

A COMPLETE CHECKLIST

MASTERING

OFF-PAGE

SEO



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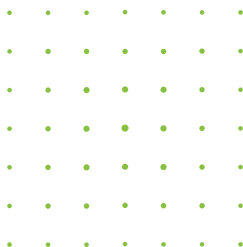


WHAT IS OFF-PAGE SEO?

Off-page SEO involves actions you take outside of your website to improve its search engine visibility.

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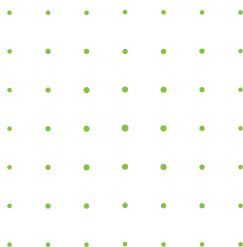


WHY IS IT CRUCIAL?

Off-page SEO tells search engines that others vouch for your site's quality. It works hand-in-hand with on-page and technical for optimal ranking success.

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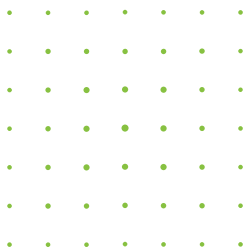


THE IMPORTANCE OF E-E-A-T

Google ranks websites that demonstrate E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness). Off-page SEO is crucial for building these signals.

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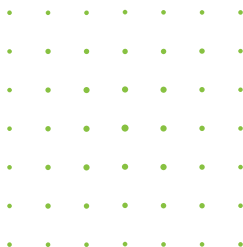


DEMONSTRATING E-E-A-T

- Quality backlinks from reputable websites
- Positive brand mentions across the web
- Excellent reviews and online reputation
- A strong social media presence

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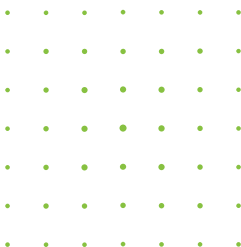
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THOROUGH BACKLINK AUDIT

Understand your current backlink profile.
What kind of websites link to you? Tools
like Ahrefs or Semrush help.

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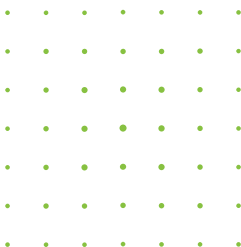
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KEY METRICS

- **Domain Authority (DA):** How reputable the linking site is
- **Anchor text:** Words used in the link itself
- **Dofollow vs. nofollow:** Impacts how search engines value a link



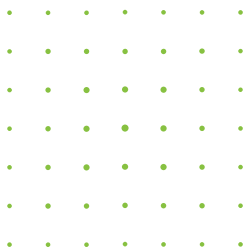


DISAVOWING TOXIC LINKS

Protect your reputation by disavowing links from spammy or harmful websites.

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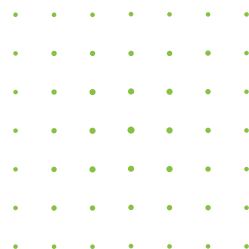


COMPETITOR BACKLINK ANALYSIS

Spy on your competitors! See where they're getting links and identify new opportunities for your site.

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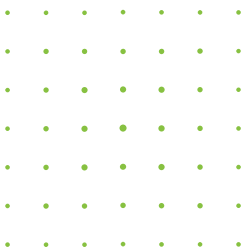


ACTIONABLE INSIGHTS

Can you get backlinks from the same sites as your competitors? Discover untapped link-building niches.

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GUEST BLOGGING

Write high-quality articles for relevant websites in your industry in exchange for a link back to your website.

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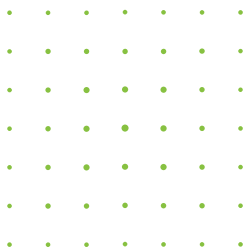


BROKEN LINK BUILDING

Find broken links on websites, create a better resource, and suggest it as a replacement.

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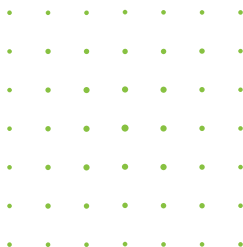


RESOURCE PAGE LINK BUILDING

Find pages with resource lists and pitch your website as a valuable addition.

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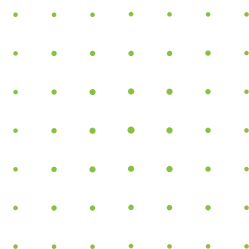


HARO (HELP A REPORTER OUT)

Respond to journalist requests and potentially earn high-quality media coverage (and backlinks).

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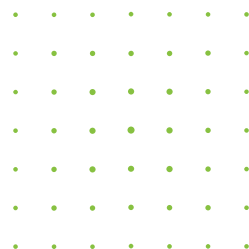


INDUSTRY-RELEVANT DIRECTORIES

Get listed on reputable directories specific to your field or industry.

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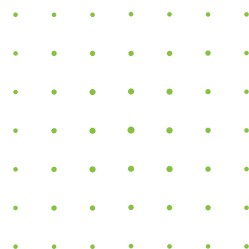


.EDU AND .GOV LINKS

Create exceptional content that earns links from .edu or .gov websites – it carries significant weight.

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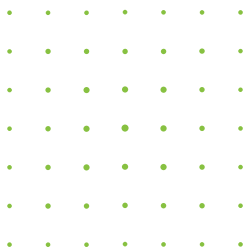


INFOGRAPHICS AND DATA VISUALIZATION

Create compelling visual assets that people naturally share, generating backlinks in the process.

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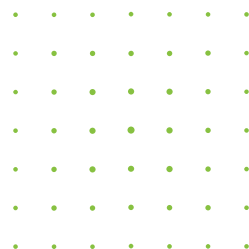


LOCAL CITATIONS (IF APPLICABLE)

Ensure consistent name, address, and phone number (NAP) information across local directory listings.

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UNLINKED MENTIONS

Just because they didn't link to you, doesn't mean it's not valuable. Track when your brand is mentioned (without a link)

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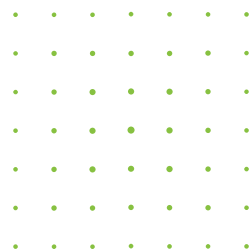


CONVERTING MENTIONS TO LINKS

Reach out and politely ask if they can add a link the next time they mention your brand.

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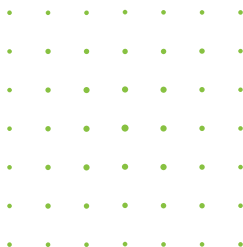


SOCIAL SIGNALS

A vibrant social media presence shows that your brand is active and engaged, indirectly contributing to good SEO.

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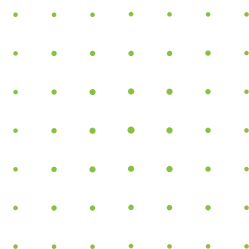


GOOGLE MY BUSINESS (GMB)

Claim and optimize your GMB listing for better exposure in "near me" searches.

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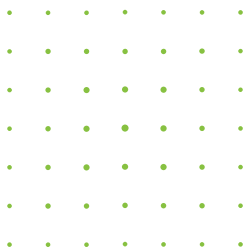


LOCALIZED CONTENT

Create content specifically addressing the needs of your local audience.

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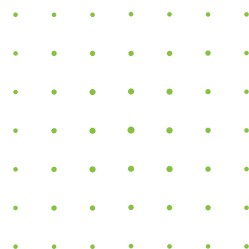


CUSTOMER REVIEWS

Encourage happy customers to leave reviews on GMB and other relevant platforms.

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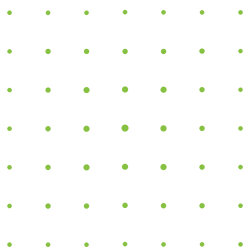


OFF-PAGE SEO IS A MARATHON, NOT A SPRINT

Building authority and reputation takes time and consistent effort.

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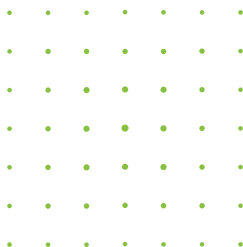


ADAPT AND EVOLVE

Search algorithms and best practices change, so stay updated and adjust your strategies accordingly.

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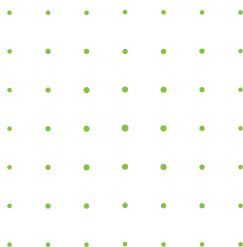


OFF-PAGE SEO IS A CORE PART OF SUCCESS

It works in tandem with strong on-page and technical SEO for the best results.

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THANK YOU!



Questions? Drop them in the comments!

Likes and shares always appreciated.

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