

An Ultimate Guide to SEO Checklist

100+
**ROI Driven
Points**



Basic SEO Checklist

1. Provide a New Unique Domain Name to Your Brand

It's highly advisable to create a unique and undefined domain name for your website, as observed in the case of big companies such as Ubersuggest and Semrush.

2. Add Country TLD Extension

If you want to get your site ranked higher on the SERPs in a specific country, then you need to understand what the country TLD extension is all about. This extension will help you in boosting the local search ranking of your site.

Cons of Using TLD Extension: By adding this extension, you are targeting the audience from a specific location which limits the global ranking of your website.

So, this extension is mainly helpful for those businesses which deal in providing real products and services within a specific location.

3. Stay Consistent with one Domain Version

Consistency is the key to success. Staying consistent with your search engines is crucial in terms of SEO. So, either go with the www or non-www version and 301 will redirect the other one.

4. Optimize Your Site By WordPress SEO Plugin

If you are managing your website through WordPress, then implementing the proper SEO strategy becomes much easier for your business. Find a list of some of the best WordPress SEO plugins that you can use to optimize your website.

5. Download Yoast SEO Plugin

Yoast SEO is one of the must-have WordPress SEO plugins, that helps you in optimizing the website as per the standards set by the search engines. From analyzing the content readability to previewing the meta tags, this plugin will help you in optimizing the posts and blogs before you make them live on your site.

6. Create a Google Search Console Account

The Google Search Console Account gives you the insights by which you track those keywords which are bringing more organic traffic to your site.

Additionally, you can use this account for checking the indexed pages, list of internal and external links, and much more data which are crucial for your site SEO.

7. Review Your Google Analytics Account

The Google Analytics account can provide you with an overview of the SEO tactics that you have practised on your site.

This account will help you in comparing the tactics which are bringing more positive results. By checking these details, you can also implement the necessary changes in the tactics which fail to bring the desired results.

8. Setup your Google Analytics

Google Analytics can provide you with enough relevant information about your site in terms of SEO matrices i.e. how your website's SEO is performing, tracking e-commerce metrics, how to improve the quality of content, etc.

All these important details can help you in increasing the user experience of your site.

9. Exclude Internal IP Addresses From Google Analytics

For getting accurate data on how your site is working, you must exclude the internal IP addresses of your company from Google analytics.

Keeping a track of day to day performance of the website through Google Analytics can help you to figure out how well the website is performing.

10. Download Bing Webmaster Tools

The Bing browser is not as popular as Google, but still, there is a considerable amount of searches done on it. For getting relevant information about these searches, we suggest you use the Bing webmaster tool.

Bing webmaster is built with great unique features such as keyword research tools, reporting tools, etc. There is a strong possibility that keeping in mind this important information will help you to drive more organic traffic to your site along with better ranking on result pages.

11. Examine the No-Indexing and No-Follow

The no-index tag indicates those pages which are not coming up in the SERPs. On the other side, the no-follow tag blocks the search engine from passing the page rank to pages.

You can use a search engine crawler on your website to check for non-follow tags. Similarly, you have to make sure that no pages and links are set as unfollowed.

12. Domain Age is an Important Factor for Ranking

In comparison with new age domains, a pre-established or an older domain earns a more significant level of trust from Google. However, the rank of the domain does not play an important role. The point which matters the most is the domain's age.

The older the domain is; the more beneficial it is going to be for your website.

Sometimes, having a new domain is not a major concern as the time clocks will become more trustworthy and older.

Tip: *Keeping a longer domain name can bring more beneficial backlinks to your site.*

Technical SEO Checklist

1. Make your Site More Responsive

Google loves to crawl a website which is more responsive and user-friendly.

Responsive websites are more compatible with desktops, mobiles and tabs. If you want to rank higher on SERPs, then you must make your website more responsive.

Additionally, it will prevent your site from Google's non-responsive website penalty.

We, Advology Solution, a web development company in India, can help you in designing a new responsive website. Get in touch with your team to know more.

2. Double Check SEO Through Site Audit Tool

You can use an all-in-one site audit tool to double-check everything. There are many online tools available such as Seobility, which can help you in performing a comprehensive on-site audit along with tracking rank, backlink checker, etc.

Reports created by these tools are easy to understand and can help you in solving website issues immediately.

3. Stop Distracting Pop-Ups and Ads

Irrelevant pop-up notifications and ads are not only annoying, but they can also increase the bounce rate which results in low traffic and ranking on the SERPs.

4. Select Reliable Host For Avoiding Downtime

Making a bad decision in selecting the hosting can make a huge difference between the success and failure of a website. Therefore, you must select an appropriate web hosting service to avoid unwanted issues.

However, selecting a suitable web hosting completely depends on your requirements.

5. Check Broken Links

Broken links can stop search engines' robots from indexing web pages. It's important to repair the broken links immediately as it can decrease your website's rank.

You can repair the broken links with the help of the Broken Link Checker Plugin for WordPress.

6. Boost Ranking by Using SSL Certificate

Google rewards those sites which are using SSL certificates for increasing their rank on the search engine. Apart from this, it helps you in building customer trust for your site.

7. Create Semantic Markup for Boosting Rank

Semantic markup helps you in informing the search engine robots about what your content is all about and hence it becomes easier for them to index these pages.

Moreover, it is not necessary to build a fancy markup.

8. Add Social Sharing Buttons

For optimizing the on-page SEO, it's important to effectively use the social sharing buttons. It allows the users to flexibly share your site's content with just one click, which will result in driving more traffic to your site.

You can optimize these buttons with the help of the "Add to Any Share Buttons" WordPress plugin.

9. Create a Short And Descriptive Permalink URL

Never use the default URL settings. Try keeping the permalinks simple, short, and SEO. Also, ensure that the URL includes the targeted keywords.

10. Use Accelerated Mobile Pages (AMP)

Accelerated mobile pages is an open-source coding project which focuses on increasing the loading speed of web pages on mobile devices. Through AMP, you can enhance the user's mobile browsing experience of your site.

In addition to the above, as Google prefers the AMP pages, it can increase the site's ranking in mobile search results.

11. Check How Google Views Your Pages

You can check how Google is viewing your site's pages with the help of the Google search console's "Inspect URL feature". This feature will provide you with information about the crawler, index, and how different pages or URLs of your website are performing.

It also covers information on crawling or indexing errors, structured data errors, AMP errors, etc. so that you can get these errors resolved immediately.

12. Implement Pagination for Multi-Page Posts

If you don't want to trouble your reader in reading the long posts, then dividing a single post into multi-pages with the help of a pagination plugin can help you in increasing the readability and user experience of your site.

13. Fix the Duplicate or Missing Meta Tags

Meta Tags are an important part of call-to-action in the search result. Missing, duplicate or lengthy meta tags can directly affect your site's click-through rate (CTR).

You can use a screaming frog tool to analyze the URL's length, short, duplicate or missing meta tags on your website.

14. Unblock JavaScript and CSS from Robots.txt File

As per Google's new algorithm update, if you are disallowing the search engine robots in accessing and indexing the JavaScript and CSS folders of your site, then it can hamper your site's ranking.

You must keep the JavaScript and CSS unblocked from the robots.txt file which will help the search engine robots in indexing your site faster and better.

15. Optimize Website Speed Through Google PageSpeed Insights and GTMetrix

A slow website will not bring any results for your site. For retaining your viewers, increasing organic traffic on your site and improving the ranking on search engine result pages, you must optimize the website loading and performance speed.

You can use different Search Engine Optimization tools such as Google PageSpeed Insights, GTMetrix, Pingdom, etc for checking the website's speed performance.

16. Add Silos to your Website

Silo is a technique of grouping similar web pages on your website in an organized manner. By siloing your website through linking or creating content groups, you are making the search engine tasks of indexing your website easier.

It will also help you in distributing link juice across the different web pages which improves the ranking on SERPs.

17. Online Reputation Management and Monitoring

Tracking what people are saying about your business is quite necessary to maintain a good reputation for your online business. You can use the Google alert tool for reputation management and monitoring.

What you have to do for this is create an alert for your brand and then you will start receiving email notifications, if it's mentioned.

18. Redirect Attachment Pages to Parent Post

By default, WordPress creates a single page for each attachment you upload which results in indexing of the duplicate pages.

Therefore, to ensure that web pages are properly indexing without duplication, you have to create a redirect of your attachments with the help of Yoast. This will automatically redirect the search engine robots to the accurate parent page.

19. Boost Ranking With The Help of Google's Disavow Tool

Google's disavow tool helps you to delete spam and unnatural links from your site which improves the site's ranking on the search engine result pages.

20. Download CDN to Improve Page Load Time

Content Delivery Network (CDN) helps in increasing the website's page speed which helps in enhancing the user experience and decreases the response time. CDN also results in increasing the site's ranking as well.

You can set up the CDN option through the MaxCDN or by the Total Cache Plugin for WordPress.

21. Examine Website Cross Browser Compatibility

Testing the website's browser compatibility can help you to avoid losing search traffic. You can use the Browser Stack for checking the website's cross-browser compatibility.

22. Stay Active on Social Platforms

According to Neil Patel, social signals are impacting search engine rankings. Hence, it is advisable to stay active on these social sites as search engines are taking the data from these websites for ranking your site on result pages.

23. Resolve Crawl Issues

Crawl errors indicate that Google is facing issues while viewing specific pages on your website. It affects the indexing process and hampers the site's rank on SERPs.

Therefore, getting this issue resolved at an early stage is quite crucial for your website.

24. Separate Words in URL Through Hyphens

The structure of a URL matters utmost. Try keeping your site's URL as simple and short as possible and add hyphens in the URL to differentiate each word.

25. W3C Validator

A W3C-validated markup code makes your site more SEO friendly and optimized. This markup authenticates that you are using clean HTML codes for your site which helps in increasing ranking and facilitating smoother indexing.

Keyword Research Checklist

1. Search Relevant Keywords Through Google Keyword Planner Tool

You can use the Google keyword planner tool for finding the relevant keywords related to your site.

Spend more time in selecting the keywords, as going ahead in the next stage of SEO practices with selecting the wrong keywords will not bring any fruitful results for your site.

2. Understand User Search Intent

Google always gives priority to the pages which are providing the most relevant information as per the user's search query.

Validating the above line, understanding the user search intent will help you in creating content which covers all the information. Directly understanding the user's intention will boost the organic traffic and site ranking.

3. Use All Types of Volume Keywords

Many marketers just keep focusing for a better ranking on high volume keywords.

Understand, it's not possible to rank #1 in the SERPs by just targeting some specific keywords. You don't know what exactly your target audience is searching on the browser.

Targeting the keywords of low, medium and high volume intent will create more conversion for your site. Try focusing on low volume searches as these are the specific search phrases which your customers are looking for.

Therefore, make sure to use keywords of high, medium and low volumes, which will bring more customers through the sales funnel.

4. Deeply Understand Keyword Search Volume

A keyword search volume refers to the number or volume of searches made for a particular keyword within a given time period.

The search volume for these specific keywords might differ from each other, depending on the keyword researching tool which you are using.

By looking at the keyword search volume, you can more effectively strategise your content and SEO campaigns. Also, we suggest you avoid this factor while creating a new campaign or content.

5. Understand the Difficulty Level of a Keyword

If you want to see your site ranking higher on a specific keyword, then you have to understand its difficulty level.

You can use a keyword research tool to understand how difficult it is to target a specific keyword. If you want to target the site by using the heavy volume keywords, then you have to work well on creating better content, generating more links, etc.

6. Long Tail v/s Head Term Keywords

Long tail keywords have a low search volume and are easy to rank whereas the head term keywords are the high search volume keywords which have a high competition.

Long tail keywords are more specific towards the search and they receive a low amount of traffic. Whereas, the head term keywords focuses on driving more traffic to your website, but might be the audience will not be searching for your product and service.

Hence, if you opt for head term keywords, then the bounce rate of your website will be at a higher side.

7. Understand the Questions Asked By Your Target Audience

Search engines are constantly working on providing different ways through which you can find the questions which your target audience is searching for. Another great feature is “People Also Ask” boxes which provide related Q&A to the search topic.

Looking for the questions which will help you in understanding what your prospect customers are searching and by providing the suitable answers to these questions can help you to drive more organic traffic and sales on your website.

8. Perform Keyword Research Through Online Communities

Another great source of performing the keyword research practice is to search the topic on different online communities such as Quora, Reddit, etc.

Thereon, understand what the prospect customers are talking about and treat this information as an opportunity to drive more traffic to your site.

9. Use ATP Tool To Search Question Keywords

Many people are looking for the answers through search engines. However, as a marketer, do you find the questions which they are searching for?

The Answer The Public (ATP) is a visual keyword research tool that helps you in searching for the questions and queries which your customers are searching on Google.

10. Select One Keyword Per Page

Selecting one keyword per page will help you in avoiding targeting the multiple keywords at same time.

Tip: *Make sure that different web pages of your website are not competing for the same result in the search box.*

Content Checklist

1. Check for Plagiarized Content

Plagiarized content confuses Google and forces the search engines to select identical pages which should be ranked on the top results.

The duplicate content makes the task of indexing web pages, checking relevancy, and assigning link metrics more difficult and complex. Plagiarized content on your site should be less than 10%.

You can also use many free online websites for checking duplicate content.

2. Add Long and Statistics Based Content

Long-form content with accurate statistical data can bring more positive results as compared to short results. The longer the content is, the more it can help you in creating outbound links, which improves the search traffic for your site.

Create pages with more than 2000+ words which are useful for your niche industry.

3. Create Capturing and Powerful Headlines

Remember, the first impression is always the last impression. Try focusing on creating powerful and capturing headlines for your article.

Whenever you write a headline, put yourself in the shoes of your target audience and ask yourself a question, "Does it create any interest in reading this article?"

4. Highlight Keywords with Capital Letters

As keywords are an important factor in SEO, therefore writing the first character of a word in the capital is very crucial. Apart from this, highlighting and bolding the keywords can help you to draw the reader's attention to an important topic.

5. Write Customer-Focused Content

Writing an effective web copy is one that you must keep yourself focused on. Does your content include some new information which the other writer has not shared yet? What are the benefits that your reader is getting from your content?

Here you must understand the valuable SEO techniques and how to provide customer-focused content.

6. Use Bullets and Numbers While Writing

Adding numbers and bullets to content makes it more powerful and clickable. Bullets help you in presenting multiple points in an understandable form and it provides a visual breakout from the rest of the content.

7. Proofread the Content Before Publishing

Proofreading the content helps you to eliminate typing mistakes, spelling and grammar mistakes and it ensures the best quality content for your viewers and it increases the search engine visibility as well.

8. Keep Updating Website Content and Blogs

Frequently updating the site's content and blogs give the advantage to gain more visibility on the search engine which increases organic traffic and conversion rate.

9. Add Engaging Images and Videos

The best technique for creating viral marketing campaigns is to create viral infographic content or use "how to" explainer videos for your business.

Adding relevant images is a part of the content and is the fastest way of gaining users' attention and improving the conversion rate.

10. Add Keywords at the Starting of the Blog Title

One of the easiest ways for improving the conversion rate is to add a keyword at the beginning of a blog title.

A well-crafted blog title which includes keywords will not only create user interest but will also drive more desired relevant traffic to your site.

11. Optimize the Contact Us Page

Increase your customer base by creating a contact us page which is more attractive and user friendly. Add relevant contact us information, company's address, etc. All these contact details will help the visitor to build a trust factor for your site and hence helps you in acquiring new customers.

12. Keep your Site's Content Above The Fold

Google's new algorithm provides more importance and value to the content displayed above the fold.

As it is the first thing that grabs the attention of 80% users, it's important that the above the fold portion of your site shows the relevant content instead of displaying the unnecessary ads.

13. Target Keywords Once in Every 100-150 Words

For ranking higher in the search engine result pages (SERPs), it's important to use the target keyword at least once in every 100 to 150 words.

14. Implement the Skyscraper Technique

With the use of skyscraper technique, you can drive more organic traffic to your site and can earn more quality backlinks as well. This method works on the basic principle of improving existing content.

It includes deep-research about popular topics, which has a good amount of backlinks, and creating an even better piece of content on the same topic by adding new content, images, statistics and presenting it to the viewers in a better way.

15. Optimize the Content Readability

As a writer it's your responsibility to keep the content in an easy to read and understandable language. Keep avoiding unnecessary technical jargon for keeping the content readability at an easier side.

You can use various online tools such as WordPress, Yoast SEO, etc. for analyzing the content readability. These tools provide various suggestions that can help you in making necessary content changes.

16. Focus on Content Formats

The popular types of formats used in the content are case studies, how-to guides, e-Books, list posts, expert round-ups, etc.

Select a format which fulfils your content writing needs. It will help you in increasing the customer engagement for your site.

17. Add LSI keywords

Implementing LSI keywords in your content helps you in optimizing the keywords density and it acts as a standard for Google in checking the content's relevancy.

Thereby, the more you use the LSI keywords in content, the more you will increase the site's rank of SERPs. You can search LSI keywords through many search engine optimization tools such as uber suggest, LSI graph, etc.

18. Featured Snippets

Featured snippet is a summary of an answer to the user's query, which is displayed on the top of the search result. By adding featured snippets in your post, you can increase the organic traffic for your site.

On-Page SEO Checklist

1. Link Relevant and High Authorized Websites

Creating backlinks from relevant and authorized websites can help you in boosting your search engine ranking and improve the site's performance and visibility.

2. Create Links from Different Sources

By linking out to different sources, you will not only create content which looks more natural and authentic, but it will also drive more organic traffic to your site.

3. Add Modifiers in Title

When searching for a product or service, a user tends to check-out a content which includes modifiers words in the title such as best, top, guide, 2022, etc. Another advantage of adding modifier words in the title is that it shows your sites on the top of the search engine result pages.

Apart from that, as you are providing quick information about the particular page, it improves the readability and provides a great user experience.

4. Submit the XML Sitemap for Improving Indexing Speed

By submitting the XML sitemap, you are ensuring that Google will index the new pages of your site at a faster rate. Also, it quickly informs Google about the new changes made to the site.

Therefore, you must submit the XML sitemap URL to the Google Search Console. Consequently, adding images and videos will bring more fruitful results for your site.

5. Create the Robots.txt file

If you don't want to show certain pages, folders or files to Google, then create a robots.txt file in the root. This file will help you in preventing the search engine result robot from crawling and indexing the specific areas of your site.

You can also get a code for the same here. Head over to TorqueMag for reading more information about Robots.txt.

6. Increase Ranking by Optimizing Images

If you are using the graphics on your website from free image websites available on the internet, then you must optimize these images before publishing them online.

Optimized images decrease the bounce rate and increase the page speed, and performance, and drive more organic traffic from image-based search engines like Google image search, etc.

7. Use Less Outbound Links

In outbound links, the quality matters the most, not the quantity. Keep yourself focused on using those links which have high page and domain authority and avoid keeping too many outbounds.

Keep the outbound links less and simple and win the race slow and steady.

8. Create an HTML Sitemap

Where the XML sitemap makes it simple for the search engines to index your site, the HTML sitemap makes the navigation of your site easier. It helps in increasing the user experience and improves the SEO campaign and results.

9. Optimizing Social Share Images

By optimizing the social share images, you can improve your website's organic search ranking. You can get a complete guide on optimizing social search images with the help of Yoast SEO.

10. Add Alt Tags for Optimizing Images

As search engine robots cannot see your images, so they can't index them. Providing an alt tag to the image will help the search engine robots to understand these images and hence facilitates faster and more accurate indexing.

It will further improve the readability of your site through search engines.

11. Add Keywords in the URL

Adding a primary keyword in the URL will help you in increasing the site's click-through rate (CTR). It also gives a URL brief to the user and the search engines and users can identify these pages at an ease.

12. Add Qualitative Meta Title and Description

Providing a quality meta title (max. 60 characters) and description (max. 155 characters) increases the quality and quantity of traffic diving to your site. It helps search engines and users to understand what your web page is all about.

13. Generate More Traffic Through Heading Tags

The main use of H tags is to add relevancy to your content by providing a basic description of your content. Thereby, it results in maximizing your content's visibility on the search engines

Tip: *Start with the H1 tag (Title of the post), and go ahead with H2 tags for main headings and H3 tags for sub-headings.*

14. Create Contextual Linking on Long Tail Keywords

Internal contextual linking helps you in building an SEO-friendly architecture for your site. These contextual linking helps search engine robots index web pages more accurately and efficiently. It helps in increasing the rank of older content and improves the site's ranking on specific keywords.

15. Implement No-Index Tag

Thin or low-quality pages provide no value to your site. By adding the no-index tag on these pages, you are telling the search engine robots to not index them.

It is the best way to maintain the standard of your website by removing the low quality and thin content.

16. Implement Rel Canonical Tag for Deleting Duplicate URLs

You can use the Rel canonical tag for deleting duplicate URLs from your website. It will help you in facilitating the website and improving the indexing speed which will directly boost your site's performance in the SERPs.

You can take help from the Yoast plugin to enable or disable this tag from your website.

17. Use Breadcrumbs for Improving Navigation

Breadcrumbs make your websites more accessible to search engine robots. Additionally, it improves the user navigation of your site, which helps in reducing the bounce rate of your site.

In simple words, Breadcrumbs makes the URLs in a better representation way.

18. Use Meta Keywords to Rank High on All Search Engines

A common misconception is that the meta keywords are no longer an important ranking factor. Well, it's true, but it might not be applicable for some other search engines like Yahoo, Bing, etc.

So, for getting a higher rank on all search engines, it's important to use meta keywords as well.

19. Effectively use 301 Redirects

"301 redirect" transfers the page rank, domain authority, etc. from an old web page to a new one with preserving all your SEO values, results and tactics. Your site's rank will be the same as the old site.

You can use the WordPress user redirection plugin for managing the 301 redirects.

20. Publish the Static Pages

Publishing the usual static pages such as Contact Us, About Us, and Privacy pages will help you in creating users' trust in the site and improve the site's ranking and visibility.

21. Keep URLs Short and SEO Friendly

To create SEO-friendly URLs, try keeping their length short and descriptive. Additionally, short URLs are easy to type and the search engine robots like to crawl these pages.

22. Focus on Keyword Placement, not Density

SEO experts feel that keyword density is no longer a crucial part of affecting the site's ranking. The point that matters the most is to keep your focus on writing keywords in a natural flow and avoid stuffing them.

23. Use Keywords in H Tags, Description and Page Title

For getting better SEO results and improving ranking, you must use the keywords in H tags, descriptions and page titles. Keep the keywords at the starting of content in each of these three fields, so that the search engines can recognize what your page is all about.

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24. Create User-Friendly Pages

For providing a great user experience and increasing the website speed and performance, buy landing pages which are user and SEO friendly.

25. Increase Organic Click-Through Rate (CTR)

The higher the click-through rate is, the better it indicates that Google is finding your site's content more useful and informative, which further helps in increasing the site's rank on result pages.

26. Remove "Dead Weight" Pages

Dead weight pages refer to low-quality blogs, thin content, archive pages, plagiarized content, etc. These pages add a little less value to your site plus your SEO practices do not bring any positive results.

That's why it's recommended to delete the "dead weight" pages from your site.

27. Increase the Site's Dwell Time

The more a visitor spends his/ her time on your site, the better the dwell time is going to be. The dwell time is a strong ranking factor which indicates to Google that the visitor finds your site useful.

To improve the site's dwell time, you must keep focused on increasing the site's speed, adding more useful and informative content, making it mobile-friendly, and much more.

Off-Page SEO Checklist

1. Check for Plagiarized Content

Plagiarized content confuses Google and forces the search engines to select identical pages which should be ranked on the top results.

The duplicate content makes the task of indexing web pages, checking relevancy, and assigning link metrics more difficult and complex. Plagiarized content on your site should be less than 10%.

You can also use many free online websites for checking duplicate content.

2. Stay Active on Quora and Other Online Communities

Stay active on Quora and keep responding to the relevant questions on Quora. If there is any specific blog on your site related to the question, then provide a link to the same in your answer.

3. Provide Local Citations

Citation is an online reference to your business name, address, and contact details on different web pages. Using local citations will help you in creating brand awareness and improve the local ranking.

4. Create More Social Brand Pages

List your business on popular social media platforms such as Facebook, Instagram, Twitter, Pinterest, etc. It will help your site in driving more organic traffic and improve the site's rank on SERP.

5. Duplicate the Competitor's Link

You can also create quality links for your site by replicating your competitor's link. A website which is linking your competitors can also link your site by replicating their links.

You can use the Ahrefs link intersect tool for finding the websites which are back-linking your competitor's site.

6. Create Testimonials for the Services, Tools or Products

Publishing the usual static pages such as Contact Us, About Us, and Privacy pages will help you in creating users' trust in the site and improve the site's ranking and visibility.

7. Analysis Competitor Link Profile

You can use Moz Open Site Explorer for reviewing important link metrics of your competitors. It will provide you with important information such as page authority, backlinks, anchor text, etc.

You can use this information in understanding your competitor's strategy.

8. Connect with More Friends/ Colleagues

Connecting with different friends, business associates, and colleagues within the same industry can help you in getting a relevant backlink for your website.

9. Add More Business Reviews

Google loves to show your business reviews on the search result pages. By showing positive reviews of your brand, you can create user trust and authenticity in your website, which results in higher conversions.

10. Increase Page Rank Through Social Bookmarking

Social bookmarking is another great way through which you can create quality backlinks and can drive more traffic to your site.

11. Do-Follow v/s No-Follow Links

In SEO, there are two types of links, i.e. Do-follow and No-follow links. Do-follow links help in passing the link juice between the internal pages and external authority sites. Whereas, the No-Follow links restrict the sharing of link juice.

Do-follow links help you in creating authority whereas no-follow links help you in driving more organic traffic to your website.

Tip: *Keep the use of Do-follow and No-follow links parallelly for ensuring better results.*

12. Add Comments on the Blog

Another useful technique of off-page SEO strategy is blog commenting. You can build a strong backlink for your site by providing your comments on relevant and niche-specific blogs.

Tip: *Provide a genuine and descriptive comment and make sure to get it approved. Also, make sure that your comment does not sound like spam.*

13. Business/Profile Creation

This white hat off-page SEO strategy will help in providing high domain authority do-follow links. Adding business profile creation will help you in building brand identity and creating trust among them.

Apart from this, it will also help you in adding a snippet for all the services which you are offering.

14. Web 2.0 Creation

Through web 2.0s, you can get advanced blog creation features. By sharing unique content on these high domain authority content sharing sites, you can generate a quality backlink for your website.

Furthermore, it will also help you in getting more relevant traffic for your site.

Advanced Link Building Checklist

1. Add Infographics to Create Backlinks

Infographics with quality content are one of the most popular and easiest ways of improving your site's traffic and creating high-quality authority links.

2. Boost Outreach Strategy

A great outreach strategy is one of the most effective ways of improving the SEO score. It helps you in building better and relevant links from quality sites. Apart from this, it will build strong connections with influential bloggers.

3. Use Guest Blogging Effectively

Guest blogging helps you in increasing the Domain Authority and Page Authority of a site. Apart from this, it provides you with strong outbound links and improves the site's visibility on search engines.

4. Search For Broken Link Opportunities

Search for broken links on relevant websites and point out the existing ones to the website owner. After that, ask them if they are interested in replacing it with a link to your related article, so that it can create a quality backlink for your site.

5. Explore Broken Link Opportunities on Wikipedia

Look for the broken link opportunities on relevant Wikipedia pages and replace these pages with your own. Creating a backlink from Wikipedia can bring more juicy results in improving the website's search engine visibility.

6. Claim Unlinked Brand Mentions

If you are monitoring a brand online, and you suddenly come across any unlinked mentions on your website or company's name without your site's URL, then you must claim these mentions by sending an email to the concerned author or website asking them for the same link attribution.

7. Build Resource Page Link

It is one of the easiest ways for getting links. A resource page provides all the helpful links regarding a particular topic. If you feel that your content is the right fit for a specific page, then you can pitch it to the website owner and keep your content in front of them.

If the site owner finds your content to be more informative, then he would be happy to add your site's link to the resource list.

8. Grab Media Mentions with HARO

Help a Report Out (HARO) is a platform where journalists search for sources by pitching the brand/marketers/reporters, who are signed up with HARO.

For that, you have to register with HARO and select the interesting topics from the list of queries from journalists writing/researching. Thereon, you will start receiving 3 emails daily.

9. Monitor and Reclaim the Lost Backlinks

As the years pass, you might lose some of the backlinks which you have built as the author or website owner has removed them from their page or the website/blog has been shut down.

Here, you have to find the reason why the link was removed and then provide the author/website owner with a valid reason to restore it.

10. Create Contextual Backlinks With Link Roundups

Roundups are one of the best and easiest ways for getting powerful contextual backlinks for your site. For earning a contextual backlink, you have to link roundups with your audience and email your pitch to the website owner with a link to your post.

If the author or website owner feels that your post is a good addition to their roundup, then they will add it to their post which will create a backlink for your site.

11. Become a Podcast Guest

You can also become a podcast guest for generating more strong backlinks for your site. Similar to guest blogging, you can drive more organic and referral traffic for your website, which will help you in driving more organic traffic to your site.

12. Mention Influencers in Your Content

Mentioning famous influencers in your content is one of the easiest ways for grabbing their attention. Like, if they are monitoring the mentions of their brand online, then you will receive a notification for the same.

You can also send them a mail, letting them know that you have mentioned them, which would either create a like or share for your site or maybe even, some better results. It will provide a strong backlink for your site from a high domain authority site.

13. Sponsored Posts or Content

Sponsored posts refer to promoted posts where you have to find the site's relevancy for your niche and either write a post or publish it for your company.

These kinds of posts include reviews, and recommendations, with a link to the specific landing page.

Tip: *Keep focused on publishing an informative post and not a promotional one.*

14. The Synonym Method

In this method, you have to search for websites or agencies which are similar to your niche, but not in the same geographical area.

For example, if you are an SEO agency based in Gurgaon, then search for the SEO agencies in other states/cities which are not in direct competition with your business.

You can search for the prospects by using search operators such as "Keyword+City +Blog" or Intitle: blog city+keyword.

Pitching these prospects for guest blogging or link exchanging will surely help you to earn more links.



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