

Your SEO Authority Audit Worksheet

SEO authority directly impacts ranking strength. It's a critical factor search engines assess when deciding what content to rank in search results. To evaluate your current SEO authority efforts, you'll want to ask yourself questions like:

- Does your content reflect the topics you want to be known for?
- How effectively are you promoting your content and getting quality backlinks?
- Are reputable media sites mentioning your organization and linking to your website?

This worksheet walks you through these questions in a little more detail. Use it to evaluate your organization's current efforts to build authority for your website and identify missed opportunities. At the end of the worksheet, you'll be able to use your insights to start building a plan to make improvements.

****Please save this workbook to the desktop on your computer. This way your progress will be saved correctly as you complete each section.****



Does your content reflect your target topics?

Authority and relevance go hand-in-hand. Your SEO strategy starts with creating compelling, high-quality content on topics your organization wants to be known for. That way, search engines will serve your content to users who are searching for keywords and queries that are relevant to your brand.

1. Which topics do you want to be known for?

List the top three topics you want your organization to be known for. (For example, a marketing agency might want to be known for content marketing, social media, and email marketing.)

Click in the text box to add your list:

2. Does your content consistently cover your target topics?

To figure out whether your content covers the target topics you listed above, take a look at the content you've created on those topics and the number of social shares and backlinks for each one.

Using the table on the next page:

- List the number of blog posts and pieces of gated content on each of your top topics. (Gated content is anything gated by a landing page or form, such as an ebook, whitepaper, or webinar.)
- Record the average number of social shares per content asset. You can find this by entering each one into a free social sharing analytics tool like [BuzzSumo](#) and calculating the average.
- Record the average number of backlinks per content asset, which you can find on individual pages by searching for the asset's URL in Moz's free [Open Site Explorer](#) and referring to the "Total Links" number in results.



| Topic | # of blog posts | # of gated pieces of content | Average # of shares per content asset (blog posts + gated content) | Average # of backlinks per content asset |
|-------|-----------------|------------------------------|--|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Looking at your top topics in this way will help you see where you might need to allocate more time and effort. For example, if you find that you don't have nearly as many backlinks for a certain topic compared to what you have for another, you might include [link-building for that topic](#) into your plan.

3. Now that you've filled out this table, take a moment to reflect on where you can improve.

Which of your target topics has the most social shares? The most backlinks? The least social shares and backlinks? Where are there opportunities to create more content or spend more time promoting your target topics?

Click in the text box to add your notes.



How effectively are you promoting your content and working to get quality backlinks?

While creating compelling, high-quality content that people naturally want to link to is hugely important for SEO, you also have to tell people about your content for anyone to find it and create links to it.

4. How do you promote new pieces of content?

When you or your team publishes a new piece of content, how do you get it out into the world? Do you send it to a subscriber list? Post it on social media? Send it to PR agencies?

Think of the last piece of content you published that's pretty typical to what your team produces. List below all the ways you promoted that piece of content, using the provided list of promotion channels as a guide.

| Promotion Channel | How do you use this channel to promote new pieces of content? (leave blank if not applicable) |
|---------------------|--|
| Email | |
| Social | |
| Blog | |
| PR Outreach | |
| Paid Ads | |
| Guest Blogging | |
| Influencer Outreach | |
| Video | |
| Infographics | |
| Internal Promotion | |

5. Is your team incentivized to spend time on content promotion?

All too often, a team's content creation goals are centered around a publishing date – which means efforts to promote that piece of content once it's live can fall apart or become less important. That's why it's critical to incentivize your team to promote content, rather than just publish it.



As you fill out this list, take a moment to reflect: Does your team have clearly established goals around content promotion? Is your team incentivized to promote content, rather than just create it and move on to the next?

Click in the text box to add your notes on the question above:

6. How effective are your guest blogging efforts?

Guest blogging on credible, relevant sites is a great way to build quality backlinks to your content. If your team has guest blogging placements, take a moment to record a few of them here – alongside the guest blogs you wish your team had.

| Which blogs/websites does your team currently have placements on?* | Which blogs/websites do you wish your team had placements on? |
|--|---|
| | |

*If you aren't sure which blogs are mentioning your brand, lightweight free tools like [BuzzSumo](#) and [Google Alerts](#) can help you find and track those mentions.



For the blogs / websites you wished your team had placements on, consider looking up their guest blogging guidelines and creating a plan for pitching topics or pieces they'd be interested in publishing that are relevant to (and can be linked to) a piece of content on your own website.

Now, choose three of your existing guest posts, and take a deeper look into them by filling out this table.

| Name of Blog/ Website | How reputable are they? (Score 1-5) | Title of the post | What topic is this post on? | Does this post link back to your website? | Which page does it link to? |
|--------------------------|--|-------------------|--------------------------------|---|--------------------------------|
| | | | | | |
| | | | | | |
| | | | | | |

Use this information to reflect on the SEO authority of the sites you guest post on, whether your guest posts are on topics you want to be known for, and whether your guest posts are helping you build quality links back to your site.

Are reputable media sites mentioning your organization?

In addition to guest blogging, another key way to get quality links back to your site is via media mentions.

7. Reflect on the following questions and take down a few notes for each one, including areas that need more attention.

Have your products or services earned reviews on any online review sites? Are these reviews predominantly positive?



Have your products, services, or content earned any awards or other recognition?

Is your content referenced in online news articles? Which news sites? How reputable are those sites?

What percentage of guest blogs link back to your website? Which pages do they link to?

Do editors contact you or others in your organization for quotes and soundbites for their articles and editorials?



Your SEO Authority Wish List

Now that you've assessed some of the efforts and activities that are important to building authority and improving your search ranking, it's time to start building a simple plan for improvements.

Here's an example of what that might look like:

| Completion date: 2 weeks | |
|--|--|
| Must-Haves / To-Do List <ul style="list-style-type: none">• Create a strategy and concrete goals around content promotion for my team.• Identify 5 reputable blogs to write guest blog content for, and reach out to their editors | Nice-to-haves / Wish List <ul style="list-style-type: none">• Incentivize team members to write one guest blog per month for a reputable site related to our organization.• Identify 3 awards our product/service can apply to win this year |

Click in the text box to add your to-do list, including a timeline for completing all the tasks and an estimate of the number of hours it will take. Order the list from most important to least important.

Click in the text box to add your wish list, including a timeline for completing all the tasks and an estimate of the number of hours it will take. Order the list from most important to least important.



Your Completed Workbook!

Congratulations! You've built a plan for improving your current website's SEO authority. Your website's online credibility can and should always be improved upon. Refer to this worksheet whenever you need guidance on your next steps in becoming a more authoritative source on the web to help your content rank higher in search.

****Please save this workbook to the desktop on your computer. This way your progress will be saved correctly as you complete each section.****

