How to Increase **Domain Authority** With SEO

What Is Domain Authority?

Domain authority (DA) is a metric developed by Moz that shows the reputation of a website ranking from 0 to 100. The greater your domain authority, the more likely you have a solid traffic base and high Google rank. This domain authority metric can assist businesses in determining where they'll rank on search engine results pages (SERP). It calculates a website's potential ranking by combining several channels, including linking root domains and the total number of links, into a single DA score. This score can be used to compare websites or to track a website's ranking strength over time. Thus, knowing your domain authority may assist you in developing or improving your SEO and marketing strategy.

Why Does The Domain Authority Matter?

Wondering what makes highly reputed sites such as Wikipedia and Forbes rank high in search engines? The No. 1 reason is that they have a higher domain authority than other sites. It, therefore, shows that domain authority is an important ranking factor. A study from Ahrefs found that there's a correlation between domain authority and SERP rankings. If you're a small

business looking to focus on a single metric that matters to your SEO strategy, then look no further than domain authority.

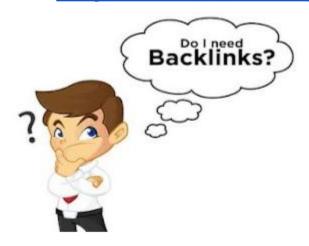# [SEO Backlink Service To Skyrocket Your Google Rankings](#)

Search engine optimization (SEO) refers to strategies that help your website rank higher in SERPs (Search Engine Results Pages), thus making your website more visible to those who're searching for your product or service via search engines, increasing chances for more conversions. In short, SEO drives two things — rankings and visibility. At Nugget Global, we offer Super Powerful backlinks that can skyrocket your Google rankings, and generate more visitors, leads, and sales for your business.

What Are Backlinks
Backlinks (also known as "inbound links") are links from one website to a page on another website. Backlinks are a crucial feature of SEO as they help you build the domain and page authorities of your website that directly contribute to the rankings of search results. SEO and backlinks always go together, just like bread and butter. You can't have one without the other (Well, you can — but they don't taste that great on their own). For this reason, any conversation about SEO involves backlinks in one way or another. Backlinks are links on another website that direct back to your website. Backlinks are a crucial feature of SEO as they help you build the domain and page authorities of your website that directly contribute to the rankings of search results.

Why Are Backlinks Important

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1. **Improve Your Rankings** : Backlinks are important in terms of SEO because Google will give more credit to websites that have a good number of quality backlinks and will make these websites more valuable than the others on SERPs. Further, backlinks represent a "vote of confidence" from one website to another. So, links from another website to your website are a signal to the search engines that others vouch for your content, and search engines will infer that your content is worth linking to, and should, therefore, rank better on SERPs.

2. Faster Indexing
Why Is SEO Important For Your Business : The overwhelming majority of online experiences begin with a search engine. Search engines have only one objective – to provide you with the most relevant results possible concerning your search query. On Google alone, there are over 695,000 searches conducted every second. In other words, for every second that your website isn't indexed on Google, you're potentially missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially purchase your product or service.