

WELCOME TO

Virtual  
Marketing

*Blueprint*

Rei Rockstars

# Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

# Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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# 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 Off Page SEO

## Off Page SEO

### *What Is It?*

It's Link-Building (Building Links To Your Website)

### *Why Is It Important?*

Links are like "Votes". The more "votes" your website is getting, the more popular your website becomes in the eyes of the search engines.

# Introduction to Off Page SEO

## Off Page SEO Factors

- Quantity of Links
- Quality of Links
- Diversity of Links

**Ideally, you want to achieve a combination and balance of all three of these backlinking strategies.**

# Introduction to Off Page SEO

## Off Page SEO Terms

- **Link Building** - process of building links to boost off page SEO
- **Backlink** - links TO your website
- **Anchor Text** - words used in a link
- **Inbound Links** - links TO your website
- **Outbound Links** - links FROM your website
- **Votes** - all links are considered votes
- **Link Juice** - authority passed between pages



# Virtual Marketing Blueprint

## Next Video...

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