DA: 93 | **PA:** 85 | **DR:** 93 | **PR:** 7

Unsplash is an image-sharing website you can use to find high quality images to use in your content. You can also sign up for this free website to upload your own images for the world to use. Plus, you can add a backlink to your site on your account profile page.

Why Use Unsplash for Link Building?

Securing a link from Unsplash passes powerful domain authority signals to your website, strengthening your overall link profile. 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 Unsplash, you create a natural backlink that search engines can trust.

With a Domain Authority of **93** and Page Authority of **85**, Unsplash is a **premium authority** website. Its Domain Rating of **93** from Ahrefs further confirms the strength of its backlink profile, while a PageRank of **7** 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 Unsplash 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.

Steps to Secure Your Link

Start by registering on Unsplash 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 Unsplash 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

- Keep your profile and content updated regularly to maintain the value of your backlink over time.
- Do not rely solely on Unsplash — combine it with other quality backlink sources for a diverse and natural-looking link profile.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.

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- Include your branding consistently so that search engines can associate your links with your overall web presence.
- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.

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