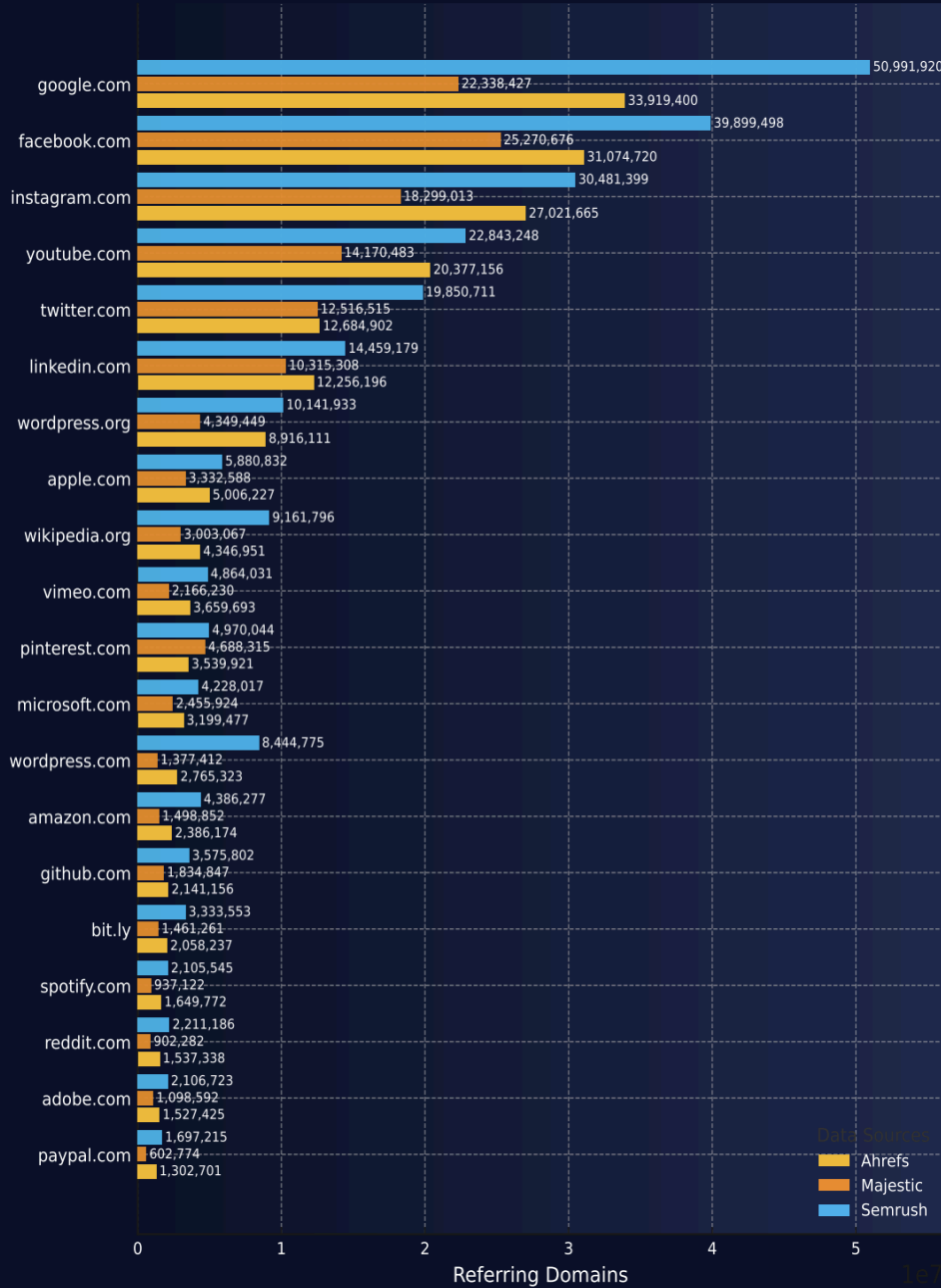


Who Dominates the Web? New Study Reveals the Most Linked-To Websites Worldwide

Who Dominates the Web?

The 20 Most Linked-To Sites Worldwide — Data from Ahrefs, Majestic & Semrush (2025)



Link data comparison — Ahrefs · Majestic · Semrush (2025)

Zwolle, The Netherlands, October 2025, [Linkbuilding.com](https://linkbuilding.com), part of the international SEO agency **Seeders**, has released new research comparing backlink data from three of the industry's leading analytics platforms, **Ahrefs, Majestic, and Semrush**.

The analysis, visualized in a new infographic titled *"Who Dominates the Web?"*, identifies the **20 most linked-to websites worldwide**, based on the number of referring domains.

The research draws on an extensive dataset of **over 20,000 analyzed domains**, offering one of the most comprehensive link authority comparisons conducted this year.

"Backlinks remain one of the most important signals of online authority," said Dennis Akkerman CEO of Linkbuilding.com. "By combining data from three of the largest link intelligence databases, we get the clearest possible picture of which domains truly dominate the web's link graph."

Key Findings

- **Google.com** remains by far the most linked-to domain worldwide, with over 33 million referring domains according to Ahrefs.
- Social giants like Facebook, Instagram, YouTube, and Twitter (X) dominate the top ranks, reflecting their central role in the digital ecosystem.
- **Wikipedia.org, WordPress.org, and Apple.com** maintain exceptional authority among non-social domains.
- While total backlink counts vary slightly across platforms, the *relative order* remains consistent, confirming that web authority is strongly consolidated among a small set of global brands.

Tool Comparison: Who Has the Biggest Link Index?

Based on the aggregated data from this study, Ahrefs currently reports the largest active link index, representing roughly 45–50% more referring domains on average compared to Majestic, and around 30% more than Semrush for the same domains analyzed.

This highlights substantial variation in how each platform crawls, stores, and updates link data, an important consideration for SEO professionals comparing backlink metrics across tools.

Why links still Matter, even in the age of AI

Although search and discovery are rapidly evolving through AI and large language models (LLMs), link signals and brand mentions remain fundamental.

Search engines and AI systems alike rely on these connections to evaluate credibility, topical authority, and brand relevance.

A strong backlink profile, especially from media outlets and trusted domains, not only drives

organic rankings but also increases the likelihood of a brand being recognized and referenced in AI-generated answers.

“As LLMs reshape how information is surfaced, links and mentions serve as the connective tissue of digital reputation,” the report states. “The web’s link graph isn’t just an SEO metric anymore, it’s the backbone of how AI systems understand authority.”

About the Research

The study aggregates fresh backlink metrics from Ahrefs, Majestic, and Semrush, collected in October 2025.

Over 20,000 domains were analyzed, with the top 20 ranked by total referring domain counts per platform. The accompanying infographic illustrates cross-tool differences, showing how each crawler interprets the modern web’s link structure.

About Linkbuilding.com

Linkbuilding.com is an initiative by Seeders, a leading European agency for digital PR, link building, and international SEO. With offices across Europe and a proprietary network of over 300,000 verified domains, Seeders helps brands strengthen their online authority through data-driven outreach and high-quality backlinks.