DA: 89 | **PA:** 88 | **DR:** 94 | **PR:** 8

Medium is a free online publishing platform that's full of journalists, thought-leaders, and experts contributing original and syndicated content to the site.

The Value of a Medium Backlink

Links from Medium deliver substantial SEO value, making it a worthwhile addition to any link-building campaign. The value of backlinks extends beyond mere SEO metrics. A well-placed link on Medium 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 **89** and Page Authority of **88**, Medium is a **premium authority** website. Its Domain Rating of **94** 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.

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 Medium, 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.

Getting Started with Medium

Begin by creating a free account on Medium 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 Medium. 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

- Track your referral traffic from Medium in your analytics to measure the real-world impact of your backlink.
- Share your Medium profile or content on social media to help search engines discover and index your backlink faster.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Monitor your backlink using tools such as Google Search Console to confirm it is being

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indexed and passing value.

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