strategies in a natural way. Don't try to deceive Google in this case

These are the ***Low Hanging Fruits strategies*** to earn a link from other sites or to show your online presence

1. Directory Submission
2. Video Submission
3. Profile Creation
4. Press release submission
5. Article Submission
6. Blog Submission
7. E-book Directory Submission
8. Blog Comment
9. Infographic Submission
10. Press releases

Let us discuss them one by one.

Directory Submission

Submission of your site to web directories increases web presence and eventually earn the link for your website.

There are many web directories available online for site submission like

IndiaMart, India Biz List, Dmoz, Zoom Info, Best of web, PR web directory.

Submission is very simple. You will find submission button on every web directory, Fill in the basic details like title

URL, Description, Meta keywords, Meta Description, Your name, Mail ID and other details

Press **continue**, your website will be submitted to the Directory

You may follow the same process for submission of your websites to other directories

Video Submission

You may create few videos relevant to the website and submit them to the popular video sites like you YouTube, Vimeo, DailyMotion and many other websites. Don't forget to give a link of your website in the description section.

Let me show you, how to submit a video to YouTube. Log in YouTube with Gmail ID. I have already logged in

Click on profile and select YouTube studio Beta

Click on **upload** and select the video that you want to upload. The uploading process will begin

Go to the title and write a brief description of the video by inserting important keywords and link of your website. Click on **Publish** to publish the video. You may also select the thumbnail for your website and that will be visible when your video will be in still mode. Click **Publish**. Your video will be live.

And this way you have earned one link for your website

Next, we have, *Profile Creation*

Profile creation sites are very useful sites from an SEO point of view. On these sites, you can create the profile of your business or a blog. While creating a profile, you have to submit the URL of your websites along with other information. In a way, you are getting one backlink while submitting your site to such sites.

There are thousands of sites available where you can create the profile of your business like

Clippings.me, forums.adobe.com, bloggers etc.

For more such sites, you may refer to links given in the description

<https://www.seoaimpoint.com/top-high-pr-do-follow-profile-creation-sites-list.php>

Article Submission /Writing

Article Submission is the way to secure backlinks. If you are a creative writer then opportunities to have backlinks are immense. You may write an article/s on theme interested to you and somewhere in the article, you may intentionally embed the link of your website. Good articles help in bringing the traffic to the websites through the embedded links too.

There are many good sites where you can submit articles like

Ezinearticles.com, e-how, articlecity.com ,hubpages.com article cube

And here is the list of top article submission sites. Link is given in the description

<https://www.completeconnection.ca/article-submission-sites/>

Blog Submission

Blog directories or blog submission sites allow you to submit your blog and/or blog posts to such site. You may get few backlinks from these sites through your posts.like

<https://www.tumblr.com/>

<https://www.blogger.com>

<https://medium.com/>

<http://www.soup.io/>

E-book Directory Submission

E-book Directory Submission is an option to secure backlinks. There are many sites available for eBook submission. You may embed link of your website in the e-Book at different places and secure a backlink from the site where you will submit e-book.

Top e-book submission sites are;

www.getfreebooks.com

[ps://www.smashwords.com](http://www.smashwords.com)

<https://www.kobo.com/in/en/p/writinglife>

<https://www.freebooksy.com/editorial-submissions/>

<https://www.ebookstage.com/>

[Link of all websites are given in the description](#)

Blog Comment

We do write comments at various places while surfing internets. These comments are another way to secure backlinks by embedding link of website in the comment section, you may write a comment like in a blog, YouTube, e-commerce sites, review sites etc.

Infographic Submission

We have already discussed what infographics are in search engine optimization Module.

Infographics are primarily used for the presentation of information using various elements of design. While designing infographics, you may insert link of your websites in the infographics. It will help you to secure backlink for your website.

You can also use online tools to design infographics such as

Canva, Vismeasel.ly, Visualize me.

Press releases

Another very good way of securing the backlink is ‘press releases’.

What are press releases?

Press releases are ways of announcing events, products launch, news about business etc to the press. For an ordinary business, it is very difficult to find a place in the press. However, over the internet, there are many portals where you can submit press releases free of cost. By embedding a link of your website, in the press release, you may secure backlink for your website.

There are many free sites to host your press release like

<http://www.freepressrelease.com/>

<https://clickpress.com/releases/index.shtml>

<https://www.prlog.org/>

More detail <https://www.ereleases.com/pr-fuel/free-press-release-distribution/>

The second technique is *Content*

As already discussed, content is the king in digital marketing. Although, rich content plays a very significant role in on-page SEO, but has an important role in off-page SEO as well. Good

content helps in the promotion of your website and your audience like to share the content on other platforms like social media. Moreover, it will help your website to get links from other websites as they would like to host the link of your website as a good website even if you don't ask for it.

So, these were various link building strategies. It is clear from the discussion that all links secured by you will not contribute to a high ranking in Google SERP. As no-follow links are not transferring the link juice to your website. However, it does not mean that you should not go for no-follow links

I advise you to go for no-follow links as well because these will increase the presence and visibility of your websites across various platforms.

Thanks.

VIDEO4

Hello Everyone,

After completion of the First dimension of Off-page SEO, Now let us see, how social media can be leveraged in the favor of Off-Page SEO. Here we will discuss various ways of promotion of your website across various social media platforms. Let us begin.

Social Media and Off-Page SEO

Another dimension of off-page SEO is **Social Media**. Social media helps in the promotion of your website and business. There are many ways through which Social Media can help you in Off-page SEO. Let us discuss few of them.

Profile Creation

No doubt, on social media platforms like Facebook, Instagram, Twitter, and LinkedIn are primarily used to create personal profiles. However, in recent times, the use of social media by the businesses has increased many times either in the form of advertising or in the form of presence on social media through business profiles.

Let me show you a few examples of Social media profiles of big brands. Here you can see the business pages of big brands

Facebook page of Maruti Suzuki

Instapage of National Geographic and

Twitter account of IndiQube.

How to create such profiles? , we will discuss in Social Media Marketing Modules

Content Promotion

The most obvious benefit of Social media is that you can promote your content directly to your followers. After clicking the link from social media, the reader may land on your website.

There is a tip.

Create images or videos with quotes or snippets from your blog articles/ website and share them together with your link.

Social Media Posts Rank high on Google

Social media profiles also appear in search results, because Google treats social media platforms like Facebook and Twitter just like any other webpage. Therefore, through a social profile, your visitor may reach to your website

Social bookmarking

The last and third dimension of Off-page SEO is Social Bookmarking.

First, let us see what is Social Bookmarking?

Social bookmarking is a way to save the favourite WebPages online for future use.

To understand the concept of social bookmarking, let me show you first, what is a bookmarking.

Suppose, I am browsing this website and to want to visit this website again in the future and I want to save it. Now there are two ways, either you can remember the name of this website or note down the URL somewhere. But the problem is, this is not the only website to remember, there may be so many other websites which I want to save for future reference. It will be very difficult for me to either remember or note down all the websites. To solve this problem, there is an inbuilt option in every browser to bookmark any site. Like in chrome browser, you can click this star, save the site. It will be added to bookmark list you can see here ‘Dmmoooc’ is here. You want to visit this site again just click the link and site will get open. Similarly, you want to visit any other site from the bookmark list. just click the bookmark and site is here.

But in this case, all the bookmarks are personal to you. Only you can visit the respective sites. They are not open to the public.

Now the Social bookmarking is a similar concept, but this is online, anyone can bookmark the favourite site for his or her reference. but this bookmark will be open the public, anyone who is one the site, can visit the bookmarked site. There are many sites available for social bookmarking like StumbleUpon, Dribble, Digg, Pocket, Reddit.

There is another dimension of social bookmarking from SEO point of view. Social bookmarking will help you to get a backlink from social sites by submitting your sites to them by the way of posts, images, videos etc. Although these links are no-follow links, they help in

the visibility of the site. Let me show you how to get a backlink from a few popular social bookmarking sites.

Visit Tumblr site, create your account and sign in to it using your login credentials. Here you may insert post in the form of a simple text, photo, quote, link, etc.

Let us create a simple post using text. Give any suitable title and write something here as the content of your post. Now I want to get one backlink through this post, just select any word or couple of words on which you want to give the link of your website. By using this option, insert the link of your website. The link is created on this word and post it. Just to test it, click on the word. Yes, it is working. The same way you may insert images, quotes and other elements to create backlinks. It will give more visibility and interactivity to your websites as people can share and reply to your post.

You may also share the link of your website directly by using the link option. Just enter your domain or URL. It will automatically fetch the data from your website, If you want, you may add the description by writing something here. And post it. your post is live now. You have earned the backlink.

With, this we have completed our last Module of Search Engine Optimization. I hope now you understand the significance of off-Page SEO in the promotion of our website. I will again reiterate, off-page SEO is not a onetime process rather it is a continuous process and you have to wait for months to see the actual results of your efforts.

Another important point, whatever off-page SEO techniques and tools I have discussed here, it is just the beginning. There are many other tools especially the premium one, that can be used for off-page SEO process. To know more about such tools, refer to additional readings of this Module.

Thank you very much for being with me.

1) Off-page SEO is all about Link building process. **1 point**

True

False

2) _____is a search engine ranking score developed by MOZ. **1 point**

Domain Authority

Page Authority

Page Rank

Link juice

3) _____is a score developed by MOZ that predicts how well a specific page will rank on **1 point**
Search Engine Result Page (SERP)

Domain Authority

Page Authority

Page Rank

Link Juice

4) SEO masters should not use low hanging fruits strategies as these are no-follow links. **1 point**

True

False

5) _____refers to the link given to your website by other websites. **1 point**

Internal Link

External Link

Outbound Link

None

You were allowed to submit this assignment only once.



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- Quiz: Quiz-M12 JAN 2024
- Quiz: Quiz-M13 B-JAN 2024
- Module:14: Off -Page SEO Techniques-Part-1
- Module:14: Off -Page SEO Techniques-Part-2
- Module:14: Off -Page SEO Techniques-Part-3
- Module:14: Off -Page SEO Techniques-Part-4
- E-Content: Module:14: Off -Page SEO Techniques
- Quiz: Quiz-M14 A JAN 2024
- Quiz: Quiz-M14B JAN 2024

 Summary Week:5

Week : 6

Week : 7

Week : 8

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week-15

Quiz-M14 A JAN 2024

Assignment submitted on 2024-04-14, 20:59 IST

Due date: 2024-04-30, 23:59 IST.

- 1) _____is one of the methods that Google uses to determine a page's relevance or importance.

1 point

-
- Domain authority
- Page authority
- Page Rank
- Link juice

- 2) Google 'Page Rank' is calculated on a scale

1 point

-
- 1-10
- 0-10
- 1-1000

- 3) _____are those links that are counted as link points and helps in boosting the ranking of sites in the SERPs.

1 point

- Do follow links
- Back links
- No-follow links
- External links

- 4) The more reputable site, the bigger boost of link juice is transferred to the linked sites.

1 point

- True
- False

- 5) _____is a way to save the favorite Web Pages online for future use.

1 point

- Bookmarking
- Social marketing
- Social Bookmarking
- None of these

You were allowed to submit this assignment only once.

