

# ON-PAGE & OFF-PAGE SEO FACTORS

BASIC UNDERSTANDING OF ON-PAGE AND OFF-PAGE

# On-Page SEO

- Content ... pages, per page content, quality, uniqueness
- UX (User Experience)
- Technical SEO
- Site Speed
- User Behaviour Metrics
- Internal Linking
- SSL
- ... *there is a ton of signals!*

# Off-Page SEO

- Backlinks – Quality, Quantity, Relevance, Power
- Quality of Page with Backlink
- Mentions
- Traffic to Site from linked pages
- Social Shares
- Link Velocity
- ... *there's a ton of signals!*