



# Off Page Search Engine Optimization

SUBJECT CODE: 21DMS007

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DIGITAL MARKETING STRATEGY

# Session 3: Off Page Search Engine Optimization



Introduction to Off Page SEO



Why Is It Important?



How to Do Off Page?



# Off Page Search Engine Optimization





# What is off-page SEO?

"Off-page SEO" (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). Along with On-page SEO, these include several of the factors of basic SEO that help a site to rank.

Optimizing for off-site ranking factors involves improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority. This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website, and effectively "vouching" for the quality of your content.

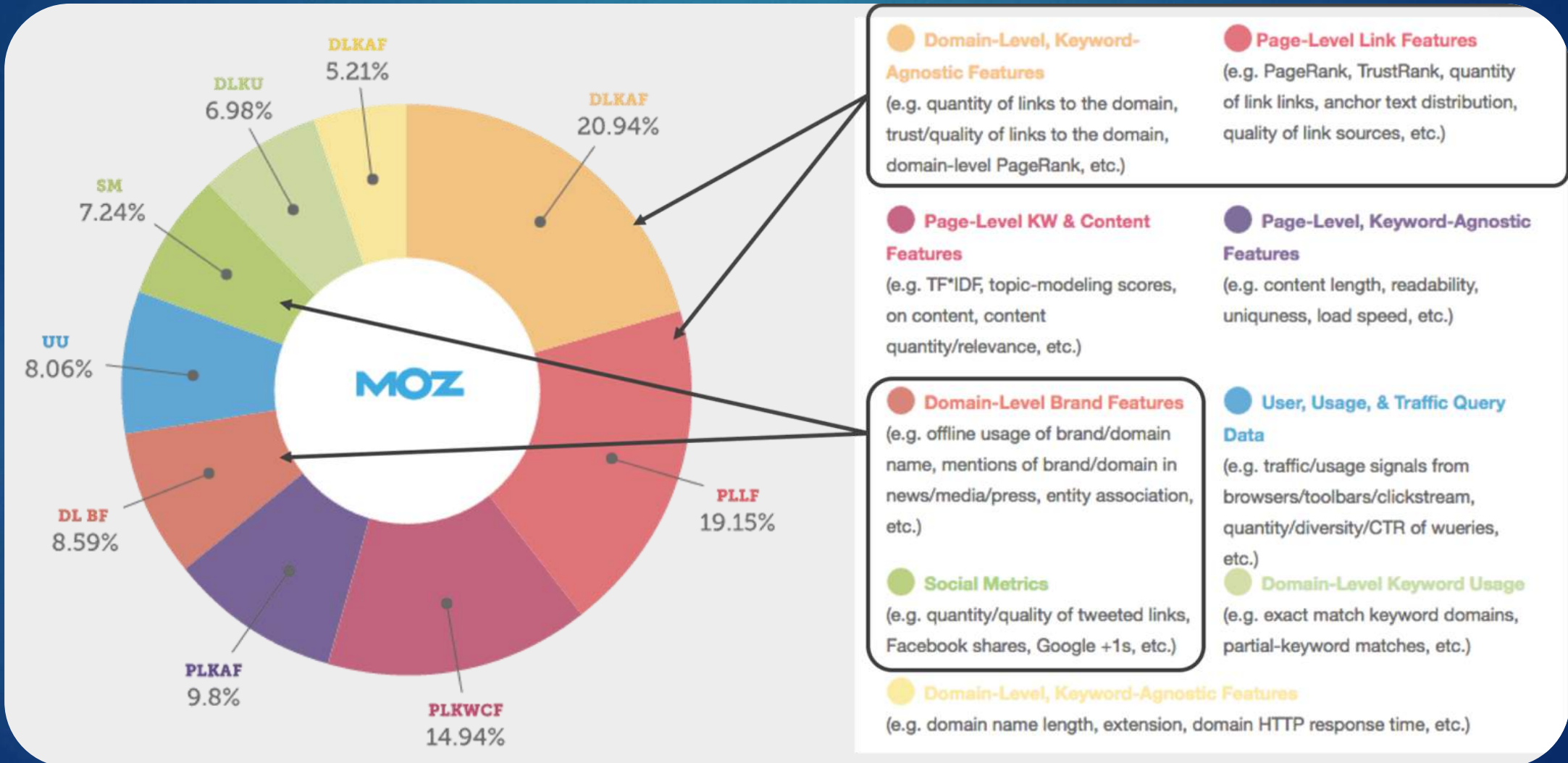


# Why does off-page SEO matter?

While search algorithms and ranking factors are constantly changing, the general consensus within the SEO community is that the relevance, trustworthiness, and authority that effective off-page SEO affords a website still play a major role in a page's ability to rank.

While we don't know the full algorithm Google uses to rank content, data from our Search Engine Ranking Factors study show that off-site SEO-related factors likely carry more than 50% of the ranking factor weight.

# Why does off-page SEO matter?

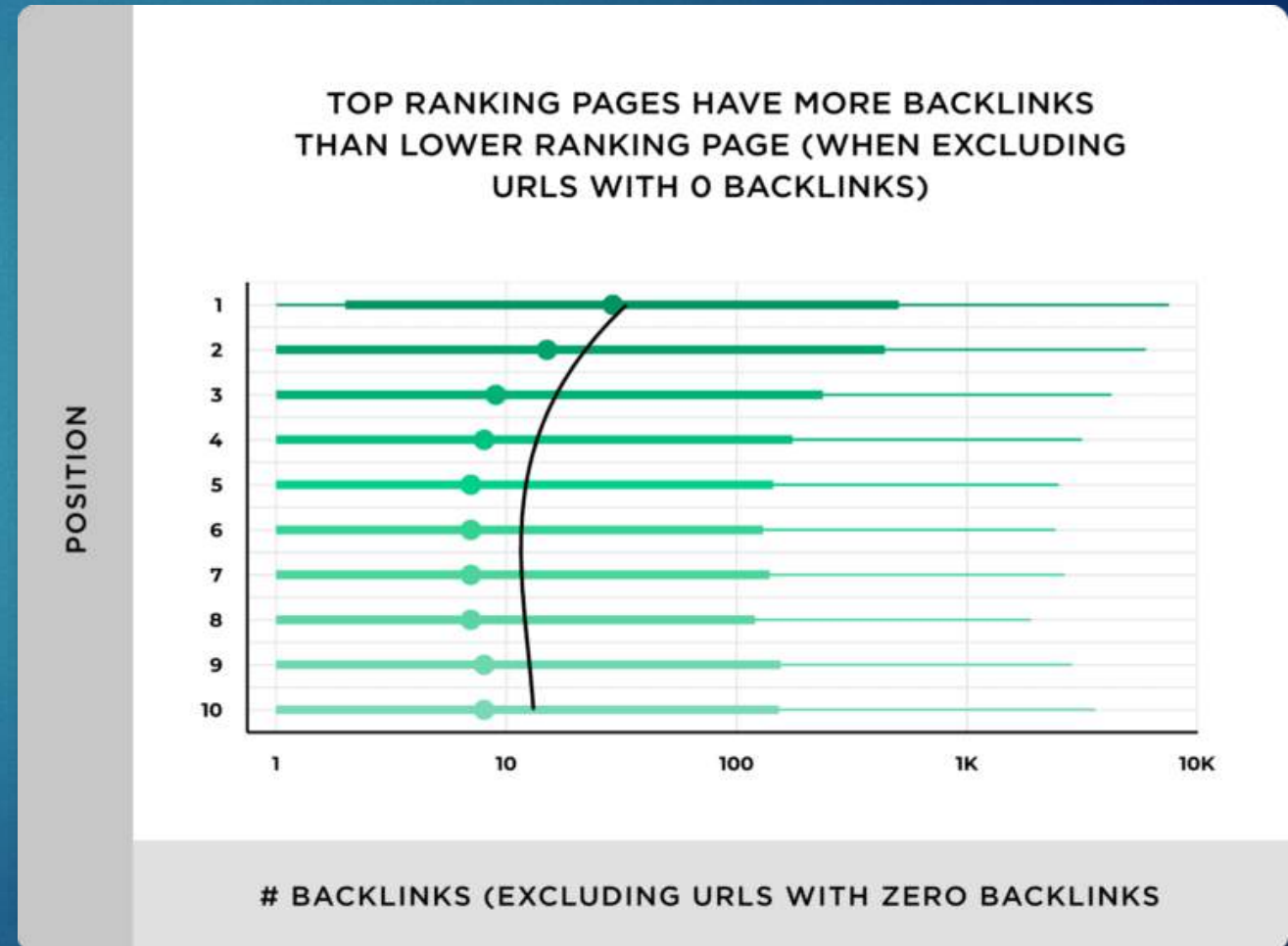




# Why does off-page SEO matter?



Backlinks and other off-site signals still form the foundation of Google's algorithm.





# Links and off-page SEO

Building backlinks is at the heart of off-page SEO. Search engines use backlinks as indications of the linked-to content's quality, so a site with many high value backlinks will usually rank better than an otherwise equal site with fewer backlinks.

There are three main types of links, defined by how they were earned:

- Natural links
- Manually built links
- Self-created links.



# Links and off-page SEO



- **Natural links** are editorially given without any action on the part of a page owner. For example, a food blogger adding a link to a post that points toward their favorite produce farms is a *natural link*.
- **Manually built links** are acquired through deliberate link-building activities. This includes things like getting customers to link to your website or asking influencers to share your content.
- **Self-created links** are created by practices such as adding a backlink in an online directory, forum, blog comment signature, or a press release with optimized anchor text. Some self-created link building tactics tend toward black hat SEO and are frowned upon by search engines, so tread lightly here.

# Links and off-page SEO



Regardless of how links were obtained, those that offer the greatest contribution to SEO efforts are generally those that pass the most equity. There are many signals that positively contribute to the equity passed, such as:

- ❖ The linking site's popularity
- ❖ How related the linking site's topic is to the site being linked to
- ❖ The "freshness" of the link
- ❖ The anchor text used on the linking site
- ❖ The trustworthiness of the linking site
- ❖ The number of other links on the linking page
- ❖ Authority of the linking domain and page



# Non-link-related off-site SEO

While earning links from external websites is the most commonly practiced off-page SEO strategy, almost any activity that a) occurs outside of your own website and b) helps to improve your search ranking position could be thought of as "off-page SEO." These include things like:

- ☐ Social media marketing
- ☐ Guest blogging
- ☐ Linked and unlinked brand mentions
- ☐ Influencer marketing

It's important to note, though, that the net result of each of these activities is to somehow create a reference to your site from elsewhere on the web — be that reference a link, a mention of your brand or website, or otherwise. So, the concept of truly "non-link-related" off-page SEO is actually a bit of a misnomer!



# How to do off-page SEO



At a high level, improving the "off-page SEO" of a website involves improving search engine and user perception of a site's quality. This happens by getting links from other sites (especially those that are reputable and trustworthy themselves), mentions of your brand, shares of your content, and "votes of confidence" from sources outside of your own website.



# What this Session will Cover?

- ▶ What is Off Page?
- ▶ Off Page Techniques
- ▶ Social marketing

Thank You!

