by Chris Daniel
PROVING MY WORTH BY INCREASING YOURS

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Off-Page Core SEO Guide

A compact, actionable off-page playbook for site owners, content teams, and SEOs who want to earn high-quality external signals without creating risky footprints. Preserves your examples, vendor notes, outreach templates, tracking fields, and campaign playbooks — ready to export to a branded PDF.

Quick TL;DR checklist (paste to the front)

- Prioritize in-content/editorial links on relevant sites.
- Use a balanced backlink mix by site size (follow Backlinks-by-Size targets).
- Rotate anchors: mostly branded + natural long-tail; minimize exact-match.
- Track every placement (URL, anchor, placement type, indexed Y/N, referrals).
- Point single-link social bios to a canonical /connect hub on your domain.
- Ramp link velocity slowly; avoid large month-over-month spikes.
- Vet vendors with live sample URLs, screenshots, and replacement policies.
- Log indexation and referral traffic; measure impact on target pages.

1) One-line goal

Acquire contextual, relevant links that send editorial signals and referral traffic while maintaining a natural, low-risk backlink profile.

1.1 Key definitions

- Contextual / editorial link: in-body link inside relevant content.
- Guest post: authored content published on another site with an author attribution.
- Citation / profile: directory or profile listing with a link.
- Niche edit / resource link: placement added within an existing post.
- Tiering: Tier 1 = links to money pages; Tier 2 = links to supporting content that feed Tier 1.

2) Link quality checklist — what to evaluate before outreach or purchase

- Topical relevance between linking page and your target page.
- Placement: in-content > resource list > footer/sidebar > profile.
- Page indexing and organic traffic (GA / GSC / third-party estimates).
- Natural surrounding text (not templated paragraphs).
- Clean outbound profile (no obvious link network footprints).
- Permanent placement (not temporary or widget-based).
- Evidence of reader engagement or referral traffic.
- No repeated templated article structures across many pages.

3) Recommended backlink mix & monthly targets (starter guidance)

Use starter targets and prioritize quality over quantity. Adjust to budget & niche.

- Small site (<1k sessions/mo) — target 1–3 links/mo
  - 40% citations/profiles & social bios
  - 40% small editorial/contextual links
  - 20% 1 guest post or niche edit
- Medium site (1k–10k sessions/mo) — target 3–7 links/mo
  - 50% contextual editorial
  - 25% guest posts
  - 15% citations/profiles/local
  - 10% PR/newsletters
- Large site (10k–100k sessions/mo) — target 8–20 links/mo
  - 60% high-quality contextual editorial
  - 20% guest posts / thought leadership
  - 10% PR & newsletters
  - 10% resource / partnership links

Notes: Competitive niches require a higher share of premium/PR placements.

4) Anchor text rotation (compact table & example)

Recommended percentages for new links (rotate steadily):

- Branded: 35–55%
- Naked URL: 5–15%
- Generic (click here/read more): 5–15%
- Partial match: 10–20%
- Exact match: 0–5%
- Long-tail / natural sentence: remainder

Example for a 20-link month:

- Branded: 8–10, Naked: 1–3, Generic: 1–3, Partial: 2–4, Exact: 0–1, Long-tail: 2–3

5) Placement types — quick pros & cons

- In-content editorial: highest value for relevance & referral.
- Guest post: control over content; value depends on host quality.
- Resource page / listicle: good long-term value if topical.
- PR / newsletter: high exposure; links often nofollow but drive traffic.
- Citation / profile: low direct ranking power, but useful for local/brand signals.
- Footer/sitewide: low value; creates footprint if used in bulk.

6) Cross-linked author/brand hub (bio strategy)

- Host a single canonical /connect hub on your domain; point single-link bios there (avoid Linktree).
- Standardize author bio: 18–25 words, headshot, canonical name, single link to /connect.
- Add Person schema on author pages and include sameAs links to primary profiles.
- Short bio example (copy-paste): "I test SEO tactics and publish practical playbooks — free guides: https://www.chrisdaniel.com/connect"

7) Outreach & campaign basics (process)

- Pre-outreach: create prioritized prospect list (target URL, contact, DR/traffic estimate, suggested anchor).
- Pitch: personalized 2–3 sentence intro that explains value for their readers.
- Follow-ups: 1–2 polite follow-ups spaced 3–7 days; stop after 2–3 attempts.
- Tracking: record prospect, outreach dates, placement URL, anchor, price, screenshot, indexed Y/N.
- Templates: personalize heavily; reference recent content and benefit.

Outreach subject line & 1-sentence pitch (copy-ready)

- Subject: Quick add for your [post title] readers
- Pitch: Hi [Name] — I enjoyed your post on [topic]. I wrote a short, data-backed paragraph on [benefit] that would add value to your readers — would you be open to a guest contribution or inserting this paragraph with a source link?

8) Link velocity & naturalism

- New sites: start at 1–3 links/mo; ramp slowly.
- Avoid month-over-month spikes > ~50% during early growth.
- Coordinate link building with content publication & social promotion to simulate natural interest.
- Avoid rapid purchases of sitewide/footer links that create obvious footprints.

9) Tracking, KPIs & reporting (fields to log)

Per placement (minimum fields):

- Date placed
- Source URL
- Anchor text used
- Link type (editorial / guest / citation / PR)
- Indexed (Y/N)
- Screenshot (archive link)
- Referral sessions (when available)
- Notes / contact

Key KPIs:

- Referral traffic to linked pages (GA/GSC).
- Impressions & position for target keywords (GSC).
- Organic sessions & conversions on target pages.
- Link indexation rate.
- Cost per live placement (for paid campaigns).

Suggested reporting cadence: Weekly indexation check + monthly performance review.

10) Small campaign workflows (copy-ready)

A. Quick test campaign (1–3 links)

1. Pick 1 money page + 1 supporting page.
2. Build a prospect list of 15–25 relevant sites.
3. Send personalized pitch to 10–15 prospects.
4. Secure 1–2 placements; log details and monitor for 4–8 weeks.

B. Monthly campaign (6–15 links)

1. Audit target pages and map content clusters.
2. Prepare content assets (guest drafts, data snippets).
3. Use tools for prospecting but keep outreach personal.
4. Acquire a mix of guest posts, contextual placements, and citations.
5. Review performance monthly and iterate.

11) Vendor categories & starter picks (test small pilots)

Always buy a pilot and require live URLs + screenshots.

- Premium ($500–$5,000+): curated editorial placements, PR — e.g., Authority Builders, The Hoth (examples from your doc).

- Mid-tier ($100–$700): guest posting and outreach services — e.g., FatJoe, GuestPost.com.
- Budget ($20–$150): vet carefully; require 3–5 live in-content samples and replacement policy.
- PR / HARO: free to paid options for press mentions & newsletter features.
- Tools: BuzzStream (outreach CRM), Ahrefs (prospecting & intel), Whitespark (local citations).

Vetting note: never default to bulk network packages; require evidence and replacement policy.

12) Vendor vetting checklist — questions to ask

- Can you provide 3–5 live sample URLs of current placements?
- Are placements permanent and in-content? Dofollow?
- Turnaround time?
- Do you provide screenshots + final placement URL?
- Anchor control / rotation options?
- Replacement / refund policy for dropped links?
- How do you source placements — outreach, owned relationships, or private networks?
- Can you provide references or case studies in my niche?

13) Risk management & disavow process

- Attempt polite removal first for spammy placements.
- Only disavow after removal fails and if the placement is clearly harmful.
- Keep quarterly snapshots of link inventory + screenshots for audits.
- Maintain a conservative approach to paid placements; prefer vetted editorial links.

14) Priority actions (top 5 if you only have time for five)

1. Map pages that need links and define intent for each.
2. Build a 20-site prospect list for your top money page.
3. Acquire one high-quality editorial link this month.
4. Add internal links from authoritative pages to your target page.
5. Log every placement and review referral traffic & indexation weekly.

15) Monitoring & KPIs (tools & signals)

- Tools: Ahrefs, Majestic, Moz, Google Search Console, Google Analytics, BuzzStream, Whitespark.
- Signals: referral sessions, indexation rate, GSC impressions & position, conversion lift on linked pages.
- Iterate: adjust targets and vendor mix based on referral & ranking outcomes.

16) Common pitfalls to avoid

- Buying bulk sitewide/footer links that create footprints.
- Heavy exact-match anchor usage.
- No tracking (no screenshots, no indexation checks).
- Spikes in link velocity without content/social signals.
- Using unvetted budget vendors without live samples.

17) Outreach templates & microcopy bank

- Subject line: Quick add for your [post title] readers
- Short pitch: Hi [Name] — I enjoyed your post on [topic]. I wrote a short, data-backed paragraph on [benefit] that would add value to your readers — would you be open to a guest contribution or inserting this paragraph with a source link?
- Thank-you follow-up (copy): Hi [Name] — any thoughts on my note below? Happy to tailor the paragraph to fit your tone or send a draft.

18) Page-level checklist (paste into CMS / SOP)

- Target page(s) mapped and intent defined
- 20-site prospect list built for top money page
- Outreach templates prepared and personalized per target
- Pilot purchase(s) executed with required screenshots & URLs
- Indexation & referral traffic logged weekly
- Anchor distribution tracked and kept within rotation targets
- Quarterly snapshot of link inventory saved

19) Example tracking CSV columns (copy-ready)

- date_placed, source_url, anchor_text, link_type, indexed_yes_no, screenshot_url, referral_sessions, notes, vendor_name

(If you want, I can produce a CSV/XLSX template you can drop into your outreach CRM.)

20) Microcopy bank (CTA & contact)

- Primary CTA suggestion (lead): "Get a free 15-minute off-page audit"
- Secondary CTA (nav): "Return to SEO resources"
- Short privacy line for CTA landing page: "We'll email you the audit details — unsubscribe anytime."

Google Authority Stack (GAS)

A concise, tactical playbook for building discoverable, Google-trusted companion assets (Docs, Sheets, Slides) that point back to your canonical site so Google associates those signals with your brand. Ready to export into a branded PDF using your banner/footer.

Quick checklist (paste at the front)

- Create a Drive folder: GAS — CHRISDANIEL.COM.
- Publish short, unique Docs (300–800 words) to the web (HTML) — DON'T duplicate long-form pages.
- Publish Sheets (asset index) as Web/CSV and Slides as embeddable one-pagers.
- Name consistently: `chrisdaniel.com — [Type] — [Short title] — YYYYMMDD`.
- Each asset: top summary + 1 CTA to your canonical hub (use UTMs).
- Interlink GAS assets to each other and to your hub.
- Maintain an Asset Index (sheet) with published URLs, landing URL, UTMs, and notes.
- Quarterly refresh & republish.
- Don't publish PII or paywalled content.

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1) One-line goal

Create a small set of Google-owned public assets (Docs / Sheets / Slides) published and named consistently so Google indexes them quickly and associates authority with chrisdaniel.com.

1.1 Why GAS works (short)

- Google properties index fast and are highly trusted.
- Short, genuinely useful assets create discoverability without duplicating site pages.
- Use Google assets as companion content that funnels users to your canonical hub.

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2) Minimum GAS components & folder structure

- Top folder: GAS — CHRISDANIEL.COM
  - Docs / Sheets / Slides / Images / Resources
- Asset types:
  - Google Docs: short how-tos, checklists (300–1,200 words) — Publish to web.

- ○ Google Sheets: Asset index, datasets, CSV exports — Publish to web.
  - ○ Google Slides: one-page visual summaries — Publish/embed.
  - ○ Images/Video: store in Drive; host videos on YouTube and embed.
- ● Optional hub: site.google.com (use only if you want a curated public hub).

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3) Naming & metadata — be boringly consistent

File name format (copy-paste):
 chrisdaniel.com — [Type] — [Short keyword title] — YYYYMMDD

Example:
 chrisdaniel.com — Doc — Image SEO Basics — 20250923

Why: readable file names become readable published URLs and help discoverability.

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4) Ownership & simple policies

- ● Use one Google account (you) to own all GAS assets.
- ● Keep drafts private; publish only the files you want indexed.
- ● Create separate Drive folders per project if you manage multiple sites.

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5) Exact publish steps (do this)

A. Create Drive folder

1. Drive → New → Folder → name: GAS — CHRISDANIEL.COM
2. Create subfolders: Docs / Sheets / Slides / Images / Resources

B. Publish a Doc

1. New → Google Docs → write 300–800 words (short, unique).
2. Include a one-line summary at the top and a CTA to your canonical hub (example UTM below).
3. File → Publish to the web → Link → Publish. Copy the published HTML link (indexable).
4. Add internal links to your canonical site (top & bottom) and to supporting GAS assets.

C. Publish an Asset Index (Sheet)

1. New → Google Sheets → use the Asset Index template (columns below).
2. Fill Title, Short description, Published URL, Landing URL, Tags, UTM URL, etc.

3. File → Publish to the web → Web page or CSV → Publish. This becomes a crawlable index.

D. Publish a Slide one-pager

1. New → Google Slides → create one clean slide summary.
2. File → Publish to the web → choose embed/link → Publish. Embed in Docs or site.

E. Images

- Store images in the Images folder; name them with keywords + date and add alt text when used in Docs/Slides.

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6) Asset Index template (copy-paste columns)

Use this sheet as your canonical log for all published GAS assets:

Asset ID | Asset Type | Title | Short Description | Published URL | Landing URL | Target Anchor Text | Date Created | Last Updated | Tags | UTM URL | Visibility | Notes

(Exportable as CSV/XLSX and importable into outreach/ops tools.)

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7) Interlinking & anchor strategy

- Primary link: each GAS asset should link to a canonical page on chrisdaniel.com (or /connect hub) with UTMs for tracking.
- Secondary links: interlink GAS assets (Doc → Sheet → Slide) to form a small internal web of Google properties.
- Anchor text: natural keyword phrases; rotate across assets; keep phrasing human-readable.

Example UTM (as used in guide):

https://www.chrisdaniel.com/connect?utm_source=GAS&utm_medium=doc&utm_campaign=gas_template
 (You can reuse this pattern and change utm_campaign per asset.)

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8) Content rules — avoid self-sabotage

- Don't paste full site articles verbatim into Docs. Instead: short unique summaries, companion checklists, datasets, or one-page visuals.
- Keep proprietary or paid content private. Public GAS is for discovery & trust.

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9) JSON-LD (Person snippet) — place on chrisdaniel.com only

Add the following JSON-LD to your site (NOT in Docs/Slides). Replace profile links if needed.

json
Copy
```
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Chris Daniel",
  "url": "https://www.chrisdaniel.com",
  "sameAs": [
    "https://www.linkedin.com/in/therealchrisdaniel",
    "https://www.youtube.com/@therealchrisdaniel",
    "https://www.instagram.com/therealchrisdaniel"
  ],
  "jobTitle": "Content Creator & Investigator",
  "worksFor": {
    "@type": "Organization",
    "name": "ChrisDaniel"
  }
}
```

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10) Publishing cadence & maintenance

- Quarterly review & refresh of GAS assets (update dates, republish).
- Keep a private audit sheet of what's published, when, and why.
- Republishing preserves published URLs — update content and republish to keep freshness.

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11) Security & privacy (simple rules)

- Do not publish PII or confidential buyer-only content.
- Use "Anyone with the link" for drafts during review; use Publish to the web only for assets you want indexed.

12) One-page checklist (paste in your hub)

- Create folder: GAS — CHRISDANIEL.COM
- Create Docs/Sheets/Slides subfolders
- Write a unique Doc (300–800 words) — add top & bottom CTAs to your connect hub
- Publish Doc to the web (File → Publish to the web)
- Create Slide + publish, create Asset Index Sheet + publish
- Name images descriptively and set alt text in Docs/Slides
- Add published GAS URLs to your GAS hub or /connect page
- Quarterly refresh & republish

13) Example usage paragraph (pasteable)

Here's how I used GAS: a short doc, a one-page slide, and an indexed spreadsheet around a single chart idea produced steady discovery. It's not magic — it's useful assets + context + pointing those assets back to the hub. Try it: pick one article, create three companion assets, publish, and measure.

14) Next steps I can take for you

- Insert this GAS rewrite into a branded PDF using your uploaded banner/footer (filename suggestion: `gas-entity-stack-2025.pdf`).
- Add the CTA block (primary + secondary with the UTMs above) and make buttons clickable.
- Or make any edits you want first (tone, expand examples, add screenshots/links).

Generative Engine Optimization (GEO)

A compact, actionable GEO playbook to make your content multi-modal, semantically clear, and AI-friendly. Preserves your priority checklist, Systeme.io pragmatics, schema recipes (JSON-LD + microdata), 90-day rollout, KPIs, and CTAs. Ready to export into a branded PDF.

Quick checklist (paste to the front)

- One authoritative host per asset type (site, image hub, video channel, review hub).
- Core page: clear H1 + 300–800 words answering intent + 1 CTA.
- Add one optimized image (filename, alt, caption) and one embedded YouTube video with transcript.
- FAQ block (microdata or JSON-LD fallback) answering top queries.
- Canonical & OG tags in header/footer.
- Person schema (hidden microdata) to claim brand identity.
- Cross-link image/video/review assets back to main site.
- Run a 30/60/90 rollout and track a small KPI set.
- Vendor Directory & full code appendix delivered separately.

1) One-line goal

Make content clear, multi-modal, and AI-understandable so search engines and AI syntheses prefer your assets.

1.1 Why GEO matters

AI search synthesizes content from many places. If your content is modular (image + video + transcript + FAQ) and clearly attributed, AI is more likely to surface your content instead of summarizing competitors.

2) Host & asset recommendations (one authoritative host per type)

- Main site (Systeme.io or your CMS): canonical content + schema microdata.
- Image hub: Pinterest or a high-DA image gallery (fast crawling + discovery).
- Video hub: YouTube (transcripts + reach).
- Reviews / social proof: Trustpilot, GMB, or controlled testimonial pages.
- Static JSON-LD: host on a subdomain or GitHub Pages if header scripting is limited.

3) Minimum asset requirements (per page)

- Core page: H1, 300–800 words answering primary intent, single CTA.
- Image: descriptive filename, alt, caption (ImageObject schema when relevant).
- Video: YouTube embed + transcript on page + VideoObject schema.
- FAQ: 3–7 short Q/A items (FAQ schema or microdata fallback).
- Header: canonical + OG tags.
- Footer: hidden Person microdata (if needed on platforms that block JSON-LD).

4) Structured data & AI readability — rules of engagement

- Preferred: JSON-LD in header (when allowed).
- Fallback: Inline microdata / RDFa when JSON-LD cannot be injected (e.g., some builders).

- Map assets to schema types: Image → ImageObject; Video → VideoObject; FAQ → FAQPage; Reviews → Review/AggregateRating; Person → Person.

JSON‑LD — compact ImageObject example

json
Copy

```json
{
  "@context": "https://schema.org",
  "@type": "ImageObject",
  "contentUrl":
"https://www.chrisdaniel.com/images/chris-profile.jpg",
  "creator": { "@type": "Person", "name": "Chris Daniel" },
  "license": "https://creativecommons.org/licenses/by/4.0/"
}
```

Microdata fallback — ImageObject

html
Copy

```html
<div itemscope itemtype="https://schema.org/ImageObject">
  <img src="https://www.chrisdaniel.com/images/chris-profile.jpg"
       alt="Chris Daniel – AI expert and speaker"
itemprop="contentUrl"/>
  <span itemprop="creator" itemscope
itemtype="https://schema.org/Person">
    <meta itemprop="name" content="Chris Daniel"/>
  </span>
</div>
```

VideoObject — JSON‑LD (compact)

json
Copy

```json
{
  "@context": "https://schema.org",
  "@type": "VideoObject",
  "name": "GEO Overview 2025",
  "description": "Short guide to Generative Engine Optimization
(GEO).",
  "thumbnailUrl":
"https://www.chrisdaniel.com/images/video-thumb.jpg",
  "embedUrl": "https://www.youtube.com/embed/YOUR_VIDEO_ID",
  "uploadDate": "2025-01-01"
}
```

5) Systeme.io pragmatics (practical workarounds)

Systeme.io often limits header scripting and sitemaps — use these practical approaches:

- Place canonical + OG tags in the header/footer editor per page.
- Use inline microdata in content when JSON-LD is blocked.
- Add hidden Person microdata in the footer via a small element with style="display:none".
- Host richer JSON-LD externally (subdomain or GitHub Pages) and link to it in the footer as an additional resource.
- Host videos on YouTube and images on Pinterest/CDN; cross-link from Systeme.io pages.

Example canonical + OG snippet (place in header/footer):

```html
Copy
<link rel="canonical"
href="https://www.chrisdaniel.com/current-page-path" />
<meta property="og:title" content="Page Title"/>
<meta property="og:description" content="Short description"/>
<meta property="og:image"
content="https://www.chrisdaniel.com/images/profile-og.jpg"/>
```

6) Content structure: Pillar → Cluster → FAQ

- Pillar: broad, authoritative page (800–3k+ words depending on intent).
- Cluster: 600–1,200-word pages targeting subtopics; link back to pillar with descriptive anchors.
- FAQ: short Q/A snippets placed near relevant sections and marked with schema (or microdata).
   Voice: keep the first sentence of each answer concise — AI often extracts the opening sentence.

7) Multi-modal checklist (quick implementation)

- Add H1 + 300–800 words that directly answer intent.
- Upload one optimized image (filename, alt, caption).
- Embed one YouTube video and host transcript on page.
- Add an FAQ block of short Q/A (3–7 items).
- Ensure canonical & OG tags are set.
- Add Person microdata in footer if JSON-LD cannot be used.
- Cross-link to image/video hubs and vendor resources.

8) Off-page & signal priorities for GEO

Signal rank (priority):

1. High-authority topical links (1–2/mo).
2. Guest posts / editorial placements.
3. Social hub activity (Pinterest/YouTube pins).
4. PR / newsletters (HARO + outreach).
5. Vendor Directory outreach (see separate file).

Quick link mix guidance (by size):

- Small (<10k/mo): 70% internal/contextual, 20% mid-DA references, 10% high DA citations.
- Medium (10–100k): 50% internal/contextual, 30% mid-DA guest posts, 20% high-DA mentions.
- Large (>100k): 40% internal authority, 40% high-DA contextual, 20% brand/PR.

9) 30/60/90 day rollout (solo implementer)

- Days 1–30 (Foundations)
  - Create/update 3 priority pages with image + embedded YouTube video + transcript.
  - Add canonical & OG tags in header/footer.
  - Insert hidden Person microdata in footer.
  - Add FAQ block to Home or About.
- Days 31–60 (Distribution)
  - Publish 3 cluster pages linked to the pillar.
  - Upload videos to YouTube with timestamps & transcripts.
  - Create Pinterest boards / upload optimized images.
  - Start outreach: 5 personalized outreach emails/week.
- Days 61–90 (Authority)
  - Secure 2–3 high-quality contextual backlinks (guest posts or PR).
  - Add 3–5 testimonials/endorsements to a social-proof page.
  - Iterate on CTR, impressions, featured snippet presence.

10) Metrics to track (keep the set small)

- Organic impressions & clicks (Google Search Console) — weekly.
- Number of optimized images/videos indexed & referral traffic — monthly.
- Featured snippets / answer boxes count — monthly.
- Number of authoritative backlinks obtained & referral sessions — monthly.
- Branded vs non-branded queries appearing in AI overviews — monthly.

11) Social proof & reviews

- If public reviews accepted: use Trustpilot / GMB and mark up AggregateRating when 3+ reviews exist.
- If avoiding open reviews: publish controlled testimonials with permission and mark them as Review schema (author + date); link to screenshots or social posts for proof.

AggregateRating microdata example:

html
Copy
```html
<div itemscope itemtype="https://schema.org/Product">
  <span itemprop="name">Your Service</span>
  <div itemprop="aggregateRating" itemscope
itemtype="https://schema.org/AggregateRating">
    <meta itemprop="ratingValue" content="4.7"/>
    <meta itemprop="reviewCount" content="28"/>
  </div>
</div>
```

12) Vendor Directory & appendix

- Keep the core GEO guide lean; provide the Vendor Directory (CSV + PDF) and full code appendix as separate downloads.
- Vendor Directory should include vetted vendors, price ranges, placement types, sample URLs, and reliability notes.

Primary Vendor CTA (example link to Vendor Directory):
 Vendor Directory — vetted outreach & placement options

13) CTA & author block (end of PDF)

- Primary CTA suggestion (lead): "Get the GEO implementation checklist — free download"
- Secondary nav: "Return to SEO resources" →
  https://www.chrisdaniel.com/seo?utm_source=pdf&utm_medium=guide&utm_campaign=geo_nav

Author: Chris Daniel
 Hub / CTA link (copy-ready):
https://www.chrisdaniel.com/connect?utm_source=GEO&utm_medium=pdf&utm_campaign=geo_template

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14) Pasteable checklists & microcopy bank

- GEO top CTA: "Get the GEO implementation checklist — free"
- FAQ snippet pattern: Q: "How does GEO help with AI discovery?" → A: "GEO packages multi-modal answers (image + video + concise text + FAQ) so AI can cite your content."
- UTM pattern to reuse:
  `?utm_source=GEO&utm_medium=doc&utm_campaign=[assetname]`

Backlinks by Size

A concise reference you can paste into the Vendor Directory or the Off-Page playbook. Practical baseline targets, anchor rotation, velocity safeguards, and copy-ready tracking fields — formatted to match your other guides and ready for PDF export.

Quick checklist

- Use relevance > raw DR when choosing sites.
- Start slow; ramp velocity gradually.
- Prioritize in-content/editorial links.
- Track every placement (URL, anchor, type, indexed Y/N, screenshot).
- Follow the anchor rotation percentages below.
- Vet vendors: require 3–5 live sample URLs + replacement policy.
- Keep monthly targets realistic for site size and niche.

1) One-line goal

Target a sustainable, relevance-weighted backlink mix by site size that drives referral traffic and editorial signals without creating footprints.

1.1 Site-size definitions (practical)

- Small — new or local/personal site (0–6 months; low traffic).
- Medium — growing site / small business (6–24 months; some traction).
- Large — established site / competitive niche (24+ months; steady traffic).

2) Baseline targets & example mixes

Small site (baseline / initial build)

- Initial (first 3 months): 5–10 links total
    - 1 contextual editorial backlink (relevant blog)
    - 1 guest post (authored)
    - 1 PR/HARO mention (if feasible)
    - 1–2 directory/citation listings
    - 1 social profile / cross-linked bio to /connect

- ○ 0–2 resource/Web2.0 links (medium quality)
- Ongoing monthly: 1–3 links/month (focus: 1 contextual + 1 profile/citation)

Medium site (baseline / scale)

- Initial (first 3 months): 15–30 links total
    - ○ 3–5 contextual editorial backlinks
    - ○ 4–6 guest posts
    - ○ 2–4 PR/HARO placements
    - ○ 3–6 directory/citation cleanups
    - ○ 2 social/profile links and 1–3 niche edits/resource links
- Ongoing monthly: 3–7 links/month (mix: contextual + guest/PR + citations)

Large site (baseline / competitive)

- Initial (first 3 months): 40–100+ links (quality + volume)
    - ○ 10–20 contextual editorial backlinks (campaign-driven)
    - ○ 8–15 guest posts (high-DR, topical)
    - ○ 5–10 PR placements (majors/newsletters)
    - ○ 5–10 niche edits/resource links
    - ○ 5–10 citations & profile links
    - ○ 3–8 influencer mentions / collaborations
    - ○ 2–5 EDU/GOV or highly authoritative placements (if possible)
- Ongoing monthly: 8–20+ links/month (prioritize relevance & authority)

3) Link-type priority (quality order)

1. Contextual editorial (in-content)
2. Guest posts / bylines
3. PR / earned mentions (newsletters, HARO)
4. Niche edits / resource pages
5. Directory / citation (local & niche)
6. Social profiles / cross-linked bios
7. Web2.0 / embeds / influencer mentions
8. Forum/comment links — very low value; use rarely and naturally

4) Anchor text rotation — recommended percentages

Anchor type	Example	% of new links
Branded	Chris Daniel	50–70%
Naked URL	chrisdaniel.com /connect	5–10%
Generic	click here / read more	10–25%
Partial match	Chris Daniel SEO guide	5–15%
Exact match	image SEO guide	0–5%
URL-only (short)	chrisdaniel.com/connect	5–10%
Brand + keyword	Chris Daniel — image SEO guide	5–10%
Long-tail / descriptive	How to optimize images for Google	0–10%
LSI / semantic	best way to compress images	N/A (use freely)
Image alt text	alt="Image SEO guide"	N/A (descriptive only)

Example: for a 20-link month aim for 8–10 branded, 1–2 naked URL, 2–4 generic, 2–4 partial, 0–1 exact, 2–3 long-tail.

5) Velocity & quality thresholds (safeguards)

- Ramp slowly: avoid >50% month-over-month spikes in the early growth phase.
- Small: max ~3 links/month after initial baseline.
- Medium: max ~7–10 links/month.
- Large: max ~20 links/month (only if high quality).
- Prioritize unique referring domains; multiple links from one domain diminish marginal value.
- Target DR/authority appropriate to niche: Small sites accept relevance at DR 20–40; Medium DR 30–60; Large DR 50+.

6) Practical vetting & documentation rules

- Ask vendors for 3–5 live in-content sample URLs (current).
- Require screenshots + replacement/refund policy for dropped links.
- Confirm placement permanence (not widget/footer/sitewide) and anchor control.
- Track: source URL, contact, date acquired, anchor used, indexation status, screenshot, referral sessions.
- Avoid obvious PBNs or cheap mass link packages promising hundreds of links.

7) Use cases & special notes

- E-commerce/product pages: prioritize contextual & review-type links targeted to product pages; consider slightly higher volume to build category authority.
- Local businesses: citations and local directories matter more early; balance with 1–2 contextual links/month.
- Competitive niches: skew toward premium editorial and PR placements over quantity.

8) Table & layout tips (for PDF/Docs)

If you need to compress table height in Word/Google Docs/HTML:

- Font size: 9–10 pt for table text; single line spacing.
- Cell padding: Word 0.04"–0.08"; Google Docs 2–4 px.
- Avoid multi-line cells; use comma lists.
- Consider two-column layouts or reduced page margins for wider tables.
- For HTML exports, use small padding and line-height: 1 to shrink vertical space.

9) Tracking CSV columns (copy-ready)

Use this CSV/XLSX template in your Vendor Directory or outreach tracker:

date_placed, source_url, source_domain, anchor_text, link_type, vendor_name, price_paid, indexed_yes_no, screenshot_url, referral_sessions, notes

(If you want I can generate a CSV/XLSX template you can import into your outreach tool.)

10) Page-level checklist (paste into the Off-Page guide CMS)

- Prospect list built (20–50 targets for initial campaign)
- Anchor rotation plan set for the month
- Vendor pilots purchased (require live URLs + screenshots)
- All placements logged in tracking sheet (use CSV columns above)
- Indexation check scheduled weekly for new placements
- Referral traffic & conversions reviewed monthly
- Quarterly snapshot + screenshots archived for audits

11) Microcopy bank (copy-paste)

- Outreach subject: Quick add for your [post title] readers
- Short pitch: Hi [Name] — I enjoyed your post on [topic]. I wrote a short, data-backed paragraph on [benefit] that would add value to your readers — would you be open to a guest contribution or inserting this paragraph with a source link?
- Vendor ask: Please provide 3–5 live, in-content sample URLs and your replacement policy if the placement drops.

12) Common pitfalls to avoid

- Buying bulk footer/sitewide links (footprints).
- Heavy exact-match anchor use.
- No screenshots or no indexation checks.
- Sudden velocity spikes disconnected from content/social signals.
- Using unvetted budget vendors without live samples.

Personal SEO Strategy

A compact, actionable playbook to make your personal brand unmistakable and discoverable. Keeps your voice (raw, authentic, practical), provides copy-ready bios, schema snippets, a publishing workflow, KPI tracking, and CTAs — ready to export as a branded PDF.

Quick checklist

- Treat /connect as your canonical hub (link this from every profile).
- Consistent name, headshot, author box, and bio across platforms.
- Publish one pillar guide + weekly short tactical posts and repurpose.
- Add Person & Article schema on author and article pages.
- Cross-link social bios → /connect → resource slugs.
- Track impressions, clicks, downloads, and referrals.
- Implement 1–2 items per week; review every 30/60/90 days.

1) One-line goal

Make your personal brand unmistakable and discoverable by using consistent author signals and a single canonical hub so both people and search engines know you as the source.

1.1 Core principles

- Be recognizable: same name, photo, and author box everywhere.
- Be useful: prioritize content that answers real questions.
- Be human: authentic tone with professional credibility.
- Be linked: cross-link profiles back to /connect and key resources.

2) Voice & content strategy

2.1 Define your voice

Pick three words (example): candid — investigative — practical.

2.2 Content mix & repurpose

- Long-form evergreen guides (pillar content).
- Short tactical posts, case notes, and lessons learned.
- Personal vignettes for credibility.
- Repurpose: guide → checklist → LinkedIn thread → email → short video.

2.3 Tone & boundaries

- Use first person.
- Keep humor tight and relevant.
- Be transparent about methods/limitations.

3) Author signals & page setup

3.1 Author page (/connect or /author/chris-daniel)

- Short bio + headshot + social links + key projects + downloads.
- Add Person schema and list authored works with links.

3.2 Author box (on each article)

- Headshot + 18–25 word bio + 1-line credibility + CTA link to /connect or latest resource.

Example author box copy (pasteable):
 Chris Daniel — I help creators and small businesses win search with practical, test-driven SEO. Free guides: https://www.chrisdaniel.com/connect

3.3 Cross-linked bios

- Every social bio includes: 1-sentence value prop, 1-line credibility, link to /connect.
- Link pattern: social profile → /connect → /resources/{slug}.pdf

4) Social bio templates (copy-ready)

- LinkedIn — "Chris Daniel — SEO strategist helping creators & small businesses grow organic traffic. Guides & resources: https://www.chrisdaniel.com/connect"
- Twitter/X — "I test SEO hard and share results. PDFs ↓ https://www.chrisdaniel.com/connect"
- YouTube — "SEO tutorials & case studies. Watch & download guides: https://www.chrisdaniel.com/connect"
- Instagram/Facebook/Pinterest — use short action lines pointing to /connect.

(If a platform allows multiple links, include direct resource slugs in addition to /connect.)

5) Cross-linked BIO snippets (short variants)

- Professional: SEO strategist helping creators & SMEs improve organic traffic. Free guides: https://www.chrisdaniel.com/connect
- Authentic: I test SEO tactics and publish real results — what works, what doesn't. Grab the PDFs: https://www.chrisdaniel.com/connect
- Action: Want step-by-step SEO playbooks & checklists? Start here: https://www.chrisdaniel.com/connect

6) Structured data — Person & Article examples

Place Person JSON-LD on your /connect or author page (not in social profiles).

```json
Copy
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Chris Daniel",
  "url": "https://www.chrisdaniel.com/connect",
  "sameAs": [
    "https://www.linkedin.com/in/chrisdaniel",
    "https://twitter.com/therealchrisdaniel",
    "https://www.youtube.com/channel/CHANNEL_ID"
  ],
  "image": "https://www.chrisdaniel.com/images/headshot.jpg",
  "jobTitle": "SEO Strategist"
}
```

Use Article schema on posts and reference the Person object as the author.

7) Publishing & SEO workflow (practical)

1. Plan topics tied to audience questions and business goals.
2. Draft a long-form guide or case study; include screenshots & steps.
3. Add author box + Person schema; link to /connect and PDFs.
4. Publish, then create: short social posts, email blurb, video snippet.
5. Monitor impressions & clicks; iterate title/meta and CTAs.

8) Link strategy for personal pages

- Internal: link from high-traffic pages to new author content and /connect.

- External: guest posts, mentions, and vendor placements (use Vendor Directory).
- Anchor guidance: prefer branded anchors and descriptive anchors for credibility; avoid exact-match overload.

9) Measurement & KPIs

- Brand/author KPIs: impressions (GSC), clicks to /connect, referral traffic from guest posts, email signups, downloads.
- Content KPIs: time on page, scroll depth, resource conversion rate.
- Review cadence: 30/60/90 days to iterate titles, metadata, and promotion.

10) Quick templates & microcopy

- Email signature: Chris Daniel | SEO Strategist — chris@chrisdaniel.com | https://www.chrisdaniel.com/connect
- Guest outreach one-liner: Hi [Name], I loved your post on [topic]. I have a short, actionable guide that would add value — would you accept a guest piece or a suggested paragraph?
- Short author box: Chris Daniel — SEO strategist focused on practical, test-driven tactics. Free guides: https://www.chrisdaniel.com/connect

11) Credibility & trust tactics

- Publish case studies with measurable outcomes.
- Maintain an archive of guest posts and notable mentions on /connect.
- Disclose sponsored content clearly.
- Quarterly audit: ensure consistent name, headshot, and links across platforms.

12) Common mistakes to avoid

- Inconsistent name or photo across profiles.
- Empty or overly promotional author boxes.
- Hiding everything behind paywalls without previews.
- Over-optimizing author anchors with exact-match keywords.

13) Page-level checklist (copy-paste)

- Author page (/connect) created & schema added
- Author box on all long-form posts
- Social bios updated to point to /connect
- 1 pillar guide + 3 repurposed assets published this month
- Tracking sheet logging impressions, clicks, downloads

[Get this On-Page SEO Guide or our Off-Page SEO Guide from our /seo page.](#)