DA: 83 | **PA:** 85 | **DR:** 90 | **PR:** 6

Why Use Last FM for Link Building?

Links from Last FM deliver significant link equity, making it a worthwhile addition to any link-building campaign. The value of backlinks extends beyond mere SEO metrics. A well-placed link on Last FM can also drive referral traffic directly to your website, providing both ranking benefits and real visitors who are genuinely interested in your content.

With a Domain Authority of **83** and Page Authority of **85**, Last FM is a **premium authority** website. The Ahrefs Domain Rating of **90** validates the quality of its inbound links, and a PageRank of **6** speaks to the enduring trust this domain commands.

Backlinks from reputable platforms like Last FM serve as digital endorsements in the eyes of search engines. When a trusted website links to your content, it signals to Google and other search engines that your site contains valuable, relevant information. This is why link building remains one of the three most important ranking factors in modern SEO, alongside content quality and technical optimisation.

How to Build Your Backlink

Begin by creating a free account on Last FM 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 Last FM. 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

- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-optimised keywords.
- Do not rely solely on Last FM — combine it with other quality backlink sources for a diverse and natural-looking link profile.
- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Share your Last FM profile or content on social media to help search engines discover and index your backlink faster.
- Track your referral traffic from Last FM in your analytics to measure the real-world impact of your backlink.

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