

Off-site SEO is much more than just posting links as fast as you can. There are usually many things you can do on the web to increase your sites web presence. Off-Site SEO is all the work that we do on things out in the world OFF your site partly to build up your "link equity".

There are many things we can do to further your cause on other web sites with authority in your field. This must be done correctly to establish your site as an authority in your field. There are rules to follow to avoid annoying the Google queen on her throne. If you suddenly are driving a Bentley (you suddenly have a ton of link equity) the librarian may think you are a drug dealer (a spammer). It takes time to earn the respect of the librarian. Google is the same way, and organic SEO is a long term commitment. Serious companies are well away of this and are well aware that the in-house SEO is a serious commitment to the future. There will be short term benefits, and there will be victories along the way, but a commitment to the long term is a commitment to success.

- Be aware that off-site SEO is never-ending and can involve monthly fees, but can also make a very significant improvement in Google if it is done correctly. Your popularity is measured by your traffic and by who is linking to you. We increase both for you and over time, like a plant, your link equity grows.
- Promoting your web site in concert with your PR people, an SEO can make the difference between highly productive press releases or wasted opportunities left and right. The old ways of promotion are still valid, but there are many new details that are now involved to promote yourself not only to the people, but to the search engines and their crawlers.
- While humans certainly come first as a rule, press releases are also an opportunity to promote to the search engines and boost your authority as a business online. In addition, well placed links in the right places with the right keywords, can move your site up the search results in google, which is the main one certainly.