# NEWSWIRE

# On-Page SEO & Off-Page SEO

## SMART START

**What's the difference between on-page SEO and off-page SEO?**

# Thank you for downloading the **On-Page SEO & Off-Page SEO** Smart Start.

This guide will help you understand the difference between on-page SEO and off-page SEO and how to optimize for both to improve searchability and visibility online.

## What is On-Page SEO?

On-page SEO, sometimes referred to as "on-site SEO" is the practice of optimizing the content you control on your website for both users and search engines alike.

The goal is to make your website equally valuable and usable in an effort to boost your rankings and visibility for popular search engines such as Google and Bing.

## How to Optimize for On-Page SEO

On-page SEO is more than just adding keywords throughout your website. It's about creating relevant content that delivers on the searcher's intent.

Success in organic search relies heavily on your ability to optimize elements of your website search engines deem important.

**These on-page SEO ranking factors include but aren't limited to:**

### Alt Tags
This is used within an HTML code to describe the function and appearance of an image on a webpage. Writing alt tags requires describing the image using specifics, keeping the text around 125 characters, infusing relevant keywords, and avoiding keyword stuffing.

### Content
Each page of your website should be optimized for one unique keyword. Fresh, high-quality content is like a magnet to search crawlers. The more relevant content you publish on a consistent basis, the better your chances are of achieving a higher rank.

## Heading Tags

Heading tags help improve the readability of a webpage and are ranked according to importance from H1 (main heading) to H6. Main headings and subheadings infused with keyword-rich and contextual information will help boost your chances of showing up on the search engine results page (SERP).

## Meta Description

This is the description of what the page is about and is usually displayed beneath the title of a page in the SERP. Keeping a meta description focused on the topic of the webpage can increase click-through rates.

## Mobile-Friendly Interface

A mobile-friendly and responsive website provides users with a good experience. And, it's important to note over 50 percent of internet traffic comes from mobile devices.

## Site Speed

When a user wants an answer, search engines know they want it quickly and slow load times can lead to a poor user experience which can negatively impact your site's rank.

## Title Tag

This is the head section of a webpage that provides context to the topic of the respective page. The title tag is featured on the SERP as the clickable link.

## URL

The URLs of your website should clearly articulate the information that lives on the respective page. This information is used to determine the relevancy of the web page by search engines.

**Tip:** From identifying the right message and audience to pinpointing optimization opportunities, our Earned Media Advantage Guided Tour team will manage and keep track of your campaigns from start-to-finish.

## What is Off-Page SEO?

Off-page SEO, also called "off-site SEO," refers to the actions and tactics used outside of your own website.

In short, off-page SEO takes place on another site or platform and plays a major role in your rankings within the SERPs.

**Examples of off-page SEO include:**

- Content marketing
- Link building
- Social media
- Podcasts
- Press Releases
- Reviews

All of these factors contribute to improving your off-page SEO.

No matter the source, whether it's a podcast or a guest blog, the links mentioning your brand and sharing your content have to be reputable and trustworthy.

These backlinks to your website act as votes of confidence that signal to search engines your website and its content are worth bumping up in the rankings.

Off-page SEO is an integral piece in your overall marketing puzzle because it helps build your site's authority which determines how your site will rank.

## How to Optimize a Press Release for Off-Page SEO

At Newswire, we craft and send direct pitches and manage follow-ups to help our clients land relevant news coverage. In fact, our Guided Tour clients typically earn coverage in the first quarter from respected and popular news outlets such as Cheddar, Bloomberg, TechCrunch, Forbes, and many more.

No matter the industry, our team helps our clients earn media coverage, increase brand awareness, drive web traffic, and generate greater returns for their media and marketing communications spend.

A major contributor to the success of our clients' press releases is our attention to optimizing a press release for off-page SEO.

As more consumers turn to the internet to get their information, companies have an even greater opportunity to build quality backlinks through consistent press release distribution.

An SEO-friendly press release will help get your message in front of your target audience.

## Here are three ways to optimize your press release for off-page SEO:

### Keywords
The first step in optimizing a press release is including keywords that are relevant to your industry and the topic matter in the title, introduction, and throughout the content of your release. Target one to two keywords per release and don't force it.

### Content
Using the inverted pyramid as a guide to how you structure your release will ensure you're covering the most pertinent information first. Once you have the structure in place, write content that's engaging and will pique and keep the interest of a reader.

### Links
In addition to the introduction and boilerplate, add a link or two throughout the text of your press release to drive traffic to a relevant page on your website. When including links in a press release, make sure the anchor text is a valuable keyword. Link relevancy can improve the likelihood of both pieces of content ranking for search queries regarding those topics.

**Tip:** Our team of public relations experts will help identify the right keywords to improve your rankings and garner recognition from high authority media sites that can provide your business with a steady stream of quality content.

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# Get help with your **press release distribution** today!

Not sure what you need from a distribution partner or where to start? Newswire's team of expert PR Strategists can conduct a **free**, comprehensive needs analysis to determine the right solution to help you meet your needs. In addition to press release distribution options, Newswire offers additional media and marketing communications support through the Earned Media Advantage Guided Tour.

## Let's Get Started
### EARNED MEDIA ADVANTAGE GUIDED TOUR

## Distribute the **Right Message** to the **Right Audience** at the **Right Time**

Do you think the Earned Media Advantage Guided Tour might be a good option for you? Click "Let's Get Started" to schedule your free needs analysis to see how Newswire can support your media and marketing efforts!

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