

ANALYSIS ON OFF-PAGE SEO

¹**Kamlesh Kumar Manji Bhai Patel**

Research Scholar, Monad University, Hapur (India)

ABSTRACT

In this paper, natural search engine ranking factors and their effectiveness on the Google search engine algorithm will be analyzed. I will use my experience with the creation and development of an actual website as a platform for the trial application of a set of selected SEO techniques. These SEO experiments will be evaluated by collection and analysis of real data from the website through the use of Google Analytics; furthermore, their effectiveness on the number of users who visit the site and search engine rankings will be analyzed. Whereas other studies have focused on existing sites, examining the most important factors for SEO, and research on paid listings from major search engines, this paper extends that earlier work by taking important factors (as determined from previous studies) and applies them to the development of a brand new site and analyzes the results.

I. INTRODUCTION

Keep in mind that Google looks to see that back links are “gained gradually, as people discover your content through search or other ways and link to it” [19]. This means that the acquiring back links should be natural and steady. Also, it is for this reason that SEO takes a lot of time and patience to implement.

Furthermore, it's an intentional part of Google's strategy for gradual reputation building that it not be quick or overnight. In fact, if a site were to acquire dozens or hundreds of back links overnight, Google would almost certainly consider this a red flag (spam) that most likely will get your site penalized. Many unscrupulous web page developers might try to game the ranking algorithm by spreading many back links to their site across other web sites, for example via comment spam. But as its ranking algorithm continues to evolve, Google can easily detect that such links are spam and not organically developed over time from different users. Such techniques are not a serious enough offense for Google to delist the site. In an extreme example, an adversary could create many back links to a competitor's site from undesirable secondary sites in an attempt to hurt the reputation (or ranking) of the competitor's site. Fighting such techniques requires tedious configuration to block links from specific IP addresses, but the net result may be that the site is still ranked lower than it would have been otherwise. Having covered the importance of links, the next sections cover link-building strategies for effective off-page SEO, which can help in your rankings when implemented correctly.

1.1 Writing articles to establish domain authority

Another strategy that can help your site get backlinks is by writing useful articles that provide value. In addition to providing valuable content on your website, you can also write valuable articles and submit them to trusted sites such as About.com, Wikipedia.org or NewYorkTimes.com. Getting a backlink from high-authority site such as these will greatly increase your website's reputation and help you achieve higher rankings. Another approach is to submit articles to article directories. These are online directories that publish articles on any topic imaginable; from gardening ideas to dating tips. This approach works really well. However, you have to find reputable article directories with high *PageRank*. Submitting articles to these trusted sites is an effective way to get quality backlinks, which can help increase your site's exposure and search rankings. For example, Figure 4.54 shows an article titled "How to Install and Untangle Linux Virtualbox" that was submitted to www.ezinearticles.com, an article directory, which has a *PageRank* of 6 (at the time of this of this writing). Authors that submit to these directories use the last paragraph to provide a link back to their site. This can also be seen in Figure 1.

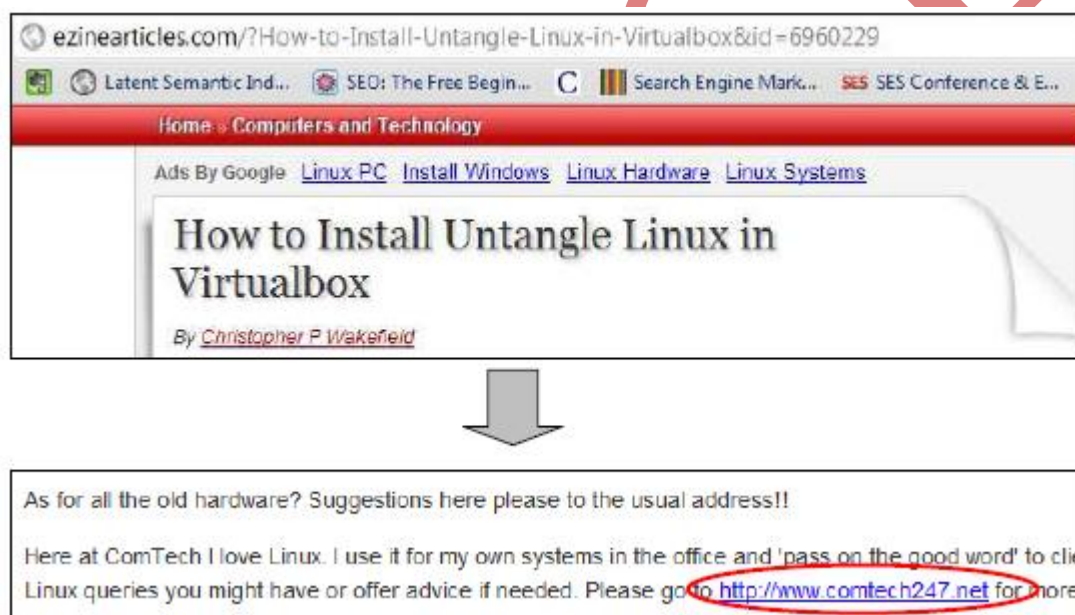


Figure.1. Actual back link from an article directory to the author's site.

2.1 Off-page SEO

As opposed to on-page SEO which gets implemented on the website with a high direct control, off-page SEO consists of all promotion that takes place outside of your website; it can be considered as the combination of all the things that can help your site get higher rankings. It's primarily focused on acquiring back links (links pointing to your site from other websites) from authority sites in a gradual manner, and any technique that accomplishes this goal is by definition a candidate off-page SEO

2.2 White-hat SEO

In SEO terminology, white-hat SEO refers to the set of techniques, methods or strategies that follows search engine rules and guidelines. These are not mean to deceive or manipulate the search engine or users in any way. It has also been called ethical SEO because it is implemented with a long-term in mind, by following correct guidelines and policies, your site will continue to appear in the search engine results and possibly top rankings.

2.3 Black-hat SEO

On the other hand, the term black-hat SEO refers to those set of techniques which are meant to deceive, game or manipulate the search engine's algorithm with the intention to gain high rankings. It's important to understand that these unethical methods are not approved by the search engines, and implementing any of them runs the risk of your site getting removed from the search engine's database index altogether.

Performing black-hat SEO tactics can result in sudden rise in the organic listings, but it may be a matter of time before the search engines determine the existence of shady tactics, which can result in the site can getting penalized and be removed entirely from the search database index. Following are some of the most popular and more common black-hat SEO techniques:

- **Hidden text or links:** text or links that are the same color as the background.
- **Keyword stuffing:** One of the earliest forms of search engine spam, this is when the spammer uses the target keyword in large instances all over the page with the hopes that the search engine finds it relevant.
- **Doorway pages:** These are low quality pages that offer no value to the users. They are created with the sole purpose of ranking for specified keywords; once the visitor arrives at the doorway page, he or she is taken to the homepage or other pages where products or services can be promoted.
- **Cloaking:** This refers to the practice of presenting a page to the search engines and a different page to the users. The purpose of cloaking is to deceive the search engines into displaying a page that it would not otherwise be displayed.
- **Link farms:** The J.C. Penny incident being charged in running a link farm scheme. The intention of link farms is to create as many sites as possible, all of them linking to your site. The idea is to inflate the number of backlinks going to the spammy site in order to deceive the search engine by into thinking it's an authority site.

2.4. Other link-building methods

The following list provides other link-building methods that can be strategically used in order to get backlinks:

- **Write guest articles** – Just like submitting to article directories, you can write articles and get them published on reputable sites similar to yours.
- **Contact business partners** – If you're part of a network or business group, get in contact with key people.
- **Do charity work and ask for a link in return** – If you do work for a non-profit organization, you may ask for a link to your site.

- **Ask friends and family** – This can help you if family members or friends have sites that have similar content as your site.
- **Participate in the comments of authoritative websites** – Leaving useful comments in authority sites (such as the New York Times) can help your SEO.
- **Attend industry events** – going to industry events are a good way to network and meet potential business partners to exchange links

III CONCLUSION

Off-page SEO is mostly about link-building and it's an on-going process that takes time, patience and creativity. Link-building can be considered more of an art than a science. If you create content that's worthy to be shared, you will ultimately get lots of back links the natural way and in a gradual manner, just as Google recommends. Valuable and unique content is what attracts users and gets shared among the Web. Finally, you can see that off-page SEO is less clearly defined than on-page SEO. It is not easy to create a standardized list of off-page SEO techniques. The goal of such techniques is to acquire back links from highly reputable sites. But the state of the practice today is that the SEO engineer must use his or her creativity and technical knowledge in order to be successful here.

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