SEO TECHNIQUE

9 BEST OFF PAGE OPTIMIZATION METHOD

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OFF PAGE OPTIMIZATION

The two important element of SEO is on page Optimization and off page optimization but in both the Seo techniques is totally different. On-page optimization includes optimization of elements on the page itself, meaning optimizing a website according to the SEO guidelines. On the other hand, off-page SEO requires usage of different techniques in the purpose of optimizing a website using external elements, which mostly includes link building and nurturing the reputation of your website

Backlinks: Backlinks are the links of your webpage in another website. It can be either in the form of text of image
Syntax of back links:
 keywords
<a herf ="example". Keywords
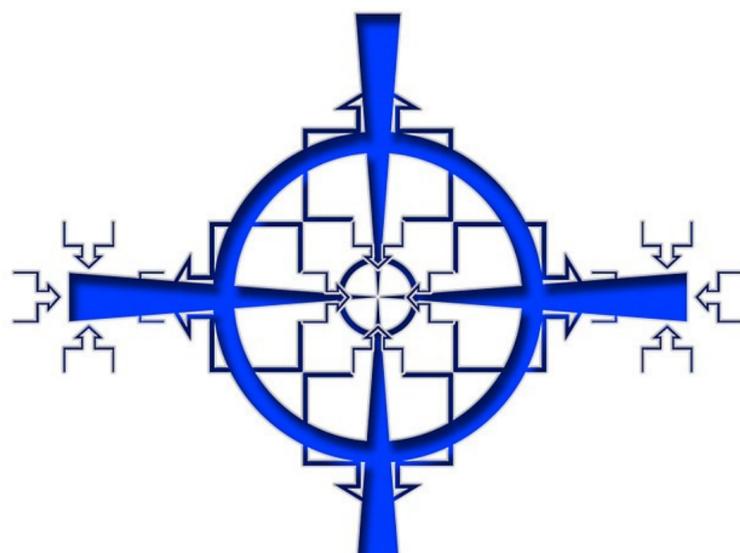
Search Engine Optimization

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Back links are of two types

Do Follow: They have direct connection to the webpage

No Follow: They have an intermediate page before the destination

Note: The search engine results with no follow link have zero power in SEO. Try to acquire as many as do follow link

Each backlink has got variable value

1-Backlinks from high PR (Page rank) webpage have higher value

2- Backlinks from competitor webpages have very high value. It is called contextual link or niche links

3-Backlinks from "external links" has very high values

4-Virgin backlinks has high values

5-Backlinks from different domains has very high value then backlinks from same domains

6-The backlinks from government, education or organization website has higher value (called as high authority backlinks)

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How to Get Back Links

There are 9 pre-defined methods that help to acquire free one way quality backlinks mostly permanent in nature.

BACKLINK
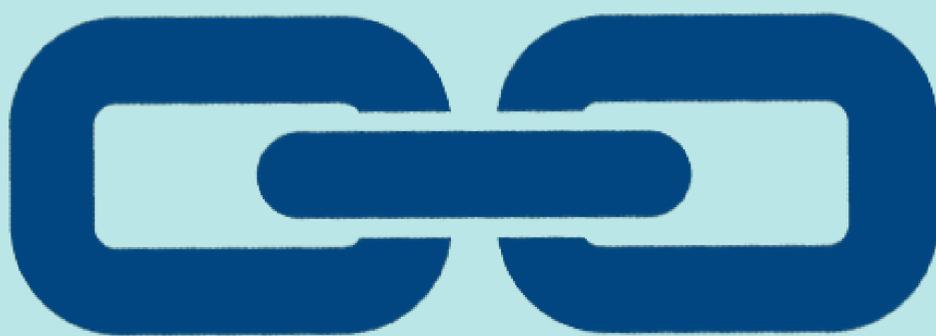
Such back links are safe and natural to get the ranking and is the important step in off page optimization

1- Directory submission

2- Article submission

3- PR (Press release)

4- SMO (social media optimization)

5- Book Marking

6- Blog commenting

7- Forum discussion

8- Profile creation

9- classified ad submission

STEP 1-Directory Submission:

Is Directory Submission Still Effective SEO Technique?

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STEP 1-Directory Submission:

There are certain lists of website like Yellow pages or telephone directories, in such web site the URL are stored in the form of categories and sub categories. To get a strong backlink you need to select the right category > sub category and submit URL

Process
In the submission form give the keyword in tittle as this becomes the anchor text and in the url box give the page address targeting the keywords. In the description in 2 or 3 line write the unique summery the webpages and submit it

Around 10% of the directory submission site will approve the link on the spot while other takes it for review. Of the one which goes for review only 20 % gives the manual approval in 1 to 90 days
For the search engine to find the your backlink you need to ping the url that has given you the link

Note: Some directory site allows submitting only the homepage url while allow internal page url too. For each url you wish to rank on top at least 50 directory submission must be done for it. Repeat the list of directory site for every page submission

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STEP 1-Article Submission:

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There are many website in which admin dosed not publish his own content but rather gives the opportunities for the registered users in his site to register and login and publish the post in his behalf like Wikipedia.
Such sites are termed as open blogs or article submission

Process
To get a strong competitor back link we need to first create account in the article submission website >login > submit the article based upon the keywords. In the submission form give the keywords in the tittle and summery, place the back link along with anchor text in the box provided at the bottom as author/editor.
If in any case the box is not present then at the bottom of the article itself back-link must be placed

Note: When the article is submitted here only 10% chances of getting approval for copied content while 90% chances for unique content.
In each article site different matter file content has to be posted and make note pad as a medium in copy paste process to avoid the foot prints
Al least 20 article submission per keywords must be done, repeat the list of article site for each keywords

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STEP 3-PRESS RELEASE
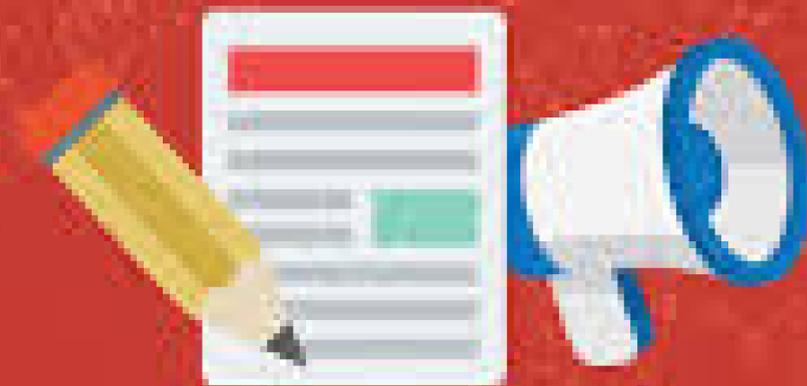
Writing SEO-Friendly
PRESS RELEASE

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STEP 3-PRESS RELEASE:

The process of submission of PR is same like that of article submission but the backlink code must be placed at the bottom of article itself

Process
In the submission form mentioned your Keywords in the tittle and starts the article with the location and date for better chance of approval. The chance of approval is higher if the article you are submitting is news based. To find the news based article of your keywords refer news.google.com. In each PR site a different news article must be submitted

Around 10% of website approves the instantly while remaining 25% approve manually.

For a website at least 20 submissions must be done. If the link is auto approved then copy the url to ping so that search engine can find the link immediately

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STEP 4-SOCIAL MEDIA OPTIMIZATION

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STEP 4::SOCIAL MEDIA OPTIMIZATION

This step is also referred as social bookmarking and networking submission and the list of site in this category is also called as 2.0 site or properties

The slight difference between social networking and bookmarking is that though both of this site allows to share the information in groups of user but in bookmarking only the urls even personal information can also be shared

Backlinks in both these site are very important in SEO because of following advantages
1-Most of these site has high PR and low alexa rank. That makes the link very powerful, coming from popular website like Facebook

2-All the site offers 100% auto approval backlinks

3-No paid or reciprocal link. All of them gives one way free backlinks

4-These site send lots of traffic, there by adding more income from the ads

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STEP 4::SOCIAL MEDIA OPTIMIZATION

5-It helps in brand building and updating the group of people about the latest event

6-In a single day multiple submissions can be done to the website

Note: Though plenty of backlinks can be acquired from the above activity but it has to be done under limit as social website monitors the activity

In a day social website do not do more than 5 submissions and create multiple accounts

Give your keywords in user name field so that the backlink can give more power to your site

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STEP 5::Bookmarking

Use keyword as a name for account. Give the keyword in the username field so that the backlink can give more power to your website

Process
Submit your backlink from third party website like addthis, sharethis, onlywire as they do not reveal the IP address and make the link to look more natural
Every day minimum 50 social bookmarking submission must be done till you achieve top rank

STEP 6::Blog Commenting

More than 50% of the website registered in the world are blogs developed in various technologies like blogs , word press, java but the common features is in each blogs at the bottom you will find commenting box. This is meant for the visitors to post a comment or query related to topic in the webpage
There are several advantages of comment box
1-It help in keeping the page updated
2-it help in adding more text content there by improving text/html ratio along with uniqueness and natural keyword density

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STEP 6::BLOG COMMENTING

3-It help in faster indexing of page as most page content is modified

4-It helps the visitors solving the queries and engaging them to revisit the site

Above all the advantages only one disadvantages is that in comment box a visitor can also palace backlink code too. However, through the admin setting this can be controlled

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STEP 7-Forum Discussion
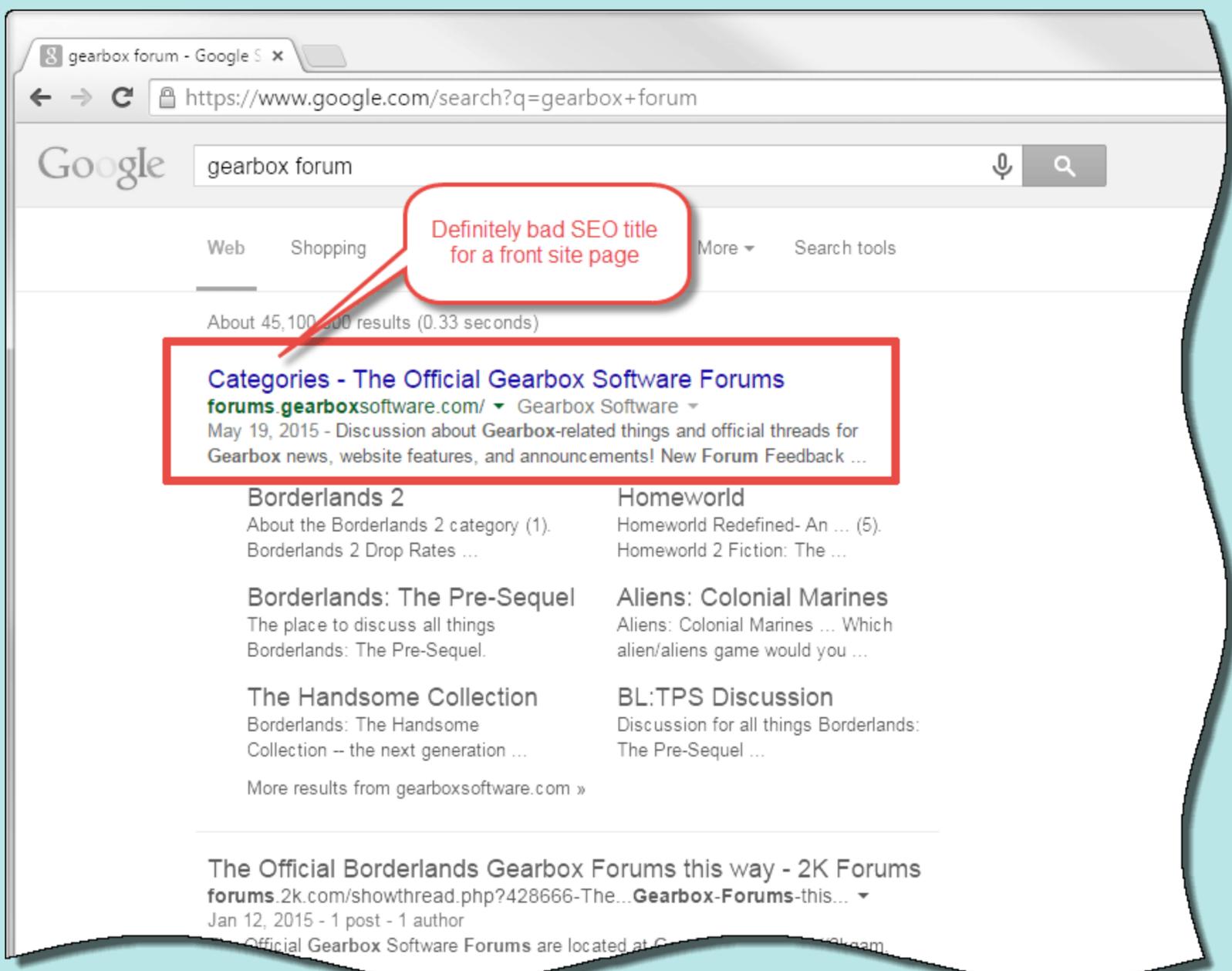
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STEP 7: FORUM DISCUSSION

There are certain website that is based on discussion that is termed as forum or discussion board.

Process

In such site admin only create the topic/sub topic and all registered users participate in the discussion by posting their views /reviews/debate/query

Example: Google group. Quara , yahoo question and answer

As an SEO professions one has to participate in the discussion and posting own views and also posting backlink code

Note: The backlink code for most of the forum is different and is termed is "BB code" also termed as Bulletin board code"

The format of the code is

[url="webpage address">] keyword [/url]

Example

[url="http://oncologyinternationa.com">] best cancer hospital [/url]

About 20% of the forum approves the list on the spot. The power is back is very strong but has to be done in limited way. Most of the forum will not allow to place backlink till you posted 3-10 plain text message and some forums put your account in spam if you post multiple backlink in same day

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STEP 8-Profile Creation

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STEP 8 : PROFILE CREATION

Most of the poplar social and forum sites have profile pages, in that display the details for register/user but in some of the site in the profile page there is a provision to place a backlink

Advantages

1-It comes from top level pages of the website, that get 15% as a average page share

2-The indexing of the link is faster

3-By default all the links are do follow, hence it is very powerful

4-Almost all the site approves the site on the spot, so 100% auto approved back link

Process of submission

Sign up>login>edit>place backlink and save profile setting

Note: though this step gives you the jackpot, but should mostly do in limit. If overdone then search engine gets suspicious regarding the backlink activity

Maintain only 10% of back link from Profile creation In the same day do not create multiple account .Give your keywords in the user name, file and pink the profile page for faster indexing of the link

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STEP 9-Classified Ad submission

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STEP 9 : Classified Ad submission

There are few website where you can submit the details in free like OLX.com quicker etc.

Though each of the sites help in brand building and business promotion some of them also give backlinks that pushes our webpages on top of SERP

Note: Classified ad submission is meant for products, services, business oriented website not for blogging

For More information
log: www.digitalvalueadd.com
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