DR

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

DR stands for Domain Rating. It is a links metric created by the marketing platform, ‘Ahrefs’ to define the authority and ranking potential a website holds. A similar metric to this is DA, or Domain Authority which was created by Moz, another marketing platform. The higher the domain rating, the more authority and ranking potential a website has.

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