

OFF-PAGE SEO CHECKLIST

General Backlink Assessments

Page URL: _____

- Does the page have a similar number of referring domains as the top-ranking competitors?
- Does the page have a similar number of total backlinks as the top-ranking competitors?
- Does the page have backlinks from high Domain Authority sites? (DA 50+)
- Does the page have backlinks from web pages with high Page Authority? (PA 40+)
- Does the page have a large number of low-quality sites linking to it?
- If the page has low-quality backlinks, can those links be removed or discounted with Google's Disavow Tool?
- Do the top backlinking pages have their own internal links?
- If a backlinking page does not have its own internal links, can outreach be done to ask the website owner to create internal links to the backlinking page?
- Do the top backlinking pages have any of their own backlinks?
- If a backlinking page does not have its own backlinks, can a tiered link building strategy be set up to create incoming links to the backlinking page?
- Is referral traffic being sent to the page through the backlinks?
- Does the page have broken 404 backlinks pointing to the wrong URL?
- Have all broken 404 backlinks been fixed with a 301 redirect to the correct URL?
- Does the page have 5-10% exact match keyword anchor text in the backlink profile?
- Does the page have 50-60% phrase match and/or partial match keyword anchor text in the backlink profile?
- Does the page have 30% branded, natural, and/or the naked URL as the anchor text in the backlink profile?
- Is the page acquiring new backlinks each month?
- Is the page losing backlinks each month?

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Link Building Strategies

Page URL: _____

- 5-10 keyword-optimized internal links created to the page
- Link added to the branded Google Site
- Link shared on the Facebook Page
- Link shared in relevant Facebook Groups
- Link shared on Twitter
- Link shared as a post on the LinkedIn Company Page
- Link shared in an article on the LinkedIn Company Page
- Link shared on Pinterest
- Link shared on a relevant Reddit subreddit
- Link shared on the branded Reddit subreddit
- Link shared in a relevant Quora answer
- Link shared on Quora Spaces
- Link shared on Flipboard
- Link shared on Scoop.it
- Link added to a Medium article
- Relevant video created and shared on YouTube with a backlink in the description
- Relevant audio file created and shared on podcasting platforms with a link in the description
- Infographic created summarizing the key points and shared on infographic sites with a link in the description
- Slideshow created summarizing the key points and shared on presentation sites with a link in the description
- PDF created summarizing the key points along with an embedded link and shared on document sites
- Relevant press release submitted to PR sites with an included link (If applicable)
- Link sent to industry influencers for consideration to share with their audiences
- Link sent to the people mentioned or quoted in the article making them aware of the reference
- Link sent to the brands mentioned in the article making them aware of the company or product spotlight
- Guest post published with a backlink
- Competitor backlink gap analysis performed and similar links created
- HARO link building performed and successfully obtained links to the page
- Broken link building outreach performed and successfully obtained links from dead links on other sites
- Resource page link building outreach performed and successfully obtained links on relevant sites