DA: 37 | **PA:** 50 | **DR:** 33 | **PR:** 3

How My Locally Helps Your SEO Strategy

A backlink from My Locally provides supplementary ranking signals that can help improve your website's search engine rankings. The value of backlinks extends beyond mere SEO metrics. A well-placed link on My Locally can also drive referral traffic directly to your website, providing both ranking benefits and real visitors who are genuinely interested in your content.

My Locally carries a Domain Authority score of **37** paired with a Page Authority of **50**, making it an **emerging website** building its authority. Ahrefs assigns it a Domain Rating of **33**, reinforcing its solid link profile. A PageRank of **3** reflects the historical trust Google places in this domain.

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

Getting Started with My Locally

Create your account on My Locally 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 My Locally. 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

- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Track your referral traffic from My Locally in your analytics to measure the real-world impact of your backlink.
- 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.
- Keep your profile and content updated regularly to maintain the value of your backlink over time.

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