

Page Authority is changing.

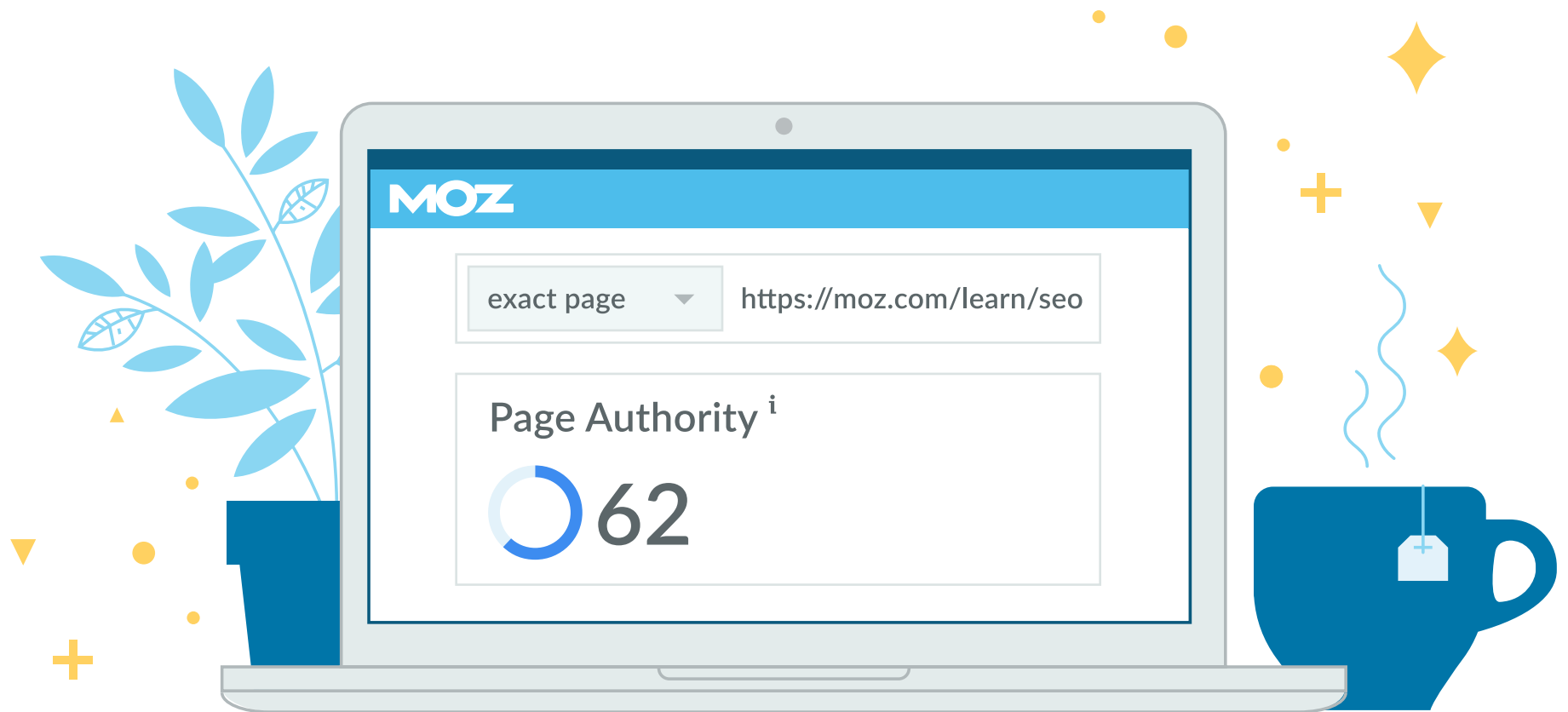
Here's what you need to know.



MOZ

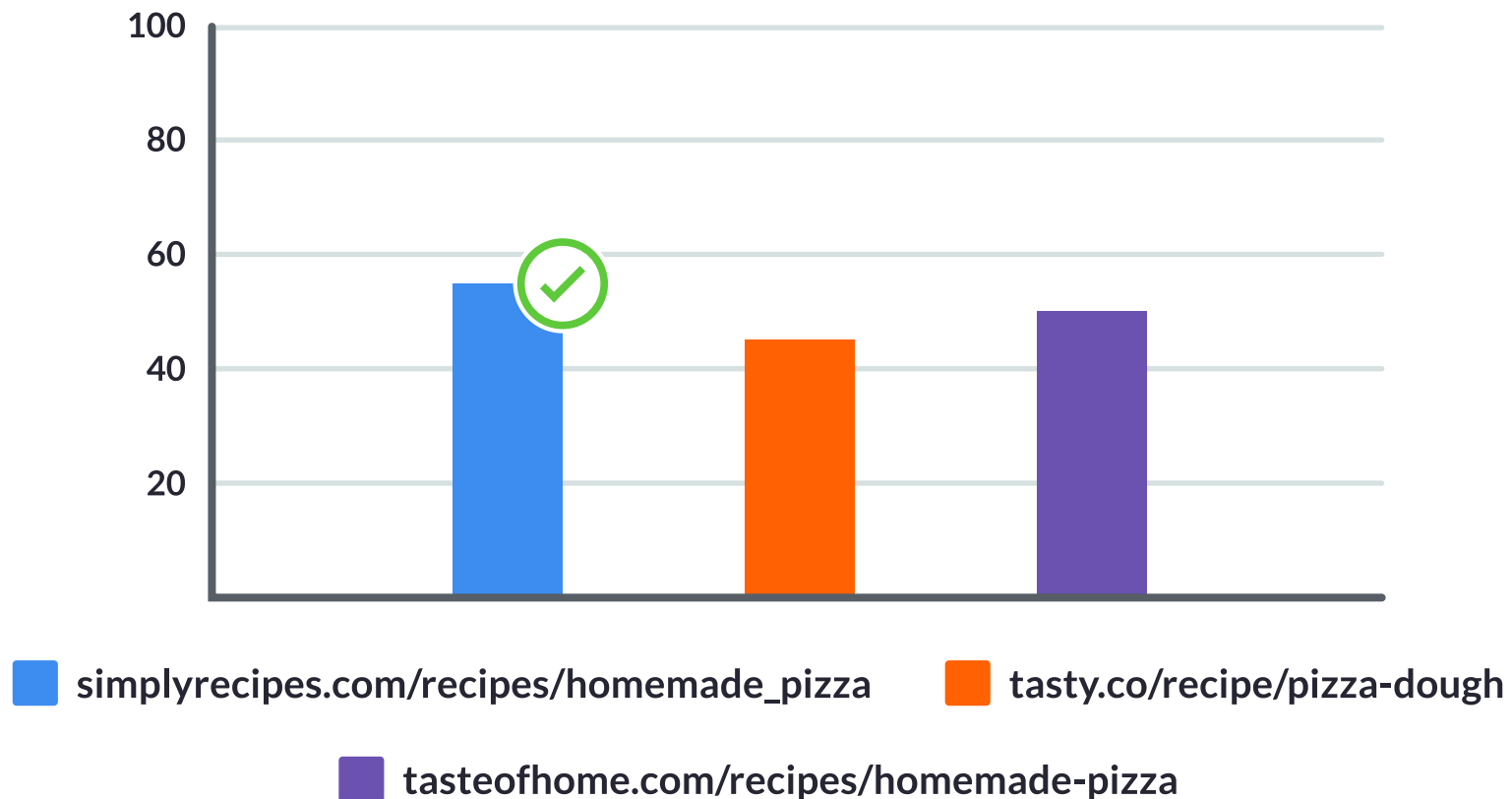
What is Page Authority?

Page Authority (PA) is a score developed by Moz that predicts the ranking ability of an individual page.



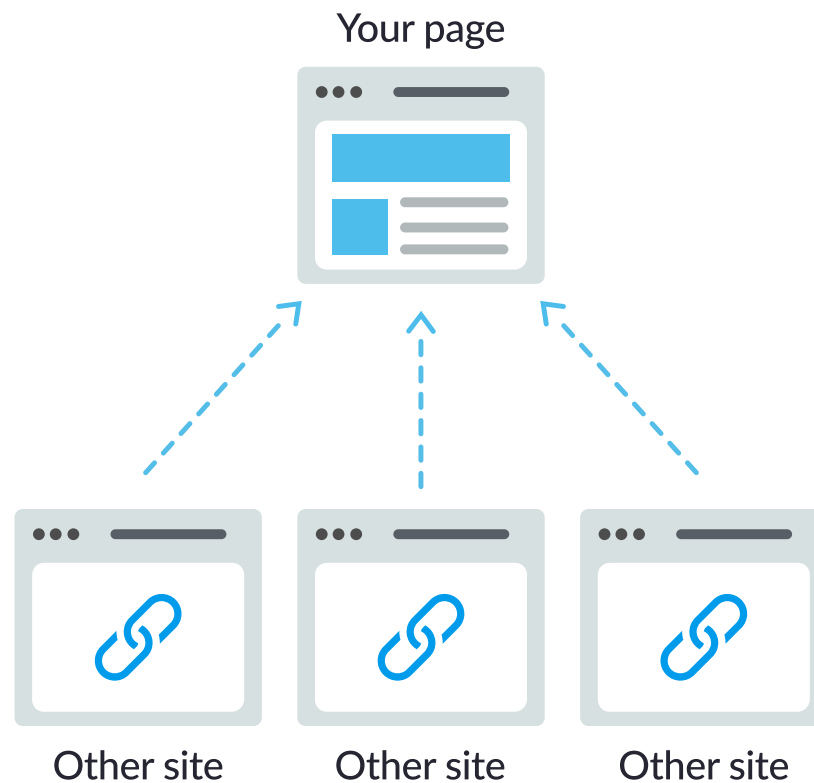
What is Page Authority?

Page Authority scores range from 1–100. Higher PA scores indicate a higher probability of ranking in search results.



What is Page Authority?

PA scores are based on factors from a page's inbound links (backlinks).



What is Page Authority?

It is important to note that Page Authority is a link-based metric. This means that PA does not take into account on-page elements or the optimization of the particular page.

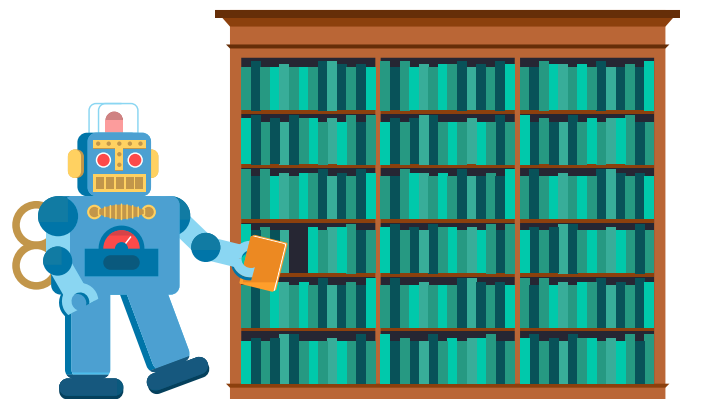




What's
changing?

What's changing?

- The new Page Authority algorithm brings a fresh machine-learned model that incorporates a number of new factors.
- It will take into account factors such as Spam Score, link manipulation detection, and other link-based factors to produce your URL's score.
- New PA scores will correlate more closely with SERP results to help you better pinpoint where you'd like focus your link building efforts.





How will
this affect
my data?

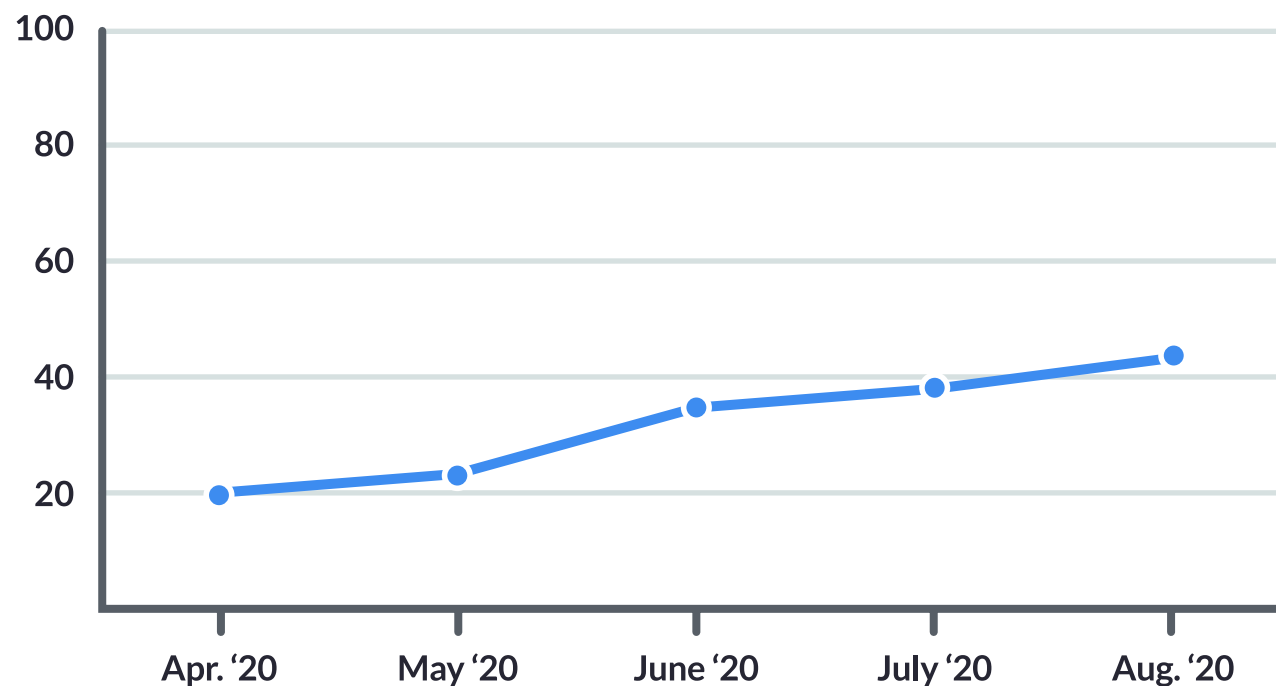
How will this affect my data?

- If you monitor your pages' PA scores, you can expect to see some fluctuations as a result of this algorithm update.
- Some pages' scores will see little to no change, while others may see more significant change.
- It is important to remember that these fluctuations are a result of the algorithm update, not a reflection of changes you've made to your page's links.



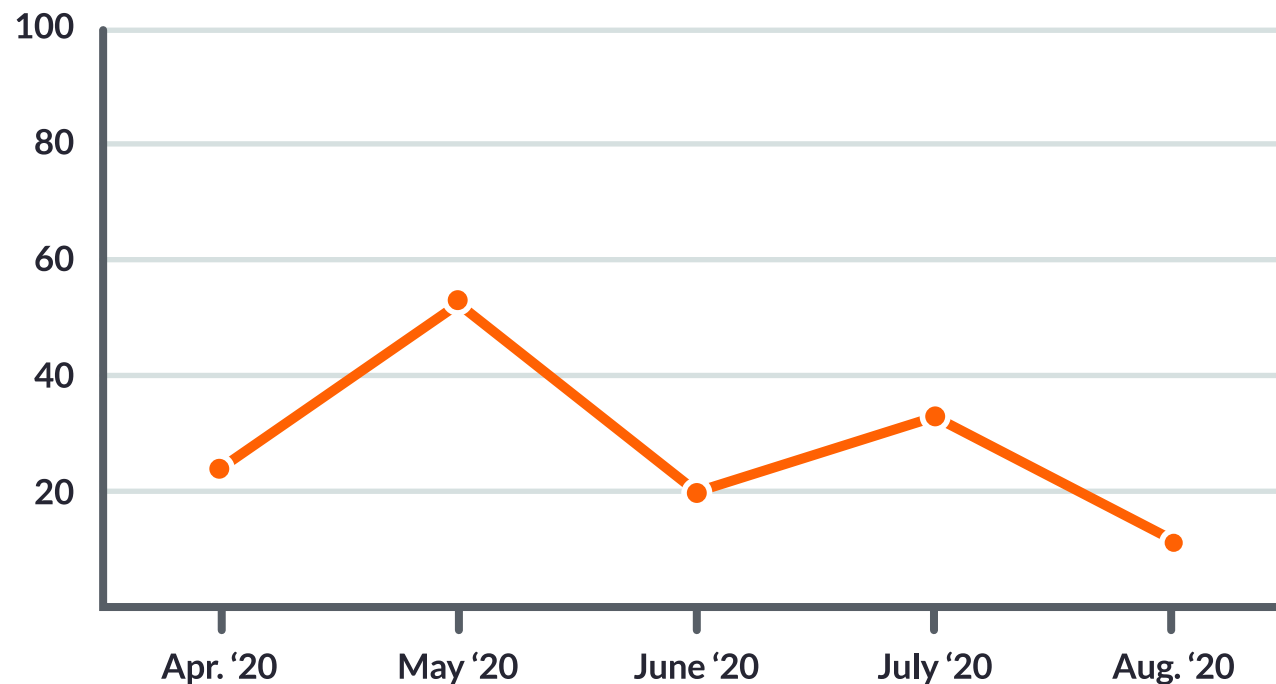
How will this affect my data?

Because these changes also apply to historical data, your “metrics over time” will still be an accurate representation of your page’s authority and link improvement over time.



How will this affect my data?

The new PA algorithm takes into consideration Spam Score and link patterns, so sites with spammy link profiles or abnormal link patterns may notice more fluctuation.

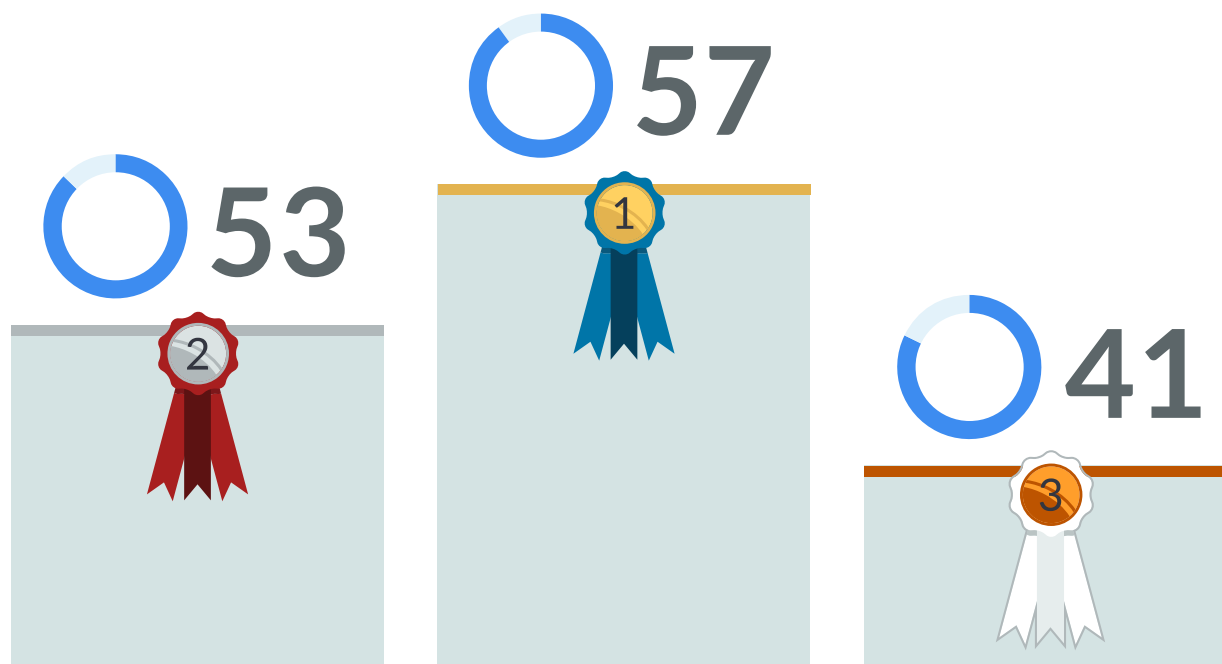




Tips for
using PA

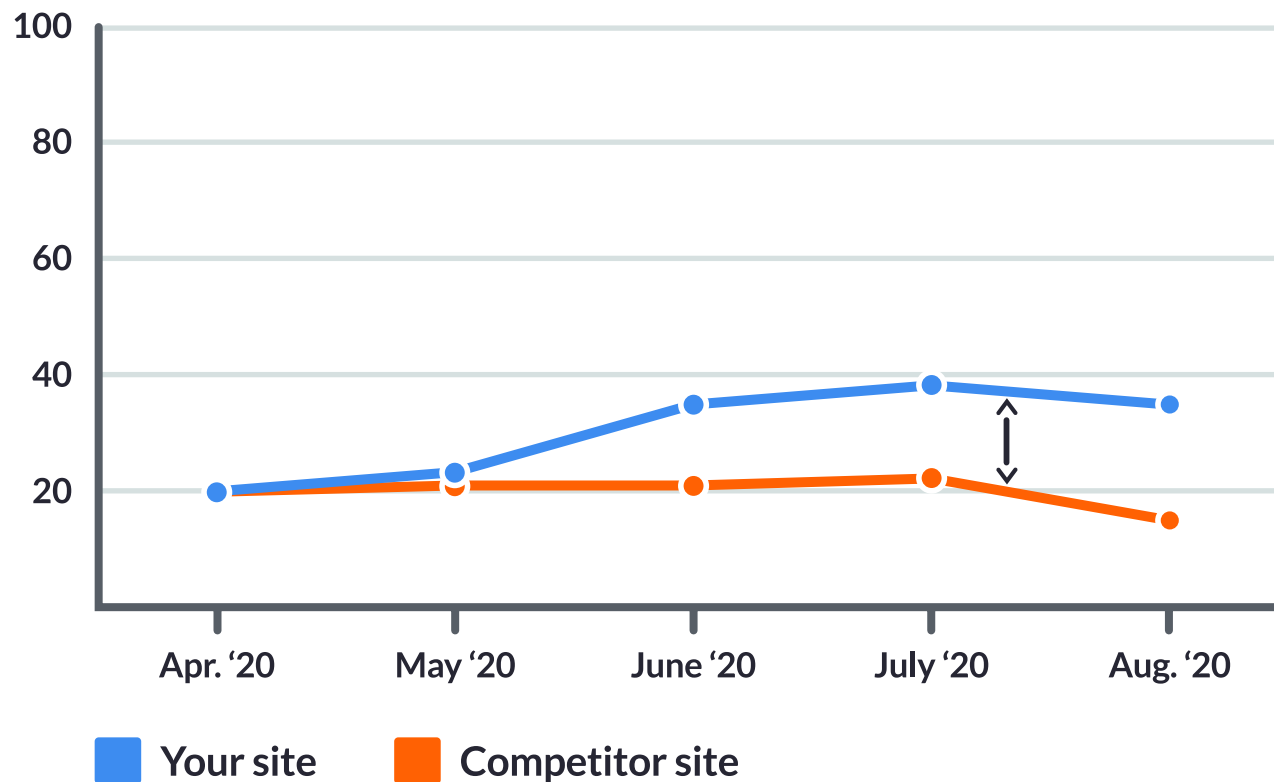
Tips for using PA

Page Authority is a comparative metric. Rather than shooting for a PA of 100, take a look at the PA scores of the pages on the SERP you'd like to be on. Aim for a PA score that is similar to or higher than those competitors.



Tips for using PA

If you see that your PA scores have dropped, don't panic! Take a look at your competitors' PA scores and assess which pages have been impacted.



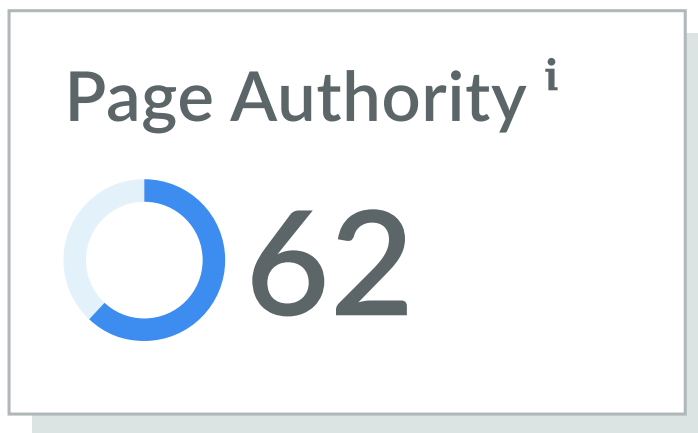
Tips for using PA

- Use MozBar or the Moz Pro tools to analyze the top pages ranking on your target SERP. What are their Page Authority scores? What kind of value do those pages bring?
- Analyzing not only their link profiles but also their content can help you to plan your next move.



Tips for using PA

While PA is a helpful gauge of ranking potential, search engines do not take it into account in developing rankings.



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In summary:



Moz is updating the algorithm that powers Page Authority.



Page Authority is a link-based metric, so on-page factors are not taken into account in the calculation of your page's PA.



You can expect to see some fluctuation in your PA scores as this change rolls out.



Page Authority should always be used as a relative metric, not an absolute one. Compare the PA of your page to the scores of your competitors' pages.



Page Authority is a Moz metric and is not used by search engines to determine rankings.

Questions? We're here to help!

help@moz.com



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