DA: 94 | **PA:** 100 | **DR:** 99 | **PR:** 10

Twitter is a popular site for all types of Internet marketers and it recently removed the nofollow link attribute from links in tweets so they're now dofollow backlinks.

Why Use Twitter for Link Building?

Securing a link from Twitter passes substantial SEO value to your website, strengthening your overall link profile. Because Twitter is already indexed and crawled regularly by major search engines, any links you place there are likely to be discovered and credited quickly. This makes it an efficient choice for both new and established websites seeking to improve their organic visibility.

Boasting a **94 DA** and **100 PA**, Twitter ranks as a **high-authority** domain. Ahrefs assigns it a Domain Rating of **99**, reinforcing its solid link profile. A PageRank of **10** reflects the historical trust Google places in this domain.

Backlinks from reputable platforms like Twitter 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.

Getting Started with Twitter

Start by registering on Twitter 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 Twitter 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.

Maximising Your Results

- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Focus on building genuine engagement on Twitter rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.
- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-

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optimised keywords.
- Consider creating content on Twitter that complements your main website, providing additional value rather than simply duplicating what you already publish.

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