DA: 93 | **PA:** 91 | **DR:** 96 | **PR:** 8

GitHub is a repository that helps developers store, manage, track and control changes to their source code. If you have an application of any sort you can add to GitHub, you can also put a backlink in the about section.

Why Use Github for Link Building?

Links from Github deliver significant link equity, making it a worthwhile addition to any link-building campaign. Search engines like Google use backlinks as a key ranking factor, and links from established platforms carry more weight than those from unknown websites. By building a presence on Github, you create a natural backlink that search engines can trust.

Github carries a Domain Authority score of **93** paired with a Page Authority of **91**, making it a **high-authority** domain. Its Domain Rating of **96** from Ahrefs further confirms the strength of its backlink profile, while a PageRank of **8** indicates how Google historically valued this domain's link structure.

In search engine optimisation, not all backlinks are created equal. Links from high-authority platforms like Github carry significantly more weight than those from low-quality or unknown websites. Search engines evaluate the quality, relevance, and authority of each linking domain when determining how much ranking benefit to pass along. This is why securing a presence on well-established platforms should be a priority in any link-building campaign.

Getting Started with Github

Begin by creating a free account on Github 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 Github. 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.

Best Practices and Tips

- Share your Github profile or content on social media to help search engines discover and index your backlink faster.
- Track your referral traffic from Github in your analytics to measure the real-world impact of your backlink.
- Include your branding consistently so that search engines can associate your links with

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your overall web presence.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-optimised keywords.

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