DA: 100 | **PA:** 89 | **DR:** 98 | **PR:** 10

Setting up a Google My Business Profile is a must-have for any serious business owner. Not only can it help you rank higher in the SERPs for local searches, but it also allows you to build more authority for your website by connecting your brand to a Google-owned entity.

Why Use Google My Business Profile for Link Building?

Securing a link from Google My Business Profile passes powerful domain authority signals to your website, strengthening your overall link profile. Because Google My Business Profile 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 **100 DA** and **89 PA**, Google My Business Profile ranks as a **premium authority** website. The Ahrefs Domain Rating of **98** validates the quality of its inbound links, and a PageRank of **10** speaks to the enduring trust this domain commands.

Backlinks from reputable platforms like Google My Business Profile 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 Google My Business Profile

Begin by creating a free account on Google My Business Profile if you do not already have one. Take time to complete your profile thoroughly, as platforms tend to give more visibility to well-developed accounts.

Once your profile is set up, look for opportunities to add links naturally. This could be in your bio, profile description, or within content you publish on the platform. *Always prioritise quality over quantity* — a single well-placed link in valuable content is worth more than dozens of spammy links.

Engage authentically with the community on Google My Business Profile. Share insightful comments, create useful content, and participate in discussions. This activity builds your reputation and makes your profile — and its links — appear more trustworthy to both users and search engines.

Best Practices and Tips

- Include your branding consistently so that search engines can associate your links with your overall web presence.
- Track your referral traffic from Google My Business Profile in your analytics to measure the real-world impact of your backlink.

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- Keep your profile and content updated regularly to maintain the value of your backlink over time.
- Focus on building genuine engagement on Google My Business Profile rather than treating it purely as a link farm — authenticity improves both SEO and direct traffic.

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