

Off Page Work to Improve Authority

We've mentioned Google Authorship and adding valuable comments on industry relevant forums and online groups, but there are further ways to build your Authority. Let's focus on traditional quality link building.

Directories

When most people are looking for a services, they will now look online, rather than in a Yellow Pages or other hardcopy directory. There are vast numbers of online directory sites which you can list your business on. A basic listing is usually free, with a small charge for a more detailed entry.

Find at least 5 geographically relevant directory sites and 5 industry relevant directory sites and sign up today. Tick a box below for each one you join.



Directory sites may direct new visitors to your website. They also show the Search Engines that you are a real business, with a physical address and joining creates a natural link to your website.

Article Marketing

If you already write a regular website blog, you may want to consider writing articles that can be posted as 'guest blogs' or on article sharing websites. Blogs and articles are a great opportunity to share your knowledge, expertise and passion for what your company does. Information such as how a topical issue, labour market data or new development could impact on organisations in your industry is an example of relevant, valuable content.

Avoid writing anything that sounds even remotely like a sales pitch for your company and do not post the same content on more than one site, as it dilutes its value.

Blog Commenting

As mentioned on the previous worksheet, industry specific or even geographically relevant forums can provide a wealth of valuable information. Being active on these online networks involves regularly reading them and adding valuable comments, adding further information or helpful responses to questions.

Being active will help to build your reputation as someone who knows there profession and is willing to add value. This helps to build rapport, which is good for generating business. It also helps to build good quality links to your website and therefore your authority with the search engines.

List three relevant forums, groups or blog sites that you will become an active member of:

