



Ritik Namdev

Free Tool list

24 Free Backlinks Any Website Can Get This Weekend

Real business profiles, review sites, publishing platforms and journalist-request sites. No PBNs, no spam directories, no link swaps.

Twenty-four legitimate places to get a free link to your website, each checked live, sorted into business profiles, review and industry listings, and communities or press. Most won't rank you on their own, but together they help Google find you and show you're a real business.



Ritik Namdev

SEO since 2018 · I help founders get customers from Google + AI search
ritiknamdev.com · Updated 2026-10

How to use it

1. Do group 1 first. Use the exact same business name, address, phone and description everywhere.
 2. From group 2, only pick listings your buyers actually use. Skip the rest.
 3. Group 3 takes time, not money. Pick one platform and show up every week.
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1. Business profiles you should own today

These are profiles customers and search engines expect a real business to have. Most profile links are nofollow; their value is discovery, trust and traffic, not ranking credit.

1

Google Business Profile (<https://business.google.com/>)

Free · needs verification · for businesses that meet customers in person or serve an area

Your listing on Google Search and Maps with a website link, hours, reviews and photos.

Best for: Any local or service-area business. The one every eligible business should do first.

Ritik's note: Online-only businesses aren't eligible. Don't fake an address; Google suspends those listings.

2

Bing Places for Business (<https://www.bingplaces.com/>)

Free · can import from Google Business Profile

Bing's business listing for Bing Search and Maps.

Best for: Local businesses. Takes five minutes if you import.

3

Apple Business Connect (<https://businessconnect.apple.com/>)

Free · Apple Account and ownership verification needed

Manage how your business appears in Apple Maps, Siri and other Apple apps.

Best for: Local businesses. iPhone users searching Apple Maps see this, not Google.

4

Yelp for Business (<https://biz.yelp.com/>) Free to claim · ads are optional and paid

Claim your Yelp page with website link, hours and photos, and reply to reviews.

Best for: Restaurants, home services and local shops, mainly in the US.

5

Facebook Page (<https://www.facebook.com/pages/create>)

Free · needs a personal Facebook account to create

A business Page with your website in the About section.

Best for: Local and consumer businesses whose customers use Facebook.

6

LinkedIn Company Page (<https://www.linkedin.com/company/setup/new/>)

Free · needs a personal LinkedIn profile

Your company profile on LinkedIn, with website link and employee connections.

Best for: B2B companies and anyone hiring.

7

YouTube channel (<https://www.youtube.com/>) Free · Google account

A channel with links in the About section and links in every video description.

Best for: Any business that can film a how-to. Each video description is another place to link.

Ritik's note: Link to the specific page the video is about, not just the homepage.

8

Pinterest Business (<https://www.pinterest.com/business/create/>) Free

A business account where every Pin links to a page on your site.

Best for: Visual niches: food, home, fashion, design, weddings, crafts.

9

Nextdoor Business Page (<https://business.nextdoor.com/>) Free page · ads are paid

A free page for local businesses that neighbours can recommend.

Best for: Home services and neighbourhood businesses in countries Nextdoor covers.

2. Review and industry listings buyers really use

Only do the ones in your category. If no customer ever browses a directory, skip it.

1

G2 (<https://sell.g2.com/create-free-profile>)

Free basic profile · G2 says new listings are reviewed in 1-3 business days

Software review site. Free profile, seller page and review collection.

Best for: SaaS and software companies.

Ritik's note: G2 bought Capterra, GetApp and Software Advice from Gartner in early 2026, so check whether one G2 submission now feeds those listings too.

2

Clutch (<https://clutch.co/>) Free profile and reviews · sponsorship is paid

Directory of agencies and service firms with verified client reviews.

Best for: Agencies, developers, consultants and B2B service firms.

3

Trustpilot (<https://business.trustpilot.com/>) Free plan · paid plans add more invites and features

Public review profile with a link to your website.

Best for: Online stores and consumer services.

4

Product Hunt (<https://www.producthunt.com/>) Free to launch

Daily launch site for new tech products. Each product page links to your site.

Best for: Software, apps and AI tools with something new to show.

Ritik's note: Launch when you have a real demo and a few people ready to try it. A launch with no audience disappears in hours.

5

Alignable (<https://www.alignable.com/>) Free profile · paid upgrades exist

Networking site for local small business owners, with a business profile.

Best for: Local B2B and service businesses in the US and Canada.

3. Communities and publishing platforms where answers earn links

These links come from being useful, not from filling in a form. Post real answers and helpful articles; link only when your page genuinely answers the question.

1

GitHub (<https://github.com/>) Free

Profile and repository README files can link to your site.

Best for: Developer tools, open-source projects and technical founders.

2

Medium (<https://medium.com/>) Free to write

Publishing platform. Bio and articles can link back to your site.

Best for: Republishing your best articles (set the canonical link to your original).

3

DEV Community (<https://dev.to/>) Free

Developer community for posts and tutorials, with profile and post links.

Best for: Developer and technical SaaS content.

Ritik's note: It supports a canonical URL setting when you cross-post, so your site stays the original.

4

Hashnode (<https://hashnode.com/>) Free

Developer blogging platform with a public profile.

Best for: Technical writing and developer audiences.

5

Substack (<https://substack.com/>) Free to publish

Newsletter and blog platform with a public profile and posts.

Best for: Founders building an audience who link to deeper guides on their site.

6

Quora (<https://www.quora.com/>) Free

Q&A site. Profile and answers can include links.

Best for: Answering the exact questions your buyers ask.

7

Reddit (<https://www.reddit.com/>) Free

Communities on every topic. Links in genuinely helpful comments get clicks.

Best for: Expert answers in niche subreddits.

Ritik's note: Read each subreddit's rules first. Many ban self-promotion. Help first, link rarely.

4. Journalist requests: free press links

Journalists post questions, you answer as an expert, and if they use your quote they often link to you. These are the strongest links on this list and the hardest to get.

1

Featured (<https://featured.com/>)

Free forever plan · small daily usage allowance · paid from \$29/month billed yearly

Matches you to journalist requests, including queries from HARO, LinkedIn and more.

Best for: Founders with real expertise and a few minutes a day.

2

Qwoted (<https://www.qwoted.com/>) Free Basic plan · 2 pitches/month · 2-hour pitch delay

Platform connecting journalists with expert sources.

Best for: Pick your two best-fit requests each month.

3

SourceBottle (<https://www.sourcebottle.com/>)

Free expert profile · paid pitching service optional

Call-outs from journalists, bloggers and podcasters looking for sources.

Best for: Businesses in Australia and nearby markets; many call-outs are Australia-focused.

Featured pick

theStacc

Journalists and AI assistants both cite brands they can find. theStacc's free, no-signup AI Visibility Checker shows whether AI tools mention your business, so you can see if your new profiles and press mentions are changing that over time.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Free links to skip



Mass directory submission services ('500 directories for \$10')

Most are low-quality directories no buyer visits. Google's spam policies name low-quality directory and bookmark links as link spam.



Link exchanges and 'link to me, I'll link to you' emails

Excessive link exchanges are listed as link spam.



Forum signature and blog comment spam

Comment links are usually nofollow or ugc, and spamming them can get you banned from the community.



Private blog networks (PBNs) and 'guest posts' on sites that sell links

Built to manipulate rankings. They're the main thing Google's link spam systems look for.

Sources

- Google Business Profile Help: Eligibility guidelines — <https://support.google.com/business/answer/3038177>
- Google Search Central: Spam policies (link spam) — <https://developers.google.com/search/docs/essentials/spam-policies#link-spam>
- Google Search Central: Qualify your outbound links — <https://developers.google.com/search/docs/crawling-indexing/qualify-outbound-links>
- G2: Create a free profile — <https://sell.g2.com/create-free-profile>
- Featured: Pricing — <https://featured.com/pricing>
- Qwoted: Pricing plans — https://app.qwoted.com/pricing_plans
- SourceBottle — <https://www.sourcebottle.com/>
- Clutch: Application guide (free profile) — <https://clutch.co/resources/application-guide-clutch-global-leaders-2020>

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