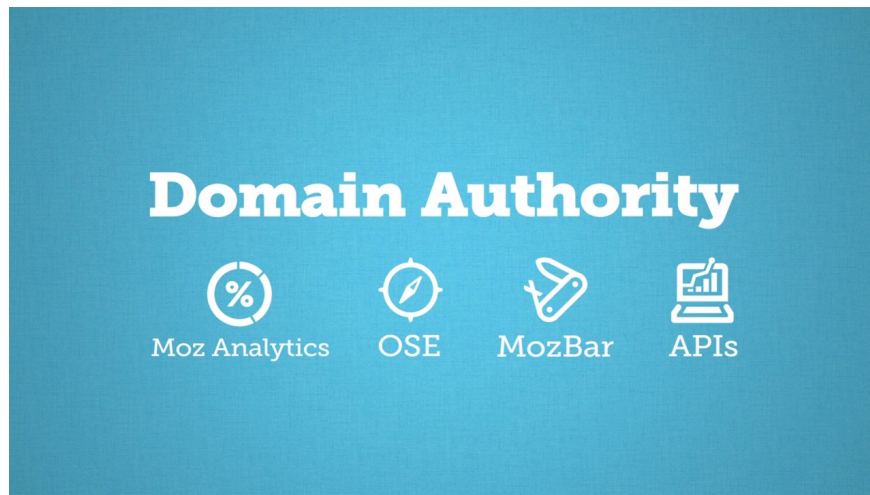


What is Domain Authority?

Domain Authority is a point (on a scale of 100) developed by Moz. Domain Authority can predict the ranking of a website on search engines.

Using Domain Authority when comparing your website to another website or tracking your website's "power" over time. This index is calculated by combining all of Moz's other links data - linking to the root domain, the total number of links, MozRank, MozTrust, . into unique scores.

To determine Domain Authority, Moz has followed Google's algorithms and modeled the best way that this search engine produces the results table. More than 40 signals have been integrated during the calculation process. This means that Domain Authority your website will often fluctuate. Therefore, it is best to use Domain Authority in the form of competitive metrics compared to other websites rather than an accurate measure of your internal SEO efforts.



1. How does Domain Authority calculate points?

Moz calculates points for Domain Authority on a scale of 100, logarithmic scale. Therefore, increasing your score from 20 to 30 is much easier than increasing from 70 to 80 points.

2. Domain Authority and Page Authority

Domain Authority is used to predict the ranking of the entire domain (domain) or subdomain (domain), Page Authority used to measure the "power" of a page.

3. Where can you find the Domain Authority?

Domain Authority data is included in dozens of SEO platforms and online marketing on the Internet.

You can check Domain Authority by using Open Site Explorer or Moz Bar - Moz's free SEO toolbar. Moz also incorporates metrics into all Moz Analytics campaigns, as well as Mozscape APIs.

4. Domain Authority definition

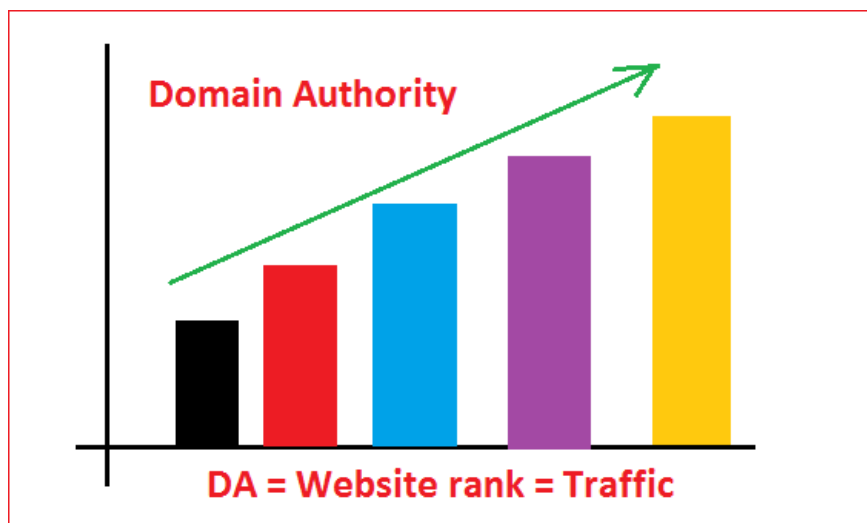
Domain Authority is Moz's calculation data on how to have a domain (domain) capable of ranking in Google's search results. Domain Authority is based on Mozscape web index data, including the number of links, MozRank scores and MozTrust and dozens of other factors.

Domain Authority uses a **Machine Learning** to predict, find the best correlation algorithm with rankings through thousands of search results.

Machine Learning is a method of data analysis that will automate the construction of analytical models. Using iterative algorithms to "learn" from data, Machine Learning allows computers to find valuable hidden information that is not explicitly programmed to find.

When researching search results and determining which sites / sites have a stronger profile / more importantly, it is best to use Page Authority (PA) and Domain Authority (DA).

5. How to improve Domain Authority?



Unlike other SEO metrics, it is difficult to directly influence Domain Authority. Domain Authority is made up of a data aggregation process (MozRank, MozTrust, link profile, etc.), and each of them has a score. This has been done intentionally. This metric shows an approximate level of competition for a certain position in Google.com.

The best way to influence this metric is to improve your overall SEO capabilities. In particular, you should focus on link profiles - the most influential factor on MozRank and MozTrust - by linking more. Other quality sites.

Good luck!

You finished reading the article "**What is Domain Authority?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and

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