Your Moz backlink guide

Moz · Built with Datapipe

Start with the overview. Then see which domains, anchors and pages link to you.

Explore the report

01 Overview
Domain Authority, linking pages and linking domains by month.

02 Linking domains
Your strongest linking domains and your top anchors.

03 Top pages
Your strongest pages and the links behind them.

Use your own data

1 Add Moz as a data source in Datapipe.
Enter your Moz API token and your domain.

2 Create this dashboard.
Choose your Moz data source and authorize Google Sheets.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook weekly.

Read the numbers correctly

Linking pages count the pages on other sites that link to your domain; linking domains count the root domains those pages are on.

Monthly totals are levels, not sums: each point is the profile Moz reported that month.

Domain Authority is Moz's own 1-100 score; compare it over time, not with other tools. Lists show your top 50 linking domains by Domain Authority, your top 25 anchors and your 25 strongest pages by Page Authority.

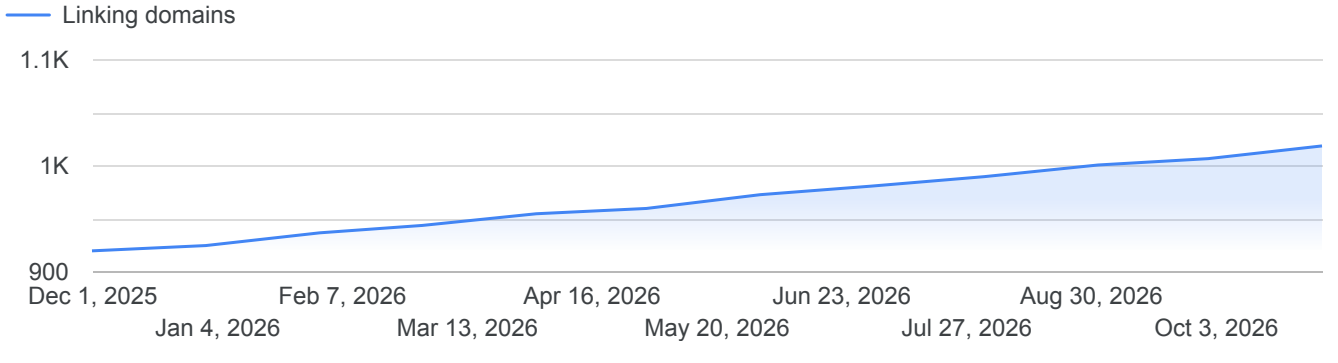
Sample data · December 2025–November 2026.

Backlink overview

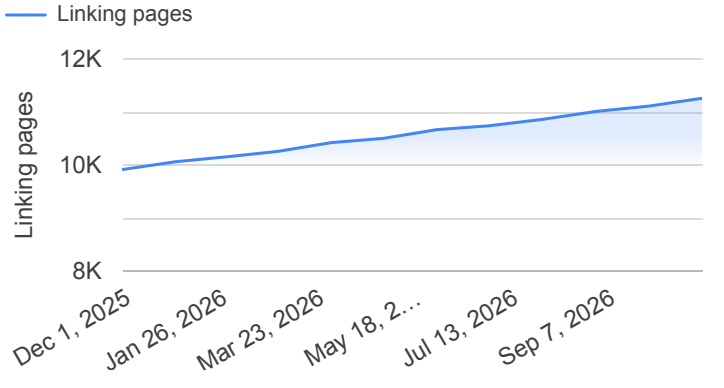
Moz · Built with Datapipe

Linking domains	Linking pages	Domain Authority	Spam Score
1,018	11,240	34	3

Linking domains by month



Linking pages by month



Monthly link profile

	Date ▾	Linking domains	Linking pages
1.	Nov 1, 2026	1,018	11,240
2.	Oct 1, 2026	1,006	11,091
3.	Sep 1, 2026	1,000	10,993
4.	Aug 1, 2026	989	10,843
5.	Jul 1, 2026	980	10,721
6.	Jun 1, 2026	972	10,649
7.	May 1, 2026	959	10,484
8.	Apr 1, 2026	954	10,404
9.	Mar 1, 2026	943	10,238
10.	Feb 1, 2026	936	10,141

1 - 10 / 12

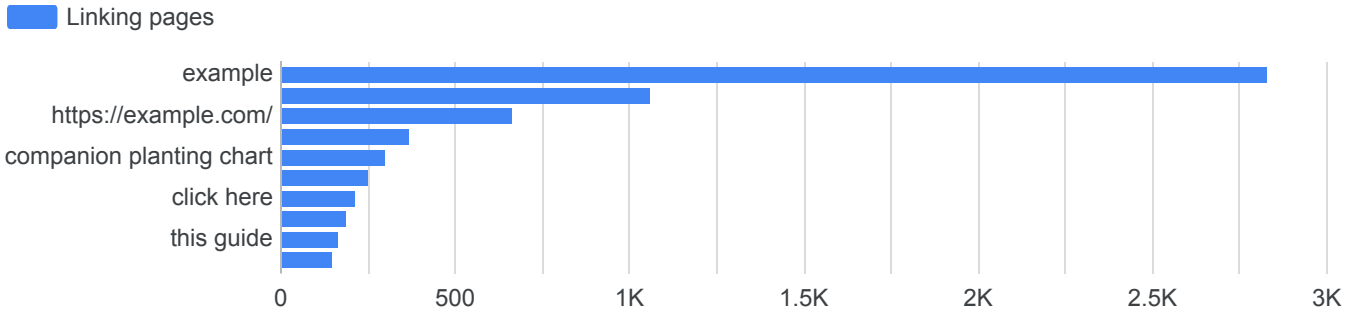
Monthly totals for your domain as Moz reports them. Moz counts linking pages and linking root domains, not individual links.

Linking domains and anchors

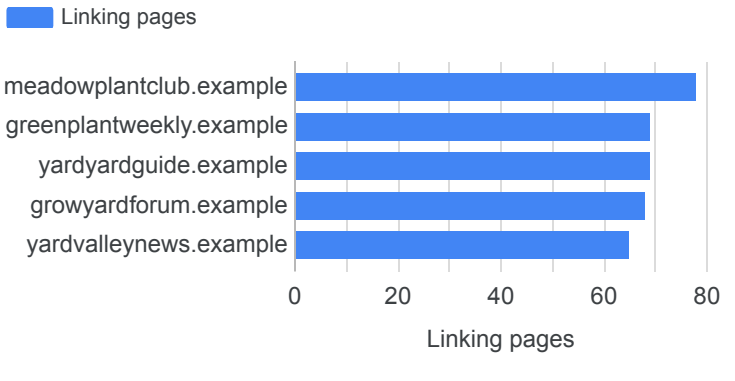
Moz · Built with Datapipe

Top linking domains	Their linking pages	Top anchors	Their linking pages
50	974	25	7,406

Top anchors by linking pages



Top linking domains by linking pages



Top 50 linking domains

	Linking domain	Linking pages ▾	Domain Authority	Spam Score
1.	meadowplantclub.example	78	29	5
2.	greenplantweekly.example	69	21	1
3.	yardyardguide.example	69	11	0
4.	growyardforum.example	68	14	2
5.	yardvalleynews.example	65	15	1
6.	petalpetalguide.example	53	23	5
7.	yardgreenreview.example	49	31	0
8.	ferngrowdigest.example	49	37	0
9.	valleysproutdigest.example	44	20	0
10.	leafleafreview.example	43	19	16

1 - 10 / 50

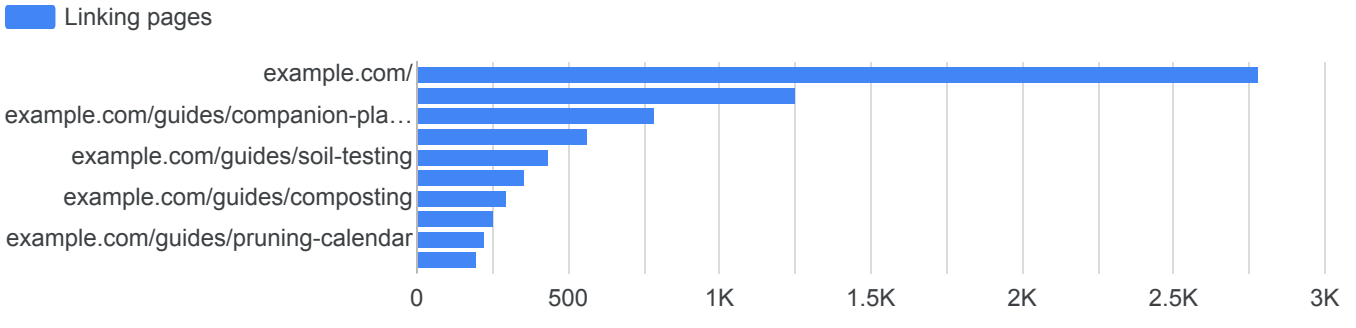
Your domain's top 50 linking domains and top 25 anchors, as Moz reports them. Domain Authority and Spam Score are Moz's own scores for each linking domain.

Top linked pages

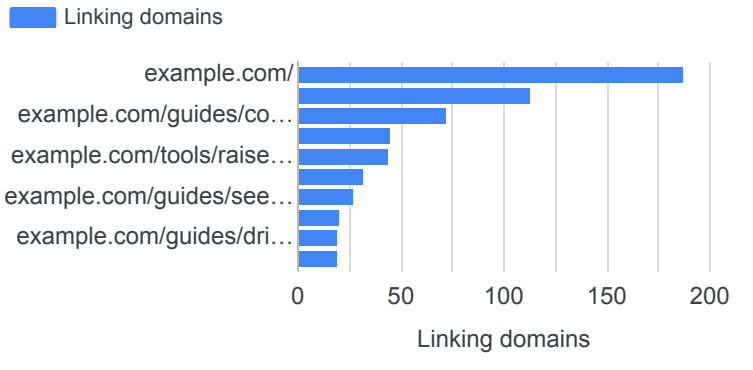
Moz · Built with Datapipe

Top linked pages	Their linking pages	Most-linked page	Most linking domains
25	8,753	2,780	187

Top pages by linking pages



Top pages by linking domains



Top linked pages

	Page	Page title	Linking pages ▾	Linking domains	HTTP status
1.	example.com/	Example: Garden planning tools and guides	2,780	187	200
2.	example.com/tools/frost-dates	Frost date calculator	1,252	113	200
3.	example.com/guides/companion-planting	Companion planting chart	785	72	200
4.	example.com/tools/raised-bed-planner	Raised bed planner	564	44	200
5.	example.com/guides/soil-testing	How to test garden soil	436	45	200
6.	example.com/guides/seed-starting	Seed starting schedule	354	27	200
7.	example.com/guides/composting	Composting for beginners	296	32	200
8.	example.com/charts/vegetable-spacing	Vegetable spacing chart	254	18	200
9.	example.com/guides/pruning-calendar	Pruning calendar	222	20	200
10.	example.com/guides/drip-irrigation	Drip irrigation guide	196	19	200

1 - 10 / 25

Your 25 strongest pages by Moz Page Authority, sorted by linking pages. HTTP status is the response Moz got when it last crawled the page.