

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 17!** Over the last few days, we've been talking about SEO, and today we're going to wrap it up and talk about the "other" part of a SEO. Off page SEO...

Just as a reminder, of what off page SEO, here is what I told you yesterday...

Off-page SEO refers to all the activities you can do outside of your website to improve your site's visibility and ranking on search engine results pages (*SERPs*). It mainly involves building the site's trustworthiness and authority through backlinks from other reputable websites, but also includes other methods like social media marketing and brand mentions.

Yesterday I gave you a step-by-step guide to implementing on-page SEO, so today I'm going to give you one for off-page SEO.

Let's get started...

Step 1: You need to make sure you have a site that is filled with content that you have already done all of your on-page SEO for. None of the rest of the steps matter until you've gotten that first part done and done correctly.

Step 2: Start building backlinks to your individual pages on your website. Identify high-quality websites in your niche. These are websites that have a good reputation with search engines and are relevant to your target audience. Then reach out to the owners of these websites and ask them to link to your website. This is a very involved tactic and there are many ways to do it like...

⇒ Guest blogging which is the process of writing and publishing high-quality content on another website in exchange for a backlink to your own website.

- ⇒ Creating infographics or offering them to other websites in exchange for a link.
- ⇒ Get featured in industry publications... If you are featured in an industry publication, be sure to ask them to link back to your website.
- ⇒ Be interviewed by other websites... If you are interviewed by another website, be sure to ask them to link back to your website in the article.
- ⇒ Collaborate with other businesses... If you collaborate with another business on a project, be sure to link back to each other's websites in your respective content.

Step 3: Submit to online directories! Yes, they still work, but you need to submit your website to relevant directories. Be selective about which directories you submit to, as some directories are not very reputable.

Step 4: Promote your content on social media and other online channels. This will help to increase the visibility of your content and attract more backlinks. Plus, it gives more *"signals"* to the search engines on the importance of your content.

Step 5: Comment on related blogs. You can do this by commenting on industry-related blogs and prioritize those with high authority. Make sure that you read the post thoroughly and make your comments insightful and valuable. Also, be genuine and use your real name, avoid spammy practices, and link naturally. Make good useful comments that actually add to the blog post. Not just a *"great post"* comment.

Step 6: Use Question & Answer platforms... You can engage on platforms like Quora and Answer the Public. By providing thorough answers on these places, you can link back to your content when relevant.

Step 7: Use the power of press releases... If you have noteworthy company news, distribute a press release because it can lead to coverage from news outlets and links back to your website or pages of your website.

Step 8: Monitor your backlink profile and the strategies you use to get them and make adjustments as needed. You can use a backlink checker tool to track your

backlinks and see where they are coming from. And then never stop your tactics for getting backlinks to the pages of your website.

Again... That's a lot, right? When you put the things you need to do for on-page SEO and off-page SEO together it can be pretty overwhelming, but even as much as I dislike SEO, it can be a **VERY** powerful traffic tactic. It all starts with deep diving into a lot of what we've talked about, creating your own strategy, gathering the tools you need, outsourcing what you need to, and working at it day after day!

Okay... That's a wrap for Day 17! And that's also a wrap for our talk on SEO. Tomorrow we're going to totally switch gears again and start talking about paid advertising! 🎉 See you tomorrow!

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz