

13-0 Guide To Off-Page Search Engine Optimization



S1: In this video, we will show you how to improve your Off-Page Search Engine Optimization. Off-Page SEO are all techniques used to improve the ranking of your website on the search engine result page that does not happen directly on your site, as opposed to On-Page SEO.

Link Building



- Create quality, shareable content
- Create and maintain an active blog.

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S2: Link Building

This is one of the effective ways you can use to do off-page SEO. Here's a few ways you can try :

Create quality, shareable content for your site. This inspires people to want to link to naturally and trigger a viral sharing effect.

Create and maintain an active blog. This will help you get listings and links from other blogs, including blogrolls and blog directories

Link Building


- Guest blogging or contributing to other related sites.

By using such an approach, you can pick the best posts on your blog, and then replicate their success in the future.

Even though a review is nothing mandatory for a blogger, I'm confident that it will pay off and make your blog better in 2013, so I really urge you to perform one. It will only take an hour...

I guess that's it for my list, but feel free to ask me anything and also point out some other metrics you find important for a kickass New Year review.

This guest post is written by Tobi, an expert marketer with over 3 years of online experience that writes for Websitebuilder.net



Inc. MENU

PEOPLE

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Not only will establishing good relationship you on the fast track to a promotion.

BY AJA FROST *The Muse*

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WRITE A COMMENT

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S3: Guest blogging or contributing to other related sites. This will help build authority, brand awareness and increase mentions of your site, and people will likely link back to you. This does not include guest blogging for links however - it's spam and would not have the same effect.

Link Building

- Make sure your site's On-Page SEO is on point.



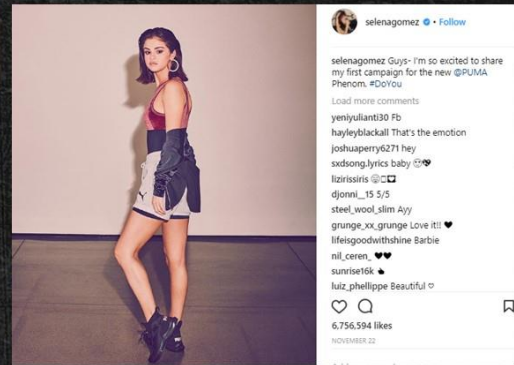
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S4: Make sure your site's On-Page SEO is on point. This increases ranking, which also has a positive impact on your Off-Page SEO, due to more citations and links from other sites. A crappy On-Page SEO will render your Off-Page SEO useless.

Link Building



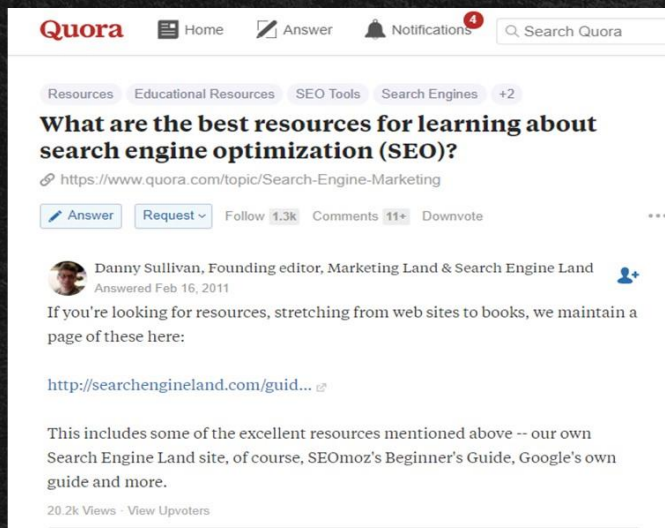
- Influencer/Blogger outreach.



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S5: Influencer/Blogger outreach. This involves building a relationship with the well-known figures in your niche or bloggers. Mentions by them as well as links to your site from their articles or social media profiles (influencer) will gain you exposure as well as generate links to your site.

Link Building



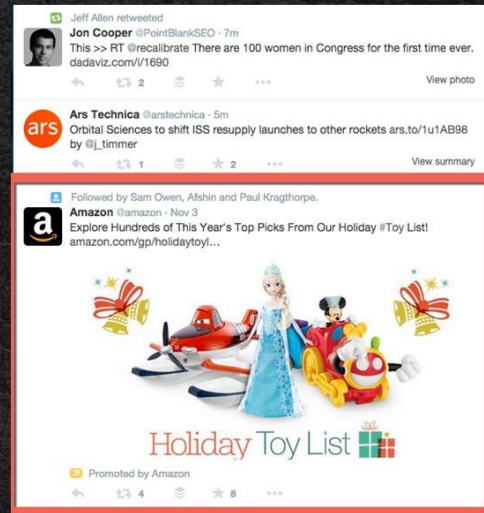
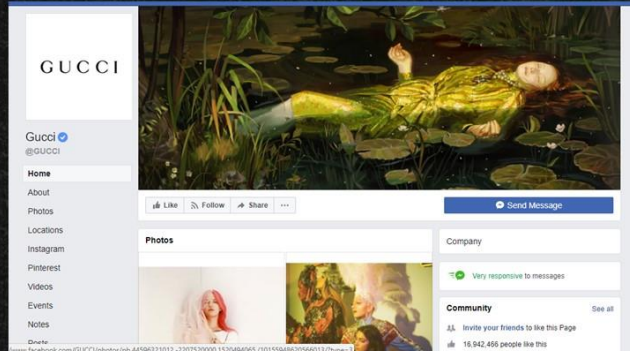
- Participate in
 - Discussion boards
 - Forums
 - Blog commenting

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S6: Participating actively in discussion boards, forums and blog commenting (related to your niche topic). By this, we mean leaving a thoughtful or well-informed comment that will help you get noticed by your audience and the influencers they follow. This in long term will generate for you more natural links and brand mentions as well as branded searches. Sites you can get involved in include Reddit or Quora.

Social Media

- Establish a good presence



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S7: Social Media

Interactions on a social media post does not affect page ranking. However, social posts that generate a lot of clicks boost traffic to the site and generate link shares.

This can be done by establishing a good presence on social media with links to your website. This includes advertising, sharing links, and engaging with your audience on social media sites. Also, keep your postings consistent on your social media site. Update at least two posts weekly here in order to keep your platform up to date.

Social Bookmarking



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S8: Social Bookmarking

Social bookmarking is a way for people to organize, search and manage their favourite web pages. This is also one way to promote your sites and drive quality traffic, and is favoured by search engines too - they are more likely to list results from such sites.

Some social bookmarking sites include Digg, StumbleUpon, and Delicious.