

# Off-Page Optimization Audit

For the off-page optimization audit we will use [SEMRush](#) (affiliate link) to find and analyze backlinks, but the same can be accomplished using other tools like Ahrefs, Open Site Explorer, or Majestic.

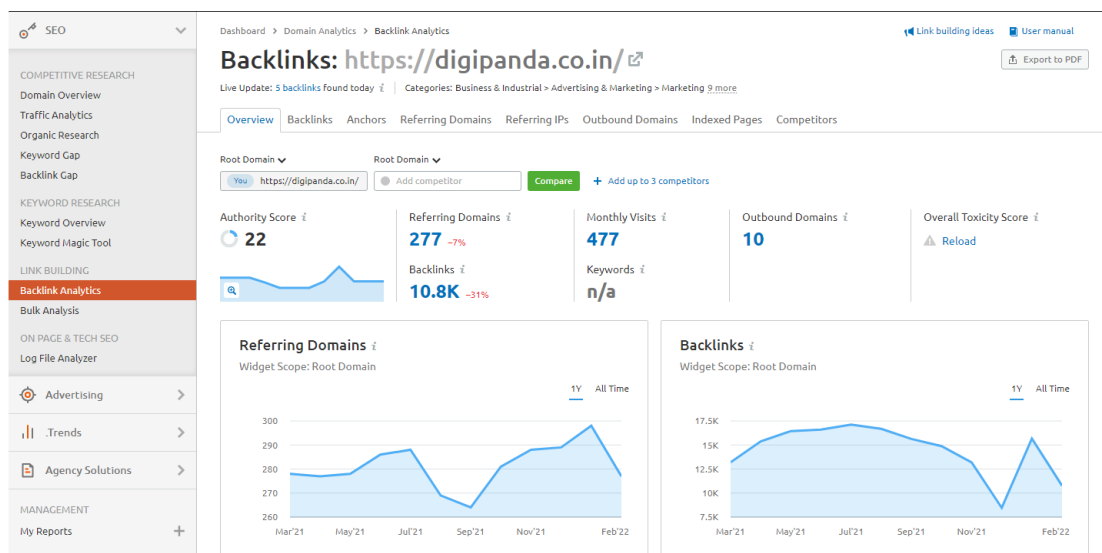
To start, open SEMRush and enter the page URL in the search box



**Important:** If there are no links to the page URL you are auditing, you can skip all of the following questions, mark them all as “Needs work” on the spreadsheet, and add a note mentioning “No backlinks.”

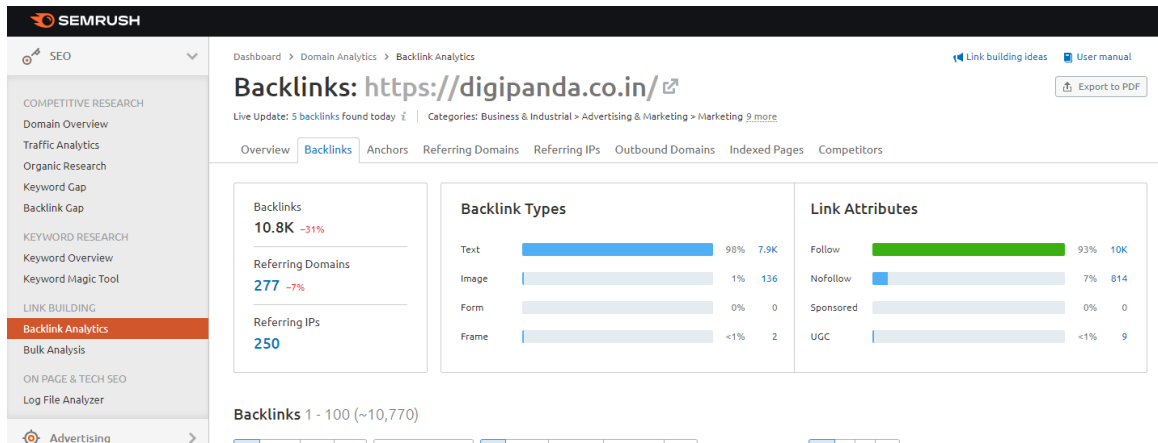
1. Do the backlinks come from trustworthy sites?

a. Click on the “Backlinks Analysis” option on the left sidebar



b. Check that at least half of the backlinks come from sites with TS (trust score) above 20. However, investing in some newly launched websites but with providing good value to users might also be

beneficial in future as the authority of the website may increase gradually.



## 2. Are the backlinks from contextually relevant sites?

a. Stay in the “Backlinks” section, filter by TS and click on the top 10 links listed on the page to open those URLs

TS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen
65	Chrome DM – Chrome DM – Big Data & Beyond <a href="https://chromedm.com/">chromedm.com/</a>	4	56	Digipanda <a href="https://digipanda.co.in/">digipanda.co.in/</a>	21 Jan'22	10d ago
60	MM9: Providing Innovative IT Services & Solutions <a href="https://mm9.in/">mm9.in/</a>	5	30	Digipanda Consulting <a href="https://www.digipanda.co.in/">www.digipanda.co.in/</a>	18 Dec'21	1 Jan'22
54	Organic Food Restaurants & Bakery Products Ch... <a href="https://back2source.in/">back2source.in/</a>	8	18	Digipanda Consulting <a href="https://www.digipanda.co.in/">www.digipanda.co.in/</a>	5 Sep'21	22 Jan'22
54	News – Book <a href="https://book.bollywoodpasta.com/story-category/new-5/">book.bollywoodpasta.com/story-category/new-5/</a>	10	97	digipanda.co.in <a href="https://digipanda.co.in/social-media-marketing-the-digital-era-marketing/">digipanda.co.in/social-media-marketing-the-digital-era-marketing/</a>	14d ago	14d ago
49	website list 1300   <a href="https://worldwidetopside.com/website-list-1300/">worldwidetopside.com/website-list-1300/</a>	5,000	51	digipanda <a href="https://digipanda.co.in/">digipanda.co.in/</a>	5 Jun'21	14d ago
46	Buy Best Personal Fashion Stylist Online for Men... <a href="https://sophisticators.in/personal-styling-day/">sophisticators.in/personal-styling-day/</a>	3	42	Digipanda Consulting <a href="https://digipanda.co.in/">digipanda.co.in/</a>	6 Dec'21	6 Dec'21
45	About Us - MM9   IT Solutions & Services <a href="https://mm9.in/it-solutions-services/">mm9.in/it-solutions-services/</a>	5	26	Digipanda Consulting <a href="https://www.digipanda.co.in/">www.digipanda.co.in/</a>	23 Dec'21	3d ago
45	Online Personal Fashion Stylist Store at Delhi Ind... <a href="https://sophisticators.in/">sophisticators.in/</a>	3	42	Digipanda Consulting <a href="https://digipanda.co.in/">digipanda.co.in/</a>	25 Nov'21	25 Dec'21

b. Check that the site linking back has a somewhat similar or relevant topic to the topic on the page you are auditing

- Example of an contextually relevant site: a site about playground equipment linking back to a ground cover page for playgrounds.

- Example of a non-contextually relevant site: A site that sells toothbrushes linking to a ground cover service company.

c. At least 50% of the top 10 links should come from contextually relevant sites.

3. Are the backlinks NOT going through redirect chains?

a. Stay in the “Backlinks” tab and check that no more than 20% of all backlinks pointing to the page go through more than 1 redirect (i.e. if there are 10 backlinks, only up to 2 links can go through more than 1 redirect)

- This is what a redirect looks like:

PS	TS	Source Page Title and URL   Target URL
27	34	Playground - Fall 2011 Source: <a href="http://read.uberflip.com/i/4258...">http://read.uberflip.com/i/4258...</a> Target: 301 ↳ <a href="https://www.superiorg...">https://www.superiorg...</a>
27	34	Playground - Fall 2011 Source: <a href="http://read.uberflip.com/i/4258...">http://read.uberflip.com/i/4258...</a> Target: <a href="http://www.superiorgroundcov...">http://www.superiorgroundcov...</a>
19	28	Allan's Junk Removal   HeadHeartHand Blog Source: <a href="http://headhearthand.org/blog...">http://headhearthand.org/blog...</a> Target: <a href="http://www.superiorgroundcov...">http://www.superiorgroundcov...</a>

4. Is anchor text distribution natural?

a. Click on the “Anchors” tab at the top of Backlinks section

# Backlinks: <https://digipanda.co.in/>

[Export to PDF](#)

Live Update: 6 backlinks found today | Categories: Business & Industrial > Advertising & Marketing > Marketing [9 more](#)

[Overview](#) [Backlinks](#) **[Anchors](#)** [Referring Domains](#) [Referring IPs](#) [Outbound Domains](#) [Indexed Pages](#) [Competitors](#)

## Anchors 1 - 100 (115)

Filter by anchor   [Export](#)

Anchor Text	Backlinks	Domains	First Seen	Last Seen
digipanda consulting	7,946	31	18 Apr'21	5h ago
digipanda.co.in	597	152	2 Jan'21	1h ago
digipanda	266	19	30 May'21	6h ago
http://www.digipanda.co.in/search-engine-optimization/	141	1	31 May'21	16h ago
best digital marketing company in india	53	2	19 Apr'21	2d ago

b. Enter the primary target keyword in the search box:

### Anchors 1 - 38 (38)

Anchor Text

- digipanda consulting
- digipanda.co.in
- digipanda

5. Make sure this number is lower than 50% of the total anchor texts referring to the domain:

### Anchors 1 - 38 (38)

Filter by anchor

Anchor Text

## **Continued Efforts**

Unfortunately, you won't be done yet. SEO is ongoing. When it comes to increasing rank for each page, continue to:

Add valuable content to your page for the user.

Use internal linking to add more context to search engines and helpful information for users

Identify places you can earn backlinks to your page (tools like SEMRush help).