DA: 93 | **PA:** 84 | **DR:** 95 | **PR:** 7

Yelp is another high quality site for creating an online presence for a local business, which is why it appears on this free backlinks sites list. To get accepted; however, you must have a local address that can be verified. Once it's verified, you can get a high quality backlink for free.

The Value of a Yelp Backlink

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

Boasting a **93 DA** and **84 PA**, Yelp ranks as a **premium authority** website. Ahrefs assigns it a Domain Rating of **95**, reinforcing its solid link profile. A PageRank of **7** reflects the historical trust Google places in this domain.

Backlinks from reputable platforms like Yelp 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.

Getting Started with Yelp

Start by registering on Yelp 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 Yelp 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

- Keep your profile and content updated regularly to maintain the value of your backlink over time.
- Consider creating content on Yelp that complements your main website, providing additional value rather than simply duplicating what you already publish.
- Pay attention to the platform's terms of service — violating them can result in your profile and links being removed.
- Use descriptive, natural anchor text rather than generic phrases like *click here* or over-

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optimised keywords.

The landscape of SEO is constantly evolving, but the value of quality backlinks remains a constant. By leveraging platforms like Yelp as part of a broader, diversified link-building strategy, you position your website for sustained organic growth. Take the time to build genuine connections and create real value on every platform you use. This authentic approach not only satisfies search engine algorithms but also builds a web presence that attracts and retains real visitors who can become loyal followers and customers.

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