DA: 94 | **PA:** 96 | **DR:** 97 | **PR:** 9

Pinterest used to be one of the best websites for getting free backlinks at scale. All you had to do is create a single pin image, add a link to your site, and repeat this strategy over and over again to get targeted traffic to your website. However, Pinterest has caught wind of this link building strategy and the algorithm now wants you to create fresh pin images for every backlink. It's also favoring video content and story pins, so you'll want to make sure to mix those content types into your digital marketing strategy.

Why Use Pinterest for Link Building?

Links from Pinterest 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 Pinterest 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 **94 DA** and **96 PA**, Pinterest ranks as a **premium authority** website. Ahrefs assigns it a Domain Rating of **97**, reinforcing its solid link profile. A PageRank of **9** reflects the historical trust Google places in this domain.

Backlinks from reputable platforms like Pinterest 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

Start by registering on Pinterest and filling in your profile details completely. Platforms reward comprehensive profiles with better visibility and indexation, which directly benefits any links you include.

Identify the most effective places to include your website link. Depending on the platform, this might be in a profile field, a published post, a comment, or a dedicated project page. Focus on making your link placement feel natural and context-appropriate rather than forced.

Consistency matters. Return to Pinterest periodically to update your content, respond to interactions, and keep your profile active. *Dormant profiles with links can appear spammy*, while active ones signal legitimacy to search algorithms.

Best Practices and Tips

- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.

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- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-optimised keywords.
- Do not rely solely on Pinterest — combine it with other quality backlink sources for a diverse and natural-looking link profile.

The landscape of SEO is constantly evolving, but the value of quality backlinks remains a constant. By leveraging platforms like Pinterest as part of a broader, diversified link-building strategy, you position your website for sustained organic growth. Take the time to build genuine connections and create real value on every platform you use. This authentic approach not only satisfies search engine algorithms but also builds a web presence that attracts and retains real visitors who can become loyal followers and customers.

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