DA: 91 | **PA:** 78 | **DR:** 93 | **PR:** 7

How BBB Helps Your SEO Strategy

A backlink from BBB provides substantial SEO value that can help improve your website's search engine rankings. The value of backlinks extends beyond mere SEO metrics. A well-placed link on BBB can also drive referral traffic directly to your website, providing both ranking benefits and real visitors who are genuinely interested in your content.

BBB carries a Domain Authority score of **91** paired with a Page Authority of **78**, making it one of the **most authoritative** platforms on the web. The Ahrefs Domain Rating of **93** validates the quality of its inbound links, and a PageRank of **7** speaks to the enduring trust this domain commands.

Backlinks from reputable platforms like BBB 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 BBB

Start by registering on BBB 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 BBB 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

- Focus on building genuine engagement on BBB rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.
- Keep your profile and content updated regularly to maintain the value of your backlink over time.
- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Track your referral traffic from BBB in your analytics to measure the real-world impact of your backlink.
- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-optimised keywords.

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