

Search Engine Optimization is one of the techniques used to improve traffic to a website by obtaining a high-rank placement in the Search Engine Results Page (SERP) such as Google, Bing, Yahoo and others. SEO has two techniques to improve website position in SERP called *ON-Page SEO* and *OFF-Page SEO*:

ON-Page SEO:

It refers to all the things that we do within our website such as title, description, content, image, keyword stuffing, internal linking, etc. Overall the on-page technique means structuring or building your website to be search engine friendly.

Off-Page SEO:

Off-page SEO will help make your website popular on the internet, so you can get more visibility. With the on-page techniques we can get visibility in **search engines**. But only **off-page SEO techniques** will help improve your website position in SERP. Take a look at the list of top 10 best off-page **SEO techniques now in trend**.

1. Social Media Engagement

A major **Off-page SEO technique** is social media engagement. If you want to make your business, website or blog popular, engage with people on multiple social media platforms. Social media presence will help grow your business and also help you get more back links.

Top social networking sites

S.No	Social Networking Sites	DA	PA	PR
1	http://www.twitter.com/	100	97	10
2	http://www.facebook.com/	100	97	9
3	http://www.linkedin.com/	100	97	9
4	http://www.pinterest.com/	100	96	9
5	http://plus.google.com/	100	96	9