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## What Is Domain Authority?

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Domain Authority is a score which measures a domain's authority on a **logarithmic scale from 0 to 100**. A score means the domain is likely to be dominant in search results. This metric is calculated and published by SEO Company called SEOMoz.

At Sunburnt we prefer <u>Blekko Rank</u> which uses a **linear scale** that makes it easier to interpret.

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