DA: 97 | **PA:** 85 | **DR:** 93 | **PR:** 8

Want to use one of the best websites for free backlinks that can be set up in a matter of minutes? Then Google Sites is what you need. Anyone with a Gmail account can set up a Google Site and instantly places links back to their website at no charge. Plus, these types of sites get indexed quickly in the search engine results pages (SERPs) and are good for improving brand awareness.

How Google Sites Helps Your SEO Strategy

Securing a link from Google Sites passes substantial SEO value to your website, strengthening your overall link profile. The value of backlinks extends beyond mere SEO metrics. A well-placed link on Google Sites 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 **97 DA** and **85 PA**, Google Sites ranks as a **high-authority** domain. Its Domain Rating of **93** 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 Google Sites 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

Begin by creating a free account on Google Sites 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 Google Sites. 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

- Focus on building genuine engagement on Google Sites rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.
- Share your Google Sites profile or content on social media to help search engines discover and index your backlink faster.

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- Track your referral traffic from Google Sites in your analytics to measure the real-world impact of your backlink.
- 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 Sites that complements your main website, providing additional value rather than simply duplicating what you already publish.

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