

# The Complete Off-Page SEO Checklist

2026 Edition — [seoinbounds.com](https://seoinbounds.com)

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## 1. Foundation (Do These First)

- Audit your current backlink profile (Search Console → Links, or Ahrefs free tier)
- Identify and disavow toxic/spam backlinks if any exist
- Set up a link-tracking spreadsheet (Platform, DA, URL, Anchor Text, Date, Indexed Y/N)
- Claim your Google Business Profile (if local business)
- Set up consistent NAP (Name, Address, Phone) across all citations

## 2. Link Building — Web 2.0 & Publishing

- Create profiles on 3-5 high-DA Web 2.0 platforms (Blogger, WordPress.com, Tumblr, Medium)
- Publish 3+ original posts (600+ words) before adding backlinks
- Vary anchor text across each platform (branded / generic / exact-match mix)
- Link back to your site naturally within content, not just in a bio

## 3. Link Building — Directories & Listings

- Submit to 5-10 niche-relevant business/article directories
- Submit to general high-DA directories (Crunchbase, Yelp, etc.)
- Verify each listing is live and indexed within 2-4 weeks

## 4. Guest Posting & Outreach

- Build a target list of 10-20 sites in your niche accepting guest posts
- Draft a personalized outreach pitch (not a template blast)
- Track pitches sent, responses, and published posts
- Include 1-2 contextual backlinks per accepted guest post

## 5. Social & Community Signals

- Share new content across relevant social platforms
- Participate in 2-3 niche forums or Q&A sites (Quora, Reddit, Stack Exchange)
- Answer questions genuinely, link only when directly relevant

- Set up/maintain a presence on 1-2 social bookmarking sites

## 6. Digital PR & Brand Mentions

- Set up Google Alerts for your brand name
- Reach out to sites that mention your brand without linking, ask for a link
- Look for “resource page” link opportunities in your niche
- Consider one data-driven or original-research piece designed for outreach/links

## 7. Local SEO (if applicable)

- List business on major local directories (Yelp, Yellow Pages, industry-specific)
- Keep NAP consistent everywhere
- Collect and respond to reviews on Google Business Profile

## 8. Monitoring & Maintenance (Ongoing, Monthly)

- Check Search Console Links report for new/lost backlinks
- Re-verify indexing status of key backlink pages
- Track ranking movement for target keywords
- Add 8-12 new backlinks per month, paced — not in a single burst
- Review anchor text distribution (aim for 80% branded/generic, 20% exact-match)