

Off-Page SEO

Checklist

- **Evaluate Your Backlink Profile.** Use tools like Google Search Console, Ahrefs, or Moz to check your backlink profile. Check your domain authority for an overall backlink score as well.
- **Look at the Backlink Profile of Your Competitors.** Compare your backlinks to your competitors to see how you match up.
- **Improve Your Internal Linking.** This on-page SEO task makes a difference for your off-page SEO. Internal linking helps with content discovery.
- **Coordinate Your Off-Page SEO Efforts With Your On-Page SEO Efforts.** This helps you maximize your return on investment from SEO. Both must be optimized to achieve high rankings.
- **Check for External Broken Links From Your Competitors.** Find a domain you're interested in linking from and check for external broken links. Send an email to the writer, editor, or webmaster to request placing a relevant link from your site in place of the broken link.
- **Fix Broken Links.** Crawl your website, find the broken links, and fix them. Broken links lead to 404 pages that offer little value to your SEO and can even hurt it.
- **Find Link Building Opportunities.** Develop and implement a link building strategy. Common link building tactics include: Broken links, social sharing, paid advertising, and local citations.
- **Update Your Directory Profiles and Local Citation.** Register with a directory like Google My Business.
- **Promote Your Content on Ad Platforms.** Ad platforms like Google and Facebook are great options for promoting your content to drive links to your site. Write ad content that engages your audience and offers them value.
- **Post Your Content on Social Media.** Post and promote high-value content for free to generate more traffic, shares, and links.
- **Generate Valuable Backlinks with Guest Blogging.** Find blogs within your industry that have a strong voice, tone, and audience. Reach out to the blog owner and ask to write a post for them.

