# DA & PA Checker



**How to calculate Domain Authority?**

There are many criteria taking into account while calculating domain authority. In that list, we have considered the Domain Authority 2.0 algorithm. Make sure you get better points than your competitors!

- Backlink Profile & Number,
- External links,
- Site age,
- Domain name expiry time,
- Bounce rate,
- Mobile responsive design,
- Quality - unique content,
- Keywords or generic domain name,
- Domain whois information,
- Server downtime,
- Using Top Level Domain (TLD),
- Other Known On-Page SEO Guidelines.

**Important Note:** It is much easier to increase a site's DA point from 10 to 20 than to increase it from 40 to 50.

## Sources :

1. **English: https://www.seokaos.com/en/domain-page-authority/**

2. **Turkish: https://www.seokaos.com/domain-page-authority/**

3. **https://en.wikipedia.org/wiki/Domain_authority**

**How to increase DA score?**

The work to be done to increase the **Domain Authority** value:

- Get quality backlinks that are not considered as spam.
- Try to get backlinks to your most popular pages.
- Be sure that there is a flow of visitors to your website from the backlink page.
- Verify that you have at least one link to your home page from each subpage.
- Use the nofollow tag when linking to websites you don't trust.
- Do link cleaning, block -if necessary- harmful links with google disavow.
- **Fix broken links.**
- Detect 404 pages and make 301 redirects.
- Avoid server downtimes. Use 99% uptime hosting with USA locations.
- **Do not hide Whois information.**
- Make sure your visitors stay on the website and do surfing for a long time.
- Realize the general SEO techniques on your website. (**Use images with alt tags, heading tags, title and meta descriptions, sitemap, etc.**)

## How to calculate Page Authority?

Have you ever thought about what kind of algorithm is working for calculating page authority? Here are some of them:

- Internal links
- Your Google Organic Ranking
- Page Interactions
- Original Content
- Update frequency
- SimilarWeb estimated traffic
- In-site circulation
- Rich media usage

**Important:** When you calculate your page authority with Moz infrastructure, you benefit from 40+ more signals.

## How to increase the PA value?

What can be done to increase the **Page Authority** value? Here are them:

- Update your contents frequently, make additions.
- Avoid spam comments.
- Add social media sharing buttons under the content.
- Make sure your page has likes and shares on other social media platforms.

- Answer the comments and questions.
- Use internal links to direct users within the site.

***The End.***