

## Off-Page SEO

*Getting your website up higher in search rankings in a way other than adding content to your site*

Increase the number of (and quality of) links elsewhere on the internet that point to your site through:

- Article marketing / guest posting
- Link building: natural (gained from other sites linking to you without you asking for them), manual (links you've intentionally asked for), self-created (links you've published in press releases and online directories)
- Social media engagement

Off-Page SEO builds authority, can contribute to keyword rankings, improves click-through rates, and builds brand awareness and reputation, but keep in mind that it is STEP TWO. You have to have a compelling site with interesting content before you start off-page SEO or you won't have anything to link to – all your efforts will do is create a higher bounce rate.

### Article Marketing / Guest Posting

This tactic is as easy as creating content (perhaps an essay or a series of articles about a topic you know a lot about) and sending it to media members. This could be local newspapers, but it could also be local companies you partner with on projects, referral partners, or industry bloggers.

Make sure your content is unique – asking ChatGPT to write these articles is not going to make you stand out. Write about topics you have personal experience of and a unique viewpoint on.

### Link Building

Basically, this initiative is getting links to your website pages online in creative ways, such as:

- Sending emails with links to certain landing pages on your site
- Asking referral partners to share your links to their clients through their emails or on their websites
- Acting as a guest on podcasts (make sure your site is linked in your bio)
- Participating in roundup posts with networking groups
- Creating online events (such as public Zoom webinars for customers or referrers) and publicizing it; if you partner with other groups to create the event, they'll also share your link!

Don't forget to post your link in the regular places as well, including:

- Google Business Profile
- Other online directories
- Social media bio and posts

### Social Media Engagement

The more you can engage with your audience and have them share your posts (or create their own user generated content), the better!

People engage with video at a higher rate than they do with text or images alone. Create a YouTube channel for your business if you have the time to keep up with it.