

EXPERIMENT - 3

Aim:- To analyze the backlink profile of a website using tools like Ahrefs.

Software Used:- Ahrefs

Ahrefs is a comprehensive SEO toolset that allows user to analyse their website's search performance. It provides valuable insights into competitor strategies, offers backlink analysis, and helps optimize content for better search engine rankings.

Ahrefs is widely used for its robust features, including keyword research, site audits and tracking of backlinks, making it a valuable resource for digital marketers and SEO professionals.

Description:- This experiment is describing the analyzing of the backlink profile of a website using powerful tools such as Ahrefs. To assess the quality and quantity of incoming links, gaining insights into a website's link-building strategy and overall authority in the digital landscape. Through hands-on exploration, students will understand the significance of backlinks in SEO, discovering how they impact a site's search engine rankings. This practical experience will empower them to make informed decisions about link-building strategies for enhancing a website's online presence.

Algorithm / Procedure:-

1. Visit Ahrefs Website:- Go to the Ahrefs Website and log in to

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- your account. If you don't have an account, you need to sign up.
2. Once logged in, enter the URL of the website you want to analyze in the search bar on the Ahrefs dashboard.
 3. After entering the URL, you'll be directed to the overview page. This page provides a summary of the website key metrics, including the number of backlinks, referring domains, organic search traffic & more.
 4. Click on the Backlinks tab to view the list of backlinks pointing to the website. Ahrefs provides a detailed list of all the backlinks along with metrics such as Domain Rating, URL Rating and the type of link.
 5. Use filters to narrow down the backlinks based on criteria such as link type, platform, language, & more. You can also sort the backlinks based on various metrics to identify the most influential or authoritative links.
 6. Click on the "Anchors" tab to analyze the anchor text distribution. This shows you the phrases & keywords used in the anchor text of backlinks. A natural & diverse anchor text profile is generally considered more favorable for SEO.
 7. Explore the "Referring Domains" tab to see the number of unique domains linking to the website. A higher number of quality referring domains is generally a positive indicator for SEO.
 8. Check the Lost Backlinks & Broken Backlinks tabs to identify any links that were previously pointing to the website but are no longer active. This can help you address potential issues & opportunities for link reclamation.
 9. Under the New & Lost tabs in the Referring Domains section, you can monitor recent additions & losses of referring domains. This info can be useful for understanding the website's link-building trends.
 10. Take advantage of other features in Ahrefs Site Explorer, such as the "Top pages" & Best by links sections, to identify the most linked-to pages on the website.

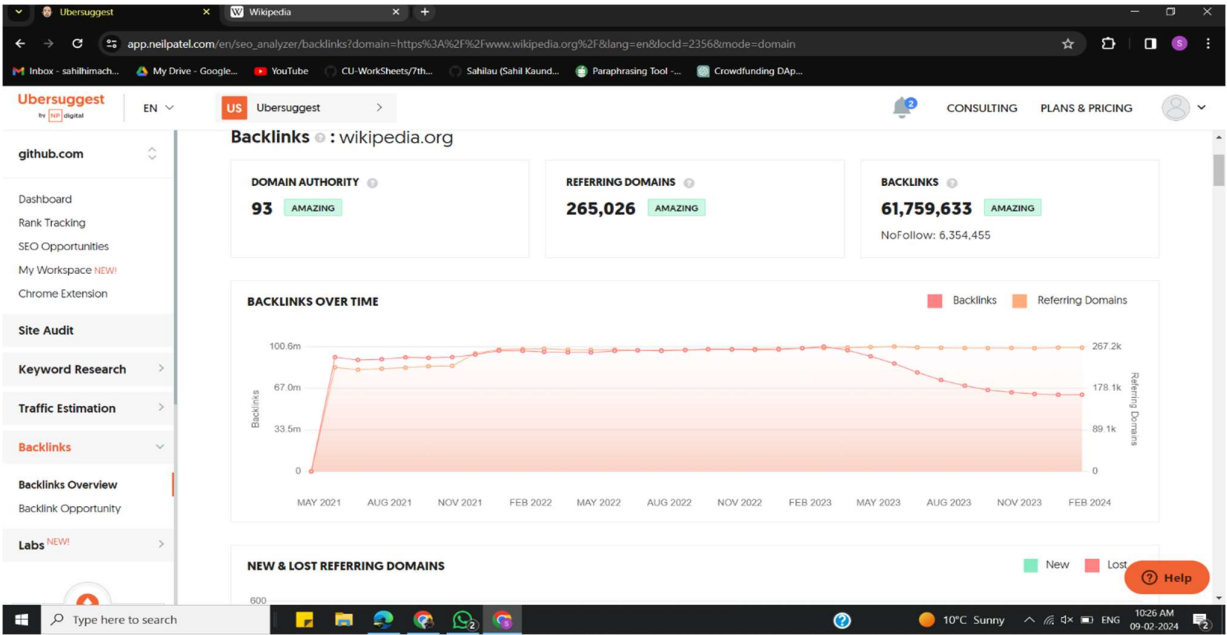
1. If needed, you can export the backlink data for further analysis. Ahrefs allows you to export data in various formats, including CSV.

Learning Outcomes :-

1. The significance of total backlinks in evaluating a website's online presence & authority.
2. To assess the impact of backlinks from unique domains, understanding the importance of a diverse link profile.
3. The role of anchor text diversity in shaping a website's relevance and credibility.
4. Identify crucial website pages that attract the most backlinks, aiding in content optimization strategies.
5. To evaluate link quality, distinguishing between high-authority and potentially harmful backlinks for informed SEO decision-making.

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SCREENSHOTS:



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| SOURCE PAGE TITLE & URL TARGET PAGE | DOMAIN AUTHORITY | PAGE AUTHORITY | SPAM SCORE | ANCHOR TEXT | FIRST SEEN | LAST SEEN |
|---|------------------|----------------|------------|---|------------|------------|
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