

# Off Page Activities SOP

Off page activities are done on the daily basis for projects. This is for the promotion of your brand.

Below is the list of off-page activities.

- Profile creation
- Image submission
- Social bookmarking
- Classified Submissions
- Business listing
- Directories submissions
- Blog posting
- Guest posting
- Web 2.0
- Infographics
- Blog commenting
- Quora,etc

**Profile creation-** Profile creation is the first step to showcase the identity of a client. Profile creation websites should be relevant. We need to create a profile where we write name, bio, address contact number and website link as well as upload the logo of the brand.

Things to keep in mind before searching for any websites-

Websites should have high DA and PA. (check with MOz tool <https://moz.com/products/pro/seo-toolbar>)

Check LIS score.

Check spam score (check with MOz tool)



**Image submission-** In image submission we need to submit the image of the brand with full details of the picture including link. Choose image submission websites which are relevant for the project.

...


Select ▼ Save

Drag and drop or click to upload

Recommendation: Use high-quality .jpg files less than 20MB

Save from site

## Add your title 🌐


 digiPanda Consulting

Tell everyone what your Pin is about 😊

Explain what people can see in the Pin 👁️

Add a destination link

After submitting all the details it will show like this




...

Profile ▼ Save


[digi.panda.co.in](https://digi.panda.co.in)


## digiPanda

 digiPanda Consulting

**Note to self**  
What do you want to remember about this Pin? Add note

**Comments** ▼  
Share feedback, ask a question or give a high five

 Add a comment 😊

 You saved to DigiPanda Consulting

**Social bookmarking-** The main element of SEO. Again as per the brand find out the relevant websites for social bookmarking then submit the link and fill out the details as per the requirement.



After submitting the link it will show up like this-



**Classified Submission-** This is basically a process by which you can submit ads in classified submission sites. A method by which all the potential buyers and business persons come to your website by clicking the link. Find out the relevant websites for

Classified Submission then submit the link and fill out the details as per the requirement.


## Post a free ad

Category Services > Event Services (**Change category**)

Automotive Services Cleaning Services Computer & Tech Help Construction Services Creative & Design Services  
Esoteric & Astrology **Event Services** Health & Beauty Services Home Services Insurance & Financial Services  
Lawn & Garden Services Legal Services Moving & Storage Services Office Services Pet Services Photo Services  
Real Estate Services Recruitment & HR Services Translation Services Travel Services Vehicle Rentals Web Services  
Other Services

**Title\***  Title is too short  
Characters: -10

**Description\***  Characters: -20

**Add image** 

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OPTIONAL INFO

**Website**

**Phone number**  This phone number will be shown on your ad.

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ADDRESS

**Street**

**City\***  Please ensure the city is correct. You cannot change it later, even with a Premium Feature.

**Postcode**

remember for future ads

After submitting the above information the website might take some time for approval or on the spot post your ad which will reflect like this.

INDIA » [All Provinces Of India](#) » [Delhi](#) » [Services](#) » [Web Design And Tech](#)

Digital Marketing Company Noida | Digital Marketing Agency  
Delhi NCR - digiPanda Consulting

☆ | [View My Favorites](#)

Price: Please Contact

[Email This Ad Poster](#)

 [View Map](#)

Short URL: [AdsTi.me/1444631](https://AdsTi.me/1444631)

**Ad Description:**

digiPanda, Noida based leading Digital Marketing Company offering end-to-end digital marketing solutions to top brands in India and abroad.

DOING  
WHAT  
MATTERS




 [View Large Size Pictures](#)

**Business listing** Business listings are public profiles that can be viewed by anyone. A typical business listing contains NAP (Name, Address, Phone Number) details. Find out the relevant websites for Business listing then submit the link and fill out the details as per the requirement.

## Let's get some basic information

Company size, branding, all the fun, simple stuff.



Website \*

What is your minimum project size? \*

What is your hourly rate? \*

 PER HOUR

What size is your company? \*

When was your company founded?

Tagline \*

 0/50

Summary \*

**B** *I* ☰ ☷

Short description about your company

0/2000

[Switch to plain text editor](#)

Next



After submitting the above information the website might take some time for approval or list your business which will reflect like this.

## Doing what matters

5.0 ★★★★★ 1 REVIEW &gt;

We execute a storm of strategies to all aspects of Digital Marketing services. The certified professionals at Digipanda begin by understanding your requirements that helps a lot in delivering details results. We aim for maximum business growth with minimum investment in the minimal time possible. By hiring us you are simply plugging into various services like Marketing, Website Development, App Development, SEO, PPC, Graphic Designs, Social Media Marketing, YouTube Optimization and Ads, Google Ads, Content Writing, Website and Creative Designing with a team of unstoppable strategists who will ensure that your company goals skyrocket with us. Contact us: +91 95606 52049

- 📄 Undisclosed
- 📄 Undisclosed
- 👤 50 - 249
- 📅 Founded 2016

📍 Noida, India [SHOW ALL +](#)

**Directories submissions-** The directory submission remains one of such off-page activities of search engine optimization that benefits to create backlinks for any website. Find out the relevant websites for Directories submissions then submit the link and fill out the details as per the requirement.



**Rules - Not following or breaking will result in automatic deletion.**

- » All listings are lifetime, listings never expires.
- » Top level domains only (no sub-domains or sub-folders).
- » No Keyword stuffing. Do not repeat the same word over and over (more then 3 times will result in deletion).
- » Use correct capitalization (do not captialize words you feel are important).
- » Do not include URL in description or title.
- » Do not include phone number or mailing address.

**Pricing:**

- Featured + Fast Review Listing (Lifetime, Top of Category, Review in 2 work days) \$6
- Fast Review Listing (Review in 2 work days) \$3
- Regular Reviews (8-12 months waiting review time because 48,000 submission waiting) free

\*Title:

\*URL:

Description:

\*Your Name:

\*Your Email:

\*Category:

\*Enter the code shown:

This helps prevent automated registrations.



[Continue](#)

**Blog posting-** Blog SEO is the practice of optimising a blog's content, site architecture and HTML code for search engines. Common tasks associated with blog SEO include on-page optimization, installing plugins, improving page loading speed and internal linking. Wordpress (wordpress.com) and blog spot (<https://www.blogger.com/>) are the best platforms to post any blog. While posting blog need to keep in mind few things-

Meta title (word limit 65 characters)

Meta description (word limit 165 characters)

Blog topics should be chosen as per the brand.

Internal linking should be done. (promote the link of other blog)

Anchor text

Feature image relevant to the blog.

Blogs should include Headings i.e H1, H2, H3,H4

After submitting all the above information your blog will reflect like this have a look on the link.

<https://digipanda.co.in/content-marketing-strategy-defining-the-future-of-your-business/>

**Guest posting-** Guest posting is the act of contributing content to another person or brand's website or blog. This tactic is also known as guest blogging. In guest posting, a writer acts as a contributor or guest author and submits content to a publisher. Guest posting also follows the same criteria for writing a blog. Find out the relevant websites for guest posting then submit your blog. After submitting all the above information your blog will reflect like this have a look on the link.

<https://magazinekalakar.com/how-to-develop-a-powerful-influencer-marketing-strategy-for-your-business/>

**Web 2.0-** The second generation of the websites, also known as web 2.0 websites, feature dynamic pages. Web 2.0 sites for SEO are effective for taking your site to the top level in the search engine results pages. In the web 2.0 submission, you have to share engaging content through blog sites. Wordpress and blogspot are the relevant websites for Business listing then submit the link and fill out the details as per the requirement.

**Blog commenting-** a relationship between blogs, bloggers and blog readers. It is a great way to exchange ideas, thoughts or opinions about what people feel for a particular topic or a blog post. Blog comments help the blog to attract traffic and make it social. Find out the relevant blog commenting websites then comment with the promotion of your link.

**Infographics - Infographics Can Enhance Your SEO Efforts**

Studies have shown that content containing graphics or images can generate much more views compared to content. Plus, if you include a link on the infographic, you can bring more visitors back to your website by boosting your number of backlinks.

**Quora-** Quora is the largest question and answer website on the internet and a good website to get static backlinks and traffic as well. You can create a quora profile (<https://www.quora.com/>) for your client and create Q&A which is relevant to your brand. As well as mention the link.