DA: 87 | **PA:** 70 | **DR:** 90 | **PR:** 5

The Value of a Yellow Pages Backlink

Links from Yellow Pages deliver significant link equity, making it a worthwhile addition to any link-building campaign. Because Yellow Pages 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.

Yellow Pages carries a Domain Authority score of **87** paired with a Page Authority of **70**, making it a **high-authority** domain. Ahrefs assigns it a Domain Rating of **90**, reinforcing its solid link profile. A PageRank of **5** reflects the historical trust Google places in this domain.

Backlinks from reputable platforms like Yellow Pages 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 Yellow Pages 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 Yellow Pages. 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

- Do not rely solely on Yellow Pages — combine it with other quality backlink sources for a diverse and natural-looking link profile.
- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Consider creating content on Yellow Pages that complements your main website, providing additional value rather than simply duplicating what you already publish.

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