

Mastering Off-Page SEO for Long-Term Success: Strategies that Work

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What is a link?

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



hyperlink

/ˈhaɪpəlɪŋk/

COMPUTING

noun

a link from a hypertext document to another location, activated by clicking on a highlighted word or image.

verb

create a hyperlink between (documents or parts of a document).
"thumbnail images which are hyperlinked to a larger image"

[Feedback](#)

[See more](#) →

What is a Barbie?

Barbie :

Overview

Played by

TV shows

Comics





5:35

YouTube • Peekaboo Kidz

Invention of Barbie Dolls? | Every Little Girl Dream Toy ...

Barbie is a fashion doll created by American businesswoman Ruth Handler,...

11 Aug 2023



0:31

9 Jun 2015

 Wikipedia

<https://en.wikipedia.org/wiki/Barbie>

Barbie

Barbie is a fashion doll created by American businesswoman Ruth Handler, manufactured by American toy and entertainment company Mattel and introduced on March ...

[Barbie \(film\)](#) · [Barbie \(disambiguation\)](#) · [Skipper \(Barbie\)](#) · [Midge \(Barbie\)](#)



About

Barbie is a fashion doll created by American businesswoman Ruth Handler, manufactured by American toy and entertainment company Mattel and introduced on March 9, 1959. The toy was based on the German Bild Lilli doll which Handler had purchased while in Europe.

[Wikipedia](#)

Inventor(s): [Ruth Handler](#)

In reality, Barbie is



**In reality,
link is...**

a recommendation.

The stronger and more relevant the site linking back to you, the more authoritative and influential the recommendation becomes.

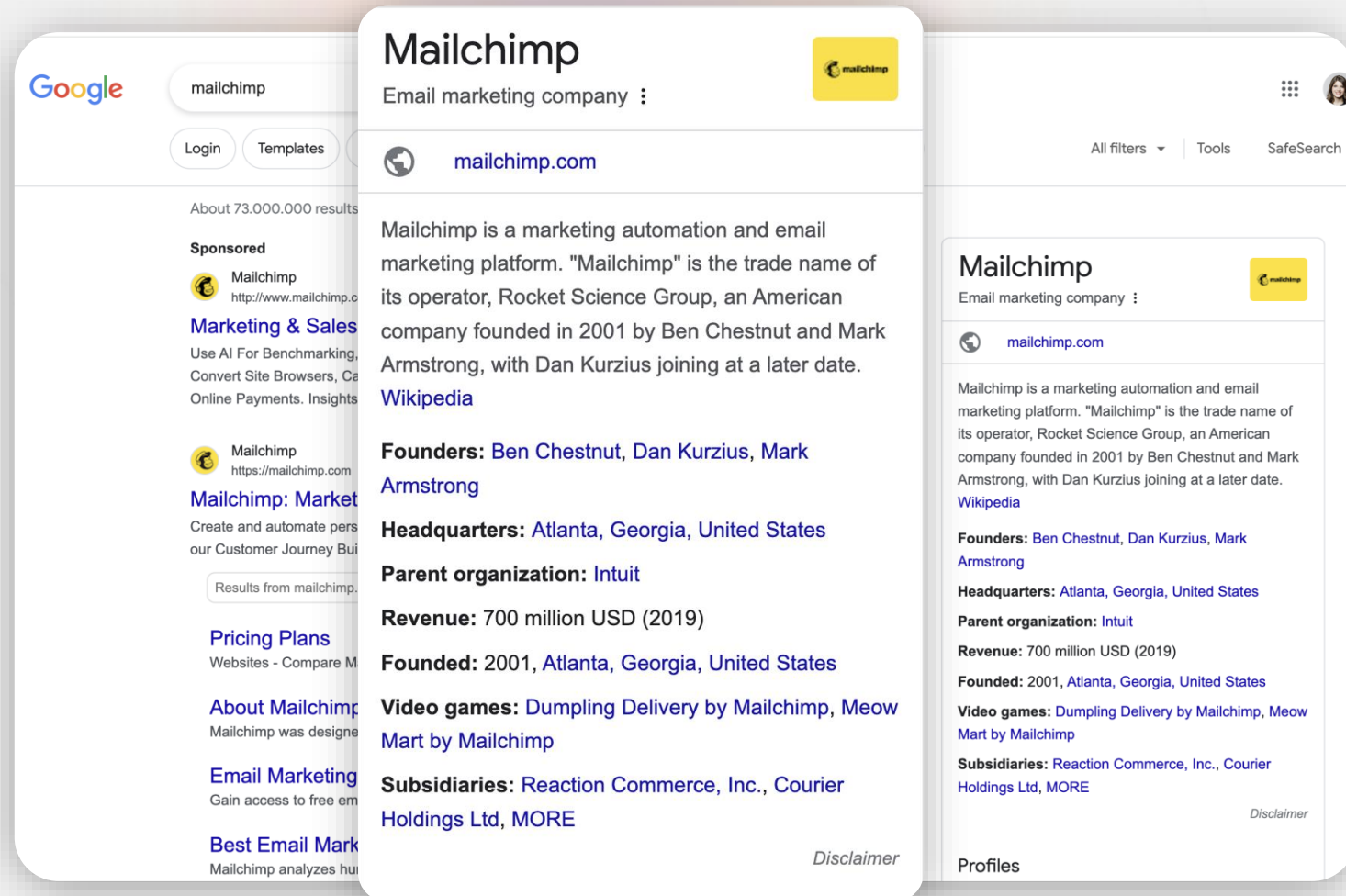
Links are still important

But not in the way we've been thinking of them for a long time.

3 Reasons

**Why Links are Not
Just an SEO Tool**

1. Links are the backbone of your brand entity



2. Links improve your brand awareness

Google search for "top email marketing tools".

Popular email marketing tools
From sources across the web

 Mailchimp	 Constant Contact	 ActiveCampaign
 MailerLite	 GetResponse	 HubSpot
 Moosend	 Brevo	 Omnisend

15 more

Feedback

Forbes
[https://www.forbes.com/advisor/business/best-ema...](https://www.forbes.com/advisor/business/best-email-marketing-software/)

10 Best Email Marketing Software Of 2024

3 days ago — The **Best Email Marketing Software** of 2024 ; Mailchimp: Best for all-in-one marketing ; Zoho Campaigns: Best for fully integrated business suite ...

[Mailchimp Review](#) · [MailerLite Review](#) · [ActiveCampaign Review](#)

3. Links Play a Big Role in Closing the Deals

The screenshot displays the G2 profile for Similarweb. The header includes a search bar, navigation links (Write Review, Software, Services, G2 for Business, Deals), and a 'Join or Sign In' button. The breadcrumb trail reads: Home > Account-Based Marketing Software > Competitive Intelligence Tools > Similarweb > Similarweb Reviews. The main content area features the Similarweb logo, a 4.5-star rating (987 reviews, 3 discussions), and options to 'Save to My Lists' and 'Claimed'. Below this are tabs for Product Information, Reviews, Pricing, and Features. The 'Top Rated Similarweb Alternatives' section lists six products with their respective logos, star ratings, and review counts.

Product	Rating	Reviews
Semrush	4.5 out of 5	1,956
SE Ranking	4.8 out of 5	1,284
Serpstat	4.6 out of 5	459
Ahrefs	4.5 out of 5	518
SpyFu	4.6 out of 5	502
data.ai	4.3 out of 5	94

See all Similarweb Alternatives

3 Core principles

**of having a sustainable off-page SEO
strategy for long-term success**

1.

Focusing on building only the right links

2.

Strategizing a healthy distribution of links across your site's pages

3.

Diversification of the types and sources of links that you can generate

**Me trying to detect
strange links in my
backlink profile**



Core principle 1:

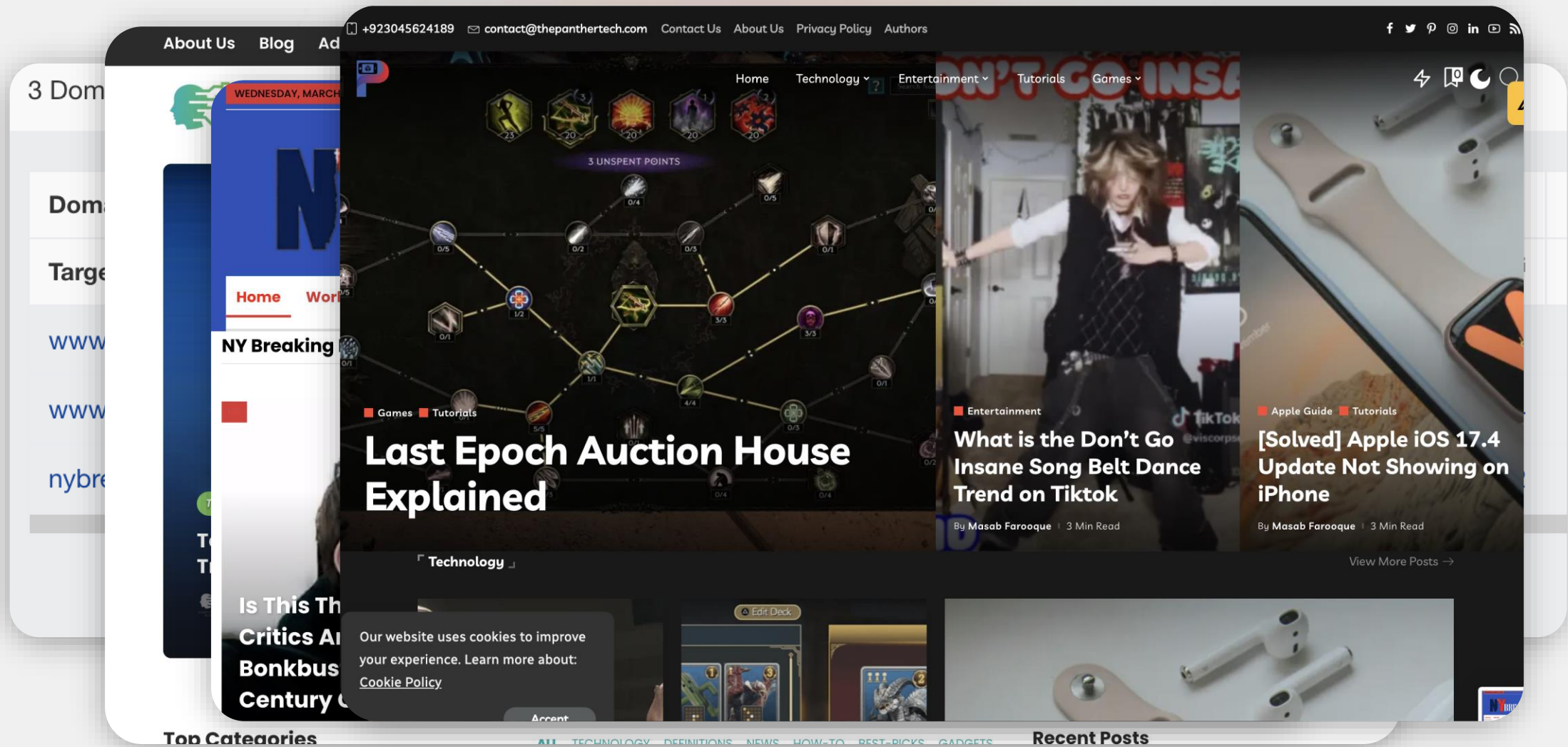
Focusing on Building the Right Links

- Links you won't regret in the next 12 months
- These links will help you improve your brand's entity
- Won't turn into the worst investment of your time and money

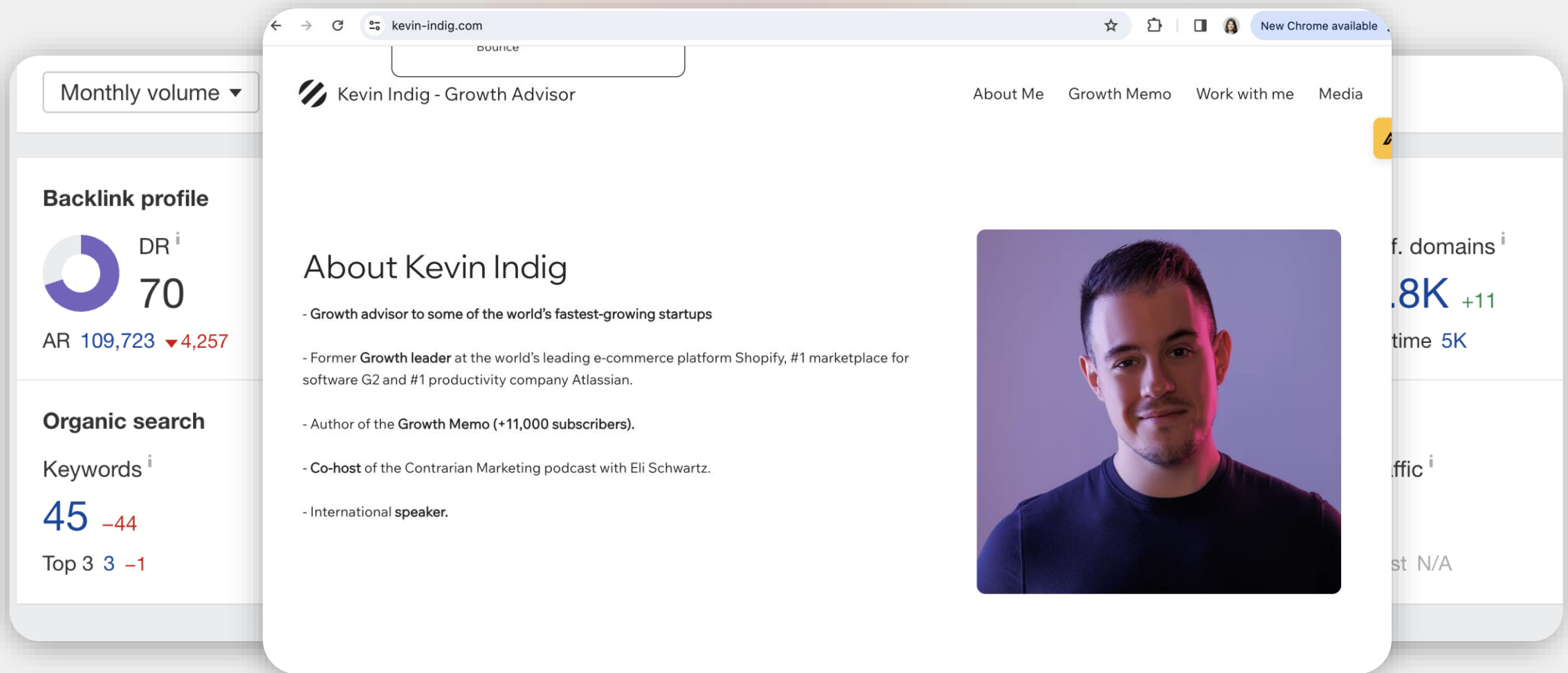
5 Easy to Follow Steps

**to Keep Your Link Acquisition Strategy
on the Right Track**

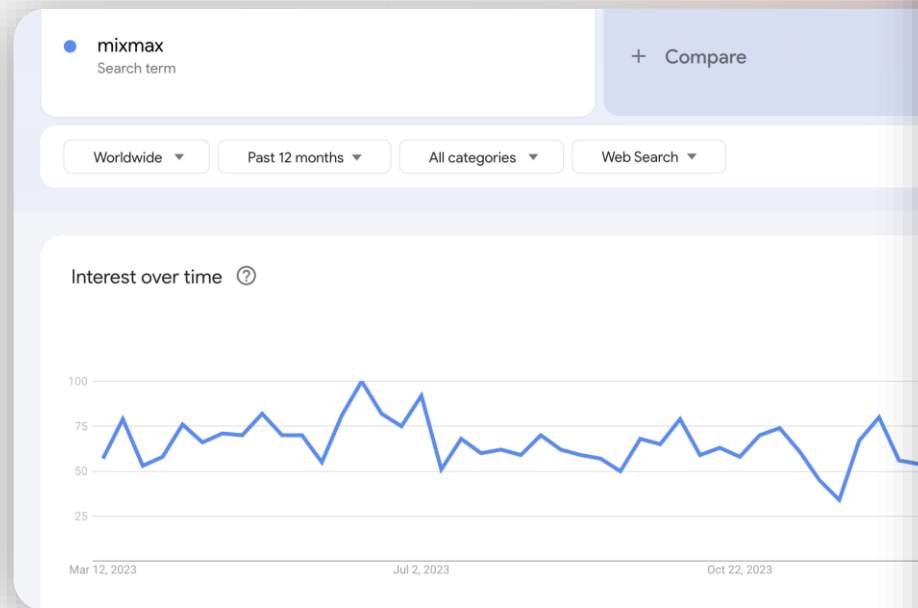
1. Never rely solely on SEO metrics



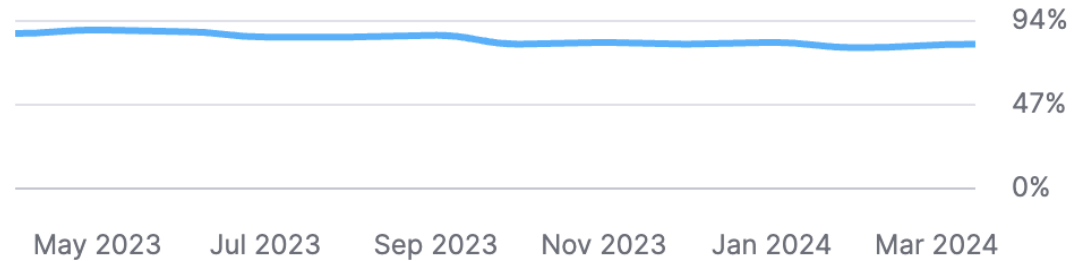
1. Never rely solely on SEO metrics



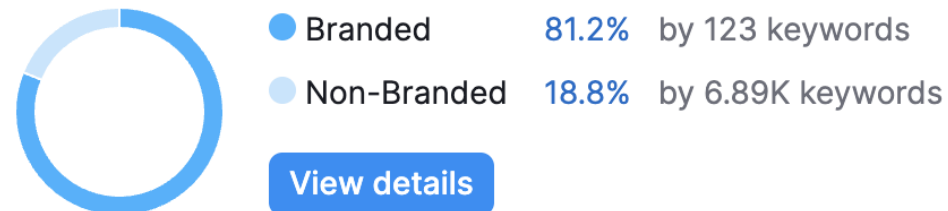
2. Get links strictly from other relevant brands



Branded Traffic Trend



Branded vs. Non-Branded Traffic



3. The best links are those that provide value to a reader

The image displays two overlapping browser window screenshots. The left window shows a SocialBee blog post titled "5. Record and Edit Your Podcast in the Simplest Way". The right window shows a Riverside blog post titled "10 Best Podcast Editing Software for Beginners & Pros (2024)".

Left Window (SocialBee):

- URL: socialbee.com/blog/podcasting-for-beginners/
- Navigation: Product, Pricing, Demo, Services, Resources
- Section: **5. Record and Edit Your Podcast in the Simplest Way**
- Text: "Recording and editing your podcast is the next part of the process. It is best to ensure that this part of the process is done as simply as possible. You don't want to have an overly complex system that makes it harder for you to edit the track later on."
- Text: "For example, having you and your guests in the same room or talking through a chat app, such as Zoom or Twitch, is really simple. It is the most preferred option, and for a good reason: audio quality."
- Text: "Avoid sending your guests questions ahead of time, and allowing them to record their answers separately. This makes for a hard time editing. And you will have to record your segments at a different time."
- Text: "For better audio quality, be sure that you run a couple of tests before you start to record your podcast."
- Text: "Testing allows you to..."
- Text: "...of any issues that mi..."
- Text: "...microphone doesn't..."
- Text: "...operations."
- Text: **your editing software** (highlighted in a red box)

Right Window (Riverside):

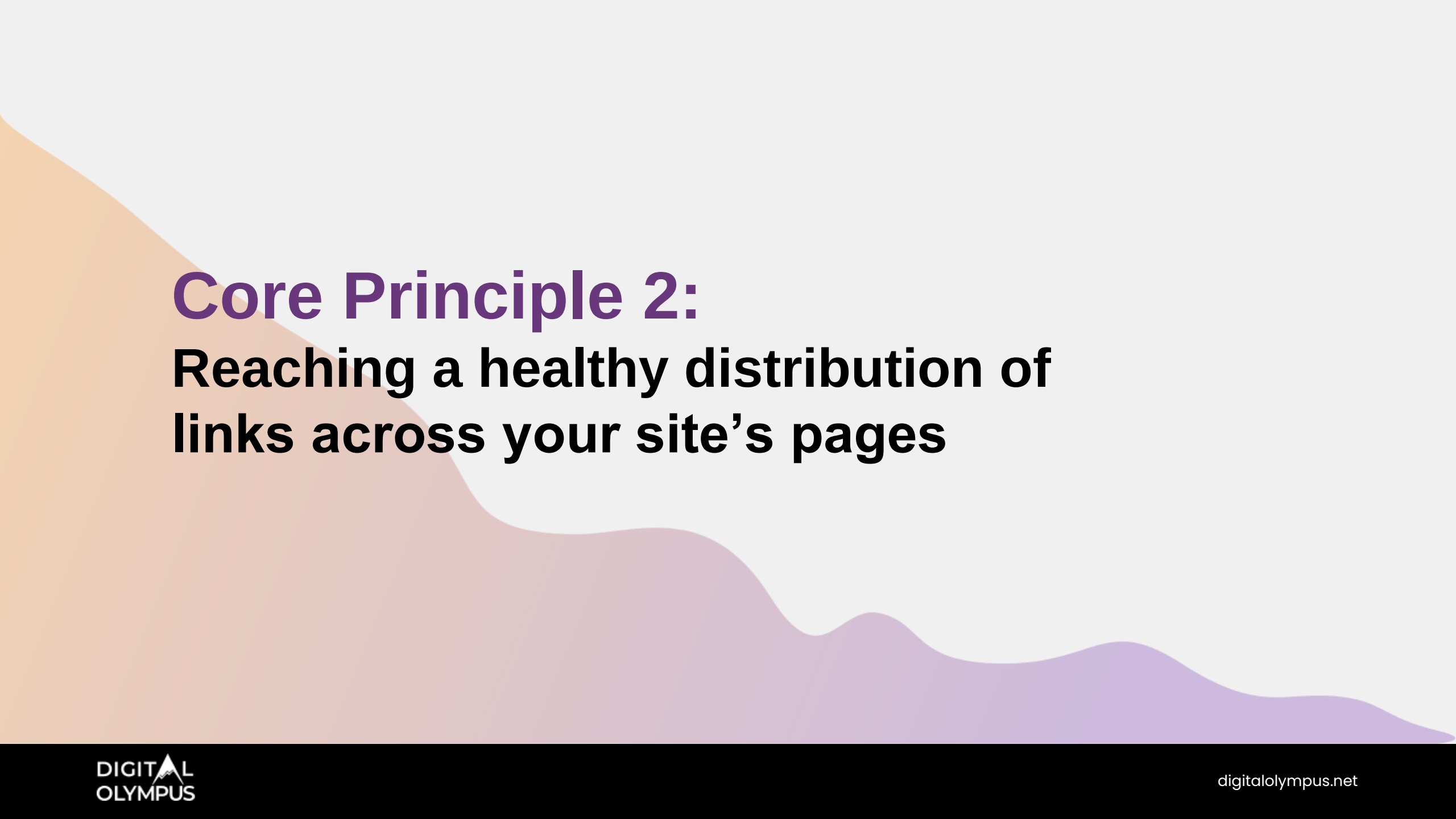
- Navigation: Mobile App, For Business, Pricing
- Search: Q, Contact Sales, Login, Get Started
- Blog: > 10 Best Podcast Editing...
- Section: **10 Best Podcast Editing Software for Beginners & Pros (2024)**
- Text: "Discover the 10 best podcast editing software for a seamless workflow! We review free and paid editing software for both audio and video podcasts."
- Author: **Stephen Robles** Video & Podcast Creator
- Published: February 18, 2021 • Last Updated: February 17, 2024 • 10 min
- Reviewed by: [Ortal Hadad](#)
- Image: A person working on a computer with multiple monitors.
- Table of contents: **The best podcast editing software (free & paid)**
- Text: "You don't have to be a tech junkie to find the perfect podcast editor."
- Text: "All you need to do is consider how each software aligns with your skills, goals, and needs. Some editing software for podcasts is advanced and complex, whereas others may be too simple."
- Social Media: LinkedIn, X, Facebook, RSS

4. Get Links from sites that heavily rely on organic traffic

- All type of online tools
- Aggregators
- Leading media publishers

5. Focus on building up a topical authority and expertise through links

- Working on getting featured as an expert in content on relevant blogs.
- Speaking at podcasts and webinars
- Contributing to your industry blogs.



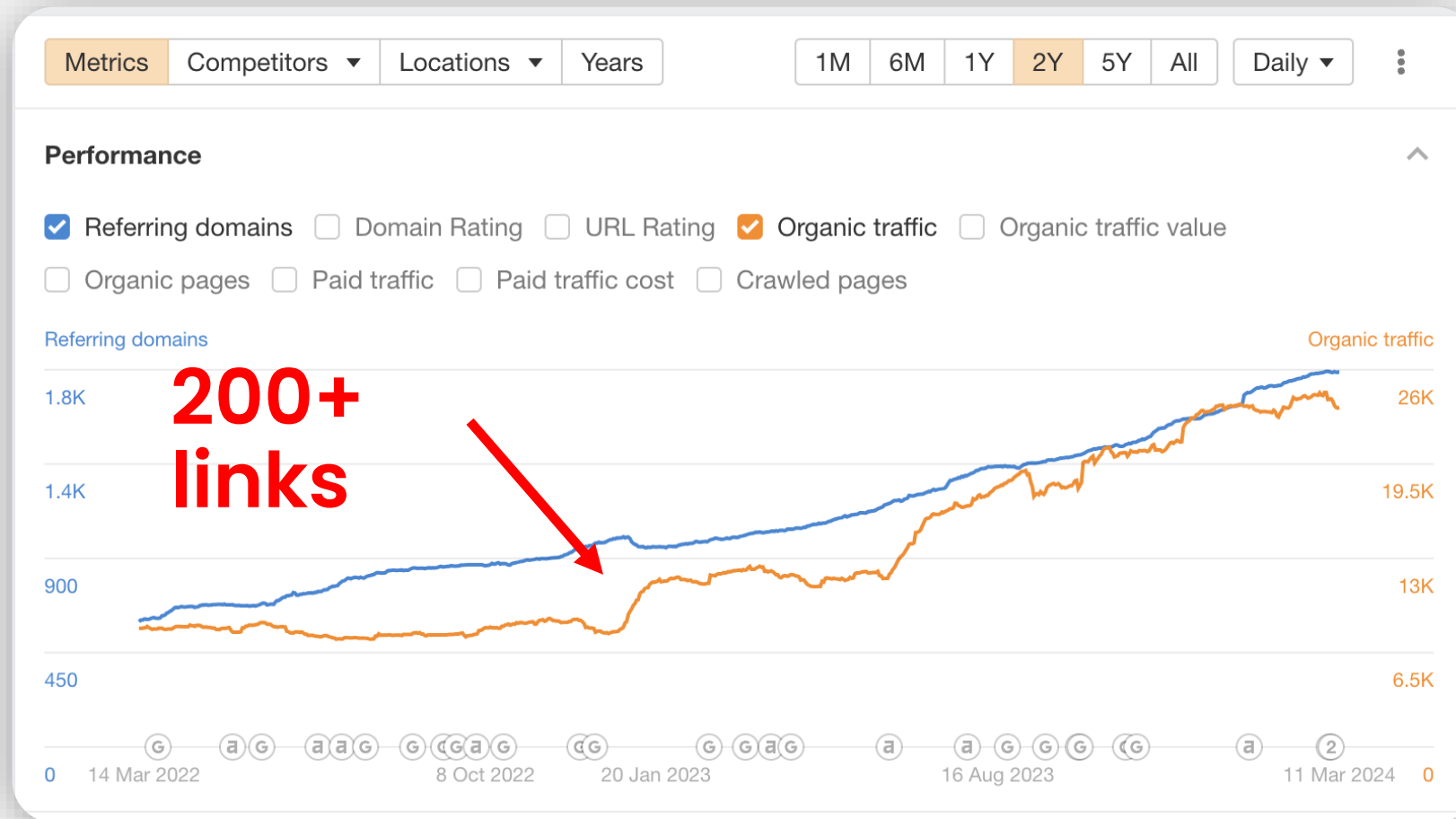
Core Principle 2:

Reaching a healthy distribution of links across your site's pages

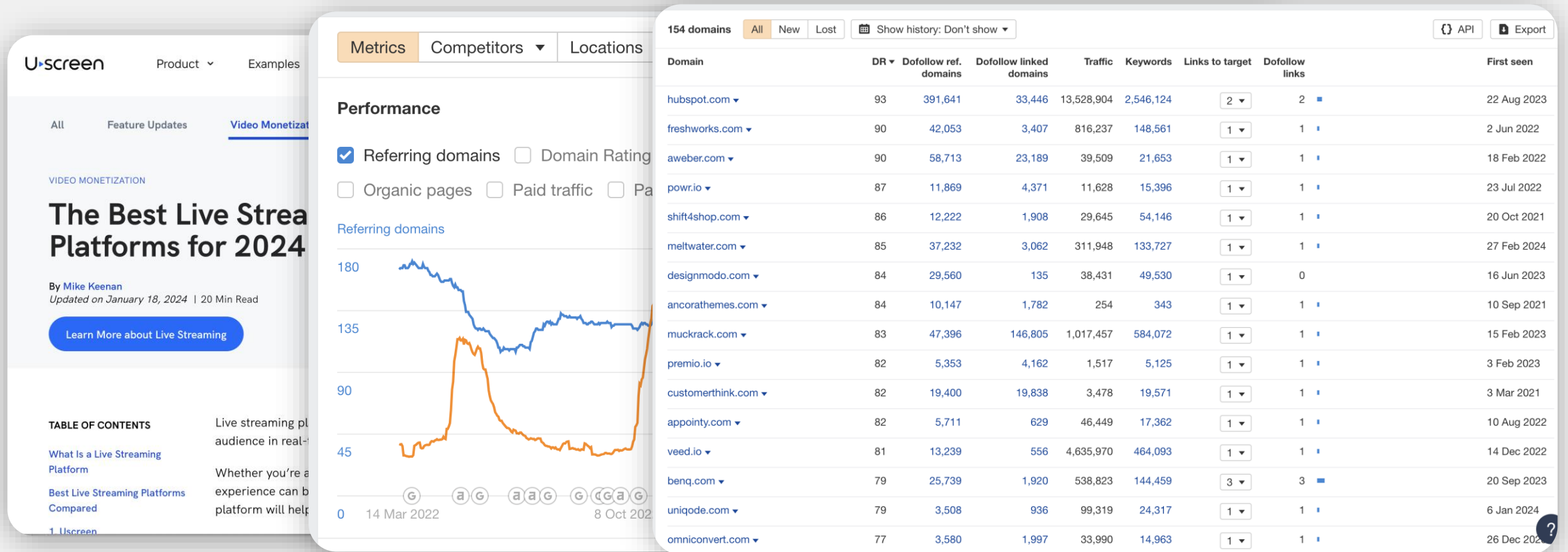
3-Step Process

**to Guarantee a Healthy Distribution
of Links Across Your Site's Pages**

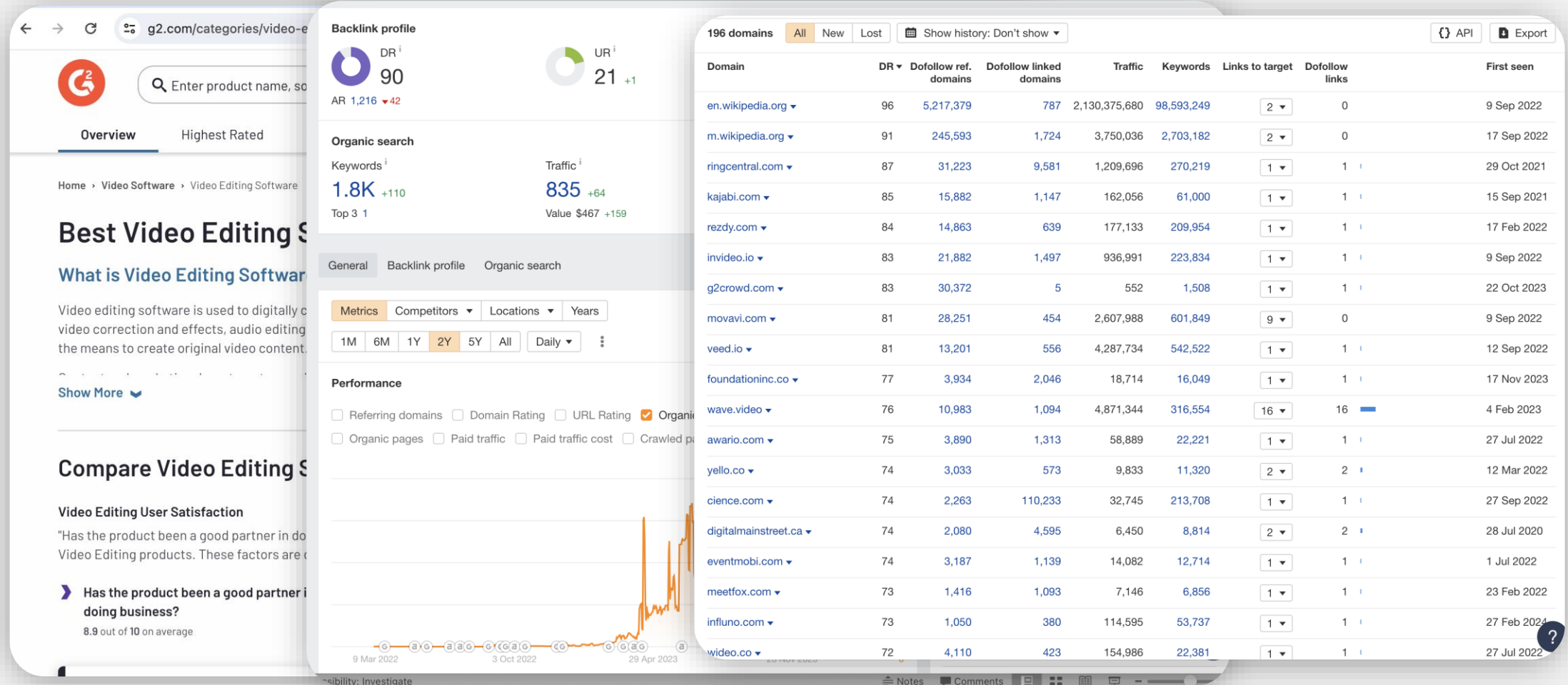
Step1: Number one page is your homepage



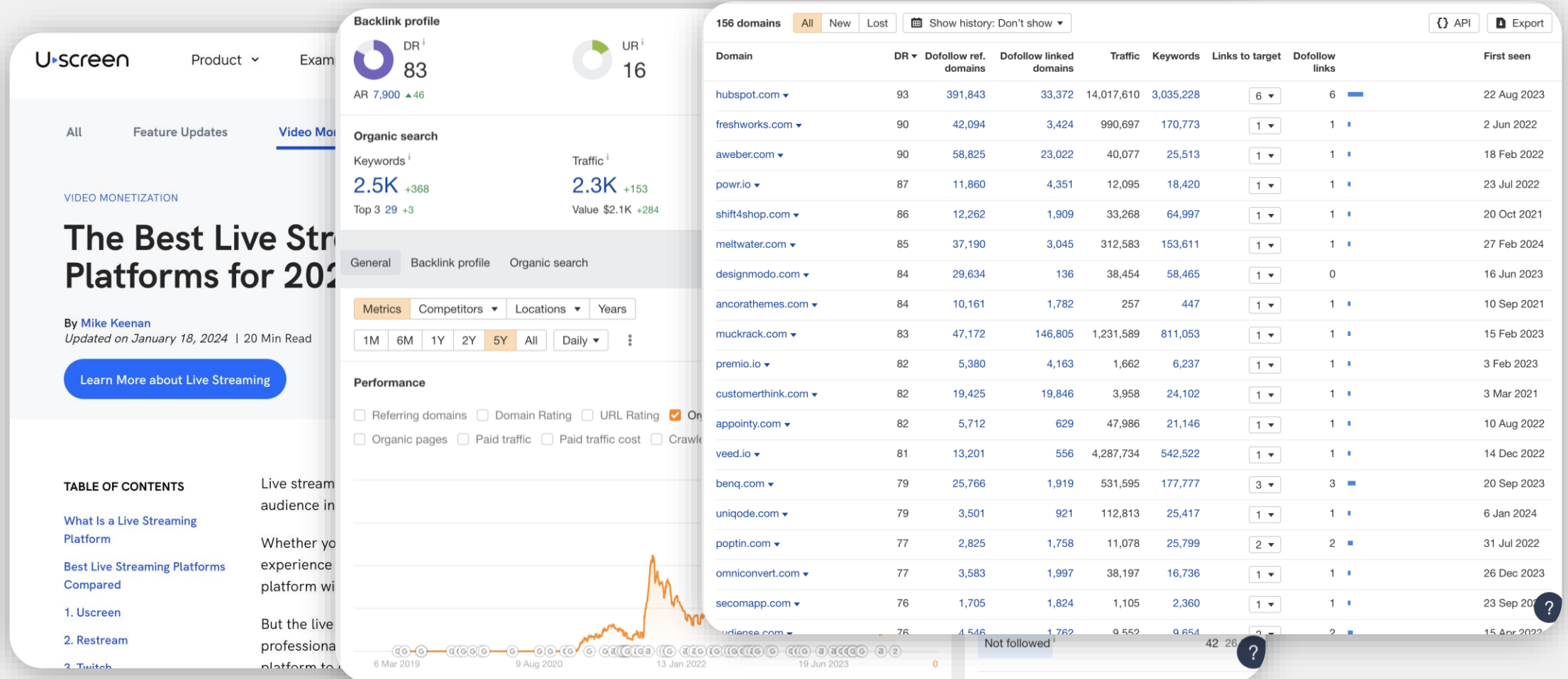
Step 2: Giving less priority to commercial, category and SEO-oriented pages



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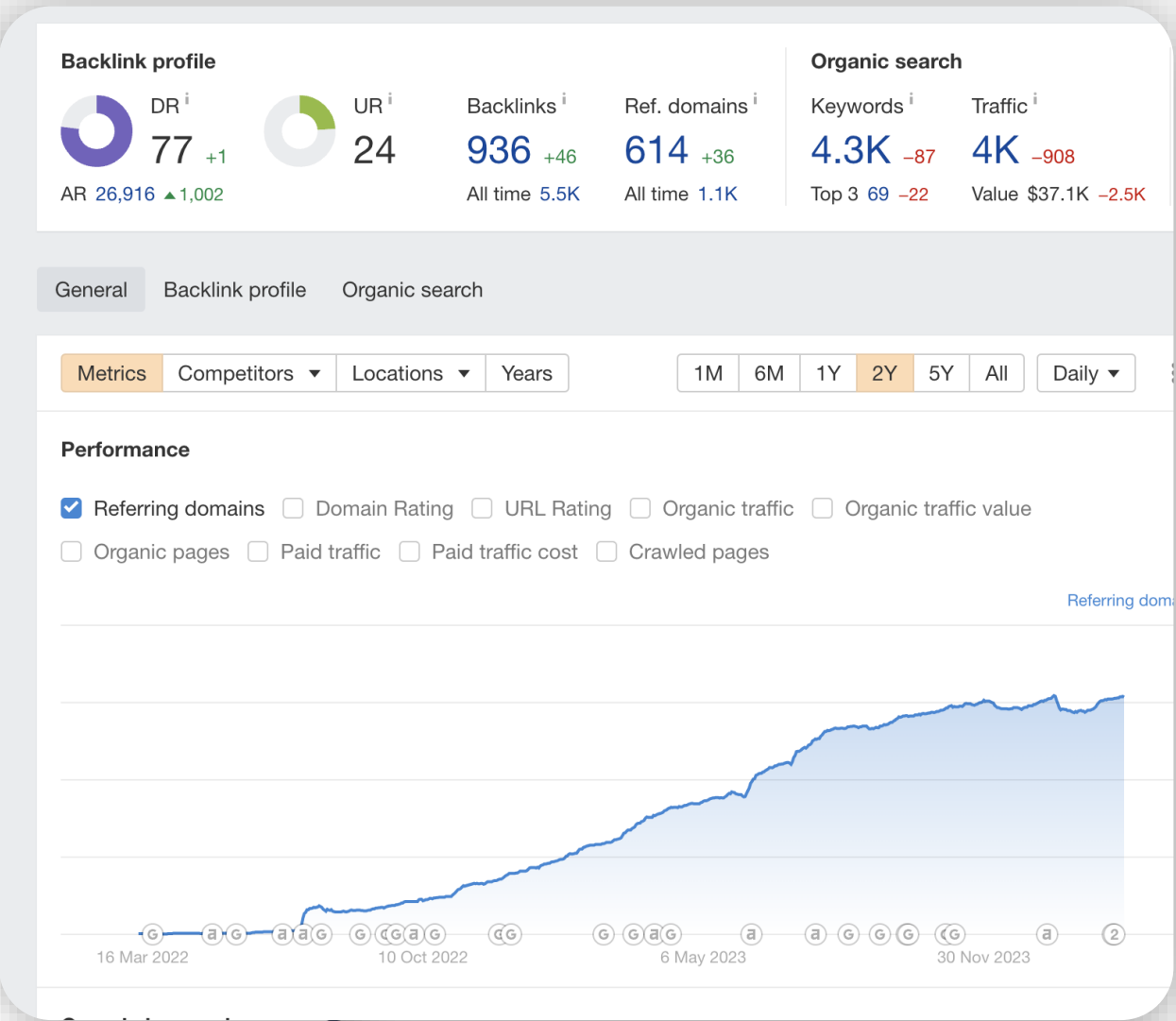


Step 3: Working on creating link magnets

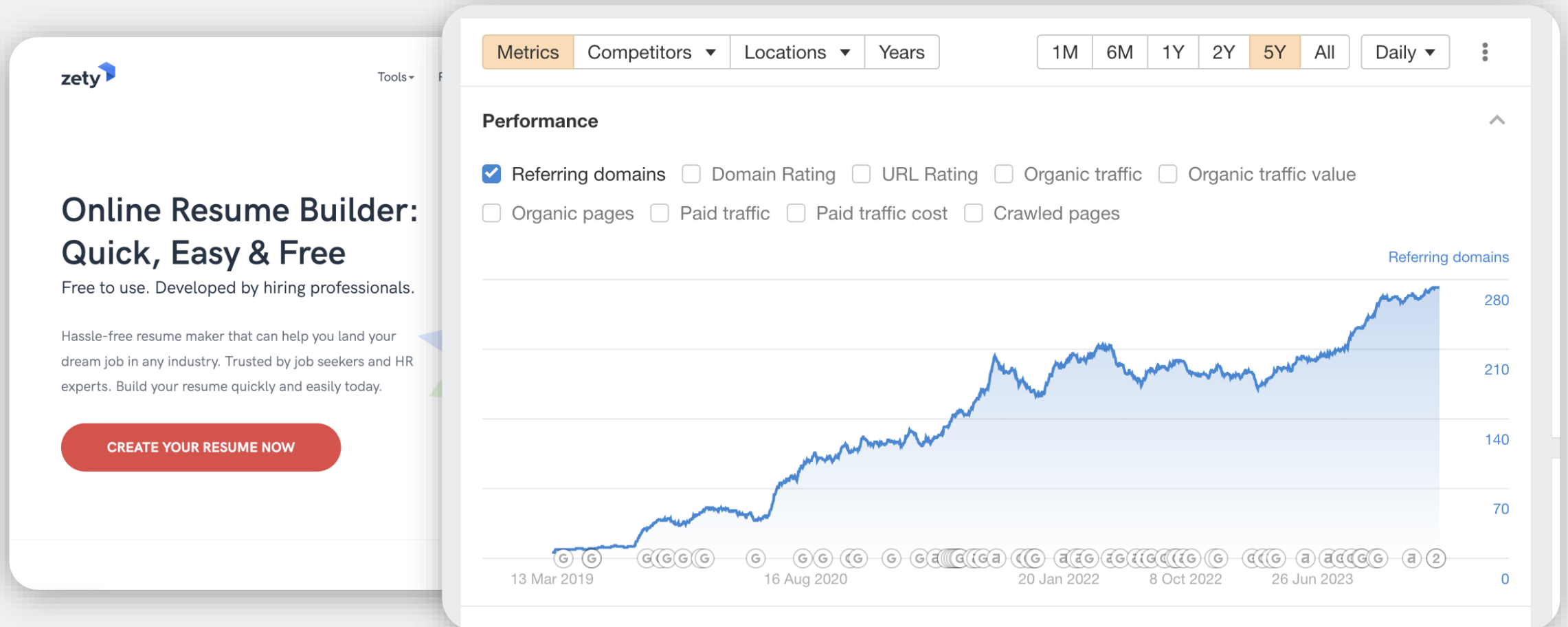
- Stat pages
- Any type of online tools
- Templates and any other downloadable assests
- Evergreen content
- Running online and offline events

Step 3: Stat pages

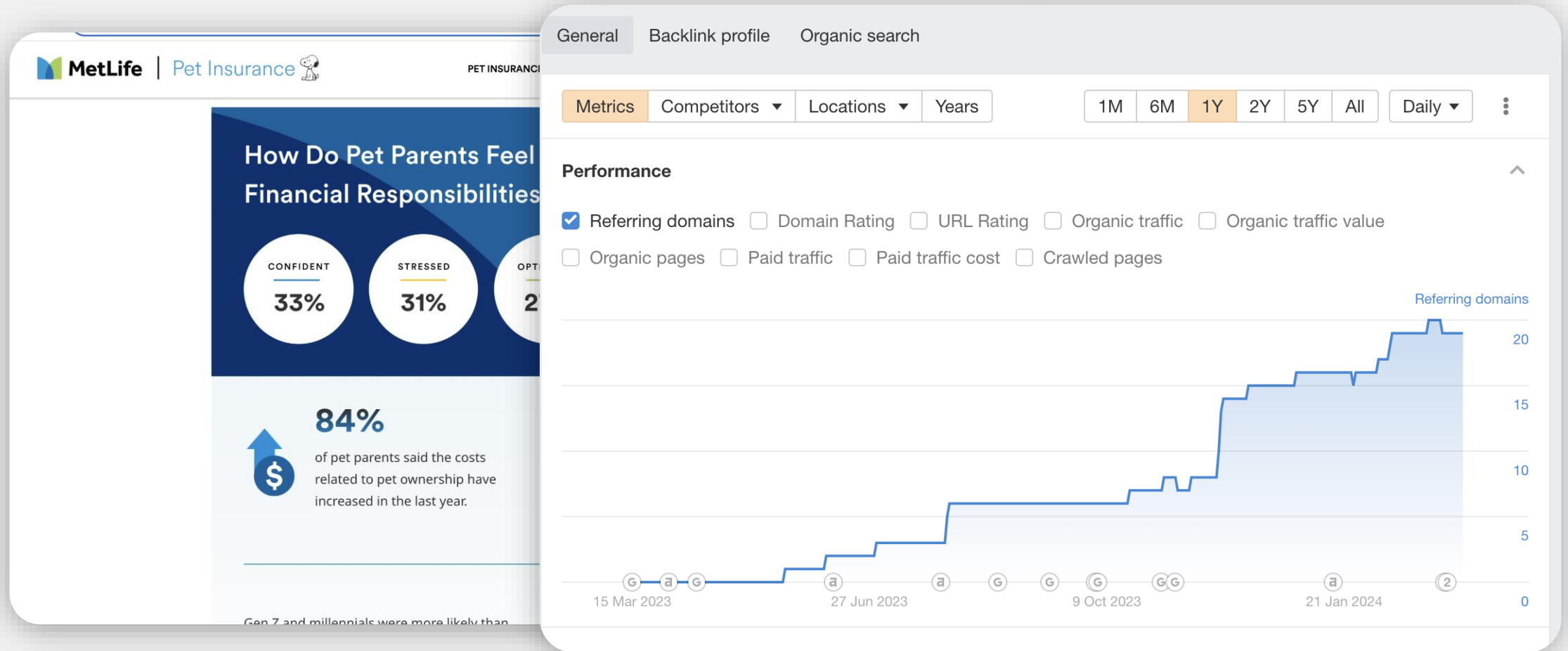
External backlinks										Internal backlinks									
353 pages																			
All New Lost										Show history: Last year ▼ New links ▼ Lost links ▼									
Target page	Status	UR	Referring domains	Top DR	Links to page	New	Lost	Dofollow	Nofollow										
23 Essential Twitter (X) Statistics You Need to Know in 2024 https://thesocialshepherd.com/blog/twitter-statistics ▼ EN		26	978 ▼	96	2,719 ▼	+2K	-1.6K	1,568	1,15										
21 Essential TikTok Statistics You Need to Know in 2024 https://thesocialshepherd.com/blog/tiktok-statistics ▼ EN		24	852 ▼	96	4,400 ▼	+4.1K	-3.5K	848	3,55										
30 Vital Video Marketing Statistics You Need to Know in 2024 https://thesocialshepherd.com/blog/video-marketing-statistics ▼ EN		28	800 ▼	96	9,607 ▼	+9.2K	-1.4K	9,266	31										
23 Essential YouTube Statistics You Need to Know in 2024 https://thesocialshepherd.com/blog/youtube-statistics ▼ EN		24	656 ▼	96	966 ▼	+775	-297	721	24										
28 Essential Influencer Marketing Statistics You Need to Know in 2024 https://thesocialshepherd.com/blog/influencer-marketing-statistics ▼ EN		23	640 ▼	96	1,131 ▼	+807	-406	815	31										
25 Essential Snapchat Statistics You Need to Know in 2024 https://thesocialshepherd.com/blog/snapchat-statistics ▼ EN		22	560 ▼	95	5,482 ▼	+4.9K	-3.6K	2,026	3,45										
33 Essential Facebook Statistics You Need To Know In 2024 https://thesocialshepherd.com/blog/facebook-statistics ▼ EN		23	541 ▼	96	1,187 ▼	+888	-462	572	61										

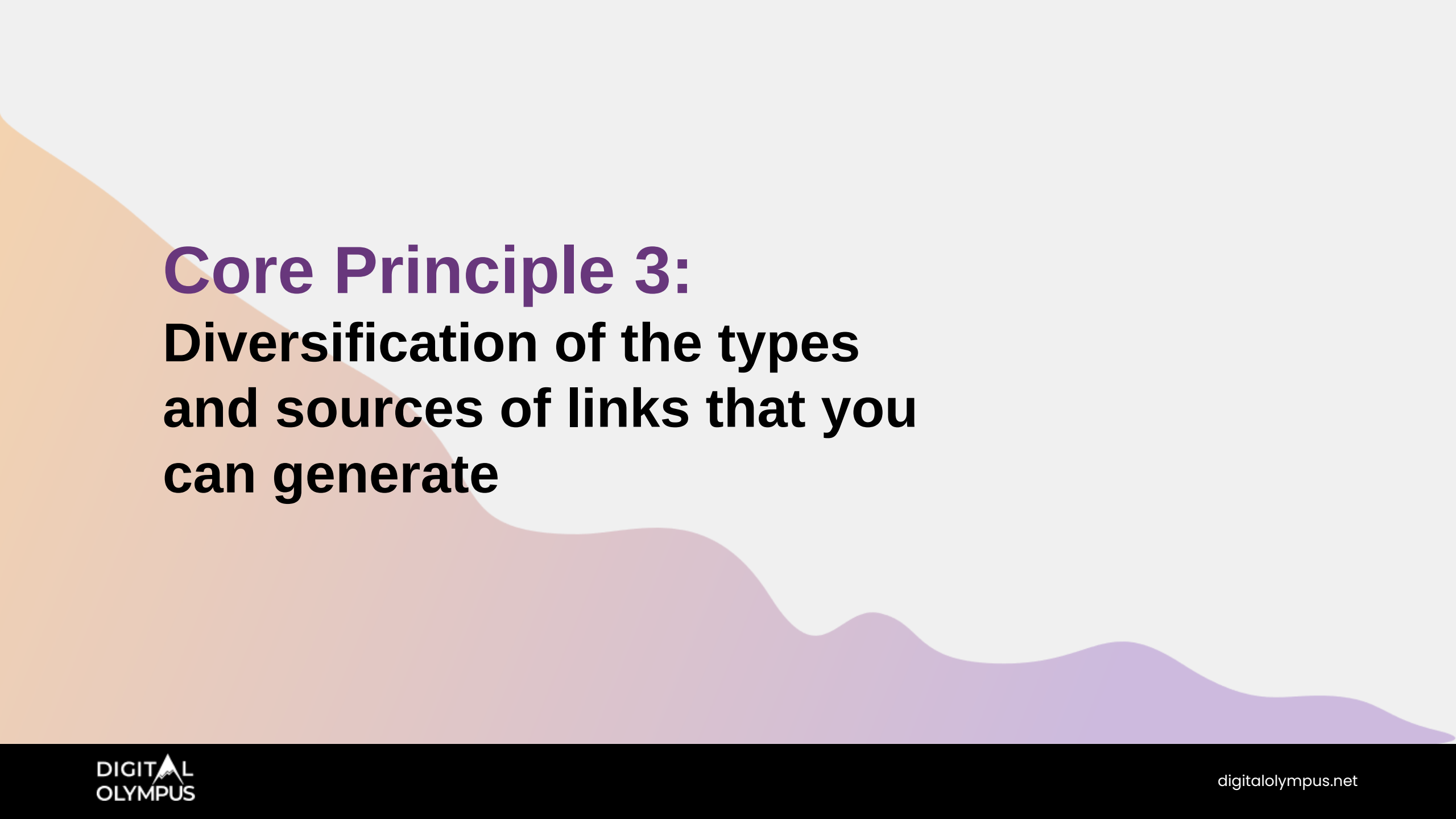


Step 3: Online tools example



Step 3: Evergreen content supported with a downloadable template





Core Principle 3:

Diversification of the types and sources of links that you can generate

Diversification of your link acquisition strategy can be reached through:



Getting links in new and already existing content



Getting a good portion of nofollow, sponsored and UGC links



Getting links from other marketing activities (events, influencer marketing campaigns, digital PR activities, and much more)

If you follow these 3 core principles

you'll find yourself no longer just a link builder

In reality, your new role is called

A brand builder.

Always remind yourself who you are and why links are not just links; they're shaping the brand that you're building!

THANK YOU!



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