



## Checklist 5: How to Do Off-Page SEO

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Off-page, SEO is often referred to as off-site SEO. It is the practice of improvement of the site's popularity, fame and its ability to be trusted upon. This improvement is brought about by the promotion of the site on other websites. Here's a list of how you can do your off-page SEO:*

### Step 1: Link audits

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Carry out a link audit and analyze your bank link profile.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Keep a check on your current personal profile.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Perform a link audit- this will help you find unwanted and harmful links.                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Start by gathering a list of all the links pointing towards your domain and their sources and anchor text. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Evaluate each of these to find which ones are helping and which are harming your SEO.                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Download a list of your backlinks in Google Search console in a link to your site under search traffic.    | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



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- 7 Export these lists as either .csv files or you can even export them as a Google document.

### Step 2: Link analysis

- 1 Determine the value of your links and spot any negative SEO.

- 2 First, look at the anchor text so that you can weed out links that are low in quality and are spamming.

- 3 Do not have too much of the following anchor text:

Exact match

Anchor text that is irrelevant

- 4 If you cannot remove these harmful links; prevent them from being counted against you.

- 5 You can do this by using Google and Bing's disavow linking tool.

- 6 To disavow your links, you need to ensure your website is registered and verified with Bing and Google.

*Notes*

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- 7 WebMaster tools can help you examine the list of inbound links linked to your website by search engines for example in Google:

 

Go to WebMaster tools home page and click on the site you want.  
Go on the dashboard and click Search Traffic and then click links to your site.  
Under the category of who links the most click more.  
Click on download more sample links.

### Step 3: Social media engagement

- 1 Share links on social media platforms like Facebook, Twitter, LinkedIn and Pinterest.

 

- 2 Keep users within your environment by keeping competitors off the first page.

 

- 3 Promote your site through comments on blogs and other forums etc.

 

*Notes*