

Backlink Audit Template

In the ever-evolving landscape of SEO, backlinks play a crucial role in determining the authority and ranking of your website. A strong backlink profile can significantly boost your search engine rankings, drive organic traffic, and enhance your online presence. However, not all backlinks are beneficial—some can even harm your SEO efforts if they come from low-quality or spammy sources.

Regular backlink audits are essential for maintaining a healthy link profile and ensuring your SEO strategy is on track. A backlink audit helps you identify valuable links, uncover potentially harmful ones, and discover new link-building opportunities. By systematically analyzing your backlinks, you can make informed decisions to optimize your website's performance and stay ahead of the competition.

A backlink audit is essential to maintaining and improving your website's search engine rankings. This template will help you systematically analyze your backlink profile to identify harmful links, discover new opportunities, and ensure your link-building efforts are aligned with SEO best practices.

#1. Backlink Overview

Metric	Value
Total Backlinks	[Insert Value]
Referring Domains	[Insert Value]
Referring IPs	[Insert Value]
Nofollow Links	[Insert Value]
Follow Links	[Insert Value]
New Backlinks (Last 30 Days)	[Insert Value]
Lost Backlinks (Last 30 Days)	[Insert Value]

#2. Top Referring Domains

Domain	Backlinks	Domain Authority	Spam Score	Last Link Check
[Domain 1]	[Value]	[Value]	[Value]	[Date]
[Domain 2]	[Value]	[Value]	[Value]	[Date]
[Domain 3]	[Value]	[Value]	[Value]	[Date]

#3. Anchor Text Distribution

Anchor Text	Backlinks	Percentage
[Anchor Text 1]	[Value]	[Value] %
[Anchor Text 2]	[Value]	[Value] %
[Anchor Text 3]	[Value]	[Value] %

#4. Backlink Quality Analysis

Metric	Value
Average Domain Authority	[Insert Value]
Average Page Authority	[Insert Value]
Percentage of High-Quality Links	[Insert Value] %
Percentage of Low-Quality Links	[Insert Value] %
Toxic Links Identified	[Insert Value]

#5. Toxic Backlinks

Domain	Backlink	Toxic Score	Action
[Domain 1]	[Link 1]	[Value]	Disavow
[Domain 2]	[Link 2]	[Value]	Monitor

[Domain 3] [Link 3] [Value] Remove/Disavow

#6. Backlink Opportunities

Competitor	Backlink Source	Domain Authority	Type of Link	Action
[Competitor 1]	[Source 1]	[Value]	Guest Post	Outreach
[Competitor 2]	[Source 2]	[Value]	Editorial	Outreach
[Competitor 3]	[Source 3]	[Value]	Forum	Engage

#7. Action Plan

Task	Priority	Responsible	Due Date	Status
Disavow toxic links	High	[Name]	[Date]	In Progress
Outreach for backlink opportunities	Medium	[Name]	[Date]	Not Started
Regular backlink quality checks	Low	[Name]	[Date]	Ongoing

#8. Notes and Observations

- [Observation 1]
 - [Observation 2]
 - [Observation 3]
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#9. Summary and Recommendations

- **Summary:** Summarize the overall health of your backlink profile, major findings, and any critical issues identified.

- **Recommendations:** Based on the audit findings, provide actionable recommendations. These could include removing or disavowing harmful links, strategies for acquiring high-quality backlinks, and ongoing monitoring practices.
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Regular backlink audits are essential for maintaining a healthy link profile and ensuring your website's SEO performance remains strong. Use this template to conduct thorough audits and make informed decisions about your link-building strategy.

This template should provide a comprehensive framework for conducting a detailed backlink audit. It will help you identify and address any issues while uncovering new opportunities to enhance your site's SEO performance.