

YOUR 'HOW TO' GUIDE TO OFF PAGE SEO

In my article "Where is everyone – tips to boost your website traffic," we discussed On Page SEO and the role it had to play in driving quality traffic to your website. Now we are onto the second part of the SEO equation – Off Page SEO factors.

Let's look at a quick recap from my previous article where we defined SEO...

SEO (Search Engine Optimisation) is a term that is used to describe the way that websites 'speak' to search engines in a language that they can understand. By 'speaking' to them, they provide the search engines with more detail about your website.

Search engines utilise complex algorithms to determine which website pages:

- Should appear in their index
- Be most highly ranked in the search results page (i.e. closest to the top of the search results first page)
- Appear most frequently in the search results list

The reason that SEO is so important is that it adds credibility to your website, increases your brand awareness and encourages high quality visitors to your site (ie ones that won't just 'bounce' straight off your site as it is irrelevant to their needs).

There are two aspects to high quality SEO:

- ON PAGE OPTIMISATION
- OFF PAGE OPTIMISATION

In my article "Where is everyone – tips to boost your website traffic" we looked at On Page Optimisation - simple ways to optimise your SEO, within the boundaries of the website itself.

In this article we will cover the other aspect to high quality SEO – Off Page Optimisation.

OFF PAGE OPTIMISATION:

Off Page Optimisation refers to the techniques that you can utilise to increase your SEO search rankings that are OFF or outside of the boundaries of your website pages. They generally come in the form of links. These optimisation tools could be things such as:

- Link building
- Video clips
- Social networking
- Blogs
- Online articles

- Social bookmarking links
- Press releases online

Search engines endeavour to bring the highest quality website search results and rankings to given criteria. Off page SEO tends to indicate to search engines how useful the 'world' views that particular website. Website rankings improve if they have things such as video clips, 'likes' or 'mentions', via Facebook, Twitter, Pinterest or blogs, or via links from other sites.

Investigate opportunities to utilise the following Off Page SEO tools:

Link building:

Link building is one of the most popular ways to enhance Off Page SEO activity. The idea is to get as many other websites as possible to link to yours. If you post an article or information that other people find helpful or interesting, they may post a link from their blog or Facebook to your website, about that information, thus driving more traffic to your site.

By default search engines therefore also up your ranking as they work on the premise that if other people are finding your information helpful, then it must be good, so they will increase your ranking in that area. It's like they are endorsing or 'voting' that your website has quality, reliable information.

Obviously not all links are created equal – an endorsement link from a well-respected source or industry guru is always going to add more kudos to your site as opposed to an 'average Joe' linking to you. However, the key is that they need to be 'natural links' i.e. the user has chosen to link to you.

Video clips:

These links also give your site real kudos. In the case of a kitchen manufacturer, they may be practical video clips such as how to install a kitchen benchtop or they may be more of an advert for your product where the video presenter is showcasing the product – opening and closing its drawers and talking about its features. It brings the user 'another level' of information where they can actually view the product in motion, doing what it does as opposed to just seeing an image. It also allows you to add in aspirational videos e.g. in the case of a kitchen product, a celebrity chef utilizing or endorsing your product. These clips can be loaded onto multiple channels – YouTube, website, Facebook, etc. As YouTube is owned by google, it is particularly important to load relevant video clips onto YouTube in order to take advantage of the increased search engine ranking results that you will achieve as a result.

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Social networking:

Facebook, Twitter, Instagram, Pinterest – the list goes on. Determine what social networks work best for your target market and get in amongst it!

For example you could set up a Facebook page ensuring that:

- Your Facebook content is aligned with your website content
- That there is fresh content appearing regularly
- That it's interesting and accurate
- That it is topical
- And that it has links back to your website.

Obviously the trick here, as with link building, is to ensure that the dialogue and links that flow back and forth throughout the social media scene are preferably from a quality source so that the endorsement value from them is highest.

So it's not always about quantity – quality is also very important. If a high quality blogger, relevant to your industry is linking with you then that's a great coop. However a smaller player in the market is not going to add the same level of kudos if he or she links with you.

Blogs:

Again, quality is important – the quality of the blogger and of the information they share. If the person sharing information on your site as a 'guest blogger' is relevant to your target market, informative, engaging and just plain good at what they do, then that is a good reason to allow a preferably 'google verified' guest blogger onto your site.

As with anything posted on your site – it will still need to include details that are relevant to the audience, and that only include accurate information – otherwise you may find yourself doing more harm than good.

Experts in their fields who post blogs or articles on your site obviously also add more kudos.

In addition to that, it's a good way to get a different opinion onto your site. And an easy way to get free content – providing the content meets your standards.

Lastly, it can be a great way to cross-promote as they will also no doubt promote you on their own site as well.

Online Articles:

If you are a competent writer, or know of a quality copywriter that you could engage to write pertinent articles on your behalf, it's also well worth publishing industry related articles on an article directory. These articles then have a link back to your site. Some article directories only publish unique content articles, but others are happy to include articles that may already have been published elsewhere.

Bookmarking:

If users find your site appealing and informative – or if it is one that they will want to reference time and time again e.g. investment tips, housing market trends – they will bookmark it. Opportunities to have your website bookmarked means that the user quickly and easily returns straight to your site.

Press releases online:

Any newsworthy information you have to release to the press via online sources should also be utilized via links to your site.

It needs to be:

- News-worthy
- High quality information
- Relevant
- And timely to warrant a press release.

The benefits of utilising press releases for SEO are that often a press release will have a large (and influential) audience.

They can also add to your sites brand awareness and trust and depending on what you are sharing in your press release, it can also establish or enhance your expertise in your chosen field.

The good news is that newsworthy press releases will also tend to be spread virally. They are generally also indexed by the search engines, so that they are permanently stored inside the search engines database for easy accessibility to clients, potential clients, journalists etc. whenever they choose to search for them.

A combination of both On Page and Off Page SEO is an excellent strategy to drive traffic to your website. Not just any traffic – quality traffic, who will be interested in the information you have on offer, and will tend not to bounce off your site.

So I encourage you to work your way through your SEO enhancing strategies and watch your traffic grow!