FREE GUIDE · LINK BUILDING

4 Free Backlinks from Google Itself

A step-by-step guide to getting links and visitors from Chrome Web Store, Google Docs, Google Sites and the Search Console Community. With screens, templates and a tracking sheet.

4
Google platforms

₹0
for 3 of them (Chrome Web Store has a one-time US$5 fee)

~1 day
to set up all four

INSIDE

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Growth by CC
Organic growth, explained simply

BEFORE YOU START

What these links do (and don't do)

Google owns some of the most trusted websites on the internet. When your website is linked from a page on Google's own platforms, three good things happen:

🔎 Faster discovery

Google's crawler visits its own platforms constantly. A link there helps Google find your new pages sooner.

🚶 Real visitors

People using an extension, reading a public Doc or browsing a Google Site can click straight through to you.

🏷️ Brand presence

Your brand shows up on Google-owned pages, and those pages can rank for low-competition searches.

🧱 A natural link profile

A mix of link types, including some from big platforms, looks normal and healthy.

BE HONEST WITH YOURSELF

Most links on these platforms are **nofollow**, which tells Google not to pass ranking power through them. Treat them as a source of **traffic, discovery and visibility**, not a shortcut to page 1. Real ranking power still comes from useful content and links from relevant websites.

What you need

1. A Google account. Use your business account, because these pages carry your brand.
2. Your website URL, and the 1–2 pages you most want visitors to land on.
3. 2–3 low-competition keywords for your niche. Page 8 has a prompt to find them.
4. About one day of work in total. You can spread it across a week.

The four hacks at a glance

Platform	Effort	Cost	Best for
1 · Chrome Web Store	Medium to high	US$5 one-time	Long-term traffic, product brands, SaaS, agencies
2 · Google Docs	Low	Free	Quick content pages on long-tail topics
3 · Google Sites	Low to medium	Free	A mini-site around one keyword or service
4 · Search Console Community	Low	Free	Getting expert help on your site, plus a profile link

ABOUT THE SCREENS IN THIS GUIDE

The screens are simplified recreations made for this guide. Google updates its layouts often, so yours may look slightly different. Button names match Google's help pages as of October 2026.

HACK 1 · CHROME WEB STORE

Publish a small Chrome extension in your niche

Every Chrome Web Store listing has fields for your website. Publish a small, genuinely useful extension and you get a listing page on a Google domain, a link to your site and a steady trickle of users who know your brand.

Step 1 · Pick a tiny, useful idea

It doesn't need to be big. One button that solves one small problem is enough. Some ideas for Indian businesses:

Your business	Extension idea
CA / tax firm	GST calculator: enter an amount, get it with and without GST
Real estate / home loans	EMI calculator in one click
Digital marketing / SEO	Word and character counter, or a meta title length checker
Coaching / education	Daily vocabulary or formula of the day in each new tab
Restaurant / bakery	Recipe unit converter (cups to grams)

Step 2 · Build it (no coding needed)

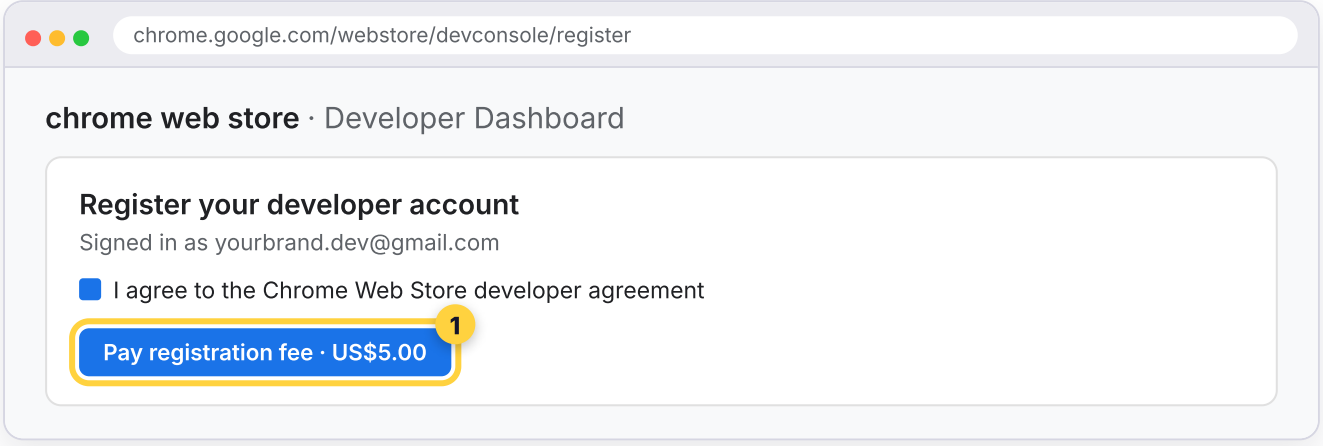
Paste this into ChatGPT or Claude. It writes the files for you:

> Build a simple Chrome extension (Manifest V3) that [what it does, e.g. calculates GST at 5%, 12%, 18% and 28%]. Give me every file (manifest.json, popup.html, popup.js, styles.css) and 128×128 icon instructions. Add a small footer link "Made by [Brand]" pointing to [https://yourwebsite.com]. Then explain how to test it in Chrome using "Load unpacked".

Save the files in one folder, open `chrome://extensions`, switch on **Developer mode**, click **Load unpacked** and test it. When it works, zip the folder.

Step 3 · Register as a Chrome Web Store developer

Open the **Chrome Web Store Developer Dashboard** (chrome.google.com/webstore/devconsole), accept the developer agreement and pay the one-time registration fee. Google recommends a dedicated email address, because you can't change it later.



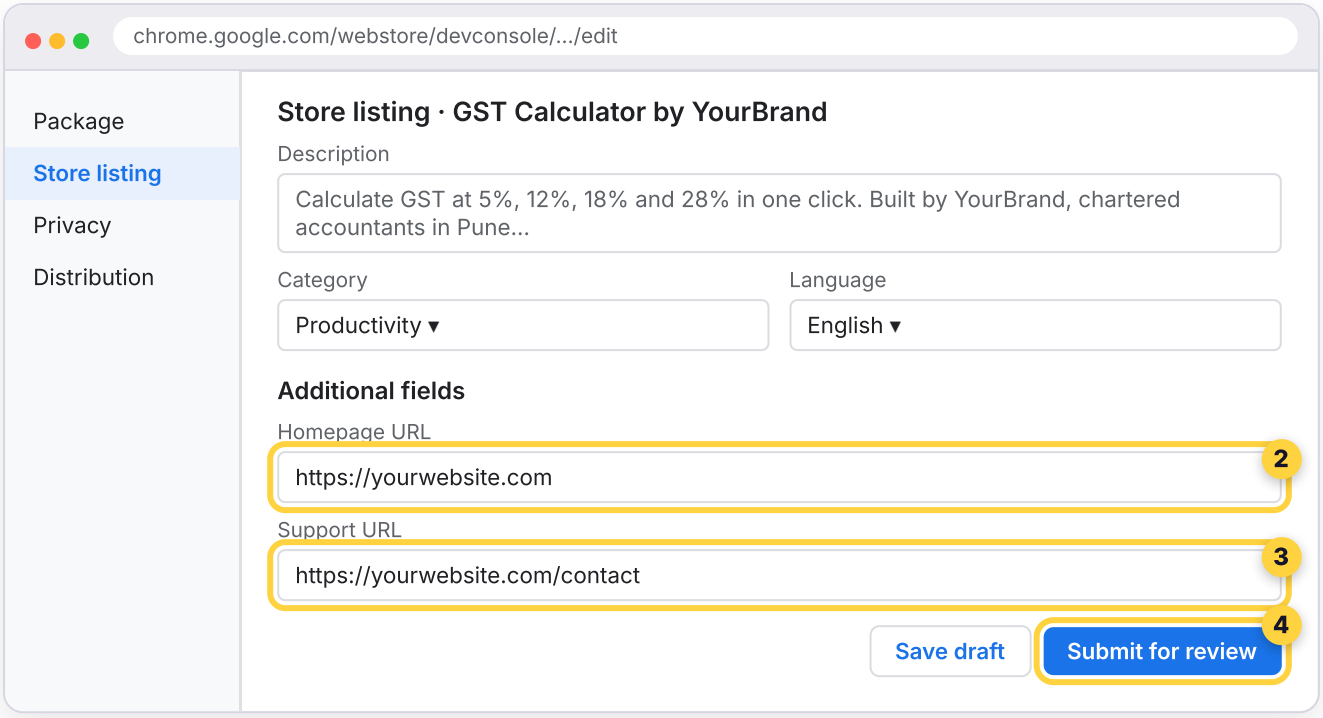
1 Accept the agreement, then pay the one-time fee

Recreated screen

Upload, fill the listing, add your website

Step 4 · Upload and fill the Store listing

In the dashboard, click **New item**, upload your zip, then open the **Store listing** tab. This is where the links live:



2 Homepage URL **3** Support URL **4** Submit for review — Recreated screen

1. **Description:** write 2–3 short paragraphs. Mention your brand and city naturally ("Built by YourBrand, chartered accountants in Pune").
2. **Homepage and Support URLs:** your homepage and your contact page.
3. **Screenshots and icon:** add at least one 1280×800 screenshot and a 128×128 icon. Listings with real screenshots get more installs.
4. **Privacy tab:** state honestly what data the extension uses. For a calculator, that's usually "none".
5. Click **Submit for review**. Reviews usually take a few days. After approval your listing goes live on chromewebstore.google.com.

GET MORE FROM IT

Add a "Made by YourBrand" link inside the extension, and mention the extension on your website. Every user who opens it sees your brand, and that's where the free traffic comes from.

DON'T

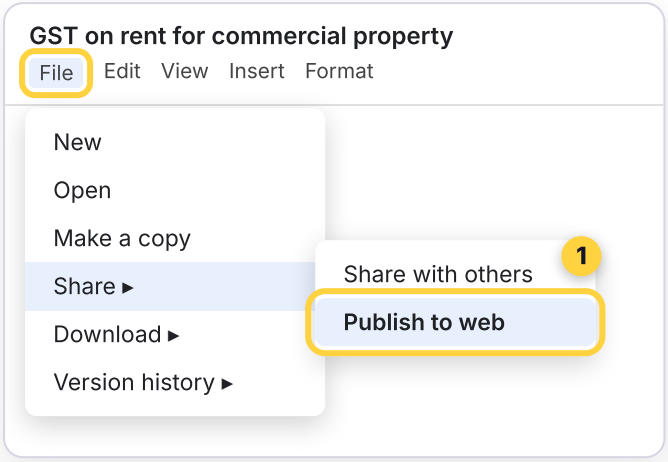
Don't publish an empty or copied extension just for the link. Google removes low-quality and spammy items, and a removed listing can affect your developer account.

HACK 2 · GOOGLE DOCS

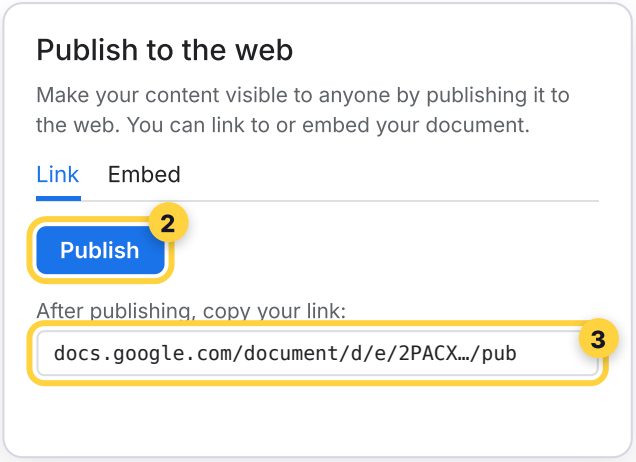
Turn a Google Doc into a public web page

Any Google Doc can be published as a read-only web page on docs.google.com. Write one useful article on a low-competition keyword, link to your site, and publish.

1. **Pick a keyword** with low competition, such as "GST on rent for commercial property in Pune". Use the prompt on page 8.
2. **Create a Doc** at docs.new. Name it exactly like the keyword. The file name becomes the page title.
3. **Write 600–1,000 words** that actually answer the question, using headings (Format → Paragraph styles → Heading 2), short paragraphs and a simple table or checklist.
4. **Add 1–2 links** to your website: select the text, press **Ctrl + K** (Cmd + K on Mac) and paste your URL. Link to the most relevant page, not just your homepage.
5. **Publish:** go to **File → Share → Publish to web** and click **Publish**.



1 File → Share → Publish to web Recreated



2 Publish 3 Copy the public link Recreated

MAKE IT FINDABLE

A published Doc is a new URL that Google has to discover. Share the link on your social profiles, link to it from your Google Site (Hack 3), and add it to your website's resources page. Edits to the Doc update the published page automatically, so you can keep improving it.

A simple outline that works

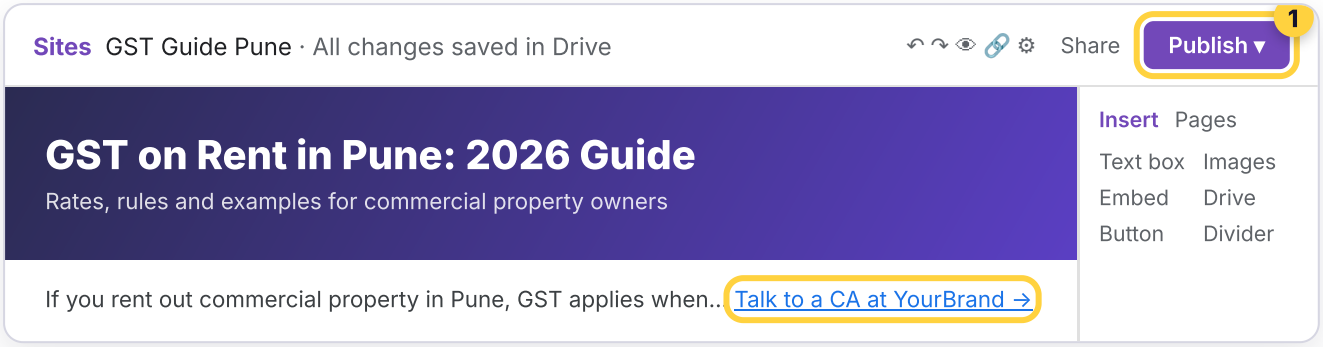
Section	What to write
Title (H1)	The exact keyword, written as a clear title
Short answer	2–3 lines that answer the question right away
3–5 H2 sections	Steps, examples, rates, mistakes to avoid
Table or checklist	Something people will save or screenshot
About the author	Who you are, plus a link to your website

HACK 3 · GOOGLE SITES

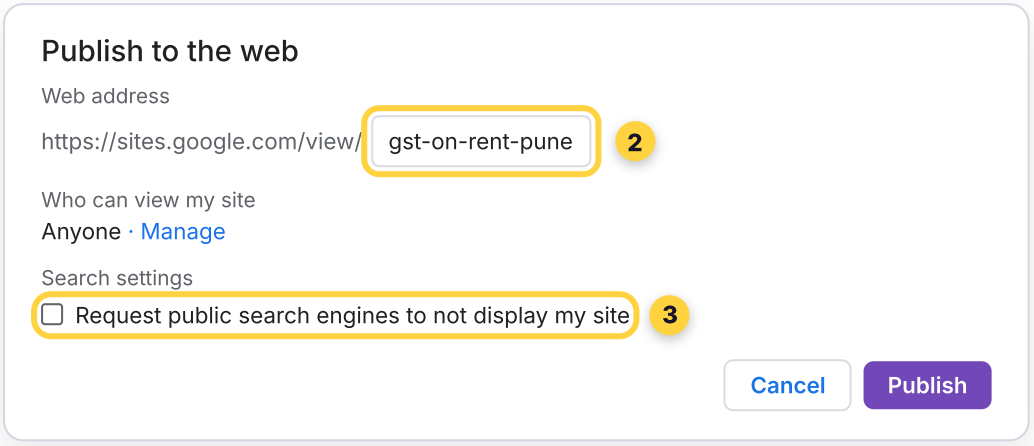
Build a free mini-site around one keyword

Google Sites gives you a free website at sites.google.com/view/your-name. Use it as a focused mini-site on one topic, with clear links back to your main website.

1. Go to **sites.google.com** and click **+ Blank site** (or pick a template).
2. **Target one low-competition keyword.** Put it in the site name, the page title and the first heading.
3. **Add content:** use Insert → Text box for 500–800 useful words, plus images, a FAQ section and a "Contact us" button that links to your website.
4. **Add your link:** select text, click the link icon, paste your website URL. A big button ("Book a free consultation") works well too.
5. Click **Publish**, choose your web address, and make sure the site is **Public**.



1 Publish button. The yellow outline marks your link to your website — Recreated screen



2 Choose a keyword-friendly address **3** Keep this box **unticked** — Recreated

MOST COMMON MISTAKE

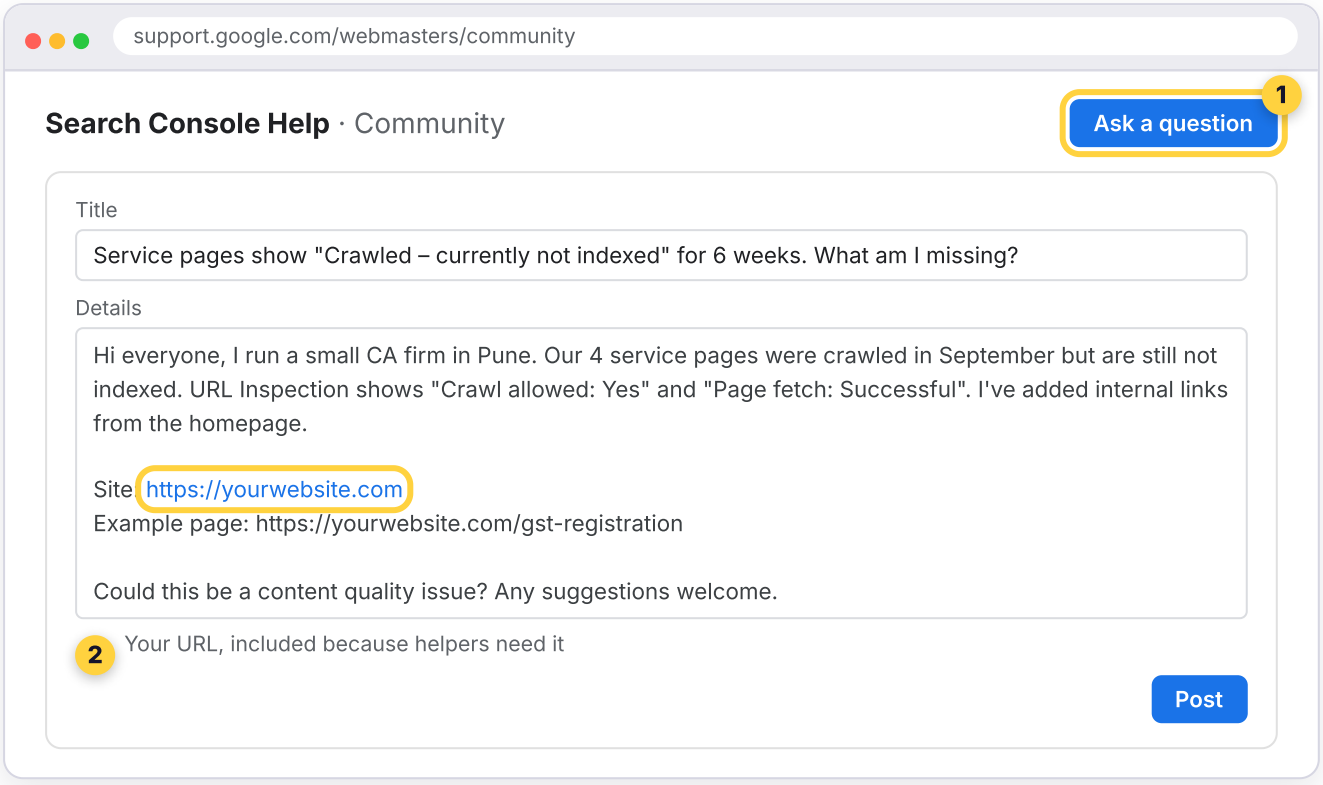
If "Request public search engines to not display my site" is ticked, Google is asked to keep your site out of search. Leave it unticked, and set "Published site" to **Public** under Share.

HACK 4 · SEARCH CONSOLE COMMUNITY

Ask a real question about your website

The Search Console Help Community is Google's official forum for website owners. When you ask for help, volunteers (including Google Product Experts) need your website URL to look at the problem. You get free expert advice, and your site is linked from a page on support.google.com.

1. Go to **support.google.com/webmasters/community** and sign in.
2. Search first. If your question has already been answered, read that thread instead.
3. Click **Ask a question**. Write a clear title and describe a **real** problem: indexing, a Search Console error, a traffic drop.
4. Add your website URL and the affected page URL. Helpers need them to answer.
5. Come back, reply to the people who help, and mark the best answer.



1 Ask a question **2** Real problem + your URL

Recreated screen

DO

- ✓ Ask about a problem you really have
- ✓ Share your site URL once, as context
- ✓ Reply and thank helpers
- ✓ Help others once you know the answer

DON'T

- × Fake a beginner question just to drop a link
- × Post the same question repeatedly
- × Add promotional links or offers
- × Expect the link to pass ranking power

Google Help Communities Content Policy: "Don't spam the forums or create topics or posts with spammy content... including content or URLs that are promotional or commercial in nature." Spam posts get removed, and you're an SEO professional whose name is on the post.

CHECK, TRACK AND REPEAT

Make sure every link is live, then track it

Find low-competition keywords first

Paste this into ChatGPT or Claude before you start Hacks 2 and 3:

> I run [business type] in [city / country]. My website: [URL]. Suggest 15 long-tail search queries my customers type into Google that big websites don't answer well. Prefer specific questions (location, price, "how to", comparisons). For each, give: the query, the searcher's intent, and a 5-point outline for a page that fully answers it. Mark the 3 easiest to rank for and explain why.

Then check each query on Google. If the top results are forums, thin pages or off-topic, it's a good target.

Check every link in 30 seconds

1. Open your published page in an **Incognito window**. If you can see it without logging in, it's public.
2. Click your link and confirm it opens your website.
3. Right-click the link → **Inspect**. Check the `href` shows your exact URL.
4. Over the next few weeks, watch **Search Console → Links** and **Google Analytics → Referrals** for visits from these platforms.

Your tracking sheet

Platform	Published URL	Date	Link live?	Visits (30 days)
Chrome Web Store			☐	
Google Doc #1			☐	
Google Doc #2			☐	
Google Site			☐	
Search Console Community			☐	

Final checklist

☐ Every page has genuinely useful content

☐ Links point to relevant pages, not just the homepage

☐ Brand name is the same everywhere

☐ Google Site is Public and the search box is unticked

☐ Doc is published to the web, not just shared

☐ All URLs added to the tracking sheet

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