

# Off Site SEO Advanced

**3 Lessons**

## Learn about

Learn how the contribution of links to natural search ranking has changed, and the value of leveraging your content, social media & PR activities for SEO success.

**By the end of these 3 lessons you will understand:**

- ✓ What links & link profiles are and why they matter
- ✓ What techniques are used for inbound marketing
- ✓ How to demonstrate value in off site SEO



## Lesson Overview

### Lesson 1

There's more to links than you might think: learn about the hyperlink, and the do's and don'ts of linking from an SEO perspective.

**In this lesson you will learn:**

- ✓ How Google's algorithm changes influence ongoing search optimisation techniques
- ✓ What a link is, and how & why it can make a difference to your natural search rankings
- ✓ About the basic "rules" surrounding links in search engine optimisation techniques

### Lesson 2

Learn about "inbound marketing", how it differs from traditional marketing techniques & how it's used to draw users to your site.

**In this lesson you will learn:**

- ✓ How the lines are blurring between SEO practices, content marketing & distribution via social media & PR
- ✓ Why content planning is critical & how data can drive insight and inform your strategy
- ✓ How building relationships with credible content providers can drive results
- ✓ About the guidelines surrounding link building via a content partner - to avoid undermining your other SEO efforts

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## Lesson 3

Learn about the risks of practicing “black hat” SEO techniques, and how to make the most of all your content and assets for SEO success.

### In this lesson you will learn:

- ✓ How to assess the potential value of a link, or relationship building opportunity
- ✓ About out-dated “black hat” SEO practices and why they should be avoided
- ✓ How to make the most of your press releases, testimonials & research for SEO benefit