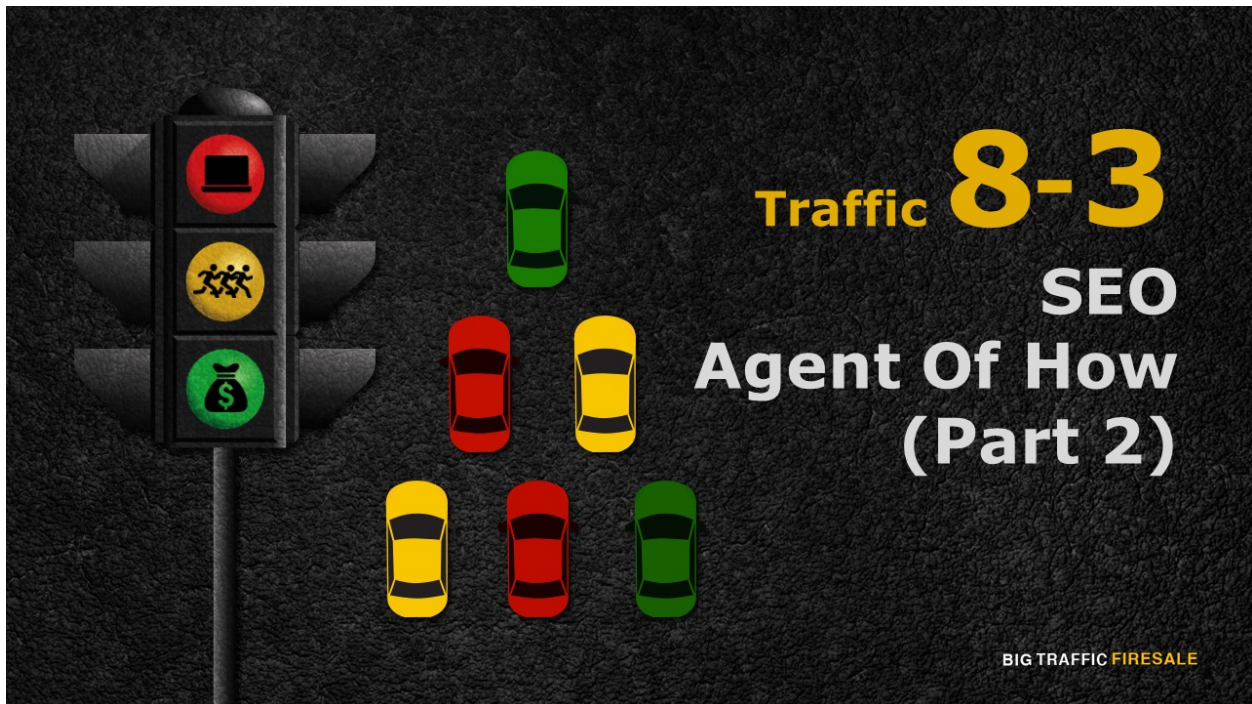
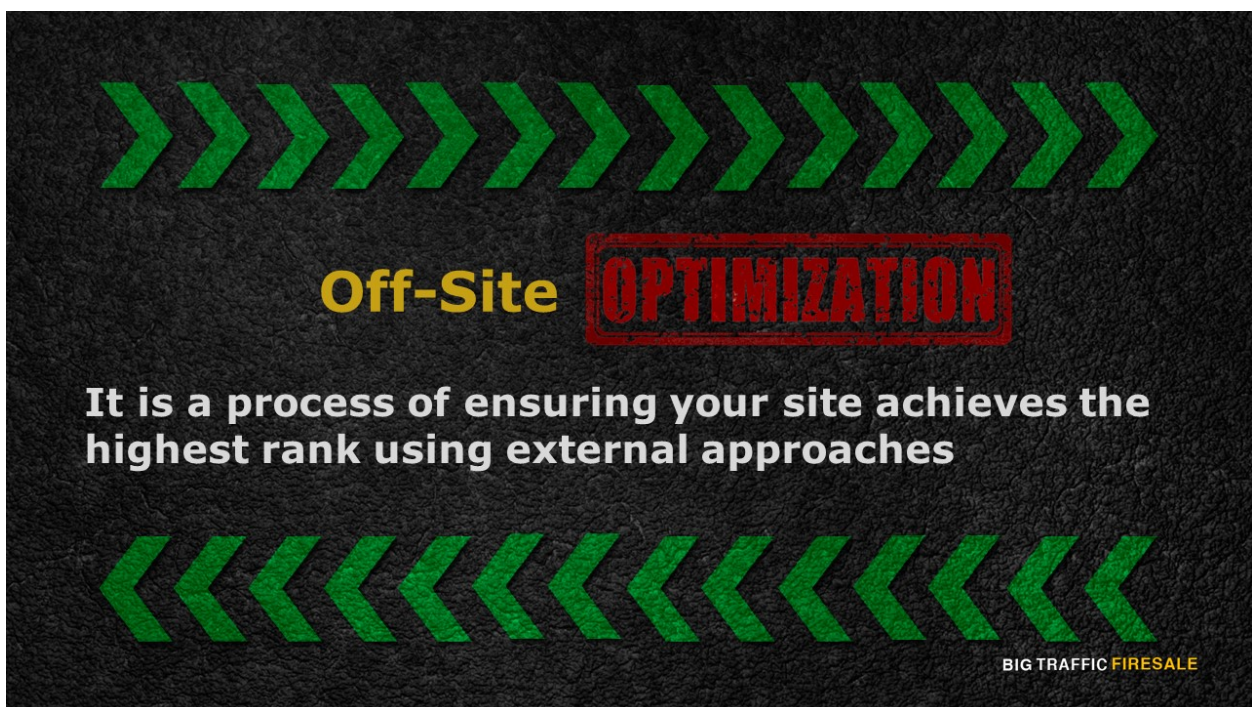


8-3 - SEO Agents Of How's (Part 2)



S1: The next agent of SEO, the Off-Site Optimization.



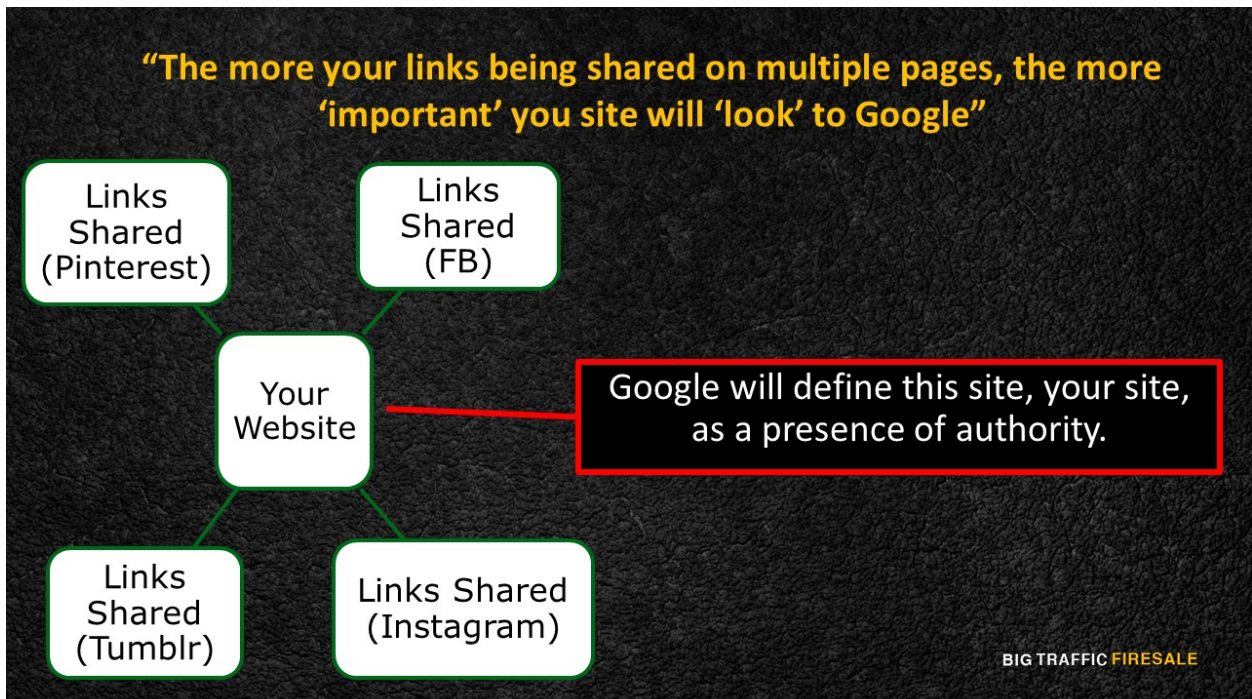
S2: Off-Site Optimization is a process of ensuring your site achieves the highest rank using external approaches. Simply put, it is not optimized within your site. You will need other sites, multiple platforms to 'steer' Google into your main site.

The Key To Google's Attention

- ▶ The 'most important' site, as ranked by Google, will be 'announced' as the highest-ranking site in a search result – mostly as the top 3 of your search result
- ▶ The **key to Google's 'attention' is through links – the links to your site**

BIG TRAFFIC FIRESALE

S3: By now, the 'most important' site, as ranked by Google, will be 'announced' as the highest-ranking site in a search result. You will see this site mostly in the very top 3 of your search result on the first page list. To be one of those sites, explore how Google evaluates the importance of a website. The key to Google's 'attention' is through links.



S4: You see, the more your links are being shared on multiple pages, the more

'important' you site will 'look' to Google. Take a look at this image. Your site is at the center and you have multiple sites, sharing or linking your site, in their site. Google will define this site, your site, as a presence of authority.

The formula sounds simple, doesn't it?

Off-Site Optimization Formula

- ▶ "How many other sites are actually linking your site?" or, "do you have ample content that is reliable for users to consider linking it?"
- ▶ Most times, the perception of a site's authority is regulated by the number of sites that are linking to it
- ▶ When your link appears on a bigger platform and recognized blogs, it will 'steer' your site to rank higher in Google's list

BIG TRAFFIC FIRESALE

S5: Not quite, because your real challenge would be, "how many other sites are actually linking your site?" or, "do you have ample reliable content for users to consider linking it?".

Most times, the perception of a site's authority is regulated by the number of sites that are linking to it. When your link appears on a bigger platform and recognized blogs, it will 'steer' your site to rank higher in Google's list.

Off-Site Optimize Your Post Using Social Network Platform

- ▶ Previously you have a post regarding, “The Art Of Publishing Your Book” and it is not generating your expected views using On-Site Optimization
- ▶ Most online businesses resolve this problem by **creating multiple social network account– Facebook, Instagram, Pinterest, Tumblr or even Snapchat.**



BIG TRAFFIC FIRESALE

S6: For example, previously you have a post regarding, “The Art Of Publishing Your Book”. It is generating views using On-Site Optimization, however, your traffic is not meeting your expectations. So, you wanted to use the Off-Site Optimization agent by linking your main site to other platforms.

Most online businesses resolve this problem by creating multiple social network account. These social network giants such as Facebook, Instagram, Pinterest, Tumblr or even Snapchat are sometimes more efficient in driving traffic than your sole website.

Off-Site Optimization Is The Key

Online users around the globe have at least **2** out of the previously mentioned social network account

You are generating views by linking your main site to these platforms by allowing your links to be shared to users of these platform

You either create a page, a group or a profile dedicated solely to your business and start building it up, using content from your website

Your traffic will rise and slowly, your site will be presenting an authoritative figure to Google

BIG TRAFFIC FIRESALE

S7: This is because online users around the globe have at least 2 out of the previously mentioned social network account. You either create a page, a group or a profile dedicated solely to your business and start building it up, using content from your website.

This way, you are generating views by linking your main site to these platforms. Doing so, allows your links to be shared to users of these platforms. Your traffic will rise and slowly, your site will be presenting an authoritative figure to Google.