



SEO BACKLINK CHECKLIST

Get more traffic with
quality backlinks

SEO CHECKLIST

1) Optimize Your Website

- Develop **quality content** on your website that resonates with your audience and encourages sharing. This can include copywriting, blog posts and resource guides.
- Optimize your website for **search terms (keywords)**, so that you can get found in the search engines.

2) Find Your Audience

- Research people in your audience. What **websites** are they visiting in addition to yours? Pay attention to sites that aren't exact competitors.
- Spy on your **direct competitors**. Use tools like SEMRush to discover where they are getting their links.

3) Create Shareable Content

- Create a **complete guide** that tells readers everything they need to know to understand how to complete a valuable task.
- Create a useful **infographic** and share it with other website owners in complementary industries.
- Develop a compelling **video** and offer it to website owners in related industries for maximum exposure.
- Conduct **original research** and summarize it in a report or white paper.

5) Outreach

- Contribute as a **guest blogger** for websites that are complementary and not direct competitors. These could be informational blogs or other business websites.
- Network** with other businesses online and in person to expand your reach and discover more opportunities for collaboration.
- Find **broken links** on other websites using [Ahrefs free Broken Link Checker](#). Consider whether you have a resource on your page that could replace the link and reach out to the website owner.
- Use **social media**. Although social media may not contribute directly to SEO, it makes your content discoverable by people who may link to it and allows you to build online relationships.
- Submit your link to only **high-quality directories** that are used by real people. Avoid directories that only exist to provide links for SEO. Also, avoid paying unless you receive a real service in return.

Book a Free Call

Not sure where to start? Book a free call to get started on your SEO strategy.

<https://www.words-design.com/book-a-call/>