

Virtual Marketing Blueprint

Off Page SEO

Objectives:

- 1) Introduction To Off Page SEO
-  2) **Finding & Obtaining Quantities of Backlinks**
- 3) Finding & Obtaining Quality Backlinks
- 4) Finding & Obtaining A Diversity of Backlinks
- 5) Link Building Strategy Training
- 6) Closely Guarded Off Page SEO Secrets

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Introduction to Link Quantity

Quantity of Backlinks

What Is It?

It's the number of links (votes) to your website.

Why Is It Important?

The more votes your website receives, the more popular it becomes with the search engines.

Introduction to Link Quantity

Link Quantity Dangers:

- **Don't build your links too quickly**
 - If search engines feel as if you may be “automating” your link building process and abusing the system you can be penalized.
 - Best rule of thumb is to grow your links slowly as a new site - make it look natural. As your site gains more links, the faster you can continue to build.

Introduction to Link Quantity

Link Quantity Tips:

- Nothing is black & white and things constantly change. Main factors to consider in backlinks are:
 - Quantity
 - Quality
 - Diversity
- Remember the difference between “total backlinks” and “total domain links”. The more domain links you can get, the better.

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Next Video...

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