

# SEO Strategy – Enlarge

Professor  
School  
Search Engine Optimization

# SEO Strategy – Enlarge

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What does a farmer have to do to make his crops grow?

How can we turn a less popular kid into a popular kid?

# Learning Objectives

- Construct a link building strategy to leverage SEO
- Construct a social media strategy to leverage SEO



# Topics

- Link building Strategy
- Social Media to Amplify the SEO Strategy

**“The best source of a link is a website that is both considered authoritative and relevant to your website.”**

*Helen Pollitt*



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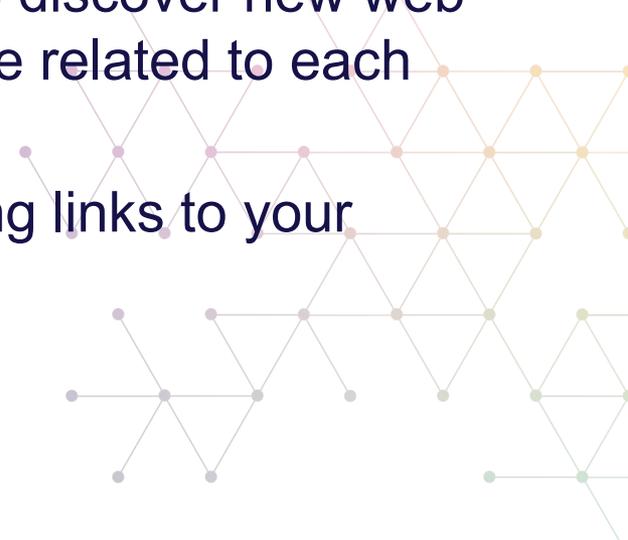
# Link building Strategy





# Link building Strategy

- Link building is the process of acquiring hyperlinks from other websites to your own.
- Link building is an important part of search engine optimization (SEO) because search engines use links to discover new web pages and to understand how the pages are related to each other and to the rest of the web.
- A link building strategy is a plan for acquiring links to your website from other websites.



# Link building Strategy

There are many ways to build links, some of which include:

- Creating high-quality content that other people will want to link to
- Reaching out to other website owners and asking for a link
- Participating in online communities and forums, and including a link to the website
- Providing valuable resources, such as tools or guides, that other people will want to link to



# Assessment Activity

Creating high quality content on a website, such as a blog post or an information guide, and then reaching out to other websites in the same industry or niche to ask if they would be willing to link to the content is an example of link building. Please make a further observation.



# Assessment Activity

1. Start by creating a spreadsheet to track your progress. You can use the spreadsheet to keep track of the websites you contact, the status of your outreach, and the links you've acquired.
2. Research potential linking partners by searching for relevant websites in your industry or niche. Look for sites that have a good reputation and that produce high-quality content.
3. Use tools such as Moz, Ahrefs, Majestic, SEMRush, to check the domain and page authority and also to find the backlinks of your competitors.
4. Use these sites to find the contact information for the website owners or editors. You can also use tools like Hunter.io to find email addresses of key personnel.
5. Draft a personalized email to send to each website owner or editor. In the email, explain who you are, the purpose of your website, and why you believe the content you've created would be a good fit for their audience.



# Social Media to Amplify the SEO Strategy





# Social Media to Amplify the SEO Strategy

Social media can be used to amplify a SEO strategy and there are several ways social media can help improve a website's search engine rankings:

1. **Social signals:** Social media activity, such as shares, likes, and comments, can act as "social signals" to search engines, indicating that a piece of content is valuable and relevant. This can help improve the content's search engine rankings.
2. **Backlinks:** Social media can also be a source of backlinks for a website. When a piece of content is shared on social media and people click on the link, it can drive traffic to the website and also create a backlink.
3. **Branding:** Consistent and active social media presence can help establish a brand's authority and trust, which can have a positive impact on a website's search engine rankings.
4. **Keyword Research:** Social Media can be also used to conduct keyword research, by seeing which terms and phrases are frequently used by your target audience.
5. **Content distribution:** Social media platforms are great channels to distribute your website's content, and if it gets viral it can drive more organic traffic to your website



# Consolidation Activity



# Consolidation Activity

For the next list, choose an organization and its website:

- Online store.
- Online brand presence.
- Information repository (e.g., news)

Create a link building to leverage the SEO strategy.

Create a social media to leverage the SEO strategy.



# Recap of Learning Objectives

Now, can you construct a link building strategy to leverage SEO ?

Now, can you construct a social media strategy to leverage SEO?



# Recap of Learning Objectives

- Rate your understanding of today's topic from 1–10.
- If you had to structure next class, what would the format look like?



# Questions?



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# Next class...

- SEO strategy; let's get into the specifics. Let's Evaluate a SEO Strategy.



# Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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