

# 5 Secrets: How to Execute Lean SEO to Increase Qualified Leads



Britney Muller

*SEO & Content Architect, Moz*

@BritneyMuller





# 5 Moz SEO Secrets

**Britney Muller**  
**SEO & Content Architect**



@BritneyMuller







Say Hi to my Dumpster Brother or Mom  
if you see them!

A Secret: something that is not properly understood; a mystery.

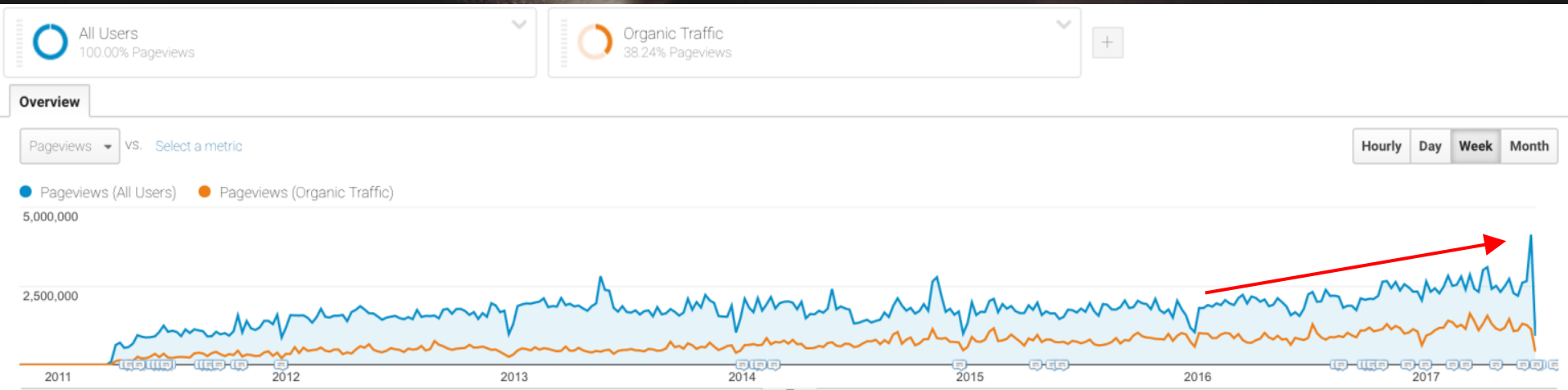


[What Secrets Is Your Website Hiding?]





# What Secrets Is Your Website Hiding?



# Curiosity







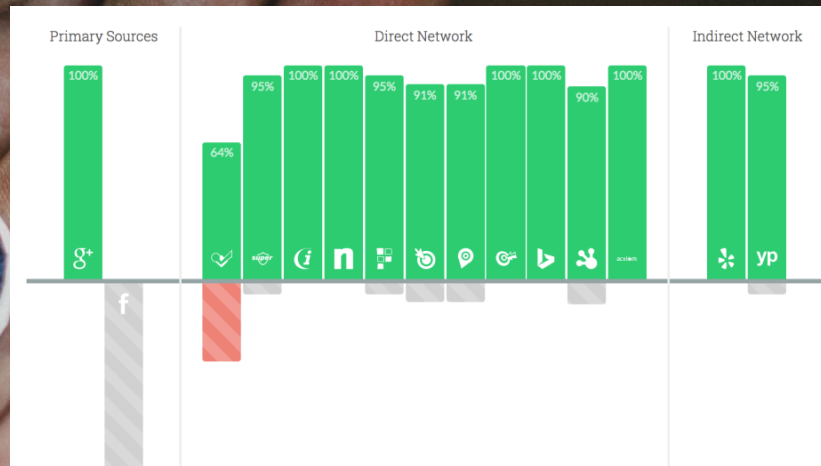
How I got to Moz

# What is True North?





# Macro: Moz Pro & Moz Local Signups





# Micro: Free Trials & Check Listings



**Start My Free 30-Day Trial**

**MOZ**  
PRO

Can your customers find you online?

Check your listings on Google, Bing, and other local search engines.

**Check my Listing**

**MOZ**  
LOCAL

# 360-Degree Aerial View



# Mozzers immediately jumped in to help

## Blocked Resources

Blocked Resources > <https://312-ct.c3tag.com>

Rendering without certain resources can impair the indexing of your web pages. [Learn more.](#)

Status: 8/23/16

8,588 Pages with blocked resources



Contains

Filter

Blocked resource

Pages affected

1	<a href="https://312-ct.c3tag.com/c3metrics-312.js">https://312-ct.c3tag.com/c3metrics-312.js</a>	8,588	>>
2	<a href="https://312-ct.c3tag.com/c3metrics-312.js?c3_type=4">https://312-ct.c3tag.com/c3metrics-312.js?c3_type=4</a>	1	>>

Download

Show

10 rows

1 - 2 of 2

< >



Phu Bui  
Aug 30, 2016

Resolve

Ooo. That's a tag from an attribution vendor we're no longer using. Would be good to remove that as we don't need it anymore.



Nick Sayers  
Aug 30, 2016

Is this something we need to submit to inbound engy?

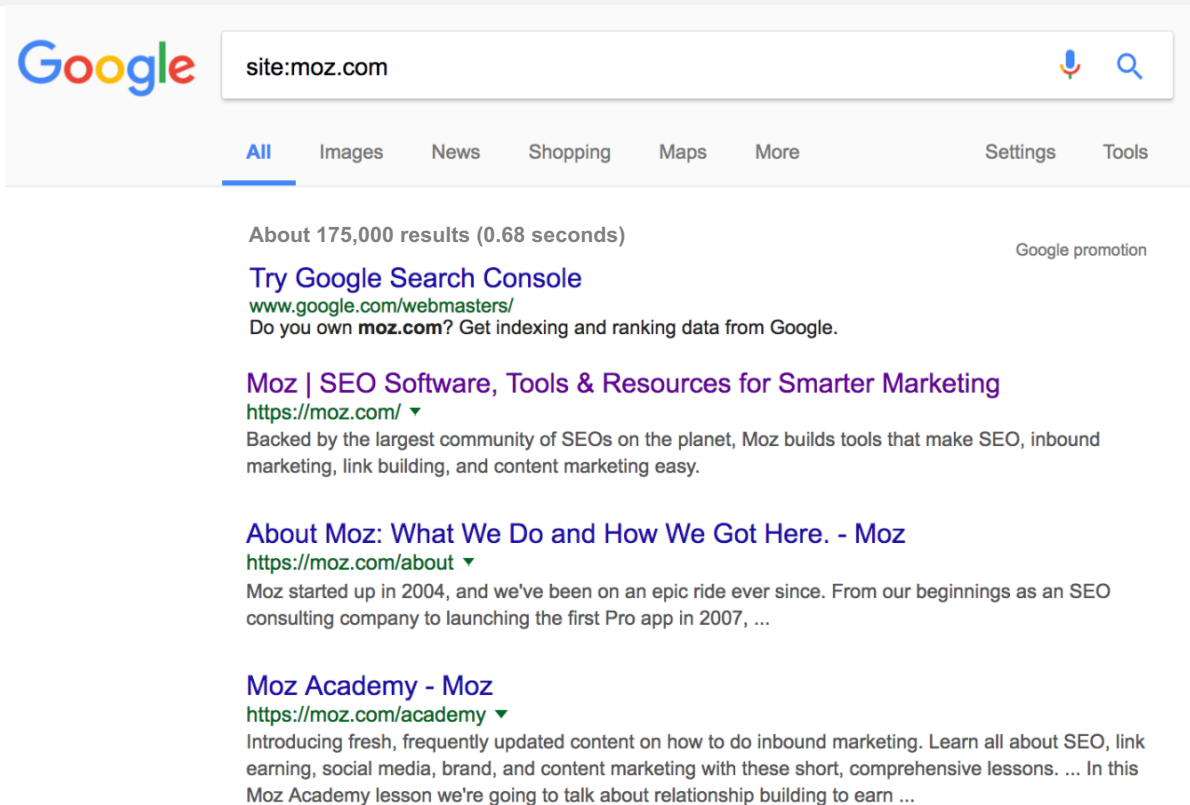
[Show all 4 replies](#)



Phu Bui  
Aug 30, 2016

Ah. My bad. This is implemented in DTM. I'm cleaning it out now!

# ~175,000 Indexed Pages



The image is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text 'site:moz.com'. To the right of the search bar are a microphone icon and a magnifying glass icon. Below the search bar is a horizontal menu with the following items: 'All' (which is underlined in blue), 'Images', 'News', 'Shopping', 'Maps', 'More', 'Settings', and 'Tools'. Below the menu, the search results are displayed. The first line of results says 'About 175,000 results (0.68 seconds)' on the left and 'Google promotion' on the right. Below this is a link 'Try Google Search Console' in blue, followed by the URL 'www.google.com/webmasters/' in green, and the text 'Do you own **moz.com**? Get indexing and ranking data from Google.' Below this is another link 'Moz | SEO Software, Tools & Resources for Smarter Marketing' in purple, followed by the URL 'https://moz.com/' in green with a small downward arrow. Below this is the text 'Backed by the largest community of SEOs on the planet, Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy.' Below this is a link 'About Moz: What We Do and How We Got Here. - Moz' in blue, followed by the URL 'https://moz.com/about' in green with a small downward arrow. Below this is the text 'Moz started up in 2004, and we've been on an epic ride ever since. From our beginnings as an SEO consulting company to launching the first Pro app in 2007, ...'. Below this is a link 'Moz Academy - Moz' in blue, followed by the URL 'https://moz.com/academy' in green with a small downward arrow. Below this is the text 'Introducing fresh, frequently updated content on how to do inbound marketing. Learn all about SEO, link earning, social media, brand, and content marketing with these short, comprehensive lessons. ... In this Moz Academy lesson we're going to talk about relationship building to earn ...'.

Google

site:moz.com

All Images News Shopping Maps More Settings Tools

About 175,000 results (0.68 seconds) Google promotion

[Try Google Search Console](#)  
[www.google.com/webmasters/](https://www.google.com/webmasters/)  
Do you own **moz.com**? Get indexing and ranking data from Google.

[Moz | SEO Software, Tools & Resources for Smarter Marketing](#)  
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Moz started up in 2004, and we've been on an epic ride ever since. From our beginnings as an SEO consulting company to launching the first Pro app in 2007, ...

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# ~800,000 Organic Users / Month



Organic Traffic  
55.37% Users



+ Add Segment

Jul 1, 2015 - Jun 30, 2016 ▾

## Overview

Users ▾

VS. [Select a metric](#)

Hourly

Day

Week

Month

● Users

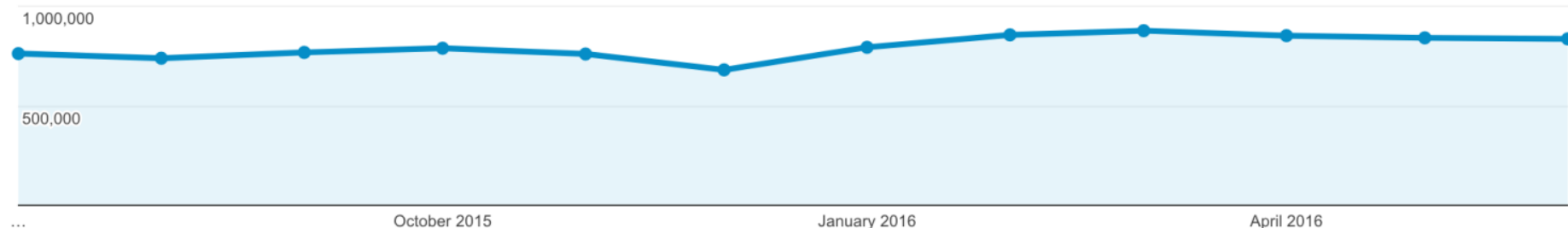
1,000,000

500,000

October 2015

January 2016

April 2016





12X

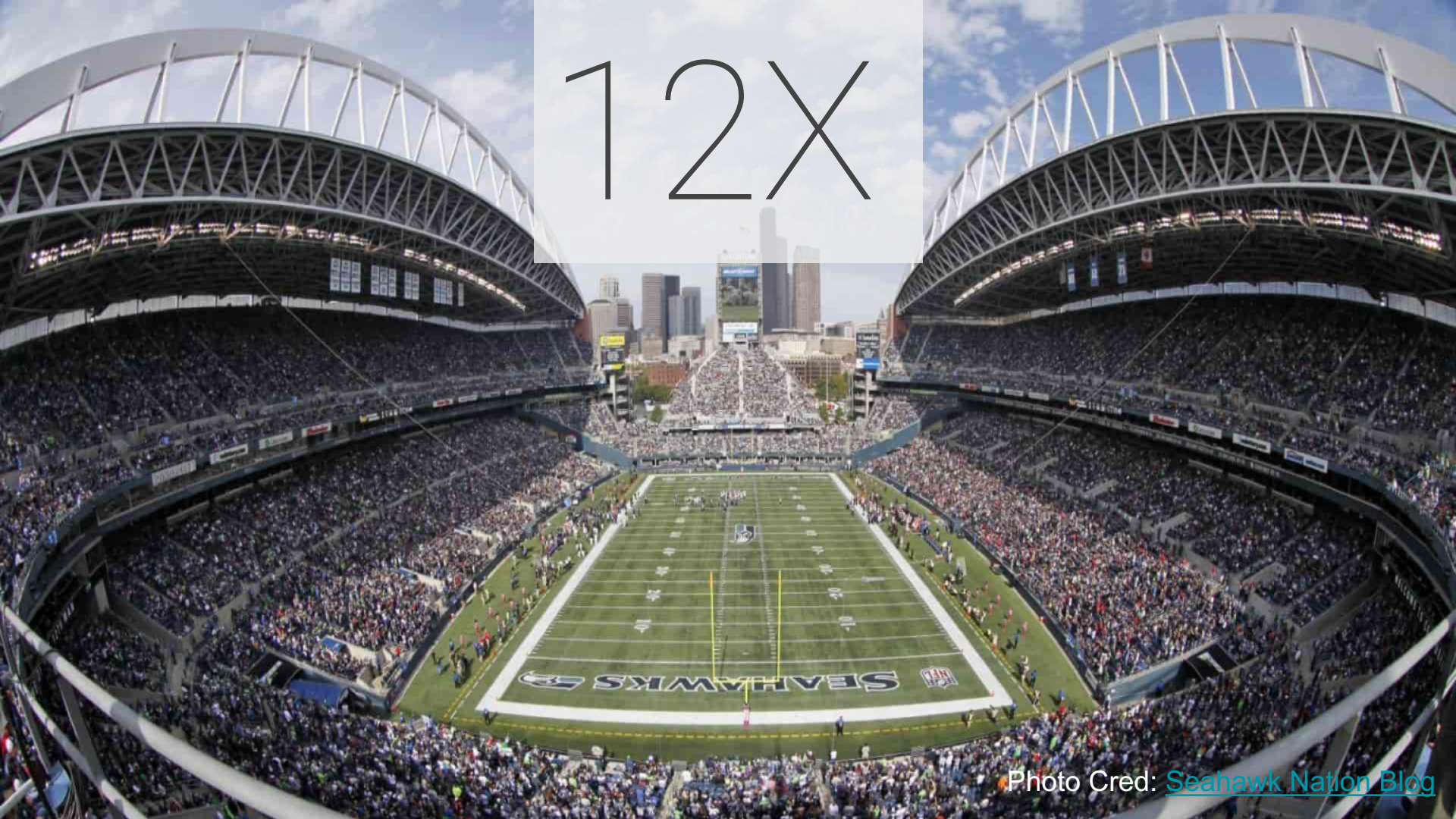



Photo Cred: [Seahawk Nation Blog](#)

# Home page DA & PA: 89

## Moz: SEO Software, Tools and Resources for Better Marketing

<https://moz.com/> ▼ Moz ▼

Backed by industry-leading data and the largest community of SEOs on the planet, **Moz** builds tools that make inbound marketing easy. Start your free trial today!

1) PA: 89  19,391 links

DA: 89 



Link  
Analysis



### Moz Blog

The Moz inbound marketing and SEO blog provides tips, tricks ...

### SEO

New to SEO? Need to polish up your knowledge?

### Moz Tools

Moz Analytics - Rank Tracker - Keyword Difficulty - Crawl Test

### Moz Pro

SEO Tools - Moz Pro - Moz Pro Pricing - Mozscape API - ...

### About Moz

The Moz Team - Tagfee - Moz Jobs - Contact Us - ...

### Log in

Account Email. Forgot Password? Password. Remember Me ...

# No pressure, right?

....I probably sweat through that shirt and had to change later.





# The Top 5 Moz Secrets [Journey]



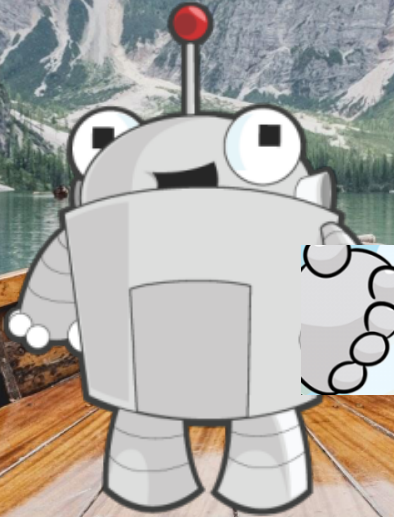


# The Top 5 Moz Secrets [Journey]






# The Top 5 Moz Secrets [Journey]



## Moz Results One Year Later






#1

Our website had 70,000+ pages  
of crap!

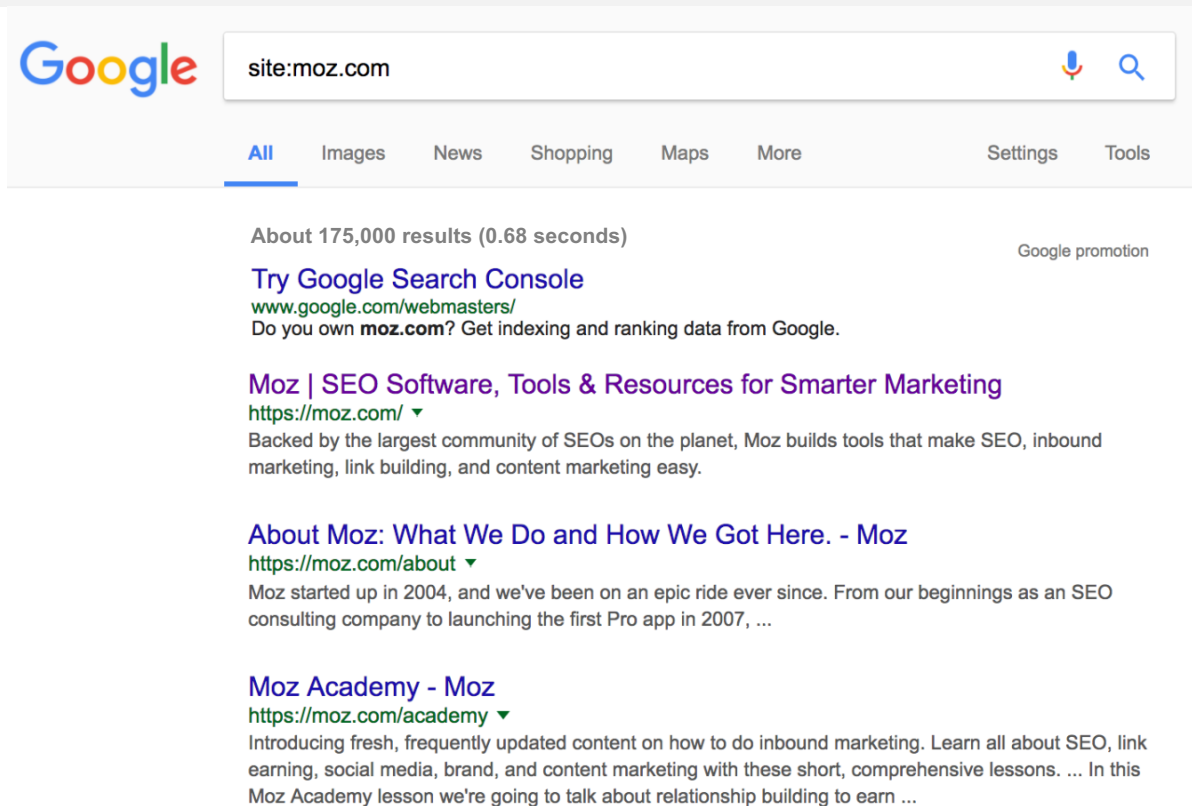




# #1

Our website had 70,000+ pages  
of INDEXED crap!

# ~175,000 Indexed Pages



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Google

site:moz.com

All Images News Shopping Maps More Settings Tools

About 175,000 results (0.68 seconds) Google promotion

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Do you own **moz.com**? Get indexing and ranking data from Google.

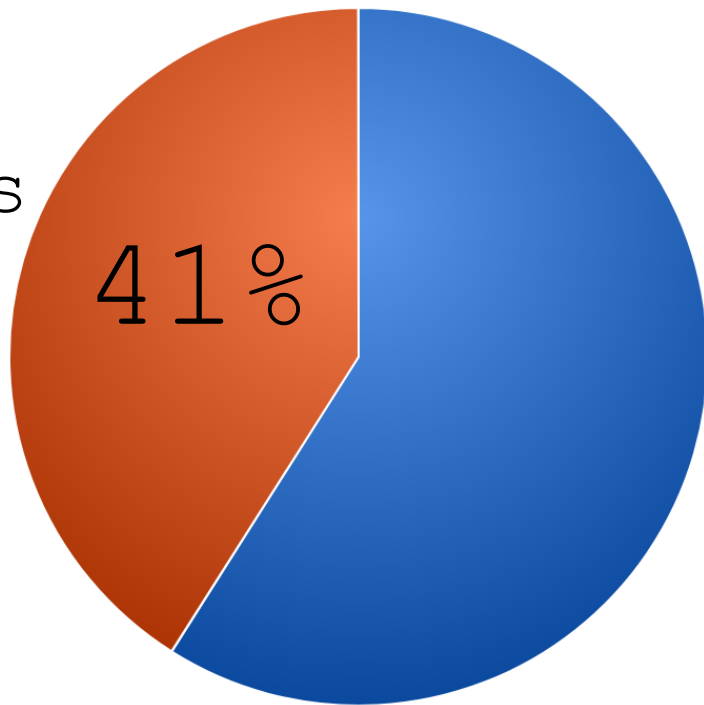
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# ~175,000 Indexed Pages

Community  
Profile Pages







**Barack Obama**

2 months ago

Amazing ans useful guide. This is one content. But Amazing information and Knowledge...

[Edit](#) [Delete](#)



2



2



[Reply](#)



**Tom Capper**

2 months ago

Wow! Barack Obama? I'm glad to see you've got a back up career lined up for post-presidency life.

[Edit](#) [Delete](#) Tom.Capper edited 2 months ago



10



0



[Reply](#)



**rishita desai**  
+20 MozPoints

SEO Manager at Delhi Modelling in  
Delhi

[User Settings](#)[Subscription](#)[MDW](#)

## Profile Information [EDIT](#)

I am model and working as an seo in delhi

### Vital Stats

MozPoints: 20  
Level: Aspirant  
Community Rank: Unranked  
Thumbs Up: 0  
Last Activity: on 3/17/2017  
Member Since: 3/14/2017

Full Name	rishita desai
Display Name	rishitadesai
Job Title	SEO Manager
Company	Delhi Modelling

Type of Work	Agency
Location	Delhi
Favorite Thing About SEO	Linking
Favorite Topics	Advanced SEO, Design, On-page SEO, Search Engines

Referring pages LIVE INDEX 6,401 <sup>i</sup>





**rishita desai**  
+20 MozPoints

SEO Manager at Delhi Modelling in  
Delhi

[User Settings](#)[Subscription](#)[MDW](#)

## Profile Information [EDIT](#)

I am model and working as an seo in delhi

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Full Name	rishita desai
Display Name	rishitadesai
Job Title	SEO Manager
Company	Delhi Modelling

Type of Work	Agency
Location	Delhi
Favorite Thing About SEO	Linking
Favorite Topics	Advanced SEO, Design, On-page SEO, Search Engines

Metric to determine quality.

Hypothesis:

Meta Noindexing profiles <200  
MozPoints will:



**Eliminate many thin/spammy  
pages & add value** to primary pages.

~71,500 →





~71,500 → ~1,490



site:moz.com/community/users/



All

Images

News

Shopping

Maps

More

Settings

Tools

About 1,490 results (0.49 seconds)

Google promotion

### Try Google Search Console

[www.google.com/webmasters/](https://www.google.com/webmasters/)

Do you own **moz.com/community/users**? Get indexing and ranking data from Google.

### Moz Top Ranked Members - Moz

<https://moz.com/community/users> ▼

Meet our top-ranked community members. Wondering how you can make it to the top? All you have to do is join the conversation.

### Matthew Barby's Profile - Moz

<https://moz.com/community/users/393029> ▼

View Matthew Barby's profile, blog posts, and comments in the Moz Community. Join today and connect with your fellow inbound marketers like Matthew Barby!



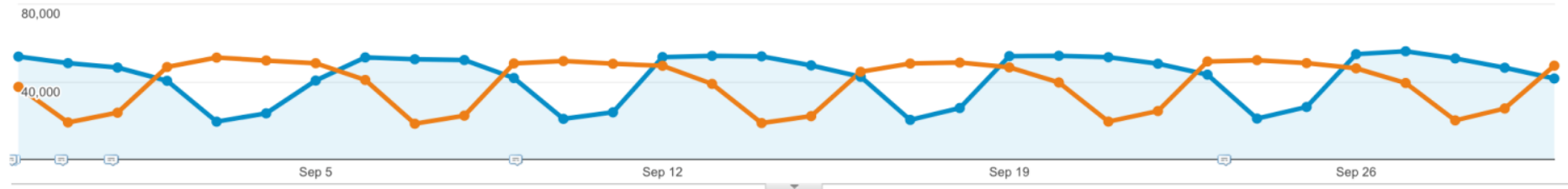
Result:

**This eliminated many  
thin/spammy pages & added  
value.**

# Organic Users ↑ 8.97% the following month

Aug 30, 2016 - Sep 30, 2016: ● Users

Jul 29, 2016 - Aug 29, 2016: ● Users



Users

Organic Traffic

8.97%

915,088 vs 839,756

New Users

Organic Traffic

9.90%

704,628 vs 641,143

Sessions

Organic Traffic

9.31%

1,653,597 vs 1,512,738

Number of Sessions per User

Organic Traffic

0.31%

1.81 vs 1.80

Pageviews

Organic Traffic

7.81%

4,455,065 vs 4,132,389

Pages / Session

Organic Traffic

-1.38%

2.69 vs 2.73

Avg. Session Duration

Organic Traffic

-1.18%

00:03:29 vs 00:03:31

Bounce Rate

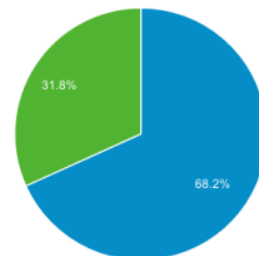
Organic Traffic

1.42%

62.48% vs 61.60%

■ New Visitor ■ Returning Visitor

Aug 30, 2016 - Sep 30, 2016



Jul 29, 2016 - Aug 29, 2016



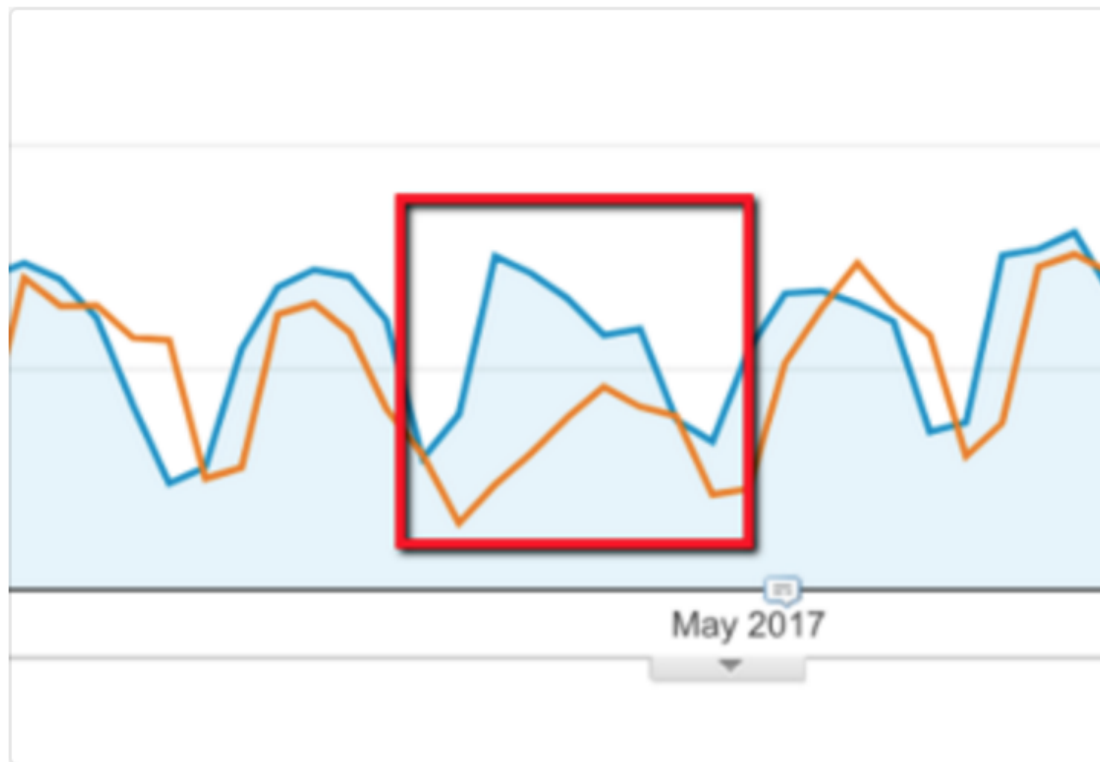
**trevor** 2:09 PM

That previous period includes December, though.



**trevor** 2:10 PM

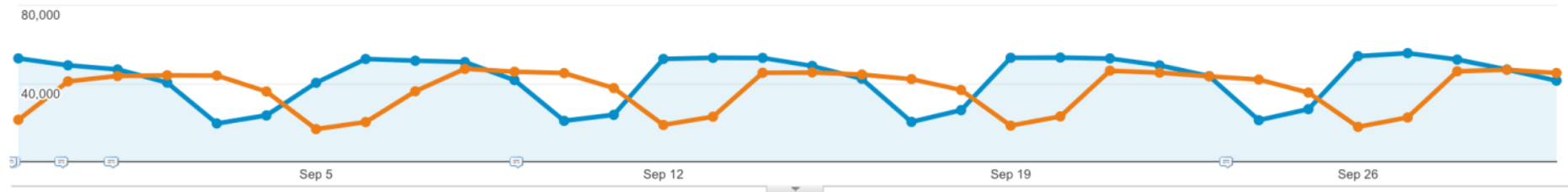
uploaded this image: [image.png](#) ▼



↑ 13.70% YoY

Aug 30, 2016 - Sep 30, 2016: ● Users

Aug 30, 2015 - Sep 30, 2015: ● Users



Users

Organic Traffic

13.70%

915,417 vs 805,148

New Users

Organic Traffic

13.05%

702,697 vs 621,555

Sessions

Organic Traffic

17.87%

1,652,102 vs 1,401,648

Number of Sessions per User

Organic Traffic

3.67%

1.80 vs 1.74

Pageviews

Organic Traffic

20.98%

4,473,131 vs 3,697,427

Pages / Session

Organic Traffic

2.64%

2.71 vs 2.64

Avg. Session Duration

Organic Traffic

3.23%

00:03:28 vs 00:03:22

Bounce Rate

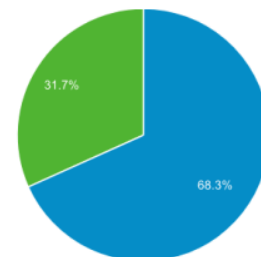
Organic Traffic

-1.05%

62.39% vs 63.05%

■ New Visitor ■ Returning Visitor

Aug 30, 2016 - Sep 30, 2016



Aug 30, 2015 - Sep 30, 2015









#1

TAKE-AWAYS

Our website had 70,000+ pages  
of INDEXED crap!

# Find the low traffic/converting pages

 ACQUISITION	Primary Dimension: <b>Page</b> Page Title Content Grouping: none Other					
	Plot Rows Secondary dimension Sort Type: Default moz.com/blog/					
 BEHAVIOR						
 DISCOVER						
 ADMIN						

ACQUISITION

BEHAVIOR

DISCOVER

ADMIN

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Primary Dimension: Page Page Title Content Grouping: none Other

Plot Rows Secondary dimension Sort Type: Default moz.com/blog/

	Page ?	Pageviews ? ↑	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
		1,942,574 % of Total: 8.40% (23,135,035)	1,792,627 % of Total: 10.81% (16,586,423)	00:04:24 Avg for View: 00:01:28 (201.30%)	1,354,215 % of Total: 19.76% (6,854,413)
<input type="checkbox"/>	1. moz.com/blog//strategic-seo-decisions-before-website-design-bui ld	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)
<input type="checkbox"/>	2. moz.com/blog/10-years?vm=r&s=1	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)
<input type="checkbox"/>	3. moz.com/blog/2012-local-year-in-review	1 (0.00%)	1 (0.00%)	00:00:46	0 (0.00%)
<input type="checkbox"/>	4. moz.com/blog/21-tactics-to-increase-twitter-traffic-2012	1 (0.00%)	1 (0.00%)	00:00:00	0 (0.00%)
<input type="checkbox"/>	5. moz.com/blog/21offpage-seo-strategies-to-build-your-online-repu tation/stats	1 (0.00%)	1 (0.00%)	00:00:16	0 (0.00%)

# Find the low traffic/converting pages

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

DISCOVER

ADMIN

Primary Dimension: **Page** Page Title Content Grouping: none Other

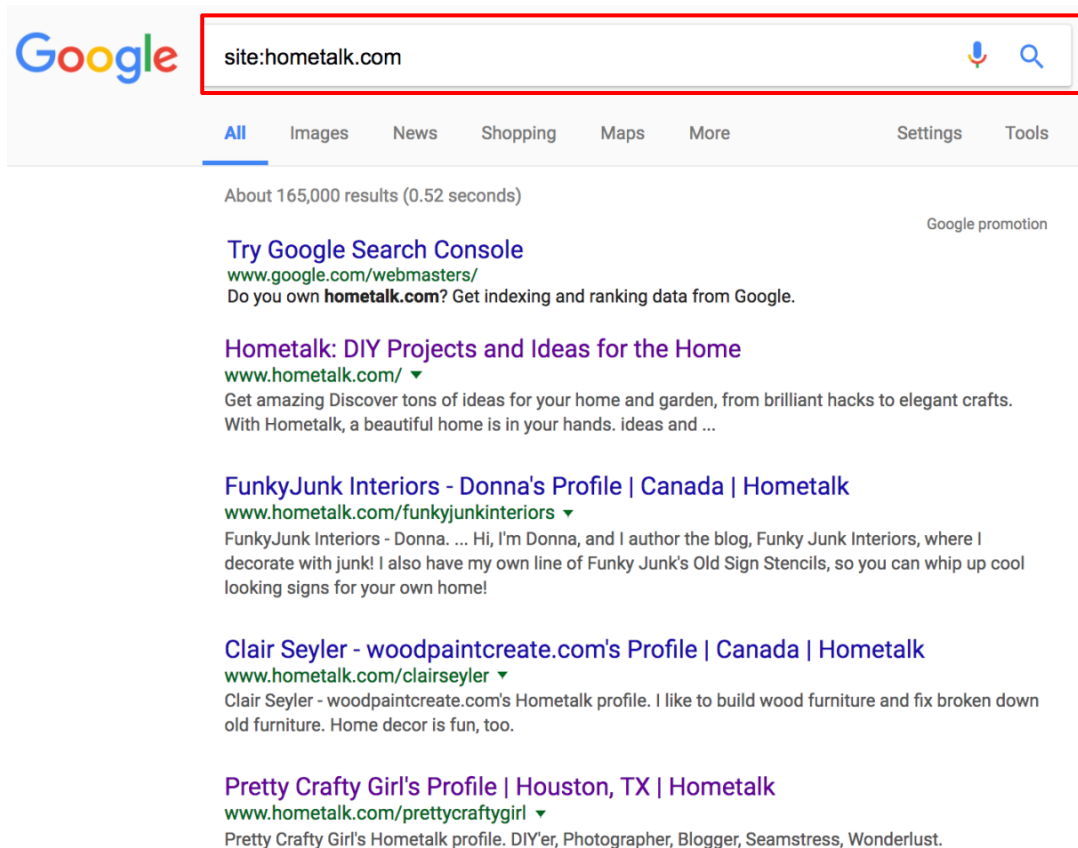
Plot Rows Secondary dimension Sort Type: Default

moz.com/blog/

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2. moz.com/blog/10-years?vm=r&s=1	1 (0.00%)	1 (0.00%)	00:00:00	1 (0.00%)
3. moz.com/blog/2012-local-year-in-review	1 (0.00%)	1 (0.00%)	00:00:46	0 (0.00%)
4. moz.com/blog/21-tactics-to-increase-twitter-traffic-2012	1 (0.00%)	1 (0.00%)	00:00:00	0 (0.00%)
5. moz.com/blog/21offpage-seo-strategies-to-build-your-online-repu tation/stats	1 (0.00%)	1 (0.00%)	00:00:16	0 (0.00%)



# Evaluate *thin* high-ranking *pages*



The image shows a Google search interface. The search bar at the top contains the text 'site:hometalk.com' and is highlighted with a red rectangular box. To the left of the search bar is the Google logo, and to the right are icons for voice search and a magnifying glass. Below the search bar, there are tabs for 'All', 'Images', 'News', 'Shopping', 'Maps', and 'More'. The 'All' tab is selected and underlined. To the right of these tabs are links for 'Settings' and 'Tools'. Below the tabs, the search results are displayed. The first result is a link to 'Try Google Search Console' with the URL 'www.google.com/webmasters/' and a description: 'Do you own hometalk.com? Get indexing and ranking data from Google.' The second result is 'Hometalk: DIY Projects and Ideas for the Home' with the URL 'www.hometalk.com/' and a description: 'Get amazing Discover tons of ideas for your home and garden, from brilliant hacks to elegant crafts. With Hometalk, a beautiful home is in your hands. ideas and ...'. The third result is 'FunkyJunk Interiors - Donna's Profile | Canada | Hometalk' with the URL 'www.hometalk.com/funkyjunkinteriors' and a description: 'FunkyJunk Interiors - Donna. ... Hi, I'm Donna, and I author the blog, Funky Junk Interiors, where I decorate with junk! I also have my own line of Funky Junk's Old Sign Stencils, so you can whip up cool looking signs for your own home!'. The fourth result is 'Clair Seyler - woodpaintcreate.com's Profile | Canada | Hometalk' with the URL 'www.hometalk.com/clairseyler' and a description: 'Clair Seyler - woodpaintcreate.com's Hometalk profile. I like to build wood furniture and fix broken down old furniture. Home decor is fun, too.' The fifth result is 'Pretty Crafty Girl's Profile | Houston, TX | Hometalk' with the URL 'www.hometalk.com/prettycraftygirl' and a description: 'Pretty Crafty Girl's Hometalk profile. DIY'er, Photographer, Blogger, Seamstress, Wonderlust.'

Google

site:hometalk.com

All Images News Shopping Maps More Settings Tools

About 165,000 results (0.52 seconds)

Google promotion

**Try Google Search Console**  
[www.google.com/webmasters/](http://www.google.com/webmasters/)  
Do you own **hometalk.com**? Get indexing and ranking data from Google.

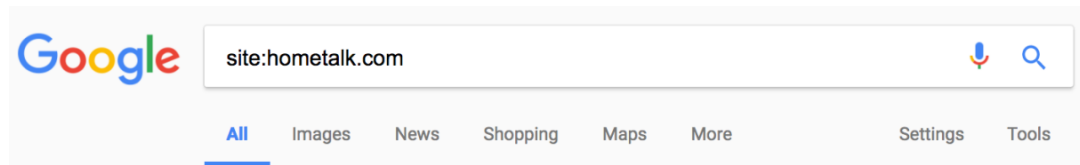
**Hometalk: DIY Projects and Ideas for the Home**  
[www.hometalk.com/](http://www.hometalk.com/) ▼  
Get amazing Discover tons of ideas for your home and garden, from brilliant hacks to elegant crafts. With Hometalk, a beautiful home is in your hands. ideas and ...

**FunkyJunk Interiors - Donna's Profile | Canada | Hometalk**  
[www.hometalk.com/funkyjunkinteriors](http://www.hometalk.com/funkyjunkinteriors) ▼  
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[www.hometalk.com/clairseyler](http://www.hometalk.com/clairseyler) ▼  
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[www.hometalk.com/prettycraftygirl](http://www.hometalk.com/prettycraftygirl) ▼  
Pretty Crafty Girl's Hometalk profile. DIY'er, Photographer, Blogger, Seamstress, Wonderlust.

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Google promotion

## [Try Google Search Console](#)

[www.google.com/webmasters/](http://www.google.com/webmasters/)

Do you own **hometalk.com**? Get indexing and ranking data from Google.

## [Hometalk: DIY Projects and Ideas for the Home](#)

[www.hometalk.com/](http://www.hometalk.com/) ▼

Get amazing Discover tons of ideas for your home and garden, from brilliant hacks to elegant crafts.

With Hometalk, a beautiful home is in your hands. ideas and ...

## [FunkyJunk Interiors - Donna's Profile | Canada | Hometalk](#)

[www.hometalk.com/funkyjunkinteriors](http://www.hometalk.com/funkyjunkinteriors) ▼

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[www.hometalk.com/prettycraftygirl](http://www.hometalk.com/prettycraftygirl) ▼

Pretty Crafty Girl's Hometalk profile. DIY'er, Photographer, Blogger, Seamstress, Wonderlust.

Browse projects by millions of DIYers like you

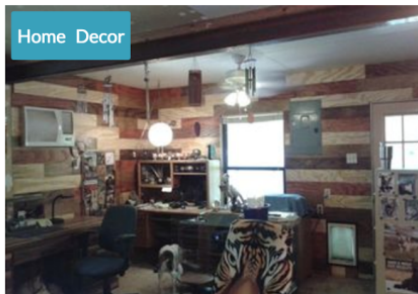
Search DIY ideas here!



DIY spiral Garden  
Alicia Gruber Winey, Hometalker

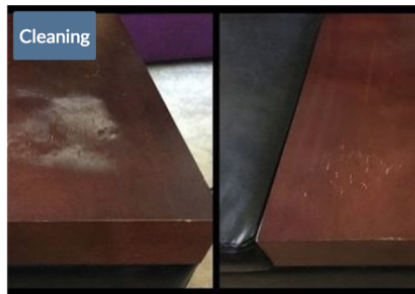
New DIY projects for your home

Home Decor



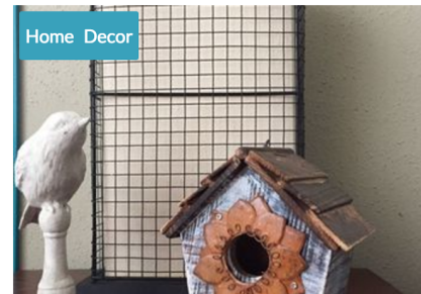
Panel Your Walls With Plywood!

Cleaning



Quickly Remove Heat Stains From Wood!

Home Decor



Lamp Upcycle



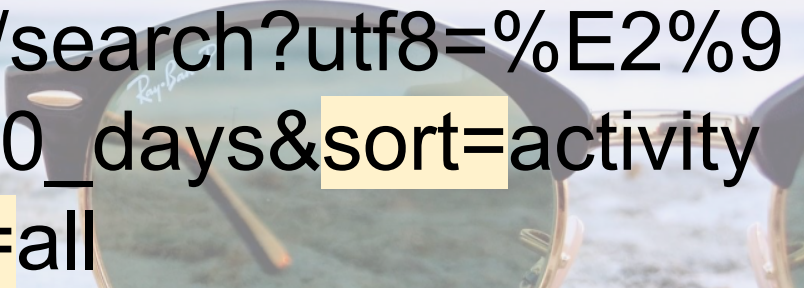
I Have One Regret/Confession To Make:





# #2

[https://moz.com/community/q/search?utf8=%E2%9C%93&view=all&from=last\\_30\\_days&sort=activity&category=all](https://moz.com/community/q/search?utf8=%E2%9C%93&view=all&from=last_30_days&sort=activity&category=all)

A pair of Ray-Ban sunglasses with dark frames and green-tinted lenses is resting on a rough, light-colored rock. The lenses reflect the surrounding environment, showing a blurred view of the ground and sky. The background is a soft-focus landscape with a body of water and a hazy horizon under a pale sky.

# #2

[https://moz.com/community/q/search?utf8=%E2%9C%93&view=all&from=last\\_30\\_days&sort=activity&category=all](https://moz.com/community/q/search?utf8=%E2%9C%93&view=all&from=last_30_days&sort=activity&category=all)

Our URL Parameters Were Not Configured

# I configured over 1MM URL parameters in GSC

Dashboard

Messages

▸ Search Appearance ⓘ

▸ Search Traffic

▸ Google Index

▼ Crawl

Crawl Errors

Crawl Stats

Fetch as Google  
robots.txt Tester

Sitemaps

**URL Parameters**

Security Issues

Web Tools

## URL Parameters

Help Google crawl your site more efficiently by indicating how we should handle parameters in your URLs. [Learn more.](#)

ⓘ Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search.

Download this table

Add parameter

Show

25 rows

1-25 of 96

<

>

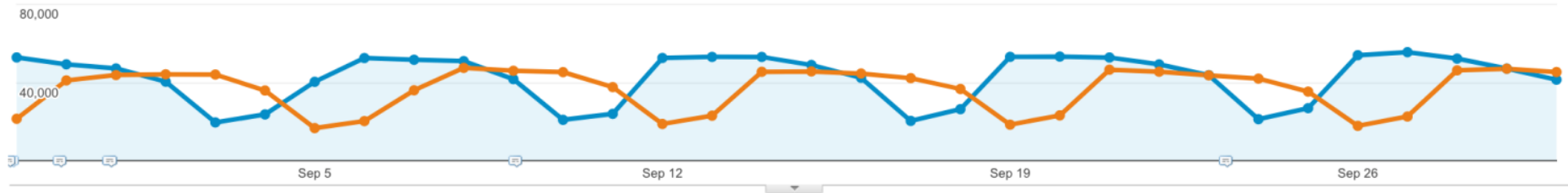
Parameter	URLs monitored ▲	Configured	Effect	Crawl	
per	55,467	Mar 19, 2017	Sorts	Let Googlebot decide	<a href="#">Edit</a> / <a href="#">Reset</a>
page	31,418	Mar 19, 2017	Paginates	Let Googlebot decide	<a href="#">Edit</a> / <a href="#">Reset</a>
utm_source	20,148	Sep 1, 2016	None	Representative URL	<a href="#">Edit</a> / <a href="#">Reset</a>
utm_medium	19,682	Sep 1, 2016	None	Representative URL	<a href="#">Edit</a> / <a href="#">Reset</a>
utm_campaign	18,097	Sep 1, 2016	None	Representative URL	<a href="#">Edit</a> / <a href="#">Reset</a>
utm_content	11,022	Sep 1, 2016	None	Representative URL	<a href="#">Edit</a> / <a href="#">Reset</a>
sort	10,512	Sep 1, 2016	Sorts	No URLs	<a href="#">Edit</a> / <a href="#">Reset</a>
aff_id	4,981	Sep 1, 2016	None	Representative URL	<a href="#">Edit</a> / <a href="#">Reset</a>



# We're confident it helped:

Aug 30, 2016 - Sep 30, 2016: ● Users

Aug 30, 2015 - Sep 30, 2015: ● Users



Users

Organic Traffic

13.70%

915,417 vs 805,148



New Users

Organic Traffic

13.05%

702,697 vs 621,555



Sessions

Organic Traffic

17.87%

1,652,102 vs 1,401,648



Number of Sessions per User

Organic Traffic

3.67%

1.80 vs 1.74



Pageviews

Organic Traffic

20.98%

4,473,131 vs 3,697,427



Pages / Session

Organic Traffic

2.64%

2.71 vs 2.64



Avg. Session Duration

Organic Traffic

3.23%

00:03:28 vs 00:03:22



Bounce Rate

Organic Traffic

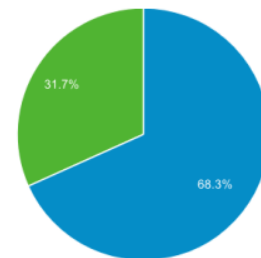
-1.05%

62.39% vs 63.05%



■ New Visitor ■ Returning Visitor

Aug 30, 2016 - Sep 30, 2016



Aug 30, 2015 - Sep 30, 2015

# #2

TAKE-AWAYS

Our URL parameters were not configured

# Check Google Search Console

Dashboard

Messages

▸ Search Appearance ⓘ

▸ Search Traffic

▸ Google Index

▼ Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

URL Parameters

Security Issues

## URL Parameters

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ⓘ Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search.

Download this table

Add parameter

Show 25 rows 1-2

Parameter	URLs monitored ▲	Configured	Effect	Crawl
per	55,467	Mar 19, 2017	Sorts	Let Googlebot decide
page	31,418	Mar 19, 2017	Paginates	Let Googlebot decide
utm_source	20,148	Sep 1, 2016	None	Representative URL
utm_medium	19,682	Sep 1, 2016	None	Representative URL
utm_campaign	18,097	Sep 1, 2016	None	Representative URL

# Know your parameter settings!

[bit.ly/url-parameters](https://bit.ly/url-parameters)



Configuring URL Parameters in Webmaster Tools



Google Webmasters

✓ Subscribed

🔔 230K

51,992 views



# #3

Our CMS was outdated

# Learn Center Website

Similarity Matrix

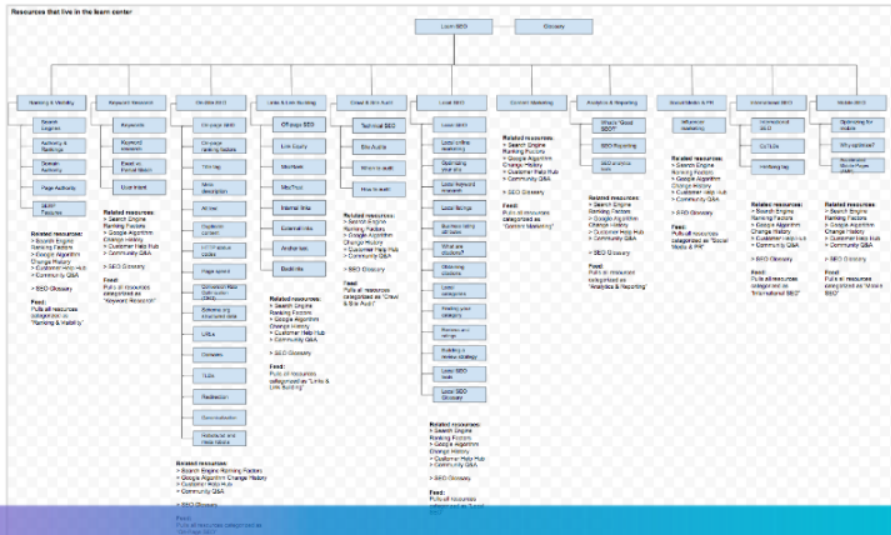


Learn Center Card Sort Results





Learning Center Sitemap: 2017



# Learn Center Website

Similarity Matrix

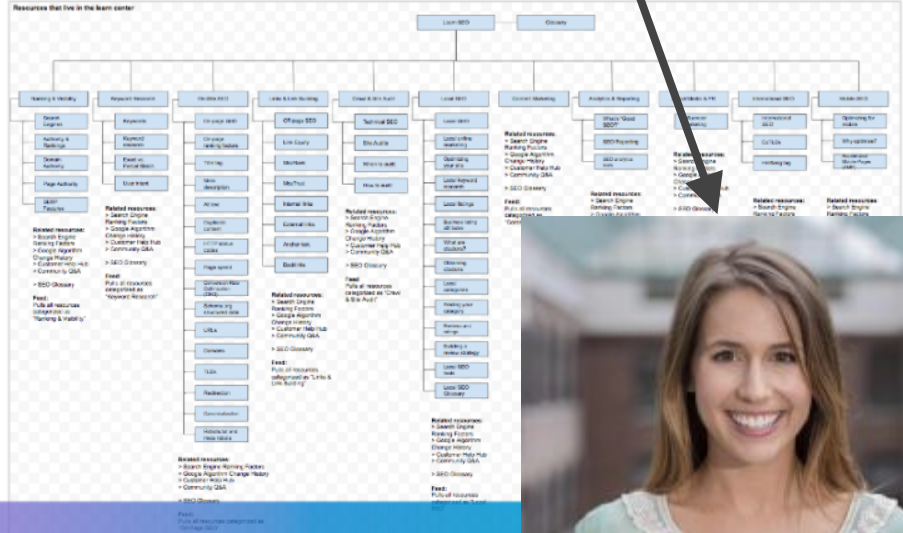


Learn Center Content Grid Results



Rachel Goodman  
Moore is an  
organizational boss!

Learning Center Sitemap: 2017



MOZ





# Put your content first.

Craft is a content-first CMS that aims to make life enjoyable for developers and content managers alike.

[Download ↓](#)[Learn more >](#)

# SEOmatic plugin for Craft

A turnkey SEO implementation for Craft CMS that is comprehensive, powerful, and flexible.

nystudio107

Dashboard

Entries

Globals

Assets

OAuth

Retour

SEOmatic

SEOmatics

Template Meta

Site Meta

Site Identity

Social Media

Site Creator

Settings

Sitemap

Settings

SEOmatic > Site Meta >

SEOmatic

Save

Site Meta

Site SEO Name \*

This field is used wherever the name of the site is referenced, both at the trailing end of the <title> tag, and in other meta tags on the site. It is initially set to your Craft {{ siteName }}.

nystudio107

Site SEO Title

The [SEO Title](#) should be between 10 and 70 characters (spaces included). Make sure your title tag is explicit and contains your most important keywords. Be sure that each page has a unique title tag. The siteSeoName length is subtracted from the 70 character limit automatically, since it is appended to the seoTitle.

Consulting, Branding, Design, Development15

Site SEO Name Placement

Where the Site SEO Name is placed relative to the Title in the <title> tag

Before ▾

Site SEO Name Separator \*

The character that should be used to separate the Site SEO Name and Title in the <title> tag

|

Site SEO Description

The [SEO Description](#) should be between 70 and 160 characters (spaces included). Meta descriptions allow you to influence how your web pages are described and displayed in search results. Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords.

We do consulting, branding, design, and development. Impeccable design married with precision engineering.53

Site SEO Keywords

Google ignores [SEO Keywords tag](#); though other search engines do look at it. Utilize it carefully, as improper or spammy use most likely will hurt you, or even have your site marked as spam. Avoid overstuffing the keywords and do not include keywords

Preview SEO Meta Display

Preview SEO Meta Tags

These SEO Site Meta settings are used to globally define the Meta for the website. When no SEO Template Meta is found for a webpage, these settings are used by default.

They are used in combination with the SEO Template Meta & SEO Entry Meta settings to generate [JSON-LD microdata](#), [Dublin Core core metadata](#), [Twitter Cards](#), [Facebook OpenGraph](#), and as well as HTML meta tags.

If a no Template Meta exists for a template, the SEO Site Meta is used.

If any fields are left blank in a Template Meta, those fields are pulled from the SEO Site Meta.

You can also dynamically change the `seomaticMeta.*` variables in your Twig templates, and they will appear in the rendered SEO Meta.

Hypothesis:

Updating the CMS will provide **better**  
**accessibility** & ***could*** help  
SEO.

# Moved Learning Center pages into Craft

## Entries

[+ New entry](#)

All entries

Singles

### CHANNELS

Mozcon Speakers

Press Releases

Pricing Panels

















### STRUCTURES

API Product Pages

Learn

Local Campaign Pages

Local Ranking Factors

<input type="checkbox"/>	<input type="radio"/> All ▾	<input type="text" value="Search"/>	<input type="button" value="Title ▾"/>			
Title ▲		Post Date	Expiry Date	Author	Entry Type	
<input type="checkbox"/>	<input type="radio"/> A Closer Look at the Local Search Data Providers			 devin.ellis	 Learn Article	
<input type="checkbox"/>	<input type="radio"/> A Look at Important Local Business Listing Attributes			 devin.ellis	 Learn Article	
<input type="checkbox"/>	<input checked="" type="radio"/> Alt Text	3/9/2017		 rachel.moore	 Learn Article	
<input type="checkbox"/>	<input checked="" type="radio"/> Anchor Text	1/31/2017		 Blade	 Learn Article	
<input type="checkbox"/>	<input checked="" type="radio"/> Backlinks	4/12/2017		 rachel.moore	 Learn Article	
<input type="checkbox"/>	<input type="radio"/> Building a Local Following on Pinterest			 devin.ellis	 Learn Article	
<input type="checkbox"/>	<input type="radio"/> Building a Social Following Locally			 devin.ellis	 Learn Article	
<input type="checkbox"/>	<input checked="" type="radio"/> Canonicalization	1/31/2017		 Blade	 Learn Article	



# 3 primary SEO benefits:

**Self-referencing  
Rel="canonical" tag**

**JSON-LD Schema Markup**

**Better crawlability**

**Rel="canonical"**

<https://moz.com/learn/seo/title-tag>

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Corporation",
  "name": "Moz",
  "url": "https://moz.com",
  "sameAs": ["https://twitter.com/Moz", "https://www.facebook.com/moz", "https://www.linkedin.com/company/moz"],
  "location": {
    "@type": "Place",
    "name": "Moz",
    "url": "https://moz.com",
    "sameAs": ["https://twitter.com/Moz", "https://www.facebook.com/moz", "https://www.linkedin.com/company/moz"]
  }
}
</script>

<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "WebSite",
  "name": "Moz",
  "description": "Backed by industry-leading data and the largest community of SEOs on the planet, Moz builds tools t",
  "url": "https://moz.com",
  "image": "https://d2eeipcrd1e6.cloudfront.net/cms/moz_logo.svg?mtime=20161223191415",
  "sameAs": ["https://twitter.com/Moz", "https://www.facebook.com/moz", "https://www.linkedin.com/company/moz"],
  "copyrightHolder": {
    "@type": "Corporation",
    "name": "Moz",
    "url": "https://moz.com",
    "sameAs": ["https://twitter.com/Moz", "https://www.facebook.com/moz", "https://www.linkedin.com/company/moz"],
    "location": {
```

Result:

Provided **better accessibility**  
& helped SEO **tremendously!**

# Learning Center page SEO =



Organic Traffic  
43.06% Pageviews



+ Add Segment

Oct 1, 2016 - Mar 31, 2017 ▾

Explorer

Navigation Summary

Pageviews ▾

VS. [Select a metric](#)

Day

Week

Month



● Pageviews

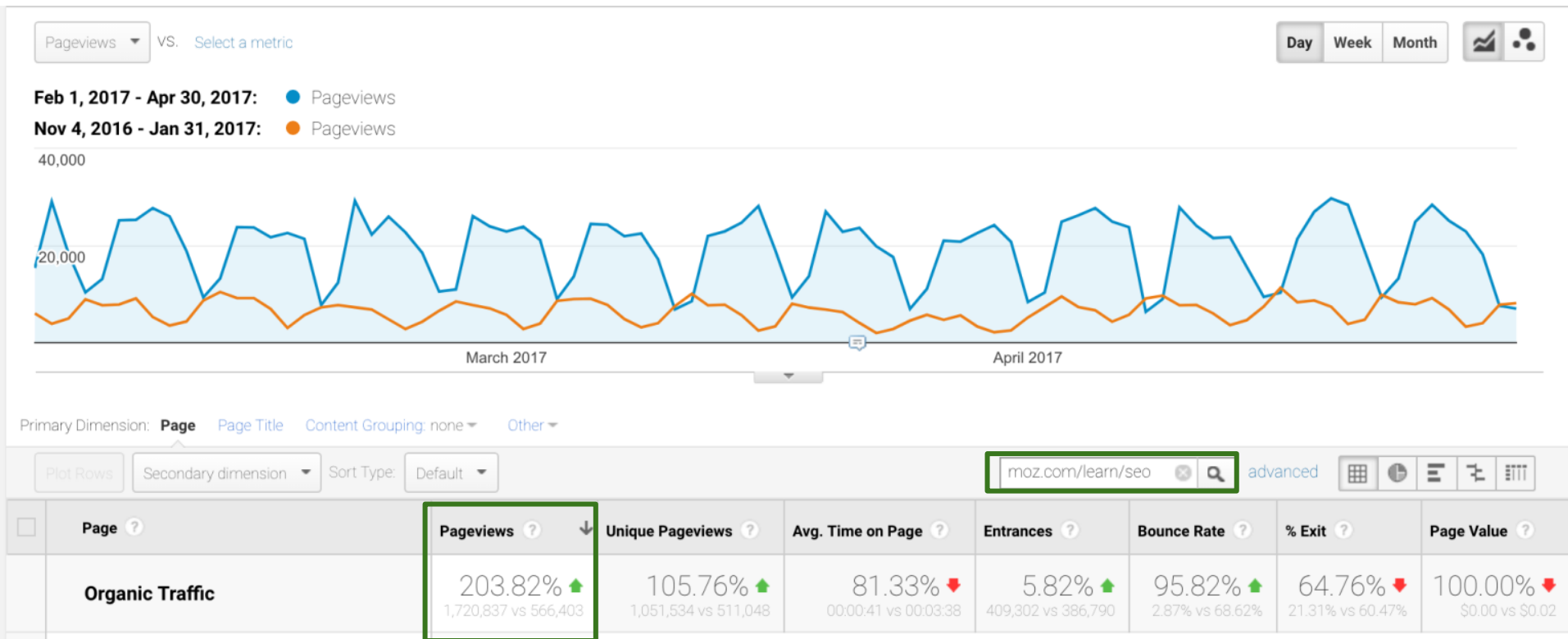
40,000

20,000

**New CMS Launch**

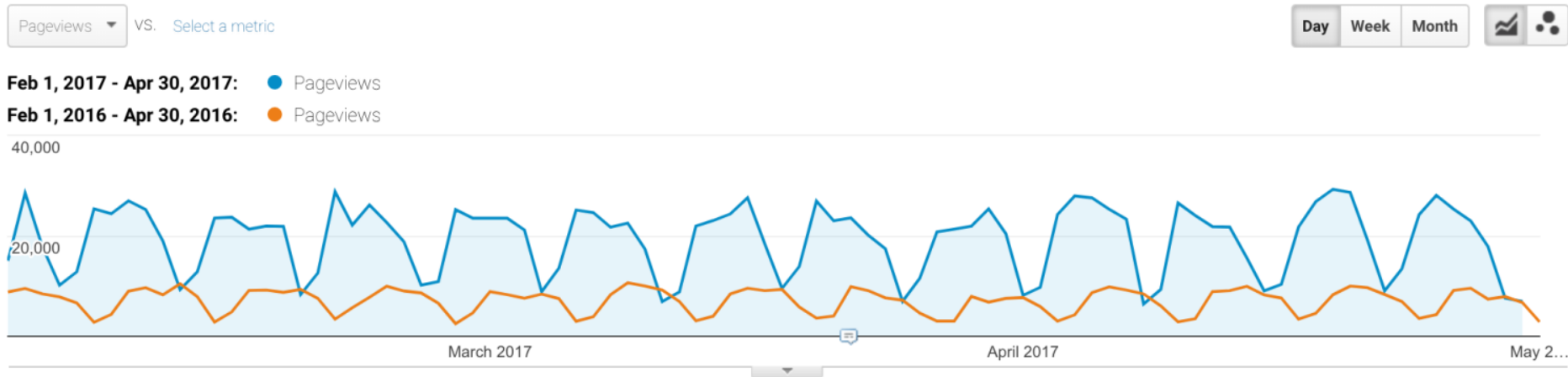


# 203% increase in organic pageviews vs prev





# 170% increase in organic pageviews YoY



Primary Dimension: **Page** [Page Title](#) [Content Grouping: none](#) [Other](#)

Plot Rows

Secondary dimension

Sort Type:

Default

moz.com/learn/seo

advanced



	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	Organic Traffic	169.80% ↑ 1,716,716 vs 636,299	84.82% ↑ 1,050,280 vs 568,272	81.53% ↓ 00:00:41 vs 00:03:41	7.57% ↓ 409,352 vs 442,880	95.87% ↑ 2.85% vs 69.02%	65.37% ↓ 21.34% vs 61.62%	100.00% ↓ \$0.00 vs \$0.05

#3

TAKEAWAYS

Our CMS was outdated

Update your CMS for **better**  
**crawlability** & **optimization**  
**features!**



A scenic landscape featuring a calm lake, evergreen trees, and snow-capped mountains in the background. In the foreground, a dark wooden structure with a sign that reads "BOOK EXCHANGE" is visible. A bottle is placed on a shelf below the sign. The number "# 4" is overlaid in the top left corner.

# 4

We were not nurturing our readers



TRUTH



By: Russ Jones

December 1st, 2015

# Google Keyword Planner's Dirty Secrets

[Keyword Research](#) | [Advanced SEO](#) | [Paid Search Marketing \(PPC\)](#)

---

## Popular posts like this

---

**Tactical Keyword Research in a RankBrain World**

Using Paid Media to Drive Loyalty & Advocacy - Whiteboard Friday

Featured Snippets: A Dead-Simple Tactic for Making Them Stick

How Long Does Link Building Take to Influence Rankings?

# Google Keyword Planner's Dirty Secrets

## By [rjonesx.](#)

[View Post](#)

Published to Main Blog Dec 1st 2015, 00:19

Published Post	Discussion	Idea	History	Guidelines
Select a Category (required)	Category 2 (optional)	Category 3 (optional)		
Keyword Research	Advanced SEO	Link Building		
Title your Post				
Google Keyword Planner's Dirty Secrets				
Post URL				
<a href="https://moz.com/blog/google-keyword-planner-dirty-secrets">https://moz.com/blog/google-keyword-planner-dirty-secrets</a>				
Write Blog Post:				
<p>Sometimes our best data sources aren't exactly up par. While nearly every search marketer will rely on <a href="#">Google Keyword Planner</a> data at one point or another, especially while doing keyword research, the reality is that the data is often untrustworthy and should be viewed with great skepticism. Whether you plan to use it to help build a paid search campaign or determine which content to write, there are huge caveats to the numbers</p>				

Hypothesis:

**More relevant** suggested articles will  
**increase pages per session.**



# Google Keyword Planner's Dirty Secrets

## By [rjonesx.](#)

[View Post](#)

Published to Main Blog Dec 1st 2015, 00:19

Published Post	Discussion	Idea	History	Guidelines
Select a Category (required)	Category 2 (optional)	Category 3 (optional)		
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<a href="https://moz.com/blog/google-keyword-planner-dirty-secrets">https://moz.com/blog/google-keyword-planner-dirty-secrets</a>				
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[View Post](#)

By **rjonesx.**

**Published to Main Blog Dec 1st 2015, 00:19**

## Published Post

## Discussion

## Idea

## History

## Guidelines

Select a Category (required)

### Category 2 (optional)

### Category 3 (optional)

## Keyword Research

## Advanced SEO

## Link Building

## Title your Post

## ~~Google Keyword Planner's Dirty Secrets~~

Post URL

~~<https://moz.com/blog/google-keyword-planner-dirty-secrets>~~

### Write Blog Post:



































Sometimes our best data sources aren't exactly up to par. While nearly every search marketer will rely on [Google Keyword Planner](#) data at one point or another, especially while doing keyword research, the reality is that the data is often untrustworthy and should be viewed with great skepticism. Whether you plan to use it to help build a paid search campaign or determine which content to write, there are huge caveats to the numbers

Result:

Suggested Posts were

**immediately improved:**

---

Popular posts like this

[Tactical Keyword Research in a RankBrain World](#)

[What Is Semantic Search and What Should You Do About It?](#)

[Moz Keyword Explorer vs. Google Keyword Planner: The Definitive Comparison](#)

[How Long Does Link Building Take to Influence Rankings?](#)

# Pages per session went up 4.79% vs. previous period

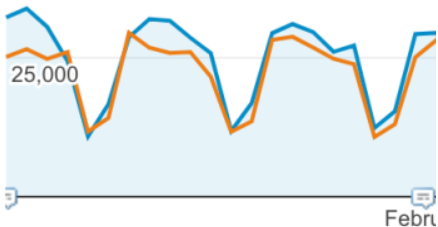
## Overview

Users ▼ VS. [Select a metric](#)

Jan 10, 2017 - Apr 10, 2017: ● Users

Oct 11, 2016 - Jan 9, 2017: ● Users

50,000



Pageviews

Moz Blog Traffic

20.53%

6,252,173 vs 5,187,353



Avg. Session Duration

Moz Blog Traffic

-2.13%

00:03:18 vs 00:03:23



Pages / Session

Moz Blog Traffic

4.79%

2.45 vs 2.34



Bounce Rate

Moz Blog Traffic

3.08%

70.19% vs 68.10%

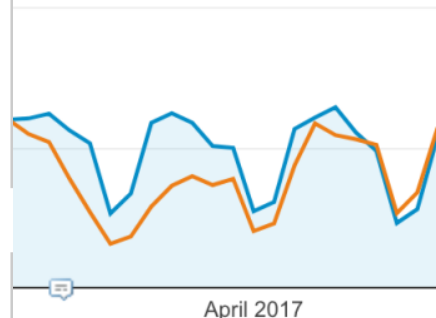


Hourly

Day

Week

Month





# Pages per session went up 11.07% YoY

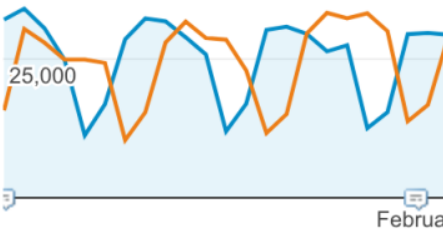
## Overview

Users ▼ VS. [Select a metric](#)

Jan 10, 2017 - Apr 10, 2017: ● Use

Jan 10, 2016 - Apr 10, 2016: ● Use

50,000



Pageviews

Moz Blog Traffic

14.77%

6,282,310 vs 5,473,780



Avg. Session Duration

Moz Blog Traffic

1.33%

00:03:20 vs 00:03:18



Pages / Session

Moz Blog Traffic

11.07%

2.45 vs 2.21



Bounce Rate

Moz Blog Traffic

4.36%

70.10% vs 67.17%

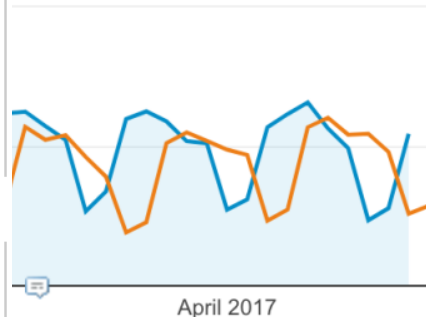


Hourly

Day

Week

Month



#4

TAKE-AWAYS

We were not nurturing our readers

# Optimize for your user's journey

lifehacker

VIDEO SKILLET TWO CENTS VITALS OFFSPRING THE UPGRADE APPS HOW I WORK

GET A LEGENDARY ITEM  
IN OVERWATCH

Try Prime today

OVERWATCH | twitch prime | 

\*Restrictions apply

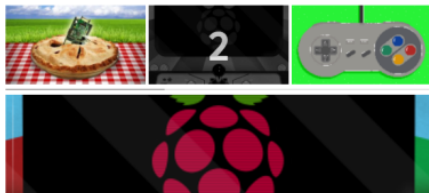


Want Lifehacker's email newsletter?

Add your email address

Subscribe

You may also like



## How to Build a Raspberry Pi Retro Game Console



Thorin Klosowski

2/09/17 11:00am • Filed to: RASPBERRY PI ▾

3.5M

529

164



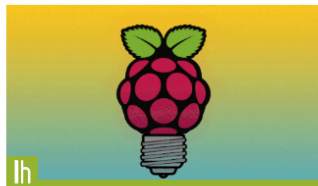
# Optimize for your user's journey

All **very** helpful in  
setting up my  
gaming Console!!!

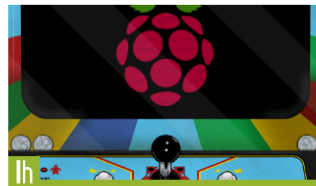
If you'd prefer to use a USB drive full of ROMs, you can do that too. Just dump them onto the USB drive in a folder with the name `retropie` and then plug it into your Pi.

*Music in video by [RoccoW](#).*

## Go Further



The Always-Up-to-Date Guide to  
Setting Up Your Raspberry Pi



The Advanced Guide to Setting  
Up a DIY Game Console with a  
Raspberry Pi



The Best Controllers for Retro  
Gaming

**Thorin Klosowski** [@kingthor](#)


Senior Writer, Lifehacker



#5



Mozzers are not perfect SEOs

A close-up of a lit sparkler with bright sparks radiating from its tip. The background is dark with numerous out-of-focus, warm-toned circular bokeh lights, creating a festive and celebratory atmosphere.

You're responsible for sparking  
in-house SEO curiosity!

Hypothesis:

Co-workers will ***understand* SEO**  
better **by doing.**





# MOZ SEO MASTERCLASS

Welcome!

## HOME

[Edit](#)

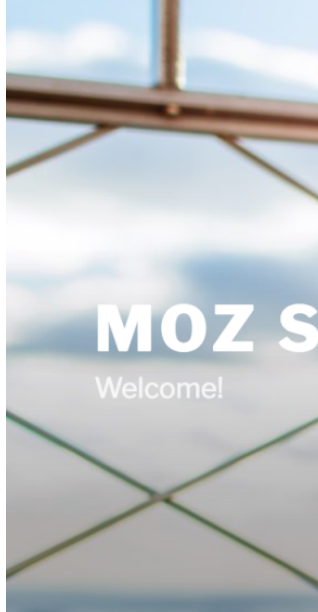
30 Mins: Background + SEO Basics

30 Mins: Opportunity Gaps + How To Setup A Website

30 Mins: Your SEO Challenge

30 Mins: SERP Features + Black Hat Bonus Material!





**HOME**  
Edit

Moz SEO MasterClass 1 + New 2

- Posts
- Media
- Pages
- Comments 1
- WPForms
- Marketplace
- Appearance
- Plugins
- Users**
- All Users
  - Add New
  - Your Profile
- Tools
- Settings
- SEO 2
- Insights
- OptinMonster
- Collapse menu











All (32) | **Administrator (32)**

Bulk Actions ▾

Apply

Change role to... ▾

Change

<input type="checkbox"/>	Username	Name
<input type="checkbox"/>	 <b>Brian</b>	Brian Childs
<input type="checkbox"/>	 <b>Brit</b>	
<input type="checkbox"/>	 <b>Brittani</b>	Brittani Dinsmore
<input type="checkbox"/>	 <b>Dave K</b>	Dave Kudera
<input type="checkbox"/>	 <b>Dave M</b>	Dave Mauldin
<input type="checkbox"/>	 <b>David</b>	David Pierce
<input type="checkbox"/>	 <b>Emily</b>	Emily Smollen
<input type="checkbox"/>	 <b>Evelyn</b>	Evelyn Baek
<input type="checkbox"/>	 <b>Felicia</b>	Felicia Crawford
<input type="checkbox"/>	 <b>Hayley</b>	Hayley Sherman



/ebsite

erial!

## Why Everyone Should Eat Caramel for Dinner - Moz SEO MasterClass

[mozseoclass.com/eat-caramel-for-dinner/](https://mozseoclass.com/eat-caramel-for-dinner/) ▼

Jun 6, 2017 - It's high time we took a good hard look at the third meal of the day and used it to pay respect to the greatest flavor. It's time to eat caramel for ...

## Ghostless weekend - Moz SEO MasterClass

[mozseoclass.com/ghostless-weekend/](https://mozseoclass.com/ghostless-weekend/) ▼

Jun 6, 2017 - Finally we had the ghostless weekend! Last weekend my husband and I went exploring in the neighborhood dressed like pirates. We were ...

## Space Farts - Critical facts you need to know - Moz SEO MasterClass

[mozseoclass.com/space-farts-critical-facts-need-know/](https://mozseoclass.com/space-farts-critical-facts-need-know/) ▼

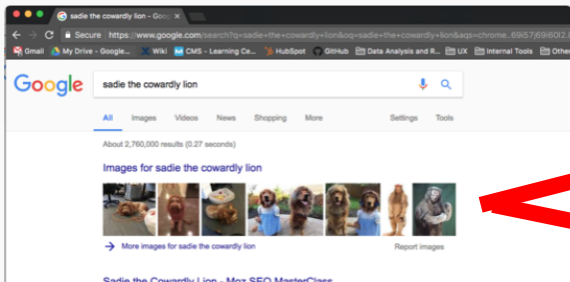
Jun 6, 2017 - Space is the final frontier for mankind. But what do we really know about breaking wind in a place where wind can't exist? Find out what we ...



rachel

2:43 PM ☆

uploaded this image: [Pasted image at 2017-0](#)



100

1



1



rachel

2:43 PM

MY DOGBABY IS FAMOUS

SEO IS SO GREAT



sadie the cowardly lion

All

Images

Videos

News

Shopping

More

Settings

About 2,760,000 results (0.27 seconds)

### Images for sadie the cowardly lion



→ More images for sadie the cowardly lion

Report

### Sadie the Cowardly Lion - Moz SEO MasterClass

[mozseoclass.com/sadie-cowardly-lion/](https://mozseoclass.com/sadie-cowardly-lion/) ▼

Jun 6, 2017 - Sadie's mom dressed her up as a lion for halloween. From that day on, Sadie forevermore known by her street name: **Sadie the Cowardly** ...

### Dorothy and the Cowardly Lion (Sadie and Marley's ... - Pinterest

<https://www.pinterest.com/pin/383650461981264895/> ▼

What's that big, fluffy smile on four legs heading this way? Why, it's the wonderful Golden Retriever. Eliciting the greatest qualities "man's best friend" has to offer, ...

### Dorothy and the Cowardly Lion (Sadie and Marley's ... - Pinterest

<https://www.pinterest.se/pin/383650461981264895/> ▼

Dorothy and the **Cowardly Lion** (Sadie and Marley's Halloween costumes)



#5

TAKE AWAYS

Mozzers are not perfect SEOs



How can you optimize your  
optimization efforts?



How can you optimize your  
optimization efforts?



**Bonus secret:** We weren't breaking/testing stuff



# “how to choose a domain name”

Follow the steps below to help you pick the perfect domain name.

1. Make it easy to type. Finding a domain name that's easy to type is critical to online success. ...
2. Keep it short. ...
3. Use keywords. ...
4. Target your area. ...
5. Avoid numbers and hyphens. ...
6. Be memorable. ...
7. Research it. ...
8. Use an appropriate domain name extension.

More items...

**10 Tips for Choosing the Perfect Domain Name - The Garage - GoDaddy**  
<https://www.godaddy.com/garage/.../10-tips-for-choosing-the-perfect-domain-name/>

🔍 About this result 🗨 Feedback

## People also ask

How do I choose a domain name for a blog? ▼

What is the domain of a website? ▼

How do you register a domain name? ▼

How do I get a free domain name? ▼

Feedback




## How to Choose a Domain Name - Moz

<https://moz.com/blog/how-to-choose-a-domain-name-whiteboard-friday> ▼

Jul 15, 2016 - Howdy, Moz fans, and welcome to another edition of Whiteboard Friday. This week we are going to chat about **how to choose a domain name**.




# Made some improvements to get this:



[All](#) [Videos](#) [News](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 232,000 results (0.61 seconds)

**There's a huge wealth of places that your domain name impacts your brand and your online marketing, and we can't ignore this.**



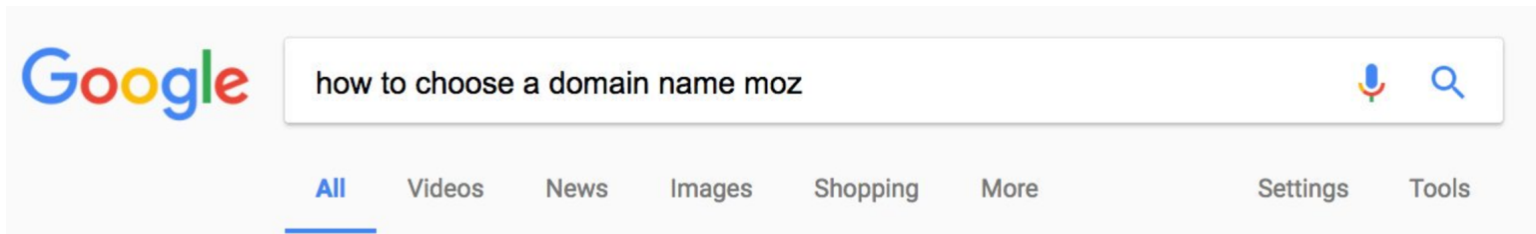
1. Make it brandable. ...
2. Make it pronounceable. ...
3. Make it short. ...
4. Bias towards .com. ...
5. Avoid names that infringe on another company. ...
6. Make it intuitive. ...
7. Use broad keywords.

[More items...](#)

**How to Choose a Domain Name - Moz**  
<https://moz.com/blog/how-to-choose-a-domain-name-whiteboard-friday>

[About this result](#) • [Feedback](#)

Then lost it ....



About 4,690,000 results (0.64 seconds)

### How to Choose a Domain Name - Moz

<https://moz.com/blog/how-to-choose-a-domain-name-whiteboard-friday> ▼

Jul 15, 2016 - There's a huge wealth of places that your **domain name** impacts your brand and your online marketing, and we can't ignore this. Make it brandable. Make it pronounceable. Make it short. Bias towards .com. Avoid **names** that infringe on another company. Make it intuitive. Use broad keywords.

### Domains - SEO Best Practices - Moz

<https://moz.com/learn/seo/domain> ▼

Root domains, which are identified by their **domain names**, have extensions such as ... There are a number of considerations when **selecting a domain name**.

[Exact Match Domain](#) · [Achieving an SEO-Friendly ...](#) · [What is Domain Authority?](#)

# Because, I accidentally made a typo in the Meta Description...



how to choose a domain name moz



Teaser / Meta Description:

How to **chose** a domain name; make it brandable, pronounceable, short, intuitive, bias to .com, avoid names that infringe on another company, use broad keywords, and if not available, modify.



towards .com. Avoid **names** that infringe on another company. Make it intuitive. Use broad keywords.

## Domains - SEO Best Practices - Moz

<https://moz.com/learn/seo/domain> ▼

Root domains, which are identified by their **domain names**, have extensions such as ... There are a number of considerations when **selecting a domain name**.

[Exact Match Domain](#) · [Achieving an SEO-Friendly ...](#) · [What is Domain Authority?](#)

Fixed it, and it came back!! Toggled this 10X over 2 days.


Google

how to choose a domain name moz

All Videos News Images Shopping More Settings Tools

About 232,000 results (0.61 seconds)

**There's a huge wealth of places that your domain name impacts your brand and your online marketing, and we can't ignore this.**



1. Make it brandable. ...
2. Make it pronounceable. ...
3. Make it short. ...
4. Bias towards .com. ...
5. Avoid names that infringe on another company. ...
6. Make it intuitive. ...
7. Use broad keywords.

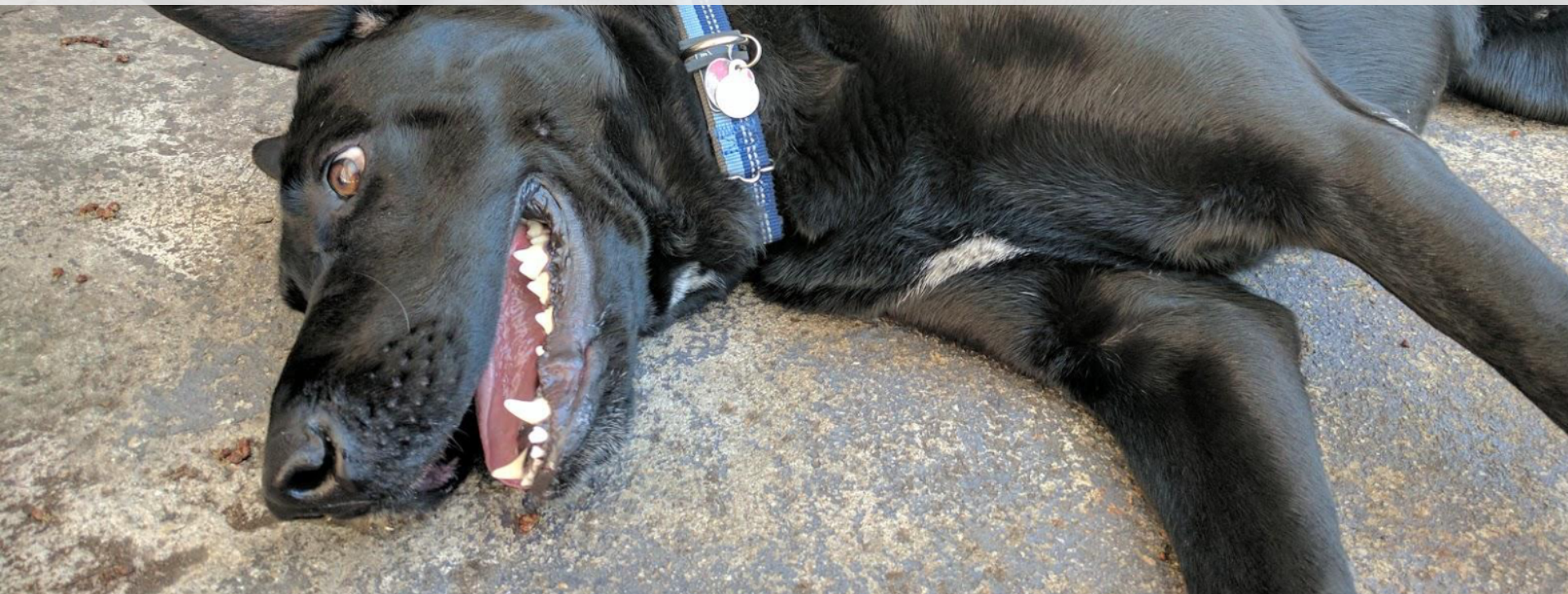
More items...

**How to Choose a Domain Name - Moz**  
<https://moz.com/blog/how-to-choose-a-domain-name-whiteboard-friday>

About this result • Feedback



You can uncover more Featured Snippet  
**Secrets** by trying to *LOSE THEM*!



So I tried it again on another  
page...

**Sorry, Dr. Pete!**



title tag



All

Images

Maps

News

Shopping

More

Settings

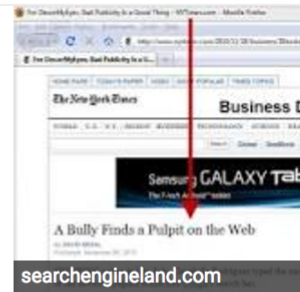
Tools

About 8,580,000 results (0.65 seconds)

A **title tag** is an HTML element that specifies the **title** of a web page. **Title tags** are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

Title Tag | Moz

<https://moz.com/learn/seo/title-tag>



? About this result

! Feedback



title tag



All

Images

Maps

News

Shopping

More

Settings

Tools

About 8.580.000 results (0.65 seconds)

## Title Tag | Moz

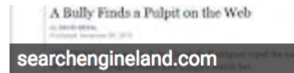
<https://moz.com> › SEO ▼

The **title tag** is the single most important on-page **SEO** element (behind overall content). ... A **title tag** is an HTML element that specifies the title of a web page.

Missing: sprawl

## Title Tag | Moz

<https://moz.com/learn/seo/title-tag>






About this result



Feedback



# No dice...




[All](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 8,580,000 results (0.65 seconds)

A **title tag** is an HTML element that specifies the **title** of a web page. **Title tags** are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

[Title Tag | Moz](https://moz.com/learn/seo/title-tag)  
<https://moz.com/learn/seo/title-tag>



searchengineland.com

[? About this result](#) [! Feedback](#)



buy twitter followers



All

News

Shopping

Videos

Images

More

Settings

Tools

About 19,700,000 results (0.30 seconds)

### To sum up:

1. Don't buy fake Twitter followers. Having huge follower numbers and low post engagement numbers looks ridiculous. ...
2. Real followers have real value. Amassing a large number of followers means Twitter will view you as an influencer. ...
3. Ignore Twitter's "best practice" advice. Don't give people a reason to follow.



buytwitterfollowersreview.org

[The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz](https://moz.com/blog/guide-to-buying-legit-twitter-followers)

<https://moz.com/blog/guide-to-buying-legit-twitter-followers>



About this result



Feedback



buy twitter followers



All

News

Shopping

Videos

Images

More

Settings

Tools

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buytwitterfollowersreview.org

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<https://moz.com/blog/guide-to-buying-legit-twitter-followers>

About this result Feedback

Another secret: We have old content on our blog!



buy twitter followers



All

News

Shopping

Videos

Images

More

Settings

Tools

About 19,700,000 results (0.30 seconds)

## Teaser / Meta Description:

Don't give in to the temptation of paying for bogus folowers. For the same amount and with a little ingenuity, you could buy real Twitter fans with Fllowers Campaigns — and get a few other bonuses out of the deal, too!

of followers means Twitter will view you as an influencer.

...

3. Ignore Twitter's "best practice" advice. Don't give people a reason to follow.

[The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz](https://moz.com/blog/guide-to-buying-legit-twitter-followers)

<https://moz.com/blog/guide-to-buying-legit-twitter-followers>






About this result



Feedback



# No dice...




[All](#) [News](#) [Shopping](#) [Videos](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 19,700,000 results (0.30 seconds)



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buytwitterfollowersreview.org

**The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz**  
<https://moz.com/blog/guide-to-buying-legit-twitter-followers>

 About this result  Feedback

# Changed the <h2> to <h3>



buy twitter followers



```
<h2>Buying real Twitter followers: 3 key takeaways</h2>
```

```
<p>To sum up:
```

```
<h3>Buying real Twitter followers: 3 key takeaways</h3>
```

```
<p>To sum up:
```

2. Real followers have real value. Amassing a large number of followers means Twitter will view you as an influencer.

...

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buytwitterfollowersreview.org

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<https://moz.com/blog/guide-to-buying-legit-twitter-followers>

# Nothing...




[All](#) [News](#) [Shopping](#) [Videos](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 19,700,000 results (0.30 seconds)

**To sum up:**

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3. Ignore Twitter's "best practice" advice. Don't give people a reason to follow.

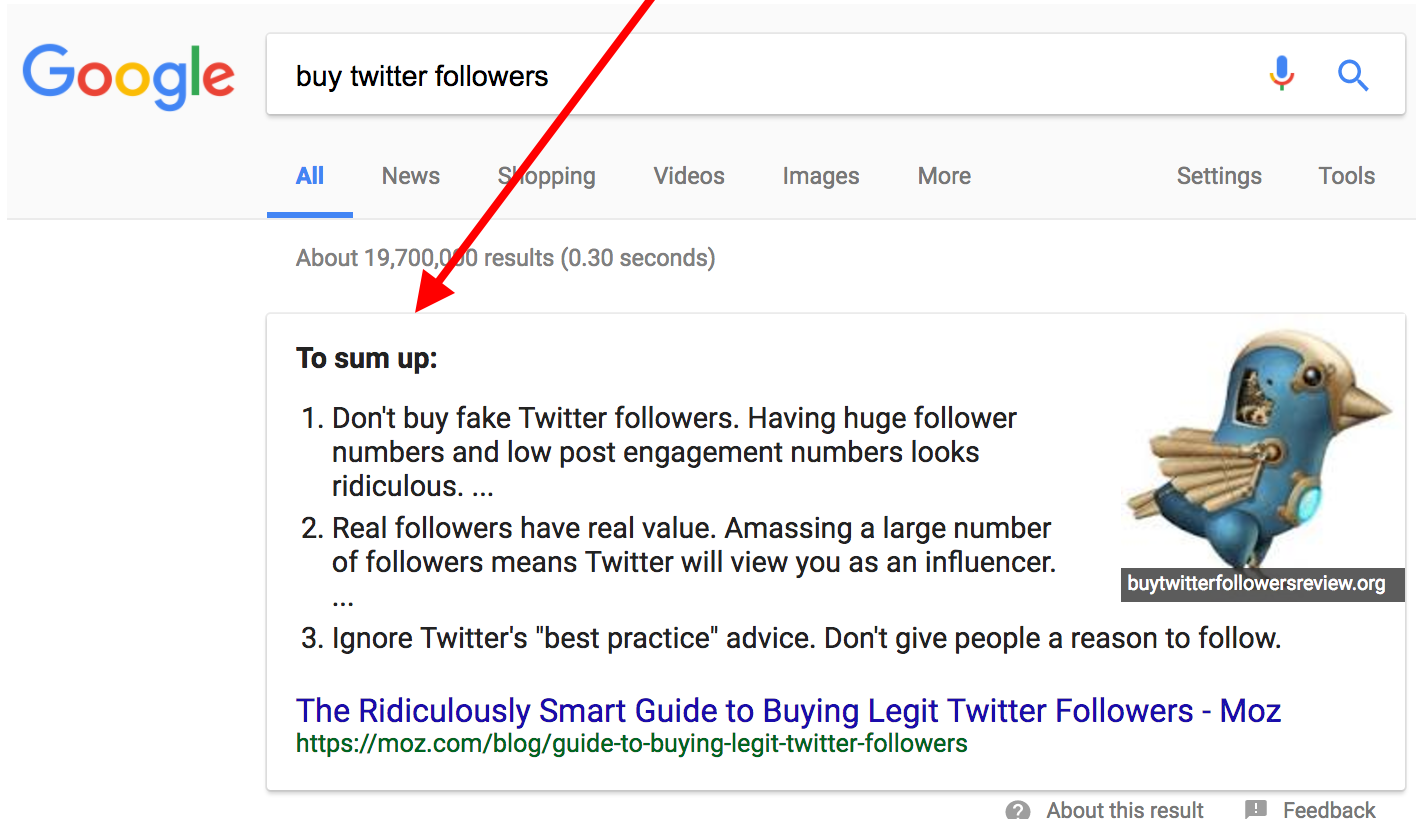


buytwitterfollowersreview.org

**The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz**  
<https://moz.com/blog/guide-to-buying-legit-twitter-followers>

[? About this result](#) [! Feedback](#)

# Removed "To sum up"



Google

buy twitter followers


All News Shopping Videos Images More Settings Tools

About 19,700,000 results (0.30 seconds)

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1. Don't buy fake Twitter followers. Having huge follower numbers and low post engagement numbers looks ridiculous. ...
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<https://moz.com/blog/guide-to-buying-legit-twitter-followers>






buytwitterfollowersreview.org

? About this result ! Feedback



# Gone:

[All](#) [News](#) [Shopping](#) [Videos](#) [Images](#) [More](#) [Settings](#) [Tools](#)


About 18,800,000 results (0.28 seconds)

**You should buy followers if you want to:**

1. Gain more followers quickly.
2. Gain more followers cheaply.
3. Get more followers easily.
4. Increase social proof.
5. Improve your brand or self image.
6. Boost your reputation / credibility.
7. Attract more organic followers.
8. Increase your reach and tweet impressions.

[More items...](#)

[Buy Twitter Followers Review - Find the Best and Avoid the Scams](#)  
[buytwitterfollowersreview.org/](http://buytwitterfollowersreview.org/)



[? About this result](#) [Feedback](#)

# Fixed this:

Teaser / Meta Description:

Don't give in to the temptation of paying for bogus followers. For the same amount and with a little ingenuity, you could buy real Twitter fans with Fllowers Campaigns — and get a few other bonuses out of the deal, too!

# Bingo:



buy twitter followers



Get Keyword Difficulty

All

Shopping

News

Videos

Images

More

Settings

Tools

About 18,200,000 results (0.81 seconds)

## Buying real Twitter followers: 3 key takeaways

1. Don't buy fake Twitter followers. Having huge follower numbers and low post engagement numbers looks ridiculous. ...
2. Real followers have real value. Amassing a large number of followers means Twitter will view you as an influencer. ...
3. Ignore Twitter's "best practice" advice.

Build Your twitter followers!



UK/USA Twitter Followers  
No Passwords Required  
Non-Drop Guaranteed Service  
Delivered Within 24 Hours!

[www.greediersocialmedia.co.uk](http://www.greediersocialmedia.co.uk)

## The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz

<https://moz.com/blog/guide-to-buying-legit-twitter-followers>



About this result



Feedback

# Added the typo back:



buy twitter followers



Get Keyword Difficulty

All

Shopping

News

Videos

Images

More

Settings

Tools

Teaser / Meta Description:

Don't give in to the temptation of paying for bogus folowers. For the same amount and with a little ingenuity, you could buy real Twitter fans with Fllowers Campaigns — and get a few other bonuses out of the deal, too!

numbers looks ridiculous. ...

2. Real followers have real value. Amassing a large number of followers means Twitter will view you as an influencer. ...
3. Ignore Twitter's "best practice" advice.

**The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz**

<https://moz.com/blog/guide-to-buying-legit-twitter-followers>



About this result



Feedback



# Gone!

**You should buy followers if you want to:**

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2. Gain more followers cheaply.
3. Get more followers easily.
4. Increase social proof.
5. Improve your brand or self image.
6. Boost your reputation / credibility.
7. Attract more organic followers.
8. Increase your reach and tweet impressions.

More items...



**Buy Twitter Followers Review - Find the Best and Avoid the Scams**  
[buytwitterfollowersreview.org/](http://buytwitterfollowersreview.org/)

# Fixed the typos:

Teaser / Meta Description:

Don't give in to the temptation of paying for bogus folowers. For the same amount and with a little ingenuity, you could buy real Twitter fans with Fllowers Campaigns — and get a few other bonuses out of the deal, too!

# BAAACK!

## Buying real Twitter followers: 3 key takeaways

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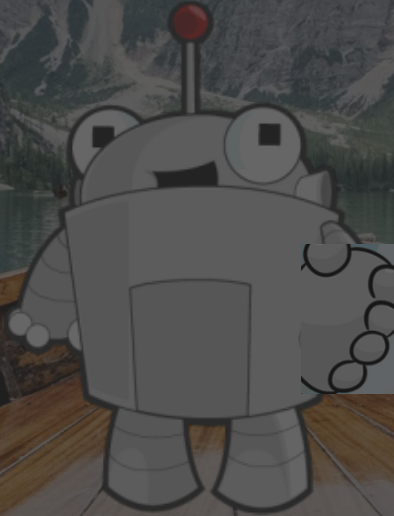
About this result



Feedback

# The Top 5 Moz Secrets [Journey]

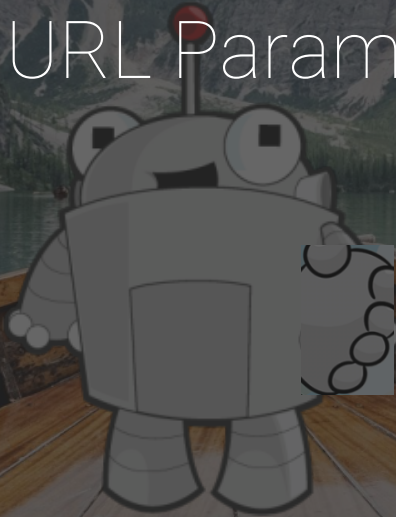
1. 70,000+ pages of crap





# The Top 5 Moz Secrets [Journey]

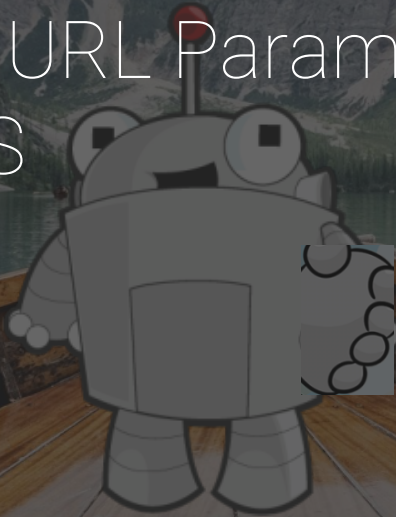
1. 70,000+ pages of crap
2. Unconfigured URL Parameters





# The Top 5 Moz Secrets [Journey]

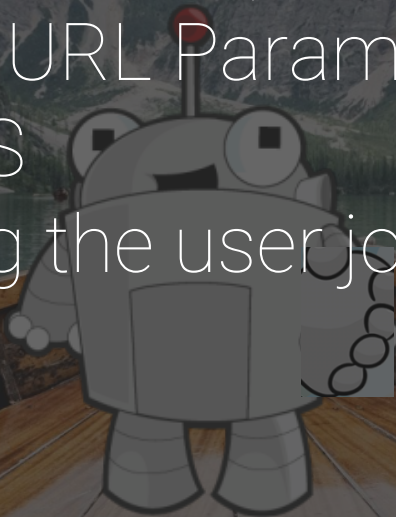
1. 70,000+ pages of crap
2. Unconfigured URL Parameters
3. Outdated CMS





# The Top 5 Moz Secrets [Journey]

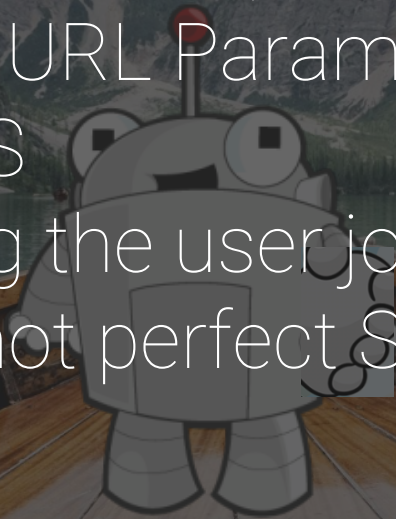
1. 70,000+ pages of crap
2. Unconfigured URL Parameters
3. Outdated CMS
4. Not optimizing the user journey





# The Top 5 Moz Secrets [Journey]

1. 70,000+ pages of crap
2. Unconfigured URL Parameters
3. Outdated CMS
4. Not optimizing the user journey
5. Mozzers are not perfect SEOs





# The Top 5 Moz Secrets [Journey]

1. 70,000+ pages of crap
2. Unconfigured URL Parameters
3. Outdated CMS
4. Not optimizing the user journey
5. Mozzers are not perfect SEOs

**Bonus:** Break stuff! (Test, test, test!)



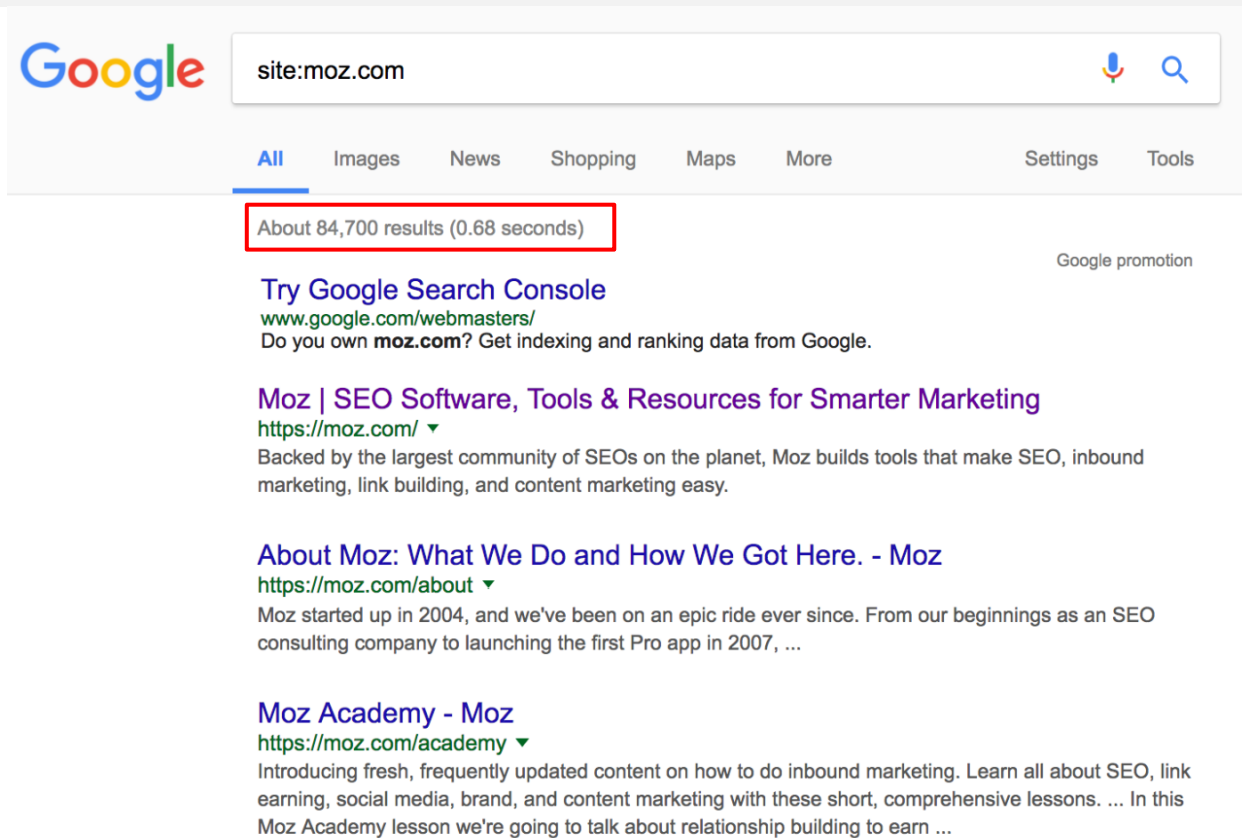
# The Top 5 Moz Secrets [Journey]

1. 70,000+ pages of crap
2. Unconfigured URL Parameters
3. Outdated CMS
4. Not optimizing the user journey
5. Mozzers are not perfect SEOs

**Bonus:** Break stuff! (Test, test, test!)

Moz results one year later

~175,000 → ~84,700 Indexed Pages



The image is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text 'site:moz.com'. To the right of the search bar are a microphone icon and a magnifying glass icon. Below the search bar is a horizontal menu with the following items: 'All' (which is underlined with a blue line), 'Images', 'News', 'Shopping', 'Maps', 'More', 'Settings', and 'Tools'. Below the menu, a red rectangular box highlights the text 'About 84,700 results (0.68 seconds)'. To the right of this box, the text 'Google promotion' is visible. Below the highlighted text, there are three search results. The first result is titled 'Try Google Search Console' in blue, with a green URL 'www.google.com/webmasters/' and a description 'Do you own **moz.com**? Get indexing and ranking data from Google.' The second result is titled 'Moz | SEO Software, Tools & Resources for Smarter Marketing' in purple, with a green URL 'https://moz.com/' and a description 'Backed by the largest community of SEOs on the planet, Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy.' The third result is titled 'About Moz: What We Do and How We Got Here. - Moz' in blue, with a green URL 'https://moz.com/about' and a description 'Moz started up in 2004, and we've been on an epic ride ever since. From our beginnings as an SEO consulting company to launching the first Pro app in 2007, ...'. Below this is a fourth result titled 'Moz Academy - Moz' in blue, with a green URL 'https://moz.com/academy' and a description 'Introducing fresh, frequently updated content on how to do inbound marketing. Learn all about SEO, link earning, social media, brand, and content marketing with these short, comprehensive lessons. ... In this Moz Academy lesson we're going to talk about relationship building to earn ...'.

Google

site:moz.com

All Images News Shopping Maps More Settings Tools

About 84,700 results (0.68 seconds)

Google promotion

**Try Google Search Console**  
[www.google.com/webmasters/](https://www.google.com/webmasters/)  
Do you own **moz.com**? Get indexing and ranking data from Google.

**Moz | SEO Software, Tools & Resources for Smarter Marketing**  
<https://moz.com/> ▼  
Backed by the largest community of SEOs on the planet, Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy.

**About Moz: What We Do and How We Got Here. - Moz**  
<https://moz.com/about> ▼  
Moz started up in 2004, and we've been on an epic ride ever since. From our beginnings as an SEO consulting company to launching the first Pro app in 2007, ...

**Moz Academy - Moz**  
<https://moz.com/academy> ▼  
Introducing fresh, frequently updated content on how to do inbound marketing. Learn all about SEO, link earning, social media, brand, and content marketing with these short, comprehensive lessons. ... In this Moz Academy lesson we're going to talk about relationship building to earn ...

# +100,000 Organic Users / Month

(July '16 - July '17)



Organic Traffic  
51.27% Users



+ Add Segment

Jul 1, 2015 - Jun 30, 2017 ▾

## Overview

Users ▾

VS. [Select a metric](#)

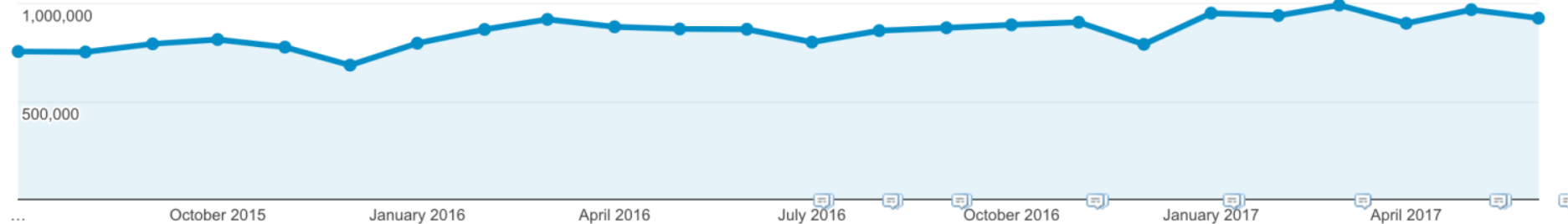
Hourly

Day

Week

Month

● Users





+1.4



Photo Cred: [Seahawk Nation Blog](#)

# Domain Authority: 89 → 92

MOZ



PA: 91



DA: 92



Spam  
Score: 1/17



MOZ

Products

Blog

About



Learn SEO

Moz Pro

Moz Local

More T

5 billion searches are performed every day. Be found.



Home page Page Authority: 89 → 91

MOZ



PA: 91



DA: 92



Spam  
Score: 1/17



MOZ

Products

Blog

About



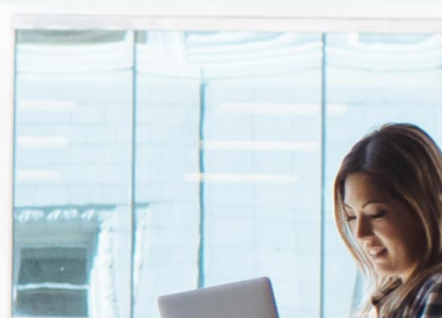
Learn SEO

Moz Pro

Moz Local

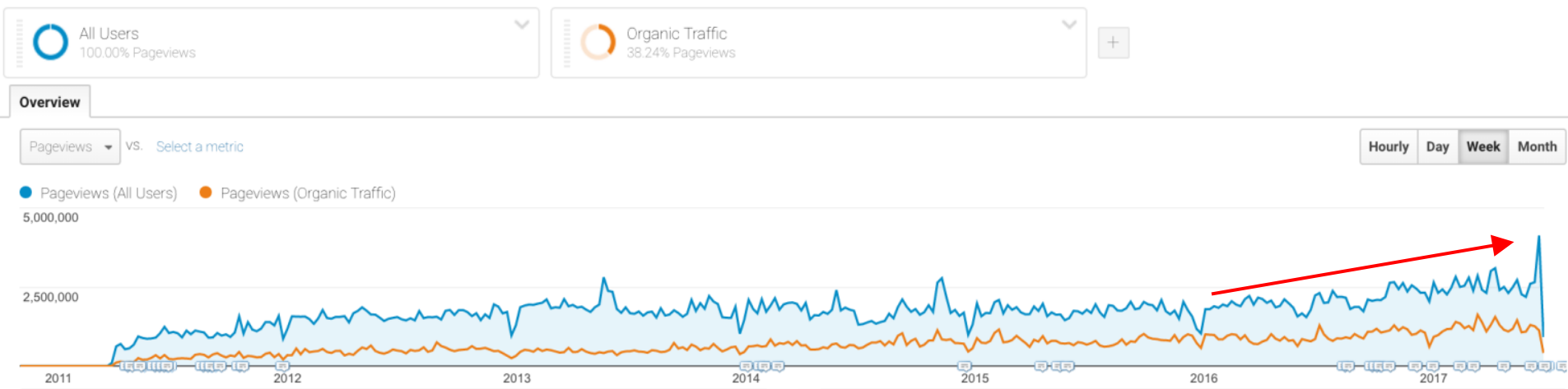
More T

5 billion searches are performed every day. Be found.





# +30% YoY organic pageview gains





# +12% YoY organic users gains

## Overview

Users ▾ vs. [Select a metric](#)

Hourly Day Week **Month**

● Users

1,000,000

500,000

2011

2012

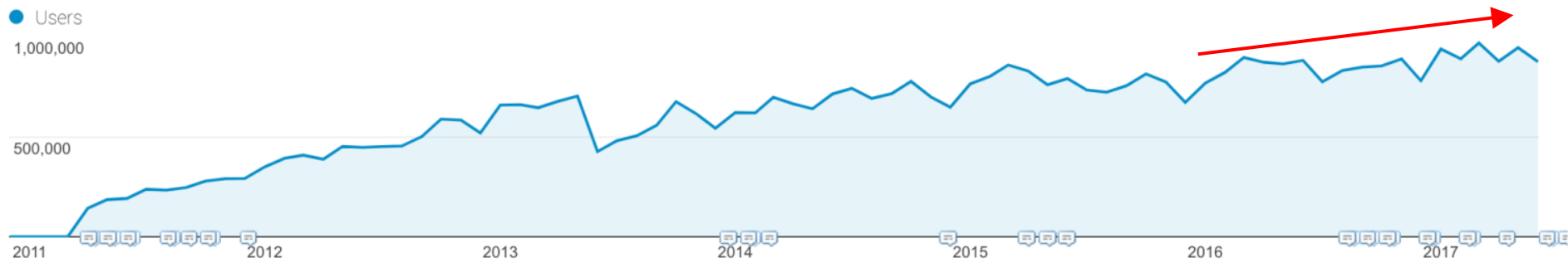
2013

2014

2015

2016

2017



# Increased keyword reach by 51% (SEMrush Data)

**298K**

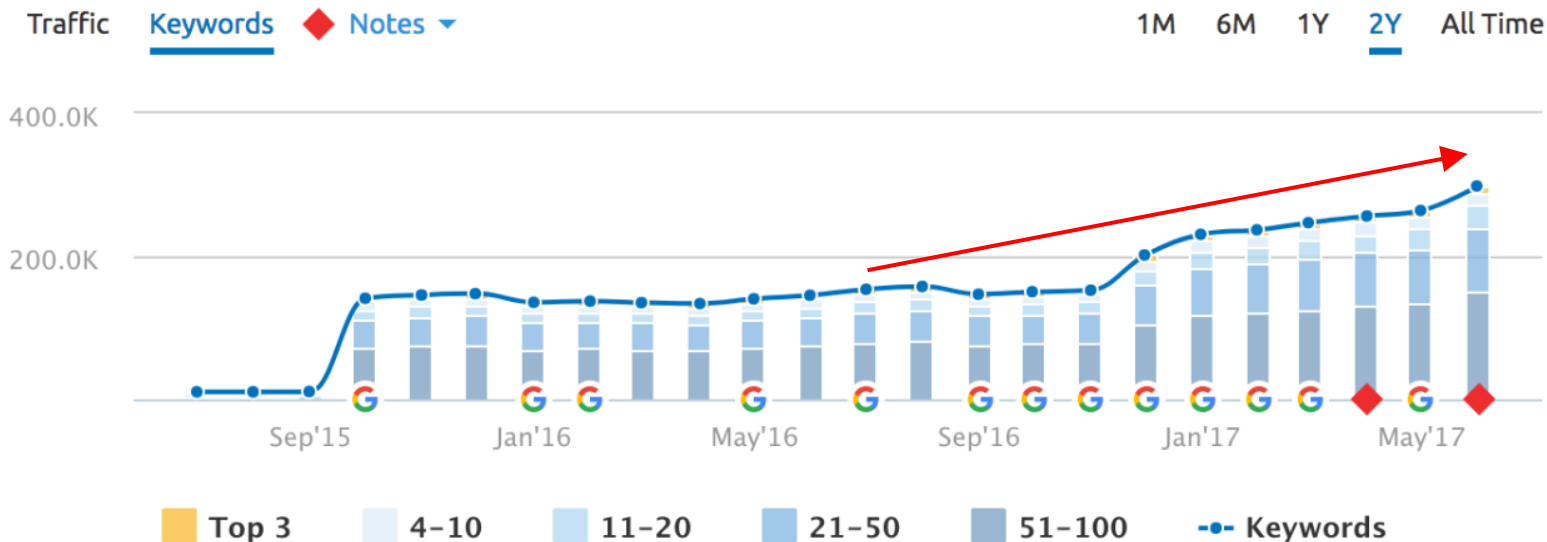
KEYWORDS

**382K**

TRAFFIC

**\$1.9M**

TRAFFIC COST



It takes a village!  
Can't thank these rockstars enough!



What secrets will you uncover?





# Thank you!



Bonus: Don't **oversimplify** Title Tags



**Before:**

SEO best practices for URLs | Moz

5.6% CTR

## **Before:**

SEO best practices for URLs | Moz

5.6% CTR

## **After:**

What is a URL (Uniform Resource Locator)? | Moz



## **Before:**

SEO best practices for URLs | Moz

5.6% CTR

## **After:**

What is a URL (Uniform Resource Locator)? | Moz

2.99% CTR

This one was just dumb...

**Before:**

Domains - SEO Best Practices | Moz

5.25% CTR

This one was just dumb...

**Before:**

Domains - SEO Best Practices | Moz

5.25% CTR

**After:**

What is a Domain Name? | Moz

This one was just dumb...

**Before:**

Domains - SEO Best Practices | Moz

5.25% CTR

**After:**

What is a Domain Name? | Moz

1.95% CTR



This one was just dumb...

**Before:**

Domains



**After:**

What is a

1.95% CTR



**Answer** the question!

# Before:

## Guide to search visibility in Moz Pro Rankings - Moz

Learn all about Search Visibility; what it means, how it's calculated and how you can improve it with Moz Pro.

2.51% CTR

## Before:

### [Guide to search visibility in Moz Pro Rankings - Moz](#)

Learn all about Search Visibility; what it means, how it's calculated and how you can improve it with Moz Pro.

2.51% CTR

## After:

### [What is Search Visibility? | Moz Pro - Moz](#)

The Search Visibility score is the percentage of clicks we estimate you receive based on your organic ranking (across all the keywords you're tracking in your ...



# Thank You

Britney Muller

*SEO & Content Architect, Moz*

@BritneyMuller

