Page Authority 2.0
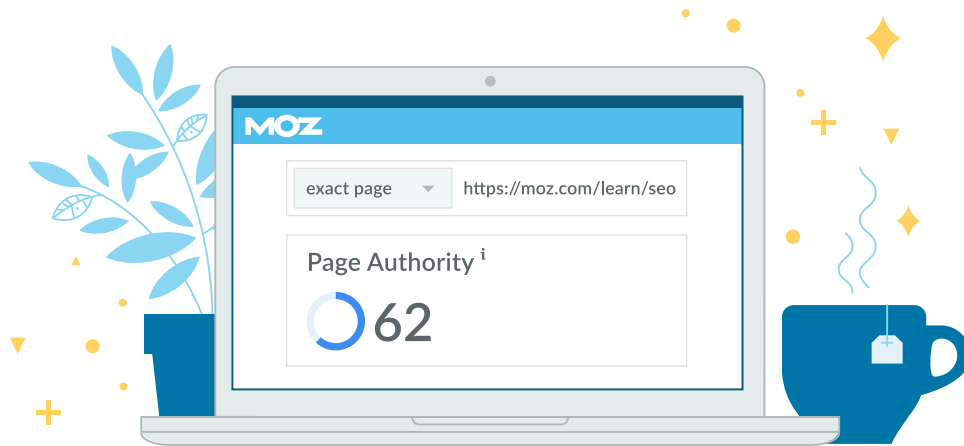
What It Is, How It's Changing, and How to Use It

In 2019, we released an update to the algorithm that powers Domain Authority. That update brought with it a more correlative scoring model that was set to keep pace with search engines and predict the ability of a domain to rank with even better accuracy.

We're delighted to announce that the new Page Authority 2.0 algorithm will be rolling out in September 2020. These upgrades will ensure the Page Authority scores you see are the most accurate, best-in-class metrics, set to keep pace with the search engines just as Domain Authority does. Moz is committed to providing top-quality data and metrics for the SEO community, and we're excited to continue to improve the quality of the PA metric with this launch.

As the search engines have advanced, Page Authority also required an update to its underlying algorithm to keep up and best correlate with today's search results. Having a more accurate Page Authority score will allow you to identify precisely where you need to take action — including where you might want to strengthen content and then build relevant links. This updated algorithm produces a more authoritative metric to identify where to begin and what to work on.
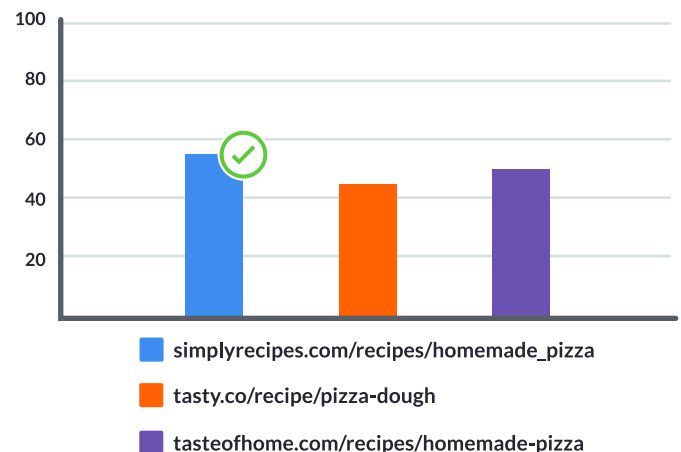
What Is Page Authority?

Page Authority (PA) is a score developed by Moz that ranges from 1–100, with 100 indicating the highest authority. This score shows the probability of a specific page to rank in search results. It takes dozens of factors into account, and its machine-learned model weighs these factors to predict the likelihood of that page to outrank others that it competes with.

Page Authority is calculated at the individual page level based on data from Moz's link index and includes link counts and dozens of other factors. **It's important to note that because PA is a link-based metric, it does not take into account on-page elements or the optimization of that particular page.**

Your page

Other site   Other site   Other site
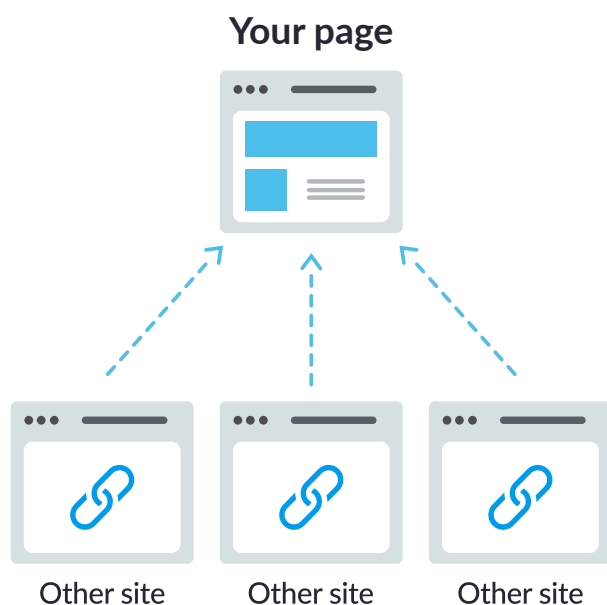
Page Authority is meant to be used as a relative metric, rather than an absolute one. This means that rather than shooting for a score of 100, compare your PA scores to those of your competitors. If you have a higher Page Authority score than your competitors, you likely have a higher chance of appearing higher on the SERPs.

- simplyrecipes.com/recipes/homemade_pizza
- tasty.co/recipe/pizza-dough
- tasteofhome.com/recipes/homemade-pizza

For instance, if the pages you're competing against have a PA score of 20, but your page has a PA of 30, you're likely in a good position to outrank those competing pages. And the opposite can also be true: if your competitors rank above your page and have a higher Page Authority score, you may have identified a ripe opportunity for link building to the page in question.

How is the New Page Authority Calculated?

The new Page Authority algorithm brings an advanced, machine-learned model that incorporates a number of new factors. We take what we know about a page, including what we know about the links pointing to it (often referred to as backlinks or inbound links), and feed that information into a model that learns over time. Powered by a neural network, the new model will take into account Spam Score, link manipulation detection, and a number of other link-based factors to produce your URL's score.

The new model was built taking into consideration a number of modern factors that feed into how search engines index and rank content. As the search landscape continues to evolve and improve, we wanted to make sure our algorithms did the same.

The new Page Authority score will correlate more closely with SERP results to help you better pinpoint and target where you'd like to take action.

Spam Score

Link manipulation detection

Neural network

Page Authority 2.0

How much should I expect my scores to fluctuate?

Moz's link index is always growing and changing. Both Domain Authority and Page Authority are based on **machine learning models**, so it's normal to see your scores fluctuate as new and different data points come into the calculation. You may notice more significant changes to your pages' PA scores with our initial rollout of Page Authority 2.0.

Another important thing to note is that we'll be retroactively applying the new Page Authority algorithm to historic data in Link Explorer. This ensures that you can track the linear progress of your page scores over time. Rather than comparing apples to oranges (Page Authority 1.0 and Page Authority 2.0), applying the new algorithm to the historic data allows you to accurately and confidently track PA progress for the pages you care about.

Let's say you needed to compare October 2019 data to July 2020 data in Link Explorer's "Metrics Over Time" graph. Since the new algorithm will be applied to calculate past performance, you can reliably deduce that any changes you see are due to changes in the links pointing to your page.
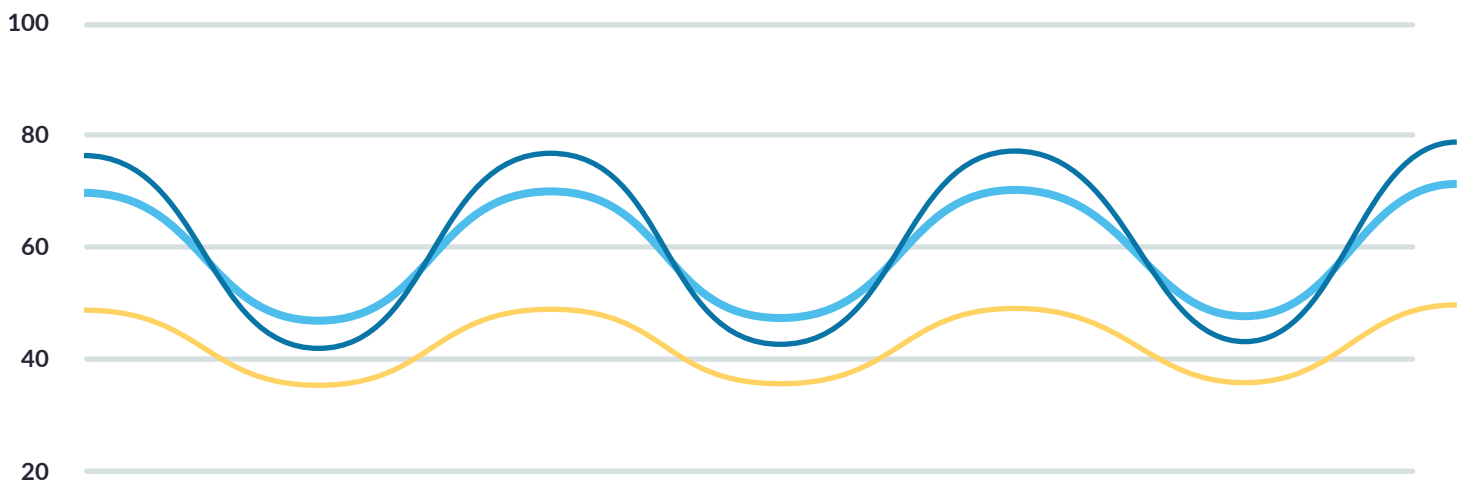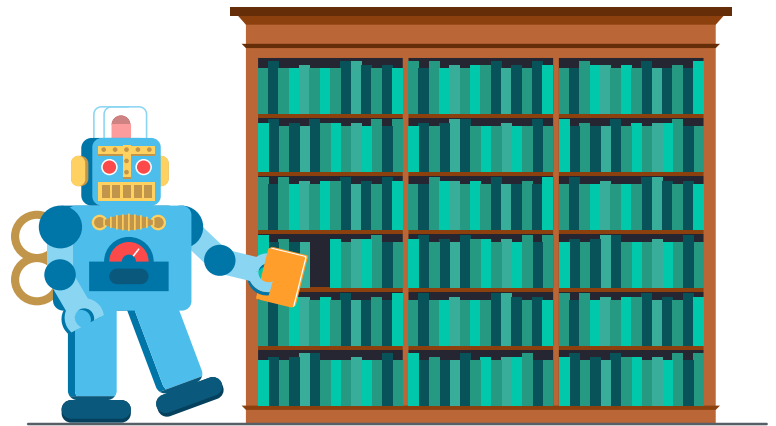
Where can I find my Page Authority?

While a website has a single Domain Authority score for the entire domain, each individual page has its own Page Authority score. Your Page Authority can be found in Link Explorer by searching via the "Exact URL" option. On the results page, you'll see your current score at the top and how your score has changed over the last 12 months on the graph down below.

From the "Metrics over time" view below, we can assume that between March and May 2020, this post likely saw an increase of high-quality links or other positive link-related indicators that caused an increase to its PA score.

Page Authority is also present across Moz Pro in Campaigns and a few other Moz research tools to help you gauge the strength of the pages competing on the SERP.

Metrics over time ⊘

○ Domain Authority ◉ Page Authority ○ Linking Domains
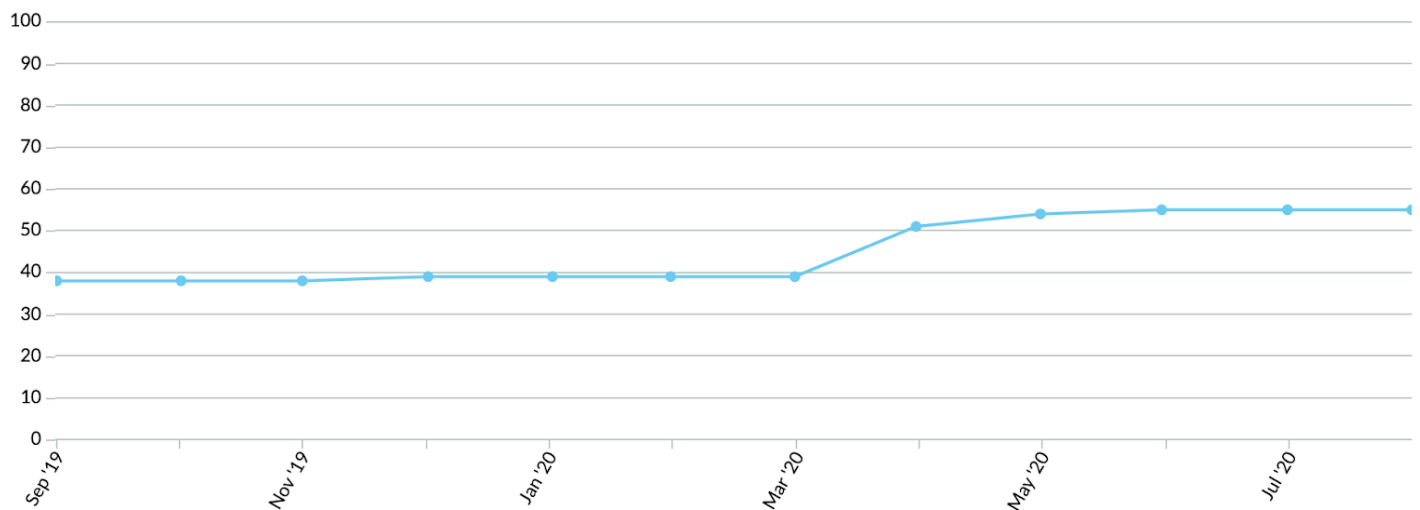
Why is Page Authority important?

Page Authority was created to help SEOs and business owners get a better view of how specific pages on their sites improve or decline over time. For most websites, there are a few blog posts or informational pages that drive the most revenue. By tracking the Page Authority of both top-performing pages and very low-performing pages, we can determine what the top pages are doing right and strategically improve the pages that need attention.

Page Authority is a "spot check" that lets you track your site's chances of ranking for a specific page over time. Many SEOs are given the long-term responsibility of improving specific pages, and PA tracks progress that can be presented to stakeholders. Tracking Page Authority scores for particular URLs can help you more accurately judge the value of a page, the impact of your SEO efforts, and where continued improvements can be made.

Page Authority can also help draw inferences about other metrics for our pages and competitors. For example, in looking at a competitor's blog post, we can toggle between different "Metrics over time": Domain Authority, Page Authority, and Linking Domains.

The blog post's timestamp states that it was updated in May 2020. This information correlates with an increase in linking domains as well. With this information, we could deduce that we might reasonably see an increase in linking domains for our comparable post if we updated it and ran a link building campaign.

We can also look at our "cornerstone" posts that cover the most relevant keywords for our site. If the "Metrics over time" view shows that Page Authority hasn't increased, we can include it in our queue of pages for which to begin outreach and link building efforts.

Metrics over time

○ Domain Authority ○ Page Authority ◉ Linking Domains
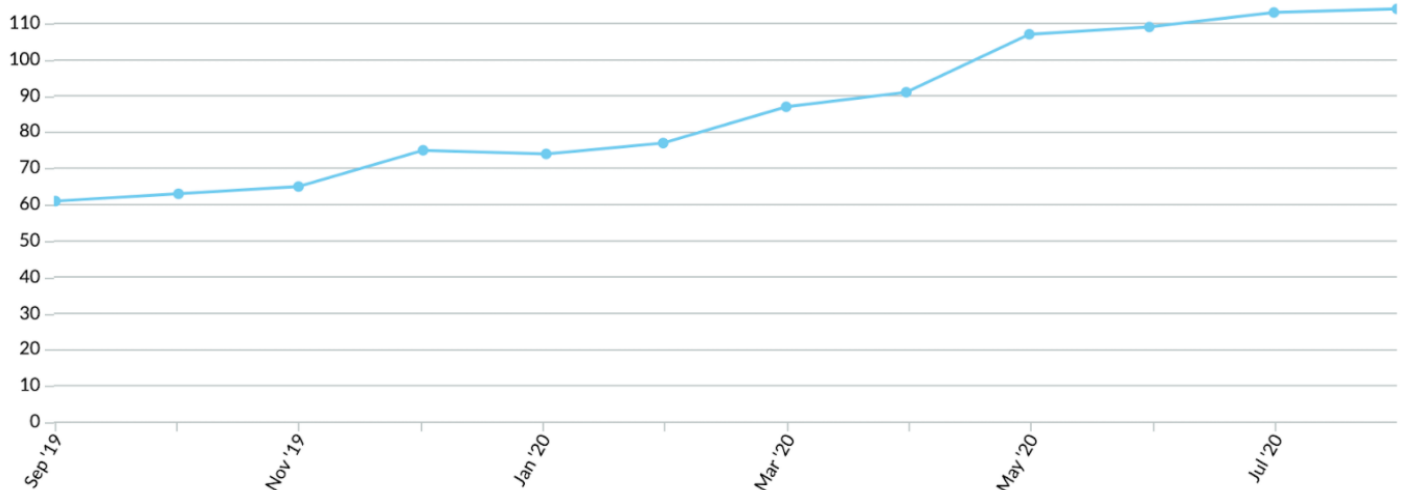
Page Authority vs. Domain Authority

While Domain Authority (DA) is often used to prove the value of a site in terms of purchasing domains or determining the value of a link from another site, Page Authority is not often used the same way. When a page is new, it will have some inherent authority tied to the domain it lives on; beyond that, though, each individual page ought to be content-rich and well-optimized to improve its chances of ranking. From that point on, link building efforts to drive high-quality links to the page in question will be the key driver for growing the page's PA score.

Domain Authority is a helpful metric to get a bird's-eye view of a site's ranking potential on the whole. Page Authority lets you track the performance of specific pages, such as landing pages, blog posts, and product or category pages. This page-specific metric gives you the ability to compare specific pages against competitors or other internal URLs.

While it can sometimes be challenging to move the needle on your site's Domain Authority, Page Authority can be a clearer metric to influence. By targeting a particular page and focusing on that page's link profile and development, you may more quickly and easily see improvements to the PA of that page.

Domain Authority   **Page Authority**

Focusing more on Page Authority scores for URLs you're working on can affect the actions of content development and link building in the following ways:

- Figuring out which pages need to be rewritten or improved

- Identifying which pages could benefit from a content refresh

- Recognizing which pages deserve link building attention

If a page has a low score, a steady score, or a low score compared to competitors, it should be included on the list to revise or investigate to see what could be improved.

A very actionable method for using PA to compare pages is with a simple SERP analysis. Search for your target keyword and dig into the results to better understand the pages that are ranking for that term. One way to do this is by using the MozBar to turn any SERP you're looking at into a treasure trove of SEO data, complete with PA, DA, and other link metrics.

You can also see a SERP analysis in Keyword Explorer by searching for the keyword of your choice, or in your Campaign within Analyze a Keyword. By taking a closer look at the authority scores of the ranking pages, you can quickly gauge what PA scores you might need to strive for. From there, it might be interesting to click into those ranking pages to check out the types of content they provide.
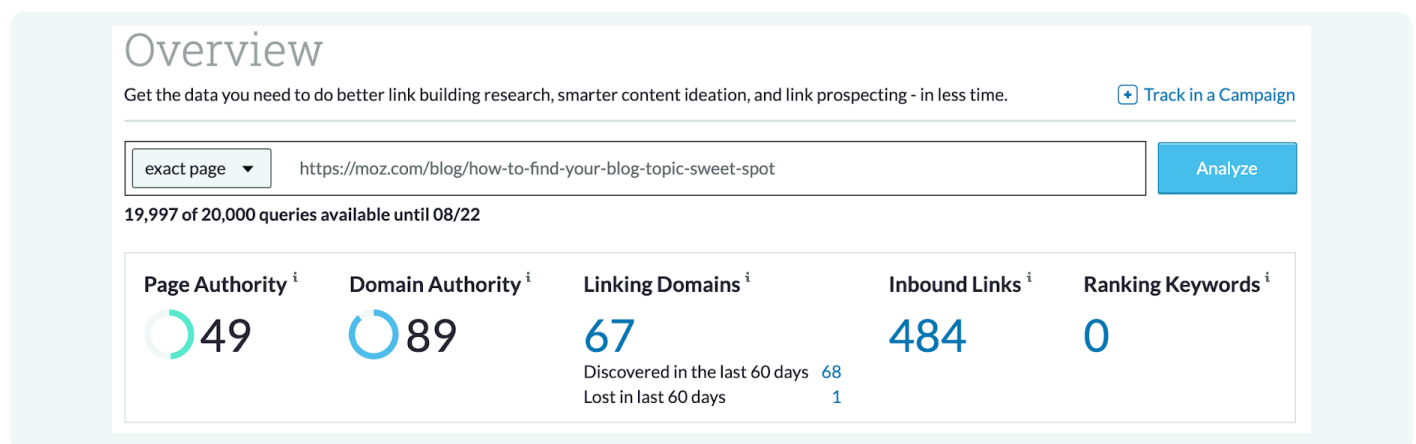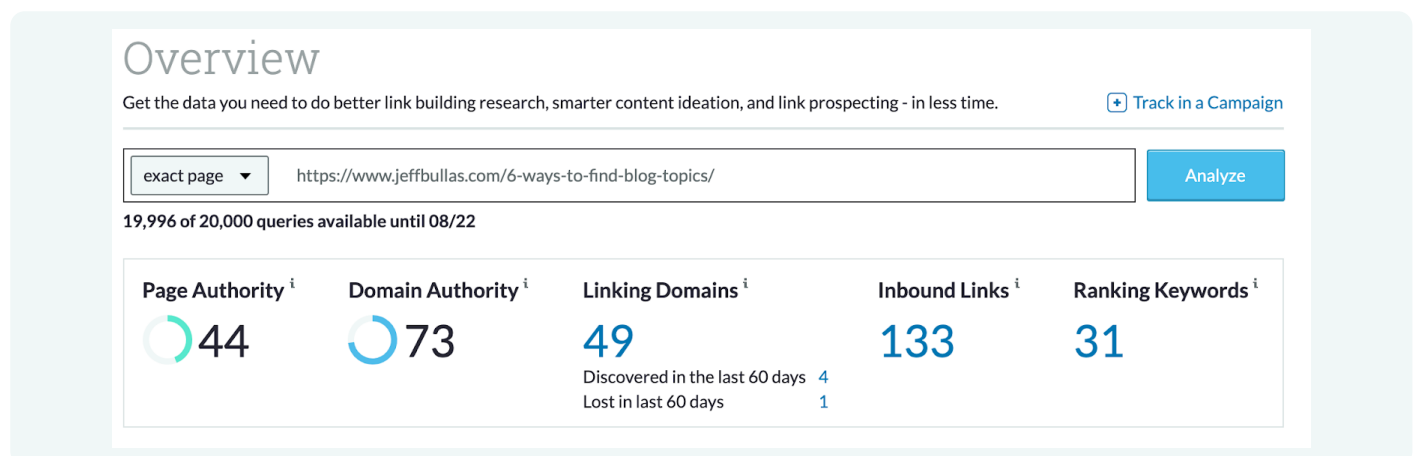
Page Authority Scores as KPIs

If you're having trouble explaining the value of SEO to your supervisor or other stakeholders, consider using Page Authority as a KPI for the specific pages you are working on. A scale from 1–100 is commonly used in all types of environments, so it won't be hard to properly showcase your effectiveness over time. **It's important to note, however, that this score should be weighed against competitors rather than used as an absolute metric.**

If two blog posts competing for a specific term have PA scores in the 20s but your blog post has moved from a PA of 25 to a PA of 35, you can demonstrate that the page has a higher score out of those sampled (and therefore has a higher likelihood of performing well in SERPs). For example, this post about "finding blog topics" has a Page Authority score of 49:

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

[+] Track in a Campaign

| exact page ▼ | https://moz.com/blog/how-to-find-your-blog-topic-sweet-spot | Analyze |

19,997 of 20,000 queries available until 08/22

Page Authority [i]	Domain Authority [i]	Linking Domains [i]	Inbound Links [i]	Ranking Keywords [i]
49	89	67	484	0
		Discovered in the last 60 days 68		
		Lost in last 60 days 1		

Let's compare this post to the competing post that has the #1 spot in the Google SERPs for "how to find blog topics":

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

[+] Track in a Campaign

| exact page ▼ | https://www.jeffbullas.com/6-ways-to-find-blog-topics/ | Analyze |

19,996 of 20,000 queries available until 08/22

Page Authority [i]	Domain Authority [i]	Linking Domains [i]	Inbound Links [i]	Ranking Keywords [i]
44	73	49	133	31
		Discovered in the last 60 days 4		
		Lost in last 60 days 1		

When comparing two posts, these metrics give us insights into how we can improve our page. We now know the following:

- The Moz post has a higher Page Authority score but isn't ranking for any related keywords.

- The post from jeffbullas.com was published in 2015 but still holds the #1 position for the keyword mentioned above, as well as ranking for 30 other keywords.

A good next step would be to identify other high-ranking posts for the target keywords and analyze what might be contributing to their strong SERP positions. We may need to refresh and optimize the content for the Moz post in order to see it rank for relevant keywords.

Because the Page Authority 2.0 algorithm will be retroactively applied to past data, you also have the opportunity to showcase your efforts across pages over time before you've decided to use it as an ongoing KPI metric. You can see how a URL's PA score has fluctuated over the last year and easily report on that progress. The retroactive availability of PA 2.0 data is helpful in many other additional instances:

- You get a new client or job, and metrics weren't being tracked previously.

- You're unsure what SEO and content efforts were done in the past.

- You need a starting point for tracking data performance after changes were made, like redirects or content improvements.

What's more, these scores are available for your pages and competitors and can function as an important KPI when it comes to competitive analysis. Page Authority can be a great metric to track alongside other page-specific metrics via Moz Pro and through your website analytics, such as traffic, revenue, leads, bounce rates, and clicks. By analyzing multiple points of data, you can better infer what needs to be done going forward, as well as understand what success factors may have contributed up to this point.
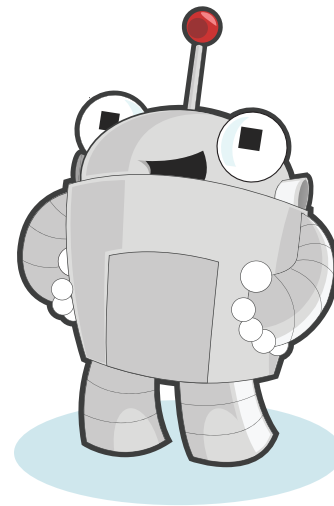
Page Authority 2.0 launches September 30, 2020. Ready to dive into link building? Log in to Moz Pro to get started.