

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.

