

OFF-PAGE SEO CHECKLIST

Off-Page SEO encompasses external strategies to boost content visibility and authority, mainly through backlinks, social media, and earned media. Beyond search, SEO indirectly influences the social graph, as enhanced search visibility can drive traffic and social shares, improving visibility on social platforms. However, while SEO and the social graph are interconnected, they function independently, and success in one does not guarantee success in the other. Nonetheless, effective SEO can potentially elevate content visibility on social platforms and strengthen its social graph position.

Expertise, Authority, & Trust

Introduced in 2018, Google's E-A-T framework remains a critical ranking factor that influences search result placements, both on and off the social graph. E-A-T assesses content quality by evaluating expertise, authority, and trust. To enhance E-A-T, you'll want to showcase author credentials and earn high-quality backlinks. Content adhering to these principles is more likely to rank well, both in search engines and the social graph.

Credentials: Highlight the proficiency and qualifications of authors and content developers.

High-Quality Backlinks: Obtain backlinks from credible sources to fortify your authority.

Accuracy: Ensure all your content is accurate, thoroughly researched, and current.

Experience

Showcasing experience through qualifications and credentials is essential. The integration of "Experience" as a ranking factor expands the range of individuals considered experts, reflecting the diverse nature of today's creator economy. This also underscores the application of the standards uniformly across all content creators. Consider including the following in content to highlight experience.

Bylines: Content linked to reputable authors is more likely to achieve higher rankings.

Resumes: Display expertise by providing links to detailed resumes.

Industry Memberships: Being a part of industry groups enhances credibility and strengthens brand authority.

Social Signals

Maintaining a robust social media presence and fostering content sharing can have an indirect positive effect on your search efforts. Social signals amplify the factors search engines take into account for ranking content. This encompasses everything from shares, likes, and comments, to acquiring backlinks through social media channels, all of which significantly influence SEO, albeit indirectly.

Keyword Research: Identify the terms and phrases your audience employs to optimize your content effectively.

Optimization: Integrate relevant keywords into your post captions, hashtags, and any meta descriptions.

Profiles: Ensure that profile fields are filled out using relevant keywords that convey expertise, authority, and trust.