DA: 84 | **PA:** 92 | **DR:** 95 | **PR:** 6

Wix is a free website builder that can be used to create another online entity for your business. Many SEOs use it for link building and to publish optimized content that can potentially rank for certain target keywords as a way to gain two or more positions in the SERPs.

The Value of a Wix Backlink

Links from Wix deliver significant link equity, making it a worthwhile addition to any link-building campaign. Because Wix 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.

Wix carries a Domain Authority score of **84** paired with a Page Authority of **92**, making it one of the **most authoritative** platforms on the web. The Ahrefs Domain Rating of **95** validates the quality of its inbound links, and a PageRank of **6** speaks to the enduring trust this domain commands.

Backlinks from reputable platforms like Wix 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 Wix

Begin by creating a free account on Wix 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 Wix. 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.

Maximising Your Results

- Focus on building genuine engagement on Wix rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.
- Track your referral traffic from Wix in your analytics to measure the real-world impact of your backlink.
- Share your Wix profile or content on social media to help search engines discover and index your backlink faster.

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- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.

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