



**SEVEN BOATS<sup>®</sup>**

Sail on it. Grow with it.

# Off-Page SEO techniques

# 1. Social Networking Sites

- Getting involved with social media sites is the fundamental step with which you begin to advertise, market and build your online reputation within your niche.
- You need to sign up to the most popular social networking sites, such as; Facebook, LinkedIn, Twitter, Google+, etc., and create yourself a profile of your own.
- This allows you to extend your online network of contacts, to connect and interact with your friends, to share things with each other, and most importantly promote your website/blog and help build your online reputation.

## 2. Blogging

- By writing a blog for your website, you give a reason for visitors to keep returning to your site and keep up to date with your latest posts.
- It also helps search engines to crawl your site more frequently, as they have to update your latest blog post entries, which ultimately helps you rank higher in SERPs
- You need to produce and include lots of unique content for your blog in clear and concise way, such as; Infographics, Top Lists, How To...Tutorials, Viral Videos, etc.
- To help you promote your blog, submit it to niche blog directories and blog search engines.
- You could hire a guest blogger for your blog and ask him/her to write precise and unique content so that your blog can gain more credit from a search engine point of view.

### 3. Blog Marketing

- Post comments on other blogs within the same niche as yours, which allow you to add a link in the comments section. These links can then be crawled by search engines, helping to point them towards your site. These blogs are commonly referred to as “Do-Follow” Blogs
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## 4. Forum Marketing

- Find forums online that are related to your sites niche and get involved within that community.
- Reply to threads, answer peoples questions, offer advice, etc.
- This all helps to build up your reputation as someone who is an expert within that niche.
- Try to use “Do-Follow” Forums so that you can include a link to your site within your signature, which helps search engines crawl your site.

## **5. Search Engine Submission**

- Search engines will eventually find your site online, but that can take a while. To speed everything up, you should submit your website to the most popular search engines like Google, Yahoo, Bing, etc.

## **6. Directory Submission**

- It increases the likelihood of people seeing your website. It is purely based on how effectively we are selecting those directories and how efficiently we are choosing the category for submission.
- You could submit to general directories, but for maximum effect, you are better off submitting to niche directories. Of course, I agree that it gives quite delayed results, but it is worth doing it.

## 7. Social Bookmarking

- Submit your latest blog posts and pages to the most popular bookmarking sites, like StumbleUpon, Digg, Delicious, Reddit, etc. Search engines really like these types of sites because the content on these sites is updated very frequently.
- You should be very careful while doing this and you must properly handle the tags which are very essential to broadcast your news on a wide area network. This may increase your website traffic based on how effectively you have participated.

## 8. Link Baiting

- If you produce a really popular unique post for your site, then other people may want to link to it.
- If you have copied/published another website's content on your site, don't forget to place their website link as a reference.
- Do it for others and, if your content is trustworthy, let others do it for you. This is another way to increase your link popularity.



## **9. Photo Sharing**

- If you have used any of your own photos or images on your site, then you can share them on many of the major photo sharing websites like Instagram, Flickr, Picasa, Photo Bucket, etc. Other people will be able to see them and comment on them, hopefully following a link to your site.

## **10. Video Marketing**

- Just like photo sharing, if you have any videos that you have used on your site, then you can submit them to sites like; YouTube, Vimeo, Dailymotion etc. allowing people to find your content in other ways.

# 11. Local Listings

- Depending on your site's niche, you might find that listing in local directories may be useful
- In case of a website promoting local business, listing the website locally instead of going global and facing huge competition is more prudent, so that search engines can easily view the website and fetch the content in much better way. This will help you to reach a targeted audience.
- Submit your website to sites like; Google Local, Maps, Yahoo Local, Yellow Pages, etc.

## 12. Business Reviews

- Write reviews about others businesses or ask your friends/clients to write a review of your business in major business review sites like RateitAll, Shvoong, Kaboodle, Stylefeeder, etc.

## 13. Article Submission

- If you write your articles yourself, then you can submit them to popular article directory sites like; Ezine, Go Articles, Now Public, etc.
- This can help drive traffic to your site, whilst you can also gain some links to your site from other people although it's usually a slower process.

# 14. Answer Questions

- You can actively participate in answering questions on sites like *Yahoo Answers*.
- By answering and asking relevant questions on your site niche, you help to build up your reputation as someone that is an expert in your chosen field.
- You can place a link to your website in the source section if necessary so that people can easily find your site.
- If you don't spam, this is another great way to increase your link popularity.

# 15. Social Shopping Network

- If you run an e-commerce website, then a good strategy for advertising and branding your products for free is to submit them to online shopping networks.
- By submitting your products to sites like; Google Product Search, Yahoo Online Shopping, MSN Online Shopping, and other major social shopping network sites like Kaboodle, Style Feeder, etc. then you increase the likelihood of people finding the products that you are selling.