

OFF-PAGE SEO TIPS

ideas to improve your rankings

There are many types of SEO work that needs to be done to a website. They including on-page and off-page actions. Here are some of the top off-page you can do to improve your search engine rankings.

BACKLINKS

Having sites that link to your website is key and shows that your site provides value. Keep in mind it is quality not quantity that matters. Better to have higher quality sites. Sites should also be related to your area of expertise and field.

GOOGLE MY BUSINESS

Create a Google My Business profile and page for your business. Make sure that your information is complete from hours of operation to images and products.

GOOGLE REVIEWS

Having Google reviews with comments not only builds trust with potential customers but the search engines as well. Google gives points for each review with more given for written out reviews.

LOCAL LISTINGS

Be sure all of your business listings online from social media to the Better Business Bureau and Yelp have consistent contact information. This includes addresses, phone numbers and hours operation.

CONTENT CREATION

Create content that provides value and solves user intent. Think about what questions your customers have and what their pain points are and answer those in blog posts.

QUORA AND REDDIT

Answering questions and providing valuable content on these platforms shows up on the "people also ask" section of Google search. Great way to promote brand awareness.

VIDEOS

Keep in mind that YouTube is owned by Google. Adding videos is not only a great way to spark interest for consumers but the transcript is actually known to show up in the searches as well and the video itself. Don't underestimate the power of video today which has continued to increase in popularity.