How to Use Link-in-Bio Profiles for “Parasite SEO”

What “Parasite SEO” Means

In this context, “parasite SEO” isn’t about spam. It’s about publishing legit, useful profiles on third-party sites that already have strong authority, then optimizing those profiles so they rank for your brand queries and relevant terms. It’s latching onto other sites.

Think: Linktree-style pages, about.me, and similar platforms. The point is to earn more shelf space on page one and send qualified traffic to your site.

The playbook (5 steps):

1. Build Your Own Hub First

Create a simple `/links` page on your domain or use a subdomain like **links.tonyherman.com**. Put your top destinations there: homepage, money pages, social, press, contact. Use normal followed links and clear anchors. This page becomes the canonical “source of truth.”

2. Pick 2–3 External Profiles that are Actually Indexable

Not all link-in-bio tools are equal. Some add `rel=\"nofollow\"` or `rel=\"ugc\"` to every link, or hide links behind JavaScript. A good reference comparison is Chris Silver Smith’s matrix on Search Engine Land, which calls out platforms with followed vs. nofollowed links and custom-domain support. As of that report, Linktree and Taplink showed followed links; others like Beacons and Campsite defaulted to nofollow/UGC. *Always re-check before you bank on it.*

- ‘Link in bio’ platforms: Which is best for SEO? (searchengineland.com)

Link-in-Bio Platforms You Can Join Today

General Purpose:

- Linktree
- Taplink
- Lnk.Bio
- Solo.to
- Beacons
- Bio.link
- Campsite.bio
- Shorby

- Milkshake
- about.me
- Direct.me
- Bio.fm
- Flowpage (Flowcode)
- Bio Sites (Squarespace)
- Pallyy Bio Link
- Vista Page (Vista Social)
- Hopp by Wix
- AllMyLinks
- Carrd (one-page sites)
- Tap Bio
- BioLink (biolink.info)
- MyPage
- Wonderlink (GDPR-focused)
- Feedlink (EmbedSocial)

Creator / Commerce-focused:

- Komi
- Stan Store

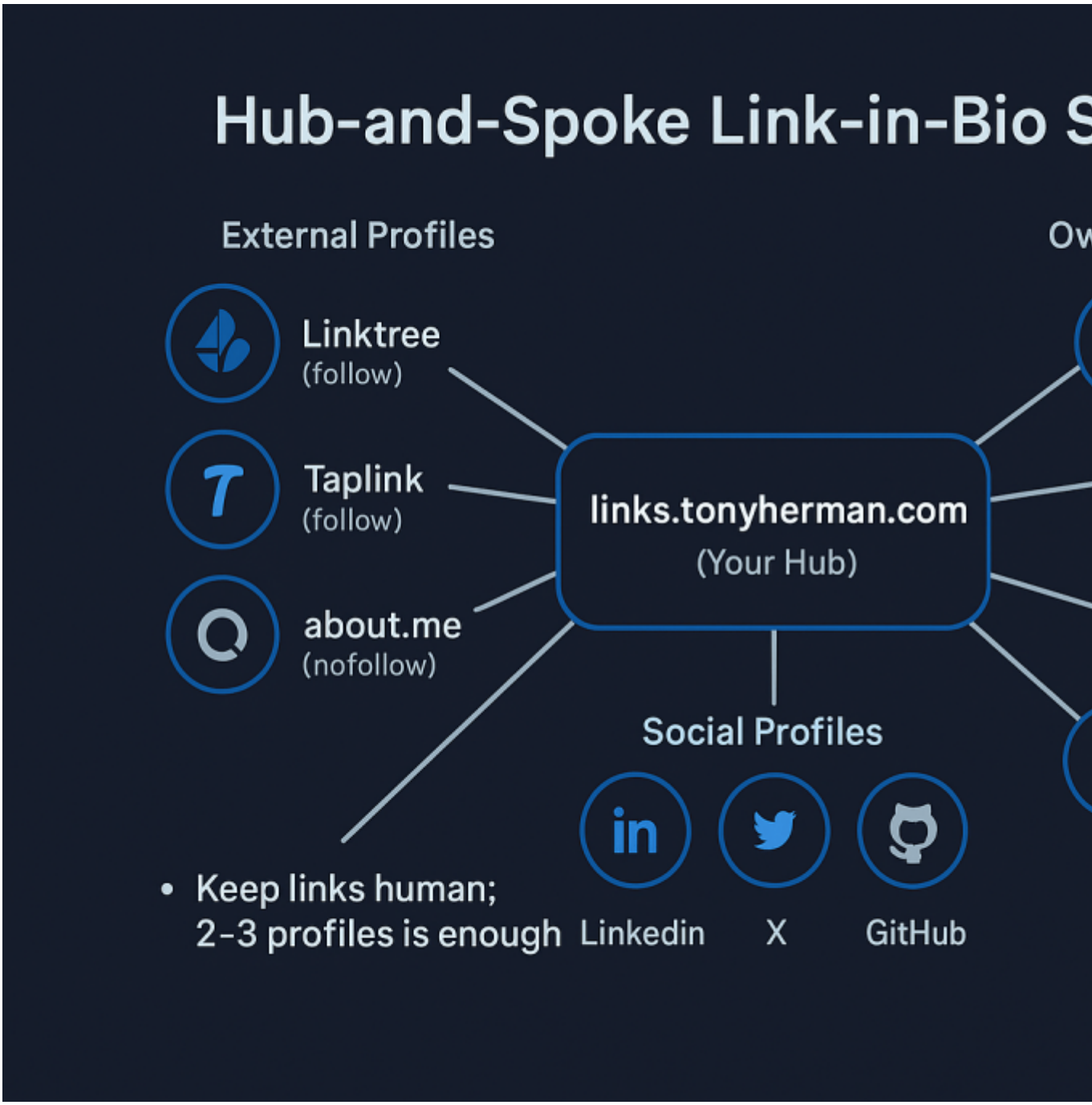
Music-focused:

- Linkfire – Link in Bio
- Feature.fm – Artist Bio Links

3. Optimize Each Profile Like a Real Page

- **Title & handle:**
  Use your brand + a helpful phrase (e.g., “Tony Herman — Web Design & SEO”).
- **Intro copy:**
  One or two lines that explain who you help and how. Add city/state if local matters.
- **Link order:**
  Put your main site and your `/links` hub first. Then money pages, then social.
- **Anchors:**
  Mix brand and plain English (“Website”, “Contact”, “Get a Quote”). Avoid exact-match spam.
- **Speed & crawl:**
  Prefer platforms that output real HTML and allow custom meta tags or at least readable titles.

4. Interlink in a Hub-and-Spoke, Not a Ring



Each external profile should point to your `/links` hub and a couple of priority destinations. Your hub can link back to each profile. That's it. You don't need a 10-site circular wheel; it looks contrived and doesn't add value. Keep the user journey simple: discover ? click the hub ? choose where to go.

5. Index and Track

- **Get crawled:** Link your new profiles from your site and socials. Share a post that points to the profile. If you mapped a custom domain or subdomain, add it in Search Console.

- **Entity alignment:** Don’t nofollow your own social profile links from your site. Add `rel=\"me\"` to help identity matching across profiles. That advice comes straight from John Mueller.
- **UTMs:** Use basic UTMs on external profile links so you can see performance in Analytics without guessing.

About nofollow, “Link Juice,” and What to Expect

Google updated how they treat `rel=\"nofollow\"`: it’s a *hint*, not a hard rule. That means some nofollowed links may be considered for ranking, crawling, or indexing—but there are no promises and no switch you can flip. Build for users first and treat any equity as a bonus.

- Evolving “nofollow” – new ways to identify the nature of links (developers.google.com)

Translation: the real win with link-in-bio profiles is **page-one real estate and entity trust**, not just “passing juice.”

Profile Checklist (copy/paste this)

1. Clear title + short, human bio with your primary value prop.
2. Top two links: your homepage and your `/links` hub.
3. Then 3–6 focused links (services, case studies, contact).
4. Clean anchors (brand + descriptive). No keyword stuffing.
5. City/region mention if local SEO matters.
6. Consistent photo/logo and naming across all profiles.
7. `rel=\"me\"` on your own site’s links to your social profiles.

Smart Interlinking Pattern

Do: External profile ? your /links hub ? key pages. **Optional:** External profile ? one or two other high-trust profiles (LinkedIn, GitHub) for identity consistency. **Don’t:** Spin up a dozen thin profiles that only point to each other. That’s a footprint you don’t need.

Platform Notes

Platform policies change. As of the SEL comparison (Mar 2023), Linktree and Taplink were noted for followed links; others like Beacons and Campsite leaned on nofollow/UGC. about.me commonly nofollows outbound links, but it’s still useful for brand coverage and can rank for your name. Re-check before you rely on any single platform.

Indexing & Entity Alignment Tips

- Add your key profiles to your site's footer or About page (followed), and mark social links with `rel=\"me\"`.
- Consider adding a small `sameAs` array in your Person/Organization JSON-LD on your site that lists your official profiles.
- If a platform supports custom domains or mapping, use it—on-domain profiles are easier to control and measure.

Mistakes to Avoid

- **Rings and wheels:** Interlinking 8 profiles in a circle looks spammy and helps no one.
- **Exact-match anchors everywhere:** Mix brand and plain English anchors.
- **Overbuilding:** Two or three strong profiles beat ten weak ones.
- **Assuming nofollow passes equity:** It might, it might not. Build for users; let Google decide.

FAQs About Link in Bio Sites for SEO

Do I need a Linktree-style page if I have a website?
You need a *hub*. The best hub is on your domain (`/links` or a subdomain). External profiles are add-ons for reach and visibility.

Is about.me "good for SEO"?
It's good for branded visibility and entity signals. Treat any link equity as a bonus because links are typically nofollowed.

How many profiles should I build?
Start with one on-domain hub plus 2–3 external profiles you'll actually maintain. That's plenty.

Bottom line

Use link-in-bio profiles to take up more real estate on page one, guide people to the right pages, and reinforce your identity. Keep it simple: own your hub, build a few quality profiles, align your entity signals, and let the algorithm do what it does.

Original article: https://tonyherman.com/how-to-use-link-in-bio-profiles-for-parasite-seo/
PDF version: https://tonyherman.com/how-to-use-link-in-bio-profiles-for-parasite-seo/?apa_pdf=1

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