



**SNS COLLEGE OF
TECHNOLOGY**
(An Autonomous Institution)
COIMBATORE- 641 035



Department of Computer Science and Engineering

19CSO404 – Fundamentals of Digital Marketing

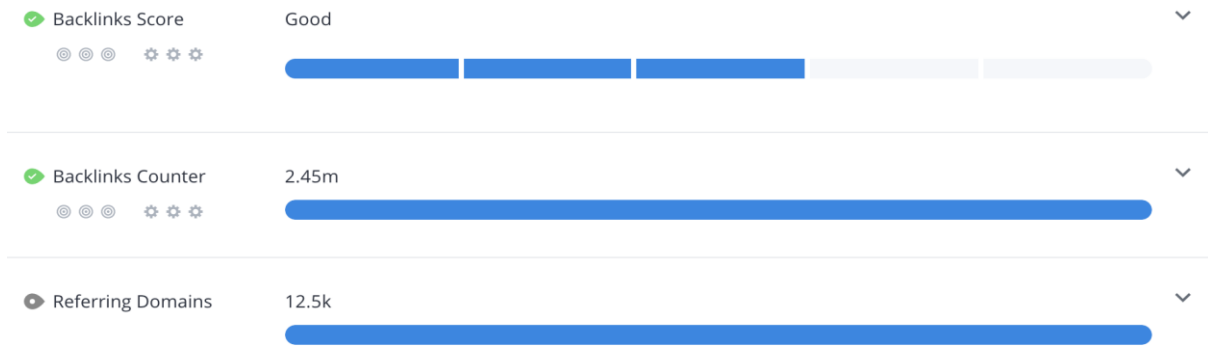
OFF PAGE OPTIMIZATION

- Off-page SEO is the collection of strategies, tactics and efforts you undertake to promote your content on third-party sites across the web.
- This part of SEO focuses on getting your site, company and/or brand discussed on another website.

survey of off-page factors:



- **Backlinks:** Backlink quality and quantity are still some of the most important factors for off-page SEO.
- Links are important for off-page SEO because they pass what's known as "[link juice](#)" to your site, helping it to appear more authoritative and trustworthy in the eyes of search engines



Social media :

- Social media helps people find and engage with your company online and helps you reach new and existing customers.
- Plus, Google indexes pages on the major social media platforms, so consistently posting to these sites helps you control your [brand SERP](#).
- **Unlinked mentions:** Unlinked mentions are **any time an unaffiliated site** mentions your company name or website online *without* linking back to your site.
- **Google My Business:** Google My Business (GMB for short) allows businesses to easily and simply provide important information directly to Google. This information includes location and/or service area, business type, contact information and opening hours
- Both **social media and SEO have similar potential for reach.**
- There are 5.6 billion Google searches done each day, 2 billion Facebook searches, and 1 billion hours of YouTube video are watched.

Five major ways social media impacts SEO:

- **Content amplification** — helping your content get discovered and enjoyed by more people, especially when it's not on page one of search results
- **Brand awareness** — building your online presence through exposure, so that when your name appears in the search results it's familiar

- **Trust and credibility** – supporting your reputation within your industry, especially when someone is researching you online because of a referral
- **Link-building** – the more places your content can be discovered, the more chance that it will earn SEO-friendly inbound links (backlinks) when cited on other websites
- **Local SEO** — increasing your local presence and ranking through business profile data and customer reviews

MAINTENANCE:

- SEO maintenance is the ongoing process of making adjustments to your website to achieve satisfactory search engine ranking results.
- The focus is ensuring that your content is accurately representing the website, in order to compete with others who also retain SEO companies to keep their business on top.
- SEO Maintenance services help maintain your existing high search engine ranking.
- This service is offered to businesses that are ranking higher for their main keywords, but have noticed new competition in those core keywords, which has them struggling to stay on top.
- Even though your website is at the ranking well now, you may not stay there long without using ongoing SEO maintenance.