

Serpzilla

Off-Page SEO Checklist

	CHECKLIST POINT	WHY IT MATTERS	THINGS TO DO	TOOLS TO USE
☒	BACKLINK AUDIT	Shows authority & trust, identifies toxic links.	Analyze diversity; Run spam score tests; Sort by DR/DA; Check anchor distribution; Flag toxic links.	Ahrefs, Moz, SEMrush, GSC, Majestic
☐	TARGET PAGES	Focus efforts on pages that drive value and match user intent.	Identify key pages; Check rankings; Match user intent; Map keywords for anchor text.	GSC, Ahrefs, SEMrush, GA
☐	COMPETITOR BACKLINK ANALYSIS	Reveals backlink opportunities & gaps.	Analyze top competitors; Study referring domains; Detect patterns; Replicate links; Adjust anchor strategy.	Ahrefs, SEMrush, Majestic, Moz
☐	ANCHOR MAP	Ensures natural anchor diversity to avoid penalties.	Audit anchor ratios; Benchmark competitors; Plan anchor usage; Document in spreadsheet; Review regularly.	Ahrefs, SEMrush, GSC, Sheets
☐	LINK VELOCITY	Keeps growth natural and competitive.	Measure current velocity; Benchmark competitors; Plan steady growth; Smooth spikes; Track losses.	Ahrefs, SEMrush, Sheets
☐	LINK BUILDING KPIS	Measures success and guides budget decisions.	Define KPIs; Benchmark; Segment by tactic; Set checkpoints; Report progress.	Ahrefs, SEMrush, GSC, GA
☐	GUEST POSTS	Earns contextual editorial links and builds authority.	Identify niche blogs; Vet sites; Pitch content; Automate placement; Vary anchors; Track performance.	Serpzilla, Ahrefs, Google search
☐	NICHE EDITS	Leverages aged, indexed content for contextual links.	Find ranked articles; Analyze context; Place link via Serpzilla; Track placements.	Serpzilla, Ahrefs
☐	CROWD LINKS	Diversifies profile and builds brand awareness.	Find active platforms; Analyze moderation; Participate genuinely; Monitor engagement.	Google search, Ahrefs
☐	BUSINESS LISTINGS & REVIEWS	Boosts trust, local SEO, and branded search visibility.	Find key platforms; Ensure NAP consistency; Add descriptions; Encourage reviews; Monitor listings.	GMB, Moz Local, Trustpilot
☐	PRESS RELEASES	Builds authority and generates contextual backlinks.	Select newsworthy topics; Write structured release; Distribute via Serpzilla or PR platforms; Track coverage.	Serpzilla, PRWeb, BusinessWire
☐	REFERRING DOMAIN DATABASE	Ensures ongoing access to quality, relevant sites.	Define criteria; Build vetted list; Segment by type; Maintain topic clusters.	Serpzilla, Sheets
☐	BUILD CALENDAR	Maintains consistent, natural link growth.	Assess baseline; Plan monthly links; Align with business events; Share calendar.	Google Calendar, Sheets, Serpzilla
☐	LINK MIX	Maintains a natural profile with varied link types.	Audit distribution; Set target ratios; Benchmark competitors.	Ahrefs, SEMrush
☐	LINK SHEET	Organizes and tracks link data for analysis.	Log links; Update regularly; Flag issues.	Sheets, Ahrefs, GSC
☐	INDEX CHECK	Ensures links count toward SEO value.	Verify indexing; Request indexing for key links; Prioritize high-DR pages.	Google search, Ahrefs, GSC
☐	BRAND MONITORING	Protects reputation and uncovers link opportunities.	Set alerts; Monitor competitors; Identify unlinked mentions.	Google Alerts, BrandMentions, Ahrefs
☐	LINK RECLAMATION	Efficient way to turn mentions into backlinks.	Scan web; Prioritize quality sites; Reach out politely.	Ahrefs, GSC, SEMrush
☐	TRUSTED LISTINGS	Improves branded search performance and trust.	Identify directories; Ensure NAP consistency; Update regularly.	Moz Local, Ahrefs, GMB
☐	REVIEW PLATFORMS	Enhances trust and user confidence.	Claim profiles; Encourage reviews; Respond actively.	Trustpilot, GMB
☐	STORY HOOKS	Earns organic links from media coverage.	Develop angles; Align with trends; Package for media.	BuzzSumo, Google Trends, Ahrefs
☐	EXPERT OUTREACH	Builds authority and earns expert-level backlinks.	Join HARO/Qwoted; Respond quickly; Build relationships.	HARO, Qwoted, Google Alerts
☐	NICHE ROUNDUPS	Roundups attract backlinks and targeted traffic.	Find roundup opportunities; Pitch inclusion; Provide assets.	Google search, Ahrefs, Email tools
☐	CONTEXTUAL TRUST LINKS	Strengthens brand trust and semantic signals.	Link to About/Reviews pages; Provide trust page URLs; Vary link destinations.	Ahrefs, GA
☐	COMMUNITY TARGETING	Engages loyal, active audiences for organic growth.	Identify forums; Analyze activity; Prioritize engagement.	Google search, Ahrefs, SEMrush
☐	AGED ACCOUNTS ONLY	Improves credibility in communities.	Use accounts with history; Avoid new accounts.	Native platform analytics
☐	NATIVE CONTENT PLAN	Ensures community messaging is consistent.	Create content calendar; Write useful posts; Avoid repetition.	Sheets, Notion, Trello
☐	NATURAL LINK DROP	Prevents spammy-looking crowd links.	Add links where helpful; Vary anchors; Ensure context fit.	Manual review, Ahrefs
☐	ENGAGEMENT MONITORING	Helps refine strategy for better audience response.	Track interactions; Adjust where needed; Focus on top platforms.	Platform analytics, GA