FREE GUIDE · STEP-BY-STEP

3 Free Backlinks from High-Authority Websites

The exact process to get links from Bookshop.org, ProvenExpert and Thread Reader App, plus how to check every link actually works.

DR 91	DR 91	DR 76
Bookshop.org	ProvenExpert	Thread Reader App

Domain Ratings as shown in Ahrefs at the time of research. Numbers change, so check the current figure before you quote it.

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SEO & growth tips you can use today

BEFORE YOU START

Backlinks in 60 seconds

A backlink is a link from another website to yours. Google reads it as a vote of trust. Links from big, trusted websites carry more weight than links from small, unknown ones.

Term	What it means for you
Domain Rating (DR)	Ahrefs' 0–100 score for how strong a website's backlink profile is. DR 70+ is considered high authority.
Dofollow link	A normal link that passes ranking value ("link juice") to your site.
Nofollow link	A link with `rel="nofollow"` or `rel="ugc"`. Google treats it as a hint, not a vote. Still useful for traffic and brand mentions.
Profile / platform link	A link you place yourself on a page you own inside a big platform (a profile, an affiliate page, a business listing). All 3 methods in this guide are this type.
Indexing	Google has to find and store the page with your link before it can count. This can take days to weeks.

Why these 3 work

Each platform has a very high Domain Rating and lets you create your own public page on their domain. You add your website to that page, and the platform's authority links to you.

What you need ready

- ☐ Your website URL (the exact version you want to rank: https, with or without www)
- ☐ A short business description (2–3 lines) and a logo or profile photo
- ☐ Business name, email and city, written the same way everywhere
- ☐ An X (Twitter) account for Method 3
- ☐ Optional: a free Ahrefs Webmaster Tools or backlink-checker account to track results

Be realistic

SEOs disagree on how much "hacky" profile links help rankings on their own. Think of them as a quick foundation: brand signals, faster discovery by Google and a few strong links. Great content and real mentions still do the heavy lifting.

METHOD 1

Bookshop.org affiliate page

DR 91 | Time: ~15 min + 24–48 hr approval | Cost: Free

Bookshop.org is an online bookstore that supports independent bookshops. Approved affiliates get a public page on bookshop.org where you can add a description and your website link.

1. **Go to the affiliate program.** Visit bookshop.org and open "Become an Affiliate" (usually linked in the site footer).
2. **Sign up as an affiliate.** Fill in your name, website URL and a short description of your site or audience. Use the exact URL you want to rank.
3. **Wait for approval.** Approval usually comes within 24–48 hours by email.
4. **Set up your public affiliate page.** Open your affiliate dashboard and edit your shop/profile page. Add a profile photo and a 2–3 line bio.
5. **Add your link.** Put your website URL in the website field, and, where allowed, a natural link in the description (e.g. "Read more growth tips at yoursite.com").
6. **Make it real.** Create one or two book lists that fit your niche (e.g. "Best books on marketing"). A real, useful page is less likely to be removed and may earn affiliate income too.
7. **Publish and check.** Open your public page while logged out and confirm the link is visible and clickable.

Pro tip

Bookshop.org runs separate stores for different countries (e.g. US and UK). Check which programme you can join from your country before signing up. Pick the store that matches your audience.

Don't

Don't leave the page empty with only a link. Thin, spammy pages get removed, and you lose the link.

METHOD 2

ProvenExpert business profile

DR 91 | Time: ~10 min | Cost: Free plan

ProvenExpert is a reviews and ratings platform for businesses. When you register a business, you get a public profile page with a slot for your website.

1. **Register your business.** Go to provenexpert.com and create a free business account.
2. **Fill in your profile completely.** Business name, category, short description, address/city, phone and logo. Complete profiles look trustworthy and are less likely to be flagged.
3. **Add your website.** Enter your website URL in the "Website" field of the profile.
4. **Publish the profile.** Make sure the public business page is live, not just saved as a draft.
5. **Collect 2–3 reviews.** Use ProvenExpert's review link to ask happy clients for feedback. A profile with reviews is a stronger page and doubles as social proof you can show on your own site.
6. **Verify the link.** Open the public profile in a private/incognito window and check that your website link appears.

Pro tip: keep your NAP consistent

Write your Name, Address and Phone exactly the same on ProvenExpert, Google Business Profile and your website. Consistent details help local SEO.

Bonus use

ProvenExpert offers a rating widget/seal you can put on your website. It builds trust with visitors and keeps the profile active.

METHOD 3

Thread Reader App (via X / Twitter)

DR 76 | Time: ~10 min | Cost: Free

Thread Reader App turns X threads into readable web pages on threadreaderapp.com. If your thread contains a link to your site, the unrolled page contains it too.

1. **Write a useful thread on X.** 4–8 posts on a topic in your niche (a tip list, a case study, lessons learned). Real value makes the page worth reading.
2. **Include your website link.** Add your URL naturally in one of the posts, ideally the first or last (e.g. "Full guide here: yoursite.com/guide").
3. **Publish the thread.**
4. **Ask Thread Reader to unroll it.** Reply to your own thread with: `@threadreaderapp unroll`
5. **Get your page.** The bot replies with a link to the unrolled thread on threadreaderapp.com. Open it and confirm your website link is there.
6. **Repeat for new content.** Each new thread with a link can create a new page. Link to different pages of your site (blog posts, services) to spread the value.

Pro tip

Share the unrolled page link too, for example in a newsletter or your link-in-bio. A page that gets visits is more likely to be found and indexed by Google.

Don't

Don't spam dozens of empty threads just for links. Low-quality pages may not get indexed, and your X account can be flagged.

AFTER YOU BUILD THE LINKS

Check, track and get them indexed

1. Check if a link is dofollow (2 minutes)

1. Open the page with your link (logged out / incognito).
2. Right-click your link → **Inspect**.
3. Look at the `<a href="…">` tag. No `rel` attribute, or no "nofollow"/"ugc"/"sponsored" in it, means it's dofollow. If it says nofollow, it still helps with traffic and brand signals.

Platforms can change their link settings at any time, so check once when you create the link and again every few months.

2. Track your links

Platform	Your page URL	Date created	Dofollow?	Indexed?
Bookshop.org				
ProvenExpert				
Thread Reader App				

3. Help Google find them

- Search Google for `site:` + your page URL to see if it's indexed.
- Share each new page once on your socials so it gets visits.
- Link to your profiles from your own website (e.g. an "As seen on" or "Reviews" section).
- Give it 2–6 weeks, then check a backlink tool (Ahrefs Webmaster Tools, Google Search Console → Links) to see the links appear.

Quick-start checklist

- ☐ Apply as a Bookshop.org affiliate today (approval takes 24–48 hrs)
- ☐ Create and fill in your ProvenExpert business profile
- ☐ Post one X thread with your link and reply "@threadreaderapp unroll"
- ☐ Check all three links in incognito and log them in the table above

More backlink hacks coming in the series. Follow **Growth by CC** on Instagram so you don't miss the next one.