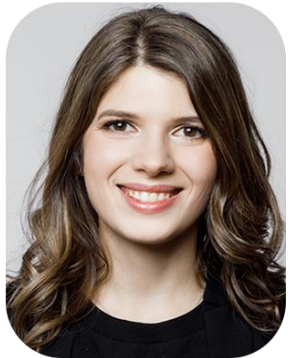


# Mastering Off-Page SEO for Long-Term Success: Strategies that Work



**Alexandra Tachalova**

alexandra@digitalolympus.net

# 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




**INVENTION OF BARBIE**  
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

**Barbie Media**  
Fast Facts - Barbie Media  
POWER - Barbie is the most popular fashion doll ever produced and the No. 1 A...

**YouTube • Barbie**  
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

**Mailchimp**  
Email marketing company :

[mailchimp.com](http://mailchimp.com)

Mailchimp is a marketing automation and email marketing platform. "Mailchimp" is the trade name of its operator, Rocket Science Group, an American company founded in 2001 by Ben Chestnut and Mark Armstrong, with Dan Kurzius joining at a later date.

[Wikipedia](#)

**Founders:** [Ben Chestnut](#), [Dan Kurzius](#), [Mark Armstrong](#)

**Headquarters:** [Atlanta, Georgia, United States](#)

**Parent organization:** [Intuit](#)

**Revenue:** 700 million USD (2019)

**Founded:** 2001, [Atlanta, Georgia, United States](#)

**Video games:** [Dumpling Delivery by Mailchimp](#), [Meow Mart by Mailchimp](#)

**Subsidiaries:** [Reaction Commerce, Inc.](#), [Courier Holdings Ltd](#), [MORE](#)

*Disclaimer*

**Google** mailchimp

About 73,000,000 results

**Sponsored**

[Mailchimp](http://www.mailchimp.com)  
http://www.mailchimp.com

**Marketing & Sales**  
Use AI For Benchmarking, Convert Site Browsers, Ca Online Payments. Insights

[Mailchimp](https://mailchimp.com)  
https://mailchimp.com

**Mailchimp: Market**  
Create and automate pers our Customer Journey Bui

Results from mailchimp.

**Pricing Plans**  
Websites - Compare M

**About Mailchimp**  
Mailchimp was designe

**Email Marketing**  
Gain access to free em

**Best Email Mark**  
Mailchimp analyzes hu

**Mailchimp**  
Email marketing company :

[mailchimp.com](http://mailchimp.com)

Mailchimp is a marketing automation and email marketing platform. "Mailchimp" is the trade name of its operator, Rocket Science Group, an American company founded in 2001 by Ben Chestnut and Mark Armstrong, with Dan Kurzius joining at a later date.

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*Disclaimer*

Profiles












# 2. Links improve your brand awareness

Google 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...>

### 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 shows a G2 product page for Similarweb. The page features a navigation bar with a search bar, a chat icon, and links for 'Write Review', 'Software', 'Services', 'G2 for Business', '\$ Deals', and 'Join or Sign In'. Below the navigation bar is a breadcrumb trail: 'Home > Account-Based Marketing Software > Competitive Intelligence Tools > Similarweb > Similarweb Reviews'. The main content area displays the Similarweb logo, a 4.5-star rating (987 reviews, 3 discussions), and options to 'Save to My Lists' and 'Claimed'. Below this, there 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	Review Count
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

At the bottom right of the alternatives section, there is a 'See all Similarweb Alternatives' link and a chat icon.

# 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

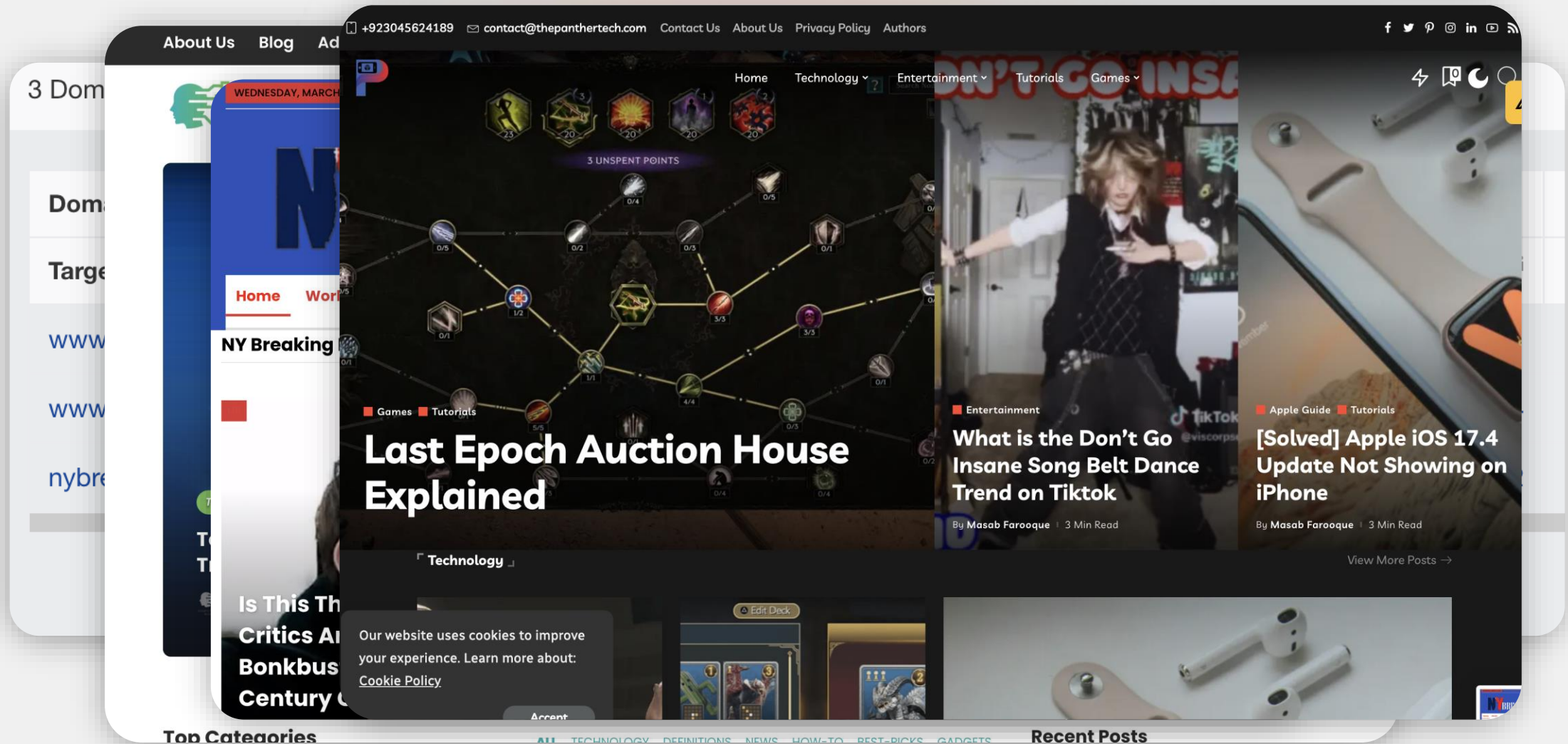
- Links you won't regret in the next 12 months
- These links will help you improve your brand's entity
- Won't turn into the worst investment of your time and money



# 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

Monthly volume ▾

**Backlink profile**

DR<sup>i</sup>  
70

AR 109,723 ▼4,257

**Organic search**

Keywords<sup>i</sup>  
45 -44

Top 3 3 -1

Kevin Indig - Growth Advisor

About Me Growth Memo Work with me Media

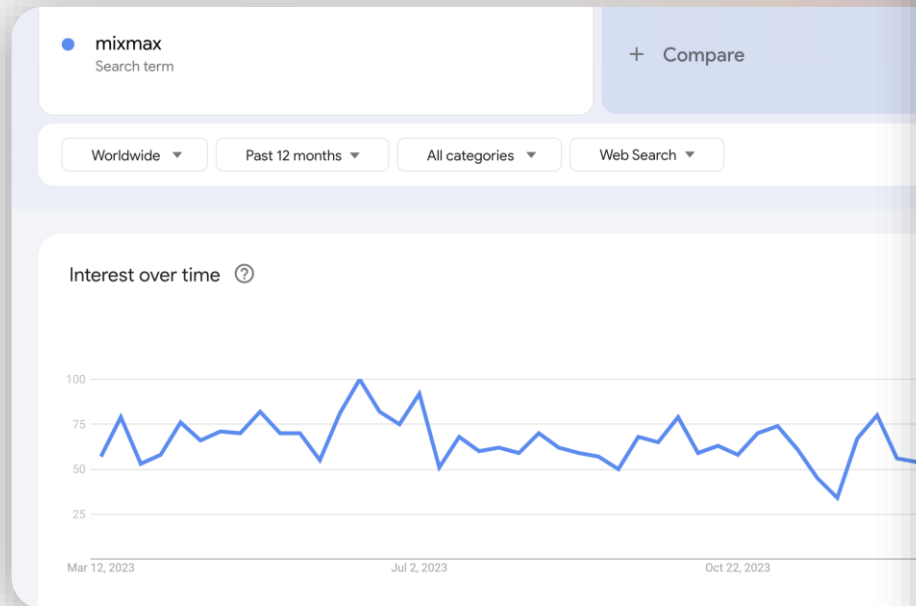
## About Kevin Indig

- Growth advisor to some of the world's fastest-growing startups
- Former **Growth leader** at the world's leading e-commerce platform Shopify, #1 marketplace for software G2 and #1 productivity company Atlassian.
- Author of the **Growth Memo** (+11,000 subscribers).
- Co-host of the **Contrarian Marketing** podcast with Eli Schwartz.
- International **speaker**.

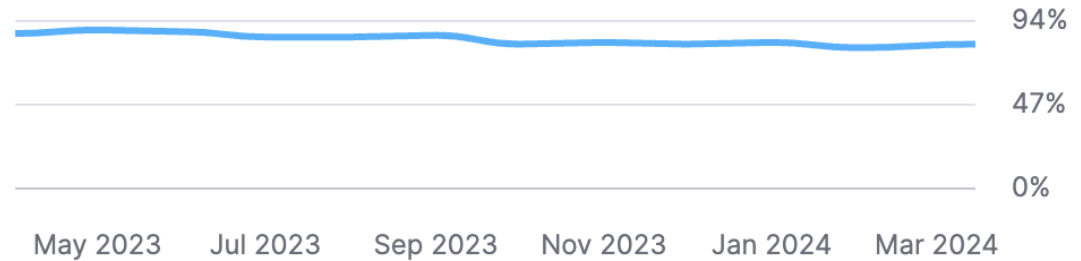
f. domains<sup>i</sup>  
8K +11  
time 5K

ffic<sup>i</sup>  
st N/A

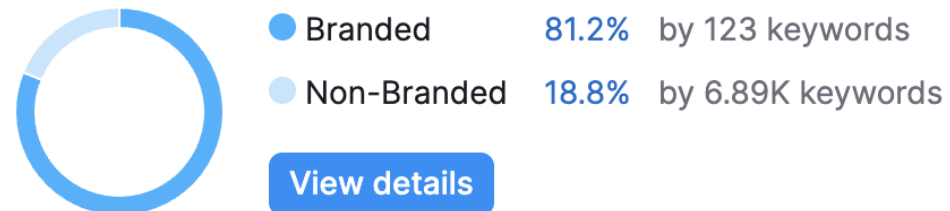
# 2. Get links strictly from other relevant brands



## Branded Traffic Trend



## Branded vs. Non-Branded Traffic



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

The image shows two overlapping browser windows. The left window displays a page from socialbee.com with a navigation menu and a section titled "5. Record and Edit Your Podcast in the Simplest Way". The right window displays a page from riverside.fm with a navigation menu and a section titled "10 Best Podcast Editing Software for Beginners & Pros (2024)". A red rectangular box highlights the text "your editing software" on the left page.

**socialbee.com/blog/podcasting-for-beginners/**

Podcast editing is one of the most challenging aspects of podcasting. It's important to choose the right software and ensure that you get the quality you want.

**5. Record and Edit Your Podcast in the Simplest Way**

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.

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.

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.

For better audio quality, be sure that you run a couple of tests before you start to record your podcast.

Testing allows you to identify any issues that might arise. If your microphone doesn't work properly, you can fix it before operations.

**your editing software**

**RIVERSIDE** Mobile App For Business Pricing

Blog > 10 Best Podcast Editing...

## 10 Best Podcast Editing Software for Beginners & Pros (2024)

Discover the 10 best podcast editing software for a seamless workflow! We review free and paid editing software for both audio and video podcasts.

**Stephen Robles** Video & Podcast Creator

Published: February 18, 2021 • Last Updated: February 17, 2024 • 10 min  
Reviewed by [Ortal Hadad](#)

**Table of contents:**

- The best podcast editing software (free & paid)**

Riverside

You don't have to be a tech junkie to find the perfect podcast editor.

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.

LinkedIn, X, Facebook, Link icons

# 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.

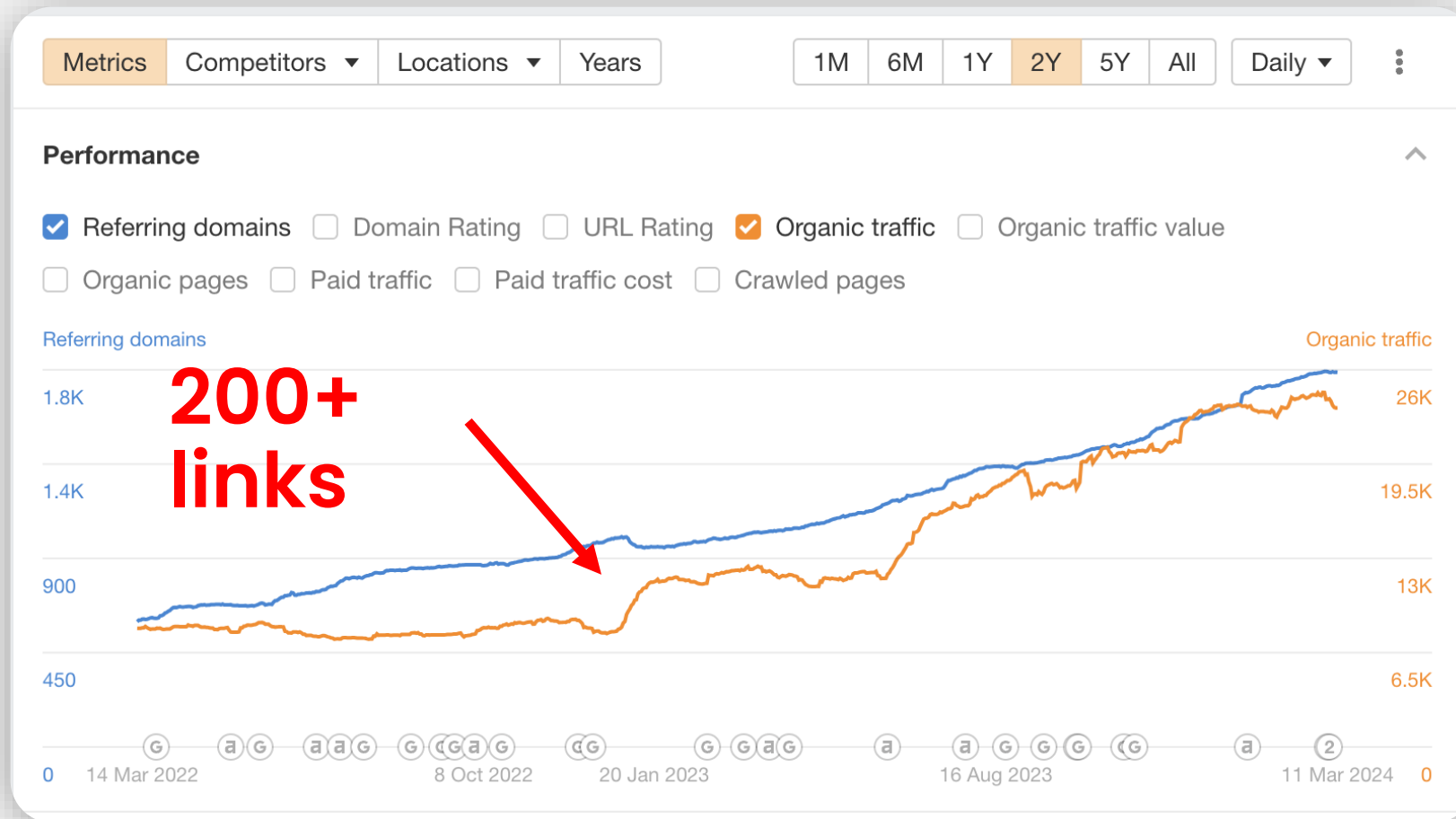
## **Core Principle 2:**

**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

The image displays a composite of three screenshots. On the left is a webpage from 'U-screen' titled 'The Best Live Streaming Platforms for 2024'. The middle screenshot shows a 'Performance' section with a line chart and filters for 'Referring domains' and 'Domain Rating'. The right screenshot is a table of 154 domains with various metrics.

Domain	DR	Dofollow ref. domains	Dofollow linked domains	Traffic	Keywords	Links to target	Dofollow links	First seen
hubspot.com	93	391,641	33,446	13,528,904	2,546,124	2	2	22 Aug 2023
freshworks.com	90	42,053	3,407	816,237	148,561	1	1	2 Jun 2022
aweber.com	90	58,713	23,189	39,509	21,653	1	1	18 Feb 2022
powr.io	87	11,869	4,371	11,628	15,396	1	1	23 Jul 2022
shift4shop.com	86	12,222	1,908	29,645	54,146	1	1	20 Oct 2021
meltwater.com	85	37,232	3,062	311,948	133,727	1	1	27 Feb 2024
designmodo.com	84	29,560	135	38,431	49,530	1	0	16 Jun 2023
ancorathemes.com	84	10,147	1,782	254	343	1	1	10 Sep 2021
muckrack.com	83	47,396	146,805	1,017,457	584,072	1	1	15 Feb 2023
premio.io	82	5,353	4,162	1,517	5,125	1	1	3 Feb 2023
customerthink.com	82	19,400	19,838	3,478	19,571	1	1	3 Mar 2021
appointy.com	82	5,711	629	46,449	17,362	1	1	10 Aug 2022
veed.io	81	13,239	556	4,635,970	464,093	1	1	14 Dec 2022
benq.com	79	25,739	1,920	538,823	144,459	3	3	20 Sep 2023
uniqode.com	79	3,508	936	99,319	24,317	1	1	6 Jan 2024
omniconvert.com	77	3,580	1,997	33,990	14,963	1	1	26 Dec 2022

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

The screenshot displays a search engine results page for 'Best Video Editing Software' on the left and a backlink profile analysis tool on the right. The backlink profile tool shows a list of 196 domains with various metrics.

Domain	DR	Dofollow ref. domains	Dofollow linked domains	Traffic	Keywords	Links to target	Dofollow links	First seen
en.wikipedia.org	96	5,217,379	787	2,130,375,680	98,593,249	2	0	9 Sep 2022
m.wikipedia.org	91	245,593	1,724	3,750,036	2,703,182	2	0	17 Sep 2022
ringcentral.com	87	31,223	9,581	1,209,696	270,219	1	1	29 Oct 2021
kajabi.com	85	15,882	1,147	162,056	61,000	1	1	15 Sep 2021
rezdy.com	84	14,863	639	177,133	209,954	1	1	17 Feb 2022
invideo.io	83	21,882	1,497	936,991	223,834	1	1	9 Sep 2022
g2crowd.com	83	30,372	5	552	1,508	1	1	22 Oct 2023
movavi.com	81	28,251	454	2,607,988	601,849	9	0	9 Sep 2022
veed.io	81	13,201	556	4,287,734	542,522	1	1	12 Sep 2022
foundationinc.co	77	3,934	2,046	18,714	16,049	1	1	17 Nov 2023
wave.video	76	10,983	1,094	4,871,344	316,554	16	16	4 Feb 2023
awario.com	75	3,890	1,313	58,889	22,221	1	1	27 Jul 2022
yello.co	74	3,033	573	9,833	11,320	2	2	12 Mar 2022
ciencia.com	74	2,263	110,233	32,745	213,708	1	1	27 Sep 2022
digitalmainstreet.ca	74	2,080	4,595	6,450	8,814	2	2	28 Jul 2020
eventmobi.com	74	3,187	1,139	14,082	12,714	1	1	1 Jul 2022
meetfox.com	73	1,416	1,093	7,146	6,856	1	1	23 Feb 2022
influno.com	73	1,050	380	114,595	53,737	1	1	27 Feb 2024
wideo.co	72	4,110	423	154,986	22,381	1	1	27 Jul 2022



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

The image shows a composite view of a website and its backlink profile analysis. On the left, a portion of the website 'Uscreen' is visible, featuring an article titled 'The Best Live Streaming Platforms for 2024' by Mike Keenan, updated on January 18, 2024. The article includes a 'TABLE OF CONTENTS' and a 'Learn More about Live Streaming' button. On the right, a 'Backlink profile' tool displays metrics for the website, including a Domain Rating (DR) of 83 and a URL Rating (UR) of 16. It also shows organic search keywords (2.5K) and traffic (2.3K). Below these metrics is a table of 156 domains with columns for DR, Dofollow ref. domains, Dofollow linked domains, Traffic, Keywords, Links to target, Dofollow links, and First seen. A line graph at the bottom shows traffic trends from 2019 to 2024.

Domain	DR	Dofollow ref. domains	Dofollow linked domains	Traffic	Keywords	Links to target	Dofollow links	First seen
hubspot.com	93	391,843	33,372	14,017,610	3,035,228	6	6	22 Aug 2023
freshworks.com	90	42,094	3,424	990,697	170,773	1	1	2 Jun 2022
aweber.com	90	58,825	23,022	40,077	25,513	1	1	18 Feb 2022
powr.io	87	11,860	4,351	12,095	18,420	1	1	23 Jul 2022
shift4shop.com	86	12,262	1,909	33,268	64,997	1	1	20 Oct 2021
meltwater.com	85	37,190	3,045	312,583	153,611	1	1	27 Feb 2024
designmodo.com	84	29,634	136	38,454	58,465	1	0	16 Jun 2023
ancorathemes.com	84	10,161	1,782	257	447	1	1	10 Sep 2021
muckrack.com	83	47,172	146,805	1,231,589	811,053	1	1	15 Feb 2023
premio.io	82	5,380	4,163	1,662	6,237	1	1	3 Feb 2023
customerthink.com	82	19,425	19,846	3,958	24,102	1	1	3 Mar 2021
appointy.com	82	5,712	629	47,986	21,146	1	1	10 Aug 2022
veed.io	81	13,201	556	4,287,734	542,522	1	1	14 Dec 2022
benq.com	79	25,766	1,919	531,595	177,777	3	3	20 Sep 2023
uniqode.com	79	3,501	921	112,813	25,417	1	1	6 Jan 2024
poptin.com	77	2,825	1,758	11,078	25,799	2	2	31 Jul 2022
omniconvert.com	77	3,583	1,997	38,197	16,736	1	1	26 Dec 2023
secomapp.com	76	1,705	1,824	1,105	2,360	1	1	23 Sep 2021
uriance.com	76	4,546	1,762	9,552	9,654	2	2	15 Apr 2022

# 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							
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 <a href="https://thesocialshepherd.com/blog/twitter-statistics">https://thesocialshepherd.com/blog/twitter-statistics</a>		26	978	96	2,719	+2K	-1.6K	1,568	1,119
21 Essential TikTok Statistics You Need to Know in 2024 <a href="https://thesocialshepherd.com/blog/tiktok-statistics">https://thesocialshepherd.com/blog/tiktok-statistics</a>		24	852	96	4,400	+4.1K	-3.5K	848	3,552
30 Vital Video Marketing Statistics You Need to Know in 2024 <a href="https://thesocialshepherd.com/blog/video-marketing-statistics">https://thesocialshepherd.com/blog/video-marketing-statistics</a>		28	800	96	9,607	+9.2K	-1.4K	9,266	3,111
23 Essential YouTube Statistics You Need to Know in 2024 <a href="https://thesocialshepherd.com/blog/youtube-statistics">https://thesocialshepherd.com/blog/youtube-statistics</a>		24	656	96	966	+775	-297	721	2,411
28 Essential Influencer Marketing Statistics You Need to Know in 2024 <a href="https://thesocialshepherd.com/blog/influencer-marketing-statistics">https://thesocialshepherd.com/blog/influencer-marketing-statistics</a>		23	640	96	1,131	+807	-406	815	3,111
25 Essential Snapchat Statistics You Need to Know in 2024 <a href="https://thesocialshepherd.com/blog/snapchat-statistics">https://thesocialshepherd.com/blog/snapchat-statistics</a>		22	560	95	5,482	+4.9K	-3.6K	2,026	3,456
33 Essential Facebook Statistics You Need To Know In 2024 <a href="https://thesocialshepherd.com/blog/facebook-statistics">https://thesocialshepherd.com/blog/facebook-statistics</a>		23	541	96	1,187	+888	-462	572	6,111

### Backlink profile

DR <sup>i</sup>

77 <sup>+1</sup>

AR 26,916 <sup>▲1,002</sup>

UR <sup>i</sup>

24

Backlinks <sup>i</sup>

936 <sup>+46</sup>

All time 5.5K

Ref. domains <sup>i</sup>

614 <sup>+36</sup>

All time 1.1K

### Organic search

Keywords <sup>i</sup>

4.3K <sup>-87</sup>

Top 3 69 <sup>-22</sup>

Traffic <sup>i</sup>

4K <sup>-908</sup>

Value \$37.1K <sup>-2.5K</sup>

General | Backlink profile | Organic search

Metrics | Competitors | Locations | Years

1M | 6M | 1Y | 2Y | 5Y | All | Daily

### Performance

Referring domains  Domain Rating  URL Rating  Organic traffic  Organic traffic value

Organic pages  Paid traffic  Paid traffic cost  Crawled pages

16 Mar 2022 | 10 Oct 2022 | 6 May 2023 | 30 Nov 2023

# Step 3: Online tools example

The image shows two overlapping screenshots. The left screenshot is a landing page for 'zety' titled 'Online Resume Builder: Quick, Easy & Free'. The right screenshot is a GA4 performance dashboard for 'Referring domains' over a 5-year period.

**zety**  
Tools ▾

## Online Resume Builder: Quick, Easy & Free

Free to use. Developed by hiring professionals.

Hassle-free resume maker that can help you land your dream job in any industry. Trusted by job seekers and HR experts. Build your resume quickly and easily today.

[CREATE YOUR RESUME NOW](#)

**Performance**

Referring domains  Domain Rating  URL Rating  Organic traffic  Organic traffic value  
 Organic pages  Paid traffic  Paid traffic cost  Crawled pages

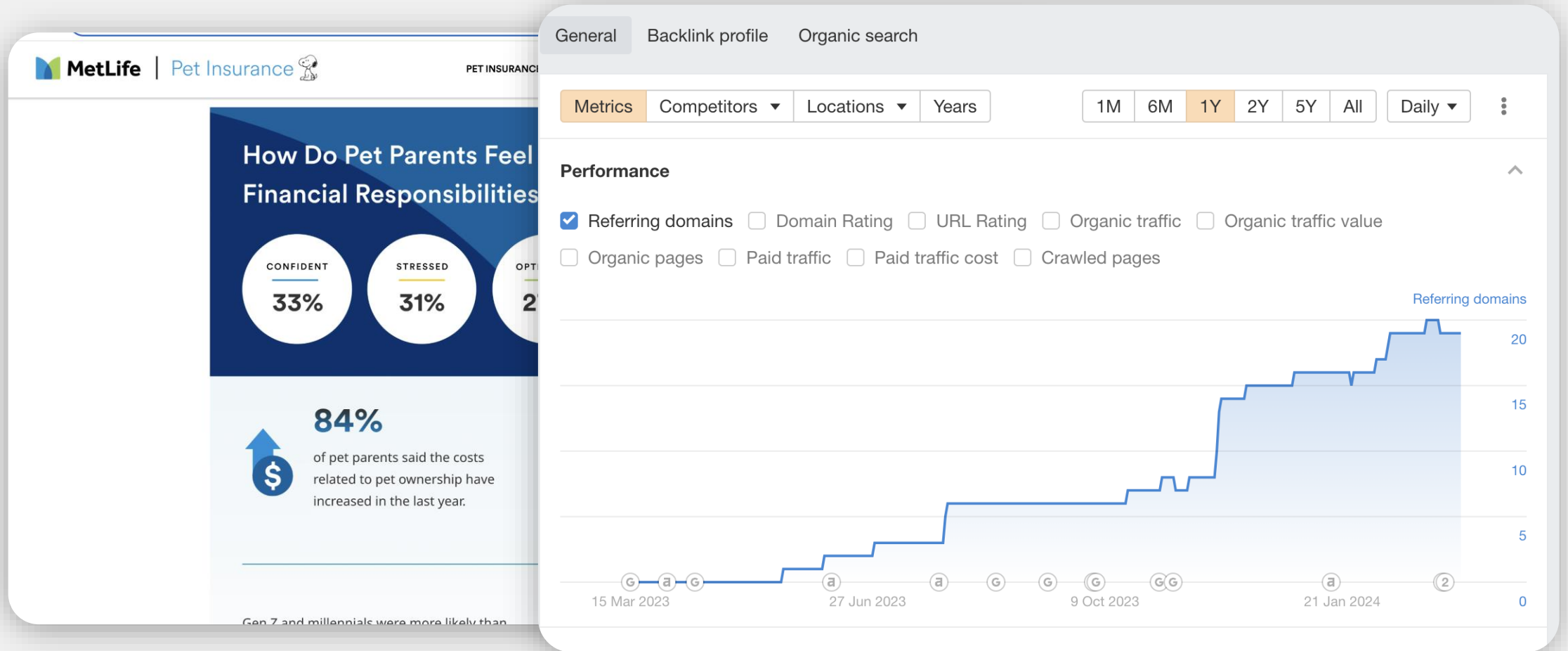
Referring domains

Date	Referring domains
13 Mar 2019	10
16 Aug 2020	100
20 Jan 2022	210
8 Oct 2022	210
26 Jun 2023	280

1M 6M 1Y 2Y 5Y All Daily ▾

13 Mar 2019 16 Aug 2020 20 Jan 2022 8 Oct 2022 26 Jun 2023 0

# 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!



 @DigitalOlympus

 @digitalolympus

 @digitalolympus

 @DigitalOlympus