



أشيقر
DIGIMENTORS

WELCOME

DAY 78/100

DIGITAL MASTERY CHALLENGE

DATE: OCTOBER 5, 2020, MONDAY

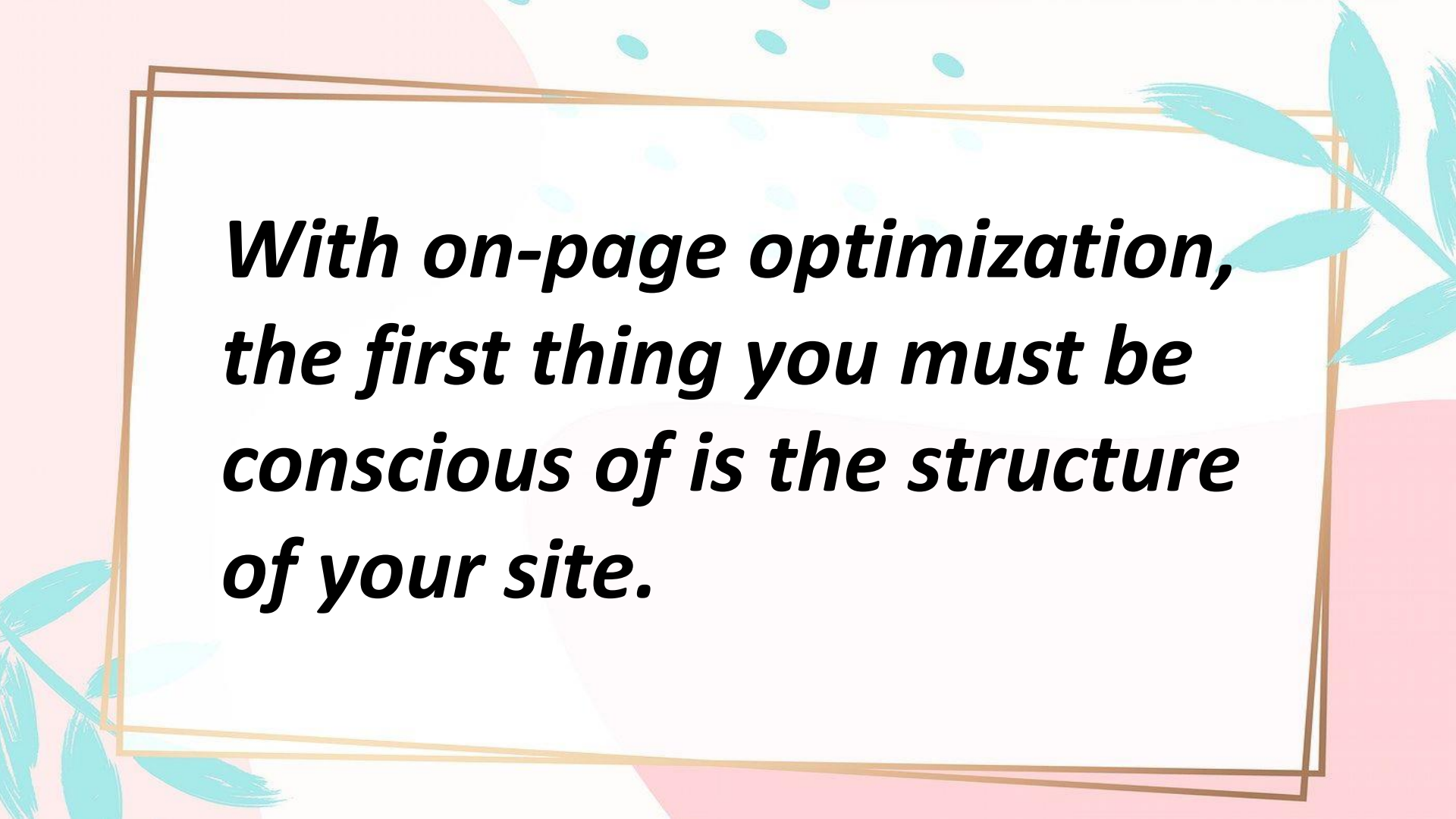
TIME: 06:00 PM (AST)

LIVE FROM DOHA, QATAR



PHASE 2:

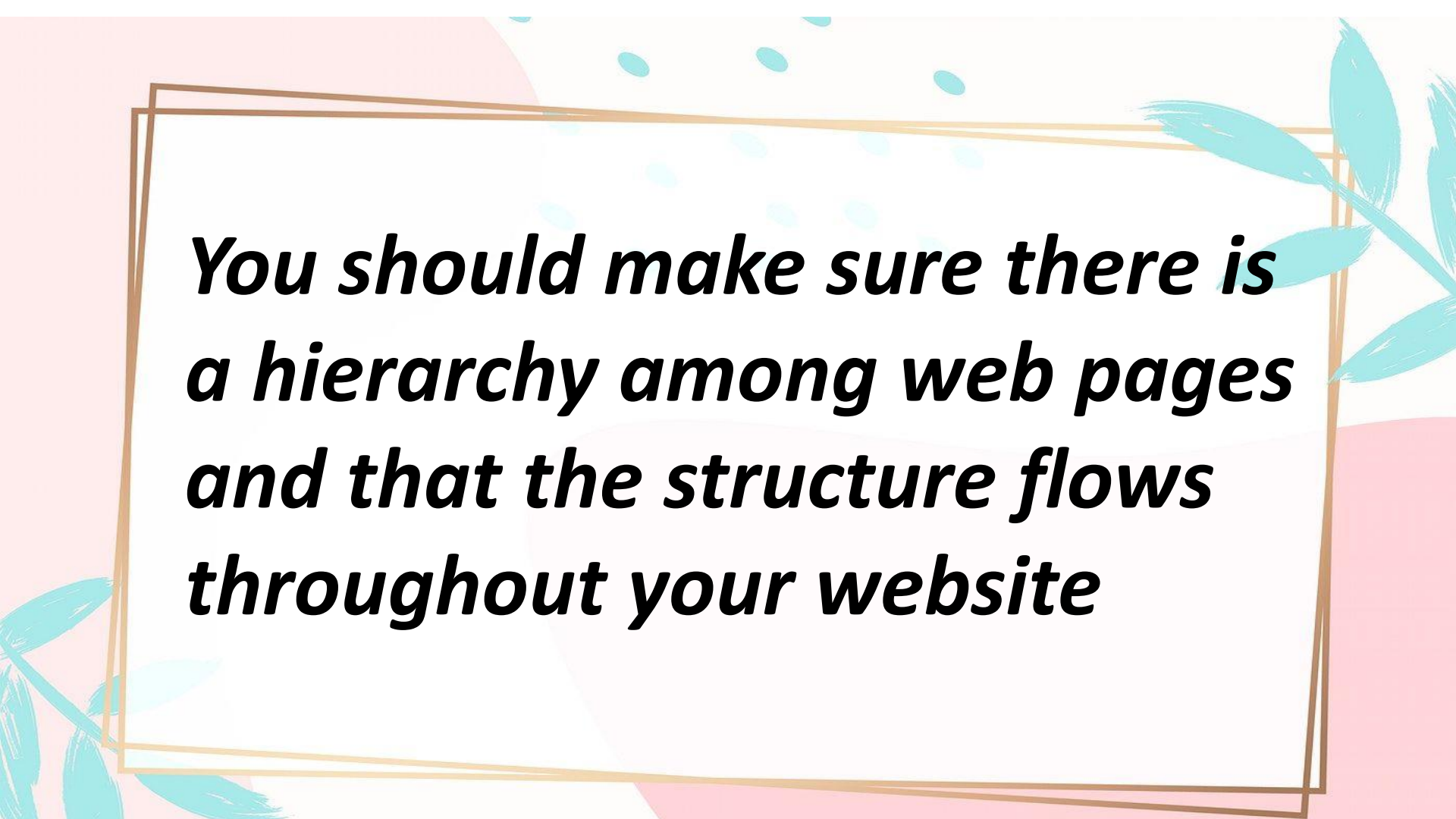
The On-Page Optimization Process



***With on-page optimization,
the first thing you must be
conscious of is the structure
of your site.***

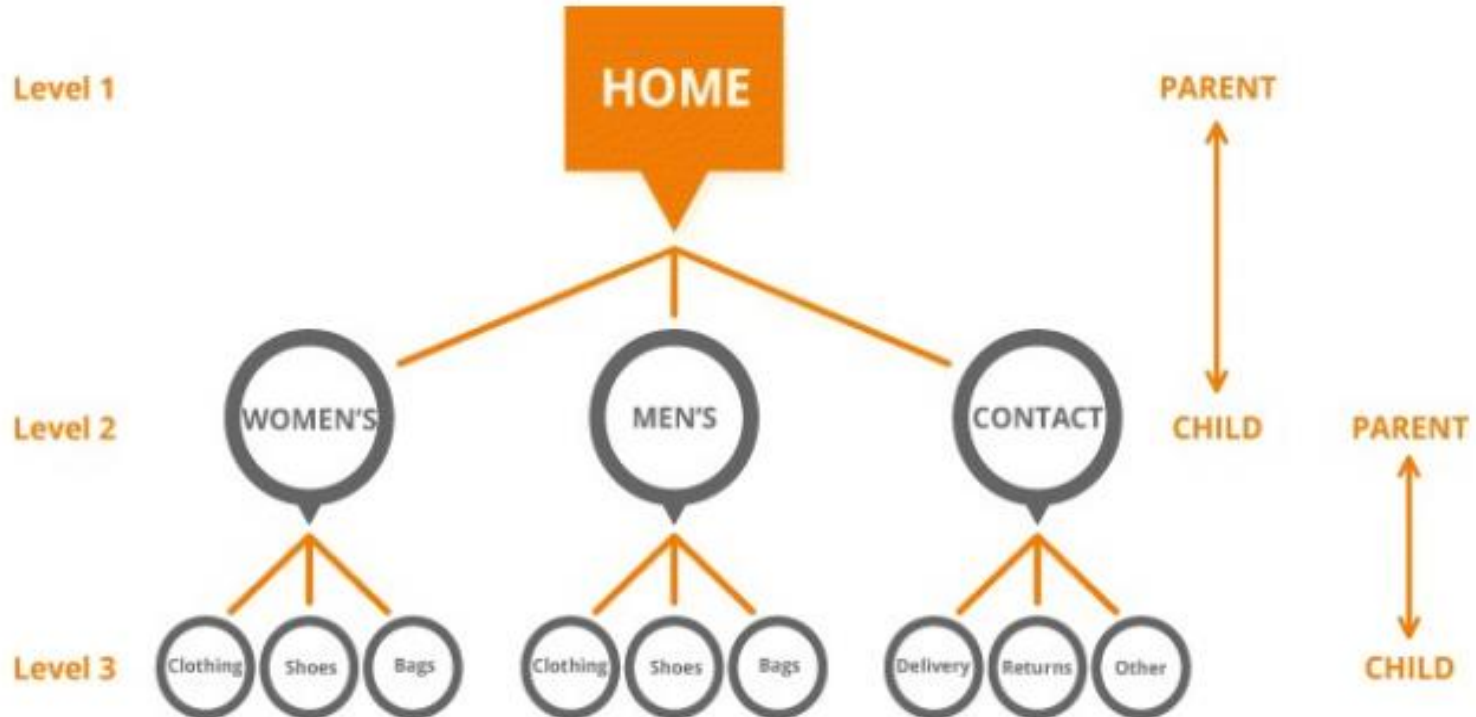
STYLE AND STRUCTURE






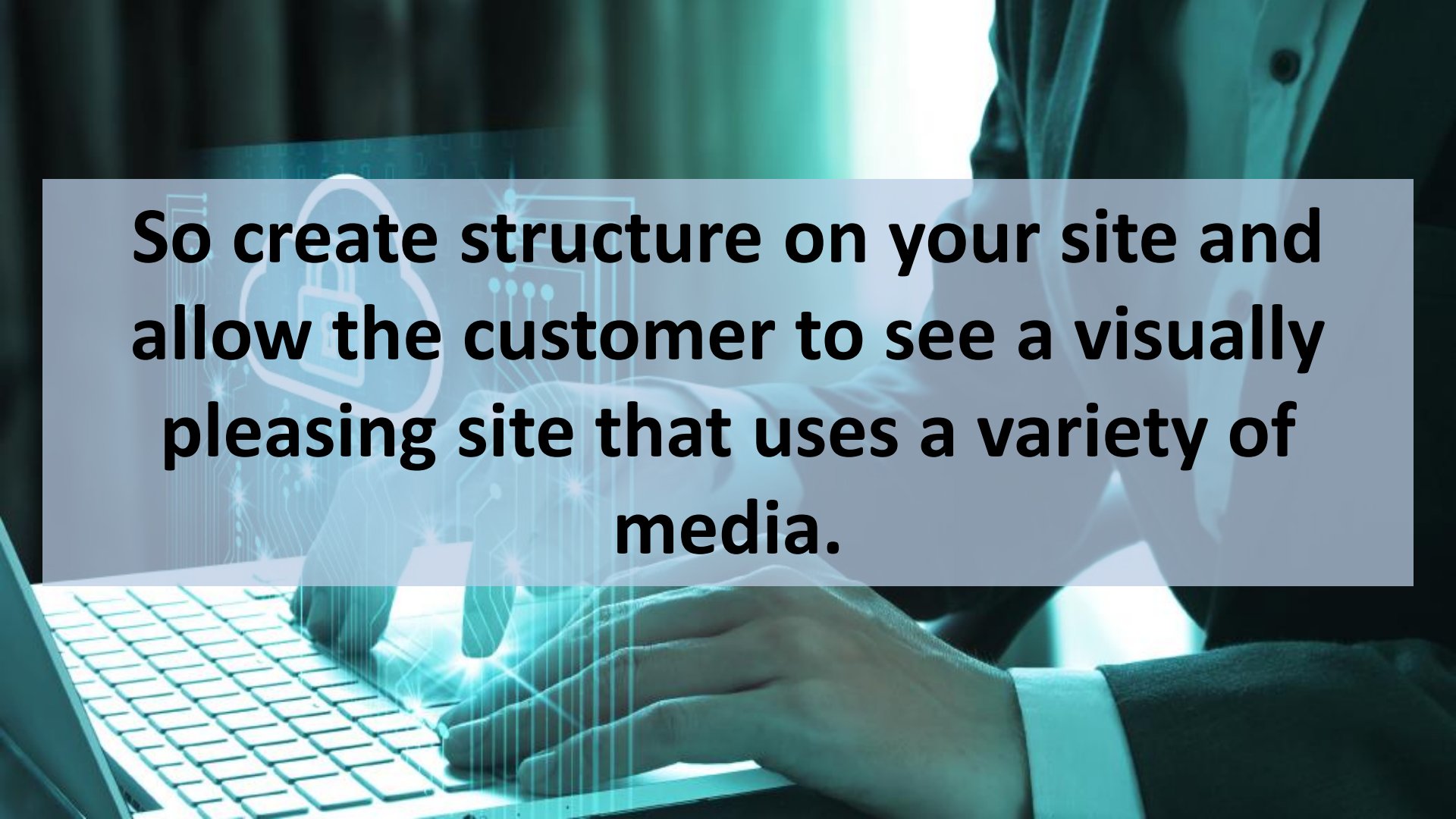
You should make sure there is a hierarchy among web pages and that the structure flows throughout your website

TYPICAL SITE STRUCTURE



A person in a dark suit is shown from the chest down, typing on a laptop. The scene is dimly lit with a strong blue/cyan glow. Overlaid on the image are several digital security icons: a cloud with a padlock, a shield with a padlock, and various circuit-like lines and glowing points. A semi-transparent white rectangular box is centered over the image, containing the text.

Getting people onto the website is the first step, but keeping them there is the next.

A person in a dark suit is shown from the chest down, sitting at a desk and typing on a laptop. The scene is dimly lit with a strong blue-green glow. Overlaid on the image are various digital and network icons, including a cloud with a padlock, circuit lines, and glowing nodes. A semi-transparent white rectangular box is centered over the image, containing text.

So create structure on your site and allow the customer to see a visually pleasing site that uses a variety of media.

JUN



OCT




JAN



UP-TO-DATE CONTENT

UG



An illustration of a person with brown hair holding a white sign. To the left of the person is a green bag with a dollar sign. The background is orange with a stylized archway. The sign contains the following text:

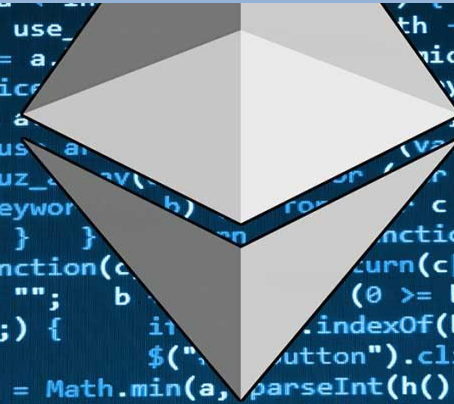
Search engines and users are very similar, in that both favor websites with unique, relevant, and upto-date content.

Use yourself as an example:

If you were searching for on-page optimization articles and the SERP returned listings from this year and five years ago, which link would you click first?

Maintaining up-to-date content isn't just about text on the page—photos, videos, slides, and images are all examples of different forms of media you can use to keep your content fresh and attractive to the reader.

Optimizing the Technical Mechanics of Your Page



OPTIMIZE — from the top of your page to the bottom.



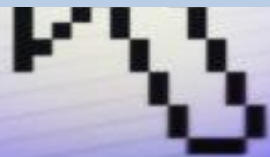
URLs



ools

Help

**Insert your chosen
keywords into the URLs of
each web page on your site**



ools

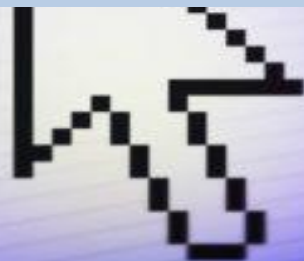
Help

Eliminating the string of numbers and the `&=%?` symbols from the URLs and replacing them with easily readable keywords, to assist both your users and search engines.

ools

Help

Hyphens or dashes are the only symbols that should be used as word separators



TAKE EXAMPLE OF THESE URLS

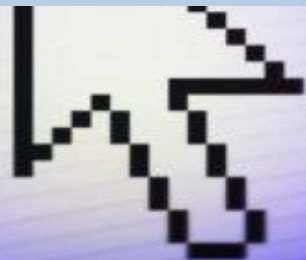
<https://adm.qa/ecommercemastery>

http://www.abcdefghj.ie/index.php?option=com_content&view=article&id=13&Itemid=43

ools

Help

You can see which URL is pretty and descriptive and which fell out of the ugly tree.



https://www.drupal.org/

Download & Extend Community Documentation Support Jobs Marketplace About




Drupal™

Launch, manage, and scale ambitious projects to build great websites or push your business forward.

[Try Drupal](#) Get the Drupal you need

Build solutions with Drupal

PAGE NAMES

News

Kia ora DrupalSouth - stories, insights, Drupal

This month's Drupal Spotlight is a Q&A snapshot from some amazing speakers and organisers behind the recent [DrupalSouth](#) in Auckland, New Zealand. We look in and beyond the code at the voices and perspectives of people building in Drupal and

Accelerate Drupal 8 by funding a Core Committer

Massachusetts launches Mass.gov on Drupal 8

We have 10 days to save net neutrality
[Holistic Collaboration](#)

[An update on the Workflow Initiative for Drupal 8.4/8.5](#)

[More news](#)

Drupal™ Jobs

Where job seekers and people looking for Drupal talent come together.

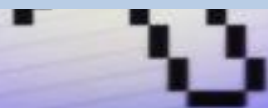
[Try it today](#)

Sponsored content

ools

Help

You must name your web pages appropriately to ensure they're relevant to the page content.



ools

Help

Page names act as labels that help us distinguish content and create meaning.



ools

Help

As users and search engines go deeper into the website, pages should get more specific to the keywords you're targeting.

Again, it's about creating a user-friendly and informative browsing experience.

META TAGS

How to Submit Your Website to Google (And Why It Matters)

<https://blog.hubspot.com> > [marketing](#) > [submit-website-google](#) ▾

Jul 30, 2018 - To get your site listed on search results, Google needs to "crawl" and "index" your content. This happens automatically over periods of days or ...

🕒 L: 330 🕒 LD: 6.25M 📄 I: 32.3K 📊 Rank: 494 📅 Age: wait... 🌐 whois </> source 🕒 Rank: 717
🕒 Adv Disp Ads: 4.18K 🕒 Pub Disp Ads: 836

A Beginner's Guide To Google Crawl and Google Index in 2019 : ...

<https://www.viacon.in> > [Blog](#) > [SEO](#) ▾

Jul 30, 2019 - In this article, we will look at how Google Crawl and Google Index work to read a website. We will also discuss crawling and indexing rates...

🕒 L: 1 🕒 LD: wait... 📄 I: 67 📊 Rank: 1.32M 📅 Age: wait... 🌐 whois </> source 🕒 Rank: 12.0M
🕒 Adv Disp Ads: wait... 🕒 Pub Disp Ads: wait...



SEO
Meta
Tags

<HTML>

A web page is made up of hypertext markup language (HTML).

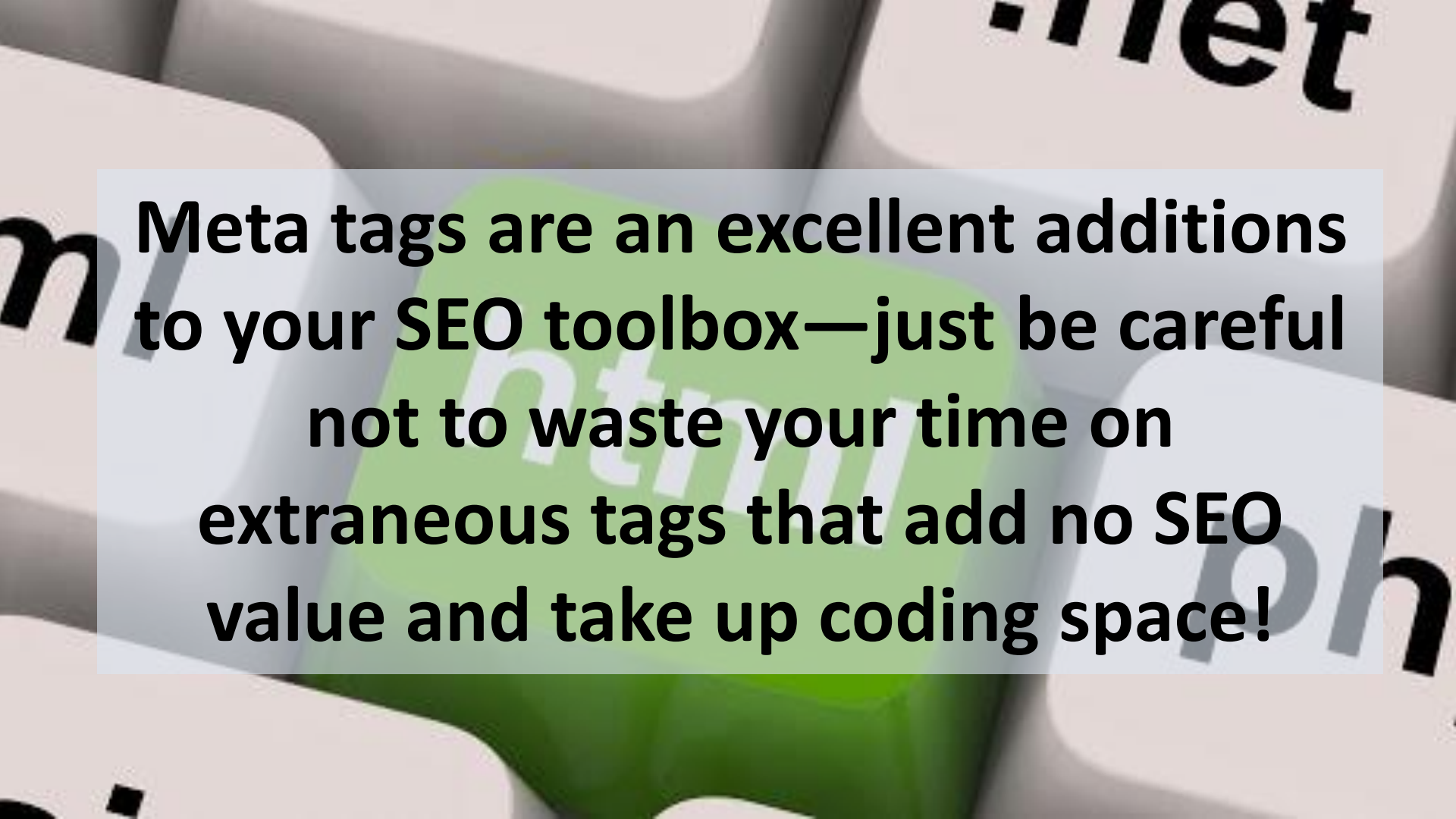
<HTML>

**Within the HTML are special tags,
known as meta tags.**

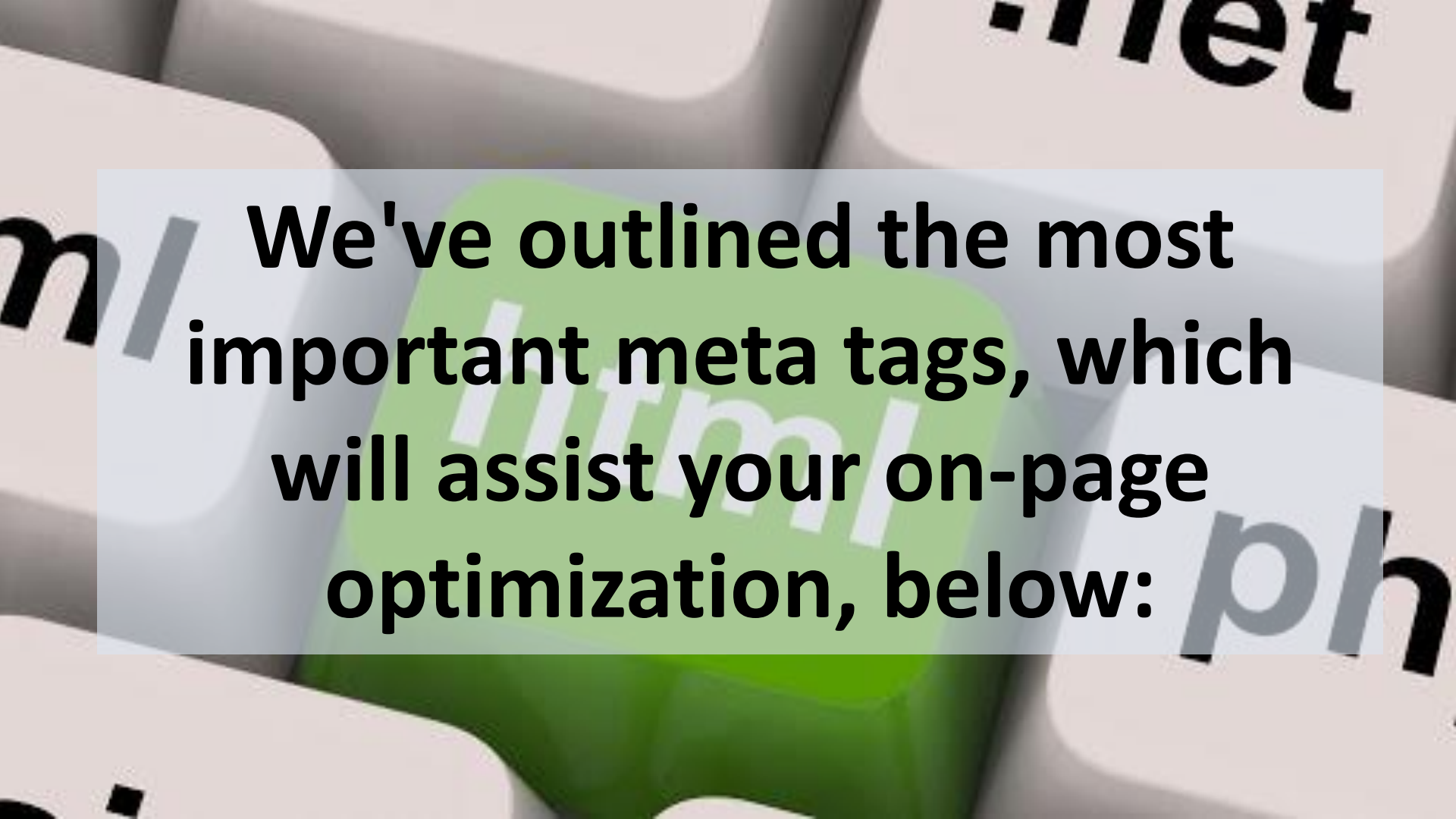
META TAGS DON'T AFFECT THE WEB PAGE LAYOUT

<HTML>

but rather provide important information about the page's content, which is used by search engines to index your site.



Meta tags are an excellent additions to your SEO toolbox—just be careful not to waste your time on extraneous tags that add no SEO value and take up coding space!

A close-up photograph of a computer keyboard. The keys are white and grey. A semi-transparent grey rectangular box is overlaid on the center of the image, containing text. The text is in a bold, black, sans-serif font. The background shows keys with letters like 'm', 'n', 'o', 'p', 'q', 'r', 's', 't', 'u', 'v', 'w', 'x', 'y', 'z', and 'et'. A green key with the word 'html' is visible in the background.

We've outlined the most important meta tags, which will assist your on-page optimization, below:

TITLE TAG



This tag will display the first part of your search engine results listing

Indeed: Job Search



www.indeed.com/ ▼

job title, keywords or company name, city, state or zip code, Advanced Job Search · Upload your resume - Let employers find you. Employers: Post a job - Your ...

Company Reviews · Orlando, FL jobs · Post a Job · Shreveport jobs

The Six Best Ways To Find Your Next Job - Forbes



www.forbes.com/sites/deborahljacobs/2013/.../the-six-best-ways-to-find-your-next-jo... ▼

Mar 22, 2013 - Whether you recently lost your job or are ready to jump ship from your current one, the chances of your getting a new position through the want ...

CareerBuilder



www.careerbuilder.com/ ▼


Find the right job. ... Add your resume and let your next job find you. ... To start getting recommendations, upload a resume or complete a job application.

Browse Jobs | CareerBuilder · Advice & Resources · Explore Careers · Entry Level

TITLE TAG



*Generally,
titles should
have between
50 and 60
characters in
total*



Google indexes the whole title regardless of character length, but the problem is that it also truncates titles that are too long—and this means part of the title is cut off.

Description tag



While it may not contribute to your website ranking, this tag does make up the second part of your listing.

www.digitalmastery.qa ▼

ADM DIGIMENTORS | DIGITAL MASTERY 2020

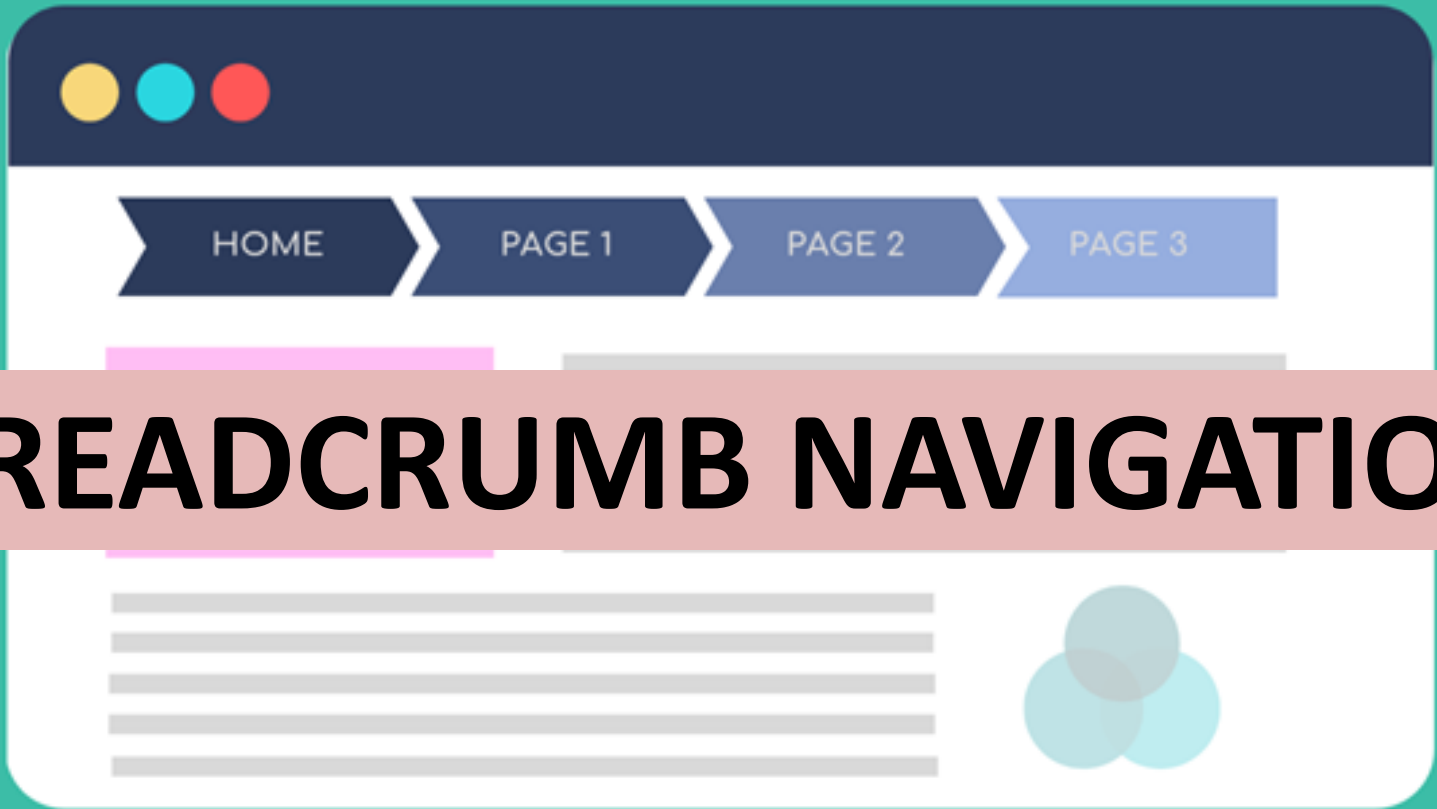
The Team at **ADM** (Asheghar Digimentors) is committed towards fulfilling your dreams of entrepreneurship and guiding ... At **ADM** we endeavor to help you map out the route to success of your business through: ... events@digitalmastery.qa

Generally, you should aim for between 150 and 160 characters.

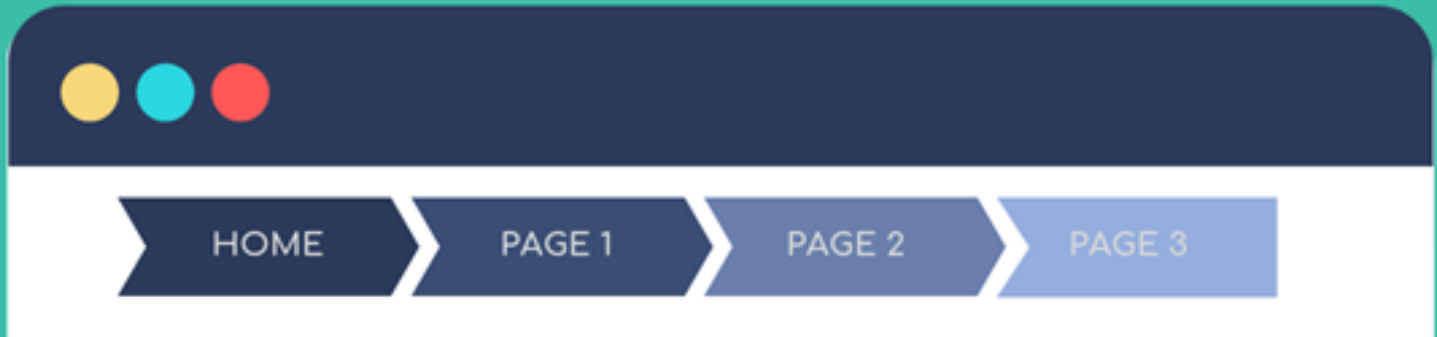
Utilize your description tag as a sales pitch

Get your keyword in there, but also include a call to action, benefit, and unique selling point.

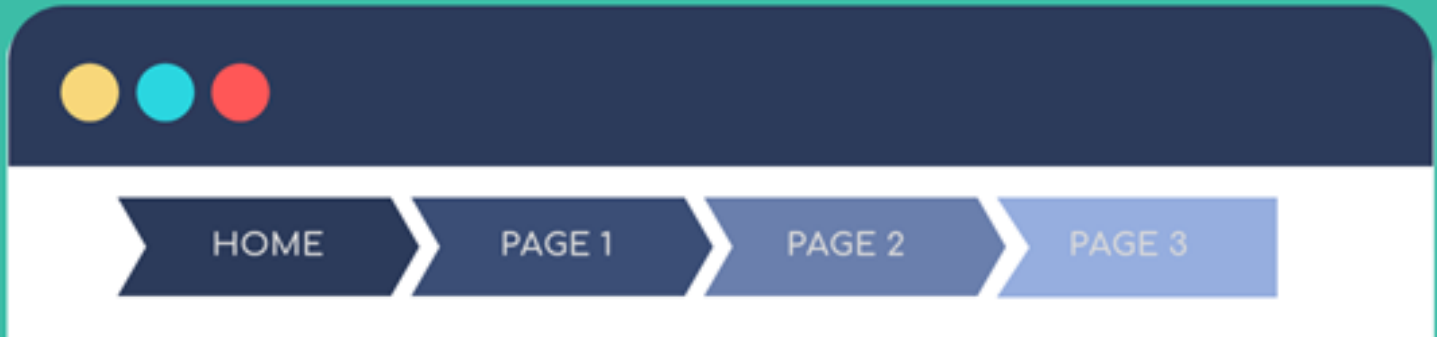
That way you're telling people why they should visit your website, purchase from you, or make a query about your product or services. S



BREADCRUMB NAVIGATION



This allows the user to return to previous sections on the website without having to use the main navigation bar to do so.



As users go through each page, they leave a breadcrumb that is displayed on the top of each page—



ONE MORE THING – OUR NEW BLOG! [explore](#)

 [Find A Store](#)

[PRODUCTS](#)

[TRENDS & IDEAS](#)

[MOVER](#)

[COLLEGE](#)


[WEDDING & GIFT REGISTRY](#)

[Wh](#)

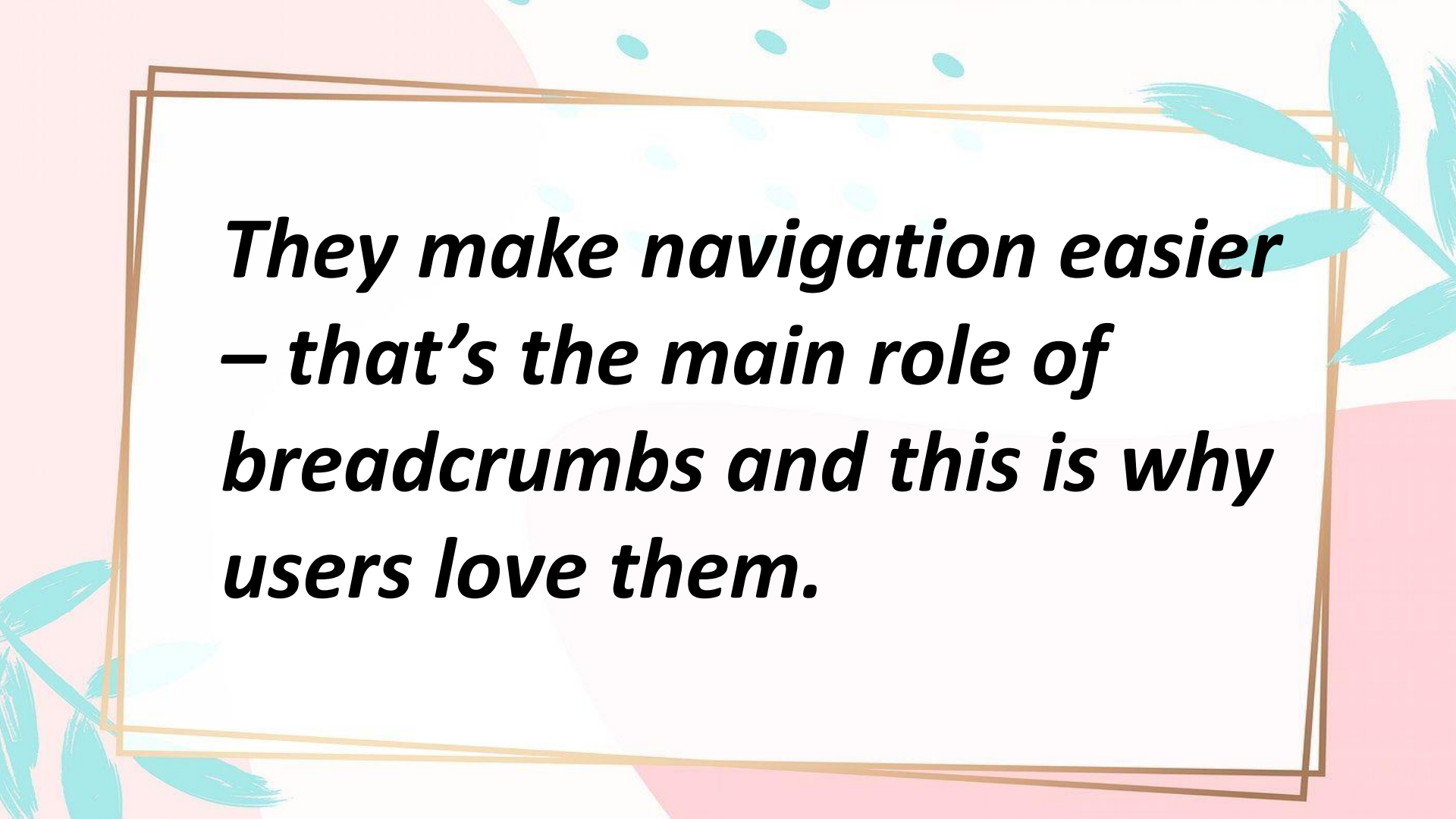
[Home](#) > [Kitchen](#) > [Small Appliances](#) > [Food Processors](#)

**WHY ARE
BREADCRUMBS
*IMPORTANT?***

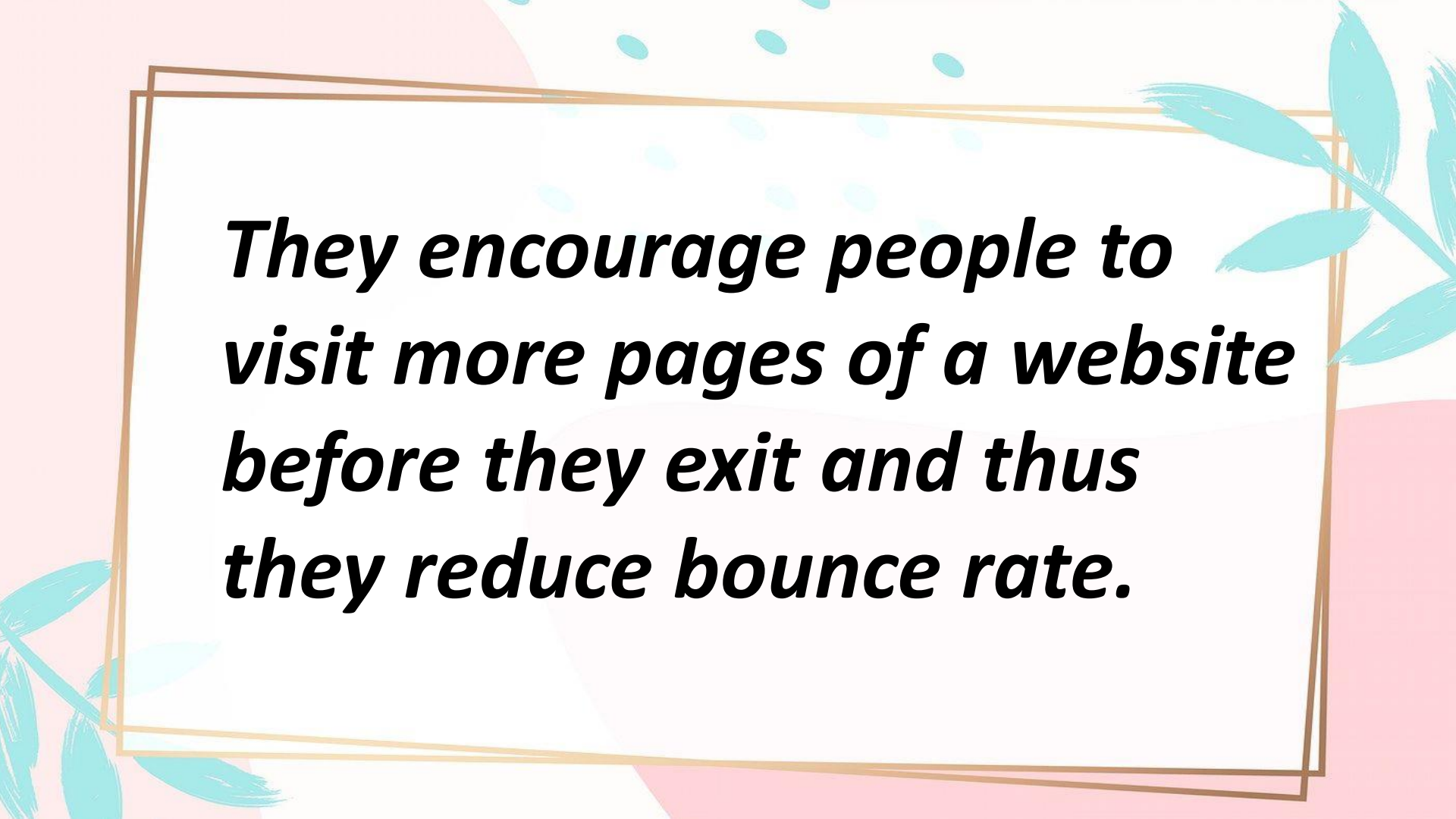





Breadcrumbs are an essential element of an SEO friendly website because:



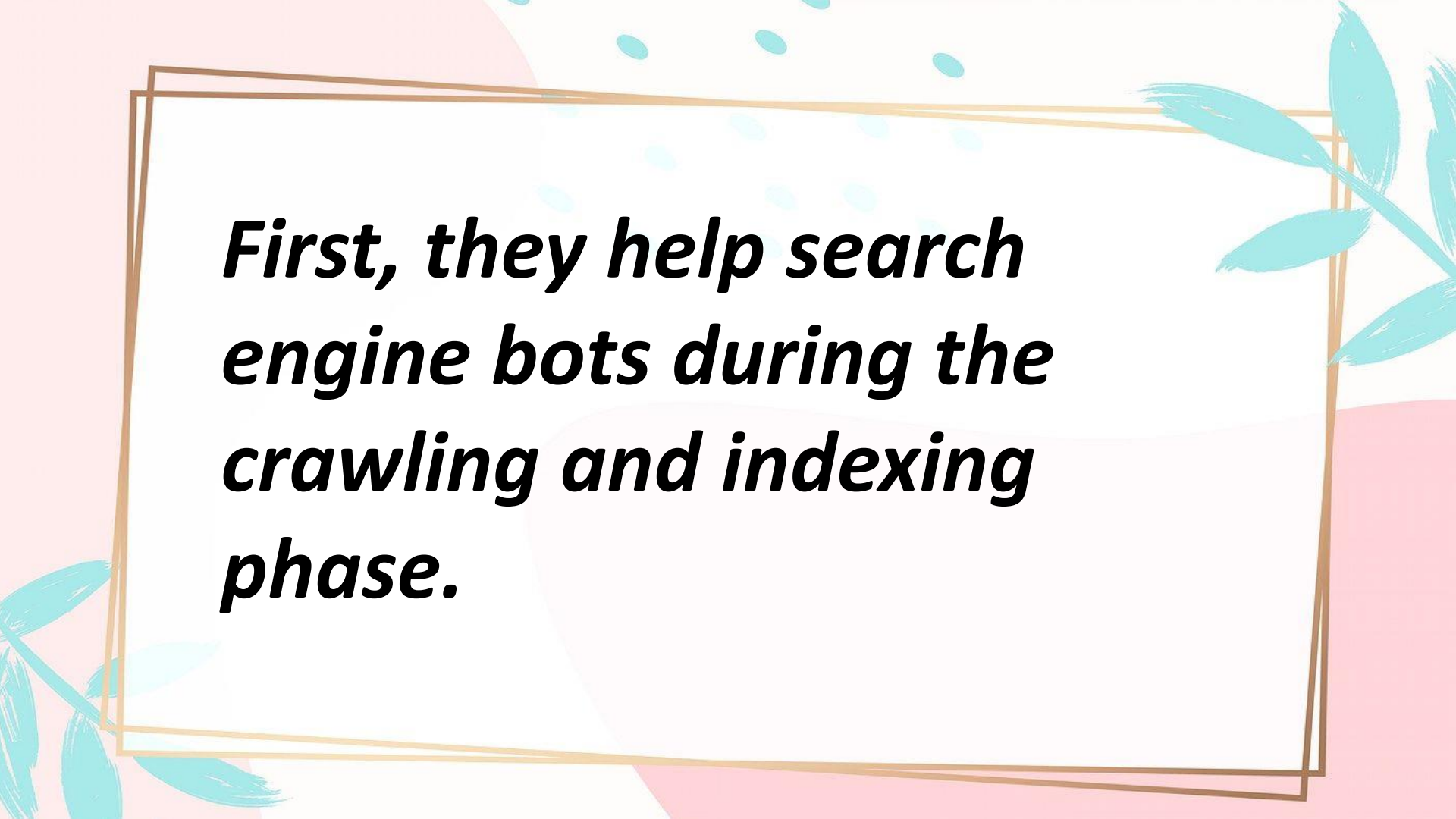
***They make navigation easier
– that's the main role of
breadcrumbs and this is why
users love them.***



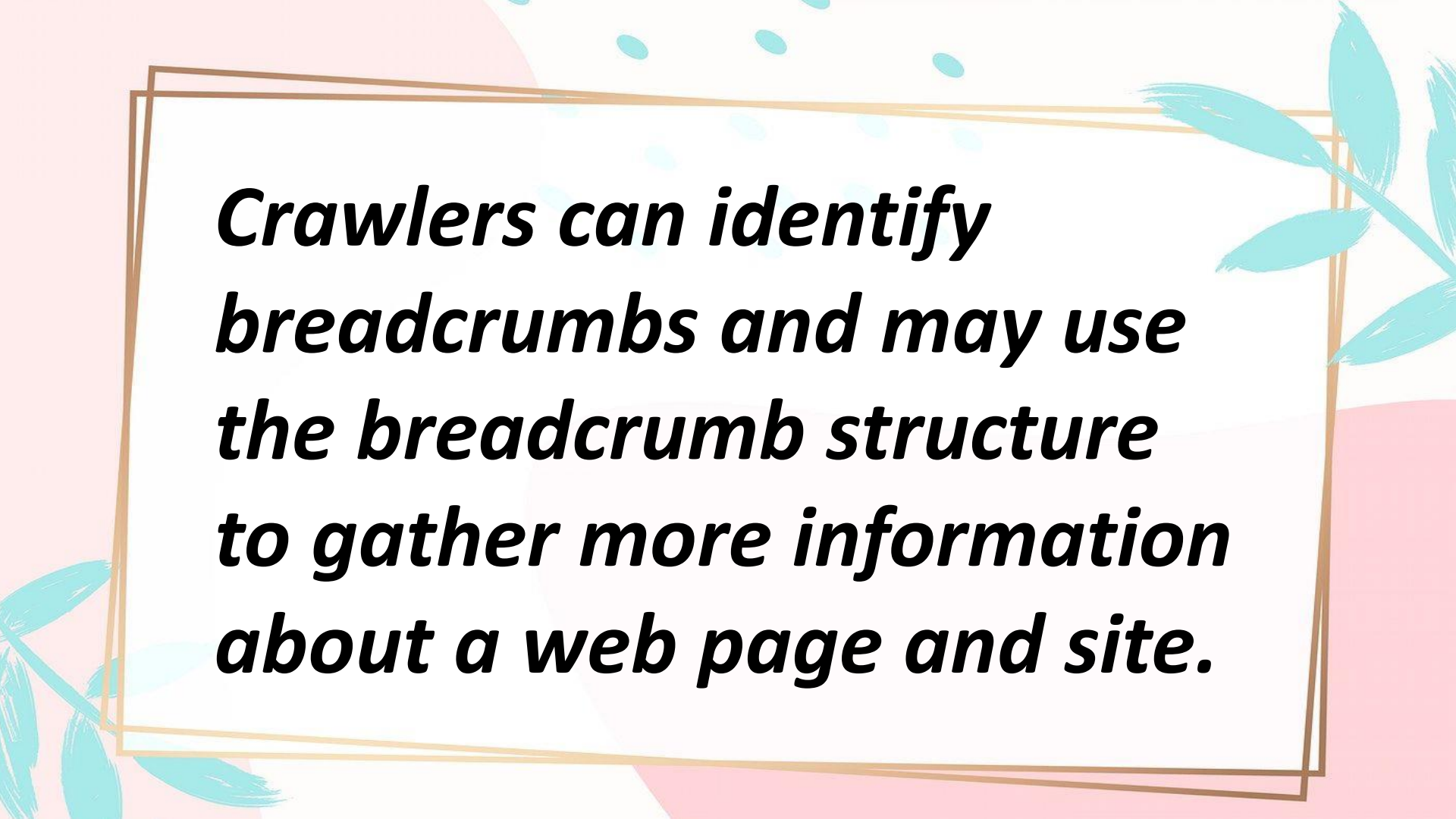
They encourage people to visit more pages of a website before they exit and thus they reduce bounce rate.

SEO 

*They are good for **SEO.***

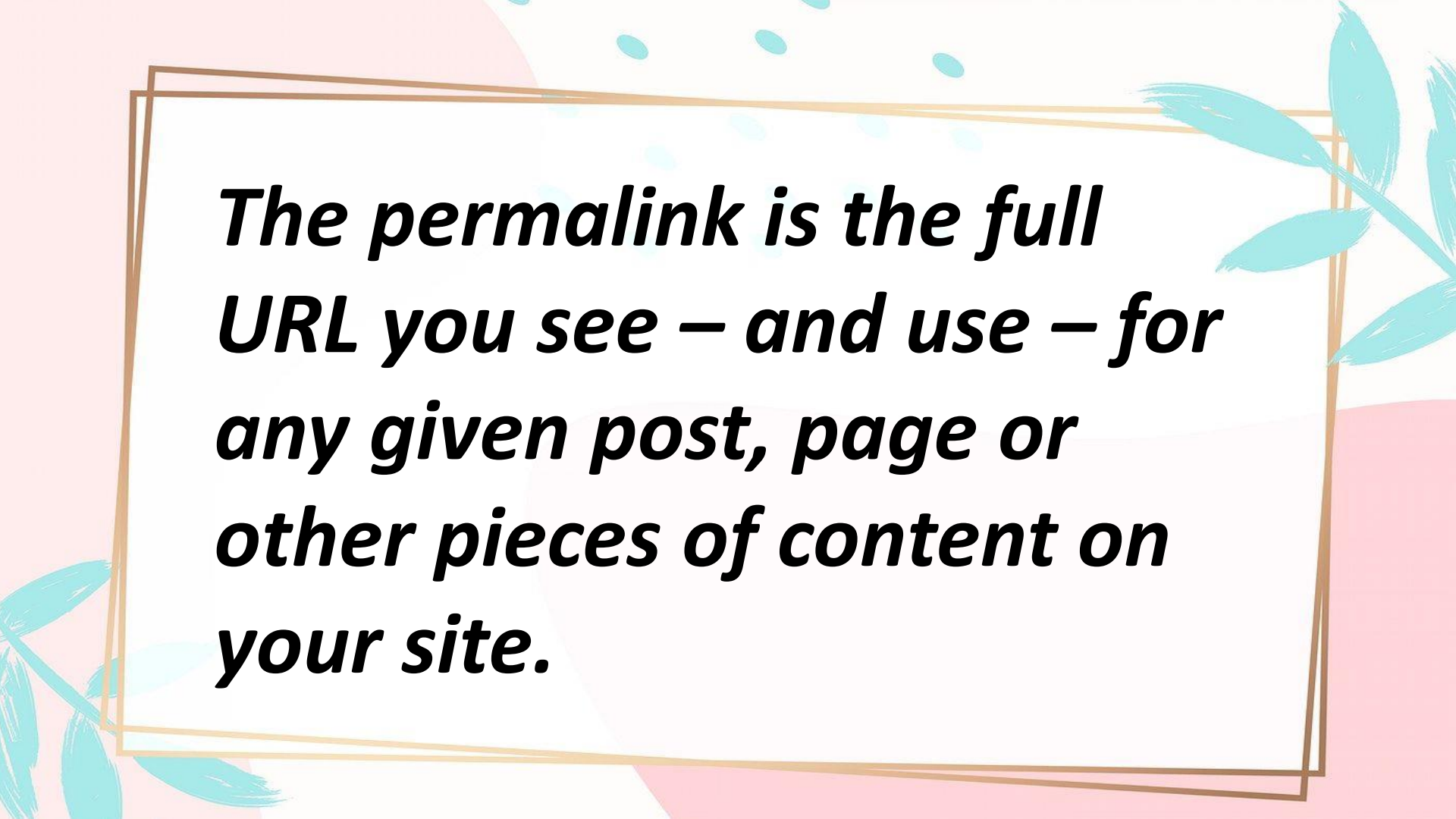


First, they help search engine bots during the crawling and indexing phase.



***Crawlers can identify
breadcrumbs and may use
the breadcrumb structure
to gather more information
about a web page and site.***

Second, Google shows breadcrumb information in the SERPS, instead of showing the permalink of a page.



The permalink is the full URL you see – and use – for any given post, page or other pieces of content on your site.

It could include your domain name (www..adm.qa) plus what's called a slug, the piece of the URL that comes after the domain name.

Perma link Eg:

www.adm.qa/adm100dayschallenge

ON-PAGE HEADINGS



Your pages should be divided into headings to facilitate structure and guide both the users and search engines reading your content.

ON-PAGE HEADINGS



Headings range from H1 to H6 and indicate the most important parts of your page's content and how the content is interconnected.

ON-PAGE HEADINGS

H1



We help our customers succeed in their Digital venture!

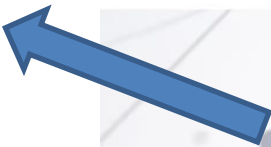
Asheghar Digimentors (ADM) is a platform launched for digital mentorship for entrepreneurs by one of Qatar's leading business enterprises. It is our next step and commitment to promoting the "Qatar Economic Vision 2030" by contributing to the future growth, success, and prosperity of the nation by creating digital entrepreneurs.

Digital technology is an unavoidable reality in the current world, its impact is such that there are countries where citizens don't have running water, but own smartphones. Digital media has an incredible influence on people's interactions, work, purchases, and life habits.

ADM is a part of MBHHC, a leading firm in Qatar market with diverse portfolios.



H2



FIRST PARAGRAPH

Under H1 lies your first paragraph, and ideally your chosen keywords should be within the first line of text. Users scan the first few words on every page, which determine whether or not they will bounce.

FIRST PARAGRAPH

Users scan the first few words on every page, which determine whether or not they will bounce.

FIRST PARAGRAPH

So be smart with your first line and incorporate those keywords in a natural manner.

ON-PAGE HEADINGS

First
paragraph



We help our customers succeed
in their Digital venture!

Asheghar Digimentors (ADM) is a platform launched for digital mentorship for entrepreneurs by one of Qatar's leading business enterprises. It is our next step and commitment to promoting the "Qatar Economic Vision 2030" by contributing to the future growth, success, and prosperity of the nation by creating digital entrepreneurs.

Digital technology is an unavoidable reality in the current world, its impact is such that there are countries where citizens don't have running water, but own smartphones. Digital media has an incredible influence on people's interactions, work, purchases, and life habits.

ADM is a part of MBHHC , a leading firm in Qatar market with diverse portfolios.



BODY OF TEXT

BODY OF TEXT

The industry-accepted standard for word counts varies, but the recommendation for general web pages related to the product or service you provide is at least 300 words

BODY OF TEXT

Articles, white papers, and case studies should have 1,000 words minimum.

A neon sign spelling the word "LATER" in a bright yellow, outlined font. The sign is mounted on a red brick wall. The letters are made of a thin, glowing tube. The background is a close-up of the brick wall, with the bricks in shades of red and brown.

Blogs, on the other hand, are a different story. We will cover later!

BODY OF TEXT

Research has shown that articles containing 2,500 words garner higher rankings than articles with fewer words.

ANCHOR TEXT

ANCHOR TEXT

Interlinked content should be present throughout your site, allowing users and search engines to advance to the next page of your site with ease.

ANCHOR TEXT

**This can be done with anchor text.
Anchor text is a hyperlink shown
as clickable text within your
content**

ANCHOR TEXT

It's very important that all pages are accessible via a link somewhere on your site, so ensure your links are built into the content that navigates people through your site.

ANCHOR TEXT

For example, an alternative to the traditional “click here” anchor text could be “click here for more information on our webinar on digital marketing”.

Images and Alt Text

Images and Alt Text

Alt text stands for alternative text, and it acts as an alternative to the image it describes

Images and Alt Text

Its purpose is to describe the image both for users with accessibility difficulties and search engines.

Images and Alt Text

When possible, insert keywords into the file names of your images (before you upload them), the alt text, and the image caption.



Build your page to be easily shareable by your website visitors.

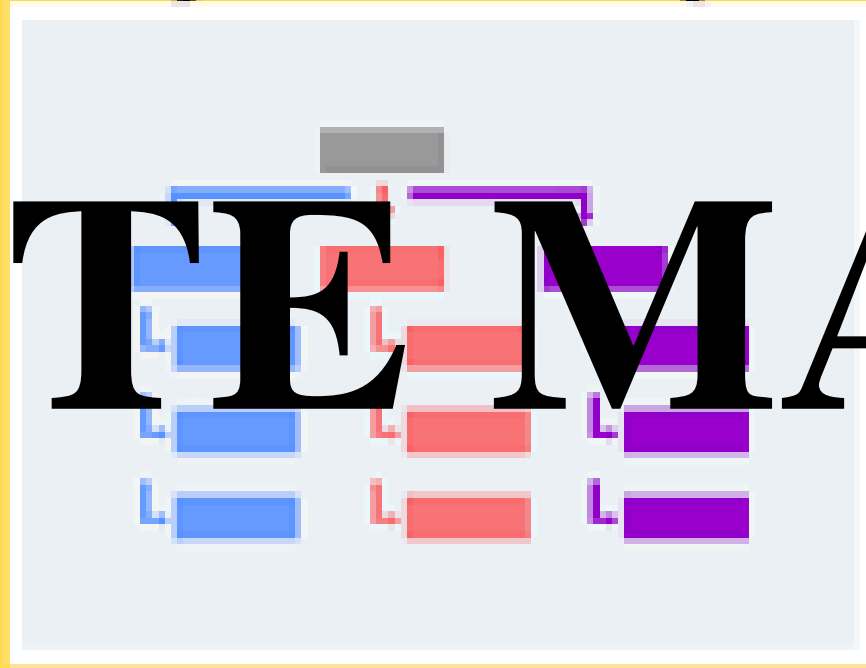


This helps with building a digital footprint, by getting people talking about your brand on social media.

More importantly, by providing easily shareable links you're bringing people back into your website.

Search engines are taking social sharing into account too.

SITE MAP



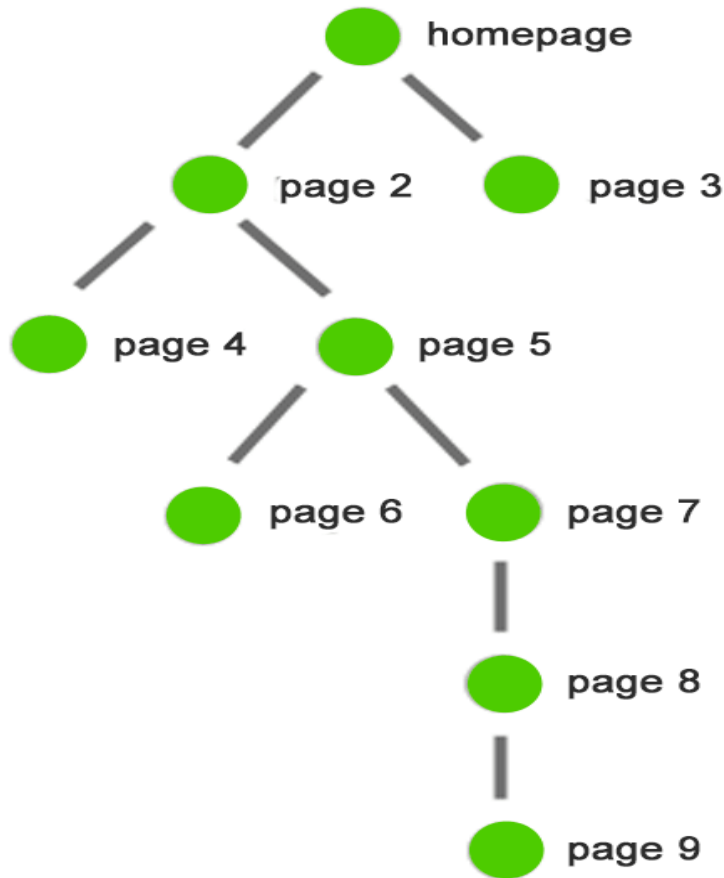
The final element you must have on your site is an HTML site map.


A site map is a page on a website that provides a map of the website's structure

XML sitemap

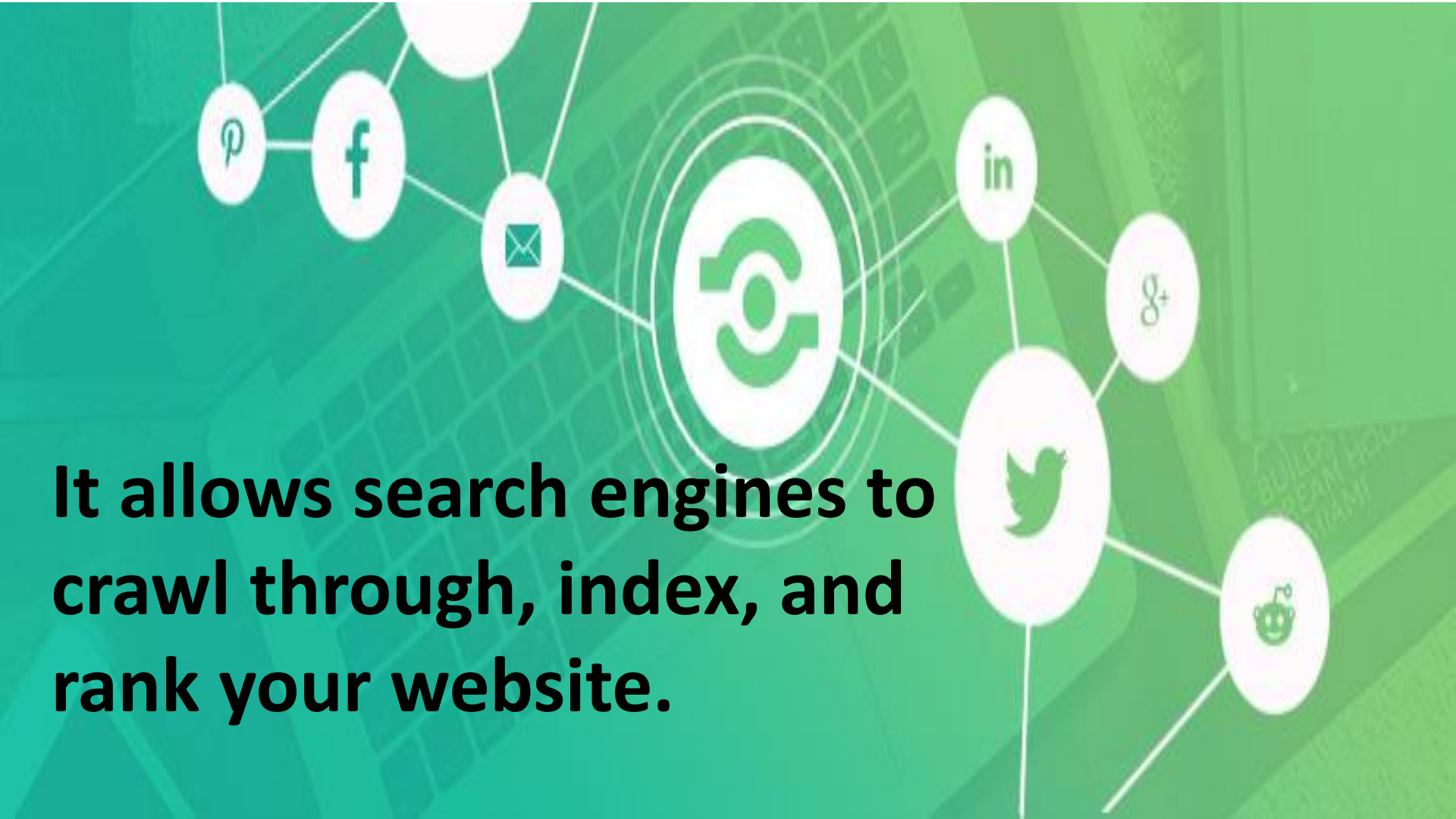


Website

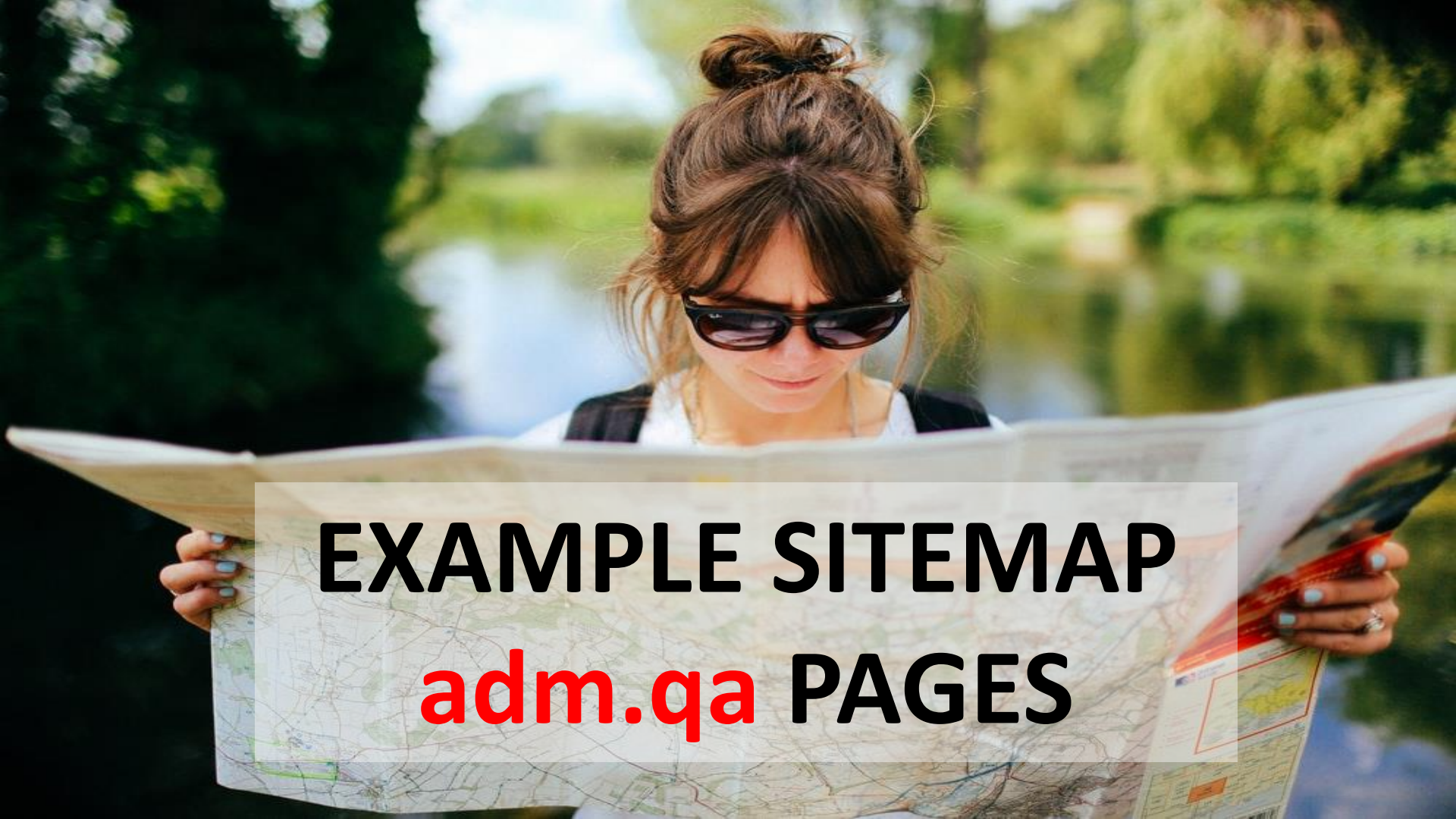




The site map is in the form of text links to all the other pages on the site



It allows search engines to crawl through, index, and rank your website.



EXAMPLE SITEMAP

adm.qa PAGES

Courses
Page

AdmEvents

Projects

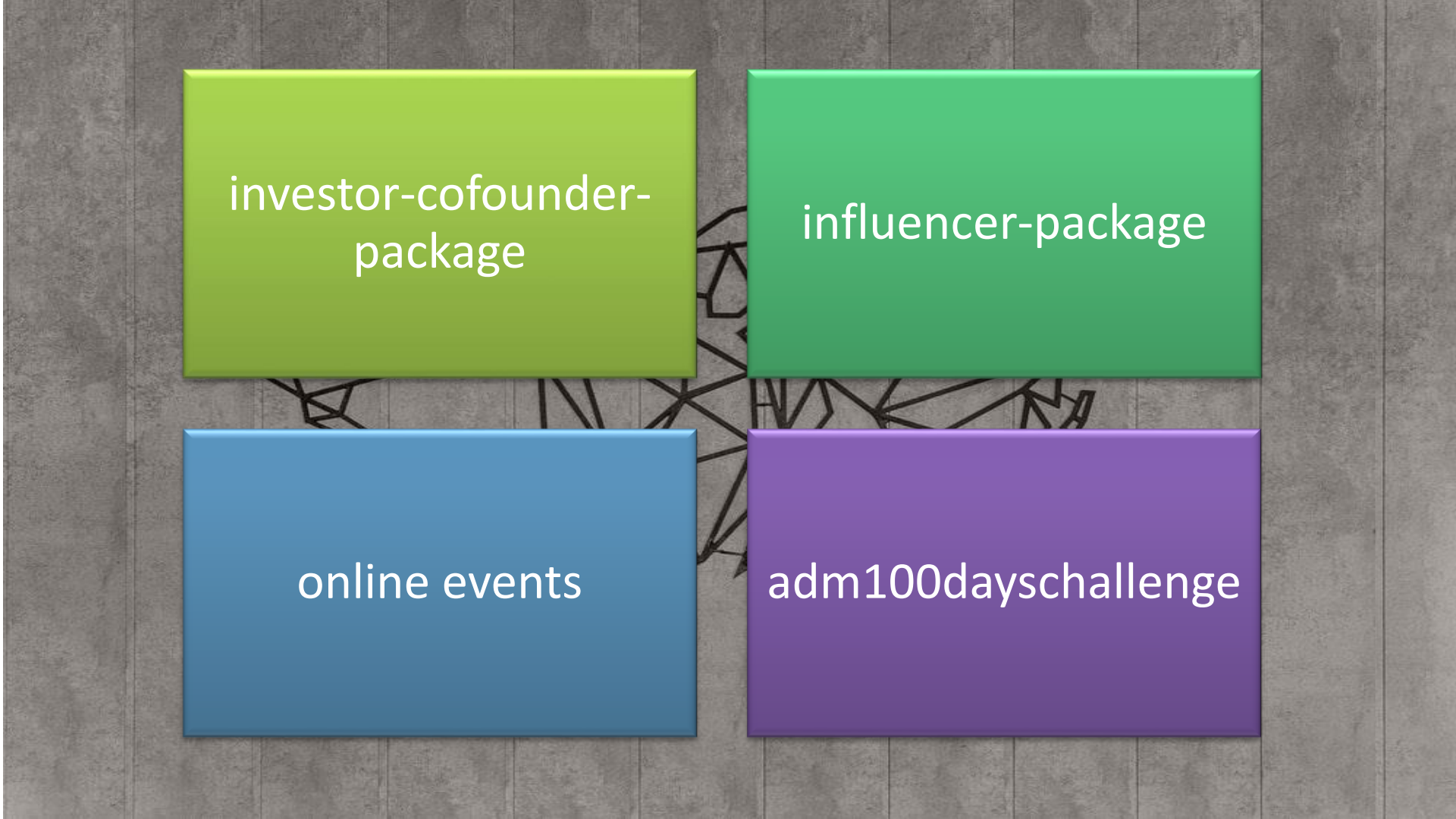
Meeting

Webinar
details

digital-
affiliate-
package

digital-osm-
package

digital-
mentoring-
package



investor-cofounder-
package

influencer-package

online events

adm100dayschallenge

membership

upcoming
offline events

adm-100-days-
challenge-
training

premium-
member-
dashboard

youtubemastery

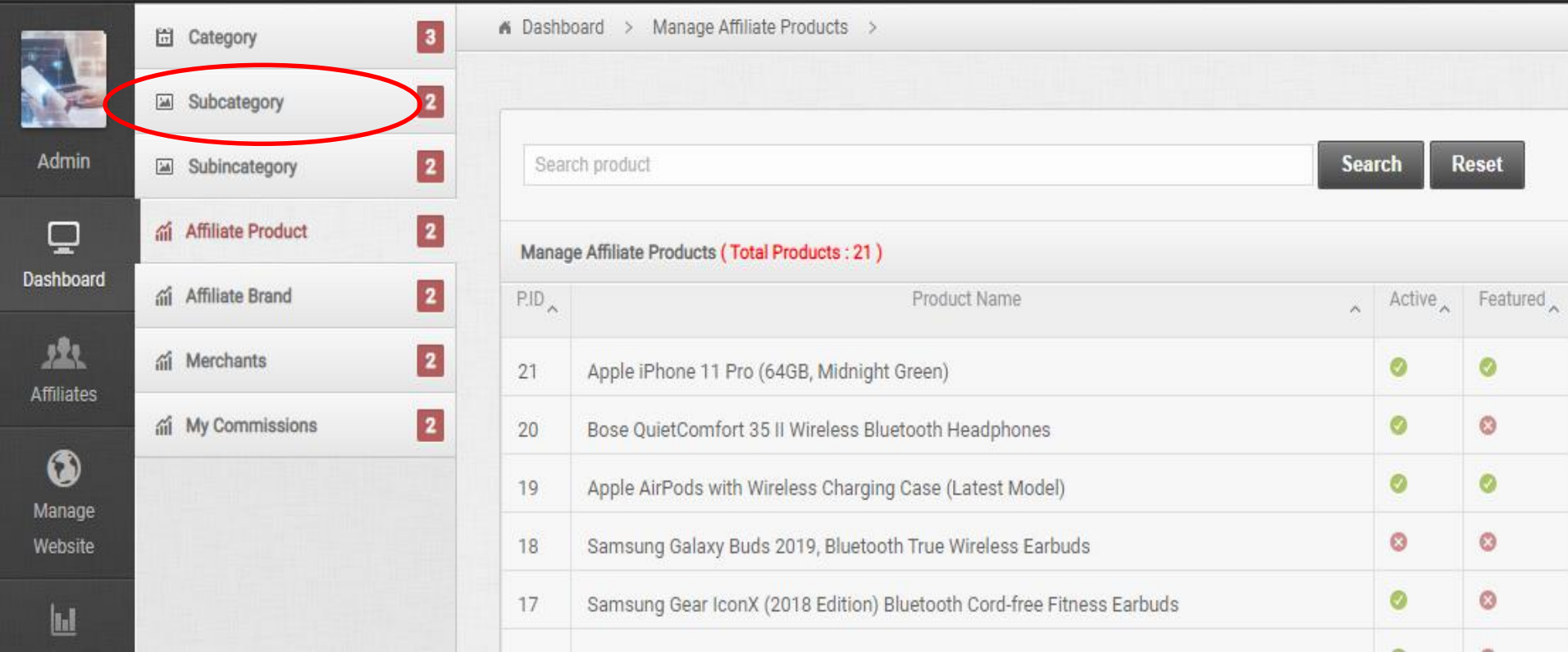
youtube-checkout

Youtube mastery
registration

admstore

Ecommercemastery

CLICK ON SUB-CATEGORY



The screenshot shows a dashboard interface with a sidebar on the left and a main content area on the right. The sidebar contains several menu items, each with a red square icon indicating a count. The 'Subcategory' item is circled in red. The main content area displays a search bar, a breadcrumb trail, and a table of affiliate products.

Dashboard > Manage Affiliate Products >

Search product

Manage Affiliate Products (Total Products : 21)

P.ID ^	Product Name ^	Active ^	Featured ^
21	Apple iPhone 11 Pro (64GB, Midnight Green)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
20	Bose QuietComfort 35 II Wireless Bluetooth Headphones	<input checked="" type="checkbox"/>	<input type="checkbox"/>
19	Apple AirPods with Wireless Charging Case (Latest Model)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
18	Samsung Galaxy Buds 2019, Bluetooth True Wireless Earbuds	<input type="checkbox"/>	<input type="checkbox"/>
17	Samsung Gear IconX (2018 Edition) Bluetooth Cord-free Fitness Earbuds	<input checked="" type="checkbox"/>	<input type="checkbox"/>

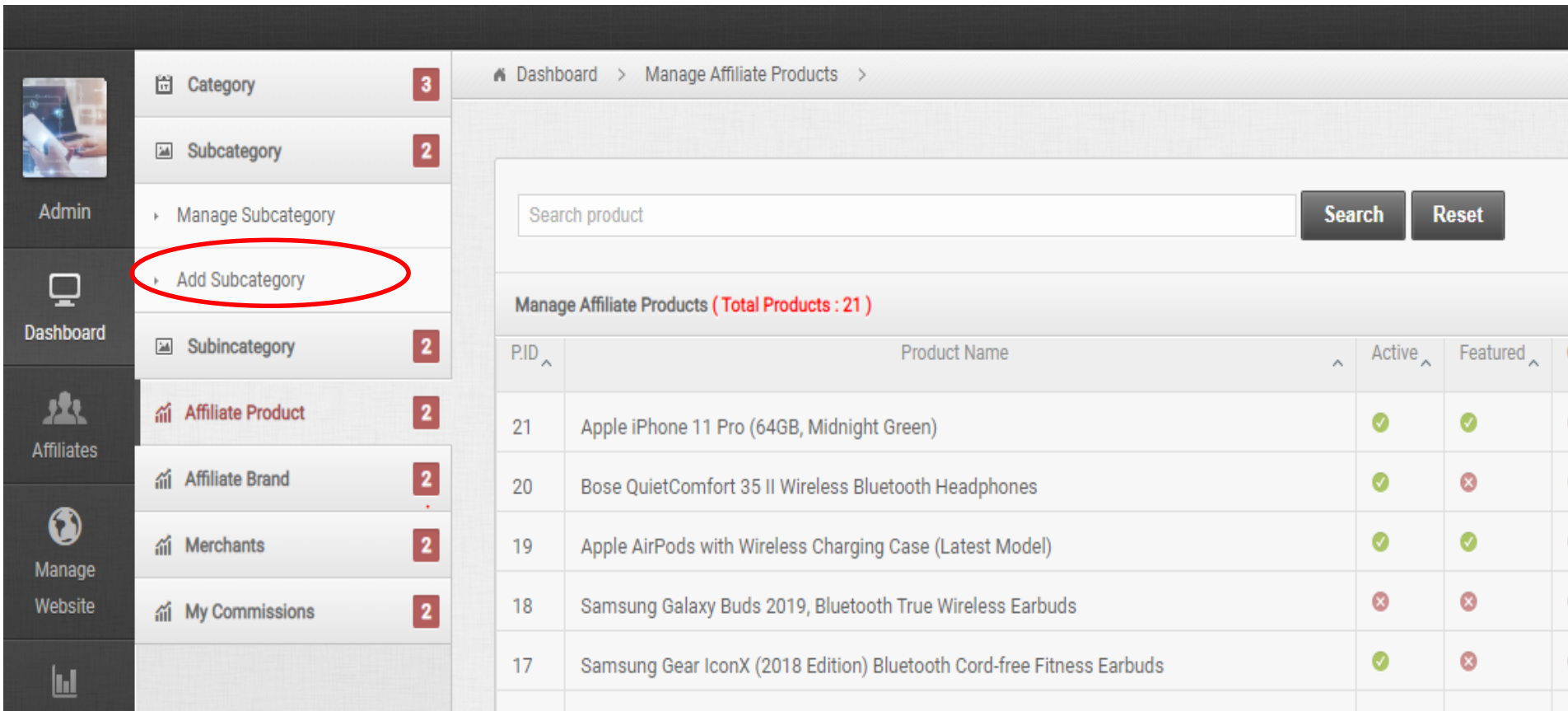
Sidebar menu items:

- Category 3
- Subcategory 2
- Subincategory 2
- Affiliate Product 2
- Affiliate Brand 2
- Merchants 2
- My Commissions 2

Dashboard navigation items:

- Admin
- Dashboard
- Affiliates
- Manage Website

CLICK ADD SUB CATEGORY



The screenshot displays a dashboard interface with a sidebar on the left and a main content area on the right. The sidebar contains several menu items, each with an icon and a red badge indicating a count. The 'Add Subcategory' item is circled in red. The main content area shows a breadcrumb trail, a search bar, and a table of affiliate products.

Dashboard > Manage Affiliate Products >

Search product

Manage Affiliate Products (Total Products : 21)

P.ID ^	Product Name ^	Active ^	Featured ^	
21	Apple iPhone 11 Pro (64GB, Midnight Green)	✓	✓	
20	Bose QuietComfort 35 II Wireless Bluetooth Headphones	✓	✗	
19	Apple AirPods with Wireless Charging Case (Latest Model)	✓	✓	
18	Samsung Galaxy Buds 2019, Bluetooth True Wireless Earbuds	✗	✗	
17	Samsung Gear IconX (2018 Edition) Bluetooth Cord-free Fitness Earbuds	✓	✗	

SELECT MAIN CATEGORY AND ENTER SUB-CATEGORY

Dashboard > Add new Sub Category >

Add New Sub Category

Choose Category: *

Sub Category Title *

Meta Title

Meta Keyword

Meta Description

Activate Windows
Go to Settings to activate Windows

Admin

- Category 3
- Subcategory 2
- Subincategory 2
- Affiliate Product 2
- Affiliate Brand 2
- Merchants 2
- My Commissions 2

Dashboard

Affiliates

Manage Website

Onsite SEO

Optin List







THEN CLICK ON SUBMIT













The screenshot shows a dashboard interface with a sidebar on the left and a main content area. The sidebar contains several menu items, each with a red notification badge: 'Category' (3), 'Subcategory' (2), 'Subincategory' (2), 'Affiliate Product' (2), 'Affiliate Brand' (2), 'Merchants' (2), and 'My Commissions' (2). The main content area is titled 'Add New Sub Category' and contains a form with the following fields:

- Choose Category:** A dropdown menu with 'iPhone' selected.
- Sub Category Title:** A text input field containing 'Iphone 11'.
- Meta Title:** A text input field containing 'Iphone 11 pro'.
- Meta Keyword:** A text input field containing 'Best iphone, iphone 11 pro, buy iphone, iphone 11 pro rate'.
- Meta Description:** A text input field containing 'Buy Apple iPhone online at lowest prices. Check the latest series of iPhones : iPhone 6, iPhone SE, iPhone 6S, iPhone 7, iPhone 7S, iPhone 8, iPhone 8 Plus'.

At the bottom right of the form, there is a dark grey 'Submit' button, which is circled in red. Below the form, there is a footer area with the text 'Activate Windows' and 'Go to Settings to activate Windows'.

GO TO MANAGE WEBSITE

-  Admin
-  Dashboard
-  Affiliates
-  **Manage Website**
-  Onsite SEO
-  Optin List


-  Blog 2
-  News 2
-  Flash News 2
-  About Us
-  Banner
-  **Small Banners**
-  Testimonial 2
-  Brand 2
-  Footer Links 6
-  Manage Contact Page
-  Manage Menu
-  Theme Colour

Dashboard > Add Home Page Small Banner >

Add Home Page Small Banner(Banner No:1)

Banner Title

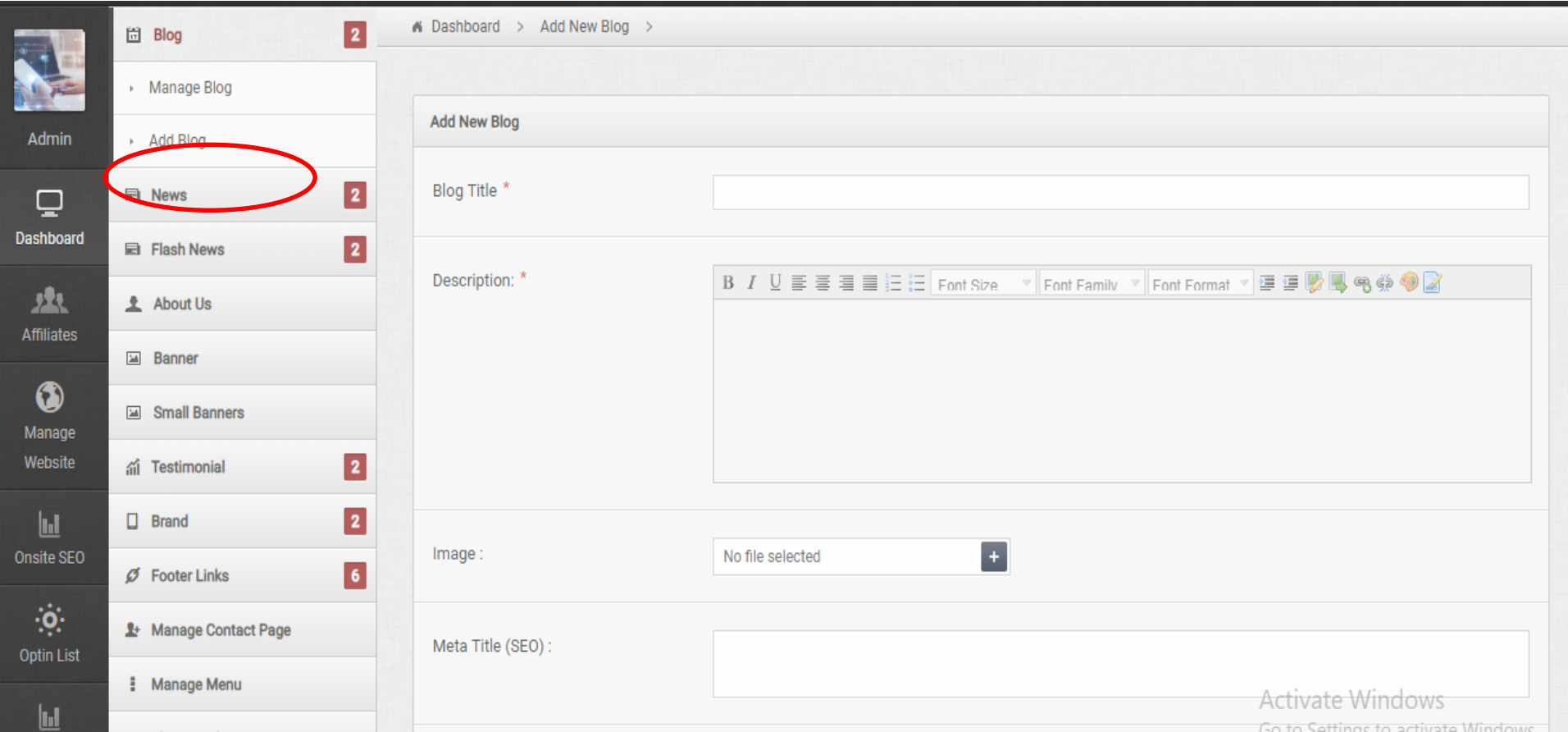
Banner Link

Banner Image : 

Size:655*355



CLICK ON BLOGS AND SELECT ADD BLOG



The screenshot displays a dashboard interface with a sidebar on the left and a main content area on the right. The sidebar contains several menu items, each with a red notification badge: 'Blog' (2), 'Manage Blog', 'Add Blog' (circled in red), 'News' (2), 'Flash News' (2), 'About Us', 'Banner', 'Small Banners', 'Testimonial' (2), 'Brand' (2), 'Footer Links' (6), 'Manage Contact Page', and 'Manage Menu'. The main content area is titled 'Add New Blog' and features a breadcrumb trail: 'Dashboard > Add New Blog >'. The form includes a 'Blog Title *' field, a 'Description: *' field with a rich text editor toolbar (containing Bold, Italic, Underline, Bulleted List, Numbered List, Link, Unlink, Font Size, Font Family, Font Format, and other icons), an 'Image:' field with a file selection button, and a 'Meta Title (SEO):' field. A watermark for 'Activate Windows' is visible in the bottom right corner.

ADD TITLE, DESCRIPTION, IMAGE, META TITLE AND META DESCRIPTION THEN SAVE.

Add New Blog

Blog Title *

Description: *

B *I* U       Font Size  Font Familv  Font Format       

Image :

No file selected 

Meta Title (SEO) :

WRITE CONTENT, IMAGE AND SAVE.

- Admin
 - Flash News 2
- Dashboard
 - About Us
 - Banner
 - Small Banners
- Affiliates
- Manage Website
 - Testimonial 2**
 - Manage Testimonial
 - Add Testimonial
- Onsite SEO
 - Brand 2
 - Footer Links 6
 - Manage Contact Page
 - Manage Menu
 - Theme Colour
 - Logo Manager
 - Social Media Link
- Optin List
- SEO Master
- Online Tools

Add New Testimonial

Name (Testimonial by): *

Designation *

Email *

Description: *

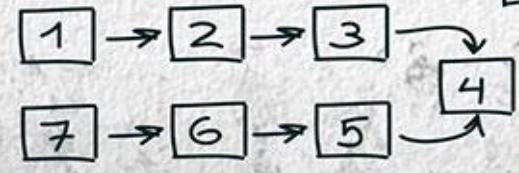
B I U [List Icons] Font Size [v] Font Familv [v] Font Format [v] [List Icons] [Image Icons]

Image :

Activate Windows



SEO PROCESS



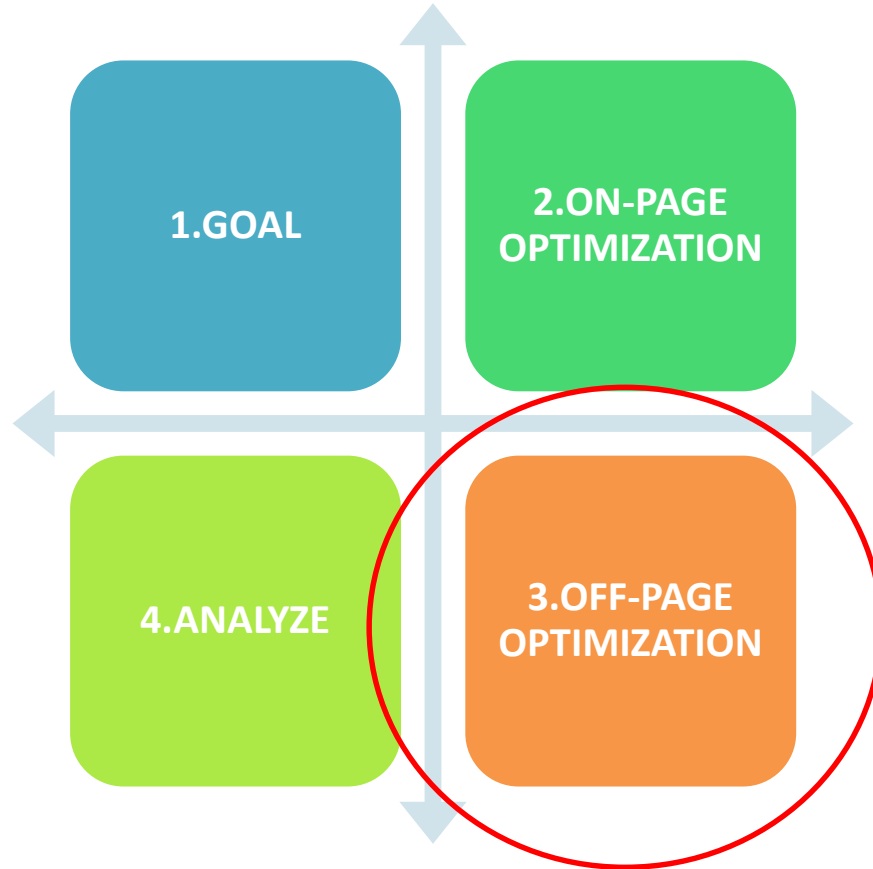
KEYWORD

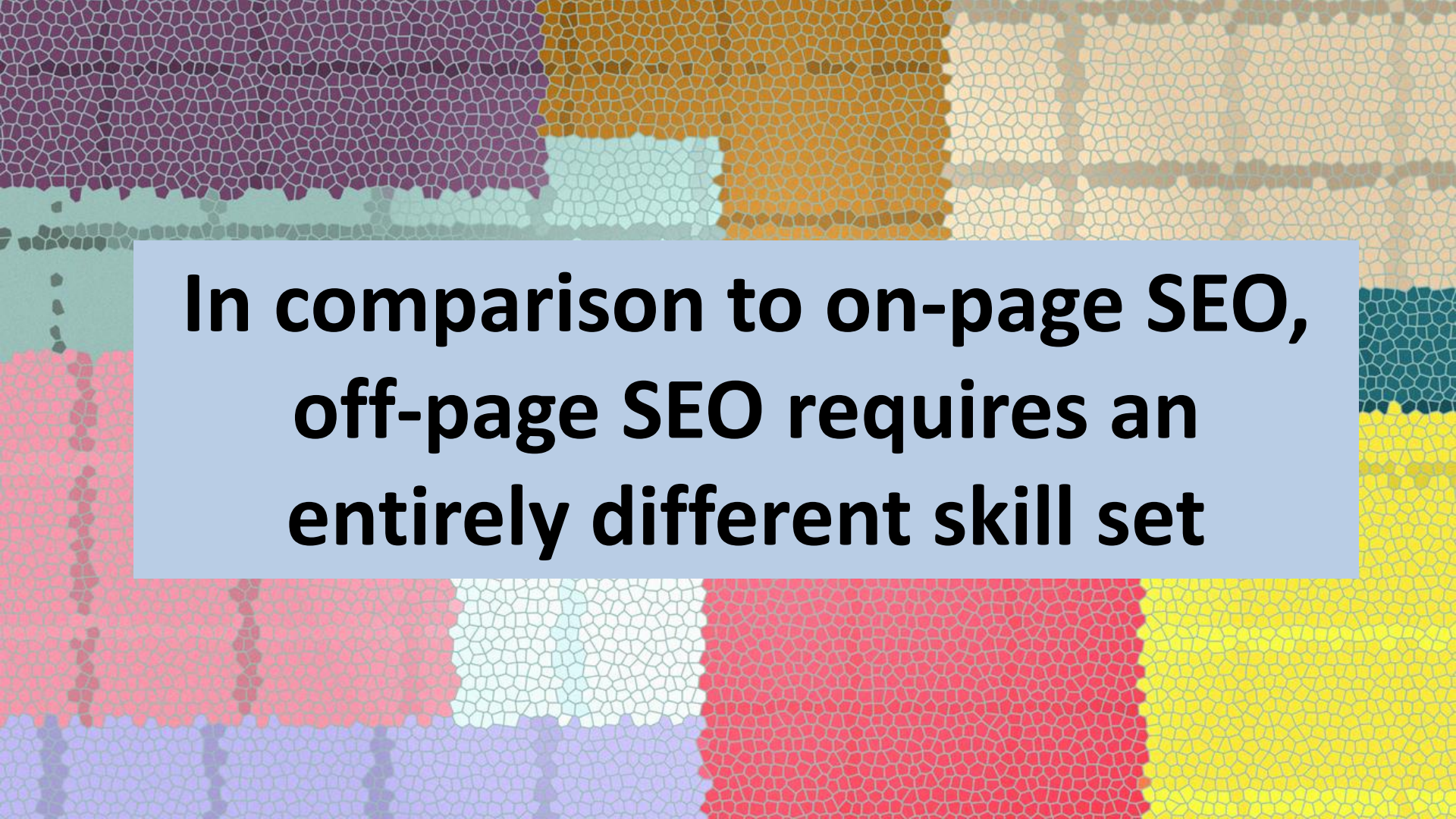
PHASE 3:

OFF-PAGE OPTIMIZATION




FOCUS ON THE THIRD STAGE IN THE SEO PROCESS






**In comparison to on-page SEO,
off-page SEO requires an
entirely different skill set**



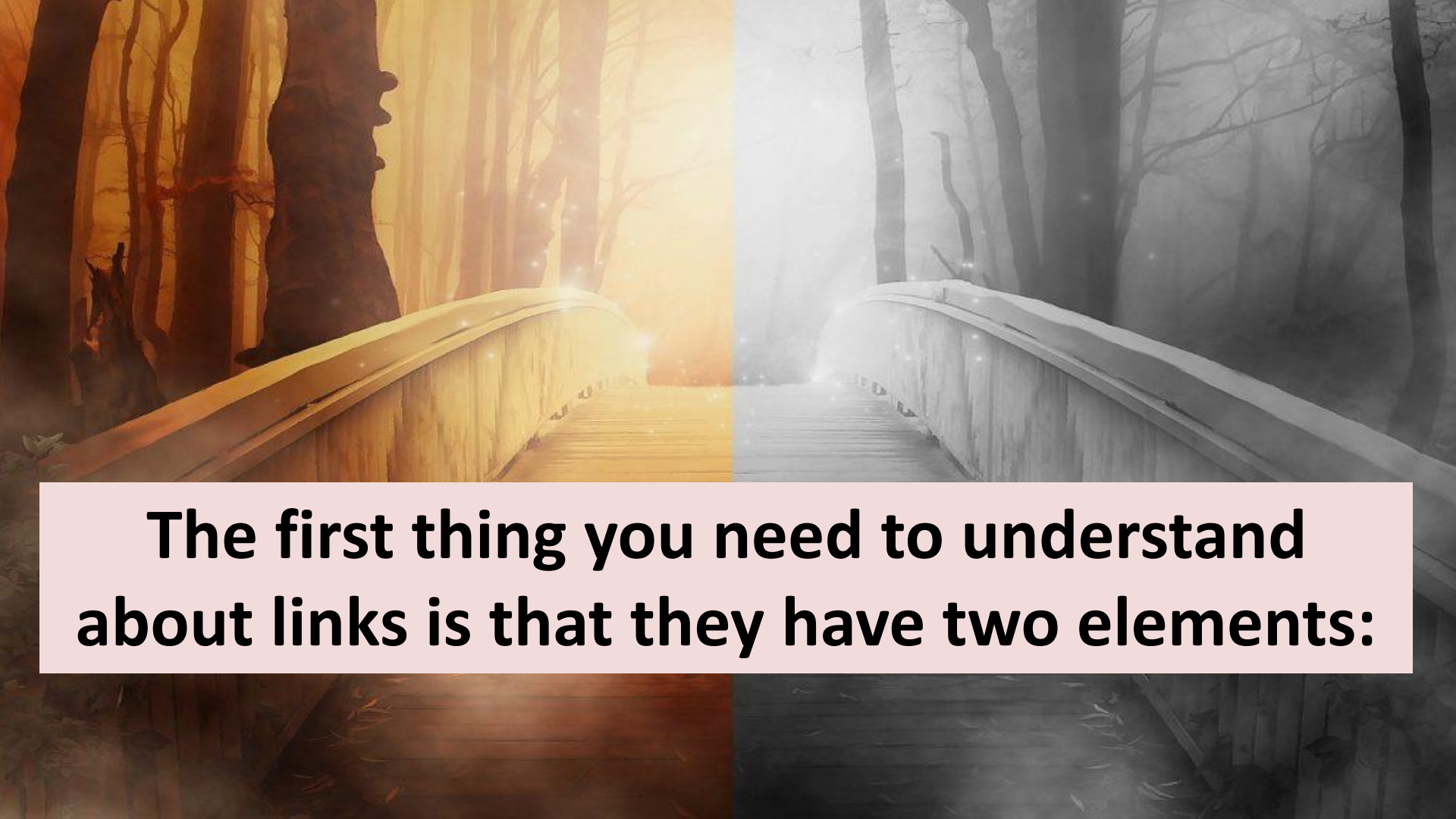
Here, you can leave the technicalities behind and focus on being opportunistic, proactive, and competitive.



**Let's take a look at the four
main off-page techniques you
can use to maximize your site's
SERP ranking.**

LINK FORMATS



A split-screen image of a wooden bridge in a forest. The left side is warm and golden, while the right side is cold and grey.

The first thing you need to understand about links is that they have two elements:

Link text refers to the text that appears on the page.

The link URL is the destination to which that link text will take the user.

Internal links define linking within your own website content from one page to another.

EXAMPLE OF INTERNAL LINKS



Consulting & Mentoring

Join ADM's Revolutionary Program that will transform your Digital Entrepreneurship Experience! Be part of the 100 Days Digital Entrepreneur Challenge!



[Read More](#)



Digital Strategies

We believe in the power of the internet and technologies and the influence it has on our daily lives, we will help to sky rocket the ROI of your marketing campaign

[Read More](#)




Funding & Investments

If you feel you need a helping hand for catalyzing your venture or your startup up with financial resources. I can direct the you to the right way.

[Read More](#)

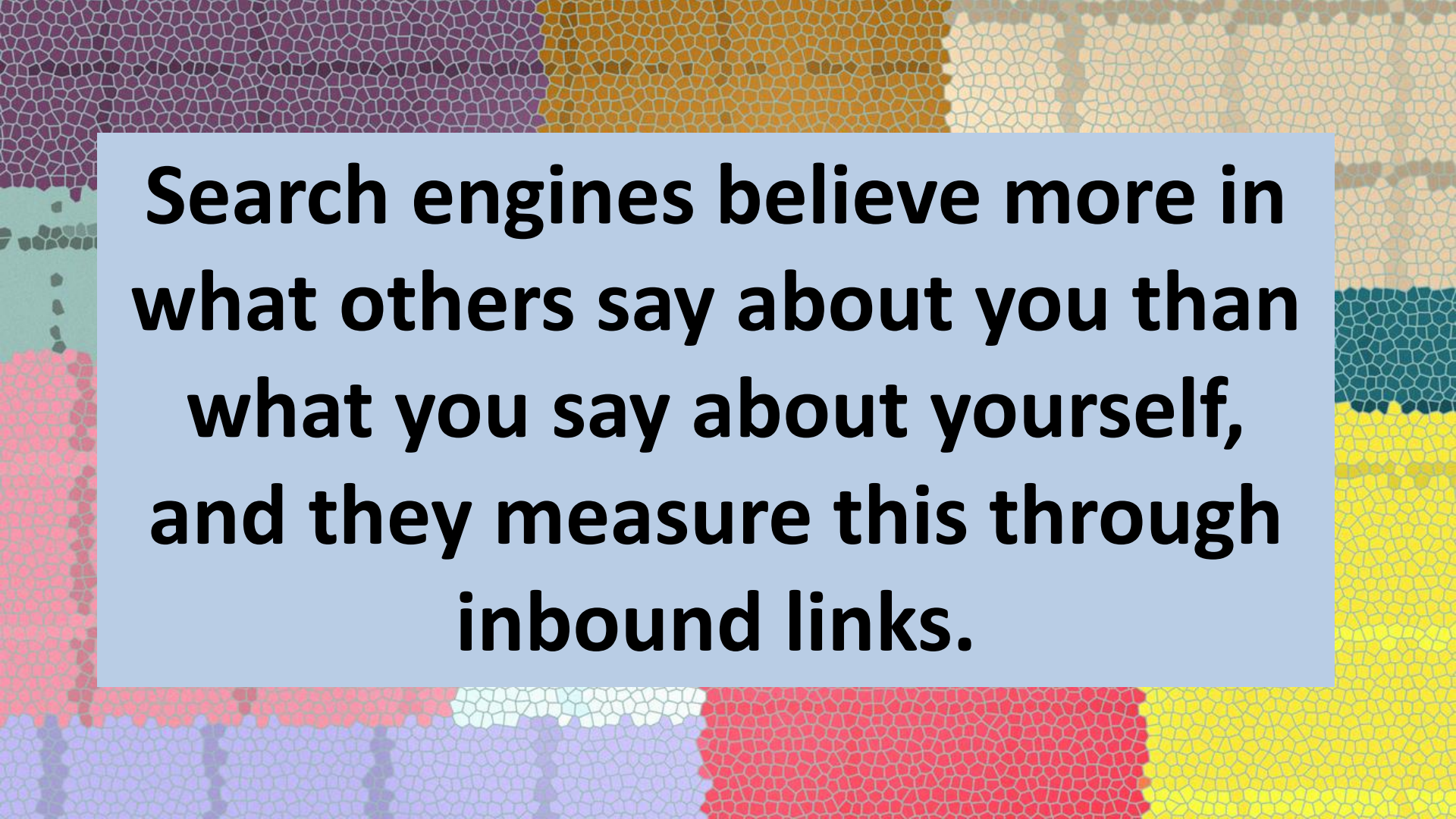
Activate Windows



The links all navigate internally to areas of the website itself.

An inbound link is one that comes from another website and directs a user to your website.

It is considered a determining factor in your site's ranking.



Search engines believe more in what others say about you than what you say about yourself, and they measure this through inbound links.



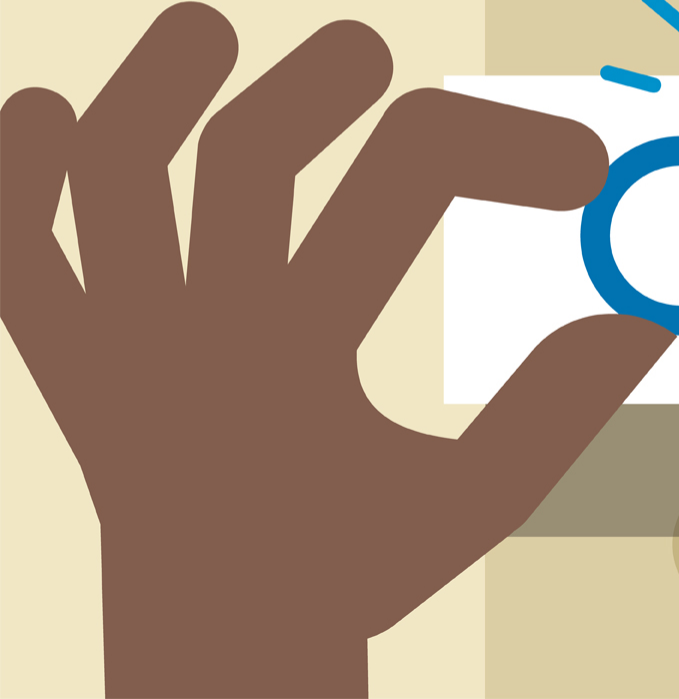
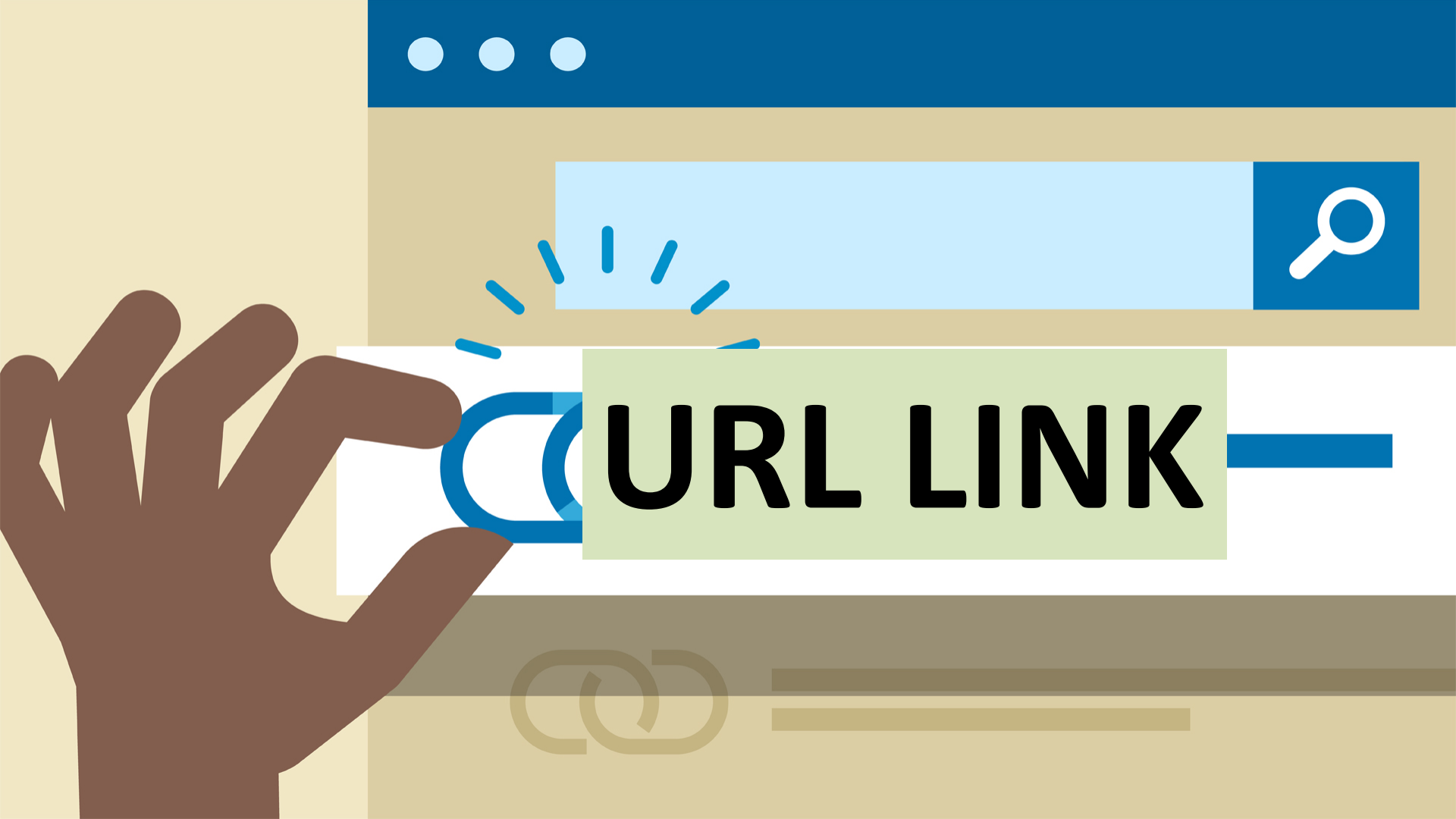
**There are four different link formats
you need to need to know about.**

An illustration featuring a brown hand on the left side, holding a light green rectangular sign. The sign contains the text 'UNINFORMATIVE LINK' in bold, black, uppercase letters. Behind the sign is a stylized search bar with a light blue background and a magnifying glass icon on the right. The search bar is set against a dark blue header with three white circles. Below the sign, there are faint, stylized icons of a link and a list. The background is a mix of light beige and dark brown horizontal bands.

UNINFORMATIVE LINK

A link that says something like click here is an uninformative link.

Don't be afraid to use these words in a link; they are, after all, a definitive call to action.



COPY URL LINK



**A link such as
www.admwebsitebuilder.com is a URL
link.**

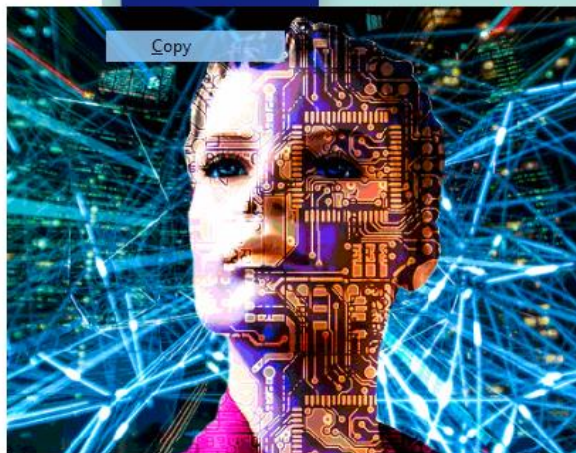
**Don't just link to the homepage, find the
most relevant page and link to that.**

www.admwebsitebuilder.com

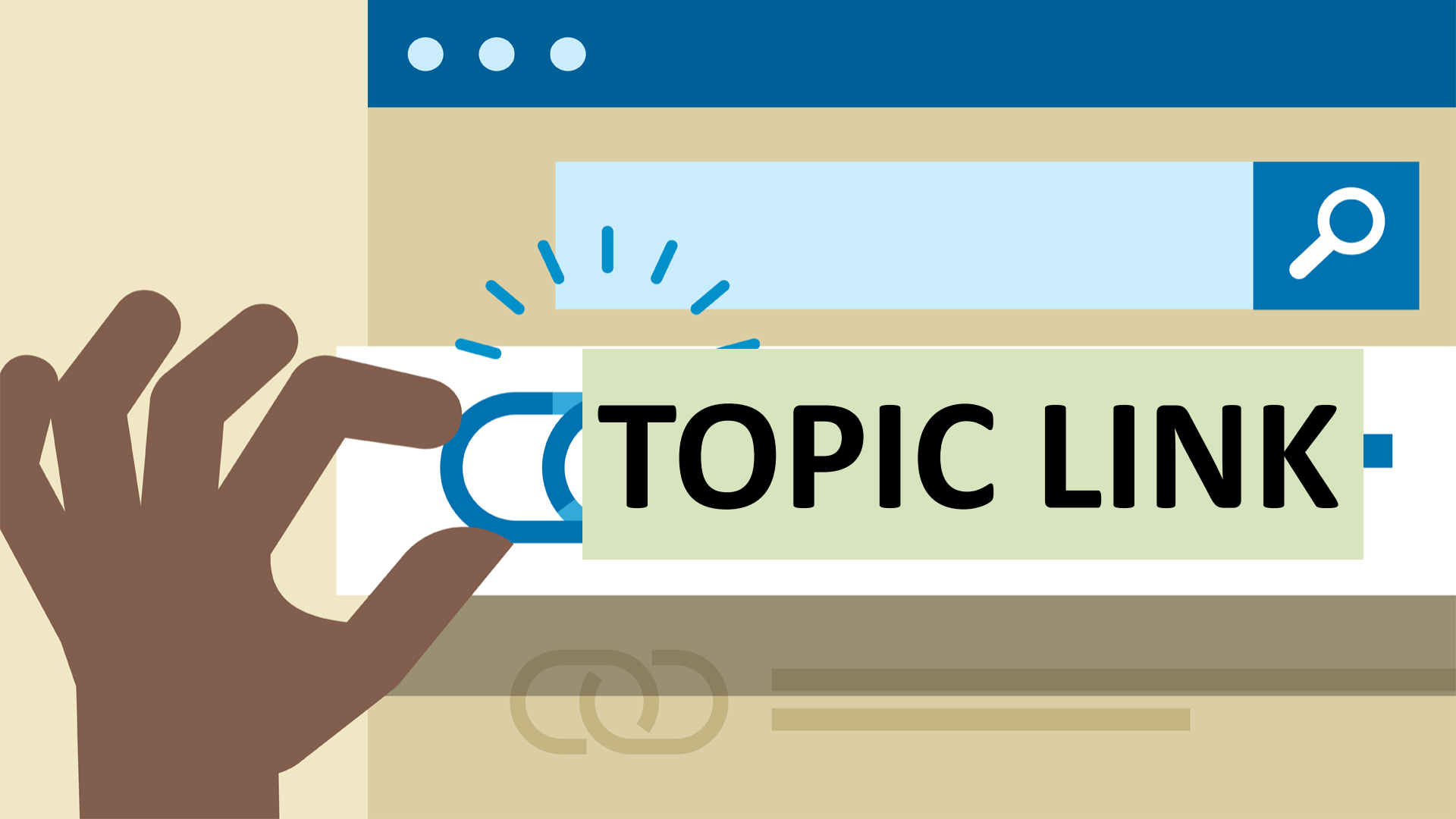
The ADM Website Builder

ADM website builder uses artificial intelligence (AI) to give non-technical business owners a competitive edge. Through automation, ADM Website Builder's artificial intelligence design assistant, (AIDA), creates smart websites, funnels, e-commerce stores, combining the creativity of humans and the optimization of Artificial intelligence / machine learning.

ADM website Builder is a website creation tool for non-technical people. Our simple, drag-and-drop technology combined with AIDA (artificial intelligence design assistant) makes creating a professional website, Funnel. E commerce store, fast, easy and fun. Turn more of your visitors into actual leads and customers with a highly focused funnel.

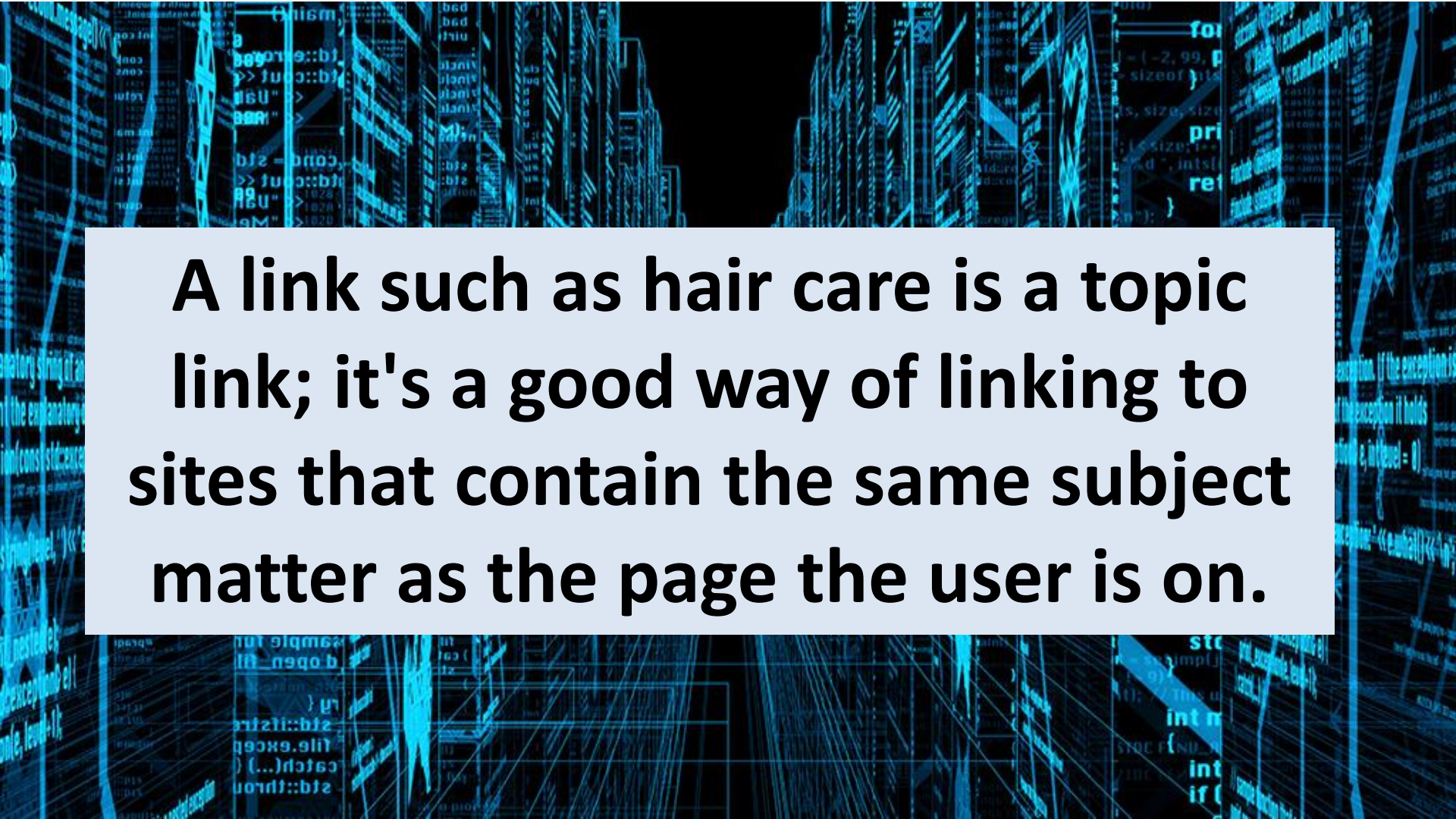


Activate Windows
Go to Settings to activate Windows

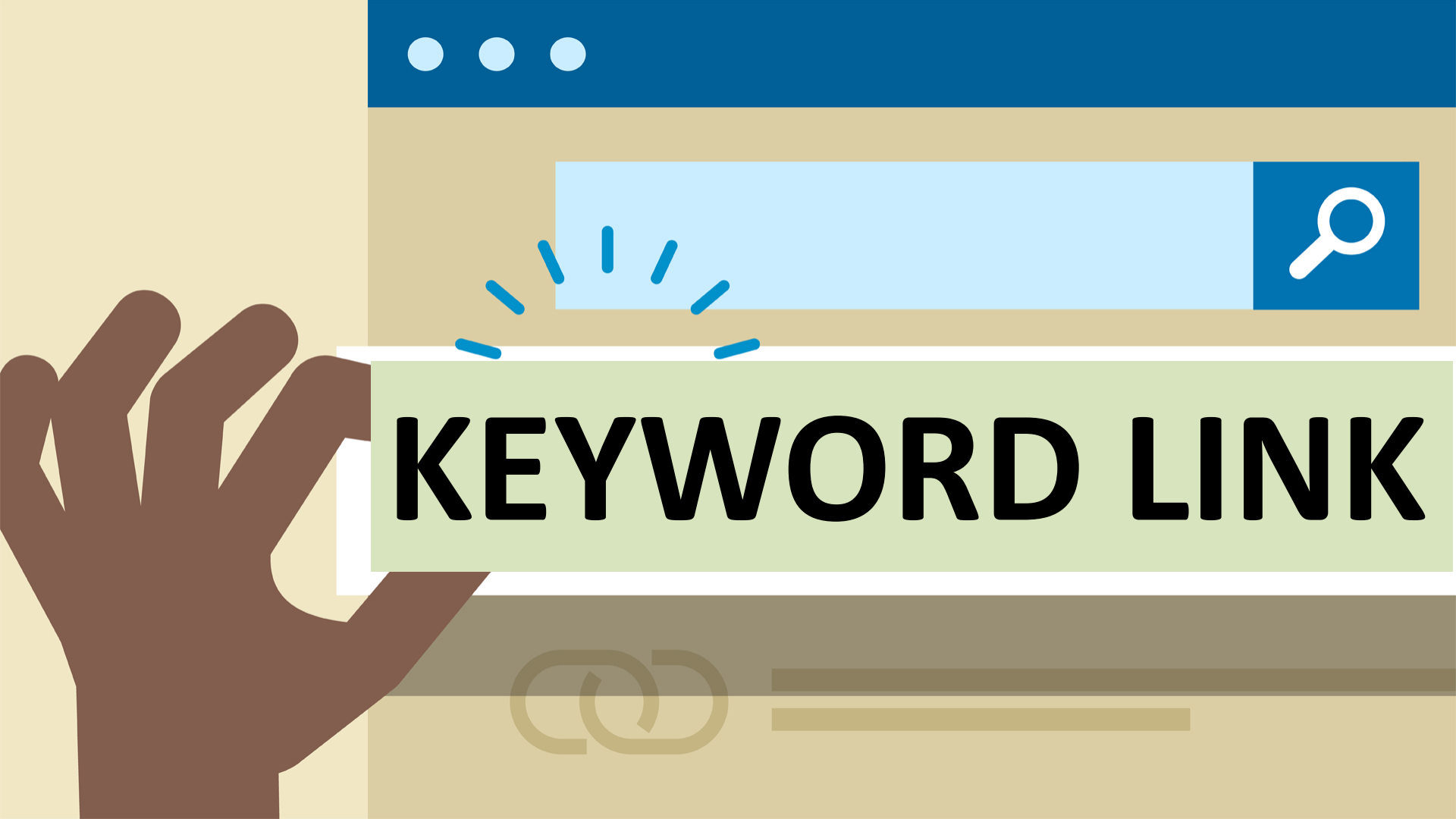


TOPIC LINK



The background of the image is a dense, vertical stream of blue digital code and data. The text is rendered in a monospaced font, typical of computer code, and is arranged in columns that create a sense of depth and movement. The overall color palette is a vibrant cyan or light blue, set against a dark background, giving it a high-tech, digital aesthetic.

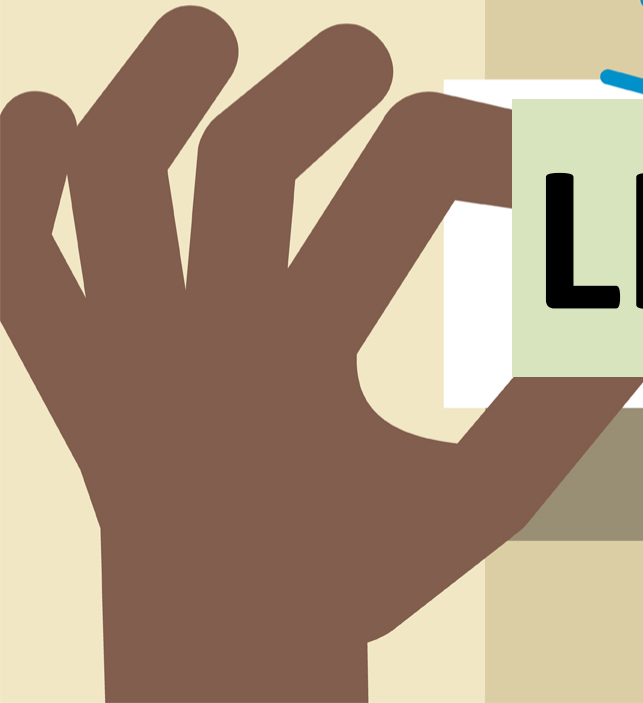
A link such as hair care is a topic link; it's a good way of linking to sites that contain the same subject matter as the page the user is on.



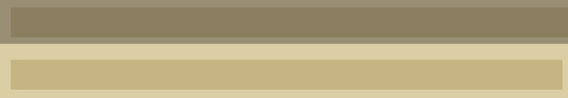
KEYWORD LINK

A link with keywords, such as hair styling with Vidal Sassoon, is a keyword link.

This is an excellent way of inserting keywords into your anchor text for an SEO boost.




LINK BUILDING




Start developing a strategy by asking yourself some of the following questions:



Am I going to ask bloggers for links, and if so, how will I do it?

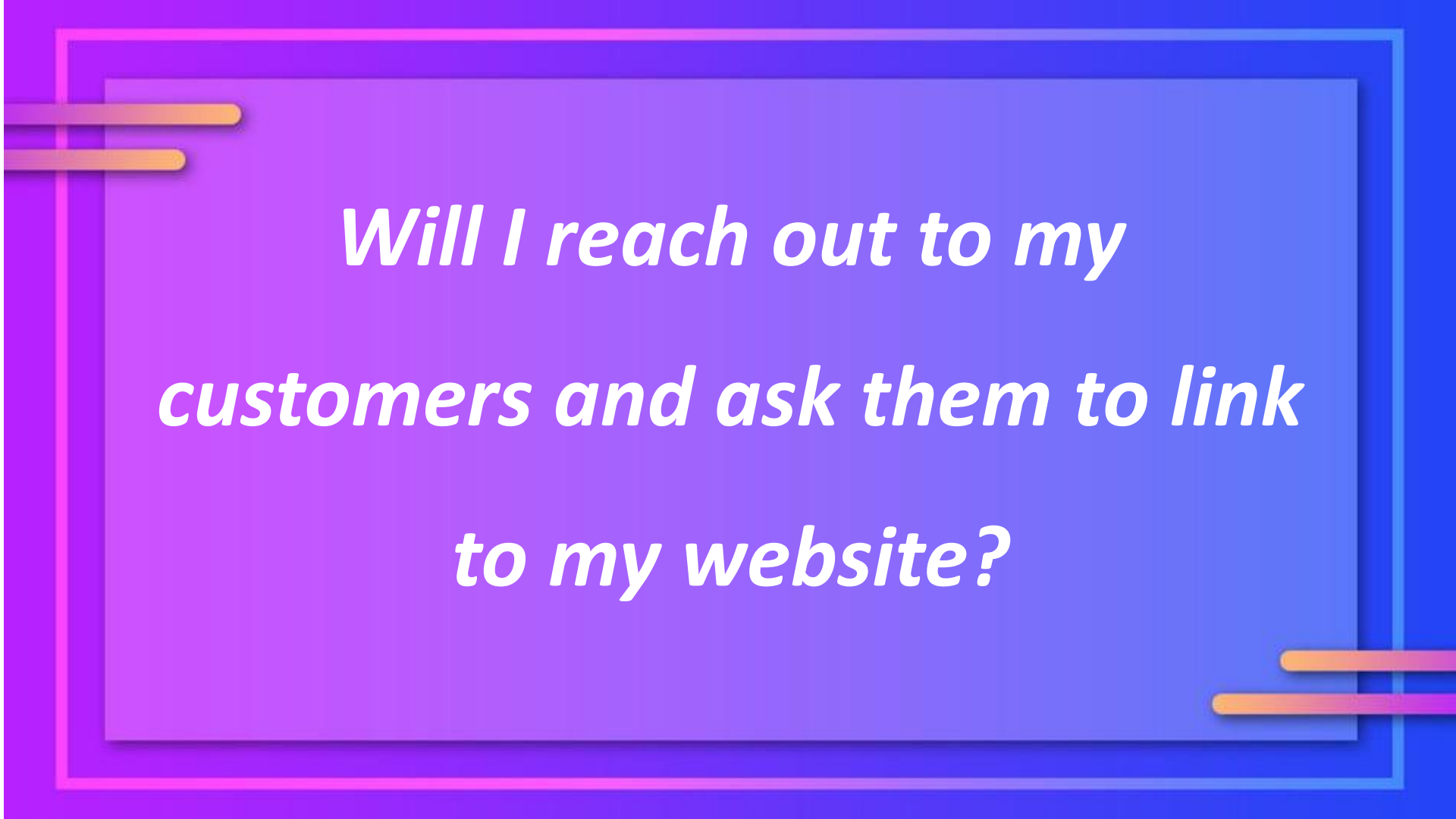


*Am I going to create valuable,
relevant content and wait for
inbound links to come naturally?*





*Will I create my own links and
where will I do it?*



*Will I reach out to my
customers and ask them to link
to my website?*

It's important that you focus on building high-quality inbound links so that you don't waste your time gathering links that aren't influential and contribute nothing to your off-page SEO.

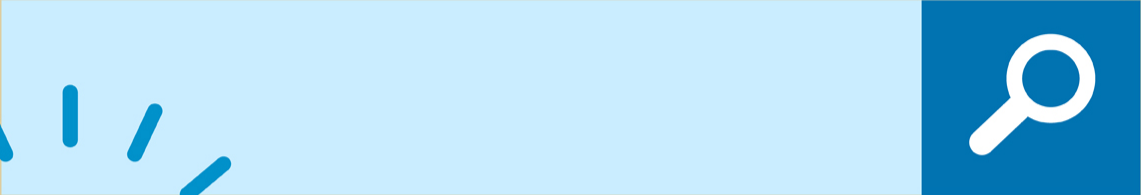
***Take a look at the following
suggested techniques you can
use to develop your own
strategy:***



Evergreen Content

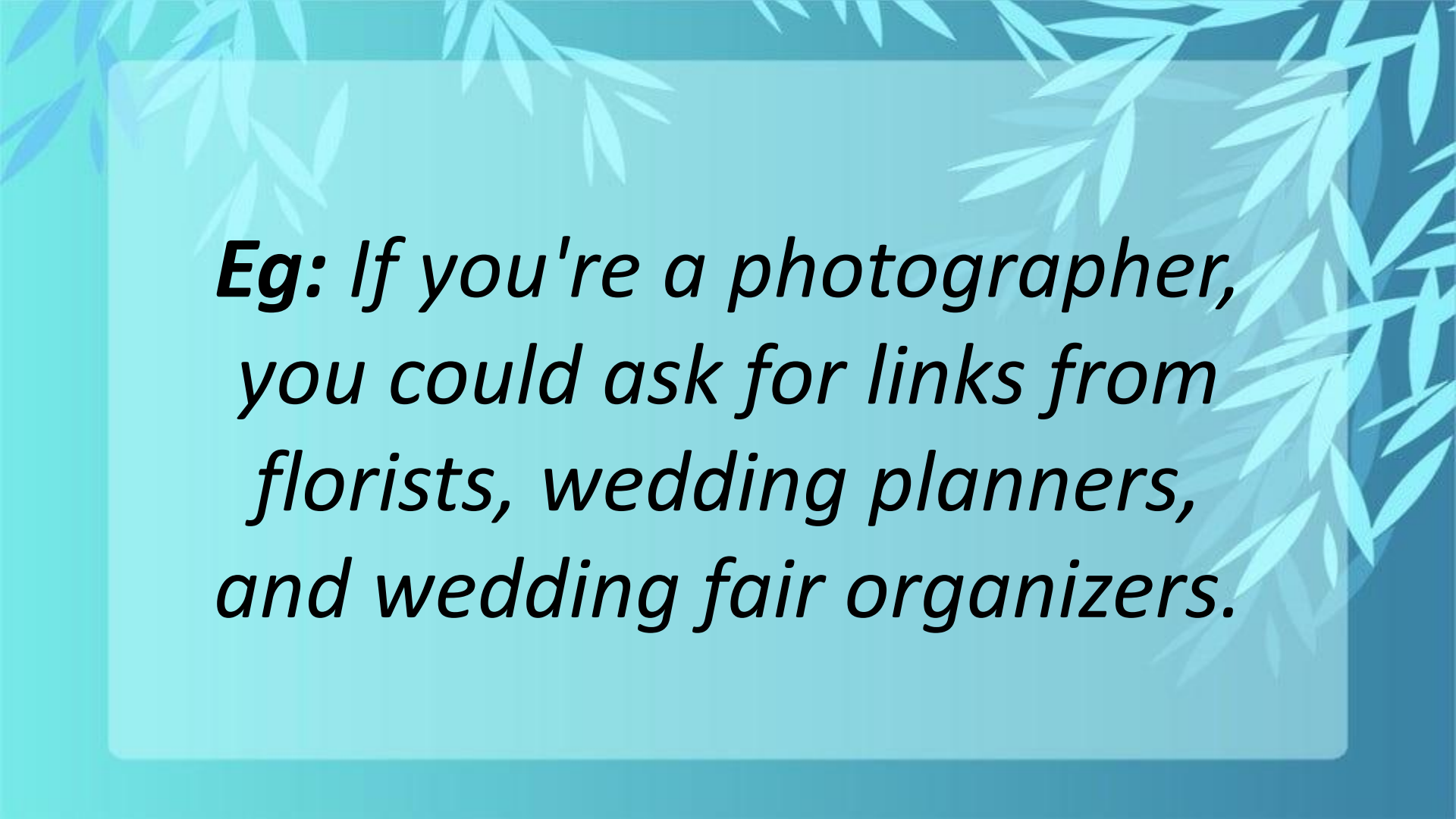


Links from **Influential**
blogs or social media.



LOCAL LINK



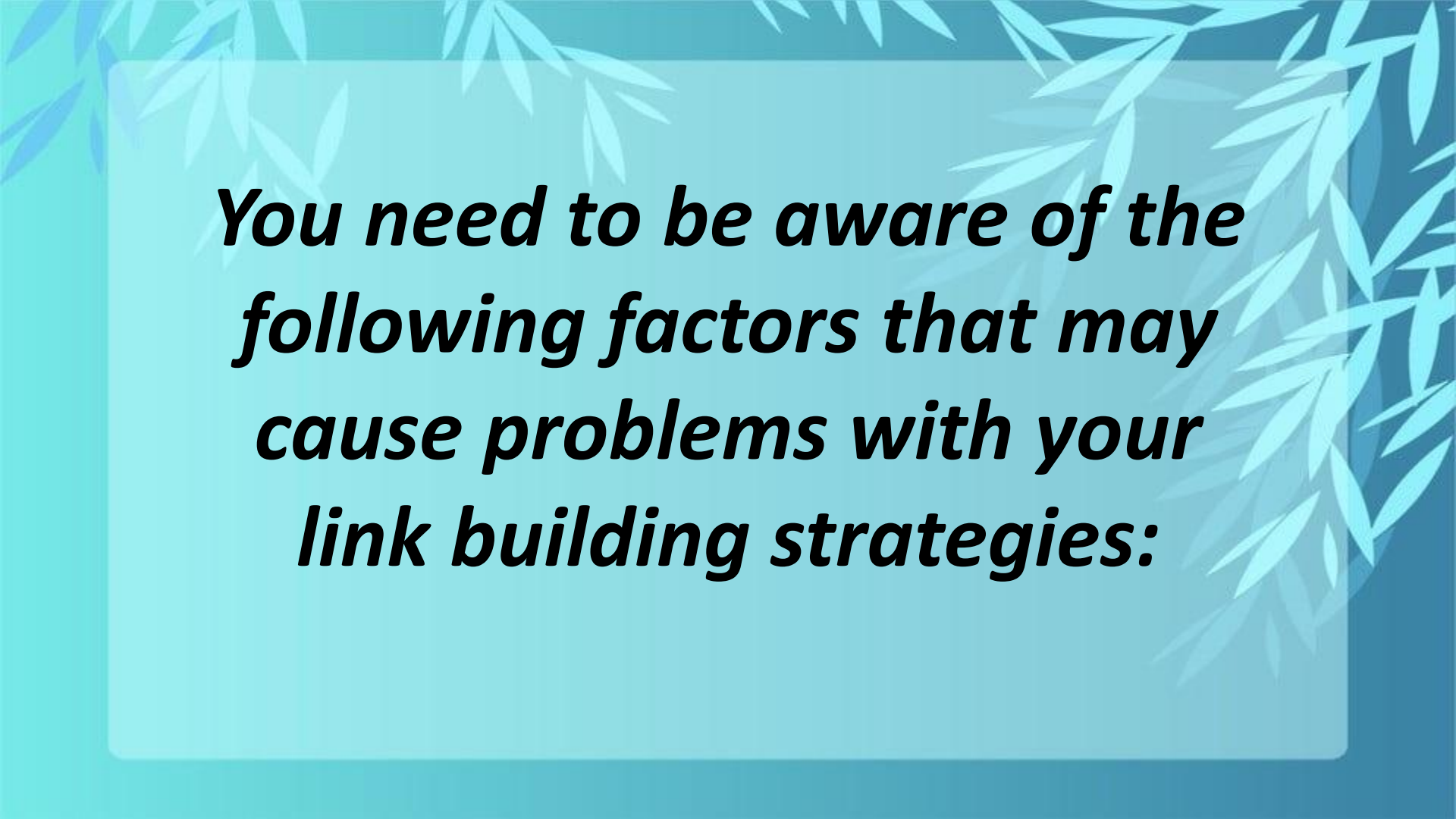


Eg: If you're a photographer, you could ask for links from florists, wedding planners, and wedding fair organizers.

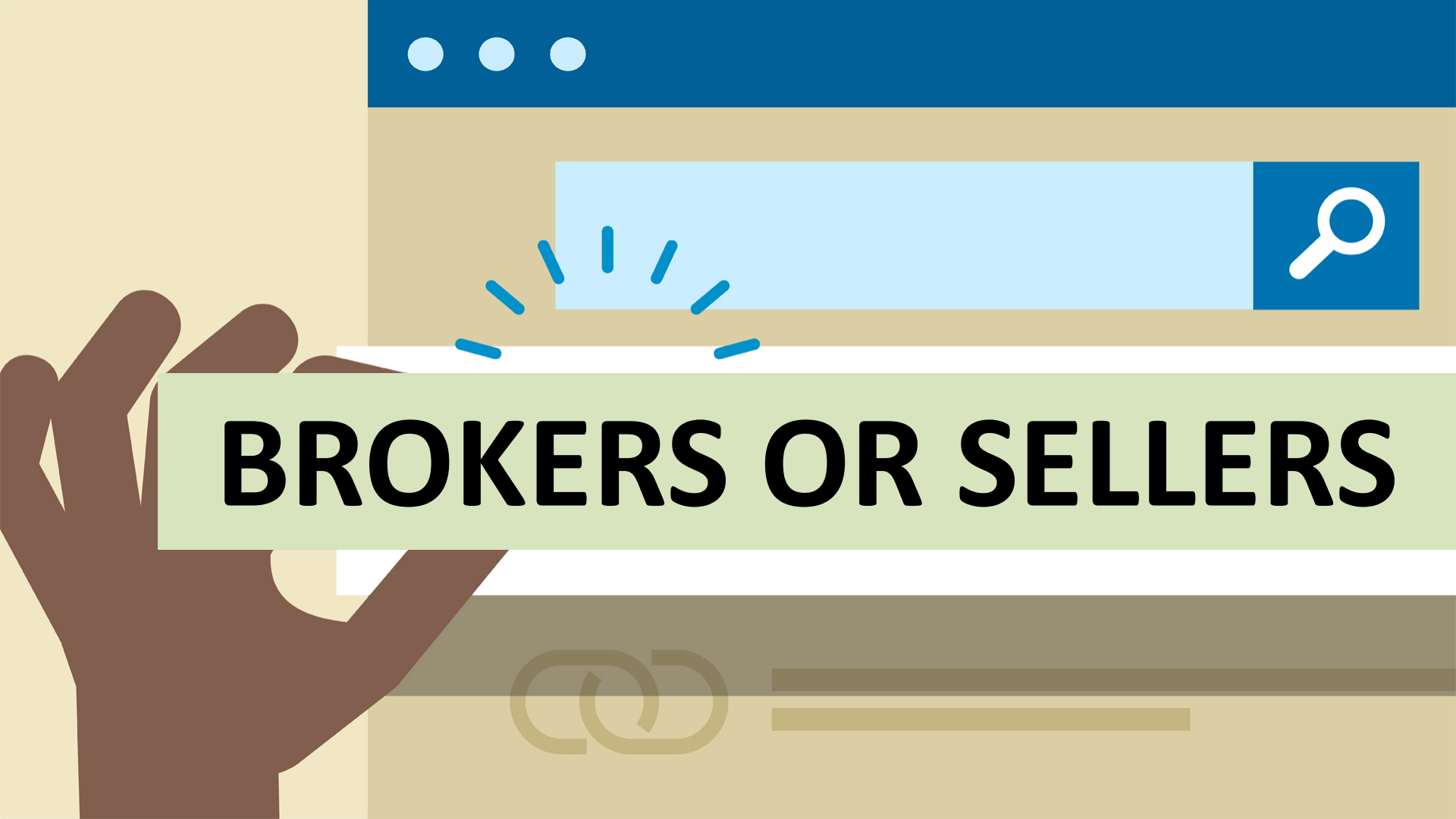
An illustration featuring a brown hand on the left side holding a light green rectangular sign. The sign contains the text "Link from Authoritative websites" in a bold, black, sans-serif font. The background is a stylized representation of a web browser window with a blue header bar containing three white circles, a light blue search bar with a magnifying glass icon, and a tan main content area. A faint, stylized link icon is visible in the lower part of the background.

**Link from Authoritative
websites**

A link from an authoritative website is the golden nugget of off-page SEO, so find out who is authoritative within your industry and chase that link for all it's worth!



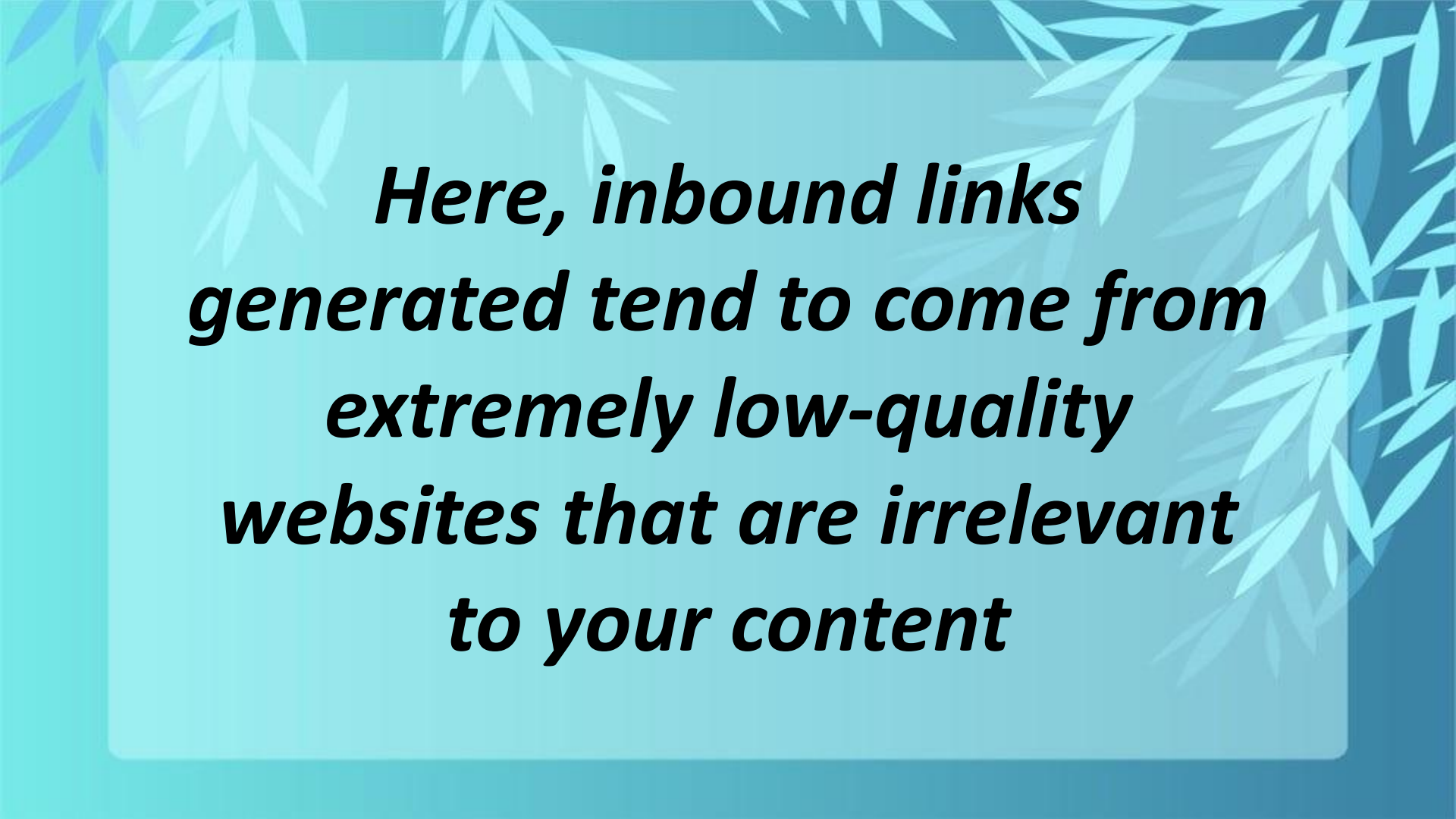
You need to be aware of the following factors that may cause problems with your link building strategies:

An illustration of a hand holding a sign in front of a computer screen. The screen shows a search bar with a magnifying glass icon and a search button. The sign is green and contains the text "BROKERS OR SELLERS".

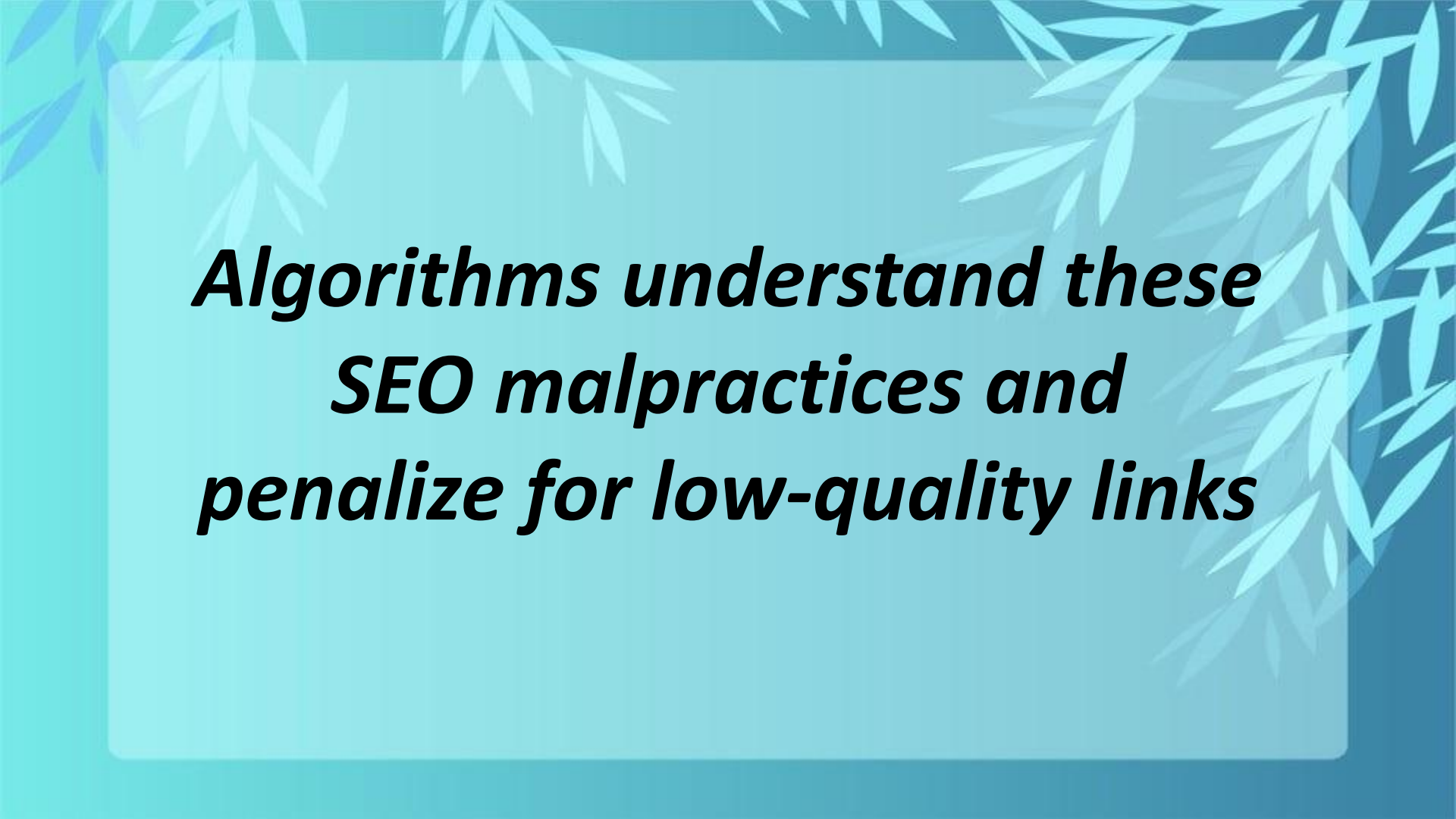
BROKERS OR SELLERS



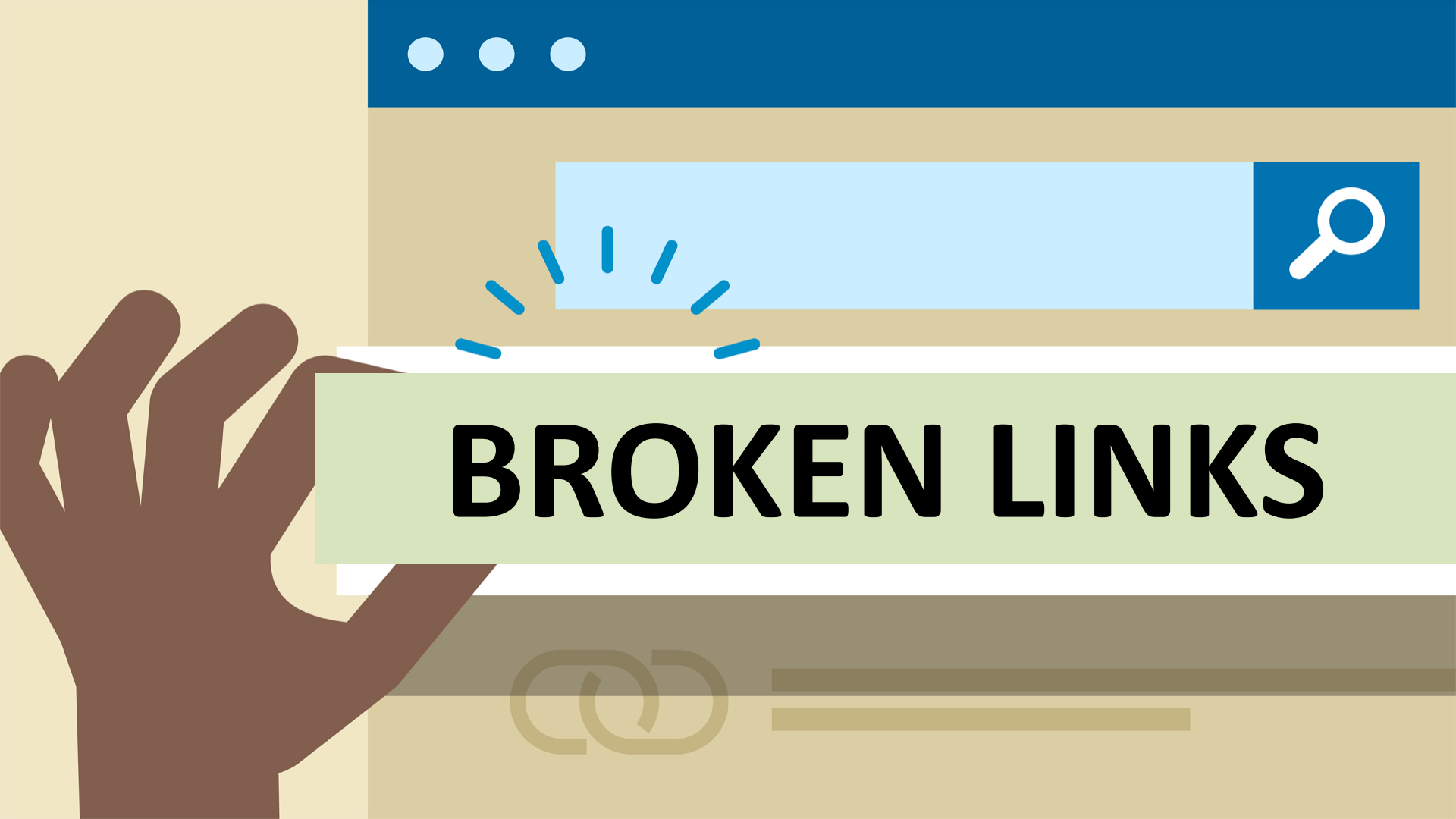
***Be careful when you link-
building with brokers or
sellers. Approach these
companies with strong
caution!***




***Here, inbound links
generated tend to come from
extremely low-quality
websites that are irrelevant
to your content***



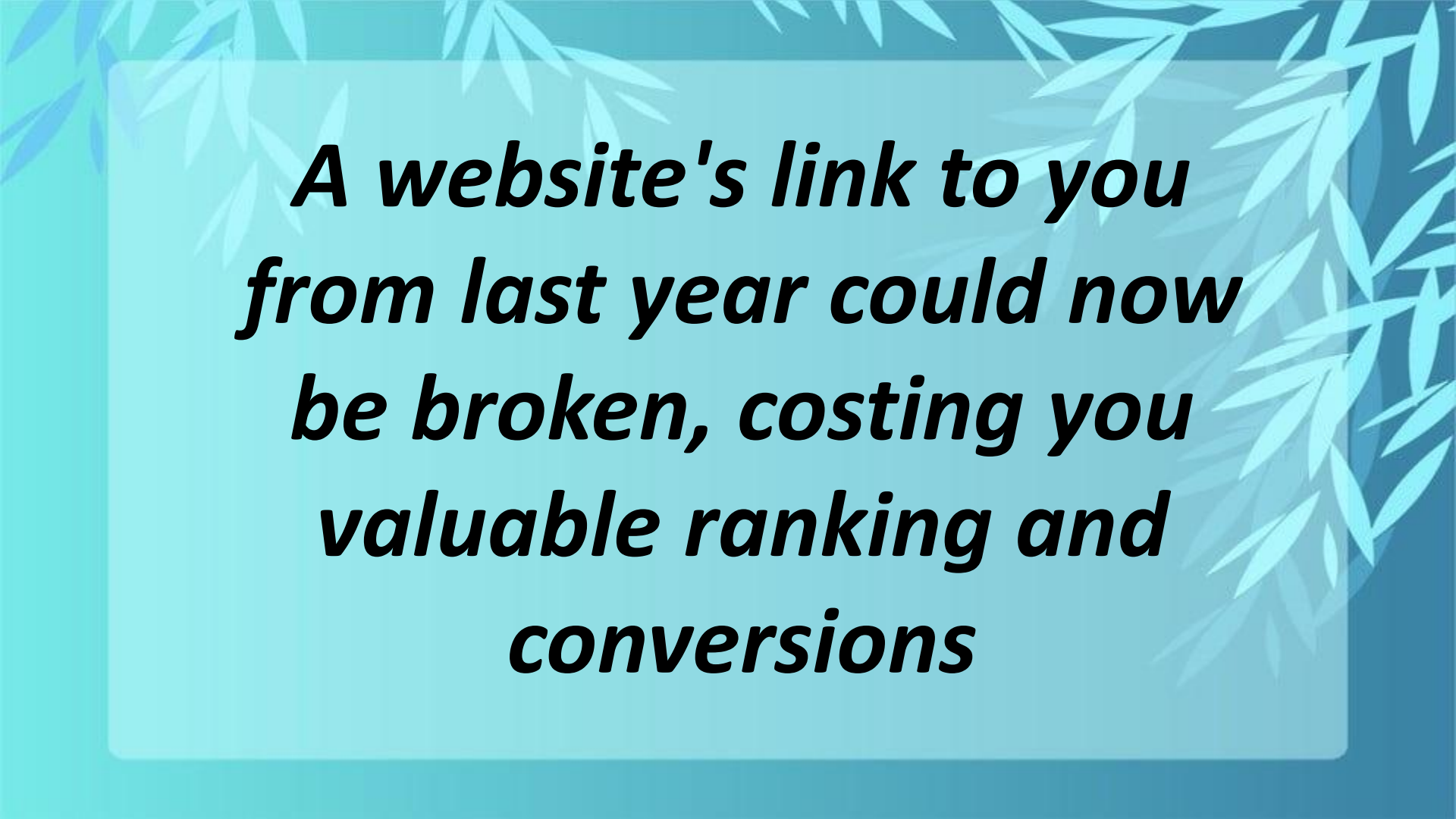
***Algorithms understand these
SEO malpractices and
penalize for low-quality links***



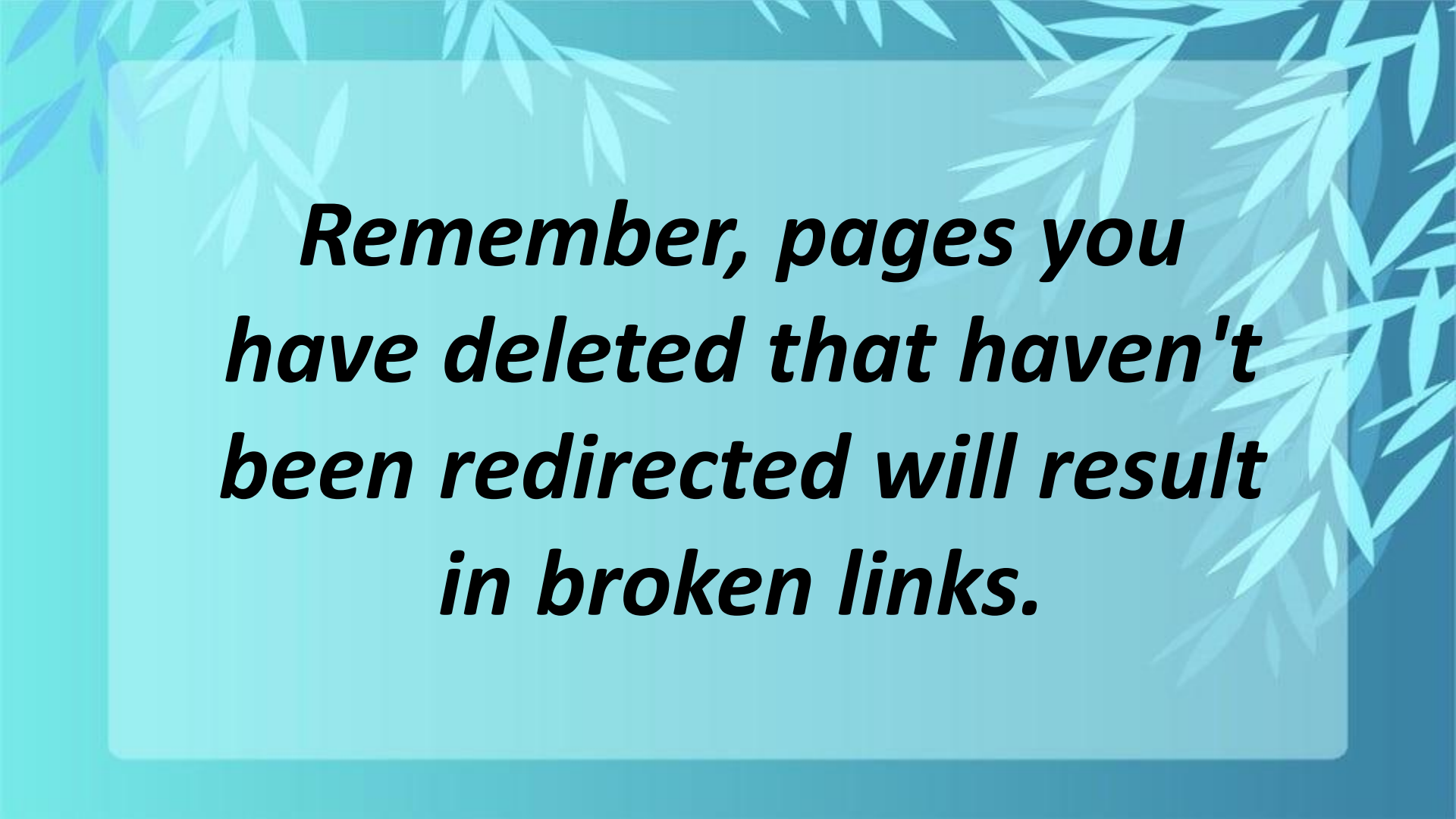
BROKEN LINKS



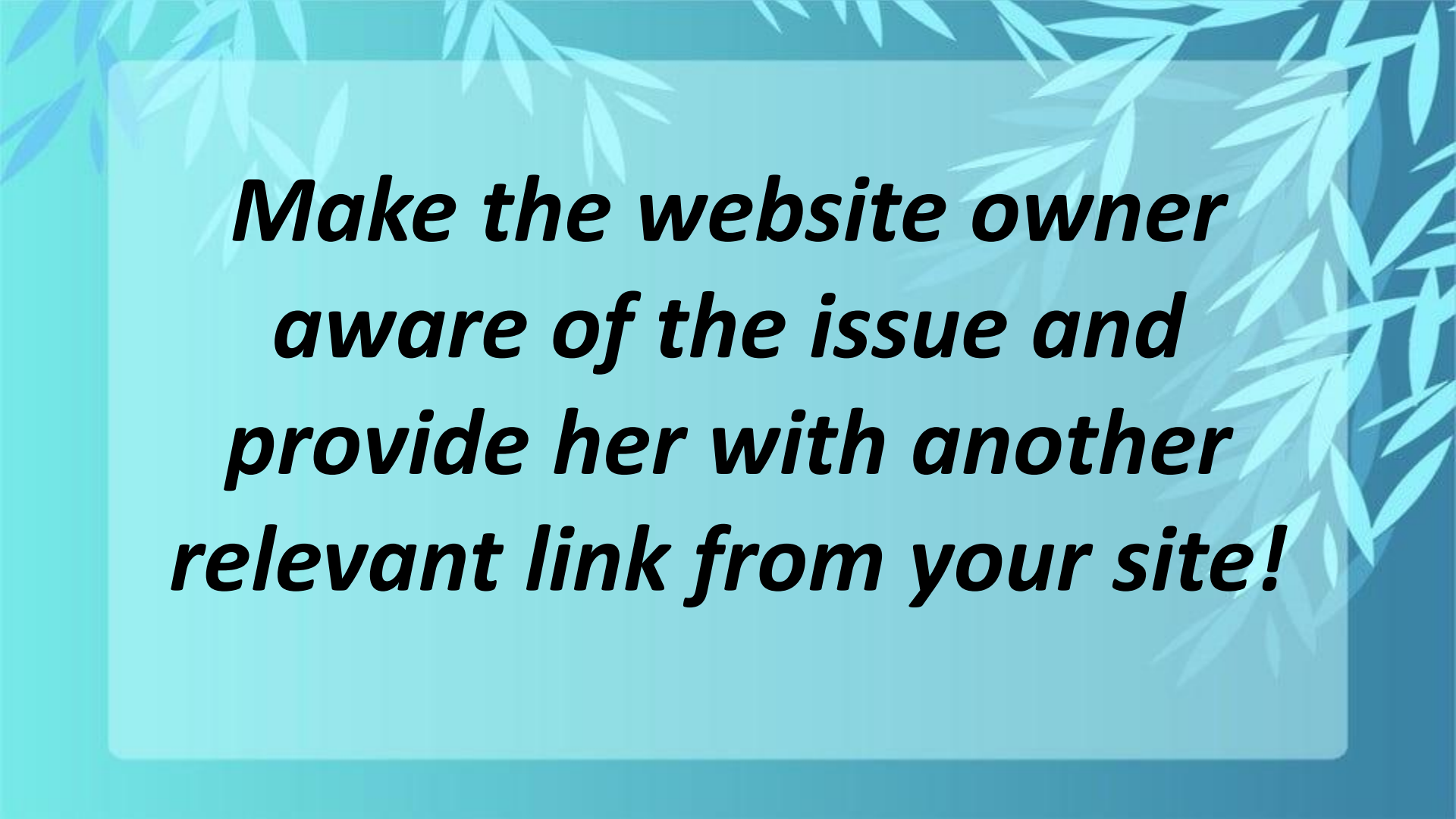
***Always check for and
replace broken inbound
links***



***A website's link to you
from last year could now
be broken, costing you
valuable ranking and
conversions***



***Remember, pages you
have deleted that haven't
been redirected will result
in broken links.***



***Make the website owner
aware of the issue and
provide her with another
relevant link from your site!***

An illustration featuring a brown hand on the left side, holding a light green rectangular sign. The sign contains the text "DAMAGING LINKS" in bold, black, uppercase letters. In the background, there is a stylized representation of a web browser window. The window has a dark blue header with three white circles on the left. Below the header is a light blue search bar with a white magnifying glass icon on the right. Several blue dashed lines radiate from the search bar, suggesting a search or alert. At the bottom of the browser window, there is a faint, light brown icon of two interlocking links and a horizontal line.

DAMAGING LINKS



***Not all links are good, and
those that aren't can affect
your ranking***

Websites that are considered spammy by search engines will consider inbound links from these sites as unnatural and could penalize you as a result.



CONTENT MARKETING

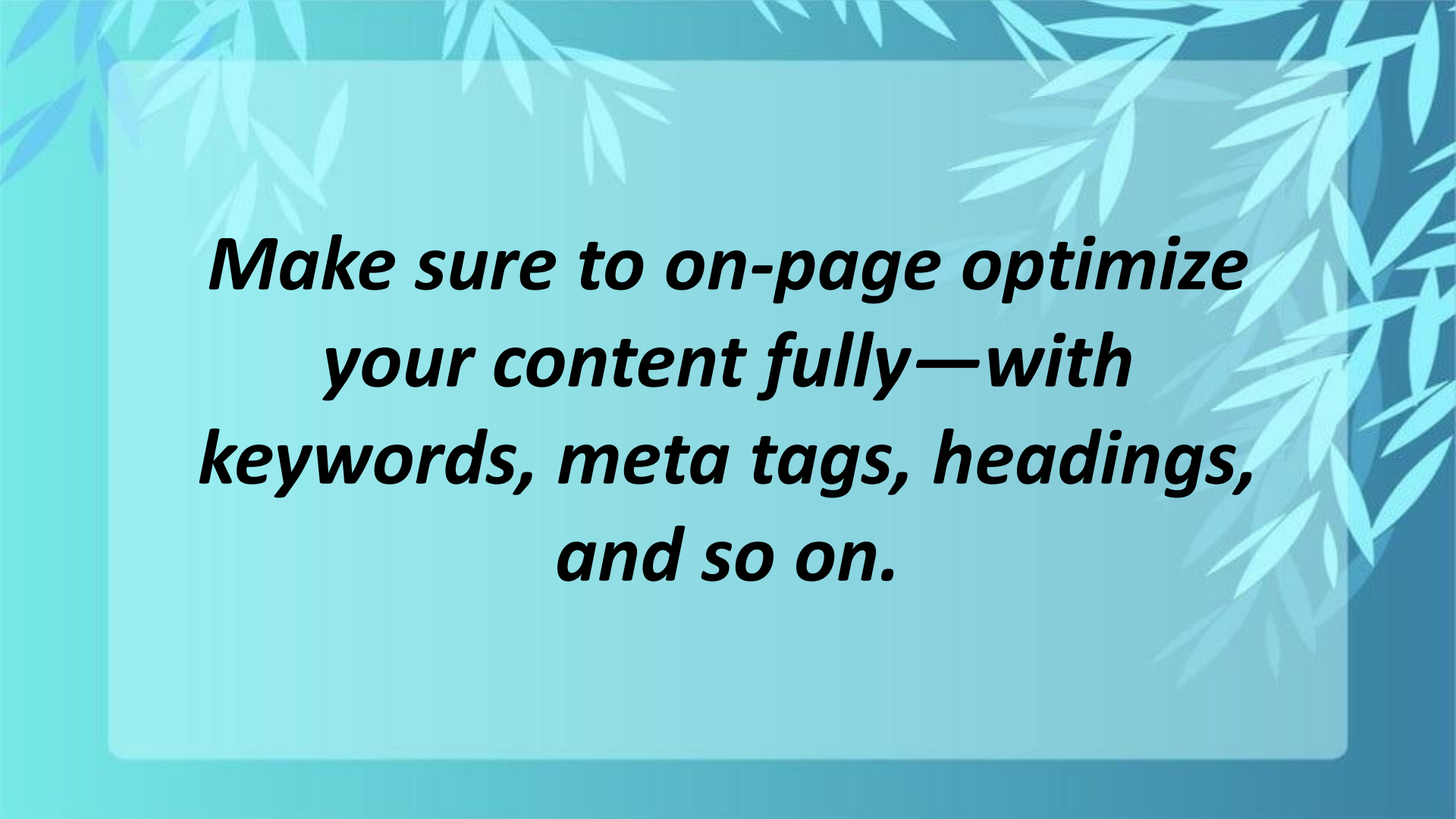
The next phase of your link building strategy is content marketing.

This involves creating and sharing valuable, informative, and entertaining content with the aim of attracting customers onto your site—in order to drive sales and conversions.

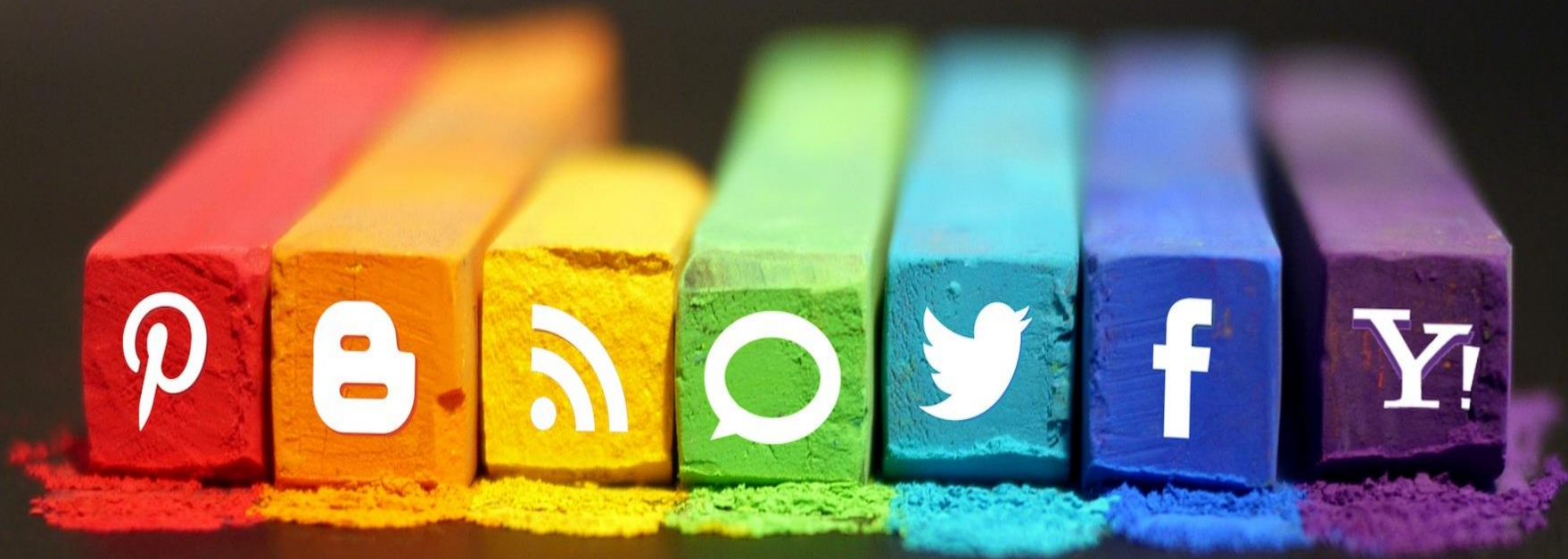
**It's more about showing
customers that you have an
expertise and passion for what
you do than trying to sell to
them.**

Articles, case studies, white papers, infographics, and videos are among the popular media used—so start thinking about how you can inform, educate and solve problems for your customers

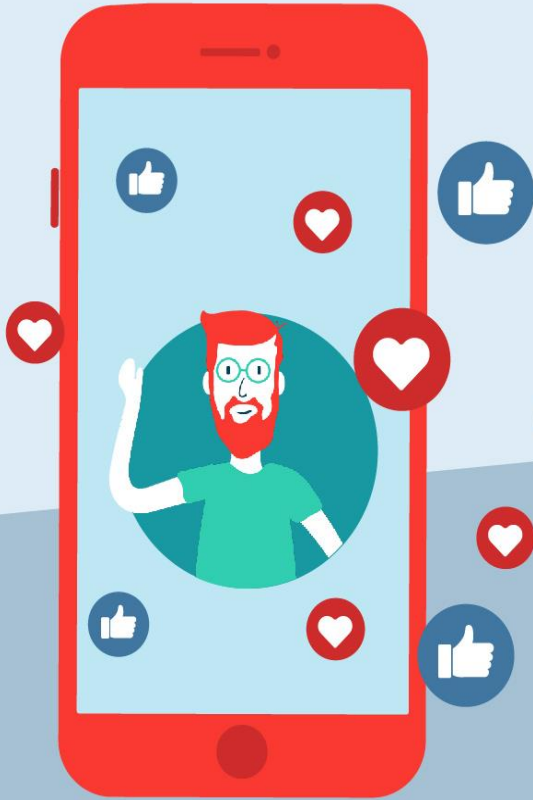
Aim to be an expert in your niche, so that people will immediately think of your site and link to it when that topic arises.



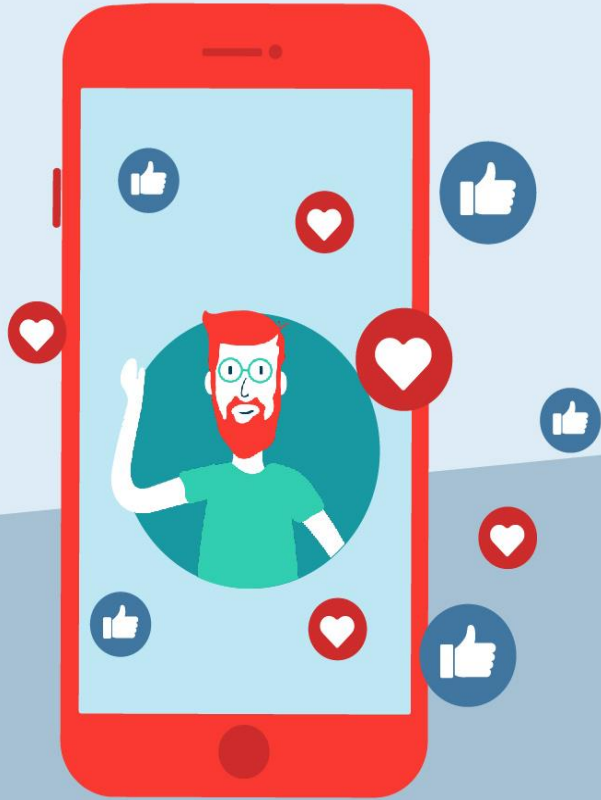
***Make sure to on-page optimize
your content fully—with
keywords, meta tags, headings,
and so on.***



SOCIAL SHARING

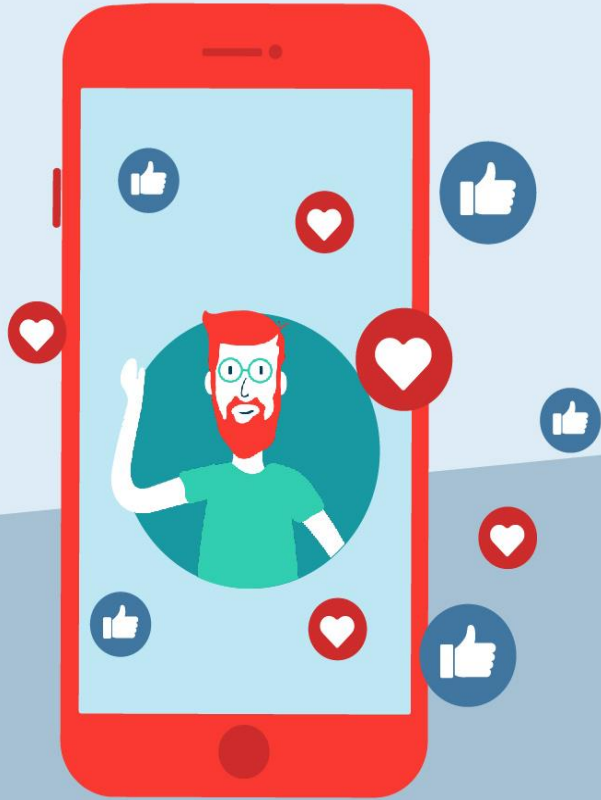


The fourth element of off-page optimization involves getting people to share your content across their social media networks—in other words, social sharing.



**You probably will
have already seen
social-sharing
buttons while
surfing the web.**





These are the small icons on social media platforms that allow users to easily share content from their own social media accounts.

EXAMPLE OF SOCIAL SHARING

HOW TO INCREASE WEBSITE TRAFFIC

15 March 2020



Related articles



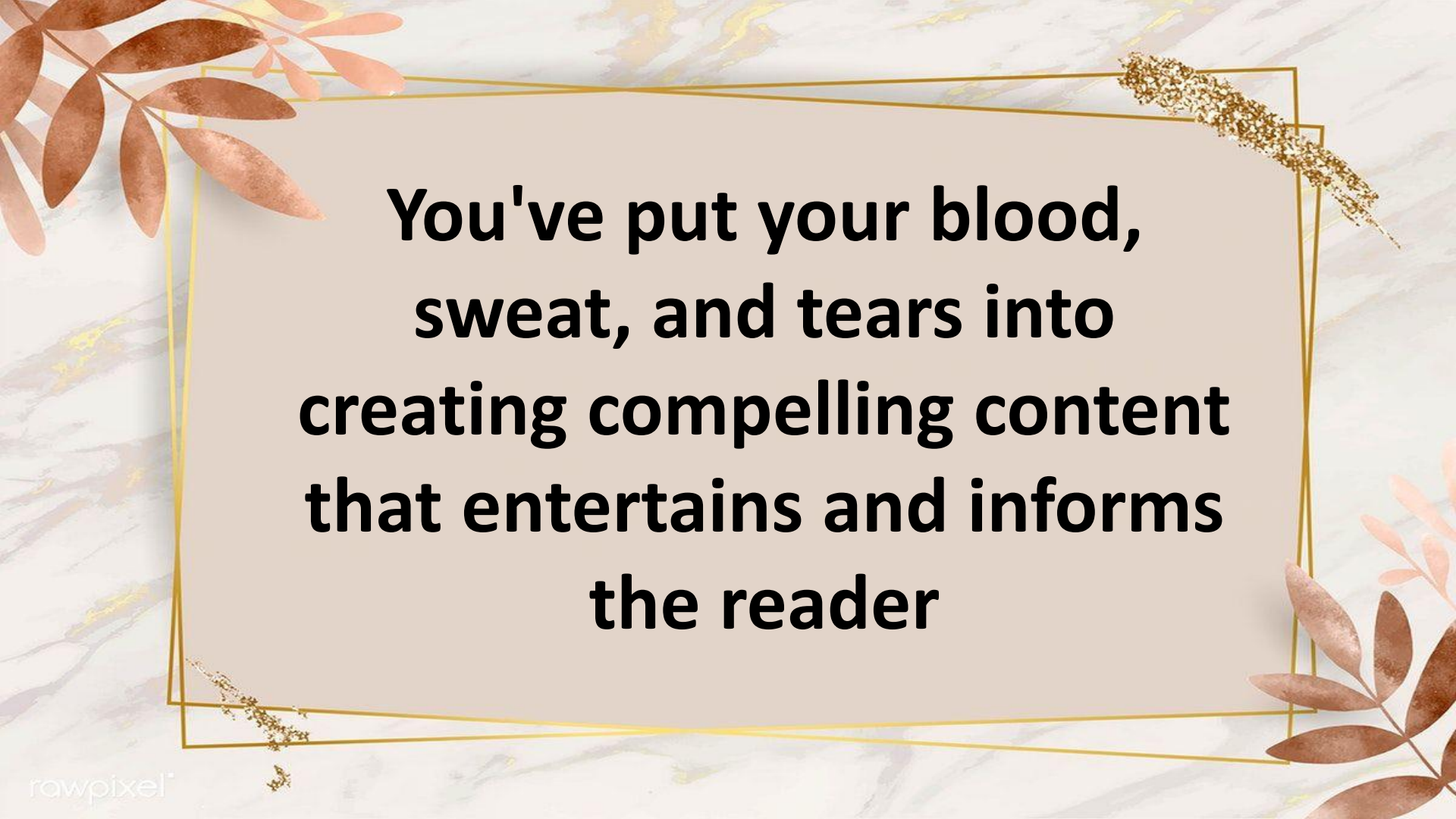
HOW TO CHOOSE A WEB DESIGNER? THINGS TO KNOW



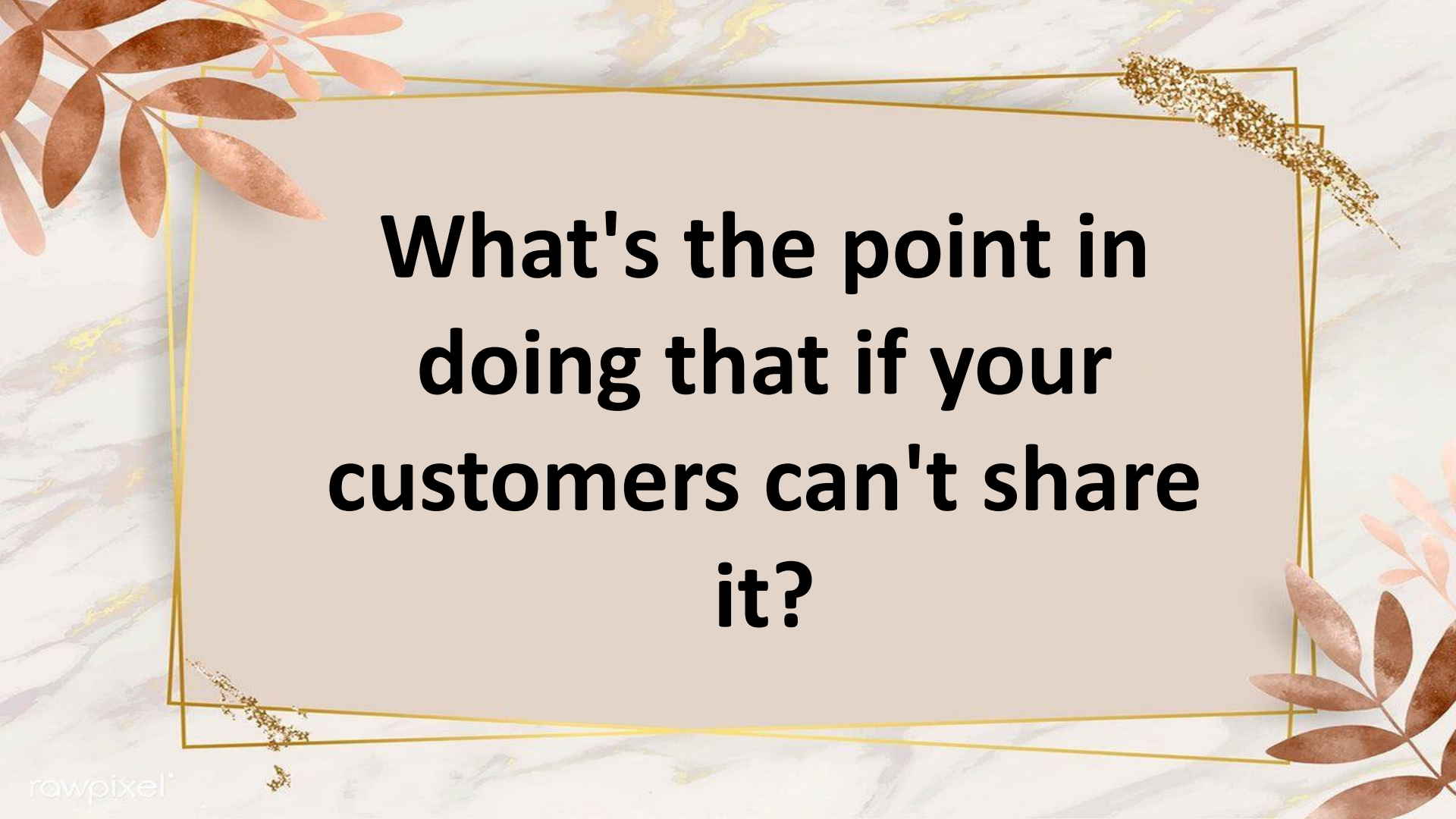
BLOGS BRING MORE TRAFFIC HOW?




10 SECRETS TO IMPROVING YOUR WEBSITES CONVERSION RATIO



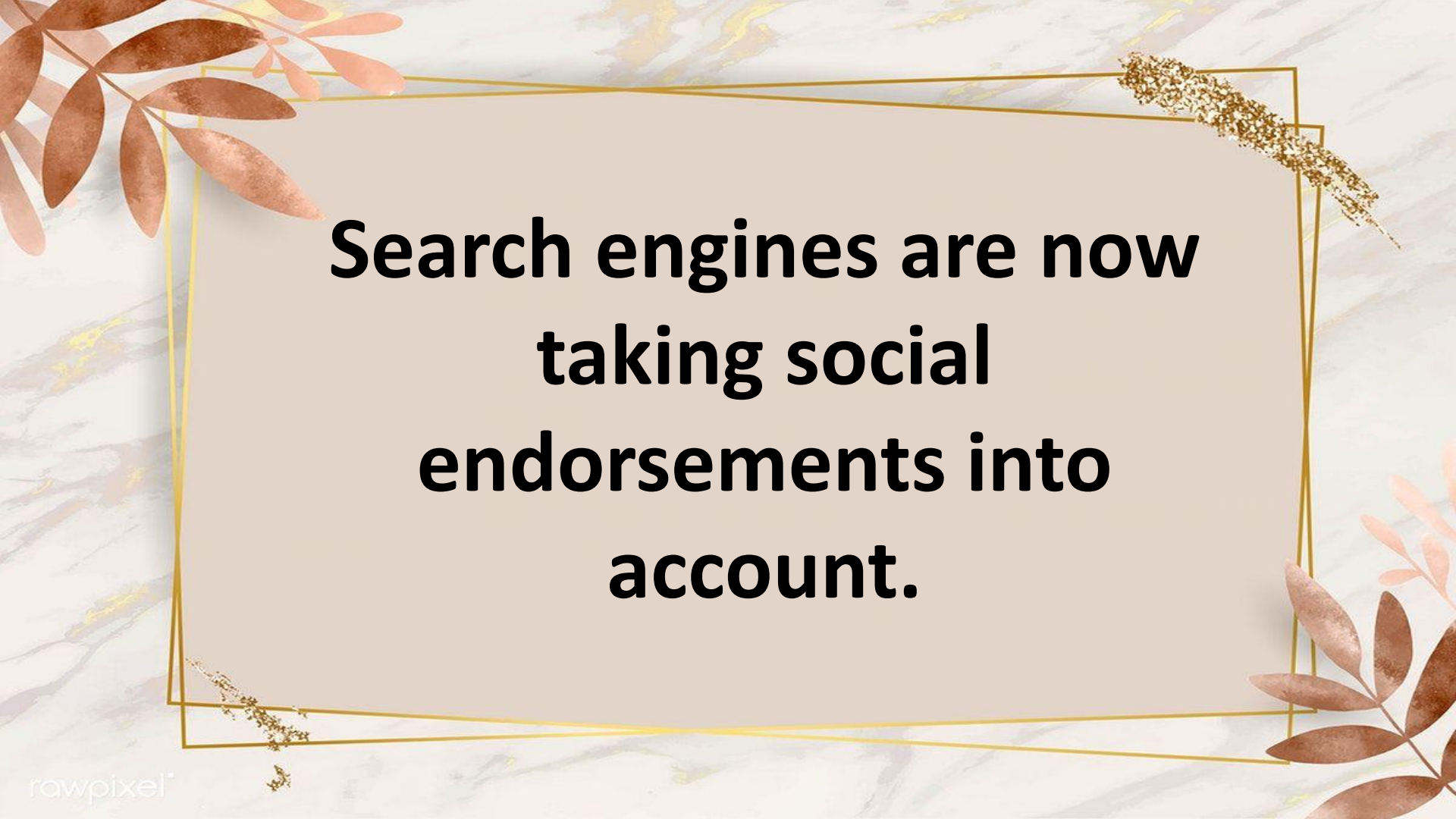
**You've put your blood,
sweat, and tears into
creating compelling content
that entertains and informs
the reader**



**What's the point in
doing that if your
customers can't share
it?**



Conveniently placed Twitter, Facebook, and LinkedIn share buttons should be positioned throughout your site to allow customers to share your content quickly and easily across their networks.



**Search engines are now
taking social
endorsements into
account.**

**As with
inbound
links, the
more shares
you get, the
better!**



Thank
you

