DA: 83 | **PA:** 70 | **DR:** 91 | **PR:** 5

How Angies List Helps Your SEO Strategy

Securing a link from Angies List passes significant link equity to your website, strengthening your overall link profile. Because Angies List 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.

Angies List carries a Domain Authority score of **83** paired with a Page Authority of **70**, making it a **high-authority** domain. Ahrefs assigns it a Domain Rating of **91**, reinforcing its solid link profile. A PageRank of **5** 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 Angies List 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

Start by registering on Angies List 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 Angies List 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.

Tips for Success

- Do not rely solely on Angies List — combine it with other quality backlink sources for a diverse and natural-looking link profile.
- Include your branding consistently so that search engines can associate your links with your overall web presence.
- Focus on building genuine engagement on Angies List rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.
- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-optimised keywords.

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