DA: 64 | **PA:** 63 | **DR:** 81 | **PR:** 5

HARO is an excellent source to get high DA from major brands in every industry. The way it works is you sign up for an account, then you'll get three daily emails from journalists who are looking to quote sources for their articles. It can be a bit of a grind replying to news pitches each day, but this other guide on how to use HARO for backlinks can teach you how to land the most links from your efforts.

How HARO Helps Your SEO Strategy

Securing a link from HARO passes useful SEO benefits to your website, strengthening your overall link profile. Search engines like Google use backlinks as a key ranking factor, and links from established platforms carry more weight than those from unknown websites. By building a presence on HARO, you create a natural backlink that search engines can trust.

Boasting a **64 DA** and **63 PA**, HARO ranks as a **moderately authoritative** website. The Ahrefs Domain Rating of **81** validates the quality of its inbound links, and a PageRank of **5** speaks to the enduring trust this domain commands.

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 HARO, 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.

Steps to Secure Your Link

Create your account on HARO 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 HARO. 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

- Share your HARO profile or content on social media to help search engines discover and index your backlink faster.
- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Track your referral traffic from HARO in your analytics to measure the real-world impact

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of your backlink.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.

The landscape of SEO is constantly evolving, but the value of quality backlinks remains a constant. By leveraging platforms like HARO as part of a broader, diversified link-building strategy, you position your website for sustained organic growth. Take the time to build genuine connections and create real value on every platform you use. This authentic approach not only satisfies search engine algorithms but also builds a web presence that attracts and retains real visitors who can become loyal followers and customers.

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