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At its heart, off-page optimization is about building backlinks to your website and this practice is also known as link building. We do this because the higher quality backlinks you have from relevant websites, the more reputable your website [is seen in your industry by search engines](#).

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This is often the part that SEOs find tricky at first but with persistence and researching your competitors, it's one of the ways to really significantly improve your SEO progress. You may not be able to directly control how external websites link to your site but you can influence them by creating great content and/or contacting them.

Off-page optimization requires some upfront work but is a more ongoing and never-ending activity. If you are at the top of your industry and stop acquiring backlinks, you may find that your competitors continue to build them and overtake you.

Open Site Explorer, Majestic SEO and Ahrefs are SEO tools that help when analysing both your own backlinks and competitors. They all offer a freemium model, which means you can get a free account and use some of the functionality for free.



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- A backlink is an incoming hyperlink from one web page to another website
- One of your key goals as an SEO is to increase the number of backlinks to your site
- The text within the backlink is called anchor text and some relevancy through the text is passed
- A credible page with valuable content can earn dozens, hundreds and even thousands of backlinks

Not all backlinks are created evenly. [Some will pass more ranking powers than](#)

[others](#), which we will look.

Search engines, especially Google, are getting very good at detecting whether a backlink [should add to your website's reputation](#) or not. Here are three keys to look out for:

- **Topical backlinks** that are relevant to your industry and are likely to bring in relevant referral traffic. So not only will you get an SEO boost but you'll also get some great referral traffic.
- **High authority** and reputable websites will pass high levels of reputation and we'll soon discover how you can measure authority.
- **Authentic backlinks** are earned on merit, rather than fake backlinks built purely for SEO. Search engines don't like to be tricked and target sites building phoney links with a search engine penalty.

PageRank

"PageRank (PR) is an algorithm used by Google Search to rank websites in their search engine results. PageRank was named after Larry Page, one of the founders of Google. PageRank is a way of measuring the importance of website pages.

According to Google, PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is.

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The underlying assumption is that more important websites are likely to receive more links from other websites. It is not the only algorithm used by Google to order search engine results, but it is the first algorithm that was used by the company, and it is the best-known.”

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Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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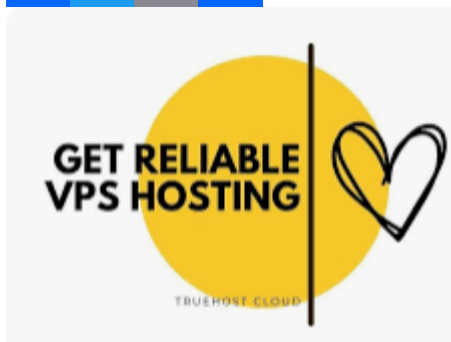
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