DA: 92 | **PA:** 95 | **DR:** 94 | **PR:** 8

Flickr is another free image-sharing site that also allows you to upload videos. Backlinks can be added to descriptions, your profile, and other places on the platform.

Why Use Flickr for Link Building?

Links from Flickr deliver considerable ranking power, making it a worthwhile addition to any link-building campaign. Because Flickr 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 **92 DA** and **95 PA**, Flickr ranks as one of the **most authoritative** platforms on the web. Ahrefs assigns it a Domain Rating of **94**, reinforcing its solid link profile. A PageRank of **8** reflects the historical trust Google places in this domain.

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 Flickr, 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 Flickr

Start by registering on Flickr 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 Flickr 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

- Keep your profile and content updated regularly to maintain the value of your backlink over time.
- Do not rely solely on Flickr — combine it with other quality backlink sources for a diverse and natural-looking link profile.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Monitor your backlink using tools such as Google Search Console to confirm it is being

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indexed and passing value.

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