

OFF PAGE SEO

1. GOOD ORIGINAL CONTENT

- Create your OWN Story
- Blog DAILY and create great content based around a keyword for your opportunity or product
- Copying other's work will penalize you severely in search engine

2. OFF SITE NETWORK

- Build a Web 2.0 Network based around relevant keywords for your product or opportunity
- This builds credibility and relevance to your main site
- Your network post should not be exact copy of a post on your main site, very important

3. BACKLINKS

Several ways to create backlinks:

- Articles (highly recommend software for this) but completely possible to manually submit articles to article directly
- Social bookmarking (highly recommend software)
- Press releases
 - press releases have the possibility of getting picked up, creating lots of backlinks with no extra effort on your part