DA: 93 | **PA:** 82 | **DR:** 91 | **PR:** 6

Wikipedia is a free online encyclopedia with a high Domain Authority score. Although the backlinks on this site are nofollow links, they're still high quality backlinks to get for your website because they can pass expertise and trust signals for SEO. However, you have to be very strategic to get your links placed on Wikipedia because the editors are ruthless for deleting link spam.

Why Use Wikipedia for Link Building?

Securing a link from Wikipedia passes considerable ranking power to your website, strengthening your overall link profile. The value of backlinks extends beyond mere SEO metrics. A well-placed link on Wikipedia can also drive referral traffic directly to your website, providing both ranking benefits and real visitors who are genuinely interested in your content.

Wikipedia carries a Domain Authority score of **93** paired with a Page Authority of **82**, making it a **premium authority** website. Ahrefs assigns it a Domain Rating of **91**, reinforcing its solid link profile. A PageRank of **6** 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 Wikipedia 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 Wikipedia

Start by registering on Wikipedia and filling in your profile details completely. Platforms reward comprehensive profiles with better visibility and indexation, which directly benefits any links you include.

Identify the most effective places to include your website link. Depending on the platform, this might be in a profile field, a published post, a comment, or a dedicated project page. Focus on making your link placement feel natural and context-appropriate rather than forced.

Consistency matters. Return to Wikipedia periodically to update your content, respond to interactions, and keep your profile active. *Dormant profiles with links can appear spammy*, while active ones signal legitimacy to search algorithms.

Maximising Your Results

- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Share your Wikipedia profile or content on social media to help search engines discover and index your backlink faster.
- Focus on building genuine engagement on Wikipedia rather than treating it purely as a

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link farm — authenticity improves both SEO and direct traffic.
- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-optimised keywords.

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