

# Off-Page SEO Checklist

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*A field-tested framework for building authority safely — link quality, outreach, and brand signals.*

## LINK QUALITY

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- Prioritize relevance and topical authority over raw domain metrics
- Check referring domains for real traffic and editorial standards
- Diversify anchor text — avoid over-optimized exact-match patterns
- Audit the backlink profile regularly for toxic or spammy links

## OUTREACH & DIGITAL PR

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- Build a list of sites your actual audience already reads
- Pitch original data, tools, or expert commentary — not generic guest posts
- Personalize outreach; reference the publication's recent work
- Track response and placement rates to refine future pitches

## BRAND & AUTHORITY SIGNALS

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- Monitor unlinked brand mentions and request links where relevant
- Keep NAP (name, address, phone) and profile info consistent everywhere
- Maintain an active, verifiable presence on relevant platforms
- Encourage genuine reviews and testimonials from real clients

## COMPETITIVE GAP ANALYSIS

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- Identify domains linking to competitors but not to you
- Look for content gaps competitors rank for that you don't cover
- Reassess link targets quarterly as the competitive landscape shifts