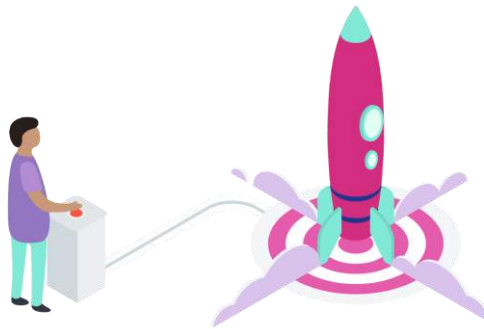




Search Engine Optimization

Subject Code: 21DMS007



Reference Notes

Session 3: Off Page Search Engine Optimization





What is Off Page SEO?

Off Page SEO includes activities done off of a website in an effort to increase the site's search engine rankings. Common Off Page SEO actions include building backlinks, encouraging branded searches, and increasing engagement and shares on social media.

In other words, Off Page SEO is all the stuff that you do off of your site to get Google and other search engines to see your website as trustworthy and authoritative.

What is off Page SEO?

Off Page SEO, in short, covers all SEO tactics that take place outside of your own website.

It is often thought to just be link building, but in reality, there are far more Off Page SEO tactics that you should be using if you want to gain a competitive advantage.

Tactics such as brand building, citation building, content marketing, social media and more. All play an important part in a comprehensive SEO strategy.

What is Off Page SEO?

But as a simple explanation of Off Page SEO, this covers any tactics that you use that don't involve making changes to your own website or publishing content on your own site.

These signals help both search engines and users to gain a perception of your site's authority and are also used as key trust and relevance factors.

Think of it like this, Your website = On Page SEO and Another site or platform = Off Page SEO.

But to complicate things further, you also often need to turn to technical SEO to rank on Google. To help to clarify the differences between these, let's explore three core SEO approaches in more depth.



On-Page Vs. Off-Page SEO Vs. Technical SEO

Pretty much all SEO tactics can be categorized into one of three buckets:

- On Page SEO
- Off Page SEO
- Technical SEO

On Page vs Off Page vs Technical SEO

On Page SEO	Off Page SEO	Technical SEO
Site content	Link building	Site speed
Title tag & meta tag optimization	Content marketing	Structured data
H tag optimization	Social media	Canonicalization
Internal linking	Podcasts	XML Sitemaps
Image optimization	Reviews	Hreflang
& more	& more	& more



On Page Vs. Off Page SEO Vs. Technical SEO

Quite simply, we can define these approaches as:

On Page SEO covers the tactics that you use on your site that help search engines to better understand and rank your content. From creating great content on your site, optimizing title tags, meta tags, and H tags to internal linking, image optimization and more — these all fall under On Page SEO.



On Page Vs. Off Page SEO Vs. Technical SEO

Off Page SEO includes those tactics that relate to activities carried out away from your own website. Link building is often considered to be the main off-page tactic, but this also includes tactics such as content marketing, social media, appearing on podcasts, landing reviews, building local citations, and more.



On Page Vs. Off Page SEO Vs. Technical SEO

Technical SEO covers those things that directly impact the indexing and crawling of your site by search engines. Some argue that this falls under On Page SEO. However, it is also widely considered a discipline in its own right. Site speed optimization, structured data, canonicalization, hreflang, and more all class as technical SEO.

What Is Off Page SEO?

Links are only one part of off Page SEO. Google themselves state that they use other off-site SEO signals to size up your website.

engines like Google do not understand content the way human beings do. Instead, **we look for signals** we can gather about content and understand how those correlate with how humans assess relevance.

How pages link to each other is one well-known signal that we use. But we use many more, we don't disclose to help protect the integrity of our results.

We **test** any broad core update before it goes live, including gathering feedback from the



Why do you need Off Page SEO?

- Without Off Page SEO, you will struggle to rank for competitive search terms.
- Think about Off Page SEO as building your site's authority and without this, your site won't outrank those that already have higher authority. And it is usually the case that content from higher authority websites ranks higher than those with lower authority.
- And when you stop to think about it, it makes sense. This example helps you to understand the importance of off-page SEO. It is all about increasing your site's authority, something that often goes alongside building a brand.



Why do you need Off Page SEO?

- Links are by no means the only Off Page signals that Google's algorithm uses to rank a website, despite being perhaps the most important.
- An Off Page strategy that doesn't include link building is unlikely to drive the needed results, based on the fact that links are one of Google's top three ranking factors.
- But to think that you can only focus on link building is a mistake. There are many other Off Page SEO techniques and tactics that you should be using — they will not only help you to drive success from SEO but also help to build your brand.

Off Page Signals

Google's Quality Rater Guidelines largely relies on a site's off-site reputation to figure out whether or not that site can be trusted. They call this "Reputation Research".

Reputation Research includes looking at online reviews.

experts, think about a website. Look for reviews, references, recommendations by experts, news articles, and other credible information created/written by individuals about the website.

Stores frequently have user ratings, which can help you understand a store's reputation based on the reports of

We consider a large number of positive user reviews as evidence of positive reputation.

Many other kinds of websites have reputations as well. For example, you might find that a newspaper (with an associated website) has won journalistic awards. Prestigious awards, such as the Pulitzer Prize award, or a history of high quality original reporting are strong evidence of positive reputation.

Off Page Signals

Recommendations from experts:

as the Pulitzer Prize award, or a history of high quality original reporting are strong evidence of positive reputation.

When a high level of authoritativeness or expertise is needed, the reputation of a website should be judged on what expert

Recommendations from expert sources, such as professional societies, are strong evidence of very positive reputation.

reputation research is necessary for all websites you encounter. Do not just assume websites you personally use have a good reputation. Please do research! You might be surprised at what you find.

Off Page Signals

Mentions on authority news sites and Wikipedia.

data on the business, not because the business has a positive reputation. However, very low ratings on BBB are usually the result of multiple unresolved complaints. Please consider very low ratings on the BBB site to be evidence for a negative reputation.

4. See if there is a Wikipedia article or news article from a well-known news site.

creators. For example, try [ibm site:en.wikipedia.org] or ["ibm.com" site:en.wikipedia.org]. News articles and Wikipedia articles can help you learn about a company and may include information specific to reputation, such as



Local Off Page SEO

A note on local Off Page SEO:

Off Page SEO relies on human behavior (namely, that people only reference and share content they like). As such, it applies to both organic and local SEO. Even in a brick-and-mortar business, high-quality products get a lot of word-of-mouth referrals from current customers — the in-person equivalent of Off Page SEO.



What Are Links?

Inbound links, also known as backlinks or external links, are HTML hyperlinks that point from one website to another. They're the currency of the Internet, as they act a lot like real-life reputation. If you went on vacation and asked three people (all completely unrelated to one another) what the best coffee shop in town was, and they all said, "Cuppa Joe on Main Street," you would feel confident that Cuppa Joe is indeed the best coffee place in town. Links do that for search engines.

Internal links, or links that connect internal pages of the same domain, work very similarly for your website. A high amount of internal links pointing to a particular page on your site will provide a signal to Google that the page is important, so long as it's done naturally and not in a spammy way.



Follow Vs. No Follow Links

Remember how links act as votes?

The “No Follow” attribute (pronounced as two words, “no follow”) allows you to link to a resource while removing your “vote” for search engine purposes.

Just like it sounds, “No Follow” tells search engines not to follow the link. Some engines still follow them simply to discover new pages, but these links don't pass link equity (the “votes of popularity” we talked about above), so they can be useful in situations where a page is either linking to an untrustworthy source or was paid for or created by the owner of the destination page (making it an unnatural link).



What Is Link Profile?

Your link profile is an overall assessment of all the inbound links your site has earned: the total number of links, their quality (or spamminess), their diversity (is one site linking to you hundreds of times, or are hundreds of sites linking to you once?), and more.

The state of your link profile helps search engines understand how your site relates to other sites on the Internet. There are various SEO tools that allow you to analyze your link profile and begin to understand its overall makeup.

What Is Link Profile?

Links should always:



Be
earned/editorial



Come from
authoritative
pages



Increase with
time



Come from
topically relevant
sources



Use relevant,
natural anchor
text



Bring qualified
traffic to your site



Be a healthy mix
of follow and
nofollow



Be strategically
targeted or
naturally earned



THANK YOU

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