Sunburnt
Internet Business Platform

What Is A Backlink?

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A backlink is simply **a link to your website** from a different website. Because backlinks are generally difficu obtain, they are a major factor in how search engines determine the **authority**, trust and quality of your web Backlinks from authoritative websites will give your site more authority and, on average, **better rankings**.

Backlinks from trusted websites such as universities and governments will also make your site look more **trustworthy** to search engines. The reverse is also true, and since 2012 backlinks from spammy websites actually harm your search engine rankings.