



artifex®

# *Improve Your* **DOMAIN AUTHORITY**

Learn the 10 steps to  
skyrocket your Domain  
Authority and dominate  
the digital landscape.

ATTRACT

CONVINCE

CONVERT

ENGAGE

# 10 STEPS

## To a Higher Domain Authority on your site

### Step 1: Assess Your Current Domain Authority

- Check your website's current Domain Authority using [Moz's Open Site Explorer](#) or a similar tool.
- Note your current Domain Authority score for reference.

### Step 2: Conduct a Comprehensive [SEO Audit](#)

- Perform a thorough [SEO audit](#) of your website to identify issues and areas for improvement.
- Address on-page SEO factors like meta tags, headings, and keyword optimization.
- Check for broken links and fix them.
- Ensure your website is mobile-friendly and loads quickly.

### Step 3: Create High-Quality, Relevant Content

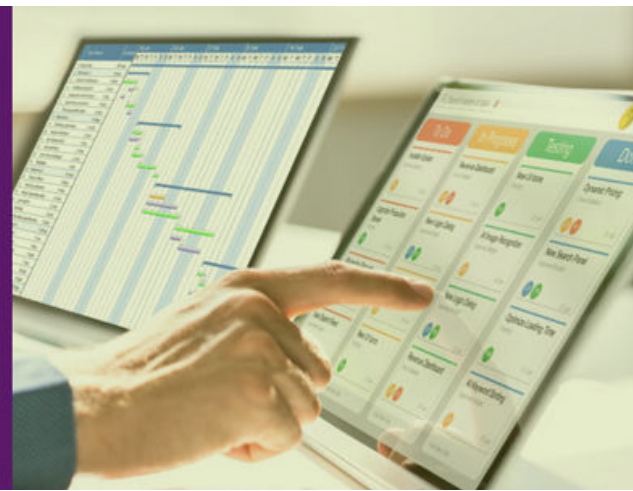
- Develop a content strategy that focuses on creating valuable, engaging, and relevant content.
- Regularly publish well-researched articles, blog posts, and other content.
- Optimize your content for target keywords while maintaining natural readability.
- Encourage social sharing and engagement with your content.

— DO YOU WANT YOUR WEBSITE —

TO APPEAR ON THE  
**FIRST PAGE?**

GET YOUR FREE SEO AUDIT

GO TO > [HTTPS://ARTIFEXSTUDIO.COM.AU/REVIEW/SEO/](https://artifexstudio.com.au/review/seo/)



# 10 STEPS

## To a Higher Domain Authority on your site

### Step 4: Build a Strong Backlink Profile

- Earn high-quality backlinks from authoritative websites.
- Disavow spammy backlinks that may harm your DA.
- Utilise guest posting and outreach to acquire backlinks from reputable sources.
- Monitor your backlink profile regularly.

### Step 5: Engage in Social Media Marketing

- Establish a strong presence on social media platforms.
- Share your content, engage with your followers, and encourage social signals.
- Consistently update and maintain your social media profiles.

### Step 6: Optimise Internal Linking

- Implement a sensible internal linking strategy to improve user experience and distribute link equity.
- Ensure that internal links are contextually relevant.
- Use descriptive anchor text for internal links.
- Encourage social sharing and engagement with your content.

— DISCOVER THE POWER OF BACKLINKS —

HOW THEY HELP YOUR WEBSITE

# RANK BETTER!

LEARN THE BENEFITS OF BACKLINKS

GO TO > [HTTPS://ARTIFEXSTUDIO.COM.AU/RESOURCES/SEARCH-ENGINE-MARKETING/WHAT-ARE-BACKLINKS/](https://artifexstudio.com.au/resources/search-engine-marketing/what-are-backlinks/)



# 10 STEPS

## To a Higher Domain Authority on your site

### Step 7: Improve Website User Experience

- Enhance website navigation and user-friendliness.
- Optimize page load times for a better user experience.
- Ensure your website is secure with HTTPS.
- Use structured data markup for rich snippets in search results.

### Step 8: Monitor and Analyze Your Progress

- Track changes in your Domain Authority using Moz .
- Check your website's search engine rankings & organic traffic.
- Use Google Analytics to gain insights into user behavior.
- Adjust your strategy based on the results and trends.

### Step 9: Be Patient and Persistent

- Improving Domain Authority is a long-term effort.
- Consistently apply best practices in SEO and content creation.
- Stay up-to-date with SEO trends and algorithm updates.

### Step 10: Seek Professional Help (if necessary)

- If you're unsure about certain SEO aspects or need expert guidance, consider hiring an SEO consultant or agency.
- Collaborate with professionals to accelerate your progress.

— FIND OUT WHY YOUR WEBSITE —  
**ISN'T GENERATING**  
**INQUIRIES!**

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