

Off-Page SEO Checklist

A free, printable 15-step template to plan, execute, and track your off-page SEO work — phase by phase.

Use this checklist alongside the full guide at digitalroop.in/off-page-seo-checklist/. Tick each box as you complete it, and revisit this template monthly to keep your off-page SEO on track.

PHASE 1 · FOUNDATION

- ☐ **1. Conduct a Full Backlink Audit**
Understand what you already have before building anything new.
- ☐ **2. Set Up Google Search Console & Analytics**
Free tool that shows which pages link to you and how traffic responds.
- ☐ **3. Analyze Competitor Backlink Profiles**
Reveals realistic, untapped link opportunities in your niche.
- ☐ **4. Identify Toxic or Spammy Backlinks**
Flag low-quality links before they cause harm.

PHASE 2 · EXECUTION

- ☐ **5. Build a Content Asset Worth Linking To**
A guide, tool, or original research piece people actually want to cite.
- ☐ **6. Start Guest Posting on Relevant Sites**
Contribute quality content to niche-relevant blogs in exchange for a link.
- ☐ **7. Engage in Social Media Promotion**
Increase visibility and the chance of earning organic backlinks.
- ☐ **8. Submit to Relevant Directories**
Avoid low-quality, spammy directory submissions.
- ☐ **9. Reach Out for Influencer Mentions**
Connect with niche experts who can mention or link to your content.
- ☐ **10. Participate in Forums & Communities**
Add genuine value in spaces like Quora or Reddit.

PHASE 3 · BACKLINKS

- ☐ **11. Prioritize Quality Over Quantity**
One relevant, authoritative link beats dozens of weak ones.
- ☐ **12. Diversify Your Anchor Text**
Mix branded, generic, and partial-match anchors naturally.



13. Reclaim Unlinked Brand Mentions

Find unlinked mentions and politely request a link.

PHASE 4 · MONITORING



14. Disavow Harmful Backlinks

Use Google's disavow tool as a last resort for toxic links.



15. Re-Audit Monthly

Revisit your backlink profile and competitor activity every month.

Backlink Quality Quick-Check



Domain Authority / Rating



Relevance to your niche



Dofollow vs Nofollow mix



Anchor text variety



Contextual, in-content placement



Real referral traffic

Notes & Next Actions

Want a professional off-page SEO audit?

Get a free backlink review from the DigitalRoop team at digitalroop.in/contact-us/