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

Britney Muller

SEO & Content Architect, Moz

@BritneyMuller

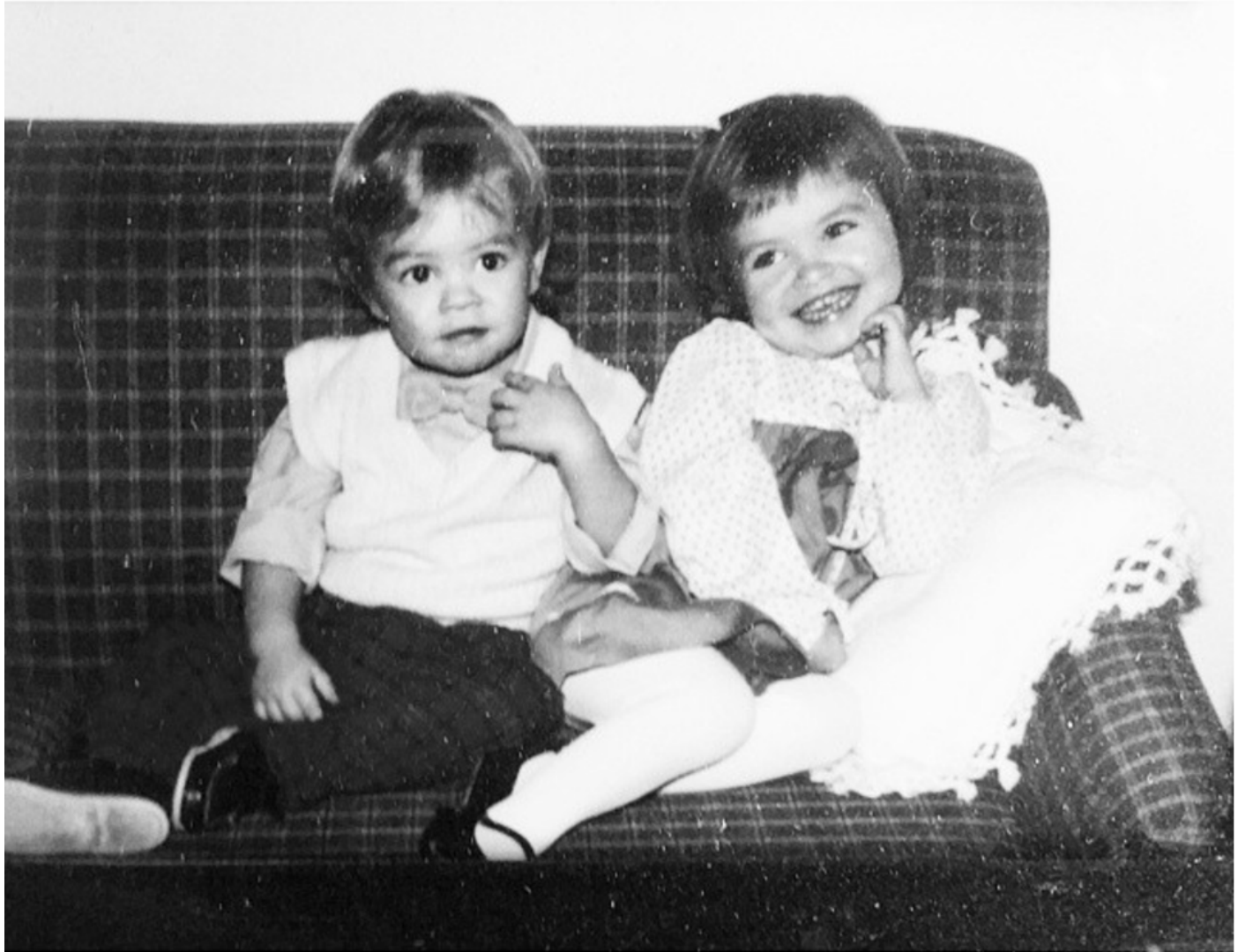
MOZCON

2017

5 Moz SEO Secrets

Britney Muller
SEO & Content Architect

@BritneyMuller

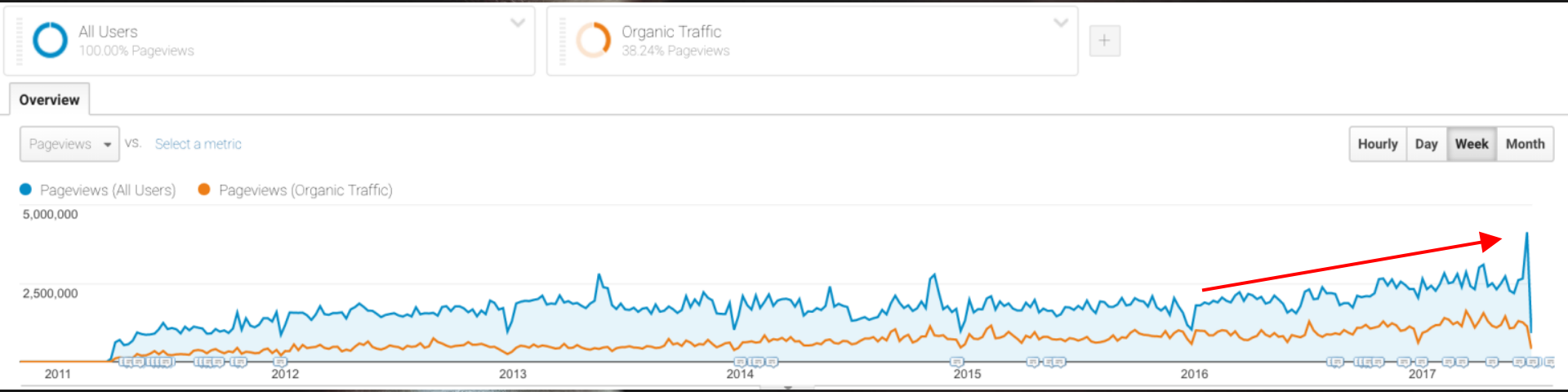


Say Hi to my Dumpster Brother or Mom
if you see them!

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

What Secrets Is Your Website Hiding?

What Secrets Is Your Website Hiding?

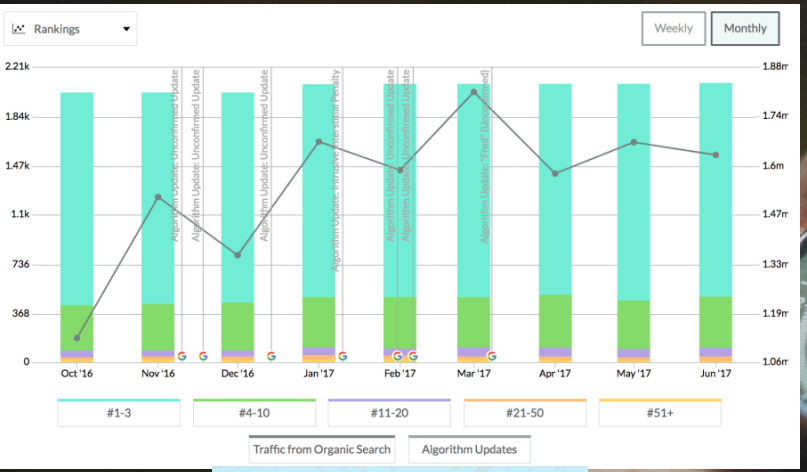


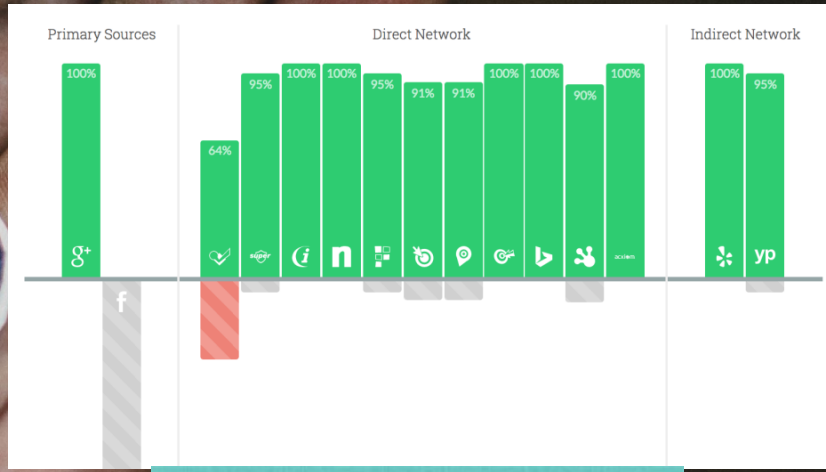
Curiosity

How I got to Moz

What is True North?

Macro: Moz Pro & Moz Local Signups

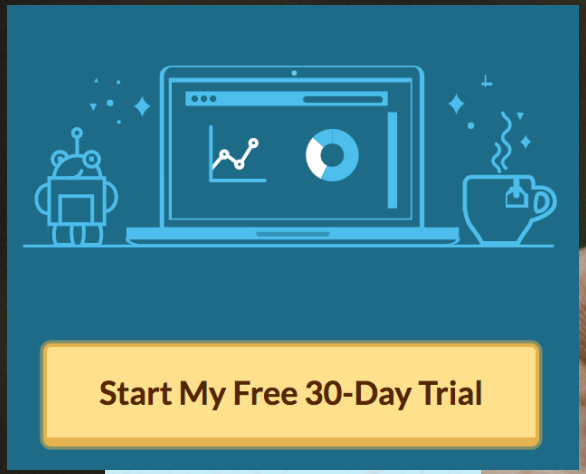




MOZ PRO

MOZ LOCAL

Micro: Free Trials & Check Listings



Start My Free 30-Day Trial

MOZ PRO

Can your customers find you online?

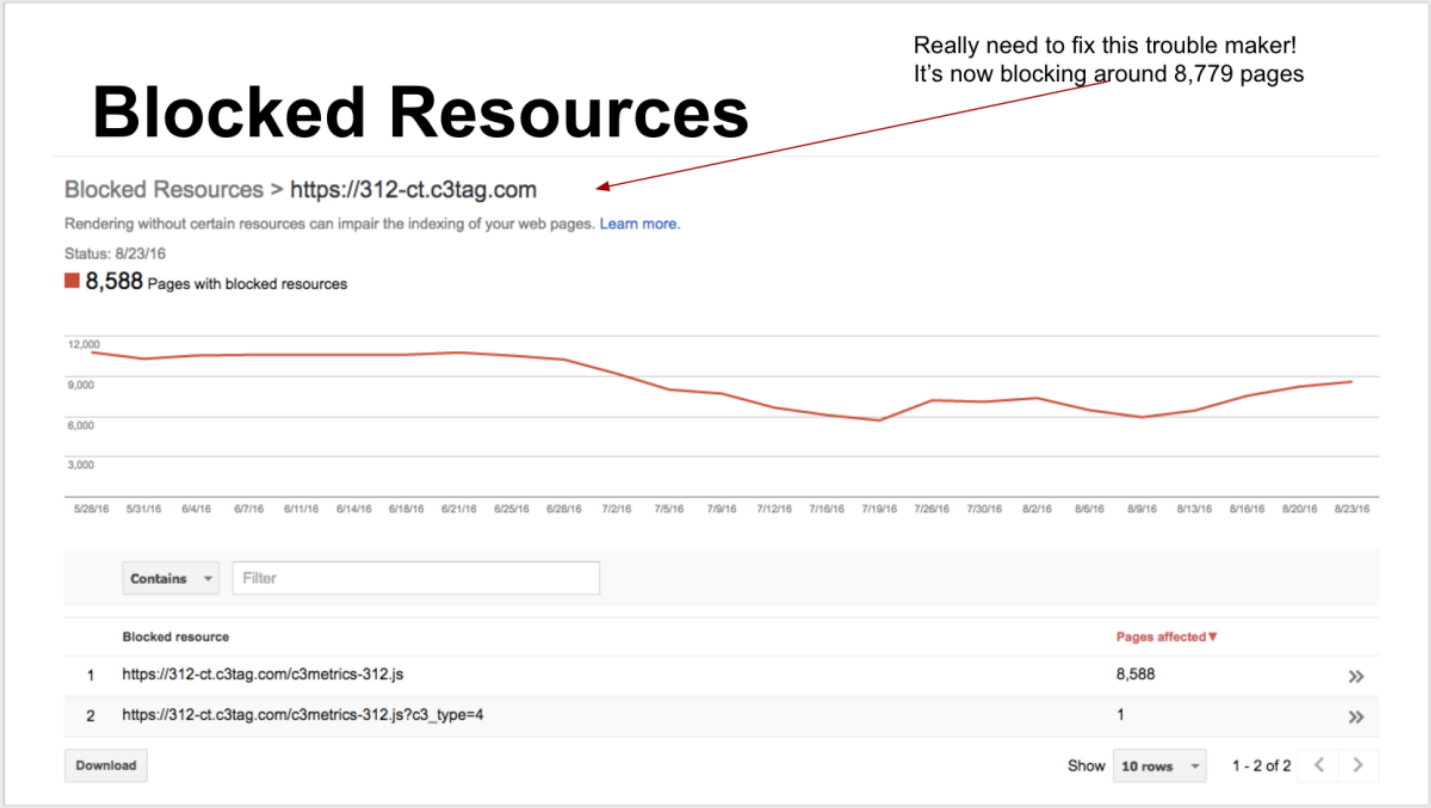
Check your listings on Google, Bing, and other local search engines.

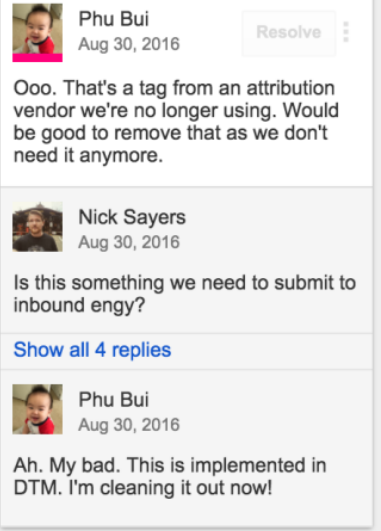
Business name | Zip/Postal code | Check my Listing

MOZ LOCAL

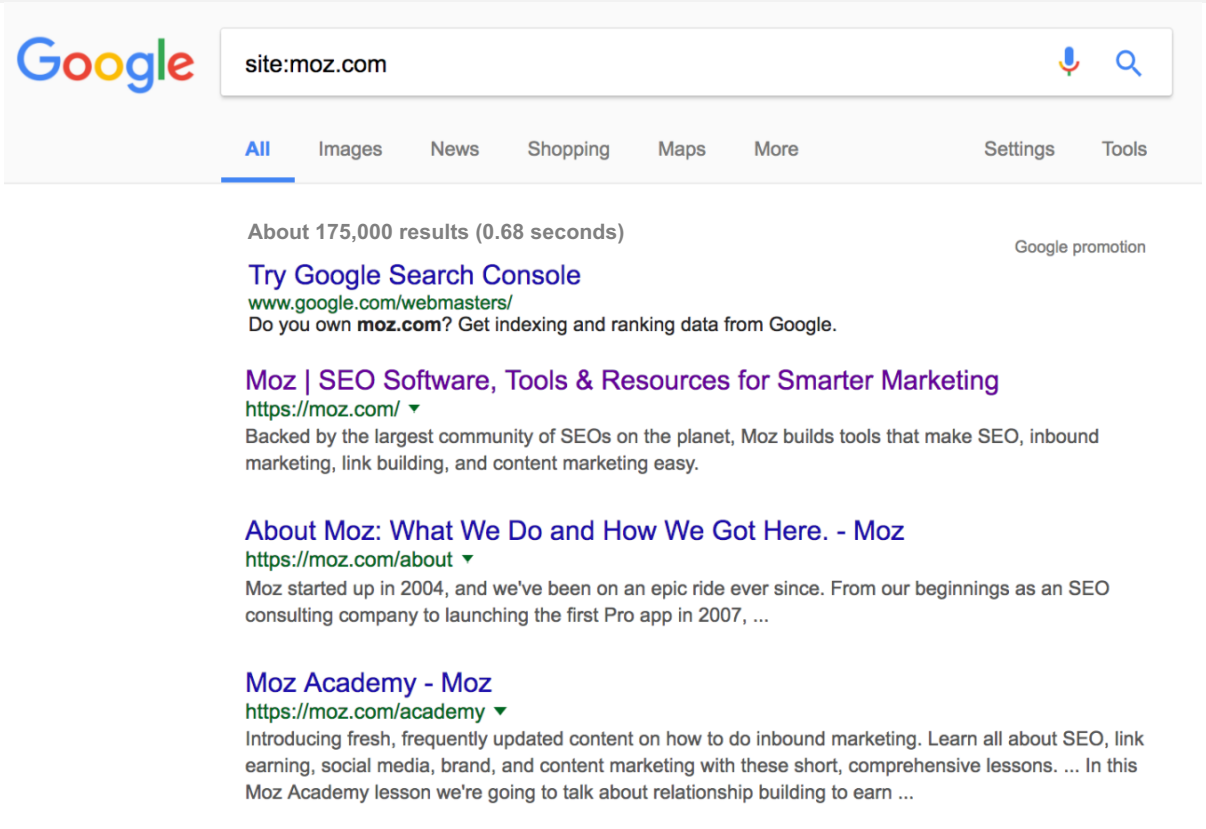
360-Degree Aerial View
N7293B

Mozzers immediately jumped in to help

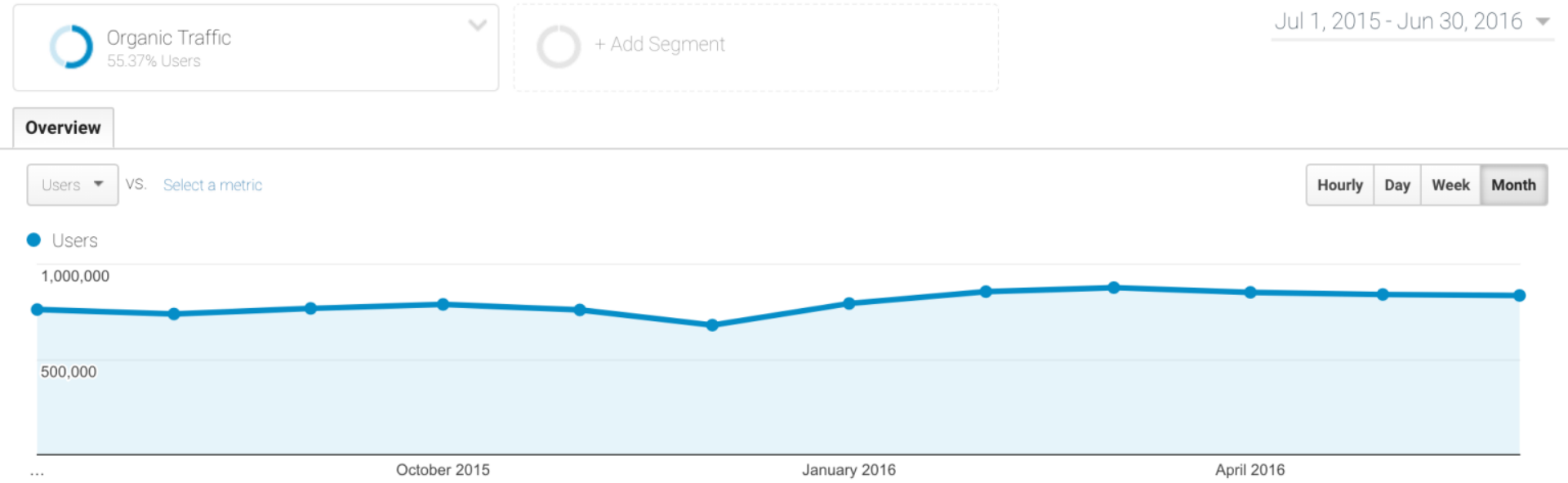


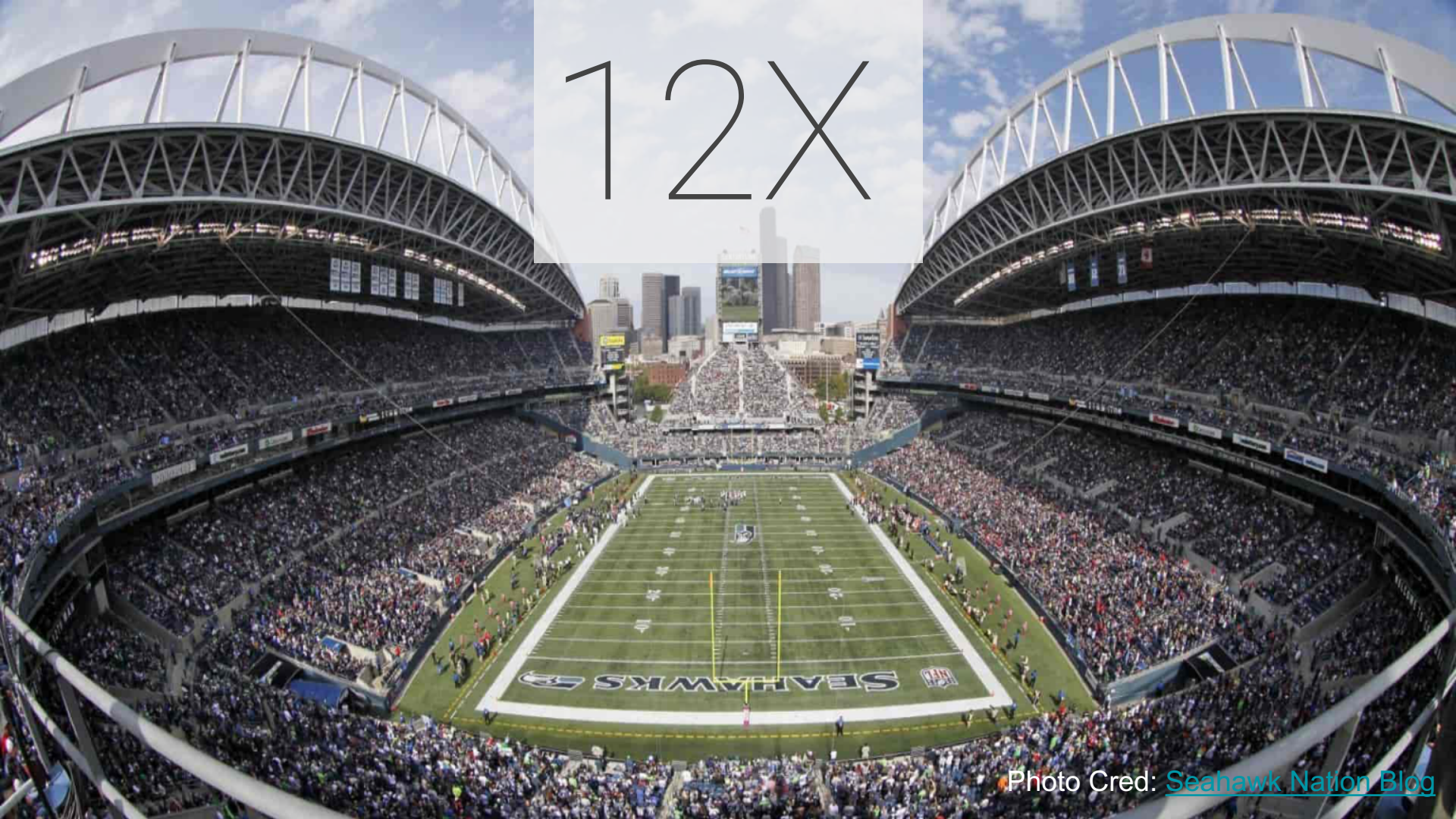


~175,000 Indexed Pages

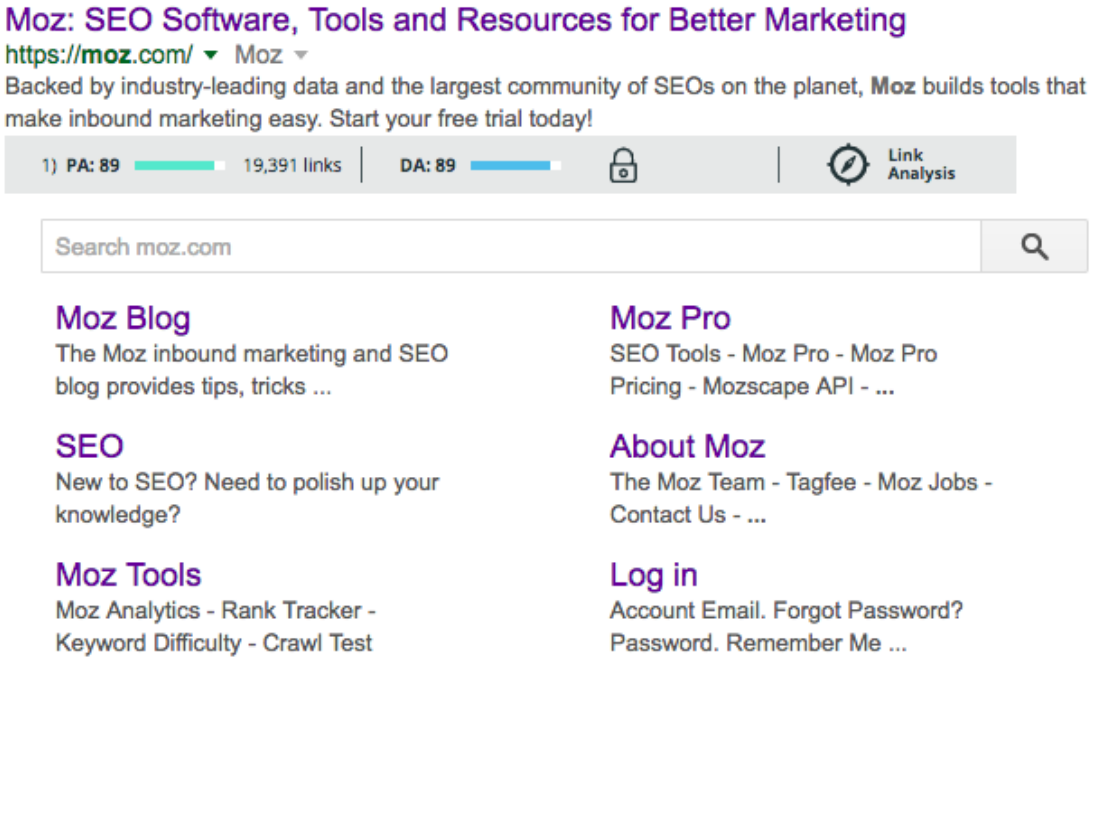


~800,000 Organic Users / Month




12X
SEAHAWKS
Photo Cred: Seahawk Nation Blog

Home page DA & PA: 89



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]

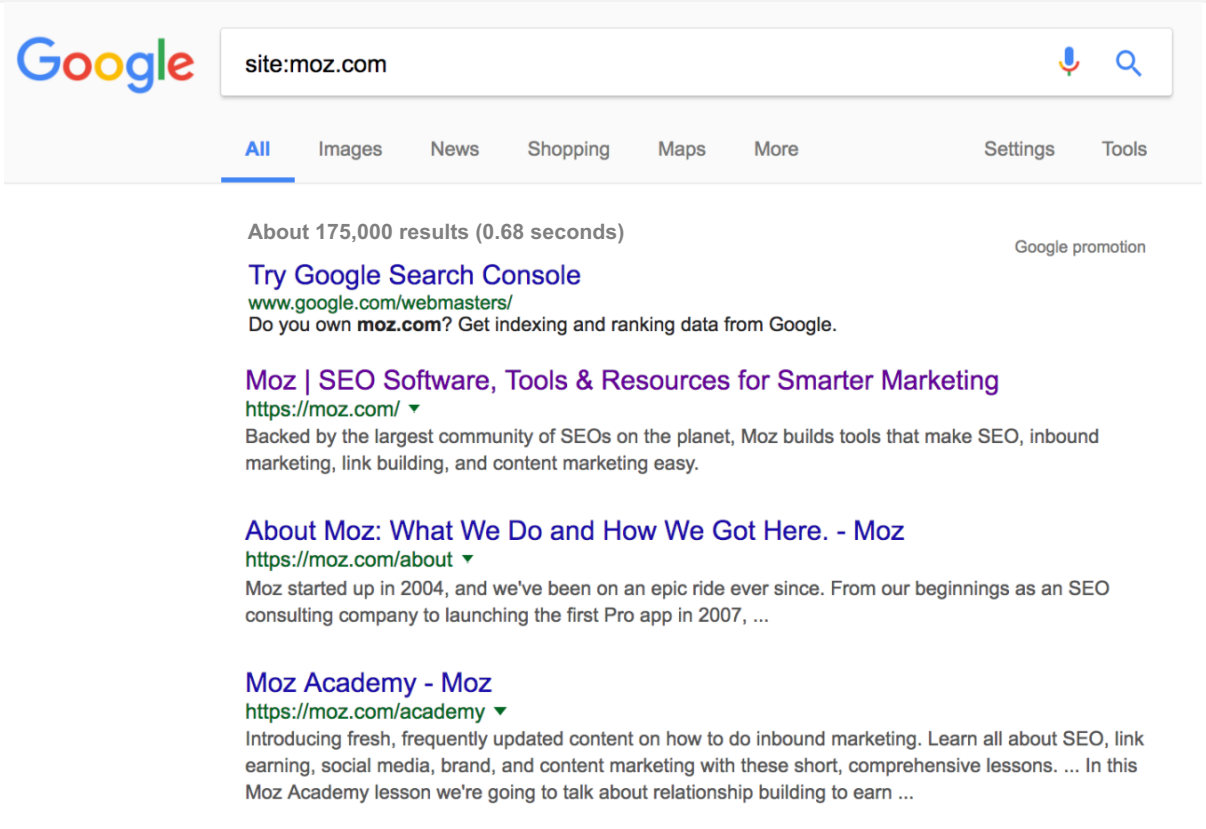
The Top 5 Moz Secrets [Journey]

Moz Results One Year Later

#1
Our website had 70,000+ pages of crap!

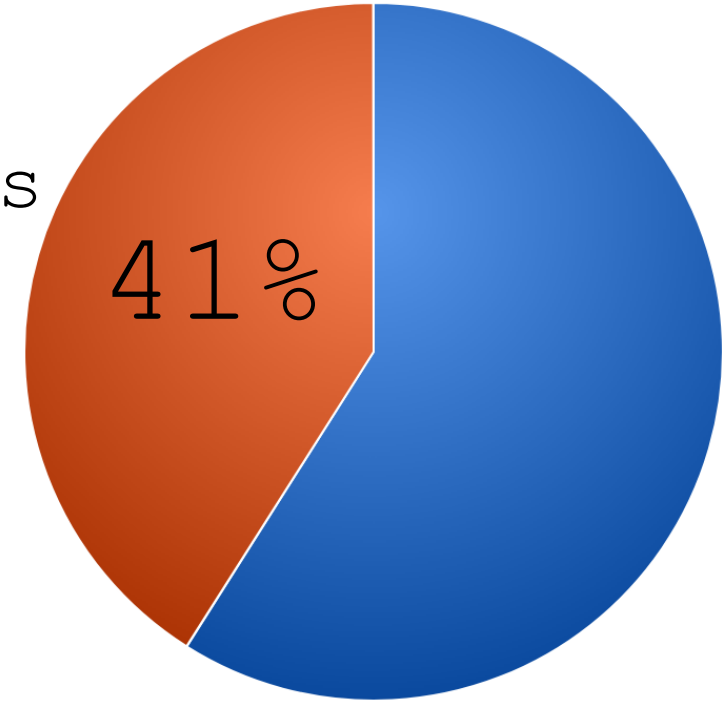
#1
Our website had 70,000+ pages of INDEXED crap!

~175,000 Indexed Pages



~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

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

Vital Stats

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

Referring pages LIVE INDEX 6,401 i

rishita desai
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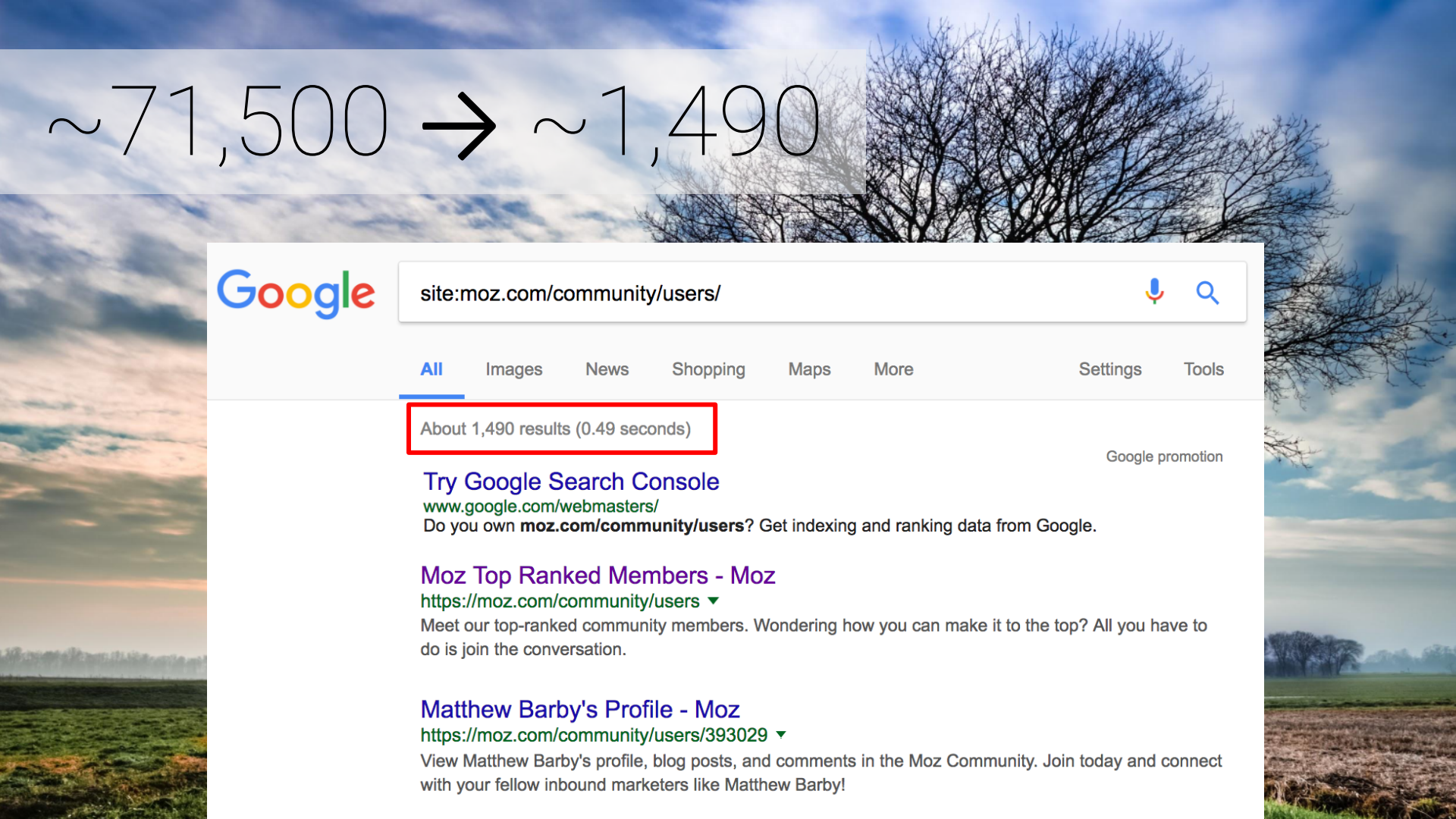
Metric to determine quality.

Hypothesis:

Meta Noindexing profiles <200 MozPoints will:

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

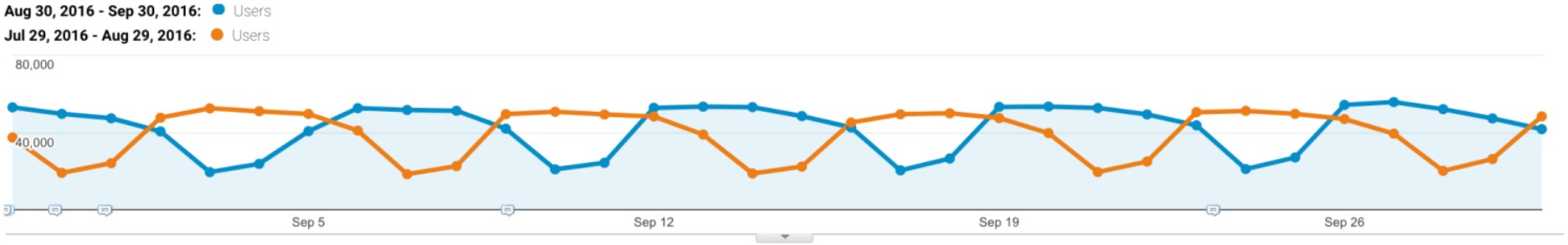
~71,500 →


~71,500 → ~1,490
Google
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/
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:

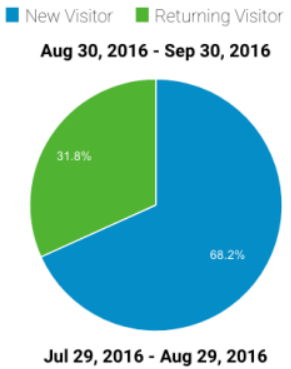
This eliminated many thin/spammy pages & added value.

Organic Users ↑ 8.97% the following month



Users	New Users	Sessions	Number of Sessions per User	Pageviews
Organic Traffic	Organic Traffic	Organic Traffic	Organic Traffic	Organic Traffic
8.97%	9.90%	9.31%	0.31%	7.81%
915,088 vs 839,756	704,628 vs 641,143	1,653,597 vs 1,512,738	1.81 vs 1.80	4,455,065 vs 4,132,389

Pages / Session	Avg. Session Duration	Bounce Rate
Organic Traffic	Organic Traffic	Organic Traffic
-1.38%	-1.18%	1.42%
2.69 vs 2.73	00:03:29 vs 00:03:31	62.48% vs 61.60%



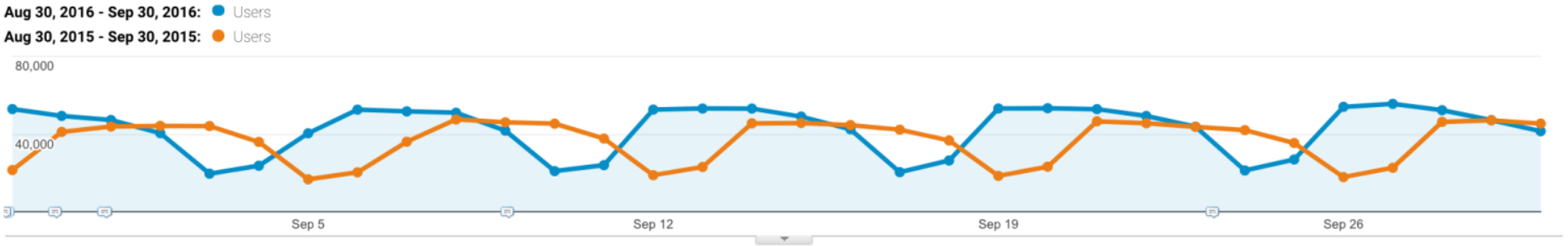
trevor 2:09 PM

That previous period includes December, though.

trevor 2:10 PM

uploaded this image: **image.png**

13.70% YoY



Users	New Users	Sessions	Number of Sessions per User	Pageviews
Organic Traffic	Organic Traffic	Organic Traffic	Organic Traffic	Organic Traffic
13.70%	13.05%	17.87%	3.67%	20.98%
915,417 vs 805,148	702,697 vs 621,555	1,652,102 vs 1,401,648	1.80 vs 1.74	4,473,131 vs 3,697,427

Pages / Session	Avg. Session Duration	Bounce Rate
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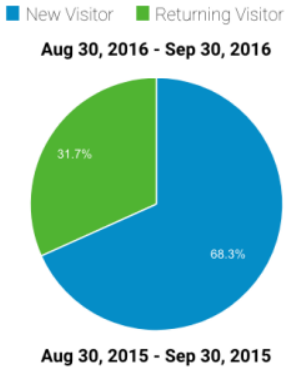
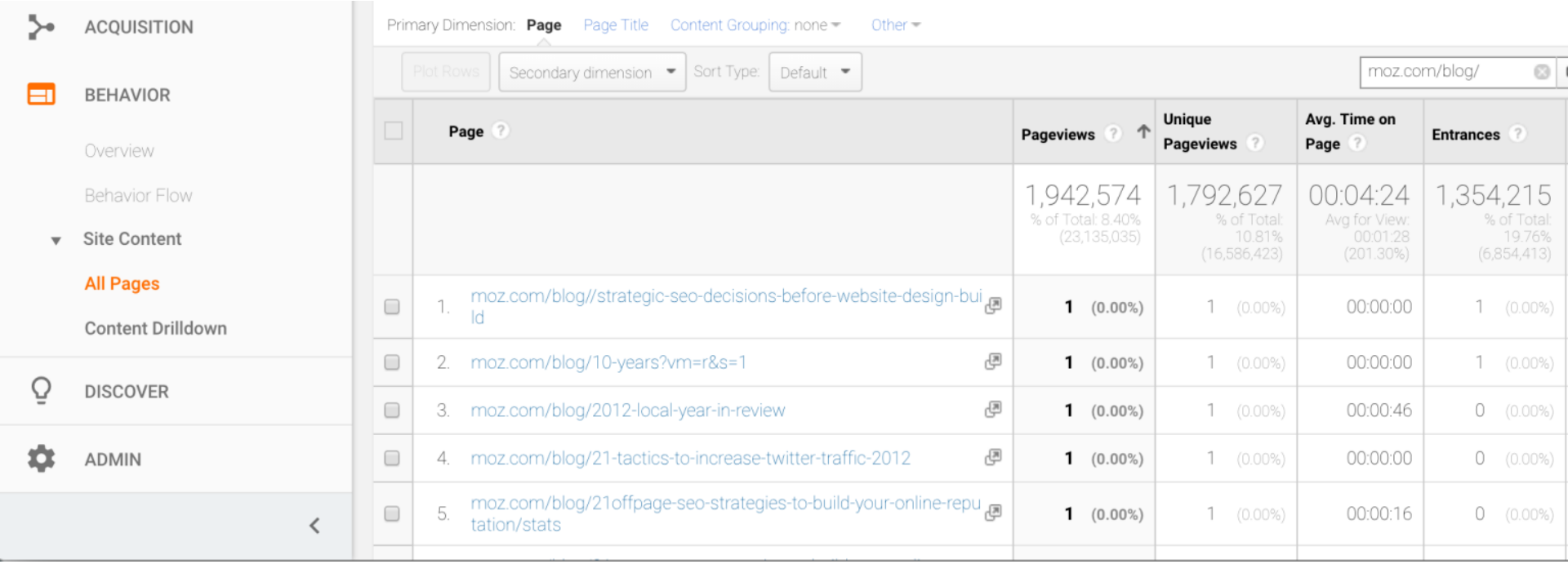
2.64%	3.23%	-1.05%
2.71 vs 2.64	00:03:28 vs 00:03:22	62.39% vs 63.05%



#1
TAKE-AWAYS
Our website had 70,000+ pages of INDEXED crap!

Find the low traffic/converting pages



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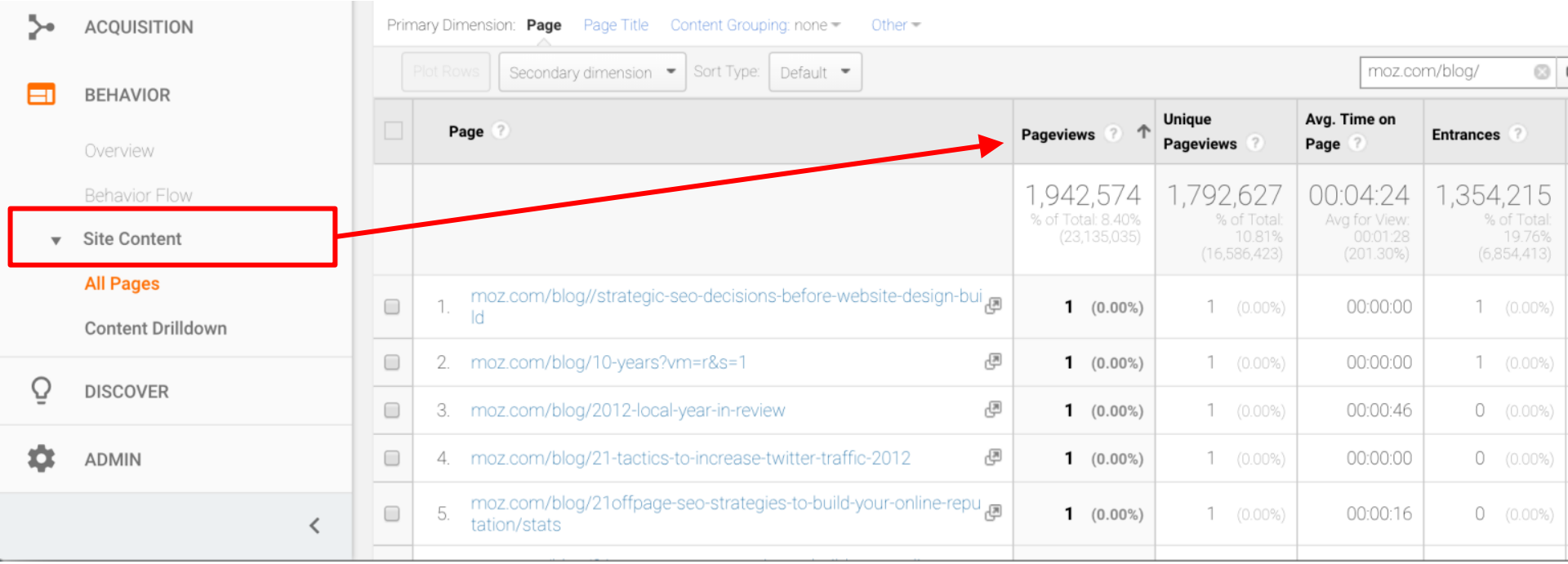
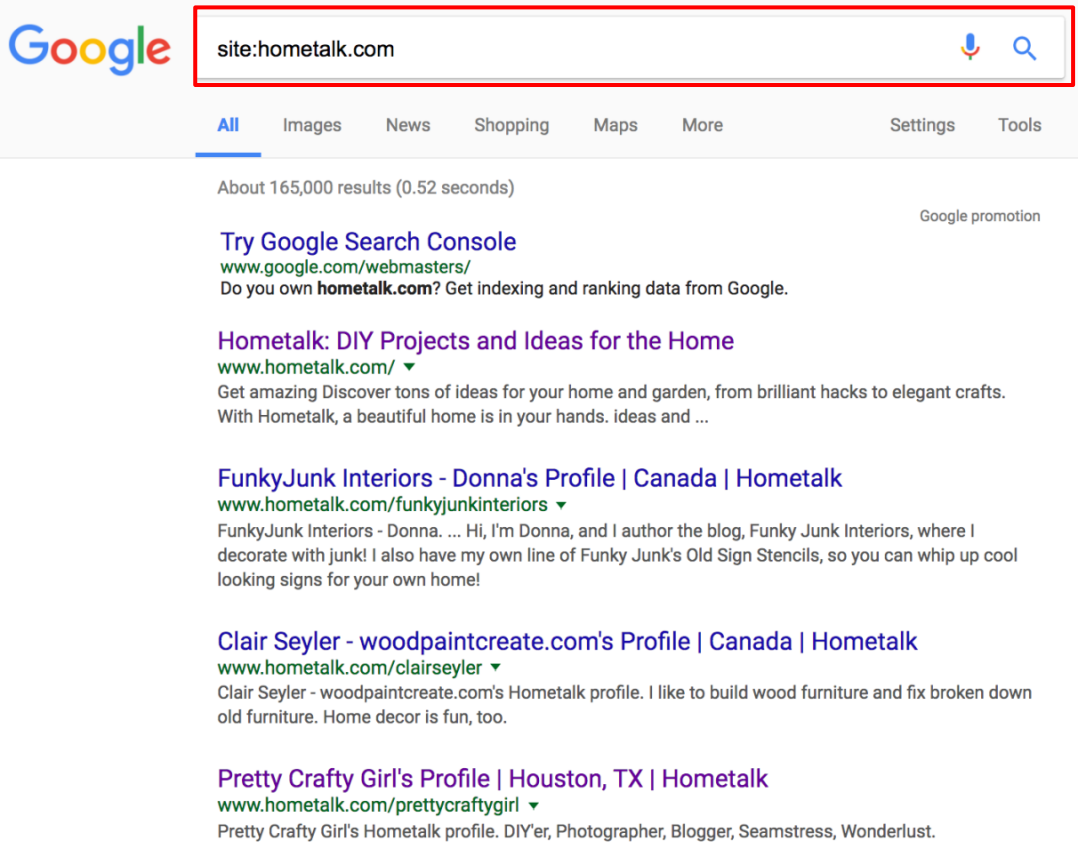
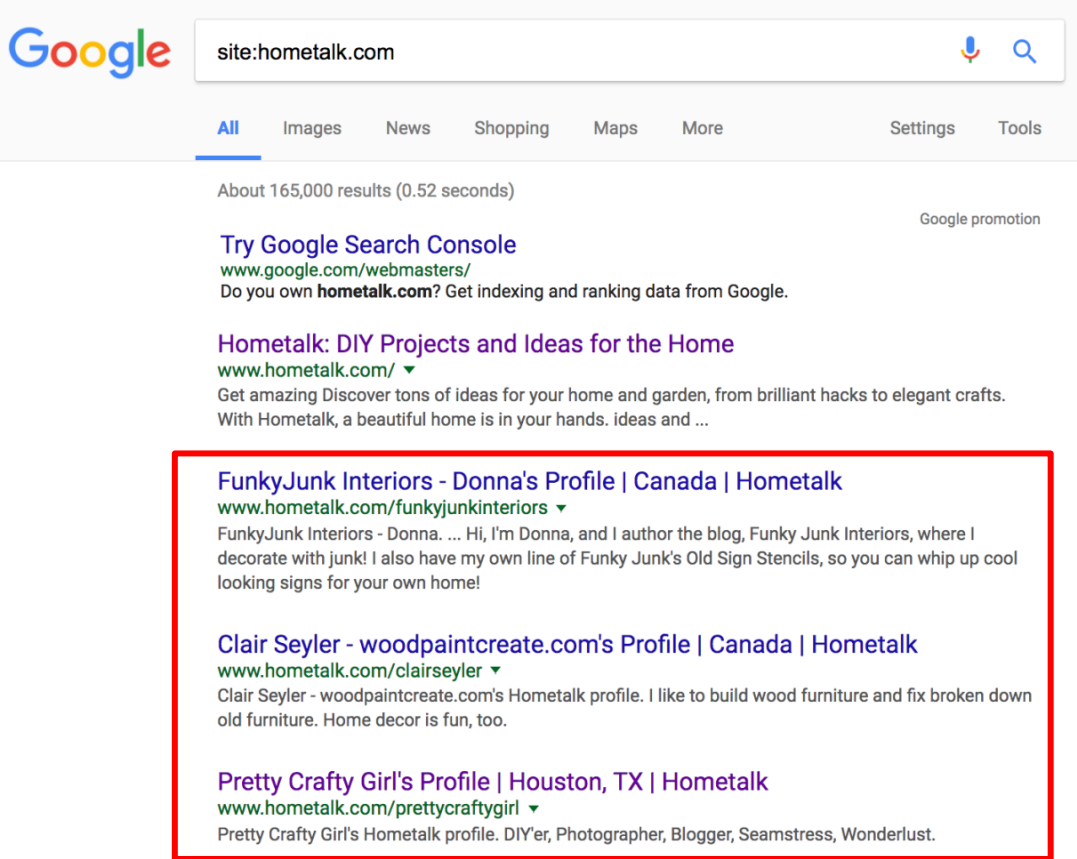
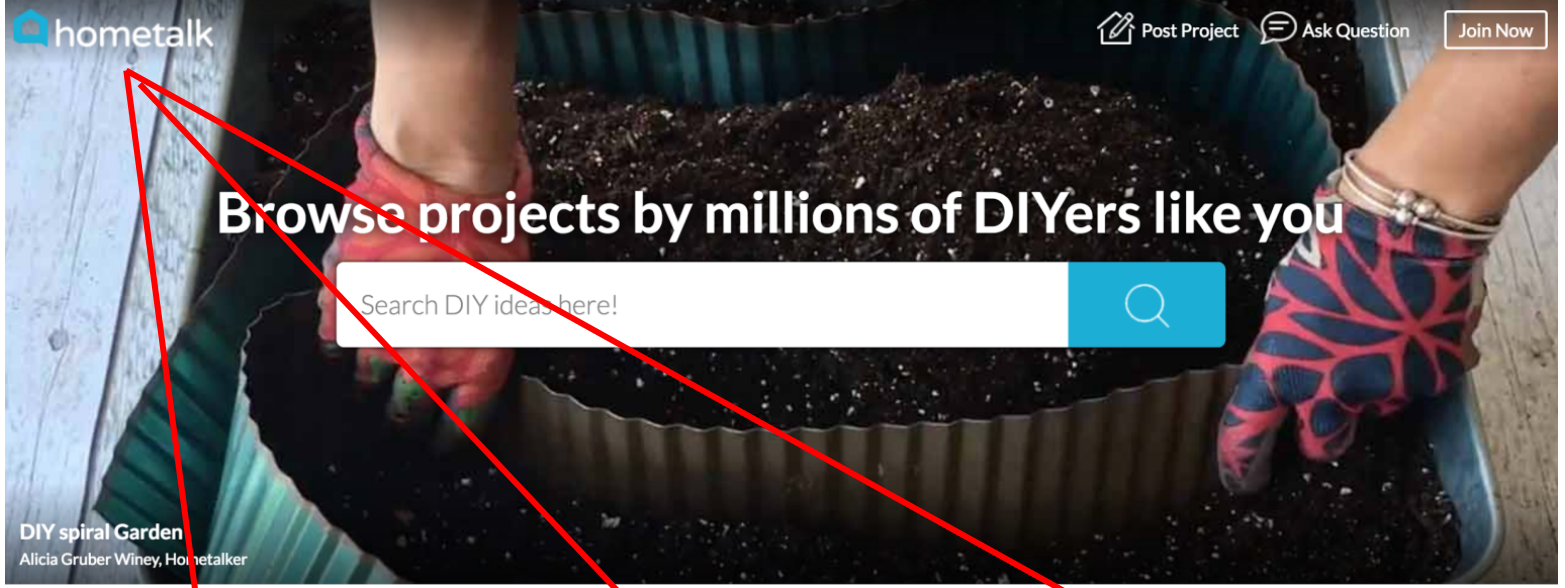


Evaluate ***thin*** high-ranking ***pages***

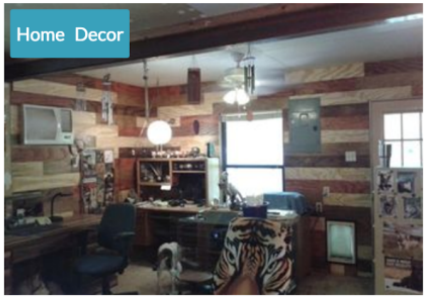


Evaluate ***thin*** high-ranking ***pages***

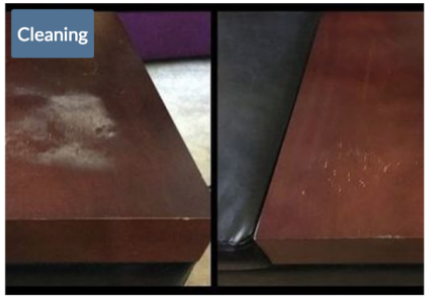




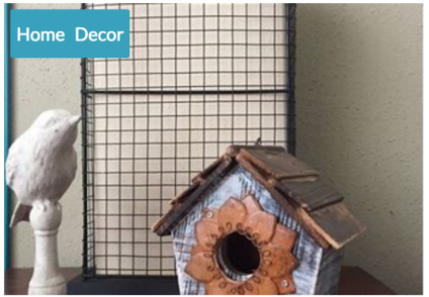
New DIY projects for your home



Panel Your Walls With Plywood!



Quickly Remove Heat Stains From Wood!

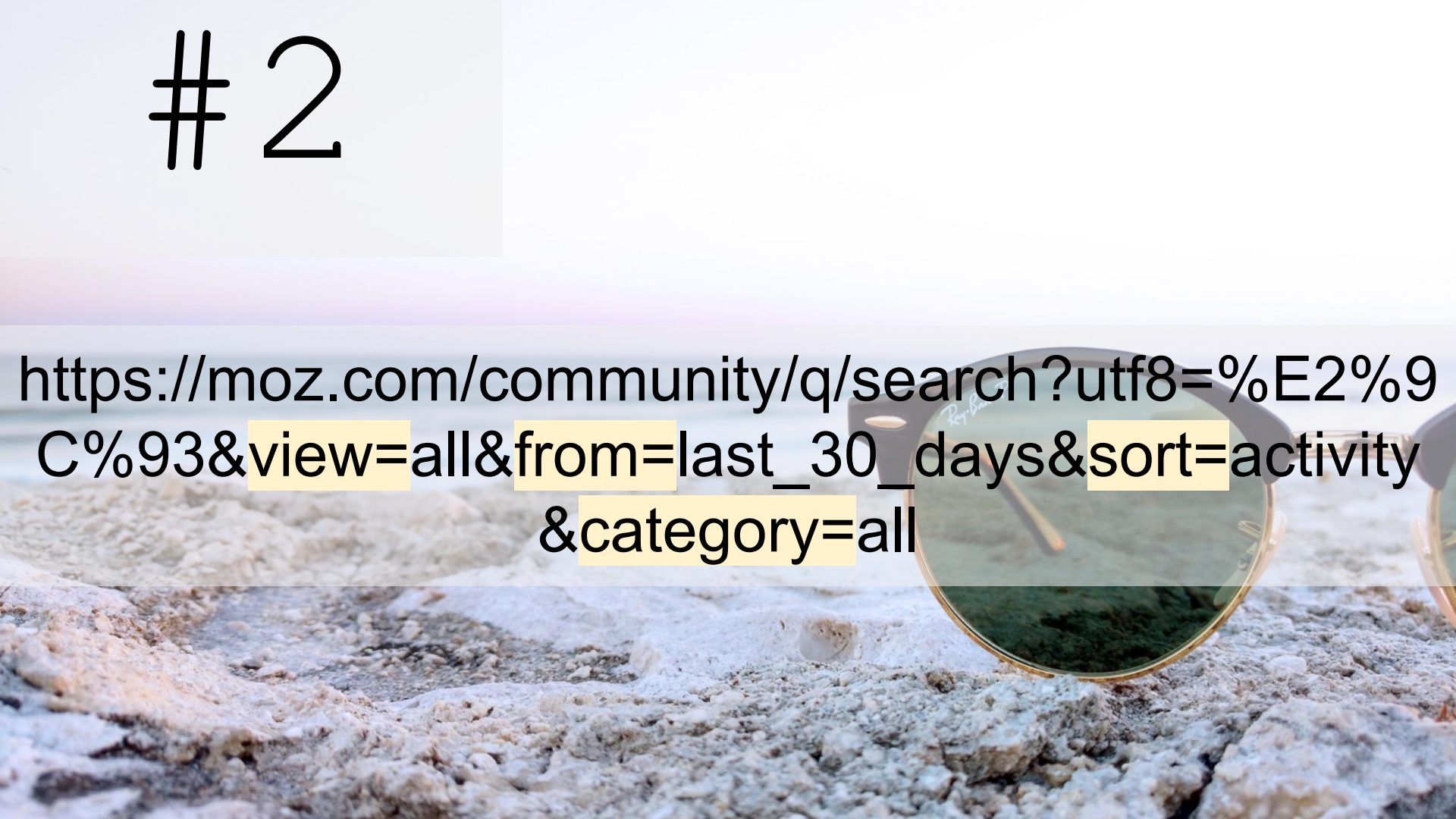


Lamp Upcycle

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

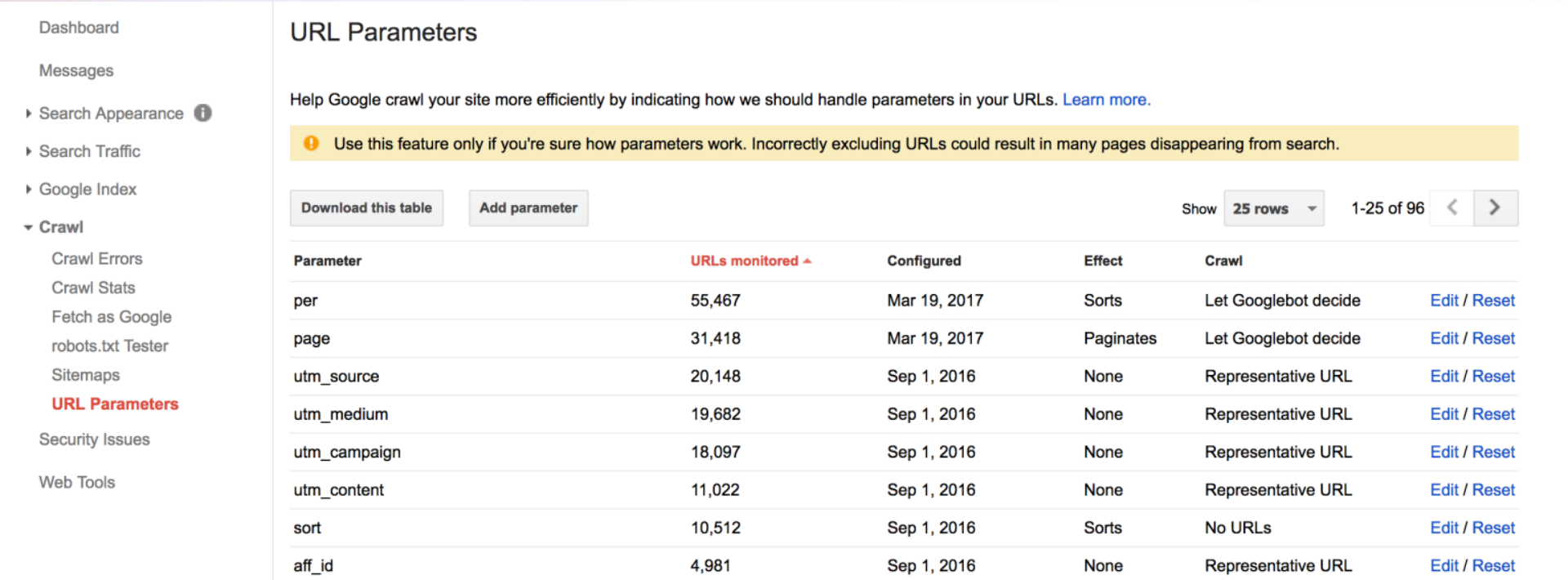


#2

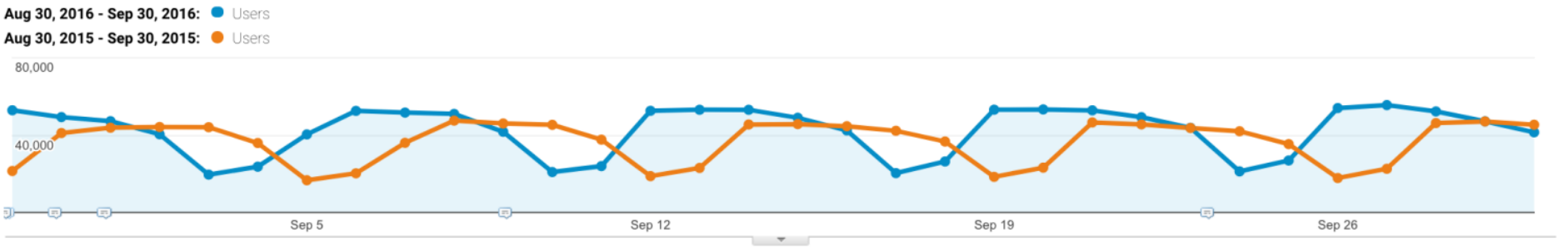
https://moz.com/community/q/search?utf8=%E2%9C%93&view=all&from=last_30_days&sort=activity&category=all

Our URL Parameters Were Not Configured

I configured over 1MM URL parameters in GSC



We’re confident it helped:



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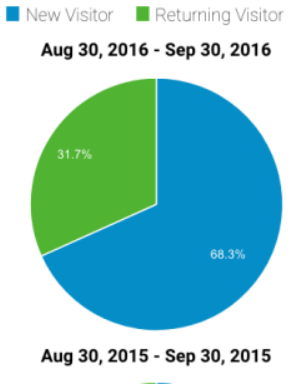
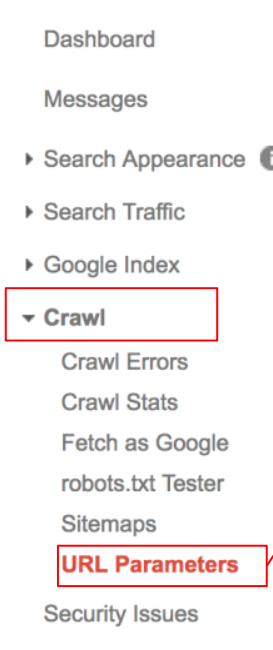


#2
TAKE-AWAYS
Our URL parameters were not configured

Check Google Search Console



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 | 1-2

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

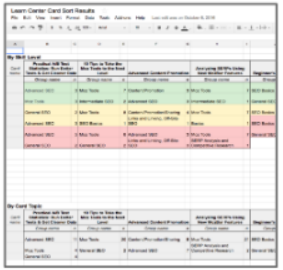
Know your parameter settings!

bit.ly/url-parameters

#3
Our CMS was outdated

Learn Center Website

+



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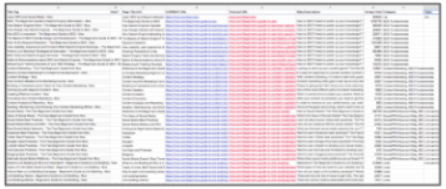

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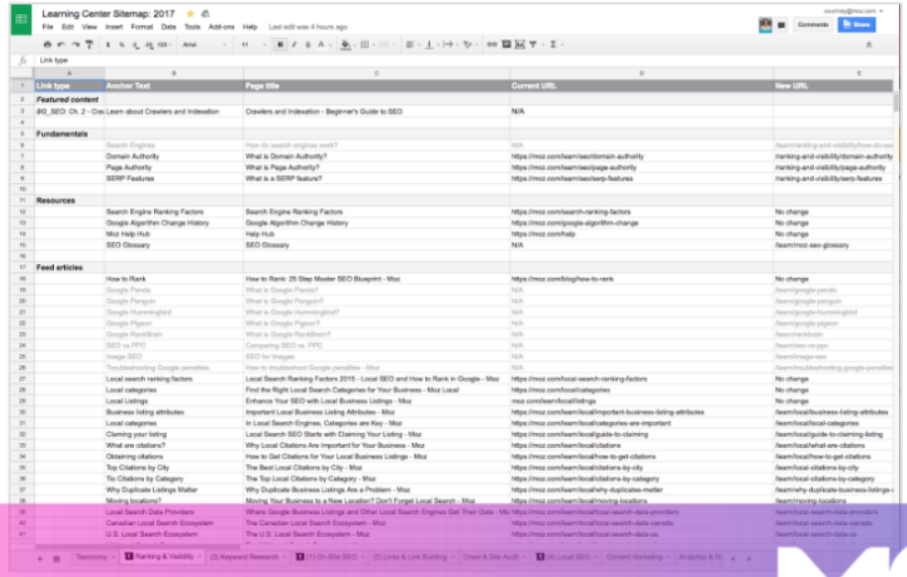
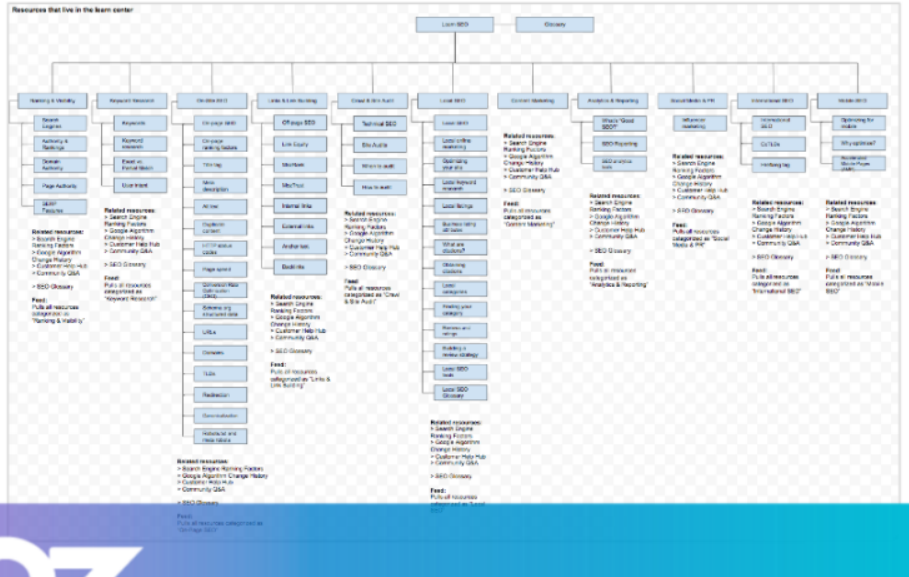
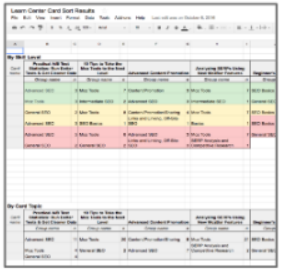


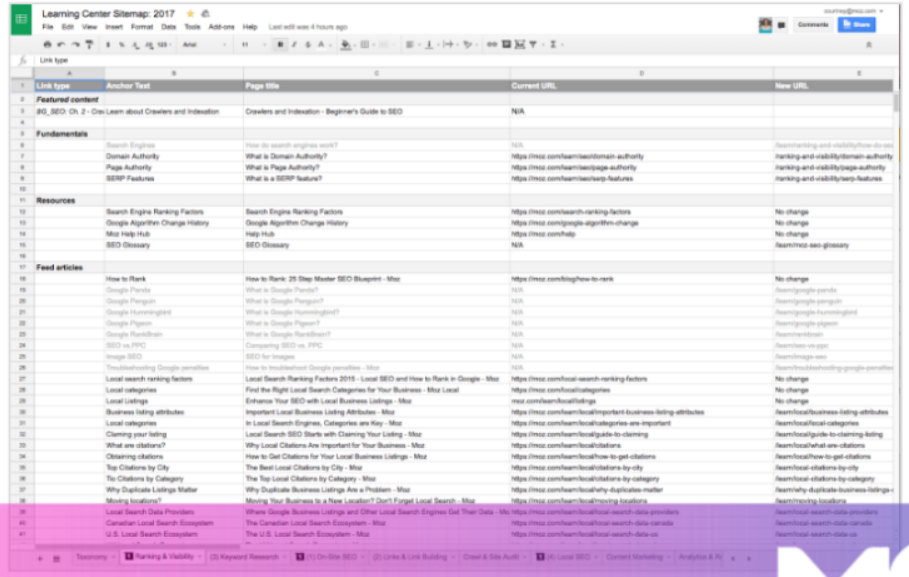


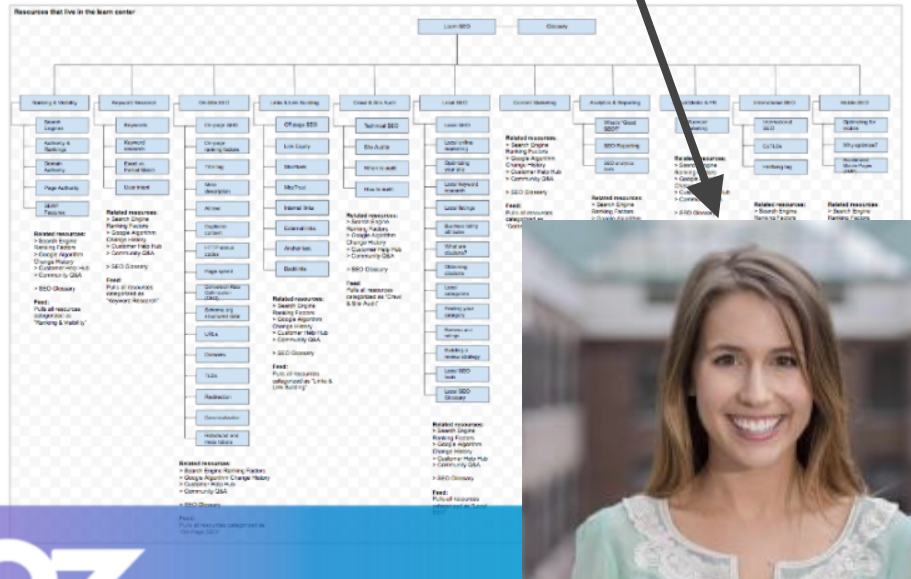
MOZ

Learn Center Website

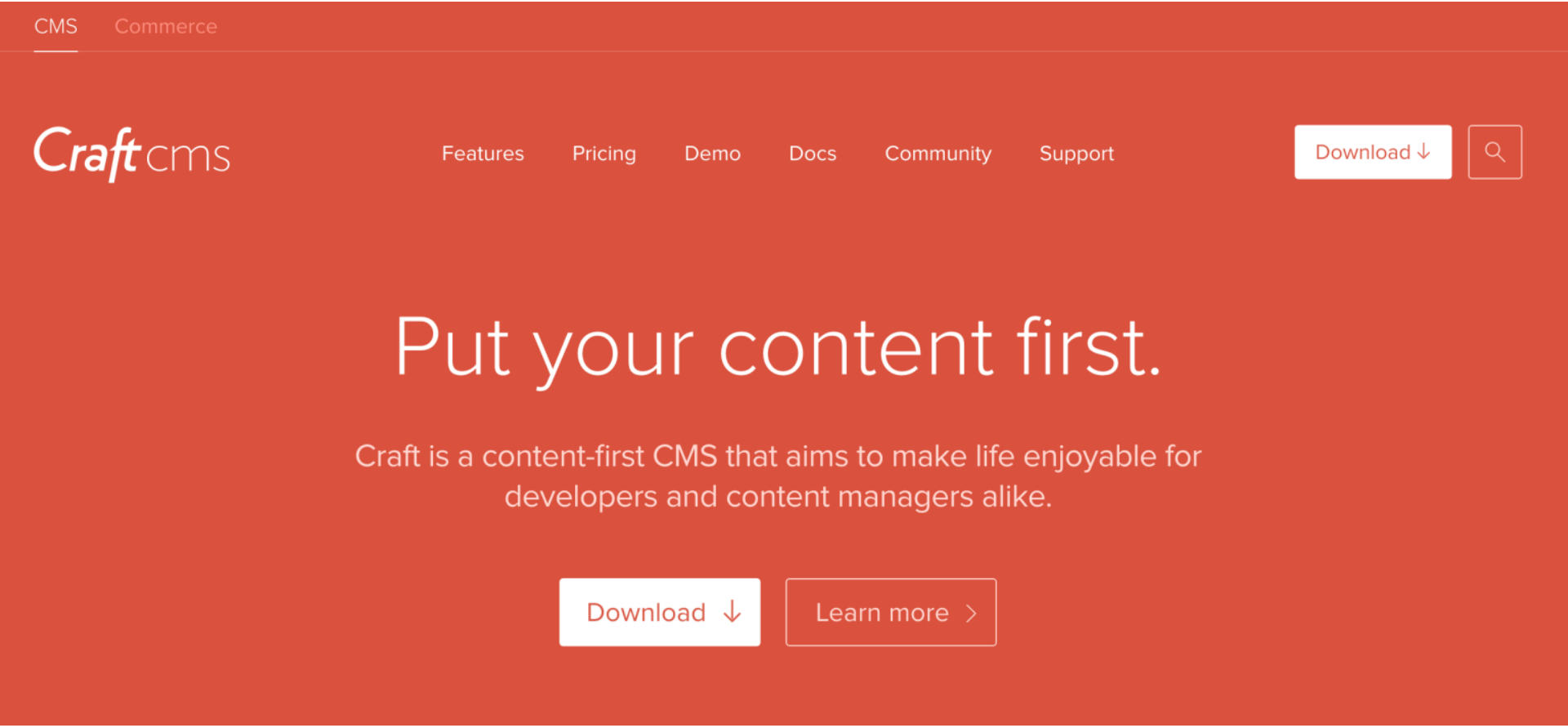


Rachel Goodman Moore is an organizational boss!





MOZ


CMS
Commerce
Craft cms
Features
Pricing
Demo
Docs
Community
Support
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Put your content first.
Craft is a content-first CMS that aims to make life enjoyable for developers and content managers alike.
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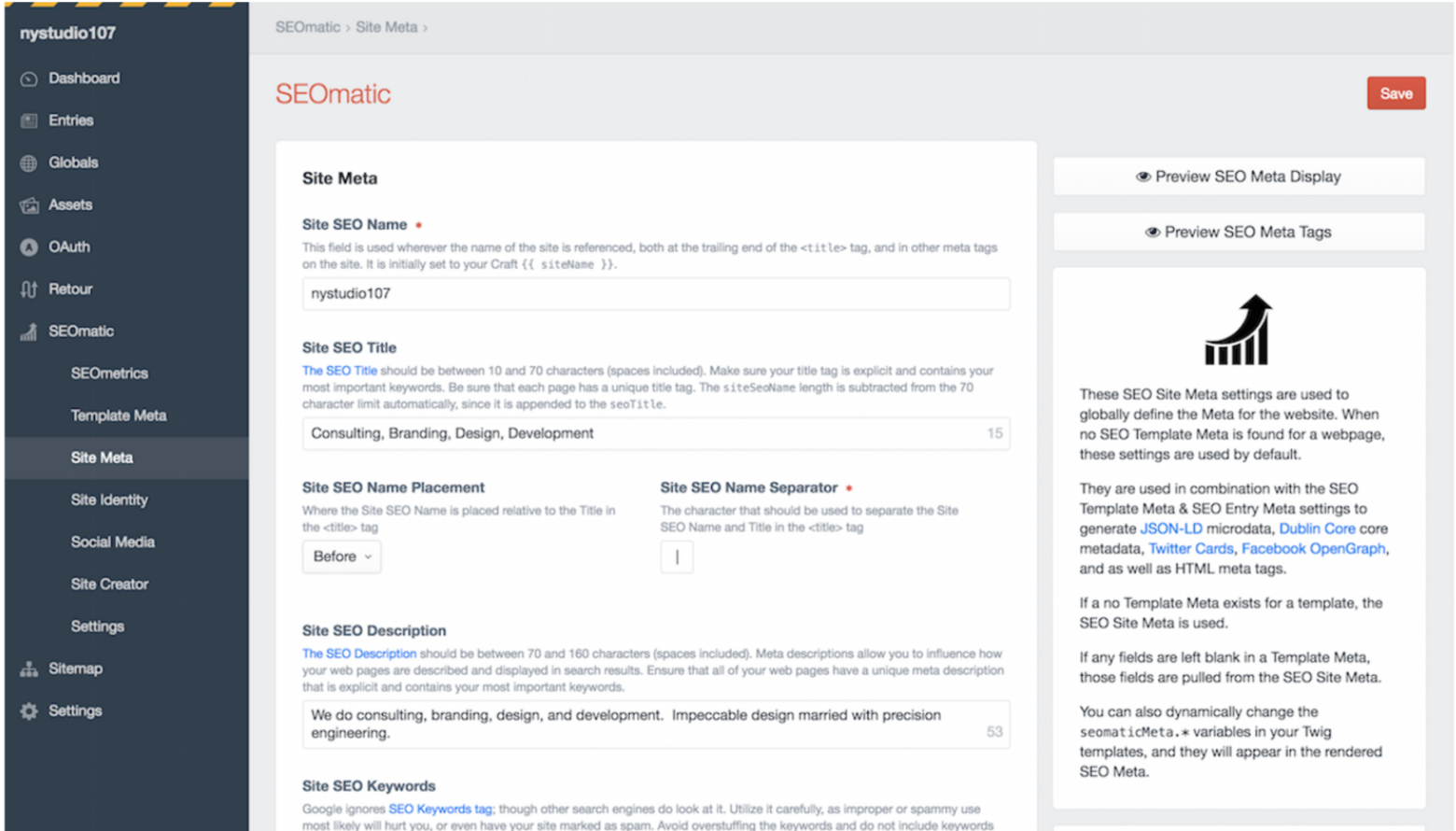
Learn more ›

SEOmatic plugin for Craft

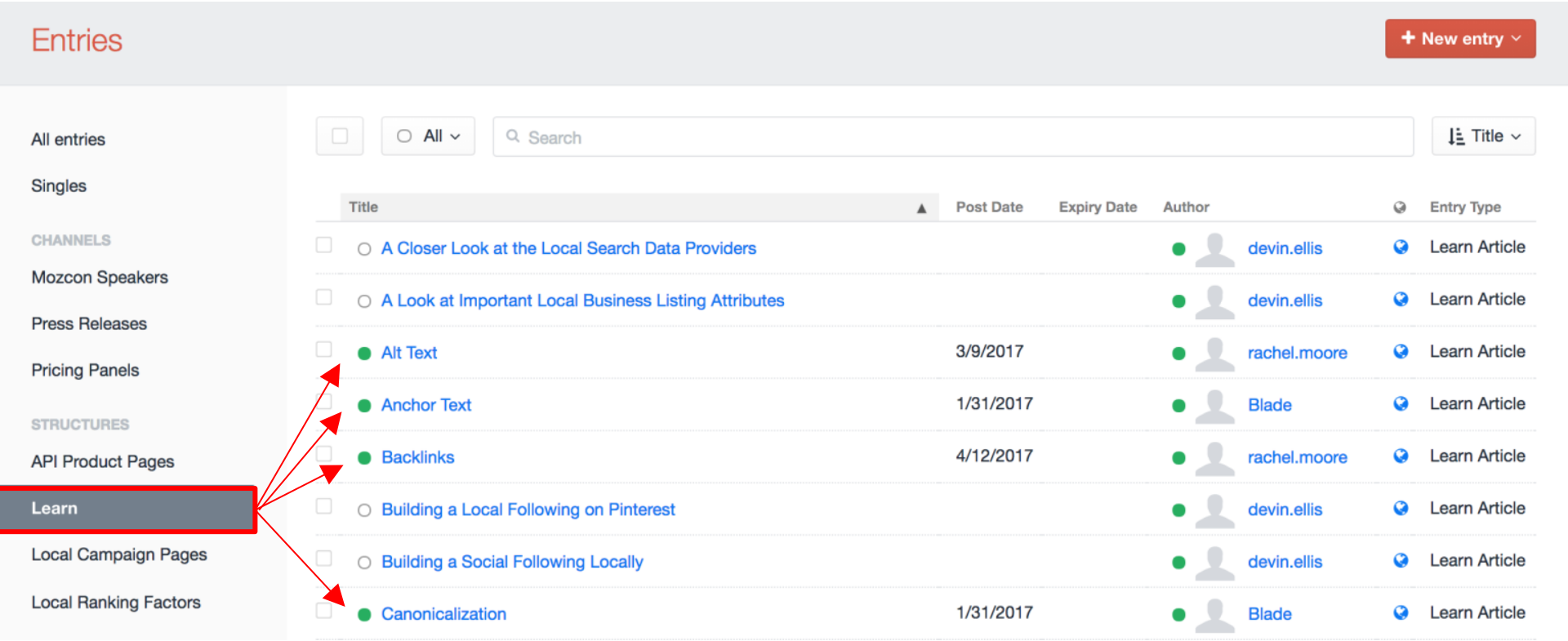
A turnkey SEO implementation for Craft CMS that is comprehensive, powerful, and flexible.



Hypothesis:

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

Moved Learning Center pages into Craft



3 primary SEO benefits:

Self-referencing Rel=”canonical” tag

JSON-LD Schema Markup

Better crawlability

Rel="canonical" https://moz.com/learn/seo/title-tag

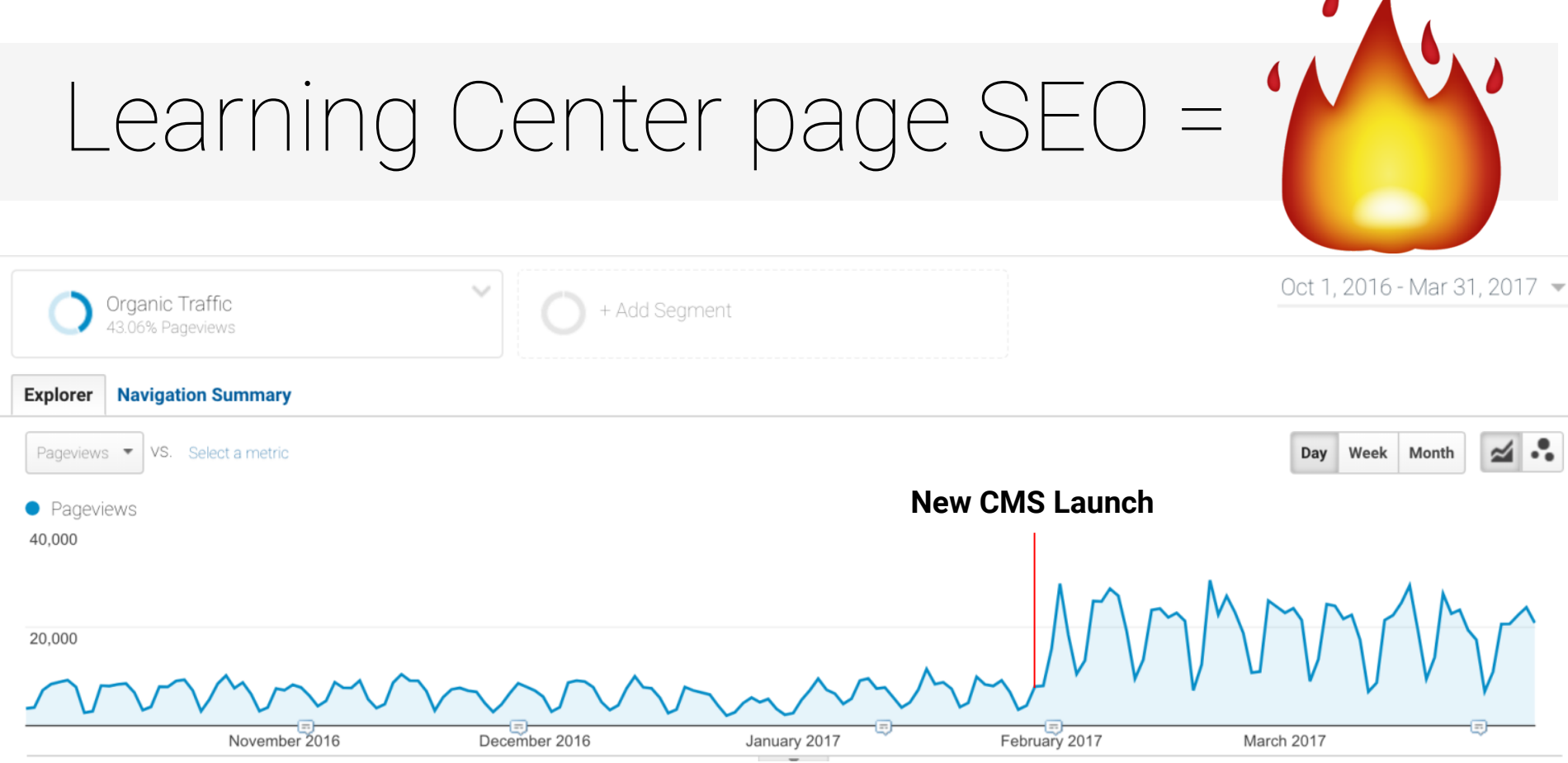
```
<script type="application/ld+json">
{
    "@context": "http://schema.org",
    "@type": "Corporation",
    "name": "Moz",
    "url": "https://moz.com",
    "sameAs": ["https://twitter.com/@Moz","https://www.facebook.com/moz","https://www.linkedin.com/company/moz"],
    "location": {
        "@type": "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://d2eeipcrcdle6.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:

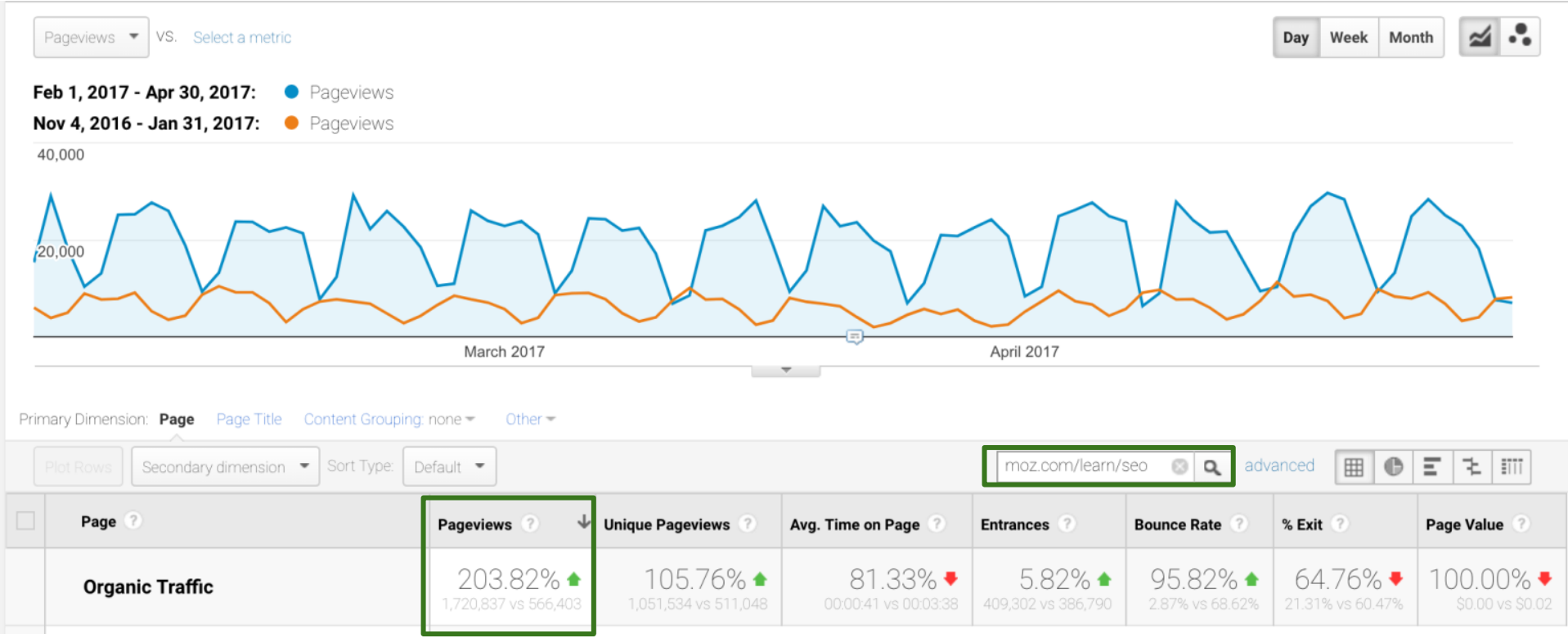
Provided **better accessibility**

& helped SEO **tremendously!**

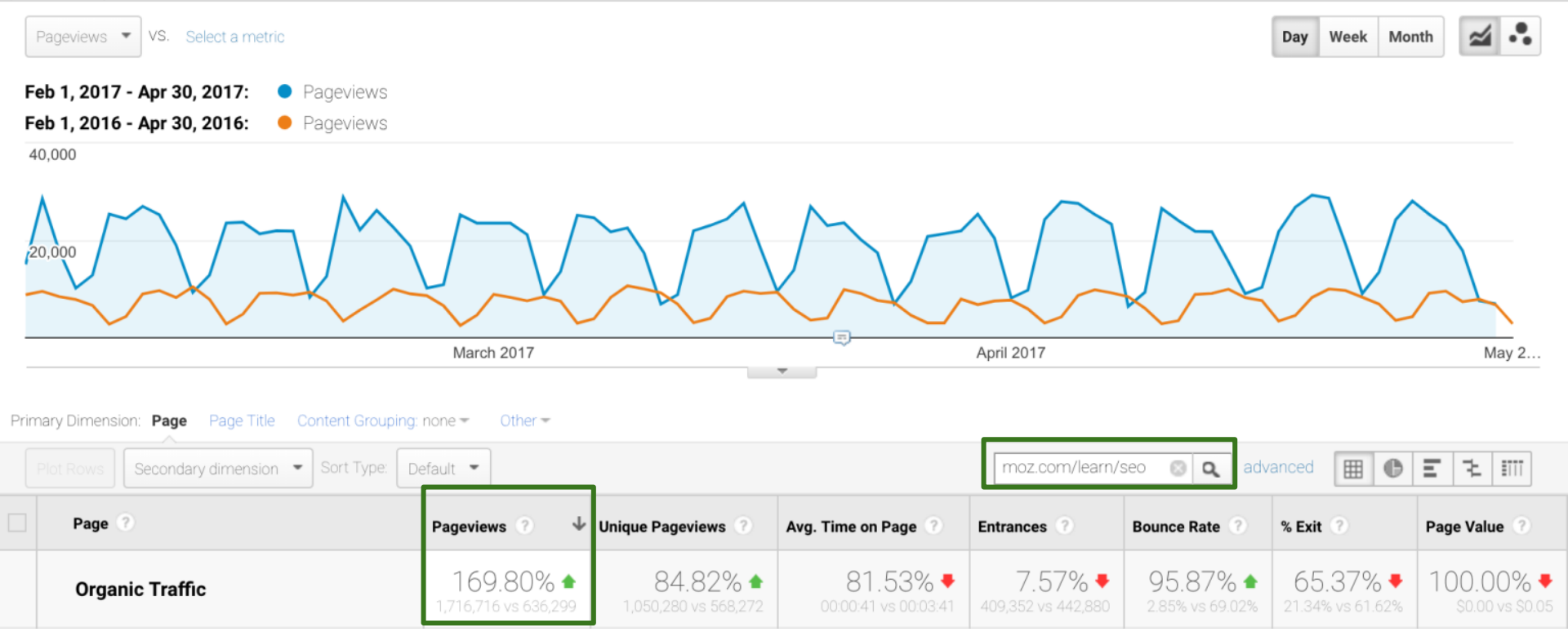
Learning Center page SEO =



203% increase in organic pageviews vs prev



170% increase in organic pageviews YoY



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
TAKE-AWAYS
Our CMS was outdated

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

#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

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

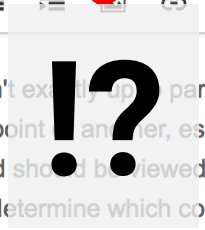
Title your Post

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 ex[illegible] par. While nearly every search marketer will rely on Google Keyword Planner data at one point [illegible]er, especially while doing keyword research, the reality is that the data is often untrustworthy and sho[illegible]d 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

Hypothesis:

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

Google Keyword Planner's Dirty Secrets

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

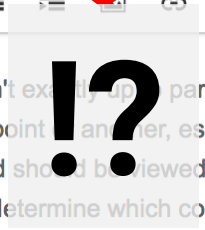
Title your Post

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 ex[illegible] par. While nearly every search marketer will rely on Google Keyword Planner data at one point [illegible]er, especially while doing keyword research, the reality is that the data is often untrustworthy and sho[illegible]d 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

Google Keyword Planner's Dirty Secrets

View Post

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Published Post | Discussion | Idea | History | Guidelines

Select a Category (required) | Category 2 (optional) | Category 3 (optional)

Keyword Research | Advanced SEO | Link Building

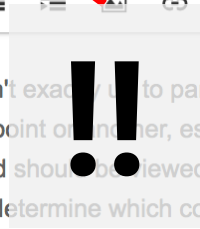
Title your Post

Google Keyword Planner's Dirty Secrets

Post URL

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

Write Blog Post:

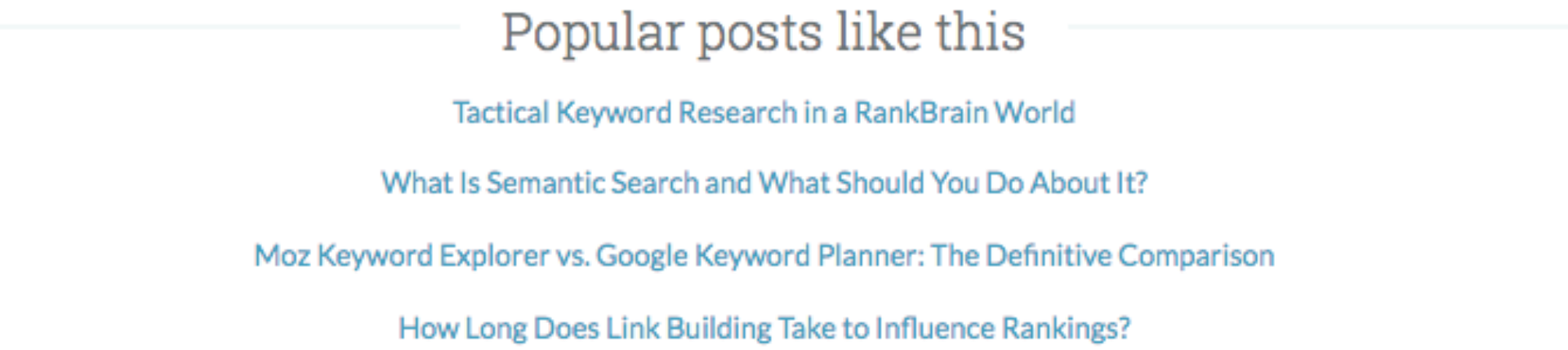


Sometimes our best data sources aren't exactly up to par. While nearly every search marketer will rely on Google Keyword Planner data at one point or another, especially while doing keyword research, the reality is that the data is often untrustworthy and should be viewed with great skepticism. Whether 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

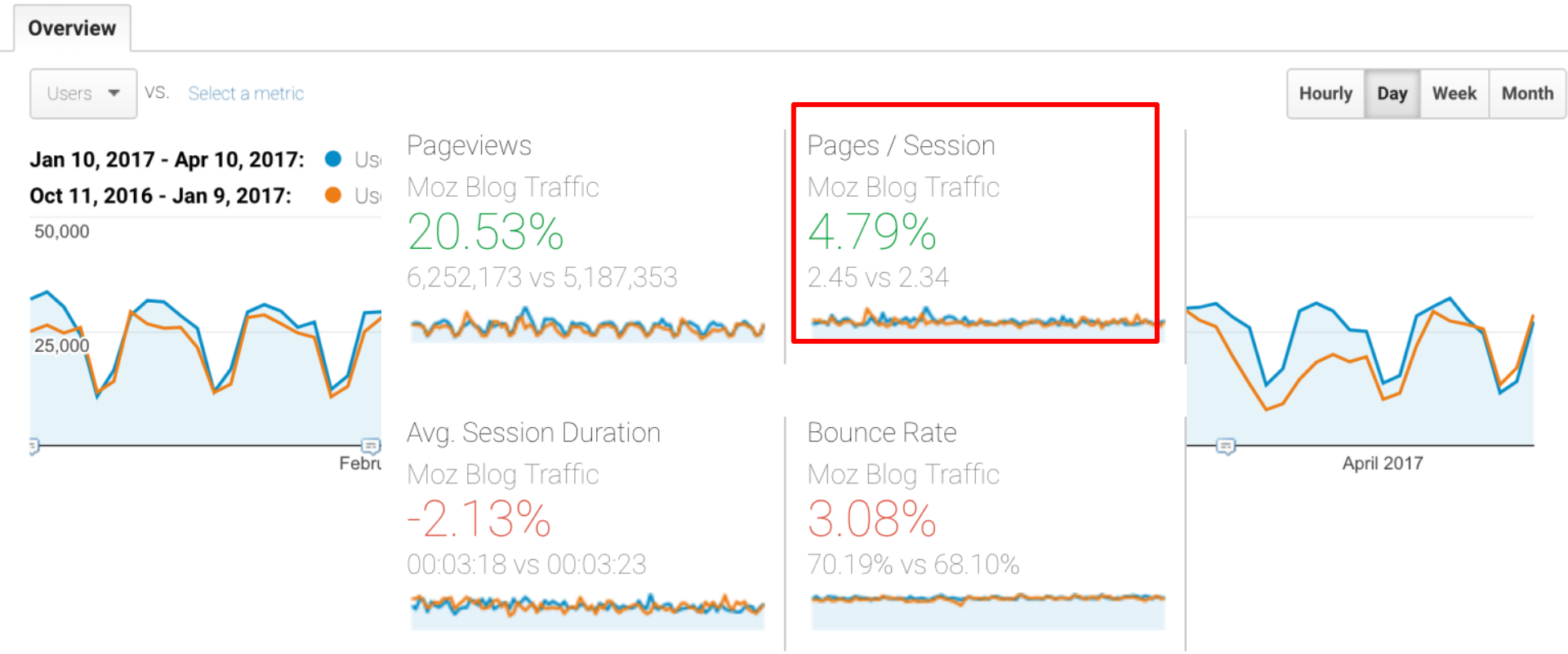
Result:

Suggested Posts were

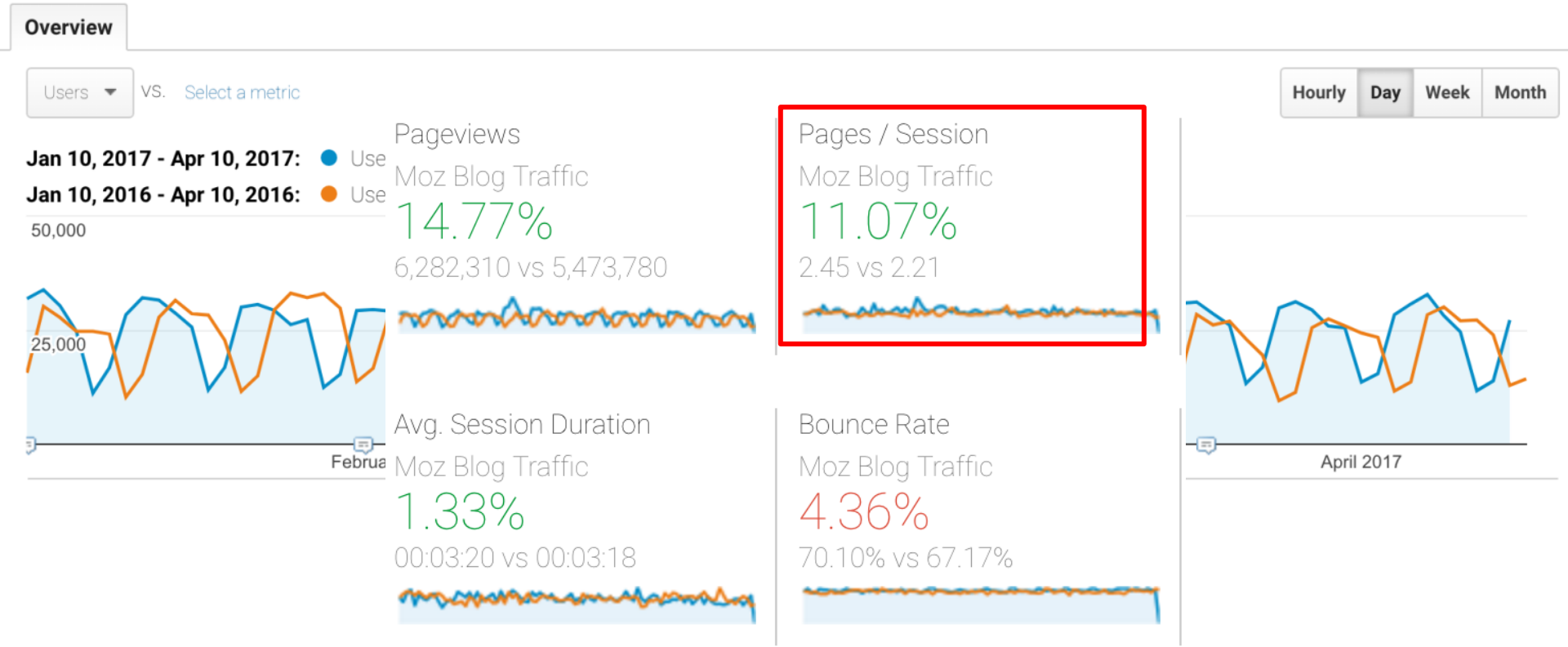
immediately improved:



Pages per session went up 4.79% vs. previous period



Pages per session went up 11.07% YoY



#4
TAKE-AWAYS
We were not nurturing our readers

Optimize for your user's journey

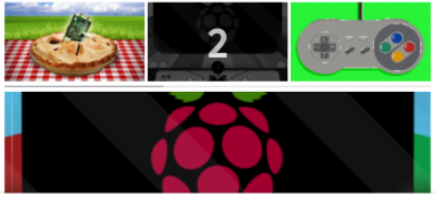
lifehacker | VIDEO SKILLET TWO CENTS VITALS OFFSPRING THE UPGRADE APPS HOW I WORK

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

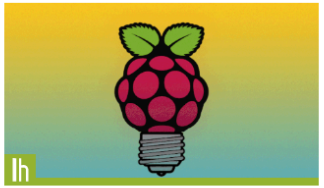
Optimize for your user's journey

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

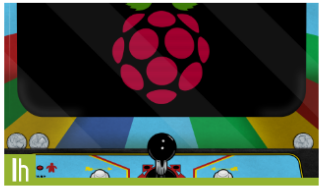
If you'd prefer to use a USB drive full of ROMs, you can do that too. Just dump them onto the USB drive in a folder with the name `retropie` and then plug it into your Pi.

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

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

Hypothesis:

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

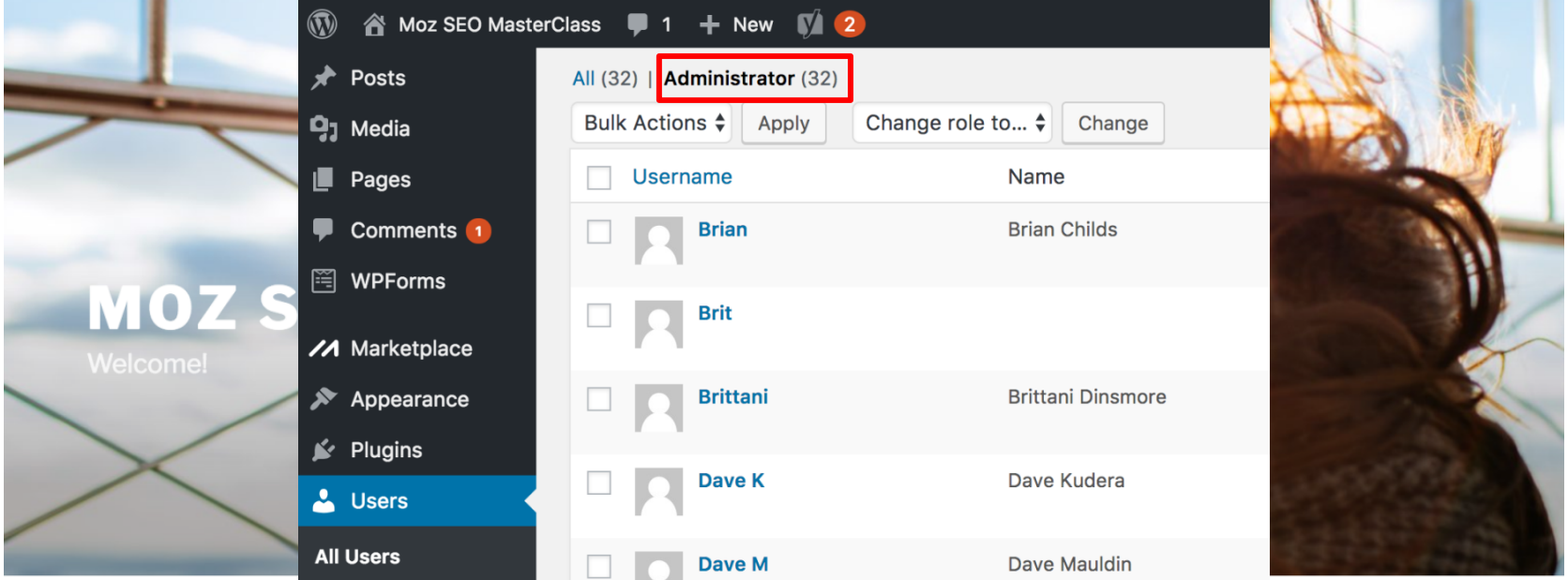
HOME
Edit

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

/ebsite

erial!

Why Everyone Should Eat Caramel for Dinner - Moz SEO MasterClass

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/ ▼

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 ...

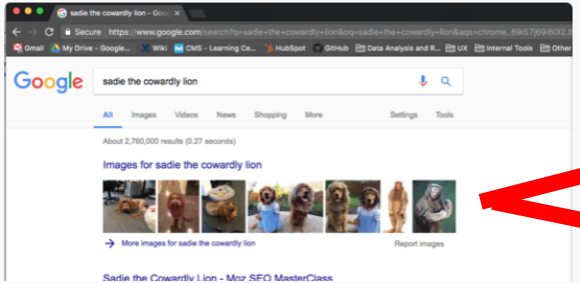
Space Farts - Critical facts you need to know - Moz SEO MasterClass

mozseoclass.com/space-farts-critical-facts-need-know/ ▼

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



💯 1 😍 1

rachel 2:43 PM

MY DOGBABY IS FAMOUS

SEO IS SO GREAT

Google

sadie the cowardly lion

All Images Videos News Shopping More Setting

About 2,760,000 results (0.27 seconds)

Images for sadie the cowardly lion

More images for sadie the cowardly lion Repor

Sadie the Cowardly Lion - Moz SEO MasterClass

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 Re 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. 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

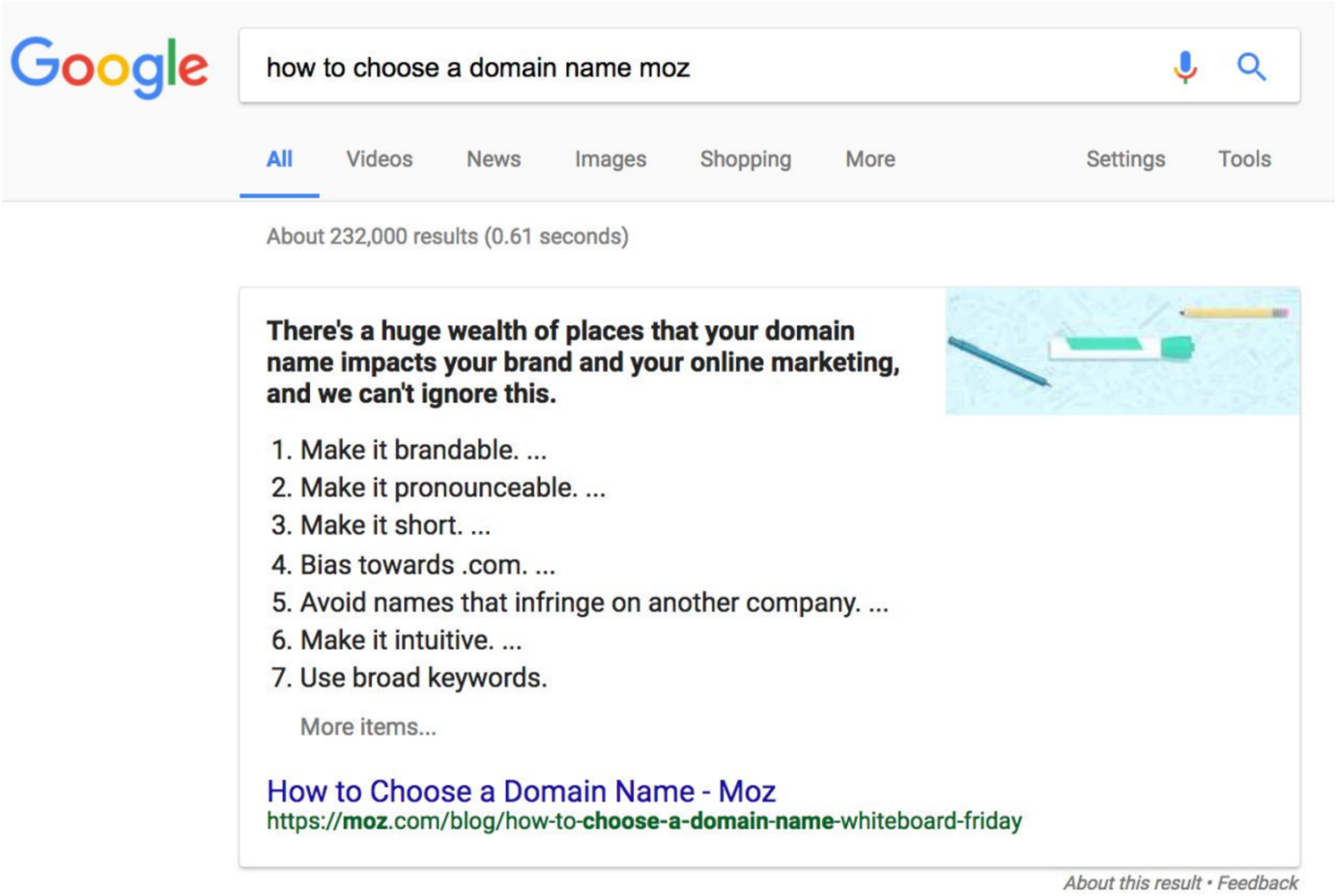
People also ask

- 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?

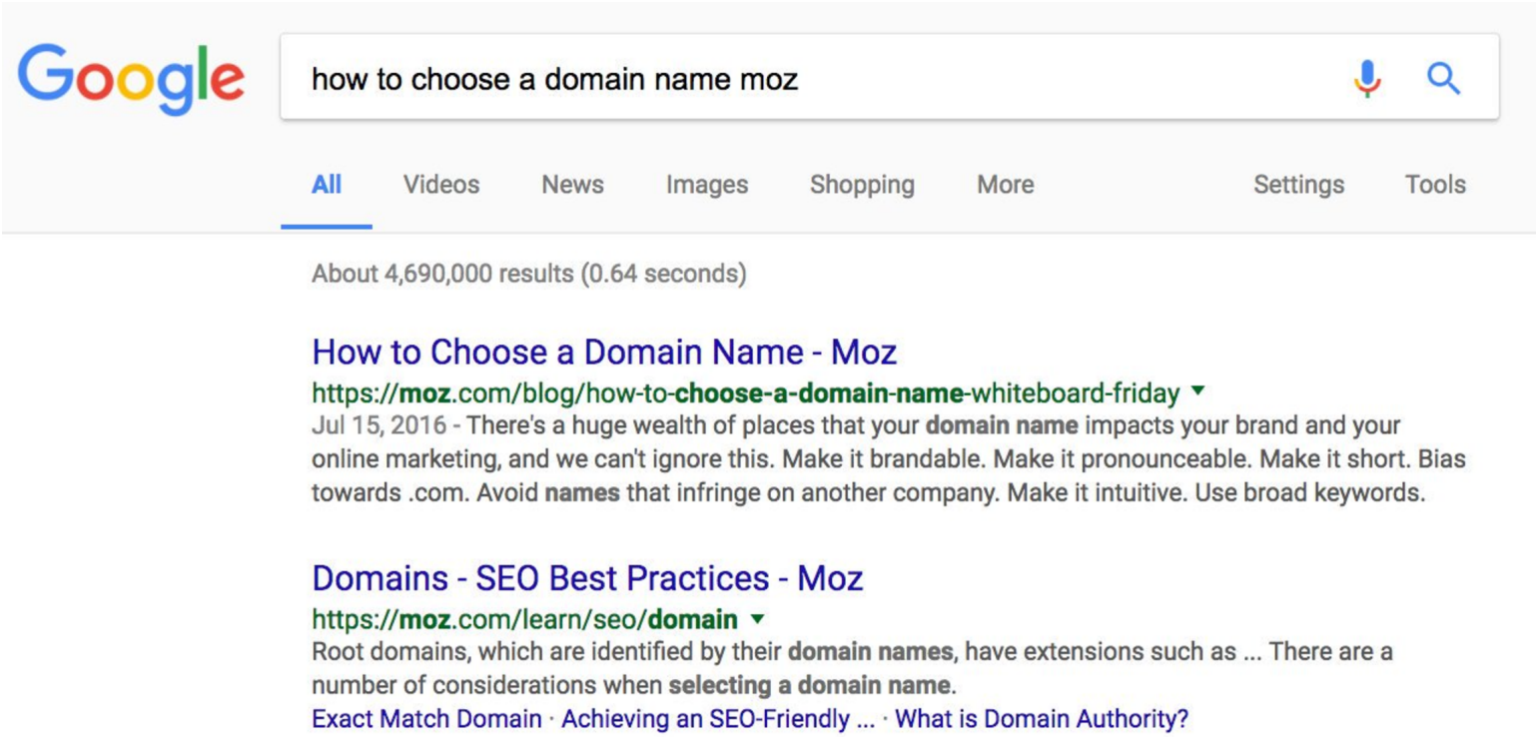
Feedback

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**.

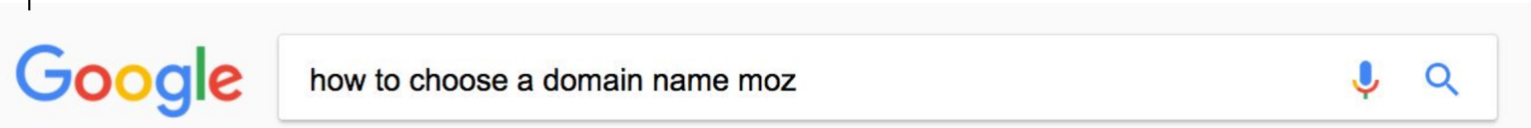
Made some improvements to get this:



Then lost it ....


Google
how to choose a domain name moz
All
Videos
News
Images
Shopping
More
Settings
Tools
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...



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.

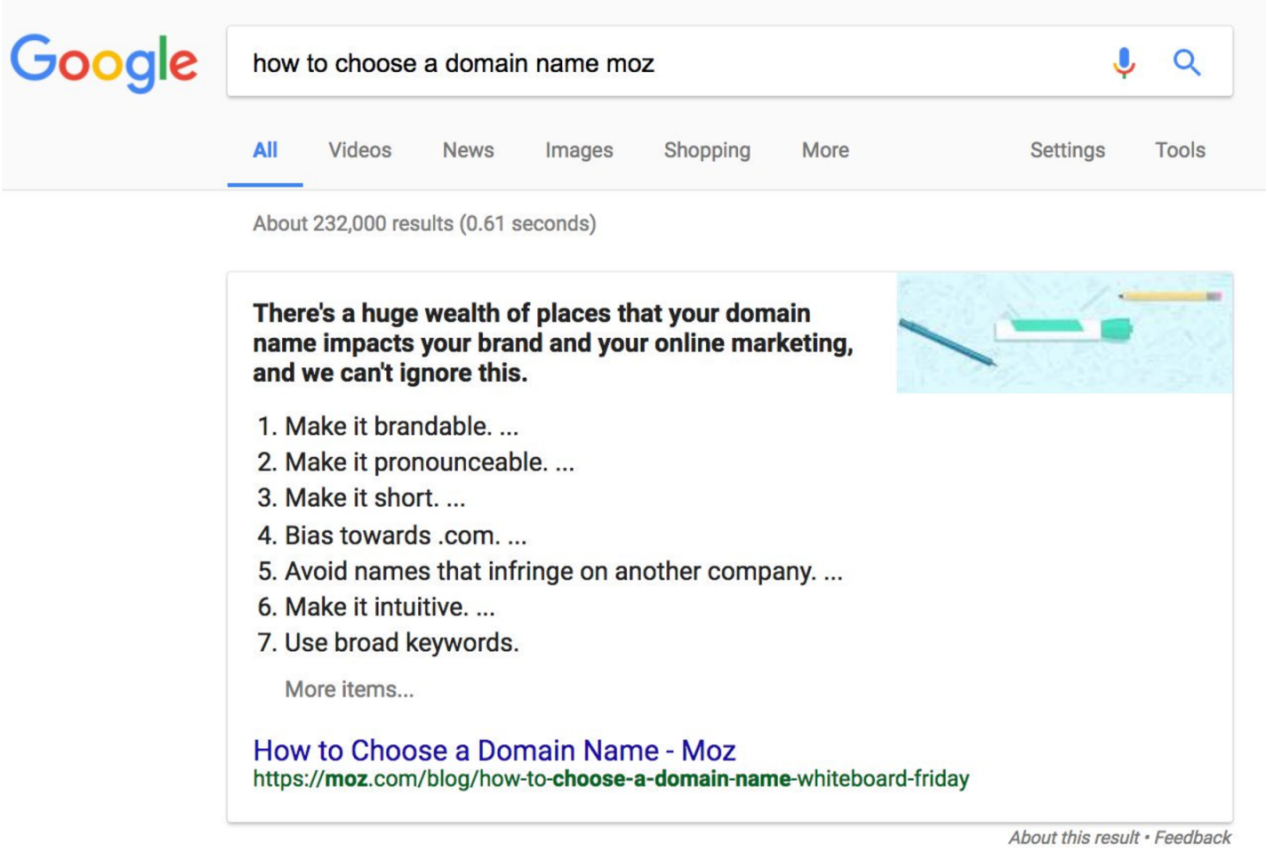
Domains - SEO Best Practices - Moz

https://**moz**.com/learn/seo/**domain**

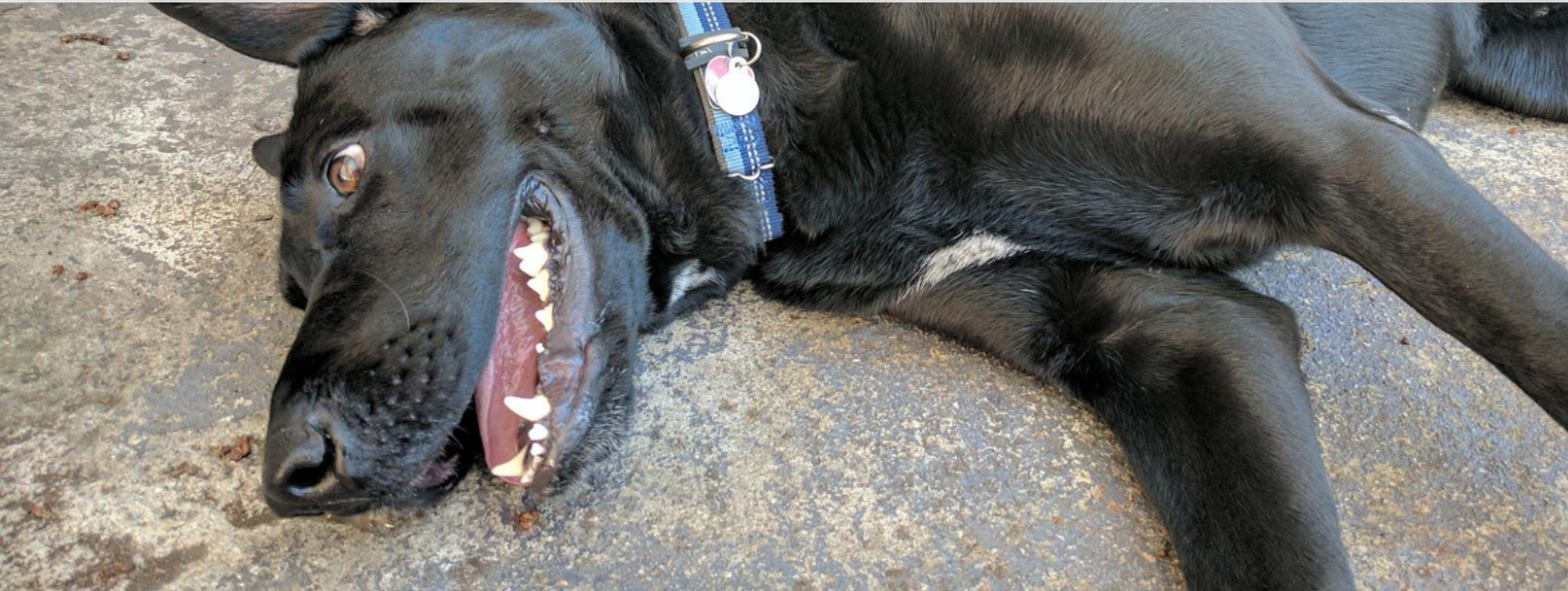
Root domains, which are identified by their **domain names**, have extensions such as ... There are a number of considerations when **selecting a domain name**.

Exact Match Domain · Achieving an SEO-Friendly ... · What is Domain Authority?

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



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



So I tried it again on another page...

Sorry, Dr. Pete!

Google

title tag

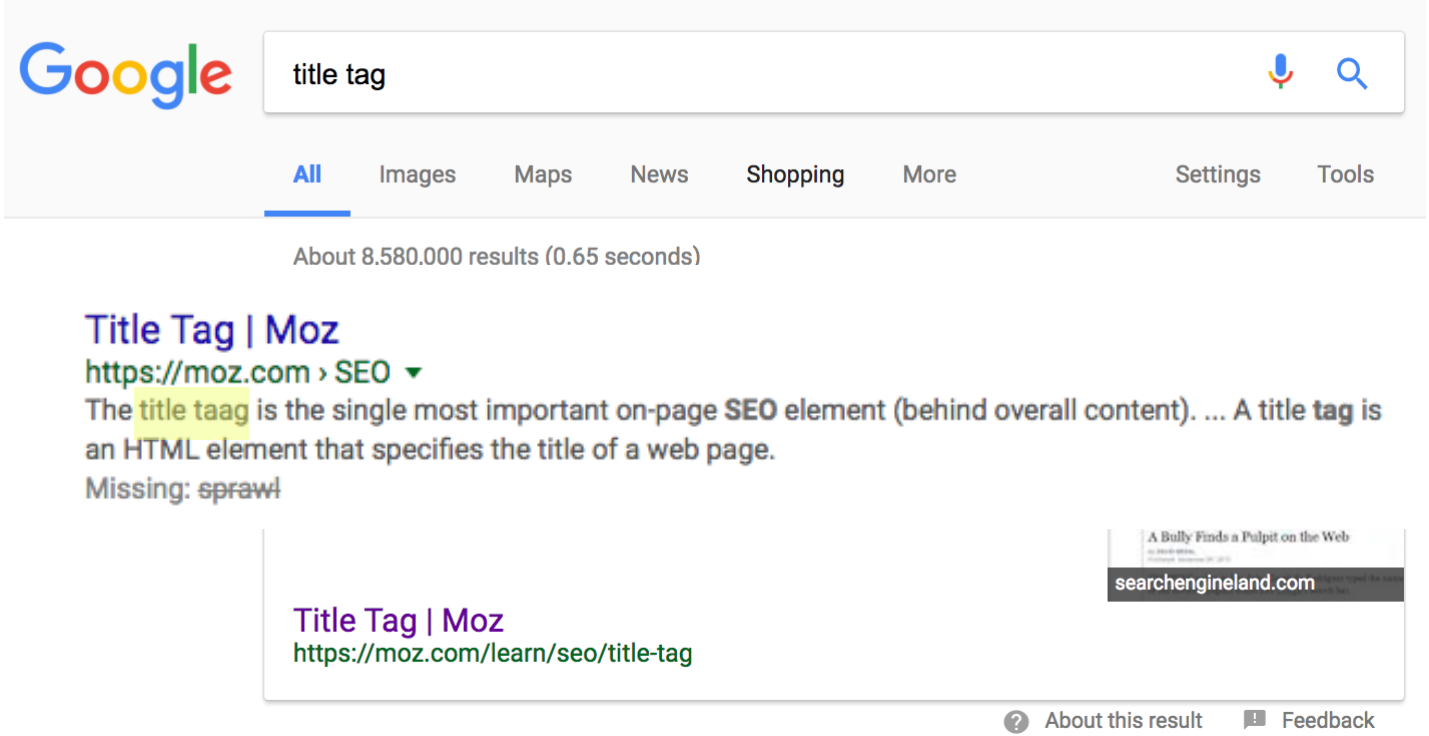
All Images Maps News Shopping More Settings Tools

About 8,580,000 results (0.65 seconds)

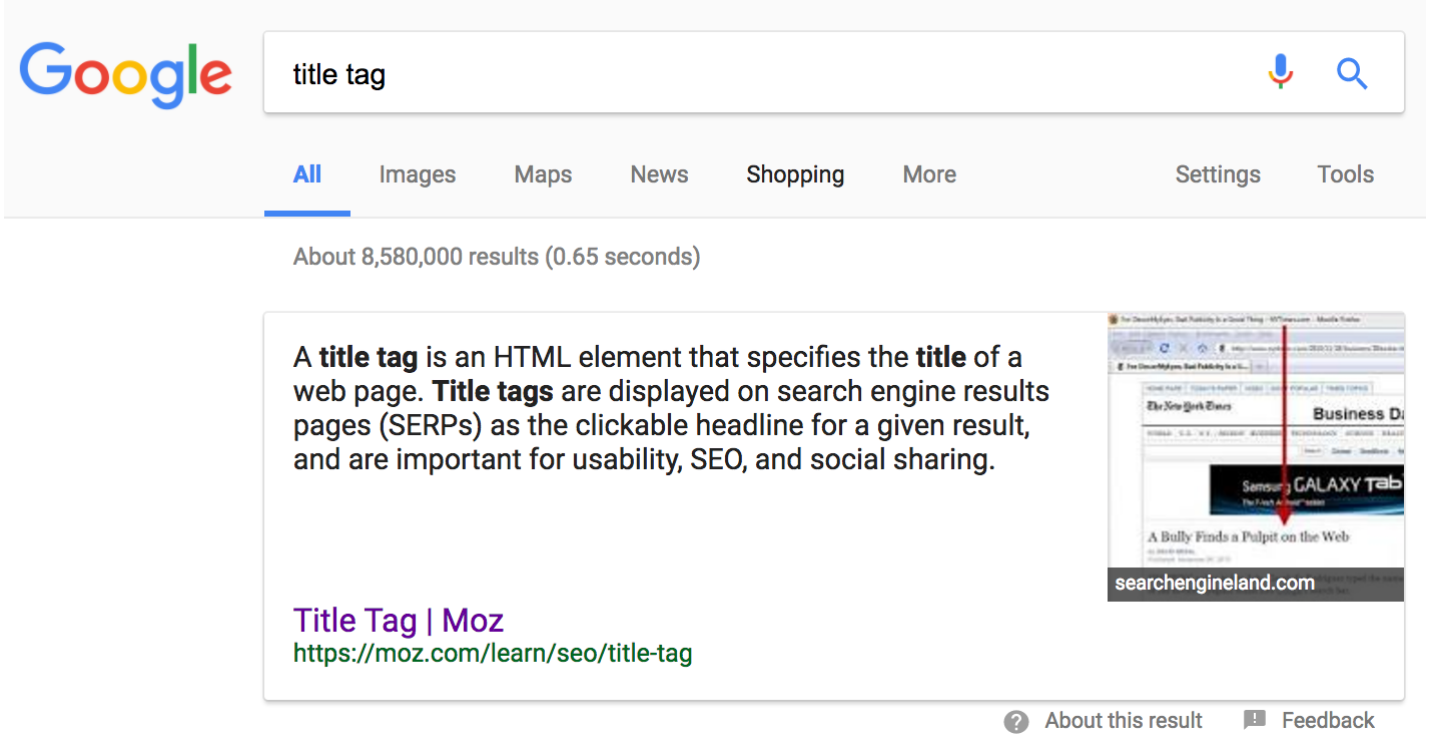
A **title tag** is an HTML element that specifies the **title** of a web page. **Title tags** are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

Title Tag | Moz
https://moz.com/learn/seo/title-tag

About this result Feedback


Google
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 taag 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
A Bully Finds a Pulpit on the Web
searchengineland.com
Title Tag | Moz
https://moz.com/learn/seo/title-tag
About this result
Feedback

No dice...


Google
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.
Business D
GALAXY Tab
A Bully Finds a Pulpit on the Web
searchengineland.com
Title Tag | Moz
https://moz.com/learn/seo/title-tag
About this result
Feedback

Google

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.

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

About this result Feedback

Google

buy twitter followers

All News Shopping Videos Images More Settings Tools

About 19,700,000 results (0.30 seconds)

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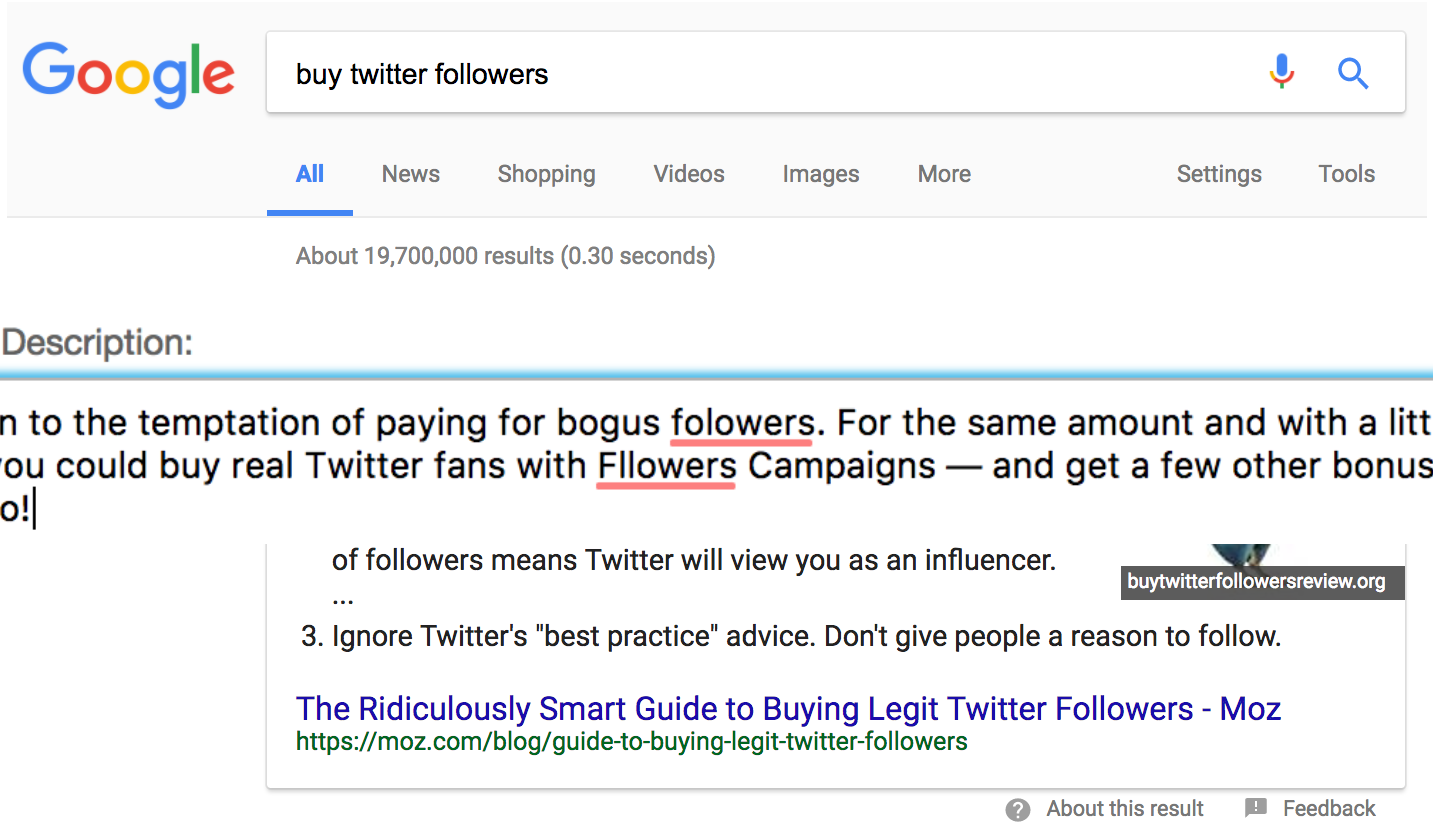
The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz
https://moz.com/blog/guide-to-buying-legit-twitter-followers

About this result Feedback

Another secret: We have old content on our blog!


Google
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.
...
buytwitterfollowersreview.org
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
About this result
Feedback

No dice...

Google

buy twitter followers

All News Shopping Videos Images More Settings Tools

About 19,700,000 results (0.30 seconds)

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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>

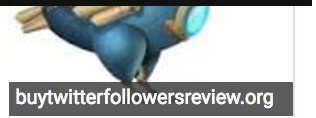
Google

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. ...



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

About this result Feedback

Nothing...

Google

buy twitter followers

All News Shopping Videos Images More Settings Tools

About 19,700,000 results (0.30 seconds)

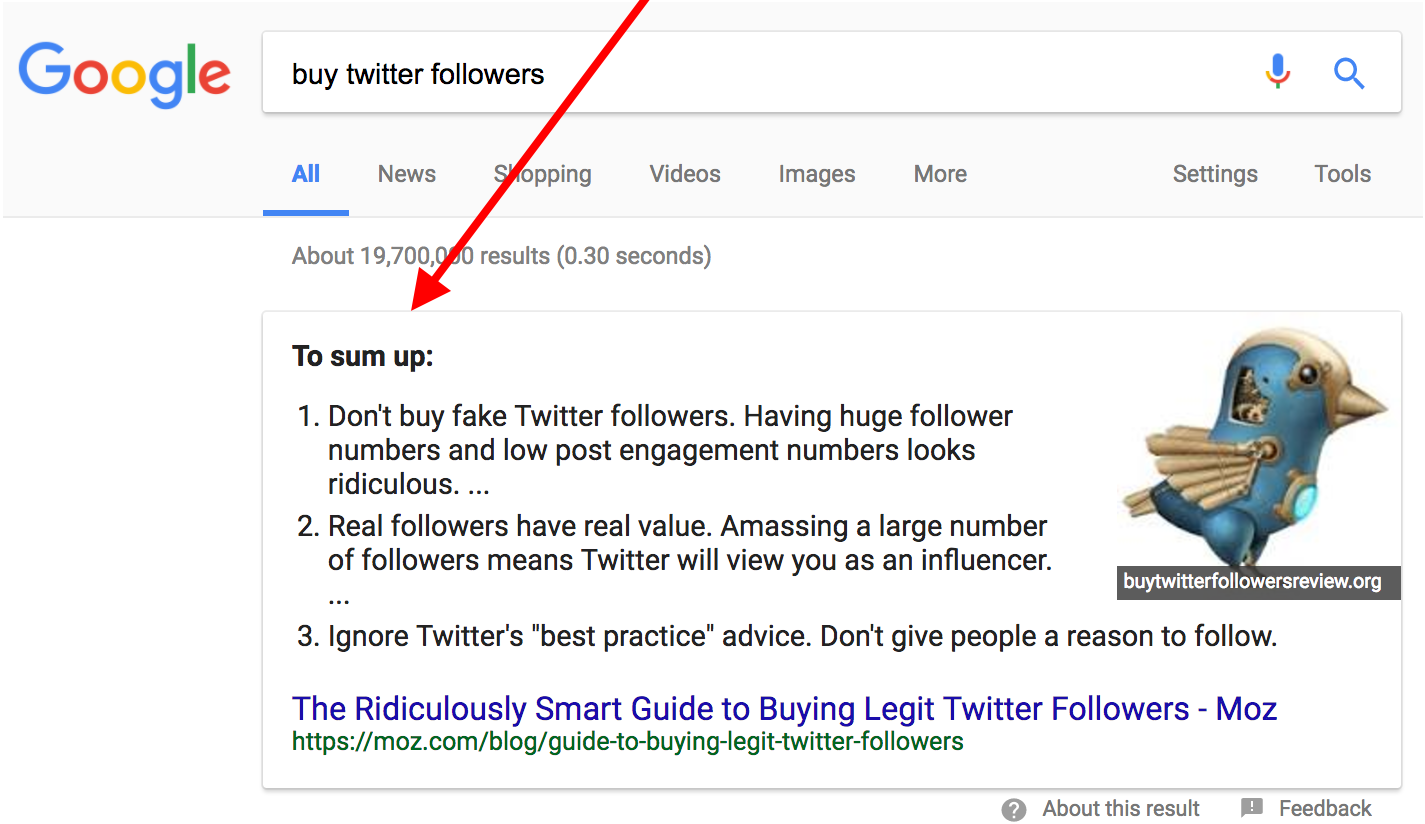
To sum up:

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.

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”



Gone:

Google
buy twitter followers
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/
About this result
Feedback

Fixed this:

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!

Bingo:

Google

buy twitter followers

Get Keyword Difficulty

All Shopping News Videos Images More Settings Tools

About 18,200,000 results (0.81 seconds)

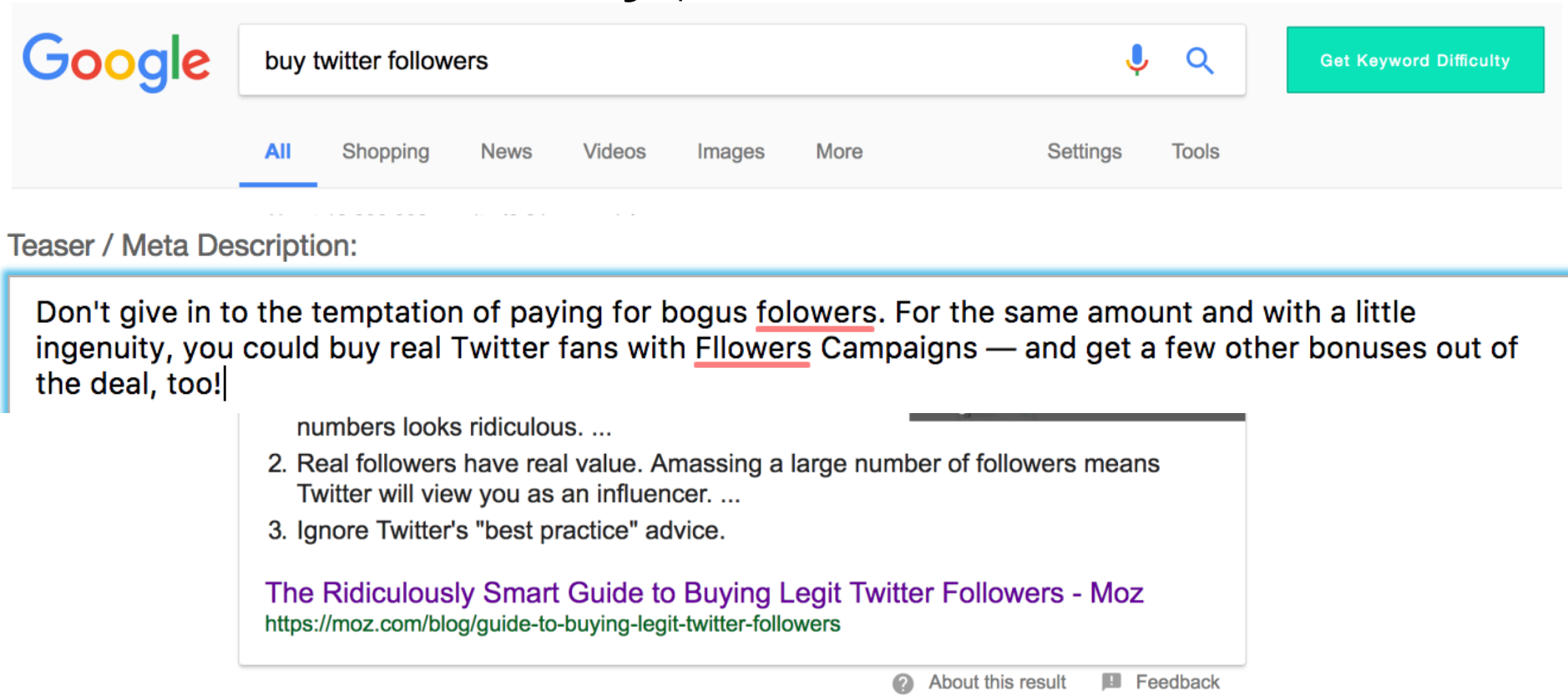
Buying real Twitter followers: 3 key takeaways

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.

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:



Gone!

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/

About this result Feedback

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 FIlowers Campaigns — and get a few other bonuses out of the deal, too!

BAAACKK!

Buying real Twitter followers: 3 key takeaways

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The Ridiculously Smart Guide to Buying Legit Twitter Followers - Moz
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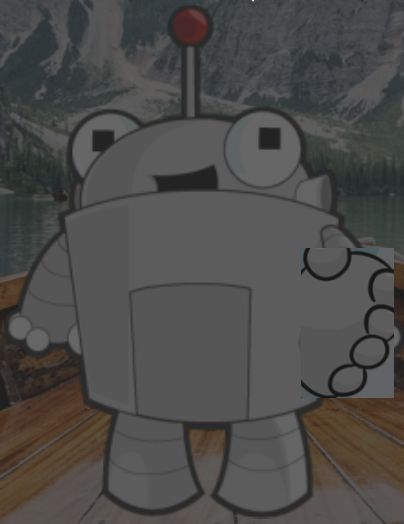
About this result Feedback

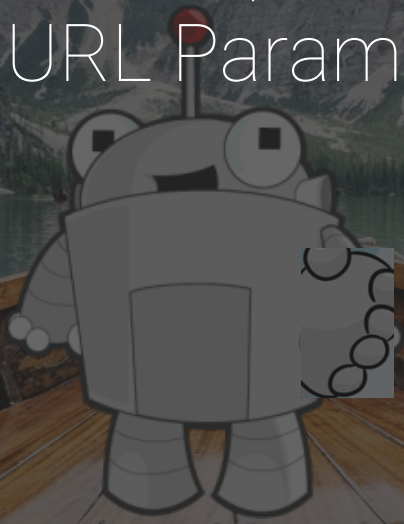
The Top 5 Moz Secrets [Journey]

1. 70,000+ pages of crap



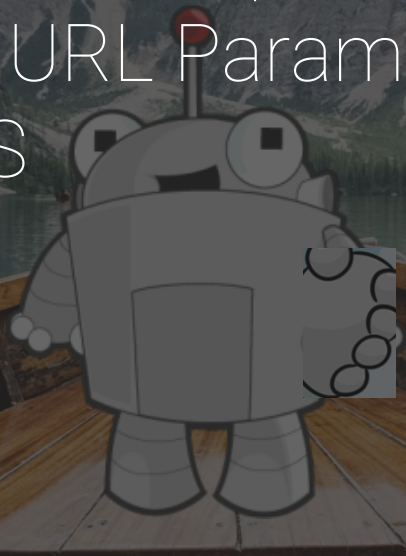
The Top 5 Moz Secrets [Journey]

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



The Top 5 Moz Secrets [Journey]

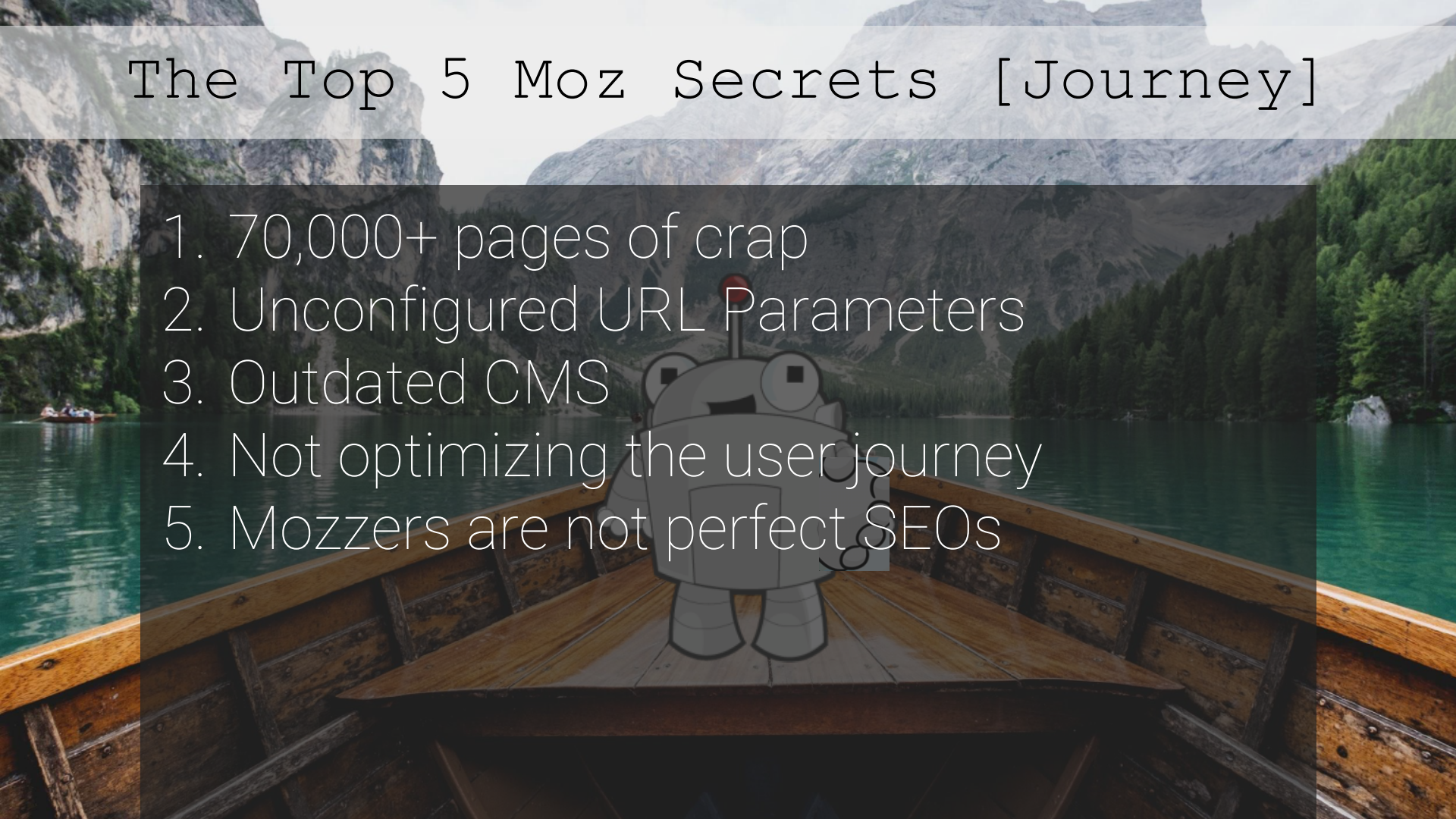
1. 70,000+ pages of crap
2. Unconfigured URL Parameters
3. Outdated CMS



The Top 5 Moz Secrets [Journey]

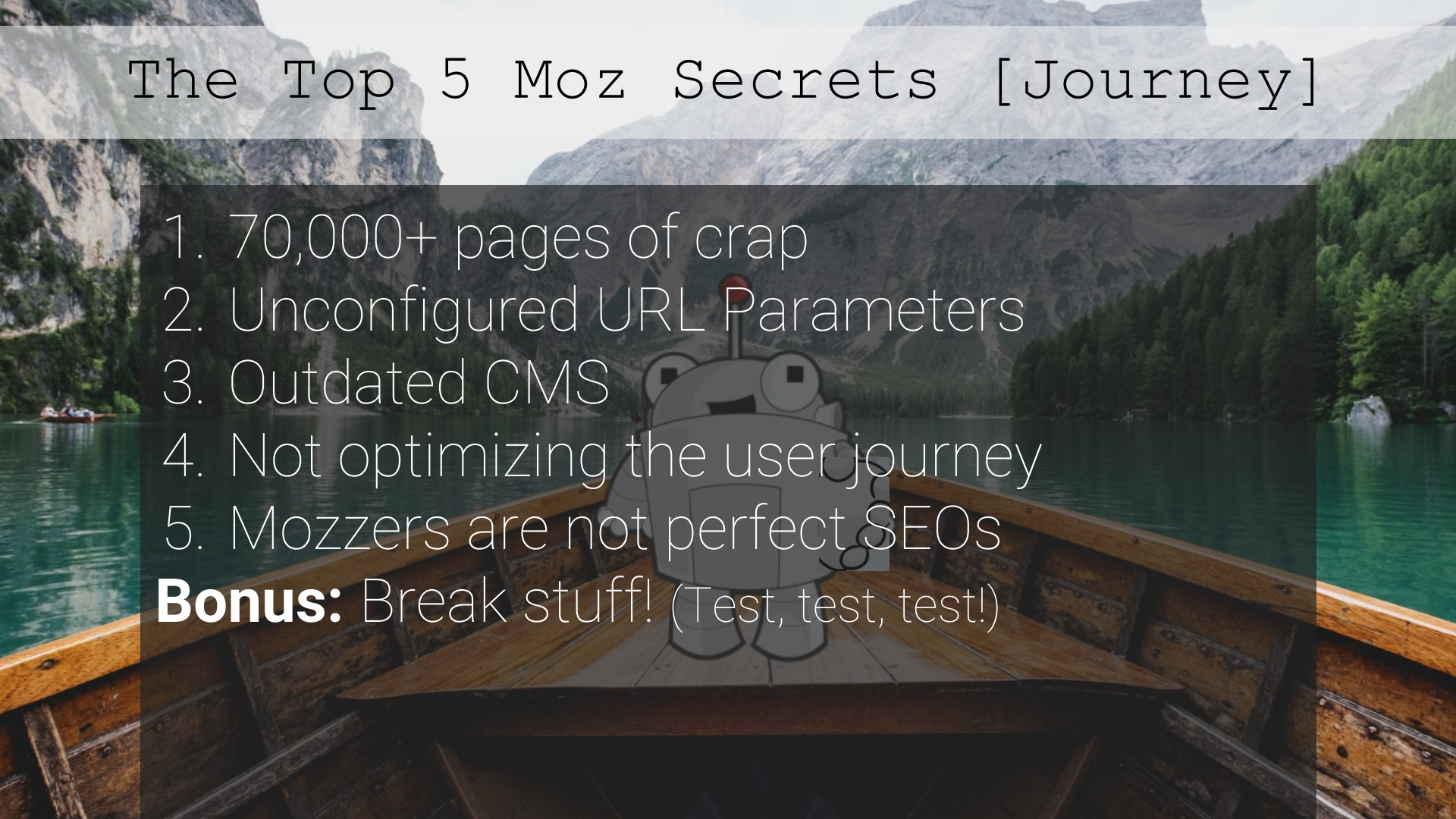
1. 70,000+ pages of crap
2. Unconfigured URL Parameters
3. Outdated CMS
4. Not optimizing the user journey

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]



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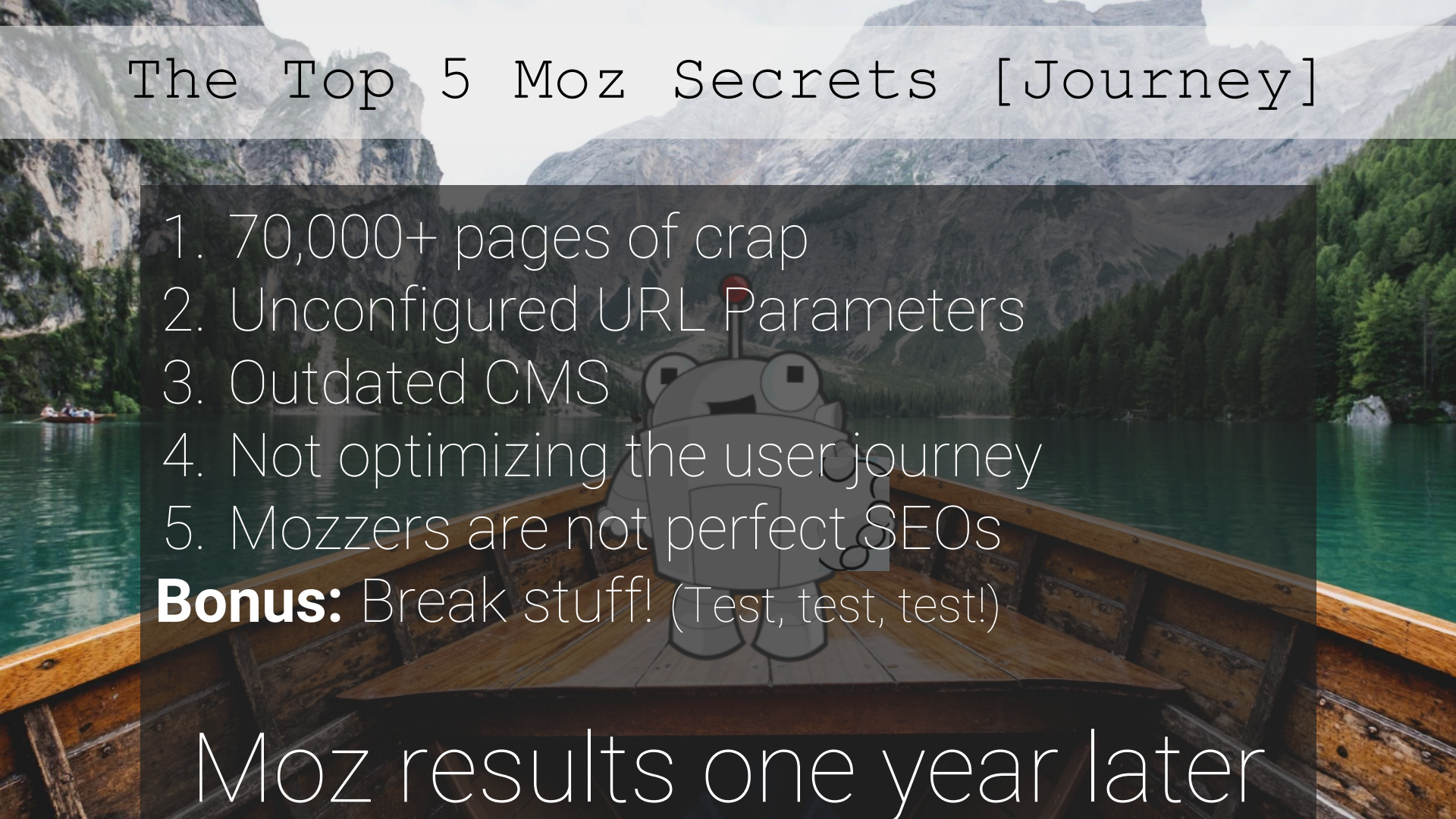
Bonus: Break stuff! (Test, test, test!)

The Top 5 Moz Secrets [Journey]



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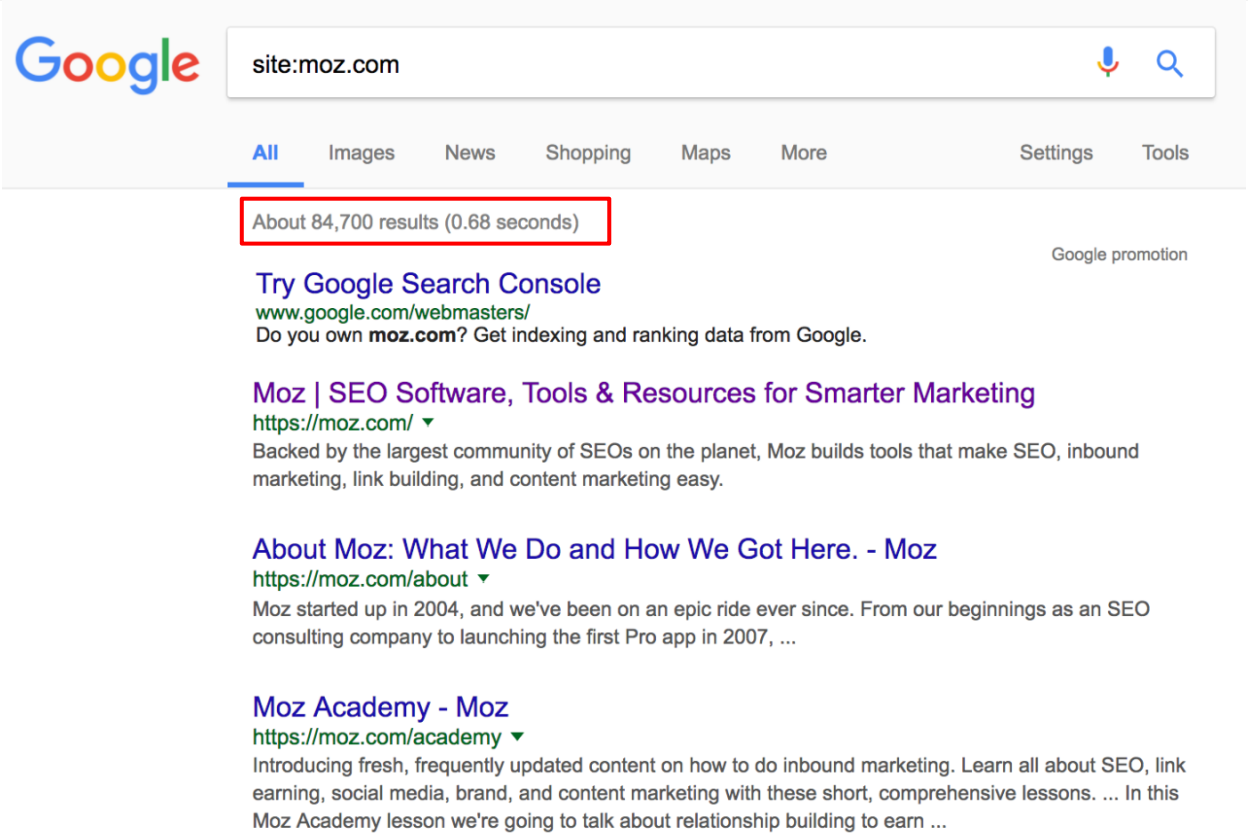
Bonus: Break stuff! (Test, test, test!)

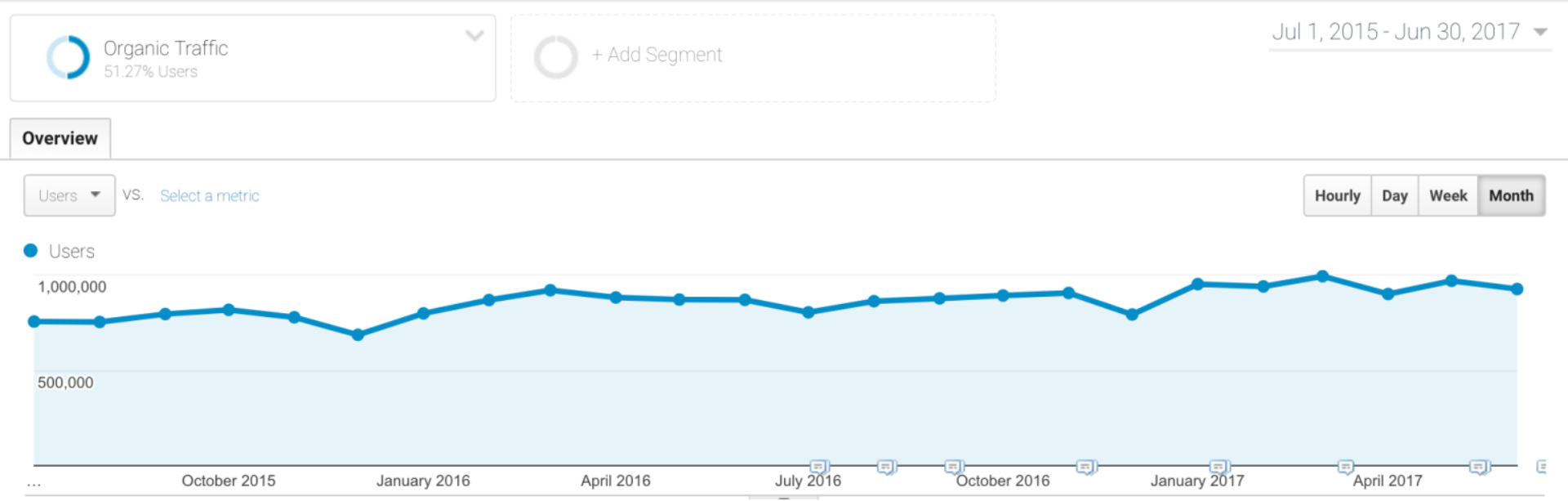
Moz results one year later

~175,000 → ~84,700 Indexed Pages



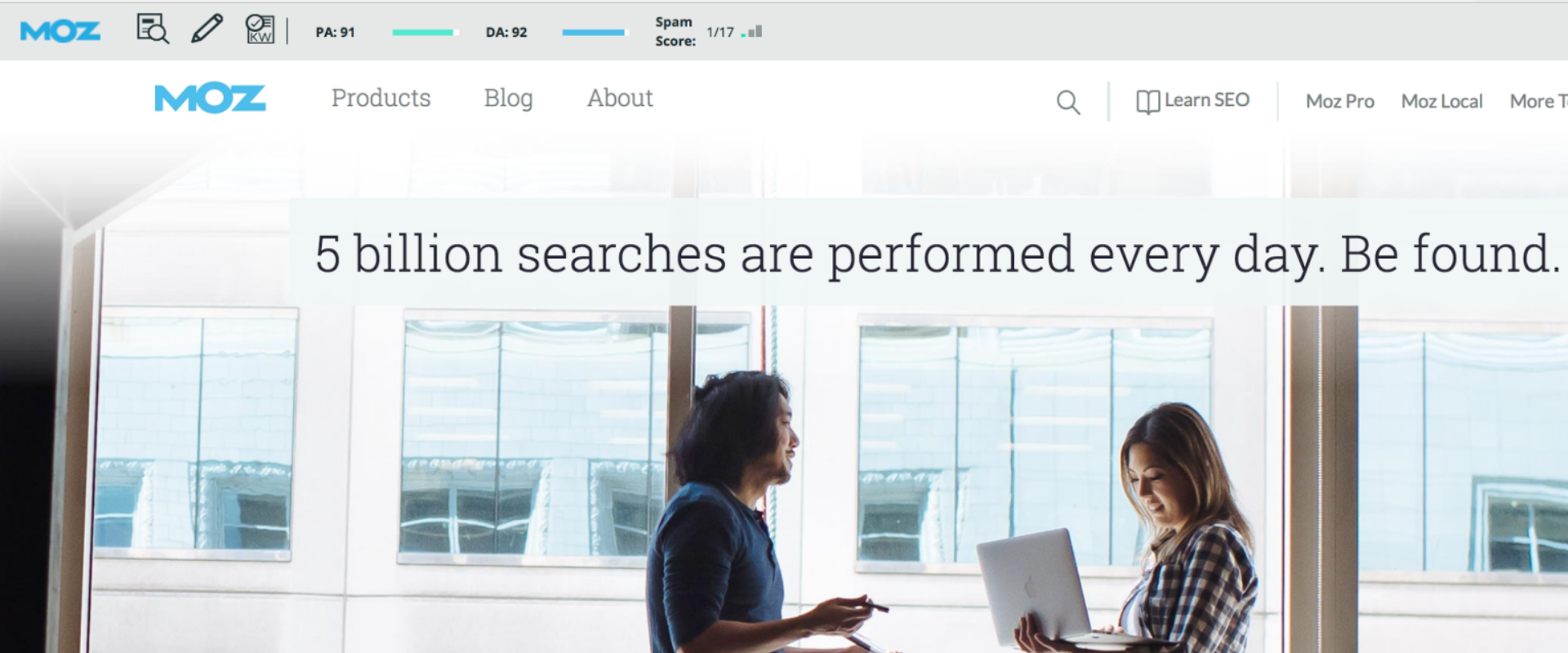
+100,000 Organic Users / Month

(July '16 - July '17)

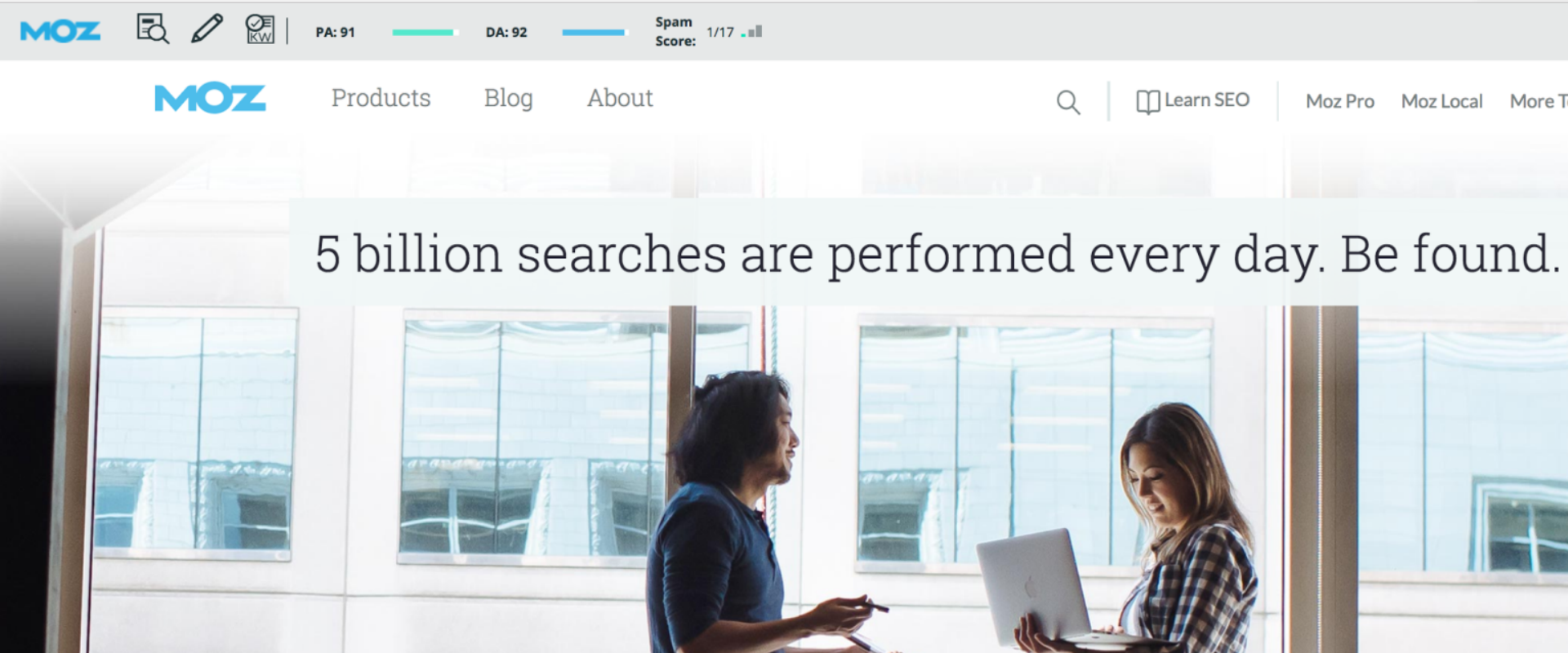


+1.4
SEAHAWKS
Photo Cred: Seahawk Nation Blog

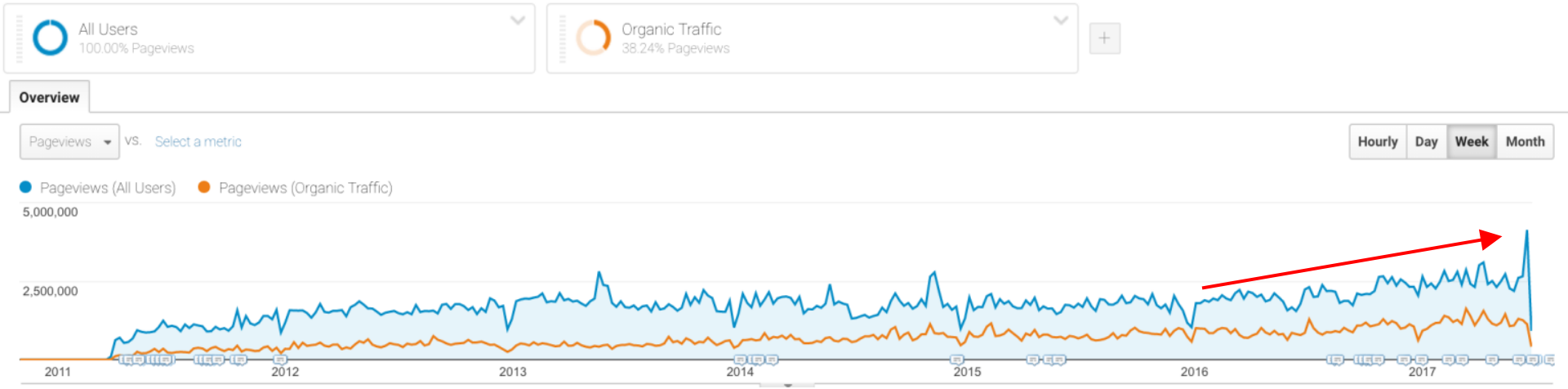
Domain Authority: 89 → 92



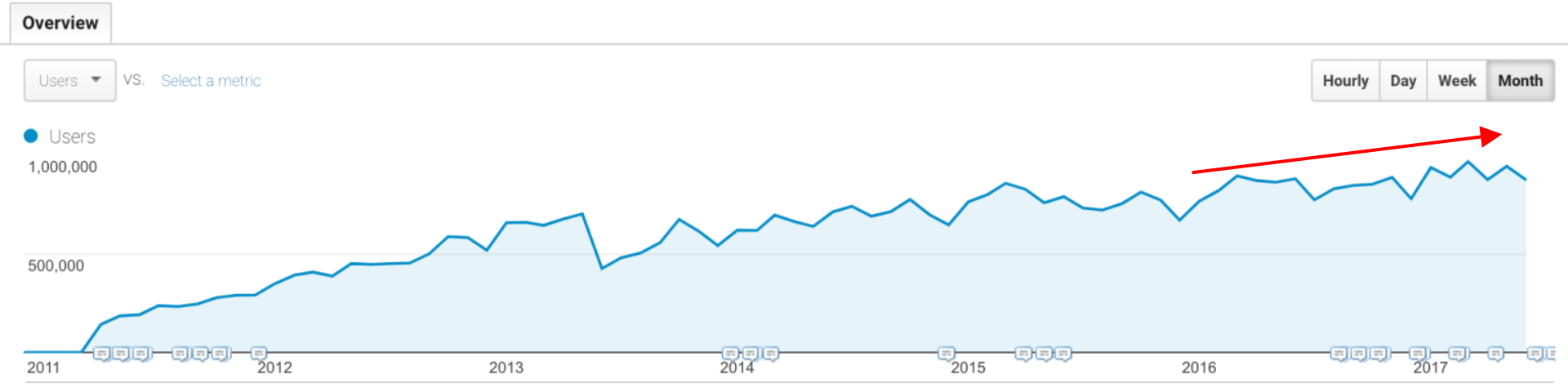
Home page Page Authority: 89 → 91



+30% YoY organic pageview gains



+12% YoY organic users gains

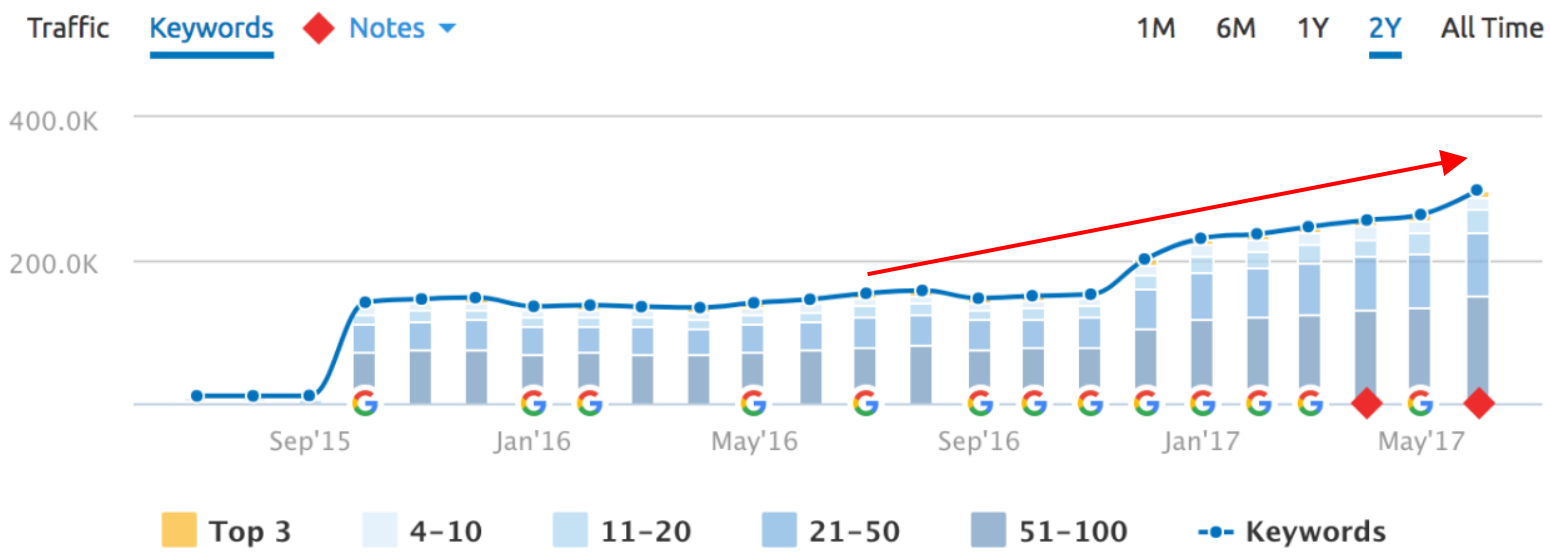


Increased keyword reach by 51% (SEMrush Data)

298K
KEYWORDS

382K
TRAFFIC

$1.9M
TRAFFIC COST



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

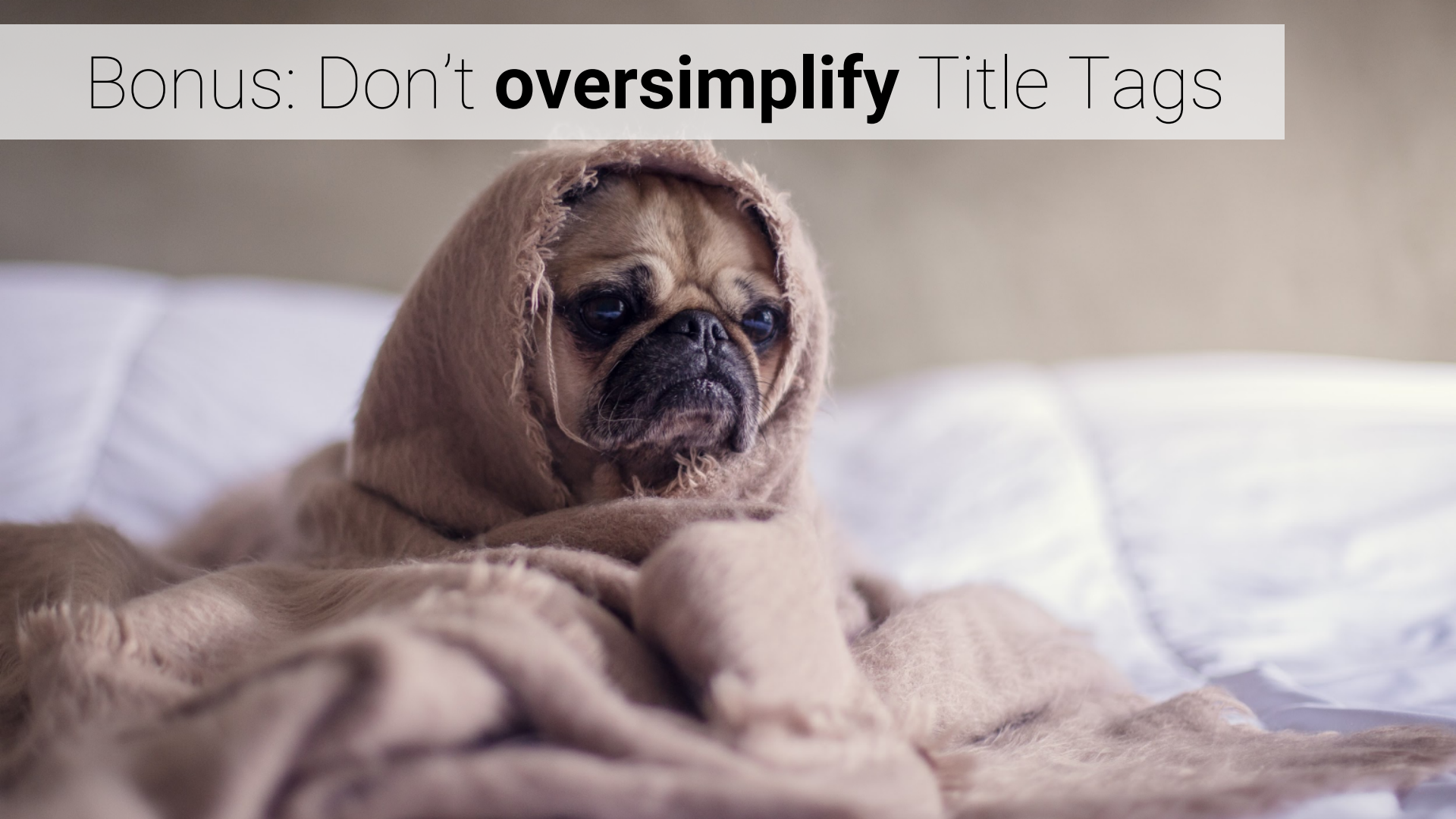
What secrets will you uncover?

Thank you!

@BritneyMuller

britney@moz.com

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

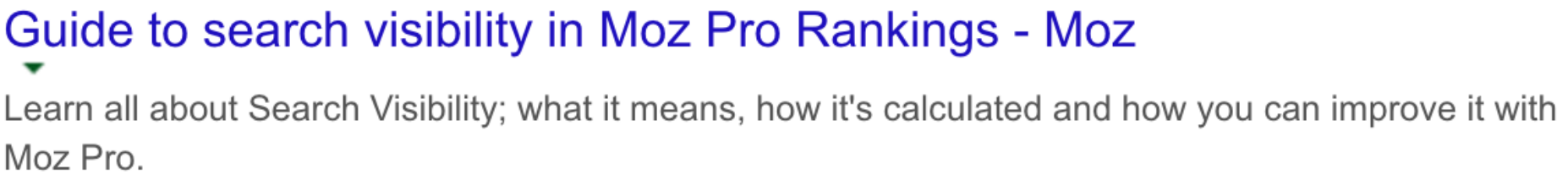
After:

What is a

1.95% CTR

Answer the question!

Before:



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