DA: 87 | **PA:** 90 | **DR:** 95 | **PR:** 7

Blogger is another Google-owned property you can use for link building. You can literally set up a free blog for your brand and add links to your best content as another way to increase Page Authority for those URLs.

Why Use Blogger for Link Building?

A backlink from Blogger provides substantial SEO value that can help improve your website's search engine rankings. The value of backlinks extends beyond mere SEO metrics. A well-placed link on Blogger can also drive referral traffic directly to your website, providing both ranking benefits and real visitors who are genuinely interested in your content.

Boasting a **87 DA** and **90 PA**, Blogger ranks as one of the **most authoritative** platforms on the web. Ahrefs assigns it a Domain Rating of **95**, reinforcing its solid link profile. A PageRank of **7** reflects the historical trust Google places in this domain.

The concept behind backlink building is straightforward — search engines interpret links from other websites as votes of confidence. The more authoritative the linking site, the more powerful that vote becomes. Platforms like Blogger, with their established domain metrics and consistent search engine indexation, offer a reliable foundation for building the kind of link profile that supports long-term organic growth.

Steps to Secure Your Link

Begin by creating a free account on Blogger if you do not already have one. Take time to complete your profile thoroughly, as platforms tend to give more visibility to well-developed accounts.

Once your profile is set up, look for opportunities to add links naturally. This could be in your bio, profile description, or within content you publish on the platform. *Always prioritise quality over quantity* — a single well-placed link in valuable content is worth more than dozens of spammy links.

Engage authentically with the community on Blogger. Share insightful comments, create useful content, and participate in discussions. This activity builds your reputation and makes your profile — and its links — appear more trustworthy to both users and search engines.

Tips for Success

- Track your referral traffic from Blogger in your analytics to measure the real-world impact of your backlink.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Focus on building genuine engagement on Blogger rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.

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- Keep your profile and content updated regularly to maintain the value of your backlink over time.

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