

## **How Often Should You Perform A Link Audit?**

Do you need to access the reasons behind the sudden drop in the search engine ranking and traffic to your website? If yes, you can conduct the link profile audit. A regular link audit identifies the bad backlinks that attract attempts and assess the penalty. In addition, it aids you to eliminate the wrong links before they impact the search engine ranking.

Link audit estimate links to determine if they help the website rank for targeted anchor texts. In addition, it checks the domain, keywords and source URL to measure how much every backlink helps or hurts the SEO. SEO audit will enable the site owner to gain insight into their performance and overall traffic.

## **Reason To Maintain The Clean Backlink Profile**

The main reason for maintaining a clean link profile is that they help the website rank higher in the search engine. Search engines pay attention to the site's link profile and penalize any website with a spammy and unnatural link. At present, the roles of webmasters are monitoring their inbound links and ensuring no toxic websites in the content.

One of the best ways to avoid punishments is to maintain an excellent backlink. Links can indicate the spam team of search engines more about your [website's search engine optimization activity](#). When it looks mistrustful, Google may punish the site. So, it is essential to maintain the website with organic links that avoid penalizes.

On the other hand, routine link audit aid the website owner to find out the spam SEO threats easily. Harmful SEO suggests the unfair practices on the competitor's website to damage their search engine rankings. Developing harmful and toxic links to another site is the technique to get it punished. You will find whether the site has good or spam links by auditing the backlink profile.

## **When Should Link Audits Be Performed?**

Performing the link audit is an integral part of SEO. Link audit allows you to see how every keyword is performing and how you stand out from the crowd. During the backlink audit, you can get a chance to understand the website linking more vital to identify unsuitable links.

Many website owners perform the link audit every two years once. But, it is the biggest mistake everyone is making because the spam link affects the performance and drops the traffic to the site. So, a small business owner with the website conducts the link audit yearly twice.

If you have a website with lots of content each month, you perform the link audit every quarter. It does not matter how frequent you perform a backlink audit, but you should have a clear strategy, helping you save effort and time.

## **Procedure To Conduct A Link Audit**

Are you a new business owner and need to perform the backlink audit? Don't worry; you can follow the below-given steps.

- **Discover Links:**

The first step is that everyone should determine what backlinks you have in the website currency. To perform it, paste your site URL in the link section. The tool will display all data about links. Next, use the report to find how much spammy links in the site.

- **Review Links By Status:**

With the help of the status code, you can filter the backlink that does not work for an extended period. If anyone links indicate the broken page on the site, the search engine does not count them.

- **Review Source Of Linking:**

In addition, you should review the linking platform. Citation and trust flow are essential steps that show the linking domain authority. You can understand how authoritative the domain is linking without hassle. Measure both citation flow and trust flow for the best solution.

The backlink audit can be challenging for the website owner, but it is an important task to perform regularly. You can use these tips to conduct the link audit that indicates any malware to the website's performance in search.

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