DA: 92 | **PA:** 74 | **DR:** 94 | **PR:** 6

Trustpilot is a consumer review website that hosts reviews of businesses worldwide. You can sign up and get your business listed while also adding a backlink. Then, you can work on getting your customers to leave reviews for your site so you can improve your brand's authority in your niche.

How Trust Pilot Helps Your SEO Strategy

Links from Trust Pilot deliver considerable ranking power, making it a worthwhile addition to any link-building campaign. Because Trust Pilot 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.

With a Domain Authority of **92** and Page Authority of **74**, Trust Pilot is one of the **most authoritative** platforms on the web. Its Domain Rating of **94** from Ahrefs further confirms the strength of its backlink profile, while a PageRank of **6** indicates how Google historically valued this domain's link structure.

Backlinks from reputable platforms like Trust Pilot 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.

Steps to Secure Your Link

Create your account on Trust Pilot 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 Trust Pilot. This data helps you understand which platforms deliver real results, allowing you to focus your link-building efforts where they matter most.

Tips for Success

- Share your Trust Pilot profile or content on social media to help search engines discover and index your backlink faster.
- Keep your profile and content updated regularly to maintain the value of your backlink over time.

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- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Track your referral traffic from Trust Pilot in your analytics to measure the real-world impact of your backlink.

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