

# Off-Page SEO Audit Template/Checklist



## 1. Backlink Profile Analysis:

- Backlinks from authoritative and relevant websites.

- Diverse anchor text usage (brand, naked URL, variations of keywords).
- No toxic or spammy backlinks.
- Natural growth of backlinks over time.

## 2. Social Media Presence:

- Active and optimized social media profiles on major platforms.
- Consistent branding across social media channels.
- Engagement with the audience through comments, likes, and shares.
- Social signals contributing to website traffic.

## 3. Social Bookmarking:

- Presence on popular social bookmarking sites (e.g., Reddit, Digg).
- Regular sharing of website content on social bookmarking platforms.

## 4. Content Marketing:

- Regular publication of high-quality and shareable content.
- Guest posting on authoritative blogs and websites.
- Participation in industry forums and discussions.

## 5. Influencer Outreach:

- Collaboration with influencers in the industry.
- Mentions and backlinks from influencers' social media profiles or websites.

## 6. Brand Mentions:

- Monitoring of brand mentions across the web.
- Encouraging positive reviews and mentions from customers.

## 7. Local SEO:

- Presence on local business directories (Google My Business, Yelp).
- Consistent NAP (Name, Address, Phone Number) across local listings.
- Positive local reviews from customers.

## 8. Video Marketing:

- Presence on video-sharing platforms (YouTube, Vimeo).
- Optimized video titles, descriptions, and tags.
- Backlinks from video descriptions pointing to the website.

## 9. Podcast Outreach:

- Guest appearances on relevant podcasts.
- Mentions and backlinks from podcast show notes or descriptions.

## 10. Document Sharing:

- Sharing informative content on document-sharing platforms (SlideShare, Scribd).
- Backlinks from shared documents to the website.

## 11. Community Engagement:

- Participation in online communities, forums, and Q&A platforms (Quora, Reddit).
- Helpful and informative responses to user queries with occasional mentions of the website.

## 12. Press Releases:

- Distribution of press releases for significant company events or milestones.
- Inclusion of backlinks in press releases pointing to relevant website pages.

## 13. Monitoring and Analysis:

- Regular monitoring of backlinks and mentions.
- Analysis of off-page activities' impact on website traffic and rankings.
- Competitor backlink analysis for strategic insights.

## 14. Partnerships and Collaborations:

- Collaborations with complementary businesses for cross-promotion.
- Partnerships leading to mutual backlinks and mentions.

*I hope you found this SEO audit template helpful!*

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