

# Domain Rating - What is DR?

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1. Prevent useless search results from Google accounts:

It should be noted that Domain Rating is **NOT** a measure of the "credibility" of the page (website authority) and it does not calculate based on search results or rankings.

Domain Rating is the data that shows 'link popularity' of a particular website compared to all other websites in the world with a scale of 0 to 100.

1. How many links should a webpage have?



To calculate the DR score of a particular website, people do the following:

1. Search for a certain number of domains with at least 1 dofollow link to the destination website (target website);
2. Consider the DR value of linking domains;
3. Consider the number of certain domains that these sites link to.

4. Use some math formulas and code to calculate crude DR points;
5. Compare it with a scale of 0 to 100 (this score will fluctuate naturally and last over time).

The above information may have absolutely no meaning to you, so change it into more actionable information:

1. The second, third links and consecutive links from the same site will not improve the DR score of a destination website;
2. If a page links to multiple websites, 'DR juice' is passed to them less;
3. If the site only links with nofollow links, it will not increase the DR score;
4. If the site has a lot of backlinks and its DR points increase, it will positively impact the DR points of each site it links to (with dofollow links).

As you can see, DR has nothing to do with traffic, ratings or even spam links. The calculation of DR points is relatively simple and easy to understand.

## **What is DR used for and how to use DR in SEO**

Although the search results are not used to calculate Domain Rating, these two factors are correlated. Because websites with tons of search results often have many backlinks and vice versa.

However, it is completely normal when DR10 website has more search results than DR20 website. This is because DR is not the only factor contributing to increased search results.

### **It depends on many factors:**

1. Total potential search results of the industry that each website owns;
2. The potential search results of the topic that each site is targeting;
3. The level of competition for these topics in each area;
4. Content quality and optimization on the page;
5. General website quality (design, speed, UI / UX, etc.);
6. And there are many other factors.

### **DR is used as:**

1. Benchmarking for comparison with other websites in the world. DR scores help you compare your website with other sites around the world with its 'popular links'.
2. Benchmark compared to your competitors. Comparing your DR / AR with other sites in the same field can give you more insight into "popular links" on your site. When compared like that, you can recognize many untapped links.

In other words, DR is a good measure to discover competitors doing better than you. After that, you can learn from their profile links (very easy to do via Link Intersect tool). And you can monitor DR distance and monitor if competitors are catching up to you.

3. Search for links. When building links, you need a way to check your affiliate goals and estimate the "value" you can get.

DR naturally seems like a good metric, as it displays "popular links" that are relevant to a certain website. It will then turn into the "value" you will receive if they link to you.

See more:

1. The terms need to know in SEO
2. 8 ways to do SEO to increase website traffic
3. 20 tips and tricks for mastering Google Analytics data (Part 1)

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