DA: 49 | **PA:** 56 | **DR:** 66 | **PR:** 4

Why Use Express Business Directory for Link Building?

Securing a link from Express Business Directory passes link diversity benefits to your website, strengthening your overall link profile. Because Express Business Directory 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.

Boasting a **49 DA** and **56 PA**, Express Business Directory ranks as a **developing platform** worth watching. Ahrefs assigns it a Domain Rating of **66**, reinforcing its solid link profile. A PageRank of **4** 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 Express Business Directory 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

Create your account on Express Business Directory and invest a few minutes in building a credible profile. Add a professional description, a relevant profile image, and accurate contact information where appropriate.

When adding your backlink, context is everything. Place your link within relevant content that provides genuine value to readers. Avoid over-optimised anchor text — instead, use natural phrases that describe what users will find when they click through to your site.

After establishing your link, monitor your analytics to track referral traffic from Express Business Directory. This data helps you understand which platforms deliver real results, allowing you to focus your link-building efforts where they matter most.

Best Practices and Tips

- Track your referral traffic from Express Business Directory in your analytics to measure the real-world impact of your backlink.
- Share your Express Business Directory profile or content on social media to help search engines discover and index your backlink faster.
- Focus on building genuine engagement on Express Business Directory 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.

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