

Scale Organic Growth With High Authority Backlinks and Performance-Driven SEO

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Website grader template

1. Domain

- ☐ Site is more than 2 years old
- ☐ Site was not majorly impacted by a recent update
- ☐ Site has a valid SSL certificate
- ☐ The about page is professional - not vague / anonymous
- ☐ There is contact number or email

2. Traffic

- ☐ Site has at least 5k organic visits
- ☐ Traffic trend is consistent over time (no big drops)
- ☐ High % of traffic is from your target country

3. Keywords

- ☐ Website has at least 20 keyword in top 10
- ☐ Keywords in top 10 places are relevant
- ☐ Consistent keyword trend - no major drops

4. Relevance

- ☐ Content aligns with site niche
- ☐ Does not have random content topics
- ☐ External links are relevant for site profile

5. Content

- ☐ Content provides 'real' value (not a thin overview)
- ☐ Posts have author bios
- ☐ Content aligns with the websites' target audience
- ☐ The site publishes content regularly

6. Outbound Links

- ☐ Outbound links should not exceed referring domains (unless the site is in an E.E.A.T niche)
- ☐ Outbound links should not raise flags that might indicate link selling. I.E exact match anchors to product pages
- ☐ Outbound links are to reputable websites or sites that you deem as providing value

7. Referring Domains

- ☐ Majority of referring domains are from "good / relevant" sites
- ☐ The site has 5x the number of referring domains than your site
- ☐ The referring domains are increasing

Score Domain

- ☐ Domain Check
- ☐ Traffic Check
- ☐ Keyword Check
- ☐ Relevancy Check
- ☐ Content Check
- ☐ Outbound Link Check
- ☐ Referring Domain Check