The difference between onsite SEO and offsite SEO

SEO or search engine optimization, when used correctly can get you tons of free organic traffic from the almighty Google. When it comes to SEO practices, there are two main categories – Onsite SEO and offsite SEO. In this article I will explain the differences between the two and how you can target both of them.

Onsite SEO means optimizing your website or blog internally to boost your page ranking. There are many ways to do this – keyword optimization, onsite linking among posts and pages, using anchor text links, tagging posts, alternative text for images etc. Keyword density is an important factor as excessive use of a certain keyword can make you penalized.

Fully optimizing your website content is a pre-requisite for good SEO points but it won’t be enough, you’ll have to incorporate off-site SEO methods together in order to be ranked higher in Google.

Offsite SEO involves getting back links from various sources on the internet which does not belong to your website. Back links are basically people from other websites linking to your website. The higher quality the back link, the more Google juice you will get. People sharing your website on social networks and talking about your website also constitute as offsite SEO.

You can get a variety of back links from many credible sources such as other people’s blogs (of the same niche), Twitter, web 2.0 pages such as Hub pages and Squidoo, and even YouTube.

In summary, the key to getting high placement on Google’s search engine and successfully using SEO is to have good onsite SEO and offsite SEO. The internet has evolved from an information providing hub to a place of online social interactions which can be seen through social media sharing, blog commenting and reviews.