

## Lesson no. 9 OFF PAGE OPTIMIZATION

### OFF PAGE OPTIMIZATION



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). Many people associate off-page SEO with link building but it is not only that. In general, off Page SEO has to do with promotion methods – beyond website design –for the purpose of ranking a website higher in the search results.

Off page optimization refers to all the measures that can be taken outside of the actual website in order to improve its position in search rankings. These are measures that help create as many high-quality backlinks (incoming links) as possible.

## I. WHAT IS DOMAIN AUTHORITY

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.

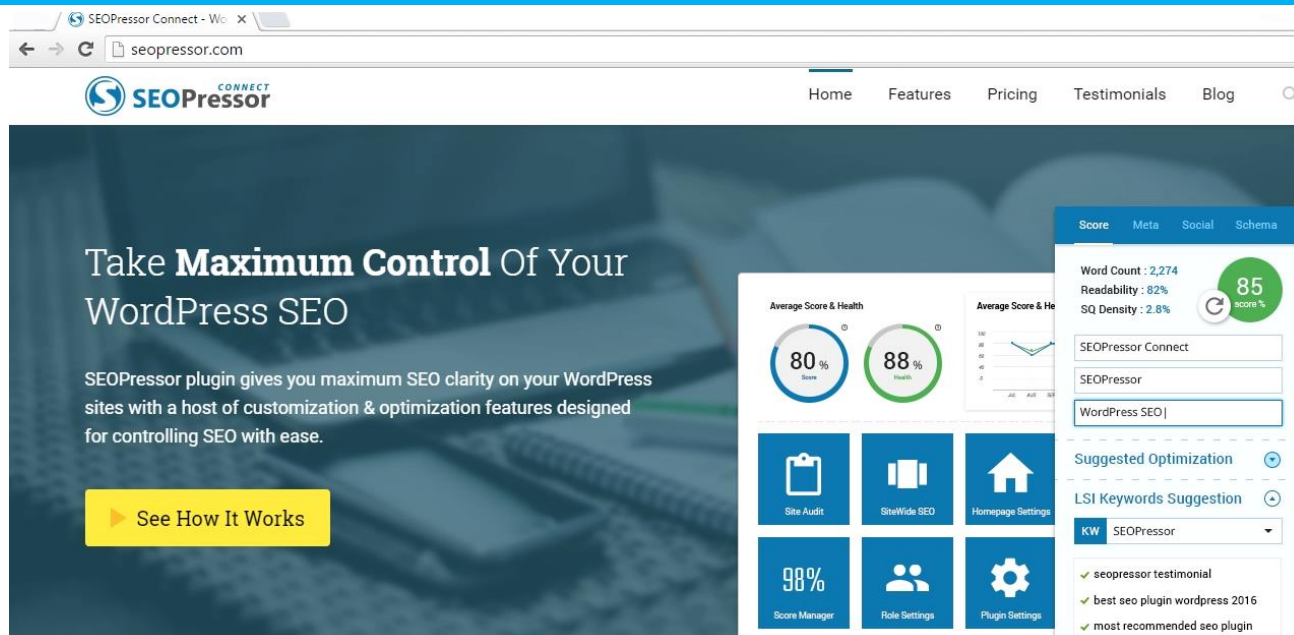
Domain Authority is calculated by evaluating linking root domains, number of total links, MozRank, MozTrust, etc. — into a single DA score. This score can then be used when comparing websites or tracking the "ranking strength" of a website over time.

You can view a website's DA by using MozBar (a free Chrome-extension), Open Site Explorer (a backlink analysis tool), the SERP Analysis section of Keyword Explorer, and dozens of other SEO tools across the web.

## II. HOW TO INCREASE DOMAIN AUTHORITY

### i. Choose A Good Domain Name

If you are just starting out, then pick a domain name that is relevant to your website. Look at our site, SEOPressor as an example. We are mainly focusing on WordPress SEO plugin, which explains why we have the keyword 'SEO' in our domain:



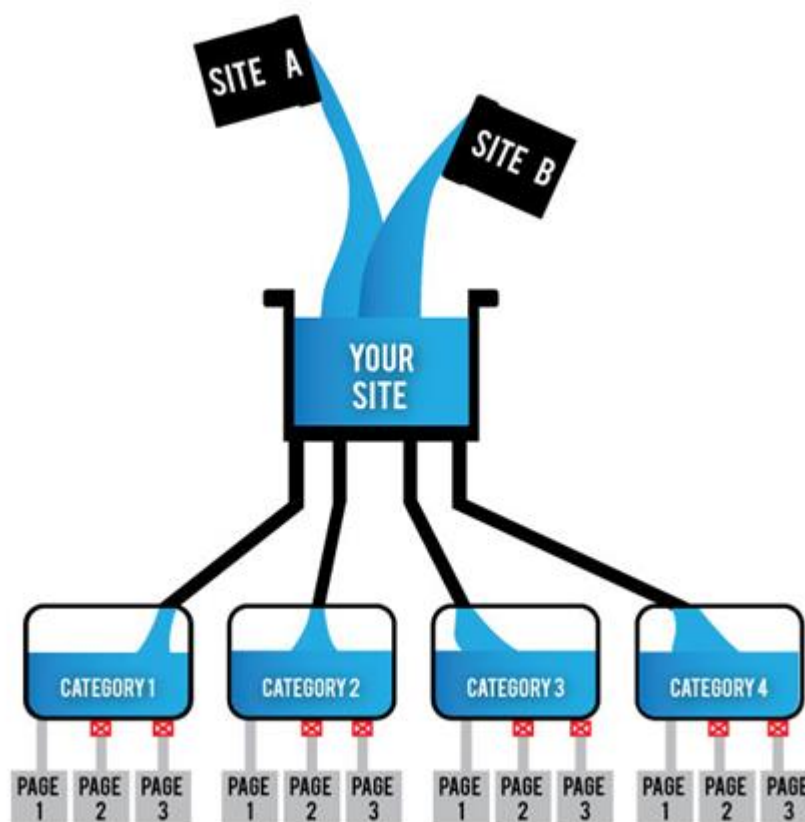
The screenshot shows the SEOPressor website interface. The main heading reads "Take **Maximum Control** Of Your WordPress SEO". Below this, it states: "SEOPressor plugin gives you maximum SEO clarity on your WordPress sites with a host of customization & optimization features designed for controlling SEO with ease." A yellow button labeled "See How It Works" is positioned below the text. On the right side, a dashboard displays various SEO metrics: "Average Score & Health" with two circular gauges showing 80% (Score) and 88% (Health); "Word Count : 2,274", "Readability : 82%", and "SQ Density : 2.8%"; a "Score" of 85; and a "Suggested Optimization" section with "LSI Keywords Suggestion" for the keyword "SEOPressor".

*It's best to come out with a domain name that is related to your business for visitors to remember better.*

It should be something that's relatively easy to remember so that visitors won't have any issues returning to your site because they forgot your domain name. *You may even want to buy an old domain so that you don't have to make a domain age.*

If you already have a domain, make sure it's not going to expire anytime soon by renewing it for at least three to five years.

## WHAT IS LINK JUICE



Link juice is a non-technical SEO term used to reference the SEO value of a hyperlink to a particular website or webpage.

According to Google, a multitude of quality hyperlinks (or just “links”) are one of the most important factors for gaining top rankings in the Google search engine.

The term “link juice” is SEO industry jargon. It’s often talked about in relation to link building efforts such as guest posting, blogger outreach, linkbait and broken link building.

### ***How Does Link Juice Work?***

Link juice, link authority, and backlink authority are all different words that mean essentially the same thing. Google analyzes the links that point to a particular webpage to determine what ranking position the webpage should be placed in their search results for a particular keyword query.

If Page A links to Page B, then link juice “flows” from page A to page B and that generally helps page B rank higher on Google. The more pages (and the higher-quality the pages are) that links to page B, the more link juice page B has and the higher it will tend to rank on Google.

## IMPORTANCE OF DOMAIN AND PAGE AUTHORITY



**Domain authority** - How well a website will rank on SERP?

**Page authority** - How well a page will rank on SERP?

**Domain Authority** is SEOmoz’s calculated metric for how well a given domain is likely to rank in Google.com’s search results. It is based off of the Linkscape web index and includes link counts, mozRank, mozTrust, and dozens more. It uses a machine learning model to predicatively find an algorithm that best correlates with rankings across thousands of search results that we predict against.

**Page Authority** predicts the likelihood of a single page to rank well, regardless of its content. The higher the Page Authority, the greater the potential for that individual page to rank well in search results.

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines. Use Domain Authority when comparing one site to another or tracking the “strength” of your website over time. We calculate this metric by combining all of our other link metrics—linking root domains, number of total links, MozRank, MozTrust, etc.—into a single score

Page Authority is a score (on a 100-point scale) developed by Moz that predicts how well a specific page will rank on search engines. It is based off data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across the thousands of search results that we predict against.

## WHAT IS GOOGLE EMD UPDATE

Google recently announced the **EMD update**. EMD stands for Exact Match Domains. The exact match domains update is a new filter aimed at ensuring that low-quality websites do not attain a high Page Rank (PR) and rise high in Google's™s SERPs (search engine results pages) just because such websites have the relevant search term in the domain names. Google states that EMD, like the other filters (Google Panda and Google Penguin), will be updated regularly.

The updates are important because they fix bugs that might not have been anticipated by Google in previous releases. They also try to catch pages that were not caught before. The update may even free pages that might have been mistakenly caught.

There is a common misconception that EMD updates mean websites that have domain names that are search terms will no longer rank well. There is no evidence of discrimination. Another misconception is that Google is favoring itself. This is not so since Google did not wipe out the likes of cars.com, usedcars.com, and movies.com. What will be targeted are websites like 'onlinelearning-institutes.com' that are hoping to take advantage of the domain name even with substandard content.

The EMD update is meant to target websites that have 'scraped' content from others and sites that are 'packed' with ads (that do not have any content). The update also seems to target websites that have 'spun' content.

Google Panda punishes websites that have bad content, but it was not doing a good job when it came to exact match domains. The new EMD update is meant to filter out what Google Panda does not get.

If your domain name includes a search term, take preemptive action today! Hire an **SEO services company** to ensure that the new exact match domains update does not affect your search rankings. If you've already noticed a drop in your rankings, you know you should't wait. Search for a seo company that understands the Google updates and helped other sites recover lost rankings.

## Optimize Your On-Page Content

SEO matters for both Google search engine ranking as well as your domain authority, so make sure that you optimize all on-page code, including your *title tags*, *image alt tags* and *the content it*.

### Font

First of all, you'll need to pick a font that is easy to read. Novelty fonts are ok for your header and subheader because they are short and it makes them stand out from your body text.

The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink-flowering thorn.

The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink-flowering thorn.

*The text on the right side is using a sans-serif fonts. It is obvious that sans-serif fonts are way easier to be read on screen.*

However, your body text should be in standard sans-serif fonts because they are easier to read on the screen. Arial and Helvetica are always a good choice for body text. Serif fonts are more suitable for printed mediums such as newspaper.

You can also decorate your content with bold, italics, and underlined to improve your content readability.

Additionally, include variations of your main keywords, keep all of your permalinks short and relevant, and create a sidebar section for new posts.

## ii. Create Linkable Content

In order to earn high-quality links from multiple domains, which both MozRank and MozTrust use as important factors, you need to create high-quality content that is published at regularly.



**SearchEngine Journal** | SEO - NEWS - CONTENT MARKETING - SOCIAL MEDIA - PAID SEARCH - WORK LIFE

**24. SEO Copywriting: A Complete Guide For Beginners** by SEOPressor

Key takeaways:

- Writing headlines for SEO
- How to optimize keywords in your content
- How to write reader-friendly content

**25. How a 3 Month Old Website Received 958,373 Visits From Google** by ViperChill

Key takeaways:

- How to leverage trending events for SEO

Social media stats for article 24: 541 Facebook shares, 226 LinkedIn shares, 121 StumbleUpon shares, 779 Google+ shares, 5.59K reads.

When you create quality content, people will share your blog post around, which can help to increase your exposure.

The better your content is, the more likely it will be that another authoritative site will link to it. This means that your content has to be relevant to your brand and to your audience, informative, creative, and well written.

## iii. Improve Your Internal Linking Structure

Many websites are so concerned about earning external links that they overlook the importance of internal links. Internal links help to direct visitors to what they are trying to find, thereby improving their user experience. This means that if they've burrowed deep into your back catalog of blog posts, they can still easily find their way to your homepage by one of your internal links.



In SEOPressor, we usually do internal linking by *suggesting other related blog posts to our readers* just in case they would like to read more about that particular topic.

Along with many other features, they're added into **SEOPressor Connect** so that you can have all the functions in one plugin. With SEOPressor Connect, you don't have to install a ton of plugins, get your WordPress site cluttered, and worry about incompatibility issues. You can have all the On-Page SEO solutions in just one plugin – [SEOPressor Connect](#).

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Other articles you might like:

- [\[Announcement\] SEOPressor Connect Is Officially Live!](#)
- [SEOPressor On-Page Settings \(META Settings, Canonical, 301 Redirect, Robot Rules\)](#)
- [How To Fix Broken Links To Improve Your SEO](#)

*Internal linking provides your readers with further reading options and it helps to promote older content.*

Internal links help prevent visitors from leaving out of frustration, and also help to keep them engaged with your website at the same time. Additionally, internal links make it easier for search engines to index your entire site.

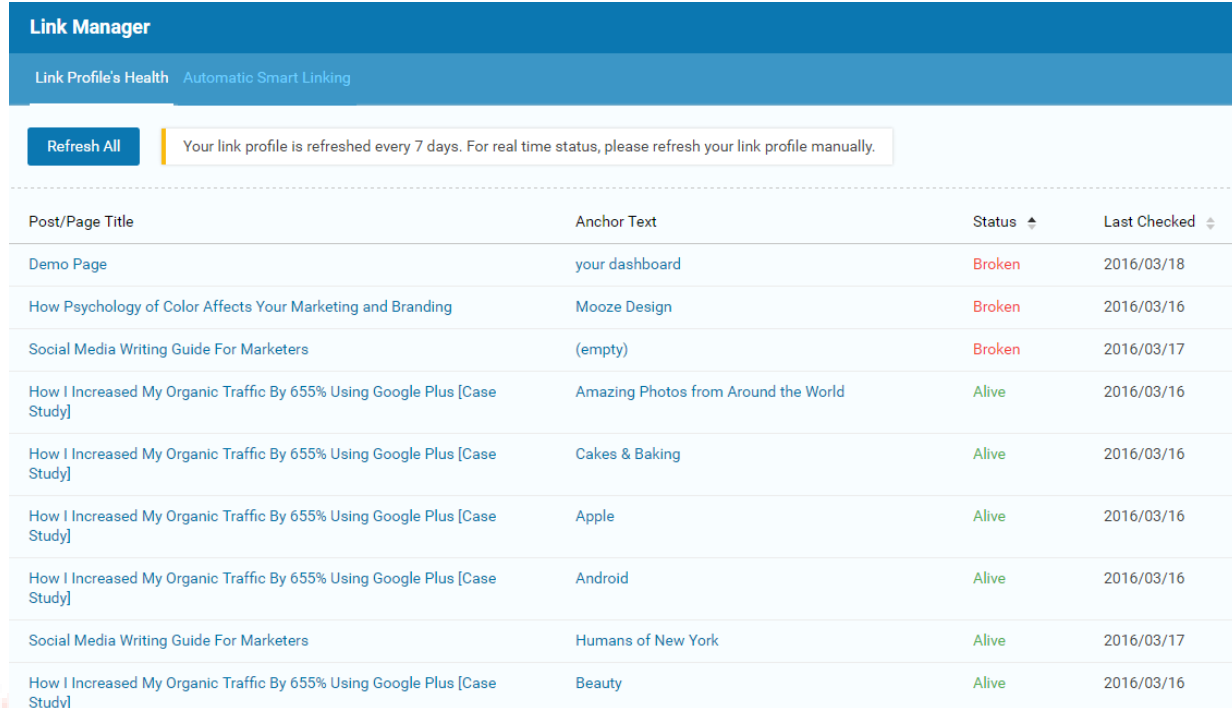
#### **iv. Remove Bad And Toxic Links**

Every once in a while, you should go through your link profile and search for any backlinks that are bad or toxic. This will allow you to remove links from bad sources that could end up hurting your domain authority instead of helping it.

You should also remove any links posted throughout your website that lead to bad sites or are broken as these will have a negative impact as well.

It can be a hassle to check on each and every link on your website. To make things easier, you can use SEOPressor's Link Manager that can help to manage all of your links in one

place. You no longer have to check the links one by one. Instead, you can check the status of your link – whether it's *Broken* or *Alive* on Link Manager itself.



The screenshot shows the 'Link Manager' interface. At the top, there's a 'Link Profile's Health' section with a 'Refresh All' button and a message: 'Your link profile is refreshed every 7 days. For real time status, please refresh your link profile manually.' Below this is a table with columns: 'Post/Page Title', 'Anchor Text', 'Status', and 'Last Checked'. The table lists several links, some marked as 'Broken' and others as 'Alive'.

Post/Page Title	Anchor Text	Status	Last Checked
Demo Page	your dashboard	Broken	2016/03/18
How Psychology of Color Affects Your Marketing and Branding	Mooze Design	Broken	2016/03/16
Social Media Writing Guide For Marketers	(empty)	Broken	2016/03/17
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Amazing Photos from Around the World	Alive	2016/03/16
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Cakes & Baking	Alive	2016/03/16
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Apple	Alive	2016/03/16
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Android	Alive	2016/03/16
Social Media Writing Guide For Marketers	Humans of New York	Alive	2016/03/17
How I Increased My Organic Traffic By 655% Using Google Plus [Case Study]	Beauty	Alive	2016/03/16

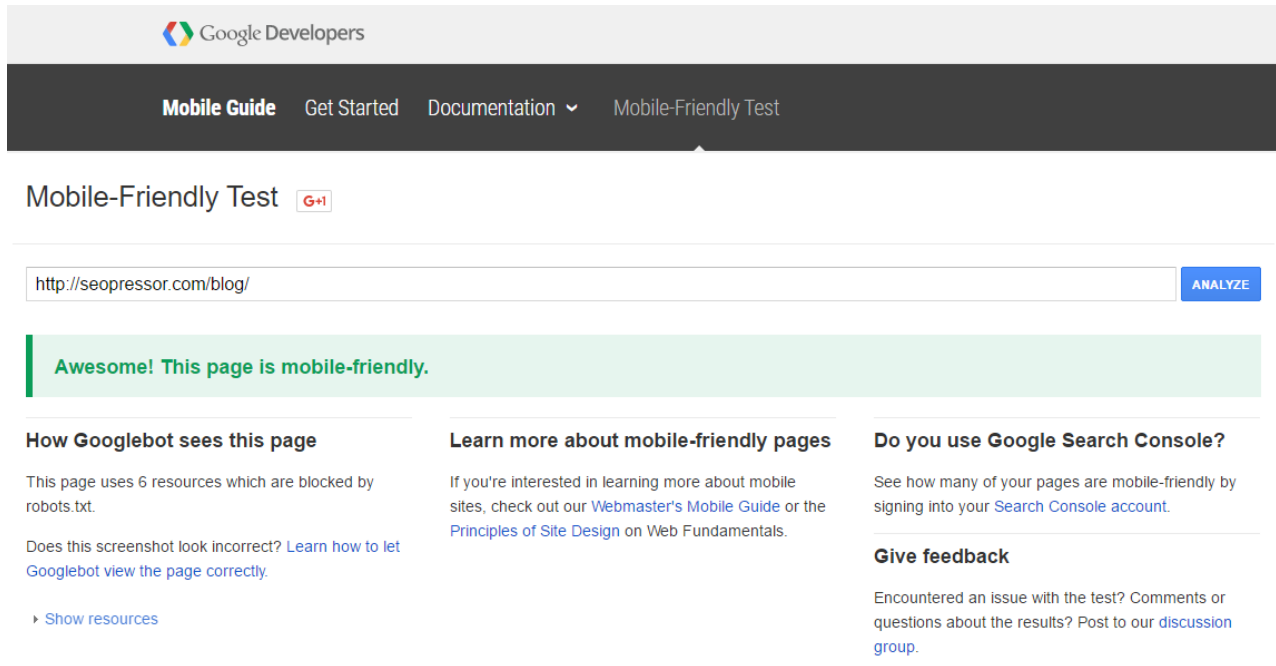
*With SEOPressor's Link Manager, you can now check and manage the links on your site smartly. You don't have to worry about broken links anymore.*

## v. **Make Sure That Your Website Is Mobile-Friendly**

A huge number of online users access the web through mobile devices. If your website hasn't been optimized for mobile use yet, then you're way behind.

Not only will it hurt your mobile search engine rankings, but you'll lose out on a lot of visitors who will simply leave your site *once they realize that it's not being properly displayed on their smartphone or tablet.*

To check whether your website is mobile-friendly or not, you can visit this [Mobile-Friendly Test by Google Developers](#) page. It will analyze your web page and let you know how mobile-friendly your site is.



The screenshot shows the Google Developers Mobile-Friendly Test interface. At the top, there's a navigation bar with 'Mobile Guide', 'Get Started', 'Documentation', and 'Mobile-Friendly Test'. Below that, the URL 'http://seopressor.com/blog/' is entered in a search box, with an 'ANALYZE' button to the right. A green banner below the search box reads 'Awesome! This page is mobile-friendly.' Underneath, there are three columns of information: 'How Googlebot sees this page' (explaining that 6 resources are blocked by robots.txt), 'Learn more about mobile-friendly pages' (linking to Webmaster's Mobile Guide and Principles of Site Design), and 'Do you use Google Search Console?' (encouraging users to sign in to see mobile-friendliness data). A 'Give feedback' section at the bottom right offers a way to report issues or ask questions.

*It is important to have a mobile-friendly site now because more users are surfing the Net with their smartphones.*

## **vi. Become An Authority Within Your Niche**

This can only be done by creating great content and engaging with your followers and consumers on social media in a meaningful manner.

By boosting your reputation as an authority, you'll strengthen the identity of your brand, which will *not only help increase traffic*, but also *increase the number of external links you earn from other high-quality sources*.

Another way to increase your authority is by doing guest blogs on other websites that are relevant to your industry.

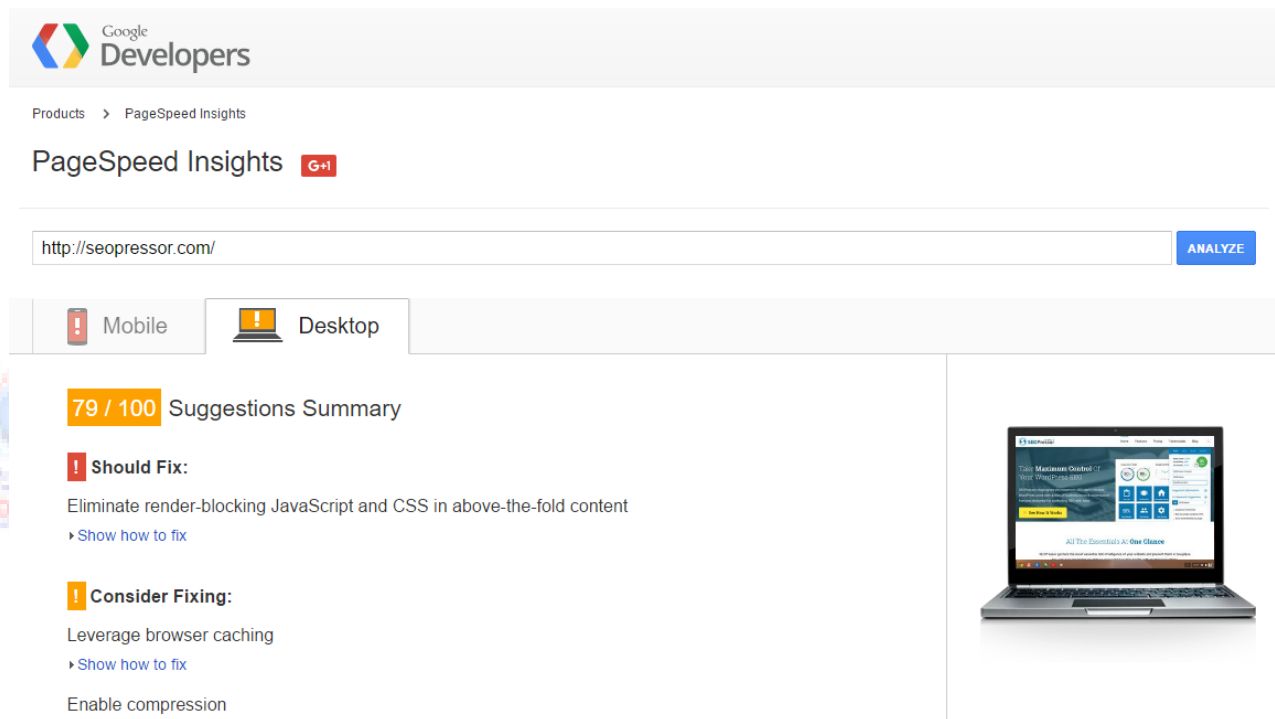


The screenshot shows a blog post from CoSchedule. The article title is '21 Social Media Engagement Tactics That Will Grow Your Audience'. It has 317 shares and a 'My Headline Score' of 71. Below the main title, there's a sub-headline: '21 Social Media Engagement Tactics That Will Boost Your Conversions'. The page has a navigation menu with 'Content', 'Social', 'Product', and 'Culture'.

## vii. Increase The Loading Speed Of Your Webpages

Poor loading speed can have a nasty effect on your bounce rate. Most users have very little patience for a page that takes too long to load and will end up leaving your website altogether if their patience wears out.

You can also check your website's loading speed with the PageSpeed tool by Google Developers. Not only it will analyze the speed of your site, it will identify some ways for you to make your site faster and improve user experience.



The screenshot shows the Google PageSpeed Insights interface. At the top, it says "Google Developers" and "PageSpeed Insights". The URL "http://seopressor.com/" is entered in the search bar, and an "ANALYZE" button is visible. Below the search bar, there are tabs for "Mobile" and "Desktop". The main content area shows a "79 / 100" score and a "Suggestions Summary". Under "Should Fix:", there is a suggestion to "Eliminate render-blocking JavaScript and CSS in above-the-fold content" with a link to "Show how to fix". Under "Consider Fixing:", there are two suggestions: "Leverage browser caching" and "Enable compression", both with links to "Show how to fix". On the right side, there is a small image of a laptop displaying a website.

## viii.

### romote Your Content Via Social Media

Because social signals are a big ranking factor, you'll need to promote your content on social media in order to obtain those signals. Otherwise, your content is just going to sit on your site all by itself.

Post links to your content on your various social media pages and be sure to encourage followers to like, share or comment on it. You should also include social share buttons directly on your webpages.



**217**  
SHARES



Alex Levitov via Google+ 5 months ago - Shared publicly



Joanne Chong originally shared this

Do you have struggles writing content for your readers and search engine?  
Read up my journal for some tips to write the best content.

+2 +1 · Reply



Burt Gordon via Google+ 4 months ago - Shared publicly

+7 +1 · Reply



françois Martorell via Google+ 5 months ago - Shared publicly



Joanne Chong originally shared this

What exactly is #SEO copywriting? Find out the answer in my journal where I'll be sharing some tips on how to write the best content for your readers and search engines.

+2 +1 · Reply



Bill Reinicke via Google+ 3 months ago - Shared publicly

Great article for anyone starting out.

*When more people share your blog post on social media, it is a sign that readers like your content.*



### III. WHAT ARE BACK LINKS

A backlink is, simply put, a link from another website to yours. Backlinks can also be called hyperlinks, incoming links, inbound links, or just links—they all mean the same thing.

In the context of search engine optimization (SEO), a backlink is an important factor in determining how well your pages rank. However, on a larger scale, links can determine how those pages are discovered in the first place.

#### WHY ARE THEY IMPORTANT?

Search engines like Google rely on links for a number of reasons. Putting your website's SEO and ranking aside for a moment, the "World Wide Web" was named as such for a reason: with its series of pages and websites connected together by links, it really does resemble a web. Links add context, and tell the "spiders" that crawl the Internet that there are more pages to be found through the backlinks that exist there.

Let's say you have a brand new website. No one links to it, and you don't submit it to Google, either. How do you expect it to be found? You can't! However, if someone links to your site, a search engine spider can crawl through that link, discover your site, and index (or make findable) your newly created content. This is one reason that backlinks are so important: without them, search engines won't know that your content is there, nor will users.

Now let's return to SEO. Links are an important part of Google's ranking algorithm. Generally speaking, the more relevant, high quality backlinks you have pointing at your website, the better you will rank in searches for your targeted keywords. So it is desirable to have these kinds of backlinks, because ranking highly can increase your traffic, purchases, conversion rate, and so on.

#### IV. TYPES OF BACK LINKS

##### *i. Not follow and Do follow Backlinks*

No matter what link source you choose, what on-page position it will have, the two main backlink types are do follow and no follow. This is how they look in the code:

```
<a href="http://www.dotnetinstitute.co.in" rel="nofollow">Link Text</a>
```

```
<a href="http://www.dotnetinstitute.co.in" rel="dofollow">Link Text</a>
```

A 'rel' attribute points at the way Google should consider such links when calculating its value and assigning a position to the linked site in search results. Google consider nofollow backlinks as simple HTML text. Such links don't feed any "link juice" (the points that form search engine ranking) to the referred website, playing zero roles in its page authority. As opposed to these, dofollow links pass "link juice" and play a direct role in link building. However, 'nofollow' links affect the site position in other search engines (Yahoo, for example). That is why any website needs both these types of backlinks to have all direct and indirect benefits and to be loved by Google. Dofollow inbound links directly from the page position in search results. However, too many dofollow links from similar sources may be considered as spam by Google.

## ii. Natural and SEO Links

A lot of links are built for SEO purposes, i.e. to increase the value of a website for search engines. All SEO pros do their best to make such links look natural, as Google relies only on backlinks that are considered as natural. Unnatural links can cause a lot of problems for a website, up to being banned for life. There are the following features of natural links:

- Both donor and acceptor sites have the same topic – this gives bigger chances for attracting target traffic.
- The link anchor must be natural: of course, it's normal to use keywords, but it is very useful to diversify the anchor list by adding image URLs, using anchors like 'here' or simply use text URL of the site.
- The link in the text must have logic, without reference to specific page block, i.e. the link should be located in some spontaneous place on page, not in a special box for links.



## Natural Backlinks

Very often people think that all paid backlinks are unnatural. It's not true actually. If the link is located inside some article as a reference to useful materials on the subject, they will not seem unnatural. If you wonder what is dofollow backlink, these are inbound links that pass 'link juice' and increase the page authority.

### ***iii. The Lifetime of Rented Links***

Backlinks that you buy can be permanent or temporary. Permanent links are active during the entire lifetime of the donor site. This can be social media backlinks, for instance, or different communities. Usually, the 'permanent' backlink term means a link that is bought forever at one-time payment. Permanent links are highly valuable for SEO: they are located randomly, usually, the surrounding text corresponds to the website's topic. In long-term SEO promotion, the expenses on permanent links can be a few times smaller than the cost of temporary ones. However, even permanent links can stop working, if some dishonest backlink provider simply disables it. That is why responsible backlink providers offer the "warranty period" of backlink validity. Usually, this period is three-six months.

## **V. WHAT IS LINK BUILDING**

Link building is the process of acquiring hyperlinks from other websites to your own. A hyperlink (usually just called a link) is a way for users to navigate between pages on the internet. Search engines use links to crawl the web; they will crawl the links between the individual pages on your website, and they will crawl the links between entire websites. There are many techniques for building links, and while they vary in difficulty, SEOs tend to agree that link building is one of the hardest parts of their jobs. Many SEOs spend the majority of their time trying to do it well. For that reason, if you can master the art of building high-quality links, it can truly put you ahead of both other SEOs and your competition.

## **VI. DO'S AND DON'T OF LINK BUILDING**

### ***The Do's***



a) **Focus on “Natural” Links from Awesome Content:** By far, the best way to generate external links to your company’s page is by producing the best content possible. If people do not want to read — let alone link — to your content, then you have a problem! By producing keyword-infused, topic-focused awesome content, you are likely to generate links from other pages purely because you are a source of authority on a topic.

b) **Reach Out to Bloggers and Professionals:** If you are new to the content generating game, chances are you may not have the highest-ranking content in your industry at this point. That does not mean that you are not in the running to be linked to by professionals and other bloggers in your industry. If your content cannot be found organically (at this point) by professionals searching in your industry (or even if it can), it is a good idea to reach out and offer to collaborate on linking to one another’s relevant articles. If you are able to convince someone else that your content is worthy of linking to, then you will definitely be in the running for some external links (remember, valuable content is everything).

c) **Paid Links with CAUTION:** Occasionally, you will see the opportunity to pay sites to link to your content, especially if they are high-ranking and they will treat links like a highly-selective advertisement. Be careful though, you do not want Google to perceive your external links as “manipulative” so make sure that if you are paying any site to link to you, they are relevant and highly authoritative and that other sites they link to are done in a natural way. According to Moz, “Buying advertising that links through to your website is fine and can be a great practice for building awareness of your business. However, Google does say that if you’re going to do this, then you should make sure that the advertisement doesn’t pass PageRank to your website.” Honestly, buying links is risky business, and generally not worth the risk for most businesses.

d) **Low-Value, Self-Built Links:** You can also “self-link” to your content by commenting on blog posts, signing guest books, and interacting with other relevant content. These kinds of links are considered low-value by Google, but that doesn’t mean they are worthless. These may be low value but definitely count for something in terms of number of links on a page.

e) **Earn Links With Relevant and Authoritative Pages:** Your goal is really to earn links from the best of the best. You can see who is ranking in the top results for the search terms you are trying to target. Gain links from important pages (such as Entrepreneur or

MSNBC/popular news sources) and use Open Site Explorer to determine what backlinks other sites have generated (and what their quality/spam score is).

f) **Referrals are Key:** While SEO is obviously the primary consideration in link building, you also want to remember that the goal is to get quality referral traffic from reputable sites. The ultimate goal of internet marketing is to make sure the traffic that winds up on your site has the possibility of converting and taking the action you want them to take. When you are devising a strategy for increasing external links, remember that you want to be utilizing sites and authoritative voices that can drive relevant traffic to your site.

g) **Use Your Customer Base and Top Clients:** Who better to link to you than previous or ongoing clients? If you are a B2B company and another company has used your product or services, this is perhaps one of the most valuable links you could have. Testimonials and reviews are awesome for SEO, but links really take it a step further. Offer a discount for returning customers if they will agree to link to you on their blog.

h) **If You Don't Have a Blog, Stop Everything You Are Doing Right NOW!** This really should have been #1 on this list, but hopefully most everyone knows this by now. Blogs give your business a platform to constantly update, share, and deliver valuable content. Not only does this make it easier for natural links to occur in your industry, but also when you do go to reach out to other authoritative voices, you have something built to link to them and for them to link to you. Linking to a homepage or product page doesn't always make sense, but a relevant blog topic can be an easy fit for a lot of link building opportunities.

i) **Get Attention from the News or Press:** Newsworthy content is great to gain industry and press attention. By writing about something controversial or relevant, even about a release of a new product or service, you can generate links!

## ***The Don'ts***

a) **Cloaking:** Showing different content to search engines than you show to users by "cloaking" is one of the worst practices in link building and content generation. It will certainly harm your SEO.

b) **Injecting Links:** Injecting links into a site you do not own exploits security of another website, and it will not do anything beneficial in the long run. While it may be an appealing

“black hat” tactic, since you can generate a lot of links quickly, it will be more damaging than positive in the long run.

c) **Paid Links:** Okay, yes, I put “paid links with caution” in the do’s list. This is a tricky situation because so long as you are following Google’s advertising and webmaster guidelines, paid links on high-quality sites can be okay. However, I want to stress that there are generally way too many variables in proper paid link building. Unless you know the source is highly reputable and uses best practices with their paid links, I would recommend avoiding this strategy altogether.

d) **“Trading” Links:** Google has gotten smart over the past few years. While trading links with high-quality and reputable sites is okay, people have gotten lazy and abused this idea — trading with any and every site they could to gain links. This comes off as “spam” and does not indicate real SEO value. It is fine to collaborate and offer to link in exchange for a link to your site, but do this with best practice and reputation in mind. Make sure the company you are “trading” with is relevant to your industry and ultimately going to enhance your SEO and referral traffic in the long run.

e) **Any Form of Manipulation:** If you fear that Google will perceive your external links as manipulation, they probably will, and you can easily get your ranking penalized for this, which means you’re back to page 100. When you abuse external links and push to the extreme to manipulate your ranking, Google does not take kindly to it. Work hard for quality links as they will be more sustainable and valuable in the long run.

## VII. LINK BULIDING STRATEGIES

### *Step 1: Get to know your audience*

If you want your audience to grow, you need to find out how to expand your audience or how to find a new audience. You should therefore know two things: who is my audience right now and what does my ideal audience look like. At Yoast.com for example, we started out with an audience mainly consisting of (web) developers, but we aspired to reach an audience consisting of a more general group of WordPress users (whilst keeping our initial developers audience). We adapted our content to this new group of people, but in order to

reach these 'new' audiences, links from other websites to our new (less nerdy) content were also important. You should do some research in order to get to know your audience.

## *Step 2: Make a list of websites that appeal to your desired audience*

If you have a clear picture of your present and desired audience in mind, you can make a list of websites that could possibly help you in reaching your new audience. Find those websites that already appeal to your desired audience. Links from these websites could help you to reach your new audience.

## *Step 3: Write amazing content*

In order to get other websites to link to your content, your content simply has to be amazing. And more importantly, it should appeal to the audience you're aspiring to make your readers or buyers. Make sure your pieces and articles are well structured and nicely written.

## *Step 4: Match content to websites*

If you have written an awesome blog post, you should dive into the list you made as part of your growth strategy (step 2). Choose sites from that list that could possibly link to the article you have written. If you have a long tail keyword approach (writing about small and niche subjects) the number of websites which will be fit to link to your blog post will be small. Make an effort to find those websites that really fit the specific topic of your blog post or article. These websites will probably be very willing to link, as your blog post really fits their content. More importantly, visitors that will come to your website following that link will really be interested in the topic of your article (making chances of conversion and recurring visits much higher).

## *Step 5: Reach out*

If you've really put an effort in both writing content as well as finding websites that fit the content of your article, you should contact the website you would like to link to your site. Tell them about the content or product and ask them to write about it and link to it. Most people will be happy to write about your product if this means they'll receive it for free! You *can* use email, but in many cases Twitter or even a phone call is a great way to

contact people as well. Make sure to reach out in a personal way, never send out automated emails.

## *Step 6: Use social media!*

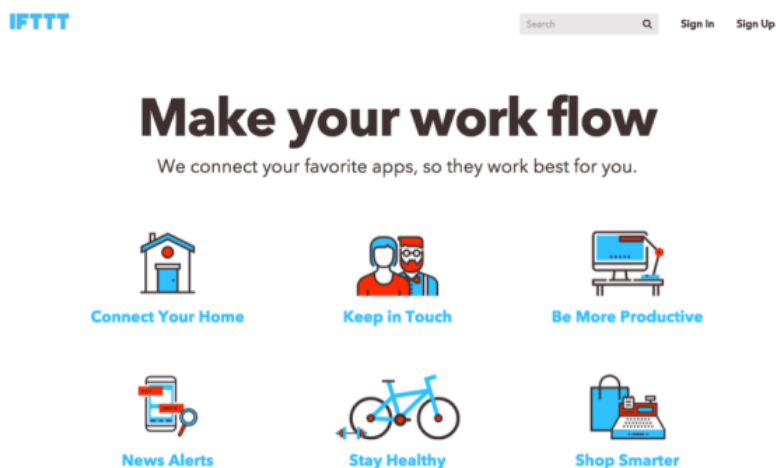
If your content is original and well structured, you'll be able to reach new audiences (and get links) by using social media as well. Make sure you tweet about your blog, perhaps send some tweets to specific persons of whom you think they may like your article. Facebook is also a great way to get exposure for your articles (maybe... even promote it a bit?). And as many people like, tweet and share your articles, you're bound to receive some more links as well.

## **VIII. EASY LINK ACQUISITION TECHNIQUES**

### *i. IFTTT For Link Target Discovery Automation*

If This Then That (IFTTT) is a beautiful platform that lets you automate a lot of your life. You can use it for social media, organizational tasks and sending those networking emails you *always* forget to send.

But you can also use it to automate your link-building strategies.



Now, let me be clear: This tool won't be building the actual links for you. Instead, it helps with discovering and identifying potential link targets. Let me give you a few examples:

- a) IFTTT can notify you whenever you get mentioned online (with or without link). This way, you can contact people and either ask for a link or ask if you can improve on the one they have.
- b) IFTTT can notify you of questions asked on Quora, Yahoo!, Twitter or other sites about topics in your niche, so you can provide the content to answer them.
- c) It can gather PR opportunities for you, from journalists or publications, so you can contact them immediately.
- d) It can show you when new sites are linking to your competitors so you can find out what content people are linking to most — or so you can investigate how to get a link from that same site yourself.

## ii. Helping Webmasters

Link builders and SEOs are (unfortunately) notorious for sending webmasters all sorts of irrelevant solicitation emails, including:

- a) Basic, poorly researched guest post ideas.
- b) Generic guest posts.
- c) Poorly worded emails asking for links.
- d) Offers of SEO services.

they get hundreds of these emails a week, and they're growing increasingly sick of them.

So what can you do instead to build links from webmasters? Well, it simply comes down to networking principles. You need to help them.

Here are a few examples of what you can do to get a link, while helping a webmaster out properly:

- a) Let them know about broken or dead links on their site, and suggest updating the link to point to a piece of your content that fits perfectly and adds extra value to their post.
- b) Carefully read and review their old or flagship content. Then show them content or research you've done that improves upon or solidifies a claim that they've made. Webmasters often get most of their traffic through their older and more established

posts, so giving them this opportunity to update this content and make it relevant again is a wonderful opportunity to build a relationship (and a link).

- c) Create a badge scheme, like your Top 100 SEO Blogs of the year, and give them a personalized badge to put on their site with a link back to you. This can add authority to their site and make them look more trustworthy to new visitors — a win-win for both of you.

### iii. Creating Audio Content

iTunes isn't just for downloading your favorite tracks; it can also be a **brilliant** way to build backlinks for your site.

First, audio content can increase the accessibility of your content. The Buffer blog uses audio content from SoundCloud, [like in this post](#), to allow people to “read” their blog posts while taking on other tasks:

(I thought I'd try a quick audio version of this blog post, in case that might be easier at all for some folks. Would love to hear how it feels!)



This can increase the number of people linking back to your content organically, because it suddenly becomes *much* more accessible to a whole new group of people.

Unfortunately, as far as I can tell, links from SoundCloud and iTunes are no-followed. However, these links are still a great source of referral traffic.

For example, British nutritionist Ben Coomber has used iTunes links to help build the backlink profile of his site, Body Type Nutrition, with over **175 podcast episodes**.

## Ben Coomber Radio

By Ben Coomber

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: Fitness & Nutrition

Language: English

### Customer Ratings

★★★★★ 50 Ratings

### Links

[Podcast Website](#)

[Report a Concern](#)

### Description

A full fat show on everything nutrition, food, human performance and being f\*\*ing awesome, hopefully with a touch of humour. Ben Coomber is a performance nutritionist, coach, presenter and owner of Body Type Nutrition. Loves coffee, rugby, lifting heavy stuff and eating insane food. Past obesity statistic. Lives to find the extra 1%'s that make us better performing individuals. Podcast is co hosted with Anna Sward from Protein Pow..... BOOM!

	Name	Description	Released	Price	
1	#175 - The Perfec...	<span>EXPLICIT</span> Do you paralyse yours...	📌 2/3/2016	Free	<a href="#">View In iTunes &gt;</a>
2	#174 - Eric Helms ...	<span>CLEAN</span> Want a scientific and s...	📌 1/27/2016	Free	<a href="#">View In iTunes &gt;</a>
3	#173 - The Meani...	<span>EXPLICIT</span> What is the meaning o...	📌 1/20/2016	Free	<a href="#">View In iTunes &gt;</a>
4	#172 - Paralympic...	<span>CLEAN</span> If you couldn't use yo...	📌 1/13/2016	Free	<a href="#">View In iTunes &gt;</a>
5	#171 - Knowledge...	<span>EXPLICIT</span> Unhappy with your jo...	📌 1/6/2016	Free	<a href="#">View In iTunes &gt;</a>
6	#170 - Mike Dolce...	<span>CLEAN</span> Mike Dolce coaches s...	📌 12/30/2015	Free	<a href="#">View In iTunes &gt;</a>
7	#169 - HARD WOR...	<span>EXPLICIT</span> Are you ready for har...	📌 12/23/2015	Free	<a href="#">View In iTunes &gt;</a>
8	#168 - Working o...	<span>CLEAN</span> We think we're ready t...	📌 12/16/2015	Free	<a href="#">View In iTunes &gt;</a>
9	#167 - Protein Ov...	<span>CLEAN</span> Dr Jacob Wilson is bac...	📌 12/9/2015	Free	<a href="#">View In iTunes &gt;</a>
10	#166 - Are you re...	<span>EXPLICIT</span> The world of fitness is...	📌 12/2/2015	Free	<a href="#">View In iTunes &gt;</a>
11	#165 - Real Life R...	<span>CLEAN</span> Jason Ferruggia joins ...	📌 11/25/2015	Free	<a href="#">View In iTunes &gt;</a>

You don't need to have a star-studded podcast lineup to get these links, though. It can be as simple as recording your blog posts and providing a free download link at the start of your post.

#### iv. Facebook Target Journalists

This method can cost you pennies to do, but it can result in some big link opportunities.

When you're looking for backlinks from Press Releases, you tend to go to two places:

- The Publication: Find the right editor and shoot them an email.
- A PR Company: Spend hundreds or thousands of dollars getting them to do press releases for you.

But these can be a complete waste of time. Instead, it's better to go *directly* to the journalists and have them create the piece, and the link, for you using their influence.

This can be done easily by using Facebook ads. Put together a list of journalists you want to contact and find their Facebook profiles. Then, create a target advert to tell them what you're looking for, and how to apply.



## v. Look For Click-To-Tweet Or Quote Opportunities

A lot of content creators use Click-To-Tweets (or CTTs) in their posts to add a viral component to them and bring a little extra authority to the table, like this one from Nichehacks:

"The truth is people like to read controversial articles even if they don't agree with the author. That being said, not every author has enough balls to write such a thing."

- Karol K

[Click Here To Tweet This!](#)



And, if you've been blogging for a while, there's a good chance you've been quoted, too. So do some research and find where you've been quoted and ask them to place a link over your brand name.

Or, if you've *not* been quoted anywhere, reach out to a site that is relevant to your niche and ask if you *can* be quoted in one of their upcoming articles. Create a quote, speak to the site owner and get it stuck into one of their posts.

The third strategy for this is to find round-up posts like this one, and ask to join in future ones with your insights. Most sites outsource these types of posts to freelance writers, so it also pays to find out *who* is writing these posts — possibly using the method from #4 above — and get in touch with them.