**DA:** 96 | **PA:** 100 | **DR:** 100 | **PR:** 10

Facebook may not come to mind as a top website for free backlinks; however, there are numerous ways you can actually use this social media network to get links. You can learn every method on this other page about building Facebook backlinks for SEO to extract as much link equity as possible from this platform.

## The Value of a Facebook Backlink

Securing a link from Facebook passes considerable ranking power to your website, strengthening your overall link profile. Because Facebook 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.

Facebook carries a Domain Authority score of **96** paired with a Page Authority of **100**, making it a **high-authority** domain. Its Domain Rating of **100** from Ahrefs further confirms the strength of its backlink profile, while a PageRank of **10** indicates how Google historically valued this domain's link structure.

The concept behind backlink building is straightforward — search engines interpret links from other websites as votes of confidence. The more authoritative the linking site, the more powerful that vote becomes. Platforms like Facebook, with their established domain metrics and consistent search engine indexation, offer a reliable foundation for building the kind of link profile that supports long-term organic growth.

## Getting Started with Facebook

Create your account on Facebook 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 Facebook. This data helps you understand which platforms deliver real results, allowing you to focus your link-building efforts where they matter most.

## Maximising Your Results

- Track your referral traffic from Facebook in your analytics to measure the real-world impact of your backlink.
- Do not rely solely on Facebook — combine it with other quality backlink sources for a diverse and natural-looking link profile.


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- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Keep your profile and content updated regularly to maintain the value of your backlink over time.


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