SEO Audit Template

This SEO audit template/checklist focuses on three things: technical, content, and link issues.

 Finding technical issues

 Are all important pages indexable?

 Are all important pages crawlable?

 Can Google actually see the content on all important pages?

 Is your site free of other critical technical issues?

 Finding content issues

 Has your site's traffic remained stable during recent Google updates?

 Have any specific pages lost significant traffic recently?

 Have you got any old pages with low traffic?

 Have you got any low-hanging fruit keywords?

 Have you got any low-hanging swith competitors?

 Finding link issues

<u>Have you got any dead pages with backlinks you could redirect?</u> <u>Could you boost any pages with internal links?</u> <u>Do your competitors have any easily replicable backlinks?</u>

BEFORE YOU START

Set up a free <u>Ahrefs Webmaster Tools (AWT)</u> account and start crawling your website. When setting up your project, make sure to tick the "Backlinks" option under "Crawl settings." This is important for one of the checks in the audit.

ahrefs	1 Scope 2	Ownership	3 Site Audit	4 Rank Tracker	5 Competitors	× Cancel
		Sch	edule sit	e audits		
	F	Regularly chec	k your website	for 100+ SEO issu	es.	
Schedule	URL sources	Crawl setting	gs			
We'll start c the default s Choose UF Vebsite Auto-de Specific Custom	erawling your websi settings. RL sources Co tected sitemaps Co sitemaps Co URL list Co	te from the URL	sources selected	l below. If you're not s	sure what to choose, ple	ase use
🕑 Backlink	(S 2)					

Technical issues

□ Are all important pages indexable?

Pages can't show up in Google unless they're indexed, so all important pages must be indexable. You can check this with a free <u>Ahrefs Webmaster Tools (AWT</u>) account.

- 1. Crawl your website with Site Audit
- 2. Go to Page Explorer
- 3. Filter for Noindex pages
- 4. Eyeball the list for pages that should be indexed

ahrefs Dashboard S	Site Explo	rer Keywords Explorer Site Audit 1. Trac	ker Content Explorer	Web Explorer Comp	etitive Analysis	More 🔻 🛛 Ac	cadem
Site Audit / Ahrefs Blog	g / Toda	ay, 09:43 AM - C EN Only 30% ×					
Overview	Page e	xplorer I How to use					
Crawl log	All U	RLs Pages ▼ Resources ▼ Content ▼	Links • Redirects •	Directives: Noindex -	3 maps •	Ahrefs metric	s 🔻
Tools	Crawl	history 🔞					
Page explorer 2 Link explorer	_						
Internal link opportunities	All filt	er results 4 Lost from filter results 0 Lost	0				
Structure explorer	PR ▼	URL 4	Organic traffic	HTTP status code	Depth Is	indexable C age	Canoni
Reports Internal pages Indexability Links Redirects	8	Log In < SEO Blog by Ahrefs — https://ahrefs.com/blog/wp-login.php? redirect_to=https%3A%2F%2Fblog.a hrefs.com%2Fwp-admin%2Fpost.ph p%3Fpost%3D146201%26action%3 Dedit&reauth=1 Q	0	200	2 No	D	
Content Social tags Duplicates	8	Do you want to write for the Ahr https://ahrefs.com/blog/write-for-u s/ Q	0	200	1 No	D	

Remove the noindex directive from any pages that should be indexed.

TIP 💡

If there are too many pages to reasonably look through, filter for only URLs in the sitemap.

Page expl	orer 🔞 H	ow to use					
All URLs	Pages •	Resources •	Content -	Links 🔻	Redirects •	Directives: Noindex 🔻	Sitem
Advanced	filter 🔺						
AND C	R						
Previous	Current	URL		•	Exists	• 3	<
Previous	Current	Is in sitemap		•	Yes	•] >	<
+ Rule	+ Grou	qL					
Apply	0 results	matching Res	et				

If you're still seeing URLs in the filtered report, something is definitely wrong. Either you actually meant to noindex them (in which case, they shouldn't be in the sitemap), or they should be indexed and you need to remove the noindex directive.

□ Are all important pages crawlable?

Google rarely indexes pages it can't crawl, so you need to make sure that all important pages on your website are crawlable. You can do this in <u>Google Search Console</u>.

- 1. Go to Indexing > Pages
- 2. Click the "Blocked by robots.txt" issue
- 3. Make sure no important pages that you want to rank are listed here

≡ Google Search Console	Q Inspect any URL in "https://ahrefs.com/blog,	a 178	
Attps://ahrefs.com/ •	Page indexing > Blocked by robots.txt 2	EXPORT	SHARE
1 Overview	URL 3	٩	 Last crawled
Q URL inspection	https://ahrefs.com/blog/page/2/?s=digest		Oct 2, 2023
➢ Performance	https://ahrefs.com/blog/zh/?s=울산-대마초구입->>텔LOVETHC <<-허브판매->>텔LOVETHC <<-캔디구매-마리화나파는곳-GHB판매CB&tWrz=BrQf		Oct 1, 2023
- Indexing	https://ahrefs.com/blog/zh/?s=해운대-mdma판매->>텔lovethc <<-대마판매-캔디팝니다->>텔 lovethc <<-대마파는곳-허브판매-액상대마판매ip		Sep 30, 2023

TIP 💡

There's often lots of clutter in this report, like URLs with parameters (e.g., domain.com/search?=). You'll want to filter these out to make it easier to spot important pages.

For example, if we filter out URLs with the ? parameter, we see no results.

	Filter by URL		
Does not contain 💌	?		DONE
URL 个		\checkmark	Last crawled

If you see important pages that should be crawlable, you'll need to remove or edit the rule causing this in your robots.txt file. You can use <u>Google's robots.txt tester</u> to find the affecting rule.

robots.txt Tester

Edit your robots.txt and check for errors. Learn more.

Lates	st version s	een on 9/19/23, 11:54 PM OK (200) 356 Bytes -	See live robots.txt
2	Disallow:	/article	
3	Disallow:	/site-explorer/ajax/	
4	Allow: /s	ite-explorer/\$	
5	Disallow:	/site-explorer/*	
6	Allow: /1	ink-intersect/\$	
7	Disallow:	/link-intersect/*	
8	Disallow:	/v4*	
9	Disallow:	/blog/*?s=*	
10	Disallow:	/seo/for/*?*draft	
11	Disallow:	/academy/*?*draft	
12	Disallow:	/team-new	
13	Disallow:	/team-new-a	
14	Disallow:	/team-new-b	
15	Disallow:	/seo-toolbar/welcome	
16			
80	Errors 🛕 0 V	Varnings	Submit
http	s://ahrefs.con	n/blog/ page/2/?s=digest	TEST

It's also best practice to make sure all important pages are internally linked so Google can find them. You can do this with Ahrefs' Site Audit. Just go to the Links report > "Issues" > look for the "Orphan page (has no incoming internal links)" issue.

Overview	Links	
	Overview Issues 1	
Crawing		
Bulk export		
Tools	Actual 3 New 0 All tracked 23 Turned off 0	Importance
Page explorer	1 miles	Questional
Link explorer	Issue	Crawled
Internal link opportunities	INDEXABLE	
Structure explorer	A Orphan page (has no incoming internal links)	1
Reports	1 Page has links to redirect	9
Internal pages		
Indexability	 Page has only one dofollow incoming internal link 	2
Links		
Redirects		

If any important pages are orphaned, add internal links to them.

□ Can Google actually see the content on all important pages?

NOTE 📝

You likely don't need to worry about this unless your site runs on a JavaScript framework.

Google can't index content it can't see. If you're concerned about this, a quick check you can do is to search for a snippet of your content in Google inside quotation marks. If the page is returned, your content was likely seen.



What SEOs Really Need to Know About JavaScript SEO

21 Sept 2023 — Use lazy loading. Since I originally wrote this, lazy loading has mostly moved from being JavaScript-driven to being handled by browsers. You ...

If the page isn't returned, read Patrick's guide to JavaScript SEO to learn how to fix it.

□ Is your site free of other critical technical issues?

Sites can face all kinds of technical issues, but most aren't that important and "fixing" them won't really move the needle. You can find the most pressing issues to fix by filtering the **All issues** report in Site Audit for "errors."

ahrefs Dashboard	Site Explorer Keywords Explorer Site Audit Rank Tracker More v	
Site Audit / Ahrefs Blo	g / Today, 09:43 AM 👻 🕒 Segment 👻	
Overview	All issues	
Crawl log	Actual 2 New 0 All tracked 47 Turned off 9 Importance: Error >	<
Bulk export	Issue Crawled Change	Ado
Page explorer	Localization	
Link explorer	▲ Missing reciprocal hreflang (no return-tag) 436 ▼	
Structure explorer	Translated, no self hreflang Custom 10 0	

If you're unsure how to deal with any of them, click the "?" next to each issue to see a description and advice on how to fix it.

Missing reciprocal hreflang	g (no return-tag)	436	85 🔻	2	0	87	0	
Issue details								
Confirmation (return) links	are missing for the p	ages declared	d in hreflang ann	otations.				
If page A links to page B in annotations, those annotat	hreflang annotation ions may be ignored	is, page B mu d or misinterpr	st link to page A eted correctly.	in return. If t	his is not the	case for all pag	ges that use h	reflang
This issue can also be trigg	nered by misused "y	-default" brefl	ang Whonovor	the optional "	v-default" hre	flang value is i	used all page	o of the
hreflang group must refere	nce the same "defau	ult" page.	ang. Whenever			nang value is i	useu, an page	s of the
How to fix	nce the same "defau	ult" page.	ang. whenever			nang value is i	used, all page	s or the
Hins issue can also be trigg hreflang group must refere How to fix To fix the issue, make sure which includes URLs to all	all the page version.	s translated o	r targeted to use s provide return	ers in a certai links betwee	n region have n the alternat	the same set of pages.	of hreflang an	notations

Content issues

□ Has your site's traffic remained stable during recent Google updates?

Most Google updates these days relate to content quality (e.g., Core Updates). If you see a traffic drop coinciding with one of these, it can often point to issues with your content as a whole. You can check for this in Ahrefs' Site Explorer.

- 1. Enter your domain into Site Explorer
- 2. Click the "Organic search" tab on the **Overview** report
- 3. Look for traffic drops on the organic traffic graph (make sure Google updates is turned on)

Organic traffic

Z Traffic 🗌 Traffic value	
	Traffic
MM mm t	280K
	210K
	140K
	70K
4 Jun 2015 27 Jul 2022 1 Aug 2018 · Google	0
Organic keywords Core Update	~

TIP 💡

Always double-check that Ahrefs estimates align with reality before jumping to conclusions. You can do this in GSC.

If you see a traffic drop aligning with a Google update, your next step is to investigate what the update targeted for insight into what might have caused the drop. <u>Our list of Google algorithm updates</u> can help with that.

For example, if you saw a traffic drop around 21st February 2023, it's likely that it was the product reviews update (assuming you publish this kind of content, of course).

You can also use the **Top pages** report in Site Explorer to narrow down any issues that might be related to a specific type of page or section of the site. To do that, compare traffic between two dates (one before and one after the update) and see which pages had the biggest traffic declines.

798 pages Total traffic: 502.3K

🗰 30 Dec 2020 🔻

Compare with: 20 Nov 2020 -

URL	Status	Traffic	Change	Value
https://ahrefs.com/blog/affiliate-marketing/ -		53,195 10.6%	-12.1K	\$20.8K
https://ahrefs.com/blog/free-keyword-research-to ols/ ▼		43,841 8.7%	-6.5K	\$50.8K
https://ahrefs.com/blog/free-seo-tools/ -		26,130 5.2%	–2.3K	\$42.0K
https://ahrefs.com/blog/most-visited-websites/ -		17,777 3.5%	-4.8K	\$12.2K
https://ahrefs.com/blog/seo-basics/ -		13,812 2.7%	-6.1K	\$25.4K
https://ahrefs.com/blog/find-email-address/ -		13,604 2.7%	-3.8K	\$9.5K

□ Have any specific pages lost significant traffic recently?

Even if your site's overall organic traffic is stable or improving, traffic to some pages could be declining. This can point to quality issues with certain pages (lack of EEAT, unhelpful or outdated content, etc.).

To find pages with the biggest estimated organic traffic losses in the last 6 months, you can use Site Explorer.

- 1. Enter your domain into Site Explorer
- 2. Go to the **Opportunities** report
- 3. Click the "Content with declining traffic" issue

290 pages Total traffic: 71K

🛄 10 Oct 2023 🔻

Compare with: 10 Apr 2023 🔻

URL	Status	Traffic	Change 🔺
https://ahrefs.com/blog/affiliate-marketing/ -		10,722 15.1%	-4.1K
https://ahrefs.com/blog/top-google-searches/ -		3,900 5.5%	–2.0K
https://ahrefs.com/blog/submit-website-to-search-en gines/ v		1,646 2.3%	–1.6K
https://ahrefs.com/blog/competitive-analysis/ -		0	–1.1K
https://ahrefs.com/blog/seo-checklist/ -		1,298 1.8%	-981

TIP 💡

Again, always double-check that Ahrefs estimates align with reality before jumping to conclusions. You can do this in GSC.

If you see pages with significant traffic drops, investigate them further. A good starting point is to plug the individual URLs back into Site Explorer and check whether the traffic drop to the page coincides with a Google update.

Organic traffic



If it does, read up on <u>what the update affected</u>. If it didn't, check for other issues such as outdated content or unhelpful advice.

□ Have you got any old pages with low traffic?

Old pages with little or no traffic are low-hanging fruit. You can often boost their performance by updating or rewriting them. Alternatively, if they're no longer needed but have backlinks, you can delete and redirect them to boost other pages.

You can find old pages with little or no traffic in Ahrefs.

- 1. Enter your domain into Site Explorer
- 2. Go to the **Opportunities** report
- 3. Click the "Pages only published once" issue

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ahrefs	Dashboard	Site Explorer	Keywords Explorer	Site Audit	Rank Track	er Content Explo	orer More -				Credits usa
ahrefs.co	m			In URL	+ Q	How to use					
All pages Page traf	fic: Up to 50	ges published (once: Any time ▼	Platform 🔻	Languag	e ▼ 🔗 Live &	broken 🔻 🌘	Filter expl	cit results		
Pages o	over time 🔞										
Pages	Authors	Websites	Languages								
4,101 pa	ages \Xi Filter	·▼ Rig	hlight unlinked 🔻					Sort by: Rele	evance -	🛅 Tren	ds: Last 6 n
	How to Improve https://ahrefs.cr Patrick Stox exp to take for your and lots of diffe how those optim Patrick Stox - 3	 Page Speed f om/blog/advan plains how pag site There a rent metrics to nizations 1 Mar 2020 · 8 	rom Start to Finish (A ced-pagespeed-guid e speed works, and v re lots of tools to test target. But do you ur	dvanced G le/ ▼ what actions page speed, nderstand	DR 91	URL Rating 19	20 0	af. domains	Pag Vel 237 0	e traffic 1 osite traffic 2	2.7M 18 0
	WordPress										

Follow this flowchart to figure out the best course of action for each URL:



□ Have you got any low-hanging fruit keywords?

Pages that rank in positions 4-15 are low-hanging fruit. Boosting them by just a few positions can send tons more traffic their way. You can find these keywords in Ahrefs' Site Explorer.

- 1. Enter your domain into Site Explorer
- 2. Go to the **Opportunities** report
- 3. Click the "Low-hanging fruit keywords" issue

ahrefs Dashboard	Site Explorer K	eywords Explorer	Site Audi	t Rank	Tracker (
https	og/	Ţ			ß
	Is 🕜 How to us	Se			
Monthly volume	United States	▼ Position: 4–15	i X	Volume	e▼ KD
24,521 keywords	10 Oct 2023 🔻	Don't compare	-	Filters	•
Keyword					
			Volume	KD T	Traffic Pos
□ ✓ search engines			Volume 143.0K	KD T	Traffic Pos 4,750
 search engines search engines)		Volume 143.0K 153.0K	KD T 81 4 92 3	Traffic Pos 4,750 3,644
 search engines affiliate marketing high ticket affiliate 	g e marketing		Volume 143.0K 153.0K 12.0K	KD T 81 4 92 3 29 3	Traffic Pos 4,750 3,644 1,283

Follow this flowchart to find the best course of action for each keyword:



□ Have you got any low-hanging featured snippet opportunities?

Featured snippets are boxes that appear at the top search results for some keywords. They show a short, relevant snippet from one of the top-ranking pages.

If you already rank in positions 2-8 for a keyword with a snippet, that's low-hanging fruit. You can often shortcut your way to the top of Google by winning the snippet. You can use Ahrefs' Site Explorer to find the best featured snippet opportunities.

- 1. Enter your domain into Site Explorer
- 2. Go to the **Opportunities** report
- 3. Click the "Featured snippets" opportunity

This will show you keywords where you currently rank in positions 2-8 where Google shows a featured snippet.

ahrefs Dashboard Site Explorer Keywords Explorer	Site Audit	t Rank Tracl	ker Cor	tent Explorer	Web E	xplorer			
https - ahrefs.com/blog/top-google-searches/		ď		Exact URL 🔻	٩	🌣 Set			
E Organic keywords O How to use									
Monthly volume	8 🗙	SERP feature	s: 69 whe	re target doesi	n't rank	×			
464 keywords	🖃 \Xi Filt	ters ▼							
C Keyword	Volume M	CD Traffic	Position			Upda			
+ most searched words	1.1K	<mark>52</mark> 91	5	 ✓ ✓ 	ERP 🔻	4 d a			
+ most searched keywords	400	52 37	4	 ✓ ✓ 	ERP 🔻	17 S			
+ most search word on google	500	54 32	6	✓ ▼ SI	ERP 🔻	1 d a			
+ most googled thing	450	<mark>43</mark> 31	5	✓ ▼ SI	ERP 🔻	18 S			
+ most popular serches	250	47 30	4	✓ ▼ SI	ERP 🔻	23 S			
+ most searched word on google	700	43 29	6	✓ ▼ SI	ERP 🔻	2 d a			
+ most looked up thing on google	300	41 27	4	✓ ▼ SI	ERP 🔻	3 d a			
□ + what is the most googled thing	400	43 24	5	✓ ▼ SI	ERP 🔻	24 S			

Follow the advice in this guide to optimize for the snippets.

□ Have you got any content gaps with competitors?

If competitors are ranking for keywords you haven't covered, these are content gaps that may be worth covering. You can find these in Ahrefs' Site Explorer.

- 1. Enter your domain into Site Explorer
- 2. Go to the **Opportunities** report
- 3. Click the "Top suggestions from Content gap" opportunity

This will take your top organic competitors and look for keywords they rank for in the top 10 where you're nowhere to be seen in the top 100.

ahrefs Dashboard Site E	xplorer Keywo	ords Explorer	Site Audit	Rank Tracker Con	tent Explorer				
ahrefs.com/blog/ vs. 10 competitors -									
Monthly volume 🔻 📕 Uni	ted States <	10 Oct 20	023 ▼ +	More filters					
Common keywords	Common keywords								
161,102 keywords Target's	position: No	× Compe	titors' positio	ns: At least 1 in top	10 × C				
Keyword	SF Volume	KD CPC		moz.com/ Position Traffic	backlinko.co Position T				
+ my business	3 1.2M	71 9.94	SERP v	43 🗸) —				
+ paraphrasing tool	1 731.0K	72 0.66	SERP -	_	_				
+ megapersonal	1 453.0K	8 0.84	SERP -	_	_				
+ chatgpt app	5 350.0K	81 0.59	SERP -	_	_				
+ paraphrase	3 345.0K	71 0.16	SERP •	_	_				

Consider covering these topics if they are likely to have value for your business.

Link issues

□ Have you got any dead pages with backlinks you could redirect?

Backlinks to broken pages are effectively wasted. You can reclaim their value by reinstating the dead page or redirecting them to another relevant page. To find broken pages with backlinks, you can use Ahrefs' Site Explorer.

- 1. Enter your domain into Site Explorer
- 2. Go to the **Opportunities** report
- 3. Click the "Redirects to implement" opportunity

ahrefs Dashboard Site Explorer Keywords Explor	r Site Audit Rank Tracker Content Explorer W	eb E
http + https - ahrefs.com/blog	⊠ X Path ▼ Q	
Best by links O How to use		
All Dofollow Nofollow HTTP code: 404 Not for	und X DR ▼ Links to page ▼ Q Word	or p
External backlinks Internal backlinks		
379 pages All New Lost 🗰 Show history: De	n't show ▼	
Target page	UR Referring - Top DR Links to page Dofollow domains	N
https:// ahrefs.com /blog/asking-for-tweets/ v	4.9 41 ▼ 96 53 ▼ 31	
https:// ahrefs.com /blog/five-questions-kevin-indig/ - 404	9 39 ▼ 84 50 ▼ 42	
https:// ahrefs.com /blog/what-is-a-sitemap/ ▼ 404	5 18 ▼ 72 25 ▼ 24	

Follow this flowchart to find the best course of action for each dead URL:



You can use Ahrefs' Site Audit to find internal links to a broken page. Just go to Link Explorer, paste the dead page's URL into the search box, and select "Target page" from the dropdown.

ahrefs Dashboard S	ite Explorer Key	words Explorer	Site Audit Rank Tracker Content Explorer	Web Explorer	More 👻 Academy 🖸	💷 Credits usage 🔻	Ahrefs Enterprise 🔻
Site Audit / Ahrefs Blog	g / Today, 07:4	44 AM 👻 🔮	Segment -			້ວ Looker Studio	New crawl
Overview	Link explorer	How to us	e				
All issues 6							
Crawl log	All links Cra	awled • Inter	nal • External • Resources • Redirects	 Canonicals 	s ▼ Hreflangs ▼ Q https://ahre	efs.com X Target URL	•
Bulk export	Advanced filte	er 🔻					
Tools							
Page explorer	Crawl history	0					Show chart
Link explorer	or all motory	·					onow onlare v
Internal link opportunities							
Structure explorer	All filter result:	s 4 🔻 Lost fro	m filter results 0 Lost 0		Changes:	Don't show Colum	nns 🖪 Export
Reports	Link type	Is nofollow	Source URL	Source HTTP	Target URL	Target HTTP	Target no-crawl
Internal pages				status code		status code	reason
Indexability	Href link	No	https://ahrefs.com/blog/zh/seo-glossary/ Q	200	https://ahrefs.com/blog/what-is-a-	404	
Links					sitemap/ Q		
Redirects							
Content				_			
Social tags	Href link	No	https://ahrefs.com/blog/ecommerce-out-of-	200	https://ahrefs.com/blog/what-is-a- sitemap/ Q	404	
Duplicates					ononiup -		
Localization							

□ Could you boost any pages with internal links?

Internal links are links from one page on your website to another. Adding them to important pages can help to boost their rankings. You can find relevant internal linking opportunities in Ahrefs' Site Audit.

- 1. Go to your site's project in Site Audit
- 2. Click the Internal Link Opportunities tool

Pay attention to the Source page, Keyword context, and Target page columns. These tell you where it might make sense to add internal links to and from.

Source page	Keyword context	Target page
https://ahrefs.com/blog/duplicate-content/ Q	What you need to be on the lookout for are technical SEO mishaps that lead to the generation of hundreds or thousands of pages of duplicate content, such as the improper implementation of faceted navigation on ecommerce sites.	https://ahrefs.com/blog/faceted-navigation/ 년

For example, the suggestion above is to add a link to <u>our post about faceted navigation</u> from the section mentioning that term in <u>our guide to duplicate content</u>.

TIP 💡

If you want to prioritize adding internal links to a particular page, such as one ranking in positions 2-10 already (which is where you'll probably get the most bang for your buck), paste its URL into the search box and select "Target page" from the dropdown.

Q ac	eted-navigation/ × Target page ▼ Advanced filter	•	
All filt	ter results 5 Lost from filter results 0 Lost 0	_	III Columns Export
PR	Source page	Keyword context	Target page
41	https://ahrefs.com/blog/duplicate-content/ Q	What you need to be on the lookout for are technical SEO mishaps that lead to the generation of hundreds or thousands of pages of duplicate content, such as the improper implementation of faceted navigation on ecommerce sites.	https://ahrefs.com/blog/faceted-navigation/ 년
37	https://ahrefs.com/blog/how-to-create-a-sitemap/ Q	That said, it's worth checking for duplicate and near- duplicate pages on ecommerce sites as these often slip through the net at grand scale thanks to the joys of faceted navigation .	https://ahrefs.com/blog/faceted-navigation/ 12
35	https://ahrefs.com/blog/seo-friendly-urls/ Q	These are common on ecommerce sites with faceted navigation and sorting options, but it's best to avoid them on indexable pages unless absolutely necessary.	https://ahrefs.com/blog/faceted-navigation/ 12

□ Do your competitors have any easily replicable backlinks?

Backlinks are a strong ranking factor. This makes sense, as getting high-quality ones is challenging. If you've never built links before, the best starting point is to see if your competitors have any easily replicable backlinks. You can do this in Ahrefs' Site Explorer.

- 1. Enter your domain into Site Explorer
- 2. Choose the URL mode from the dropdown
- 3. Go to the **Opportunities** report
- 4. Click the "Top links from Link Intersect" opportunity

You will see a list of sites linking to one or more of your top 10 organic competitors, but not to you.

Link Intersect @ How to use

281 domains not linking to ahrefs.com/

Referring domain	DR	Ahrefs rank	Intersect ↓	1 chrom.	2 b
ahrefs.com ▼	91	941	4	37	n/a
freefoto.ca 🔻	25	7,731,044	2	n/a	9
intercom.help	89	2,205	1	1	n/a
scriptstown.com •	87	2,934	1	1	n/a
g2crowd.com ▼	83	7,305	1	n/a	n/a
seranking.com ▼	81	10,003	1	n/a	n/a
guru99.com ▼	80	14,327	1	1	n/a
cpapracticeadvisor.com •	77	25,223	1	n/a	1

This report is most useful for finding niche and local directories where it makes sense to add your website. You can usually spot these just by eyeballing the domains.

Learn more ways to find your competitors' replicable links in this post.