The Ultimate Guide to Off-Page SEO

Here is everything you need to know about off-page search optimization.

What is Off-Page SEO?

"Off-Page SEO" refers to all activities that you do directly off your site to raise the ranking of a page in search engines.

Preparing a Site/Page for Link Building

So how do you ensure that your web pages are ready for link building?

i). Laying out your internal pages

- Optimized internal pages can make a whole lot of difference in your overall rankings. This includes interlinking your pages using random keywords (with more emphasis on your brand name).

- More specifically, you should have silo pages that connect to your category pages and supporting pages (posts).

- That way, when you send a link to the homepage, the juice flows through your category and supporting pages, thus boosting your search performance.

- Ken Lyons shared 3 ways to ensure that your internal pages are well-structured, and your links evenly distributed, before going out to get inbound links from external sources:

1. Tap the Most Linked-to Pages

For a new internal linking strategy, start by going to Open Site Explorer. Grab a list of the most linked to (and most authoritative) pages on a client site and drop links on those pages to my "SEO landing pages," (i.e., pages you're targeting specifically for organic traffic). Theoretically those pages are the biggest reservoirs of link equity, and your goal is to harness and effectively distribute the flow of link juice.

2. Interlink All Your Target SEO Landing Pages

It's a good idea to scale your link building efforts as much as possible. Interlinking all the target SEO landing pages on a website is a great way to scale because each time you build an inbound link to one SEO landing page, that link equity subsequently flows to your other SEO landing pages, thereby multiplying your efforts. The easiest way to interlink SEO landing pages is to add a list of "related links" at the end of a page or in a sidebar.

3. Drop Links on the Home Page

The home page is often the most linked to page on a website, so it should be a prime target for tapping equity. Also, anything linked to internally from the home page sends a pretty strong trust and authority signal to the engines that your organization places high value on those pages.

- Remember that it's no longer about the quantity of links you have. The quality of links to your internal pages is as important as the structure of the pages themselves.

- In fact, sometimes reducing the number of links pointing to your internal pages could help your SEO efforts.

ii). Do the basic on-page SEO

On-page SEO is important. After all, you don't want Google to view your site as a neglected portal.

- Basically, you want to link to your internal pages using the keyword that best defines that page.

- When you create a landing page that you would like Google to rank highly, you should pass more SEO juice to that page from your important pages.

iii). Pick thematic keywords

Although links are still the icing on the cake, the upshot to SEO that controls every other factor is the keywords you choose.

- But not all keywords are created equal. If you want to improve the odds of driving organic traffic to your site, then you need to pick thematic keywords.

- To choose thematic keyword simply plug your main keyword (wordpress theme customization) into the Google Keywords Planner search bar. Click the "Get ideas" button.

- You can supercharge the power of your keywords by switching towards branded keywords. In other words, instead of targeting "SEO tips," you could niche down and include your brand or domain name (e.g., Moz SEO tips, Neil Patel SEO).

- Domain or brand-oriented keywords usually bring up several results from the same site in Google search results.

- Branded thematic keywords will give you an edge over the competition. No matter how many top brands are dominating the top 10 organic listings, you can find yourself driving motivated visitors to your site.

- When it comes to on-page SEO, the title tag is the most important factor. That's why it's important to use your keywords in the right manner in your titles.

- So let's assume you chose to target these 3 keyword phrases below:
  1. web design strategy
  2. WordPress theme developer
  3. cost of website design

- You can model these titles because they all place keywords at the beginning:

  - Web Design Strategy: How to Finally Design a Website That Converts

  - WordPress Theme Developer: 7 Factors You Should Consider First

  - The Cost of Website Design for Small Business Owners

- Yes, starting your title tag with the targeted keyword is important.

- But that only applies when you truly want to improve the search performance of a given keyword.

- There are situations when you create content without focusing on a keyword.

- When you're targeting keywords in on-page optimization, don't just keep reiterating those primary keywords over and over.

- Instead, use synonyms or latent semantic indexing (LSI) terms. LSI keywords have one purpose – to help search engine spiders extract meaning from normal keywords (especially those with more than one meaning).

- Ideally, if you were writing content on a subject related to Apple, the company, Google expects you to mention relevant words and terms that are common to the organization.

- So when you're writing an article target the keyword "how to get blog traffic," here's what you can do: replace the search term with these LSI keywords:

  - How to get blog traffic
  - how to generate traffic to blog

  - drive web visitors to blog
  - Attract web traffic to my blog

  - get online blog visitors

- In your internal pages, you can use these LSI keywords in your title tags and you'll be just fine.

- But imagine what it would seem like if all your pages are targeting one keyword – with no variations.

- You might be wondering how you can find these synonymous words. Well, there are several tools that you can use to research LSI search terms. Simply follow these steps:

a). **First step:** Go to Lsigraph.com and input your primary keyword (e.g., cheap airline tickets). Solve the captcha, then click the "Generate" Button.

b). **Second step:** Select LSI keywords from the list. Simply locate the keywords that'll be ideal for your content. Then use them.

- On-page keyword optimization all boils down to researching, choosing, and integrating keywords that you can easily rank for.

- You don't want to compete with top brands with higher and stronger domain authority.

How to Get Relevant, Authority and User-Friendly Backlinks

- When building links to your site or internal pages (which is more ideal in today's SEO), focus on relevant, authority and SEO-friendly links.

- Let's discuss some of the ways to get these valuable links:

1). Broken link building

Broken link building is easy, faster than guest blogging, and could provide a substantial avenue to earn the right links.

- There is nothing new or fancy about fixing broken links. This link building tactic will never become outdated or fizzle out, because the internet will always have new broken links that need to be fixed.

- Broken link building breaks down to four simple steps: conduct a backlink analysis on a relevant website, find a broken link, contact the owner, and let them know about their dead links.

- Since you're helping the site owner locate non-functional links, they might do you the favor of including a link to your website. Ideally, offer a replacement link when appropriate.

2). Create and distribute compelling infographics

There's no doubt about it – infographics still work and will likely continue in the future.

- While infographics can still yield impressive results, you have to understand that not all infographics will get the job done.

- You'll have to spend $1000 to get a single highly standard infographic designed. However, if you're on a tight budget or just starting out, you may not be able to afford that much.

- Alternatively, you can use Dribbble to find professional infographic designers for half the price. If you decide to use Visual.ly, you'll get a better design – but their service costs more.

- If you're ready to create and distribute infographics to improve your off-page SEO efforts, the resources below will be helpful:
  - How to Create and Promote Infographics to Drive 5,000 Visitors Per Week
  - What I Learned About Content Marketing by Analyzing 614 Posts

- 14 Tools to Create Engaging Infographics and Images for Your Social Media Posts

- Of course, there are other ways to build quality links to your web pages.

- For example, you can leverage blogger outreach to build relationships that will yield better links, and use social media outreach to claim unlinked brand names from relevant blogs.

How to Avoid Google Penalties for Unnatural Links

- Google hasn't yet clued the SEO community into any step-by-step process for staying safe. However, there are things you can do to ensure that your site isn't penalized.

  i). Create content and optimize for the user's first: Put users first, forget about mentioning your keywords several times in the post especially if it doesn't flow naturally.

  ii). Diversify anchor texts: Diversifying your anchor texts simply means using different keyword phrases, brand names, and generic terms so that Google will view your links as natural and not manipulative.

- When diversifying your anchor texts, make relevance your top priority. Google will analyze your link based on the topic of the referring page and how thematically consistent it is with yours.

- Since you can't control your anchor texts or where the links come from, you should use your brand name as anchor text more often.

- If you're a social media expert and you're interviewed by a car blog, you should use your brand name as anchor text.

- Last but not least, make sure that you get links from high-quality sites, disavow low-quality links from thin pages, blend nofollow links into your link profile to make it natural, and publish fresh content to increase brand mentions.