DA: 27 | **PA:** 26 | **DR:** 41 | **PR:** 4

You may be wondering why Google appears two times on this free backlinks sites list. But once you understand how Google assets work, then you'll want to jump on this opportunity to get high quality links for your website. Essentially, you can Google's own entities (e.g. Docs, Sheets, Forms, etc) to create backlinks to your site and transfer some of that high PR power.

Why Use Google Drive Assets for Link Building?

A backlink from Google Drive Assets provides niche-relevant link equity that can help improve your website's search engine rankings. 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 Google Drive Assets, you create a natural backlink that search engines can trust.

Google Drive Assets carries a Domain Authority score of **27** paired with a Page Authority of **26**, making it an **emerging website** building its authority. Ahrefs assigns it a Domain Rating of **41**, reinforcing its solid link profile. A PageRank of **4** reflects the historical trust Google places in this domain.

In search engine optimisation, not all backlinks are created equal. Links from high-authority platforms like Google Drive Assets 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.

How to Build Your Backlink

Create your account on Google Drive Assets and invest a few minutes in building a credible profile. Add a professional description, a relevant profile image, and accurate contact information where appropriate.

When adding your backlink, context is everything. Place your link within relevant content that provides genuine value to readers. Avoid over-optimised anchor text — instead, use natural phrases that describe what users will find when they click through to your site.

After establishing your link, monitor your analytics to track referral traffic from Google Drive Assets. This data helps you understand which platforms deliver real results, allowing you to focus your link-building efforts where they matter most.

Tips for Success

- Include your branding consistently so that search engines can associate your links with your overall web presence.
- Keep your profile and content updated regularly to maintain the value of your backlink over time.

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- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Consider creating content on Google Drive Assets that complements your main website, providing additional value rather than simply duplicating what you already publish.
- Share your Google Drive Assets profile or content on social media to help search engines discover and index your backlink faster.

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