



**KNOWLEDGE
HUB**

Niche websites

Lecture

By

MUHAMMAD TAHIR ALI

Niche website



Top 10

1–Fitness and Weight Loss. Diet, the South Beach Diet,

2–Health. ...

3–Dating and Relationships. ...

4–Pets. ...

5–Self–Improvement. ...

6–Wealth Building Through Investing

7–Make Money on the Internet. ...

8–Beauty Treatments.

9– Gadgets and Technology

10– Personal Finance



On-Page vs Off-Page SEO

- ▶ On-page SEO focuses on the content you create, while off-page SEO focuses on how that content is received



Off-Page SEO Factors Include:

- ▶ Backlinks
- ▶ Brand mentions
- ▶ Guest posts
- ▶ Social media
- ▶ Influencer marketing

On-Page Ranking Factors

Include:

- ▶ **Post title**
- ▶ **Meta description**
- ▶ **Header tags**
- ▶ **Engaging images**
- ▶ **User experience**
- ▶ **Internal linking strategy**
- ▶ **Page load time**
- ▶ **Content quality**



Site map

