Flow Metrics vs Moz Metrics vs Page Rank

Today, MajesticSEO have launched a new set of metrics, based on iterative flow of data through links. I know I am not fooling anyone in the know that I am impartial – as I am Majestic SEO’s marketing director, but I’m also a MozPro user as well ☺

So I asked one of our team to go to a random Wikipedia article, take every third word, put the word into Google and select the third result 50 times. I then asked him to record the following data for every URL in his list, so we could all start comparing the new metrics with Moz metrics and with Page Rank. Here’s the resulting list with the following:

Correlation Tables with Page Rank summary:

|  |  |
| --- | --- |
| Domain Authority | .787 |
| Moztrust | .119 |
| MozRank | .014 |
| Citation flow | .814 |
| Trust flow | .746 |

Details:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| URL | Domain Authority | MozTrust | MozRank | CitationFlow | TrustFlow | Page Rank |
| http://prototype-window.xilinus.com/ | 63 | 5.96 | 4.71 | 41 | 29 | 4 |
| http://www.conorobrienracing.com/ | 15 | 5.48 | 3.03 | 19 | 18 | 2 |
| http://vintagetwists.co.uk/shop/ | 19 | 0 | 0 | 26 | 8 | 3 |
| http://www.native-instruments.com/#/en/products/producer/powered-by-kontakt/damage/ | 83 | 0 | 0 | 63 | 64 | 6 |
| http://www.beautiful-devon.co.uk/ | 47 | 5.98 | 4.78 | 41 | 45 | 4 |
| http://www.screenreader.net/ | 68 | 6.25 | 6.23 | 50 | 45 | 7 |
| http://www.midlandwheels.com/ | 32 | 5.94 | 5.77 | 34 | 23 | 2 |
| http://www.lovemycow.com/ourbeef.php | 24 | 5.42 | 2.72 | 10 | 12 | 1 |
| http://www.privatetheseries.com/private/ | 35 | 5.73 | 4.18 | 49 | 50 | 3 |
| http://www.rareteacompany.com/stockists/restaurants/ | 44 | 5.81 | 4.56 | 19 | 18 | 4 |
| http://www.wto.org/ | 94 | 6.58 | 6.62 | 65 | 74 | 8 |
| http://www.nationalgrid.com/UK/Community | 77 | 6.21 | 5.69 | 34 | 29 | 5 |
| http://www.decadesinc.com/press.shtml | 52 | 6.03 | 4.32 | 21 | 10 | 4 |
| http://www.combatsportsgroup.com/combat/pg\_GearCategory.php?int\_ProductGearType=7 | 46 | 5.8 | 4.87 | 17 | 20 | Unranked |
| http://eu.wiley.com/WileyCDA/Section/id-302257.html | 95 | 5.2 | 2.04 | 52 | 44 | 6 |
| http://www.accessallareas.org/main.html | 44 | 5.78 | 4.41 | 40 | 47 | 3 |
| http://www.pagepersonnel.co.uk/sitemap.html | 39 | 5.85 | 5.33 | 24 | 16 | 3 |
| http://www.undp.org/content/undp/en/home.html | 95 | 0 | 0 | 73 | 82 | 9 |
| http://www.historynet.com/heritage-travel-directory | 86 | 6.14 | 5.22 | 46 | 40 | 6 |
| http://thoughcowardsflinch.com/about-us/ | 52 | 5.8 | 3.97 | 27 | 20 | 4 |
| http://www.flow.com/Privacy | 64 | 5.99 | 4.95 | 38 | 46 | 4 |
| http://www.squintlimited.com/about/interior\_design/ | 48 | 5.85 | 4.2 | 22 | 13 | 3 |
| http://www.londonschool.com/news/ | 50 | 5.87 | 4.89 | 31 | 24 | 4 |
| http://www.webelements.com/iron/ | 86 | 6.13 | 5.2 | 54 | 53 | 6 |
| http://www.psychologytoday.com/basics/embarrassment | 91 | 6.14 | 4.57 | 29 | 20 | 5 |
| http://www.wwuk.org/wwukwolves.htm | 30 | 5.84 | 5.09 | 30 | 19 | 2 |
| http://www.alanhudson.net/what-hire-magician.htm | 39 | 0 | 0 | 32 | 26 | 2 |
| http://www.nomadwheelchairs.com/ | 32 | 5.78 | 0 | 29 | 22 | 3 |
| http://www.picture-ltd.com/#/tv | 35 | 0 | 0 | 40 | 37 | 4 |
| http://www.planetrock.com/events/ | 62 | 5.84 | 5.2 | 47 | 33 | 4 |
| http://www.differentrecordings.com/ | 36 | 5.9 | 4.04 | 42 | 22 | 4 |
| http://dcmidnight.com/ | 30 | 5.25 | 2.65 | 29 | 21 | 3 |
| http://www.shacklewellarms.com/ | 39 | 5.94 | 4.63 | 34 | 27 | 3 |
| http://www.mettricksbutchers.co.uk/my\_points\_help.php?osCsid=v6gktmu3199c6291jdql8hfe32 | 34 | 5.72 | 4.38 | 27 | 11 | 2 |
| http://running.sweatshop.co.uk/nav/cat1/mensrunningclothing/0 | 60 | 5.95 | 4.75 | 34 | 28 | 3 |
| http://www.opodo.co.uk/opodo/flights/flights? | 73 | 5.9 | 4.77 | 38 | 34 | 4 |
| http://www.gateinstaller.co.uk/wrought\_iron\_gates/whybuy.html | 33 | 5.79 | 4.87 | 28 | 19 | 1 |
| http://www.emeraldm3d.com/rolling-road | 35 | 5.63 | 4.29 | 19 | 14 | 1 |
| http://rainbowmotorcycles.com/search.php | 25 | 5.64 | 4.16 | 17 | 8 | 2 |
| http://www.portmeirion-village.com/content.php?nID=123;lID=1 | 61 | 5.98 | 0 | 39 | 45 | 4 |
| http://www.farrow-ball.com/colours/paint/fcp-category/list | 69 | 5.92 | 5.19 | 24 | 18 | 4 |
| http://www.hills-homes.co.uk/ | 14 | 5.75 | 3.93 | 25 | 23 | 3 |
| http://www.manukahoney.co.uk/howtouse.html | 45 | 5.77 | 4.2 | 43 | 51 | 2 |
| http://www.strangemag.com/ | 57 | 5.85 | 4.37 | 40 | 46 | 5 |
| <http://www.justeternityrings.co.uk/eternity-rings-full/18ct-white-gold-full-eternity-rings.html> | 23 | 5.65 | 4.32 | 0 | 0 | 0 |
| http://www.weatherwizkids.com/weather-wind.htm | 72 | 6.12 | 5.15 | 48 | 24 | 5 |
| http://www.thisiszone.com/people | 1 | 0 | 0 | 32 | 30 | 4 |
| <http://www.satellite-evolution.com/group/site/> | 38 | 5.87 | 4.88 | 35 | 23 | 4 |
| http://www.flashearth.com/ | 76 | 6.11 | 5.37 | 60 | 65 | 7 |
| http://www.bellway.co.uk/special-offers | 50 | 5.96 | 5.89 | 29 | 34 | 3 |
|  |  |  |  |  |  |  |
| Correlation with PageRank | .787 | .119 | .014 | .814 | .746 |  |

The strongest correlation is Citation flow in our study, even though Citation flow does not try to emulate Page Rank. Domain Authority comes in a close second, but at a URL level there really is no competition. Trust flow is not aiming to correlate with Page Rank but it is interesting to look for yourself to see sites with a high Domain Authority or Citation flow but with low Trust flows. Trust flow is something new – and very enlightening.