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## What Is Google PageRank?

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Google PageRank (PR) is a score from **0 to 10** that reflects the authority of a page based on the number and authority of links to that page. The score is **logarithmic** such that PR7 has roughly 8 times more authority than PR6 (which has 8 times more authority than PR5).

The data which Google releases publicly is often **several months old and inaccurate**. It is not the same data used to rank websites. It is still useful as a **very broad estimate** of a page's authority.

Note, there is no "Domain PageRank", but often the PageRank of a domain's homepage is used as an estimate of an entire domain's authority.

Although our [SEO Toolbar](#) shows both PageRank and [Blekkio Rank](#), we prefer to use [Blekkio Rank](#) because it is much fresher and uses a linear scale which is simple to interpret.

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