

# UR

## Summary

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

## Definition

UR stands for URL Rating. It is a link metric created by the marketing platform Ahrefs to define an individual URL's authority and ranking potential. A similar metric to this is PA, or Page Authority, which was created by Moz, another marketing platform. The higher the URL rating, the more authority and ranking potential a page has. UR is a counterpart to Ahrefs' other link metric, 'DR'.

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