DA: 91 | **PA:** 73 | **DR:** 90 | **PR:** 6

Crunchbase is one of the best free backlink sites you can use for link building because it has a high Domain Authority (DA) rating. You can get your business listed on this site at no charge and get a high quality backlink to your website.

Why Use Crunch Base for Link Building?

Links from Crunch Base deliver considerable ranking power, making it a worthwhile addition to any link-building campaign. Because Crunch Base 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.

Crunch Base carries a Domain Authority score of **91** paired with a Page Authority of **73**, making it a **high-authority** domain. The Ahrefs Domain Rating of **90** validates the quality of its inbound links, and a PageRank of **6** speaks to the enduring trust this domain commands.

In search engine optimisation, not all backlinks are created equal. Links from high-authority platforms like Crunch Base 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 Crunch Base 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 Crunch Base 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

- Focus on building genuine engagement on Crunch Base rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.
- Do not rely solely on Crunch Base — combine it with other quality backlink sources for a diverse and natural-looking link profile.
- Consider creating content on Crunch Base that complements your main website, providing additional value rather than simply duplicating what you already publish.

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- Track your referral traffic from Crunch Base in your analytics to measure the real-world impact of your backlink.

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