**DA:** 81 | **PA:** 68 | **DR:** 87 | **PR:** 6

## The Value of a Manta Backlink

Links from Manta deliver substantial SEO value, making it a worthwhile addition to any link-building campaign. The value of backlinks extends beyond mere SEO metrics. A well-placed link on Manta can also drive referral traffic directly to your website, providing both ranking benefits and real visitors who are genuinely interested in your content.

With a Domain Authority of **81** and Page Authority of **68**, Manta is a **high-authority** domain. The Ahrefs Domain Rating of **87** validates the quality of its inbound links, and a PageRank of **6** speaks to the enduring trust this domain commands.

In search engine optimisation, not all backlinks are created equal. Links from high-authority platforms like Manta 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 Manta 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 Manta. 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

- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-optimised keywords.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Consider creating content on Manta that complements your main website, providing additional value rather than simply duplicating what you already publish.
- Include your branding consistently so that search engines can associate your links with your overall web presence.
- Track your referral traffic from Manta in your analytics to measure the real-world impact of your backlink.


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