

Creating a Great Offsite Optimisation Campaign!

We have covered how to plan and manage onsite optimisation campaigns, and this month's article highlights the areas you should know about to plan an offsite campaign. The two methods of optimisation work together to build your websites position in the search engines. But what exactly increases a page's importance over another? How is it measured and do different search engines use different algorithms? What pages are ideal for inbound links and an offsite optimisation campaign? Optimisation has many different elements to it, but don't worry, this e-guide will take you from confused to enlightened on the subject offsite optimisation!

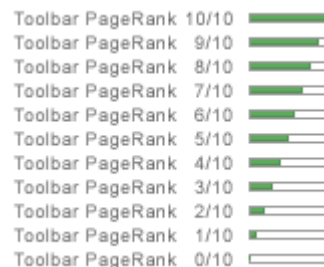
Page Score, or Page Rank depending on what search engine you use!

As stated in this month's article, Page Score is the measure that Bing uses to decide how important a particular page is. But do all search engines use the same measurements? No, Google uses something called Page Rank. Again this is a numerical scale or mark, but it is zero to ten. Let's recap;

Bing = Page Score marks a page out of 5

Google = Page Rank marks a page out of 10

Page score



So how does a search engine come up with its score? We do not know all the algorithms that make up the final mark; it relies on the content of your website, domains how important the page linking to yours is the list goes on. But as we have briefly mentioned in the article, the amount of incoming links is an important factor.

The way this works is that the page score of lots of pages feeds through to the one page you have concentrated on, boosting that pages page score.





Ideal links to have to your website pages

Here are a few pointers to help you choose the pages you request to submit inbound links from;

- 1) Well built websites:** the page needs to be easy for search engines spider-bots to crawl; so lots of text, good navigation and Flash and JavaScript kept to a minimum!
- 2) Relevant Page content:** for example if you are a kitchen designer, having a link from a kitchen cupboard supplier to your design page would be really useful.
- 3) Pages with older or established Domains:** if you have pages that are from more established websites, the better they will be ranking in results and the better they will be for you.
- 4) Pages with a good Page Score/Rank of their own:** use the Google tool bar or free web tools like Webseo.com to find out the page scores of the places you want to link from.

How do I run my own offsite optimisation campaign

So when it comes to actually running a link building campaign, what is the best way to go about it?

Research the sites you want to link from: Make sure that you spend a fair amount of time researching which forums, blogs, suppliers and clients are going to be the most beneficial to you. If you submit to a directory that is of no use to your business, it will have been a big waste of time.

Work out key pages to link to: This is a great way to complement the websites key pages. If you try to build links to every single page on the site it will take a lot of time and possibly not be as effective.

Optimise your Links with Keywords: Make sure that when doing a directory entry you use the key terms and phrases from your website in the description area, and if it offers keyword boxes or use them!

Maintain, Test and Monitor! Create a spreadsheet so that you can record passwords, usernames and email addresses as well as record any changes you make over time and how it effects your presence online or page score.

For more information on planning and initiating an optimisation strategy, email the e-mphasis team contact@e-mphasis.com.

