

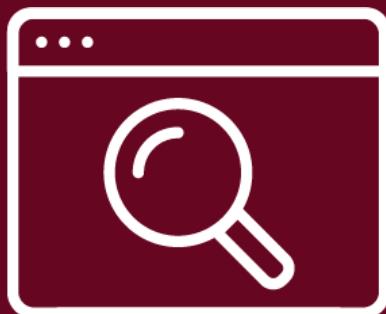


PART 2 OF 3

HOMESTEAD'S Guide To Off-Page SEO



What is SEO?



SEO stands for
Search Engine Optimization

SEO is the process of improving the quality and quantity of traffic from a Search Engine, like Google or Bing, to your website (or at least a page on your website). Specifically, it's achieving this result organically. Search engines use three primary functions to get their job done:

- **Crawling:** Search Engines send out a team of robots to scour across the Internet for all kinds of content, new and updated.
- **Indexing:** The process of that content being added to Search Engines databases. Upon being filed into its index, the Search Engine will display the page under relevant searches. 
- **Ranking:** Every query has an organizational list. The search engine will provide the content it believes suits the searcher's query the best. The idea is that they will order the results from the most relevant to the least.

To increase your rankings, your content needs to be deemed valuable and relevant. You must first ensure that your content is properly indexed, after which better rankings will follow.

There are many different types of SEO (some better than others), and they encompass every aspect of a website, from the design itself to anticipating how people will search for it.

We'll be reviewing the three main categories of SEO:

On-Page, Off-Page, and Technical.



By breaking it down into these three separate parts of the same goal, it will be easier to organize and implement a well-rounded organic search strategy.

In this guide, we'll be talking about
Off-Page SEO.

What is Off-Page SEO?

"Off-page SEO" (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Off-page SEO simply tells Google what others think about your site.

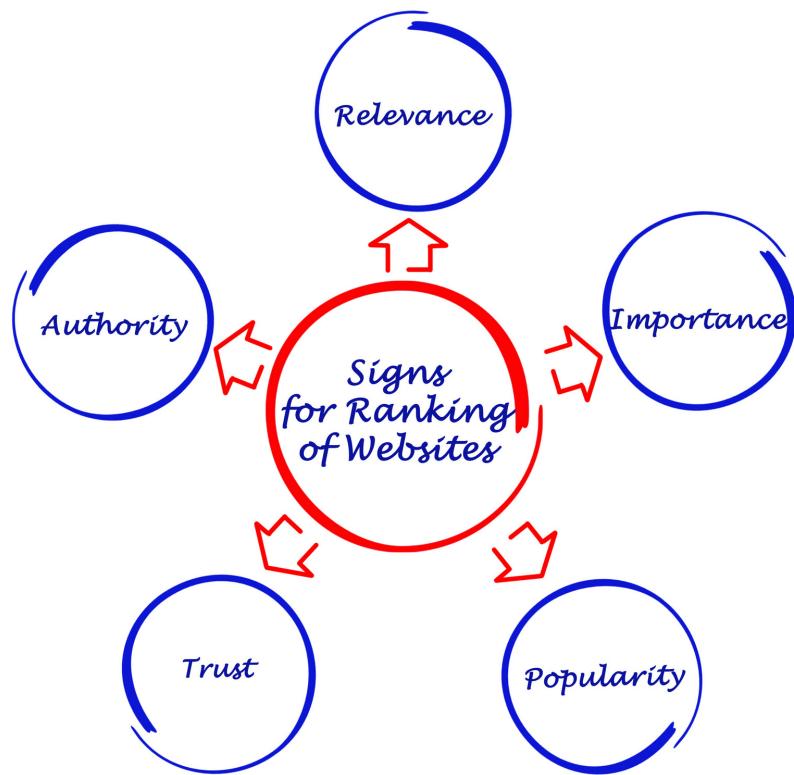


Off-Page SEO increases visibility to your site by providing "votes of confidence" from sources outside of your own website.

Links from reputable sites are how Google determines your site's value and credibility. As a result, they play a huge role in how well you can rank in search results and your overall online visibility.

Off-Page SEO is a large part of how Google determines the **relevance, trustworthiness/popularity, and authority/importance** of your website.

These three pillars of SEO play a major role in a page's ability to rank on search engines.



Relevance: Link relevance means that a backlink coming to your website is closely connected or appropriate for your website or page. Like your on-page and content, link relevance lets Google know what your site is about.

Trustworthiness/Popularity: The credibility of a site that links to your page makes a difference. Links from a large and trusted site like Amazon are going to hold more weight than a link from "Joe's Website" that doesn't have as good of a reputation.

Authority/Importance: Having other websites link to a page on your site establishes you as an authority in the subject that your website relates to. People would not link to a website that is not beneficial and provides quality information.

Factors of Off-Page SEO

External Links



Social Media



Local SEO



Reviews



Guest Posting



Content Marketing

External Links

External links are links from 3rd party sources (like another website or blog), that directs people to your site. These types of links help to create exposure, as well as increasing trust and awareness for your brand.



Natural links are the best type, as they require no action from the page owner, An example would be a food blogger linking to their favorite bakery or restaurant on their blog.

Manual links are acquired through deliberate link-building activities, such as asking customers to link to your website or asking influencers to share your content.

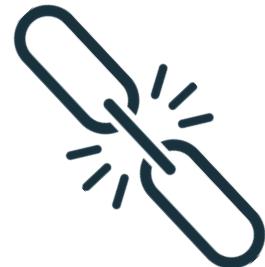
Self-Created links are ones that you create as the page owner by talking about your own site via social media, guest blog posts or comments,

External Links

Regardless of how links were obtained, those that offer the greatest contribution to SEO efforts are generally those that pass the most equity.

There are many signals that positively contribute to the link equity passed, such as:

- The linking site's popularity
- Relevance between the two sites
- The "freshness" of the link
- The anchor text used on the linking site
- The trustworthiness of the linking site
- The number of other links on the linking page
- Authority of the linking domain and page



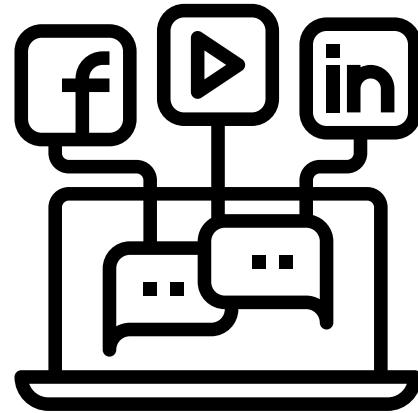
Other factors include:

- How many different sites are linking back to you
- How many times your page is linked to from each site
- The rank of the page linking to your site
- The relevancy of the linking site to your content
- If the link is in the content or on the side
- If the anchor text that the link is connected to uses keywords

How to Understand Inbound and Outbound Link Building

Social Media

Treat social media platforms like a search engine, although it doesn't function the same way. You should understand that your presence on social media platforms can put you in view of potential clients and customers who are looking for the information you're providing or to engage with the right brands on the social networks that they are using.



97% of digital consumers have used social media in the past month *

The clicks you generate from social media tells Google that your content is being requested from multiple sources. Also, social media profiles can rank, so if your Facebook or Twitter (or any other social media) page links to your website in your bio, it is one more source of traffic to your website.

[3 Keys To A Strong Social Media Strategy](#)

[Why is Social Media Marketing Important?](#)

[15 Social Media Marketing Tips To Get You Started](#)

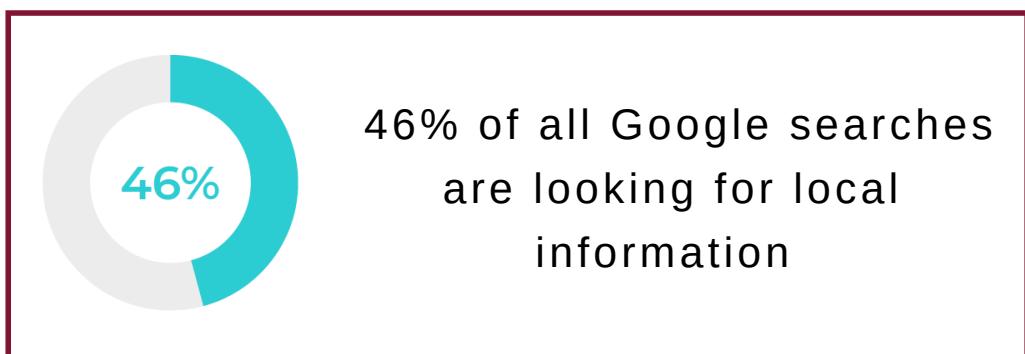
[Start Using Social Media Marketing to Grow Your Business](#)

* <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>

Local SEO

Local SEO is all about increasing search visibility for businesses that conduct business in a specific area, such as brick and mortar stores or businesses with a limited geographic service area.

This includes everything from claiming a business listing to ensuring a franchise location appears in a local search on Google.



A couple of tools you can use to manage your Local SEO:



Google My Business

A free tool that allows you to manage how your business appears on Google Search and Maps. That includes adding your business name, website, map location, and hours. You can monitor and reply to customer reviews; add photos and learn where and how people are searching for you, and more.



Local Lift

An online directory that publishes your business information on up to 70 directories such as Yahoo, Yelp, Facebook, etc. The goal is to have your business name, address, and phone number consistent. This will help with SEO, customer experience, and drive more traffic to your business.

* <https://blog.hubspot.com/marketing/local-seo-stats>

Reviews

Reviews help to:

1. **Strengthen local SEO signals**- customer reviews influence local SEO rankings and help boost organic traffic.
2. **Build customer trust**- consumers depend on reviews when making judgments about a business's products or services.

Improve SERP appearance for local search queries- Review ratings appear directly on Google's organic SERPs



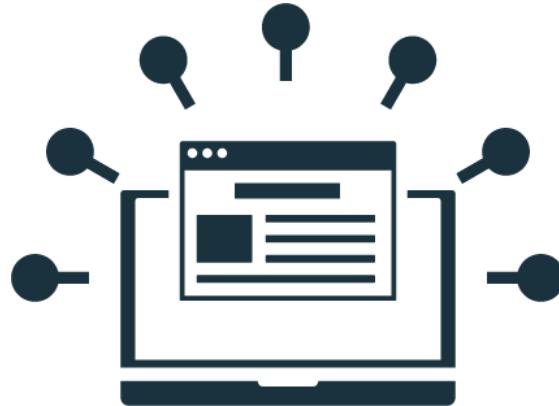
You should absolutely ask and remind your customers to give you a review! Asking for reviews at the point of sale is a great way to capture reviews that accurately describe their experience. It's also a valuable opportunity for your business to strengthen your customer relationships.

[How To Ask Customers for Reviews?](#)

Guest Posting

Guest Posting is simply posting on another person's blog as a guest.

You contribute content to someone's blog and in order to build relationships, exposure, authority, and links



Guest blogging establishes a relationship with the blogger hosting your post, taps into their audience for additional exposure, and helps you establish authority among an audience.

TIP

Use a search string to find blogs looking for people to contribute.
search "write for us" and "keyword"
or "guest author" "keyword"
or "guest post" "keyword"

Just replace the word "keyword" with one relevant to your business.

Content Marketing

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

You need content to work on SEO. You need SEO to promote your content.
They go hand in hand.



The phrase "Content is King" first came about in 1996 and it has continued to be true ever since. There is no SEO without content. So, you need to make sure that the content you create is marketable. Don't just create ads for your brand. Create content that others will deem useful, like an infographic or tutorial video on something relevant to your business.

Glossary

Anchor text: The words you use when linking.

Browser: Software that allows you to access information on the web.

Crawling: The process in which search engines discover your web pages.

Indexing: The process of adding content found during crawling.

Link Equity: A search engine ranking factor based on the idea that certain links pass value and authority from one page to another.

Organic: Earned placement in search results that you didn't have to pay to get.

Query: Words typed into the search bar to request information

Ranking: Cataloging search results by relevance to the query.

Search Engine: A software system that searches for information in a database that matches the user's query.

SEO: Search Engine Optimization

SERP: Search Engine Results Page—the page you see after searching.

Traffic: Visits to a website.



Need further help with SEO?

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