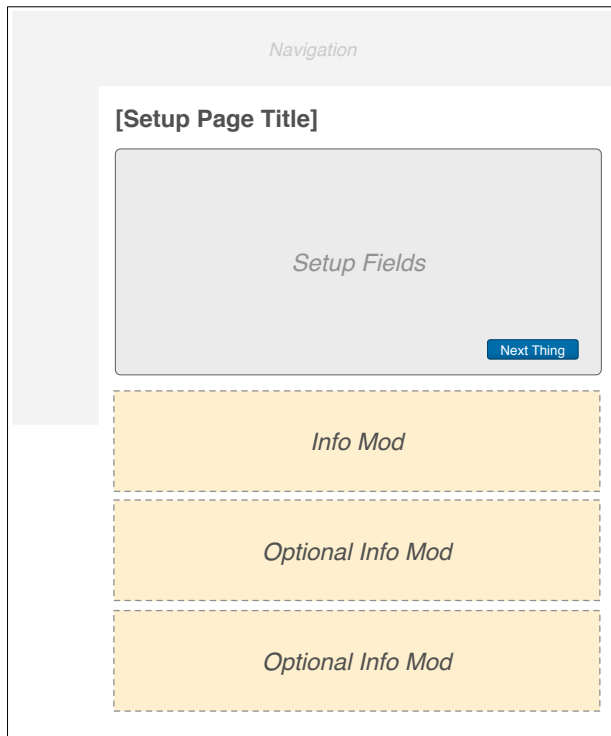


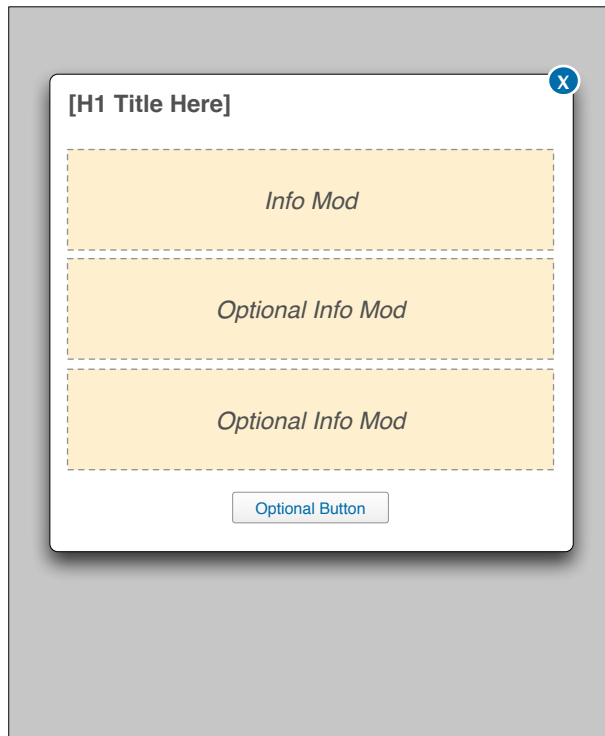
Page types that need **Info Box** mods

"Info Box" refers to the text + image description area shown below input fields for **setup states of pages**, in overlays when we want to link to more info about a page or section, and in the place of a mod on an overview-type page that would otherwise be filled with juicy data. The purpose of these mods is to inspire users to setup the info needed to get value out of the section.

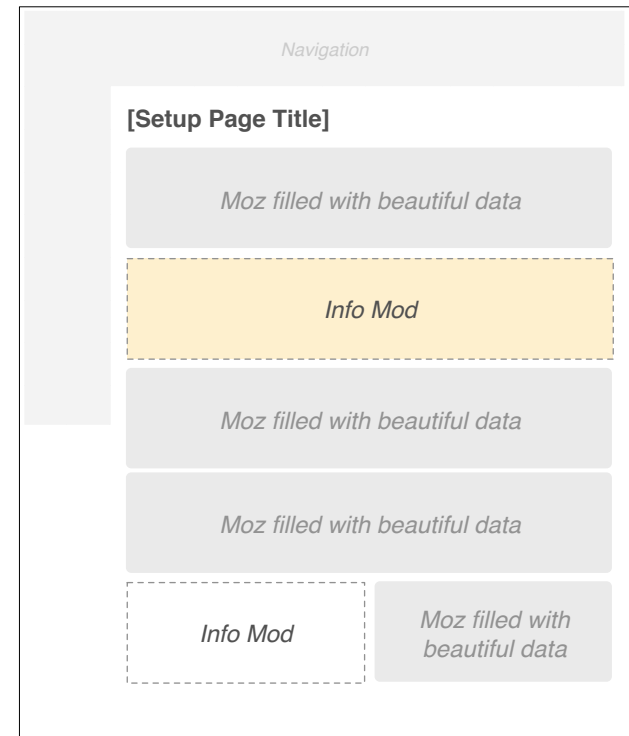
Setup State of a Page



Feature Detail Layer



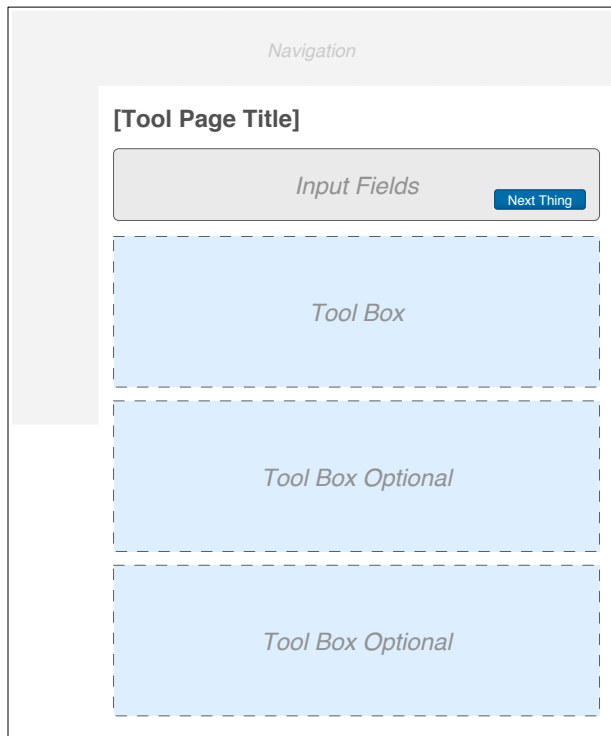
Setup or Service Down State of a Moz Mod



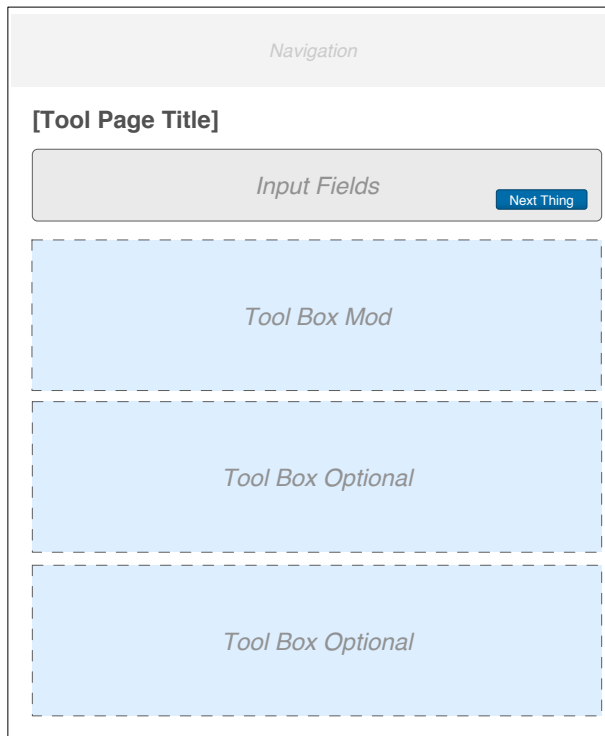
Page types that need **Tool Box** mods

"Tool Box" refers to the text + image description area shown below input fields for **default states of tool pages**. The purpose of these mods is to describe the primary features of the tool and explain what value the tool/reports provide to users.

Default State of a Tool Page (w/left nav)



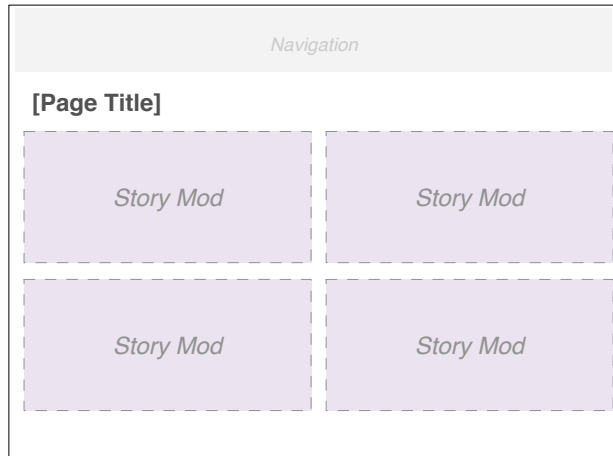
Default State of a Tool Page (w/o left nav)



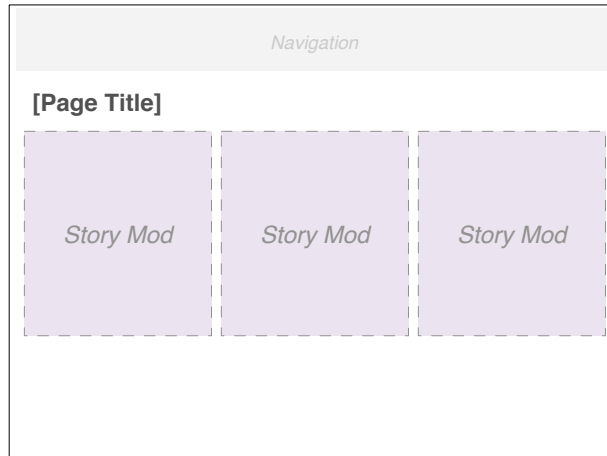
Page types that need Story Box mods

"Story Box" refers to the description areas used to link deeper into the app or out to Moz.com. The purpose of these mods is to describe the value of the deeper/cross-linked section with minimal words, clear call to actions, and imagery as needed.

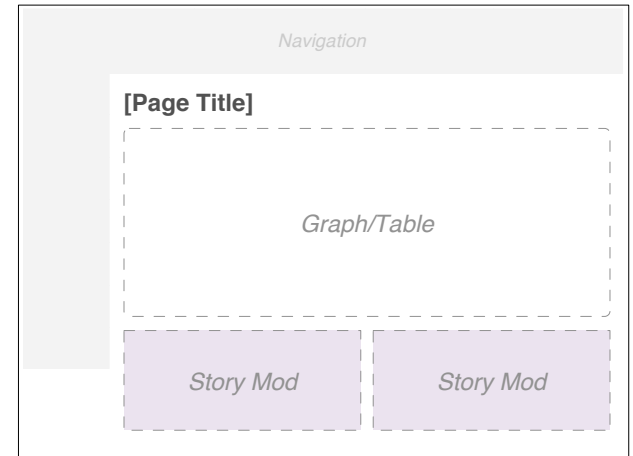
Link deeper into the app (w/o left nav)



Cross-link to content on Moz.com (whole page)



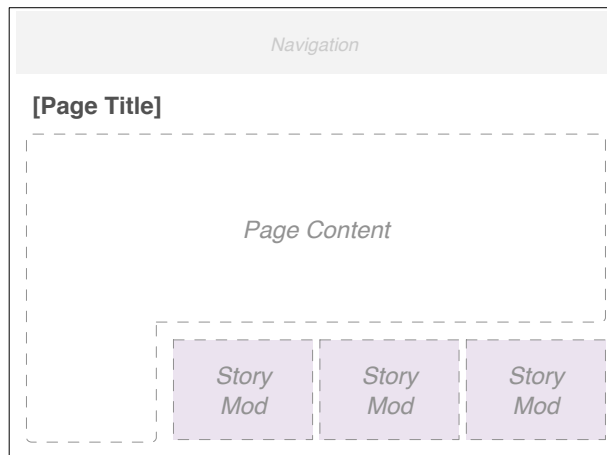
Cross-link to other sections of the App



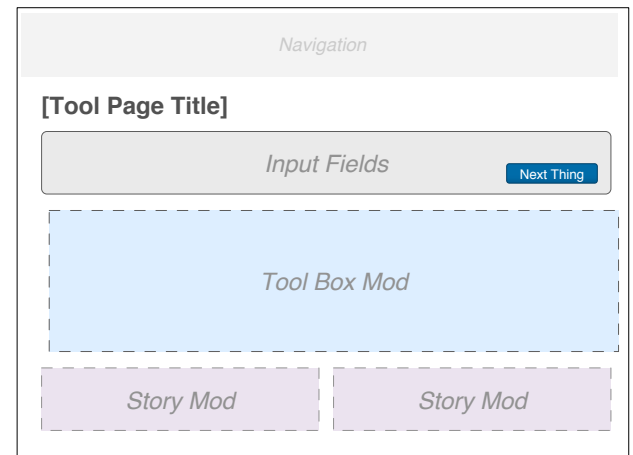
Link deeper into the app (w/left nav)



Cross-link to content on Moz.com (whole page)



Default State of a Tool Page might have story mods



Info Boxes

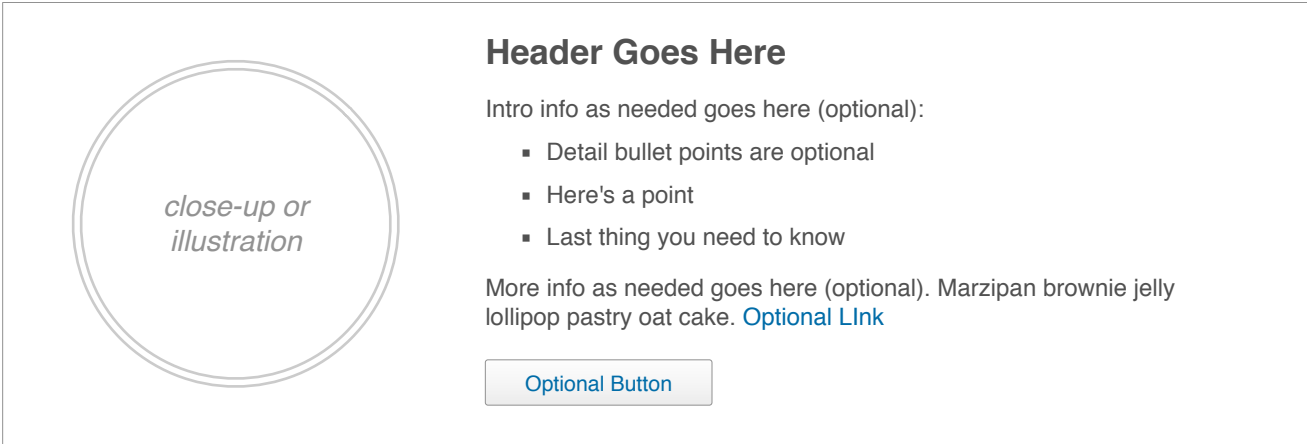


Info Box Basics

As a general rule, info boxes are 1/3 image or text, and the other 2/3 text or image, respectively.

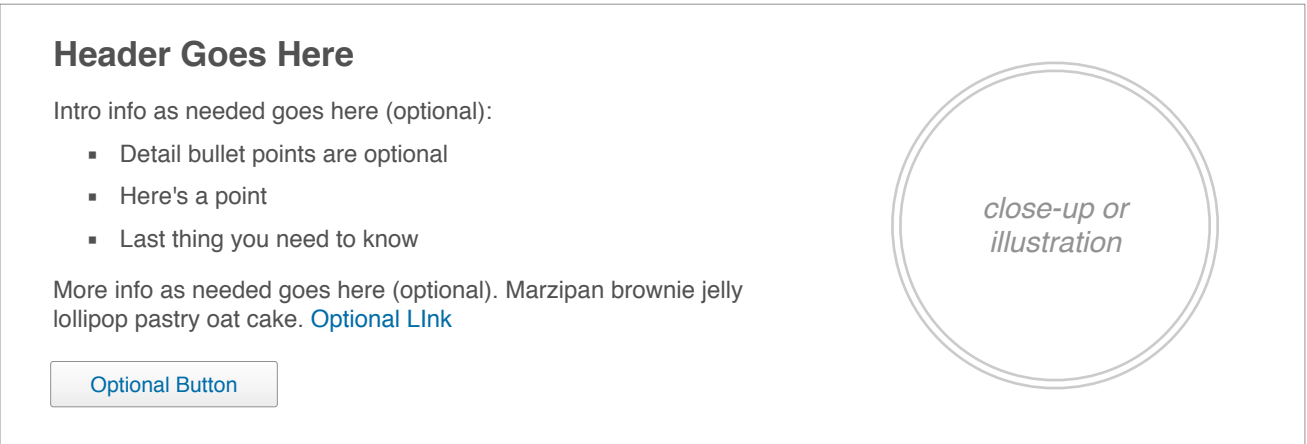
Info boxes are also:

- flexible height
- fixed width
- gray text on a white bg
- shown alone or with others



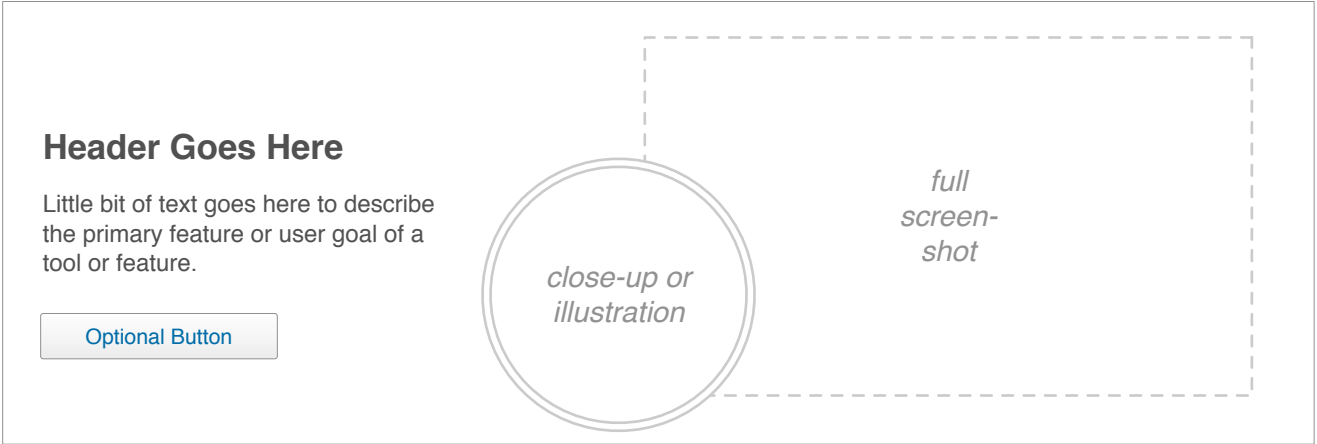
Light Image Left

This is the primary mod used to describe a tool or feature when more text detail is needed.



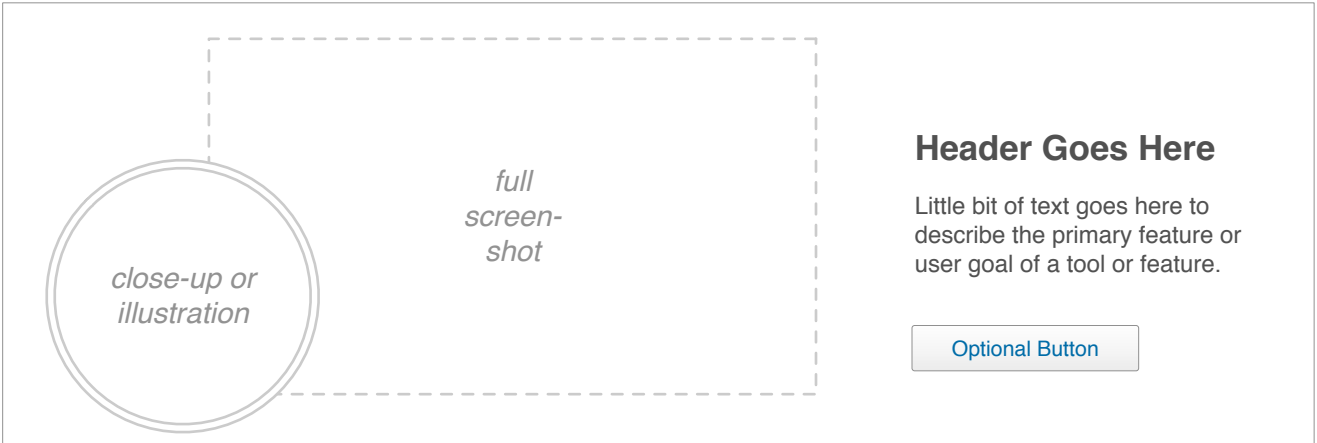
Light Image Right

This is the secondary mod used to describe a specific feature when following a left-aligned image.



Heavy Image Right

This is the primary mod used to describe a tool or feature when more visual detail is needed.



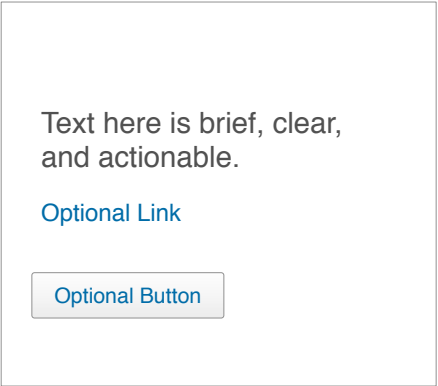
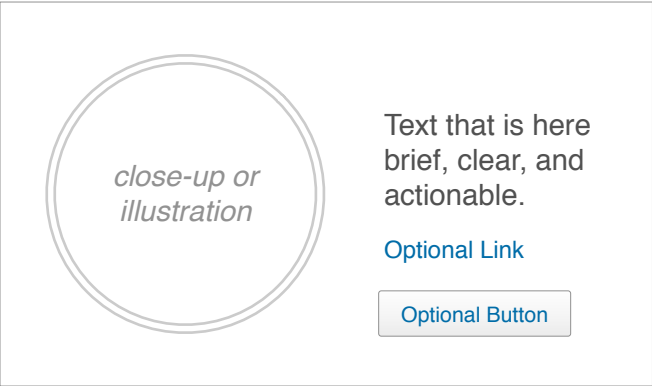
Heavy Image Left

This is the secondary mod used to describe a specific feature when following a right-aligned image.



Basic Info Box

This is a flexible mod type used for large illustrations on moz mod down pages, welcome pages, and other messaging types that may come up.



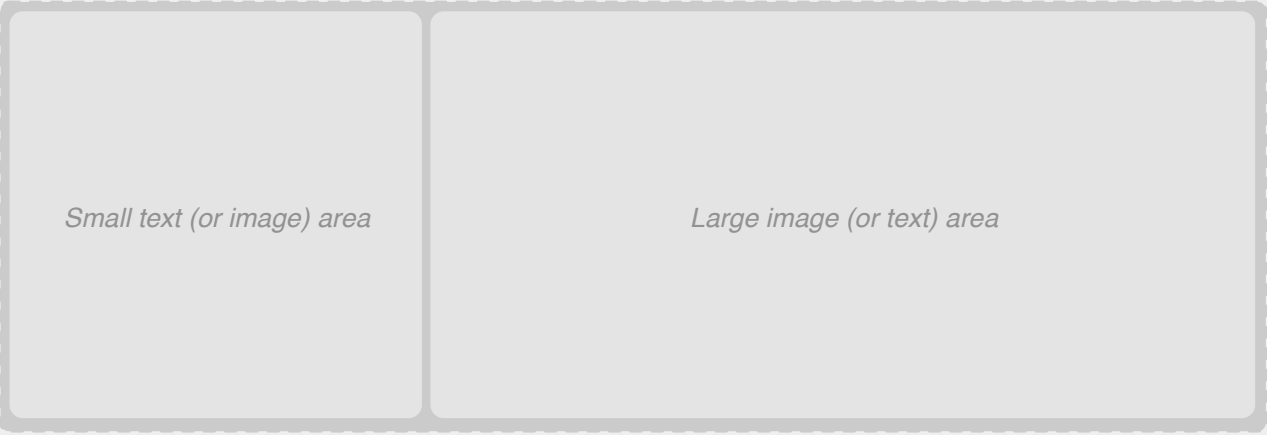
Basic Mini Info Box

With Image: This mod is used to replace a 1/2 column data mod when setup is needed.

Without Image: Perhaps no image is used when replacing a data mod that is 1/3 column or smaller (switch to a story mod)

NOTE: We don't want to distract the user by taking them to a different page or layer over the page to describe more detail about a section. If we need more real estate, we should use mods in conjuncture with one another.

Tool Boxes

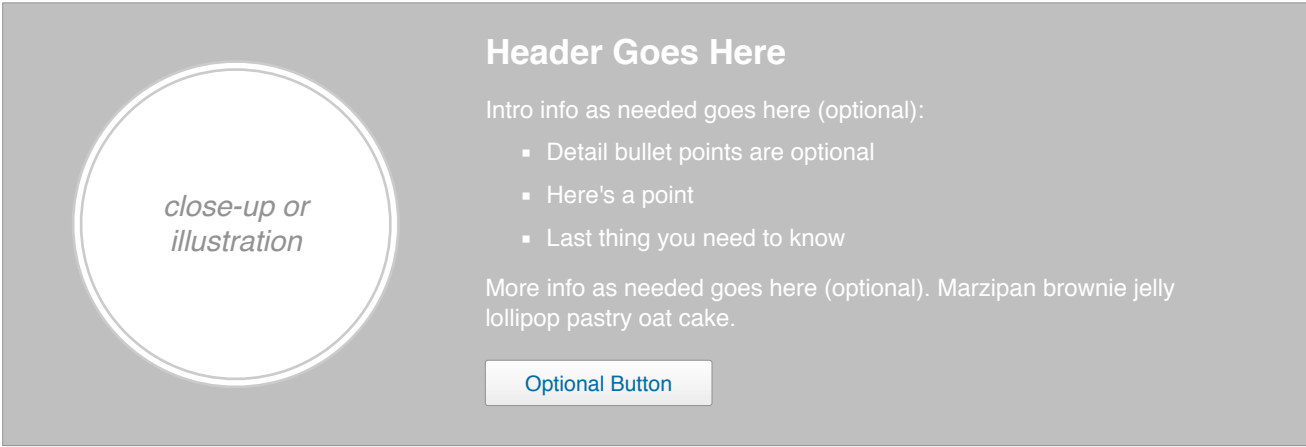


Tool Box Basics

Formatted similar to basic info boxes, tool boxes are only used for the default state of a tool.

Tool boxes are also:

- flexible height
- fixed width
- white text on a blue/dark bg
- usually shown alone
- **never shown with text links**



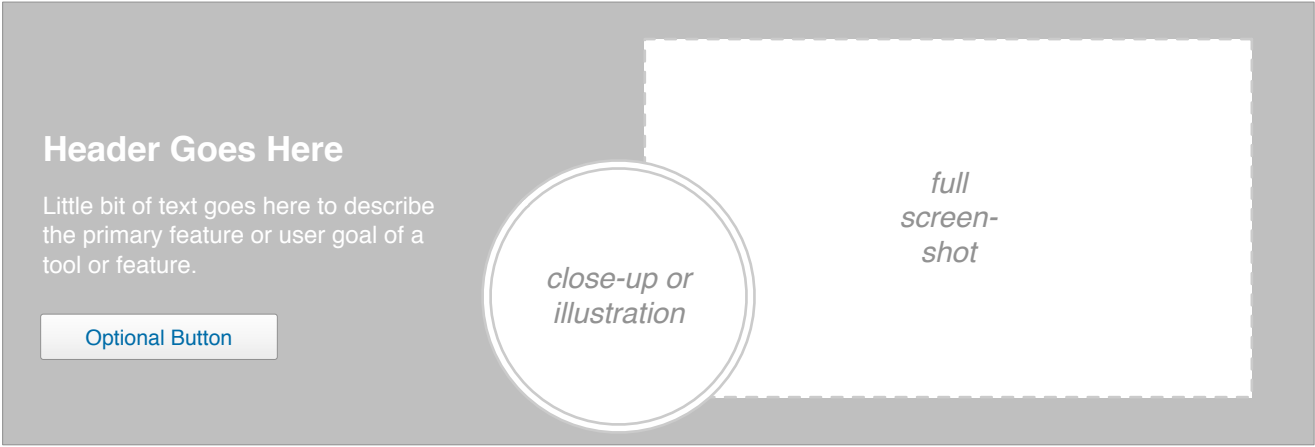
Light Image Left

This is the primary mod used to describe a tool or feature when more text detail is needed.



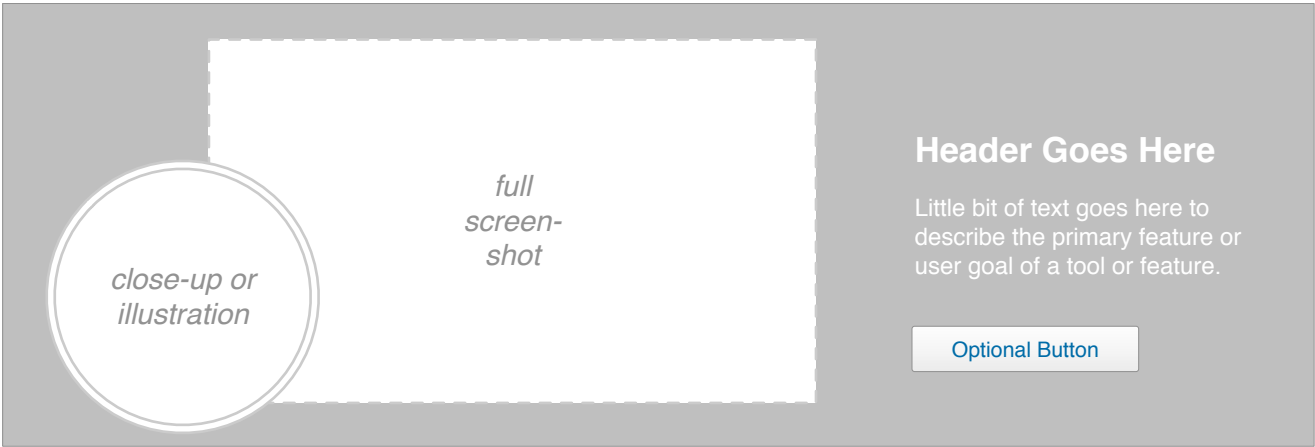
Light Image Right

This is the secondary mod used to describe a specific feature when following a left-aligned image.



Heavy Image Right

This is the primary mod used to describe a tool or feature when more visual detail is needed.




Heavy Image Left

This is the secondary mod used to describe a specific feature when following a right-aligned image.

NOTE: We don't want to distract the user by taking them to a different page or layer over the page to describe more detail about a tool. If we need more real estate, we should use mods in conjuncture with one another.

Story Boxes

Story boxes can be used alone to fill a 1/4 - 1/2 column layout, or can be grouped into full width moz mods, which can be stacked vertically down a page. The hight and width is flexible, but the image size and placement is fixed.




close-up or illustration

Header Goes Here

Little bit of text goes here to describe the primary feature or user goal of a tool or feature.
[Optional Link](#)

Optional Button




close-up or illustration

Header Goes Here

Little bit of text goes here to describe the primary feature or user goal of a tool or feature.
[Optional Link](#)

Optional Button




close-up or illustration

Header Goes Here

Little bit of text goes here to describe the primary feature or user goal of a tool or feature.
[Optional Link](#)

Optional Button




close-up or illustration

Header Goes Here

Little bit of text goes here to describe the primary feature or user goal of a tool or feature.
[Optional Link](#)

Optional Button



close-up or illustration


Header Goes Here

Little bit of text goes here to describe the primary feature or user goal of a tool or feature.
[Optional Link](#)

Optional Button

Image High

This mod can be used solo, or in a 2 or 3-column layout. The Image stays the same size, but the text box is flexible to fill the space it needs to.




close-up or illustration

Header Goes Here

Little bit of text goes here to describe the primary feature or user goal of a tool or feature.
[Optional Link](#)


Optional Button



image

Header Here


Little bit of text goes here.
[Optional Link](#)



image

Header Here

Little bit of text goes here.
[Optional Link](#)




image

Header Here

Little bit of text goes here.
[Optional Link](#)

Little Image Left


This mod can be used solo, or in a 2 or 3-column layout. The Image stays the same size, but the text box is flexible to fill the space it needs to.



image

Header Here


Little bit of text goes here.
[Optional Link](#)



image

Header Here

Little bit of text goes here.
[Optional Link](#)



image

Header Here

Little bit of text goes here.
[Optional Link](#)

Header Here

Little bit of text goes here.
[Optional Link](#)

Optional Button

Header Here

Little bit of text goes here.
[Optional Link](#)

Optional Button

Header Here

Little bit of text goes here.
[Optional Link](#)

Optional Button

No Image

This mod can be used solo, or in a 2 or 3-column layout. The Image stays the same size, but the text box is flexible to fill the space it needs to.

Header Here

Little bit of text goes here.
[Optional Link](#)

Optional Button

Header Here

Little bit of text goes here.
[Optional Link](#)

Optional Button

Header Here

Little bit of text goes here.
[Optional Link](#)

Optional Button

Example Content

Feature Mod (Research Tools Example)

Light on Content (1 "Heavy Image Left" Mod)

Notes

- This is an example of an image-heavy/text-light alternate for the same mod above

View Details About Any Keyword

Enter up to 20 keywords, separated by a comma, tab, or new line

on

Google

United States

Check Difficulty



Ranking factor report

Check and compare keyword metrics and analyze ranking factors.

See difficulty and search volume for up to 20 keywords at a time. Then, request a full report on any keyword to analyze critical ranking factors.

Want to track a keyword over time?

Select a tracked site/campaign and add the keyword in the Manage Keywords section of **Search**, or [Add a new campaign](#).

Feature Mod (Campaign Example)

Light on Content (1 "Heavy Image Left" Mod)

Analyze a Keyword

View performance details for your tracked keywords. If you are looking for keywords to track, check out the [keyword opportunities](#) section.

Select a tracked keyword to analyze:

Analyze

[Add & Manage Keywords](#)

keyword analysis
(difficulty/
volume)

Ranking factor report

Improve the performance of your tracked keywords.

View search volume, ranking competition, and the factors that contribute to the ranking position of a specific tracked keyword.

Doing some research? Analyze keywords without tracking them overtime for a campaign with the [Keyword Analysis Research Tool »](#)

Notes

- This is an example of an image-heavy/text-light alternate for the same mod above

Feature Mods (Setup Pages)

<div data-bbox="73 152 624 197"><div>Guided Setup (Add Keywords Example)</div></div> <div data-bbox="104 249 381 286"><div>Configure Settings</div></div> <div data-bbox="567 249 1184 286"><div>BASICS <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> SEARCH <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> SOCIAL <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> BRAND <input type="checkbox"/> <input type="checkbox"/> REVIEW <input type="checkbox"/></div></div> <div data-bbox="104 301 1187 796"><div data-bbox="131 327 757 361"><div>See your visibility and performance in Search</div></div><div data-bbox="134 383 1164 703"><div data-bbox="156 402 772 428"><div>Enter or Upload Keywords to Track</div><div>250 of 300 keywords available ⓘ</div></div><div data-bbox="159 450 828 584"><div>Use a comma to separate each keyword you want to track.</div></div><div data-bbox="159 595 660 618"><div>Or, add a bunch of keywords at once by Uploading a CSV File.</div></div><div data-bbox="159 651 577 681"><div>Add keyword labels (optional):</div><div>Label Keywords ▼</div></div><div data-bbox="913 450 1128 495"><div>Not sure which keywords to track?</div></div><div data-bbox="913 506 1122 573"><div>Pull keyword suggestions from your google analytics account.</div></div><div data-bbox="913 584 1063 629"><div>Connect to Google Analytics</div></div></div><div data-bbox="134 737 213 767"><div>« Back</div></div><div data-bbox="868 726 1155 778"><div>Skip to Brand Rules »</div></div></div> <div data-bbox="104 815 1192 1552"><div data-bbox="159 863 435 1139"><div>Detail from the overview tab in rankings</div></div><div data-bbox="507 893 1060 960"><div>Track important keywords over time and compare to your competitor sites.</div></div><div data-bbox="535 983 1033 1113"><div><ul style="list-style-type: none">▪ Monitor ranking improvements and declines over time▪ Compare your keyword performance to competitors▪ See sudden jumps and drops across search engines▪ View on-page optimization opportunities</div></div><div data-bbox="137 1284 372 1355"><div>Analyze detailed keyword metrics.</div></div><div data-bbox="137 1374 456 1448"><div>Compare keyword performance and see critical ranking factors for your tracked keywords.</div></div><div data-bbox="497 1310 727 1538"><div>close-up or illustration</div></div><div data-bbox="846 1314 929 1400"><div>full screen-shot</div></div></div>	<div data-bbox="1315 156 1389 186"><div>Notes</div></div> <div data-bbox="1315 215 1596 450"><div>- This content is intended to show the user the value they will get if they configure this section.</div><div>- This example is from page 13 in Setup & Settings.</div></div>
<div data-bbox="73 1623 860 1660"><div>Section Not Setup (Search, Keyword Rankings Example)</div></div> <div data-bbox="104 1724 1196 2223"><div data-bbox="131 1750 734 1783"><div>Oops! You haven't added any keywords yet.</div></div><div data-bbox="134 1809 1164 2130"><div data-bbox="156 1828 772 1854"><div>Enter or Upload Keywords to Track</div><div>250 of 300 keywords available ⓘ</div></div><div data-bbox="159 1876 828 2010"><div>Use a comma to separate each keyword you want to track.</div></div><div data-bbox="159 2022 660 2044"><div>Or, add a bunch of keywords at once by Uploading a CSV File.</div></div><div data-bbox="159 2077 577 2107"><div>Add keyword labels (optional):</div><div>Label Keywords ▼</div></div><div data-bbox="913 1876 1128 1921"><div>Not sure which keywords to track?</div></div><div data-bbox="913 1932 1122 1999"><div>Pull keyword suggestions from your google analytics account.</div></div><div data-bbox="913 2010 1063 2055"><div>Connect to Google Analytics</div></div></div><div data-bbox="851 2163 1139 2193"><div>Save & See Keyword Rankings</div></div></div> <div data-bbox="104 2253 1196 2990"><div data-bbox="159 2301 435 2577"><div>Detail from the overview tab in rankings</div></div><div data-bbox="507 2331 1065 2401"><div>Track important keywords over time and compare to your competitor sites.</div></div><div data-bbox="535 2420 1036 2554"><div><ul style="list-style-type: none">▪ Monitor ranking improvements and declines over time▪ Compare your keyword performance to competitors▪ See sudden jumps and drops across search engines▪ View on-page optimization opportunities</div></div><div data-bbox="137 2725 378 2796"><div>Analyze detailed keyword metrics.</div></div><div data-bbox="137 2815 460 2886"><div>Compare keyword performance and see critical ranking factors for your tracked keywords.</div></div><div data-bbox="497 2752 729 2979"><div>close-up or illustration</div></div><div data-bbox="846 2755 932 2841"><div>full screen-shot</div></div></div>	<div data-bbox="1315 1627 1389 1657"><div>Notes</div></div> <div data-bbox="1315 1686 1596 1951"><div>- Users would see this content if they come to the rankings section of search with no keywords set up.</div><div>- This example is from page 60 in Setup & Settings.</div></div>

Feature Mods in Overlay

Data will be ready in one week message

Notes

- This is an interstitial layer that is shown when users are about to see a section that has very little data yet because they just set something up (pg 61 of Setup & Settings).
- One concept is to allow users to cycle through reports for each tab.
- An alternative would be to summarize the whole section in 1-2 sentences and 1 large image area.

"Why set this up" Message

Notes

- Transitioning user message for why they should set something up. Ideally the content would be the same as the guided user setup, or very similar.
- This example is from page 51 in Setup & Settings, but you'll see this throughout the guided user setup.
- This layer can take on the same format as the one above. If the carousel approach will not be feasible for P1, we may show a series of images in a scrolling window.

Notes

Community

Content

Help

Engage in the Community

[Read the MozPost](#)

[Head to the Help Hub](#) 

Moz Pro

[HOME](#)

CAMPAIGNS

RESEARCH TOOLS

LEARN & CONNECT

accountnamehere ▼ | Help (?)

content image
(maybe a
presentation or
webinar)

Learn about inbound

The MozPost is packed with hundreds of up-to-date content about inbound marketing. Learn from the experts the form of blog posts, video, webinars, product guides and more.

 [Read the MozPost](#)

community
image

Connect with others

Engage with our active community!

Contribute to the [YouMoz Blog](#)
Get your questions answered on [Q&A](#)
View and edit your [Community Profile](#)

 Engage in the Community

culture image

Meet us Mozzers

Learn all you need to know about our story and mission. Find out about upcoming events, see where we live and how to contact us, meet us mozzers, or heck--join our team!

 [Learn about Moz](#)

<div><div>Hub Page for Keyword Tools</div><div><div>Keyword Tools Overview</div><div><div><div><div><div>image</div><div>Rank Tracker</div><div>Check search engine rankings for any keyword and URL and track over time.</div></div><div><div>image</div><div>Keyword Analysis</div><div>Compare keyword difficulty and search volume, and see detailed ranking factors.</div></div><div><div>image</div><div>On-Page Grader</div><div>Understand and improve your on-page analysis for target keywords.</div></div><div><div>Did you know?</div><div>You can leverage all of these keyword tools and more over time in your campaigns.</div><div>Add & Manage Campaigns</div></div></div></div></div></div></div>	<div><div>Notes</div><div><div>- This page type is made up of feature boxes and a left nav (pg 16 research tools)</div></div></div>
<div><div>Landing Page for Research Tools (preferred, for now)</div><div><div>Research Tools</div><div>Prospecting tools for keyword rankings and research, link analysis, web mentions, and social analytics.</div><div><div>Notifications/messaging space</div></div><div><div><div><div><div>close-up or illustration</div><div>Link Analysis</div><div>Use our Site Explorer tool to research and compare backlinks with competitors for targeted link building.</div><div>Analyze Links</div></div><div><div>close-up or illustration</div><div>Web Mentions</div><div>Monitor blogs, RSS, Twitter, Digg with Fresh Web Explorer. Keep an eye on what's moving and shaking.</div><div>Find Mentions</div></div><div><div>close-up or illustration</div><div>Social Analysis</div><div>FollowerWonk allows you to dig into Twitter metrics and analysis. Lorem ipsum dolor.</div><div>Analyze Twitter</div></div></div></div><div><div><div><div>image</div><div>Keyword Tools</div><div>Tools for keyword research and more:<ul style="list-style-type: none">Rank Tracker: Check and track rank for keywordsKeyword Analysis: ACheck and compare difficulty and search volume, and analyze a full search engine results page with for a host of critical ranking factors.On-page Grader: See a keyword's performance on any page</div></div><div><div>More Moz Tools</div><div>MozBar: see moz metrics inline with your pages with this toolbar. Download for: Chrome FireFox</div><div>MozCast: see the Google Algorithm weather report.</div></div></div></div></div></div></div>	<div><div>Notes</div><div><div>- Here's how this page COULD look, assuming this is an appropriate reflection of the value prop and hierarchy of these tools.</div><div>- this layout is using the same 3 column large image style that is currently being used on the Learn & Connect page.</div></div></div>
<div><div>Landing Page for Research Tools (alternate 1)</div><div><div>Research Tools</div><div>Prospecting tools for keyword rankings and research, link analysis, web mentions, and social analytics.</div><div><div>Notifications/messaging space</div></div><div><div><div><div><div>Keyword Tools</div><div>Rank Tracker: Check and track rank for keywords Keyword Analysis: ACheck and compare difficulty and search volume, and analyze a full search engine results page with for a host of critical ranking factors. On-page Grader: Check a keyword's performance on any page</div></div><div><div>Link Analysis</div><div>Analyze links wiith Site Explorer. Research and compare backlinks with competitors for intelligent and targeted link building. Identify top pages, view social activity data, and analyze anchor text. <div>Analyze Links</div></div></div><div><div><div><div>Web Mentions</div><div>Monitor blogs, RSS, Twitter, Digg with Fresh Web Explorer. Keep an eye on what's moving and shaking. <div>Find Web Mentions</div></div><div><div>Social Analysis</div><div>FollowerWonk allows you to dig into Twitter metrics and analysis. Lorem ipsum dolor. <div>Analyze Twitter Metrics</div></div></div><div><div><div><div>SEO Toolbar</div><div>With the MozBar, our SEO Toolbar for Chrome and Firefox, you can see link metrics, analyze page elements and SERP results, and quickly access your favorite SEO tools inline with your pages. <div>Download the toolbar: For Chrome For FireFox</div></div><div><div>MozCast</div><div>Gummi bears pie toffee. Gingerbread croissant candy tootsie roll sweet roll ice cream cookie gummies bonbon. Pastry marshmallow cheesecake bear claw danish. <div>Check out yesterday's MozCast</div></div></div></div></div></div></div></div></div></div></div></div></div></div>	<div><div>Notes</div><div><div>- Here's an alternate; we'll need to have a discussion about these pages.</div></div></div>
<div><div>Landing Page for Research Tools (alternate 2)</div><div><div>Research Tools</div><div>Prospecting tools for keyword rankings and research, link analysis, web mentions, and social analytics.</div><div><div>Notifications/messaging space</div></div><div><div><div><div><div>close-up or illustration</div><div>Keyword Tools</div><div>Rank Tracker to check and track rank for keywords Keyword Analysis to compare difficulty and search volume, and analyze ranking factors On-page Grader to optimize your pages for target keywords. <div>Research Keywords</div></div></div><div><div>close-up or illustration</div><div>Link Analysis</div><div>Analyze links wiith Site Explorer. Research and compare backlinks with competitors for intelligent and targeted link building. Identify top pages, view social activity data, and analyze anchor text. <div>Analyze Links</div></div></div><div><div>close-up or illustration</div><div>Web Mentions</div><div>Monitor blogs, RSS, Twitter, Digg with Fresh Web Explorer. Keep an eye on what's moving and shaking. <div>Find Web Mentions</div></div><div><div>close-up or illustration</div><div>Social Analysis</div><div>FollowerWonk allows you to dig into Twitter metrics and analysis. Lorem ipsum dolor. <div>Analyze Twitter</div></div></div></div><div><div><div><div>SEO Toolbar</div><div>With the MozBar, our SEO Toolbar for Chrome and Firefox, you can see link metrics, analyze page elements and SERP results, and access your favorite SEO tools inline with your pages. <div>Download the toolbar: For Chrome For FireFox</div></div><div><div>MozCast</div><div>Gummi bears pie toffee. Gingerbread croissant candy tootsie roll sweet roll ice cream cookie gummies bonbon. Pastry marshmallow cheesecake bear claw danish. <div>Check out yesterday's MozCast</div></div></div></div></div></div></div></div></div></div></div>	<div><div>Notes</div><div><div>- Ramil, would this kind of thing even fit?</div></div></div>

Setup Keywords Mod (Search Overview)

Traffic from Organic Search

9.5K
9K
8.5K
8K
7.5K

Feb 22 Mar 1 Mar 8 Mar 15 Mar 22 Mar 30

5.1K Visits From Branded Keywords +2%
1.3K Visits From Nonbranded Keywords +2%

30%
of site traffic came from organic search
123K of 316K total site visits

VISITS from Organic Search **100k** +3%

View history >

KEYWORDS that sent organic search visits **80k** +3%

View history >

URLs that received organic search visits **4.1k** +3%

View history >

See keyword rankings and on-page optimization opportunities when you track keywords for this campaign.

[Add Keywords](#)

Image area to show rankings and on-page overview mods

Crawl Diagnostics

PAGES with NEW CRAWL ISSUES [View all >](#)

32 w/ Duplicate Page Titles
24 w/ Missing Meta Description
22 w/ Too Many On-Page Links
19 w/ Temporary Redirect (302)
12 w/ Duplicate Page Content

5.1K Google- US +2%
1.3K Google- UK +2%

1.2K Bing- US +2%
350 Other +2%

MOST COMMON ISSUES

18	Duplicate Page Content
15	Title Too Long (> 70 Characters)
12	Title Missing or Empty
6	Duplicate Page Title
2	Too Many On-Page Links
1	Long URL (> 115 characters)
1	Title Too Long (> 70 Characters)
1	Title Too Long (> 70 Characters)

Notes

- This "basic info box" mod is used to replace the two mods on the Search Overview that require keyword setup info.
- This mod can appear anywhere on the page, but is shown in the middle because the 2 mods it replaces are in the middle.
- "Add Keywords" button would go to the Keyword Rankings page as shown at the bottom of the previous wireframe.

Setup a Social Account (Social Overview)

Traffic & Links from Social Accounts

700
500
300
100

Feb 22 Mar 1 Mar 8 Mar 15 Mar 22 Mar 30

Number of links to your site posted through:
● Facebook ● Google+ ● Twitter

Traffic from Social Accounts

30%
of site traffic came from social accounts
123K of 316K total site visits

VISITS from social accounts **100k** +3%

View history >

URLs receiving visits from social accounts **80k** +3%

View history >

LINKS to your site posted through Fb, Tw, and G+ (1) **4.1k** +3%

View history >

Track and analyze social metrics for you and your competitor accounts.

[Connect a Facebook Page](#)
[Connect a Twitter Account](#)
[Connect a Google+ Page](#)

Image area to show screens from social (could use one channel as an example)

Notes

- This "basic info box" mod is used to replace all social mods on the Social Overview when there are no accounts added.

Setup a Social Account (Social Overview)

Brand Mentions

20K
15K
10K
5K
0

Mar 24 Mar 25 Mar 26 Mar 27 Mar 28 Mar 29 Mar 30

■ Moz

Total Mentions of Brand Queries

75%
of brand mentions link to your site
75K of 100K total mentions

60K +2% Moz

68 **2 new** FEEDS MENTIONED YOU

TOTAL MENTIONS of your Brand **100k** +3%

View history >

MENTIONS WITH LINKS of your Brand **75k** +3%

View history >

LINKS WITHOUT MENTIONS of your Brand **250** +3%

View history >

Trends overtime reflect the last 12 weeks

Analyze and monitor direct traffic in correlation with visits from branded keywords.

[Connect to Google Analytics](#)

Don't have an account?
[Get traffic data free](#) [Don't show traffic](#)

Image of traffic

Mentions of Your Brand

This is a beautiful page title is long... firstpage/somethingreallylongyay/bla bla bla
Feed Authority 99 Mentioned "SEO"

This is a beautiful page title is long... firstpage/somethingreallylongyay/bla bla bla
Feed Authority 85 Linked to "seomoz.org"

This is a beautiful page title is long... firstpage/somethingreallylongyay/bla bla bla
Feed Authority 72 Link mentioned "OSE"

[View more Brand Mentions](#)

Add a competitor query to monitor and compare competitor mentions.

[Create a Competitor Query](#)

Find mentions of your industry terms when you add an industry query.

[Create an Industry Query](#)

Notes

- The first "basic info box" mod is used to replace the brand traffic mod on the Brand & Mentions Overview when there is no GA connected.
- The "basic mini info box" mods replace the competitor and industry mods where there are no competitor or industry queries.

2-column Basic Mini with/Image (Dashboard, no brand mention queries)

See Who Mentioned Your Brand Yesterday ①

close-up of mentions

Create a brand query to see your top mentions.

[Add a Brand Query](#)

Most Viral Pages Yesterday ①

Page Title and URL	Fresh Links ①	Links posted on Social ①
Page Name http://mashable.com/2011/10/20/folder/adjitsu-cool/	10,000	200
Page Name http://mashable.com/2011/10/20/folder/adjitsu-cool/	10,000	100
Page Name http://mashable.com/2011/10/20/folder/adjitsu-cool/	10,000	80
Page Name http://mashable.com/2011/10/20/folder/adjitsu-cool/	10,000	75
Page Name http://mashable.com/2011/10/20/folder/adjitsu-cool/	10,000	50

[View Hot Content »](#)

Notes

- This "basic mini info box" mods is shown under a header.

Begin Setup (Example with an illustration)

Welcome to your new Moz campaign!

With great new functionality comes a little more setup we need from you. Let us guide you through setting up each new section within Moz.

If you're in a hurry, you can skip setup for now and head to your **dashboard**.

[Set Up New Sections »](#)

New Sections to Configure

- Connect Google Analytics
- Add up to 5 competitors
- Sign into your social accounts
- Configure your basic query mentions
- Update custom report settings

Then, explore your new Moz dashboard!

Cute roger image or something

Notes

- This page is used in the transiting user path to set expectations for what's coming next. We have this for the guided setup as well as the transitioning user setup.

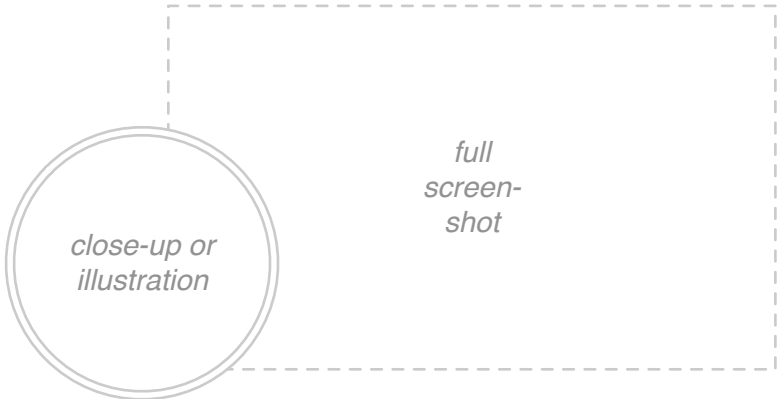
Site Explorer: A combination of mod types

Default State of Site Explorer (authenticated/pro state)

http://

[+ Compare up to five sites](#)

[SEARCH](#)



close-up or illustration

full screen-shot

Analyze and compare competitive link metrics for any site.

More about the free version of Site Explorer if we want can go here.

[See how it works](#)

Analyze Links Over Time

Pastry marshmallow cheesecake bear claw danish croissant oat cake cake sesame snaps sugar plum.

[Create a campaign](#) to analyze links over time.

Mozscape Data and API

Pastry marshmallow cheesecake bear claw danish croissant oat cake cake sesame snaps sugar plum.

More on: [Our API](#) | [Our Data](#)

Notes

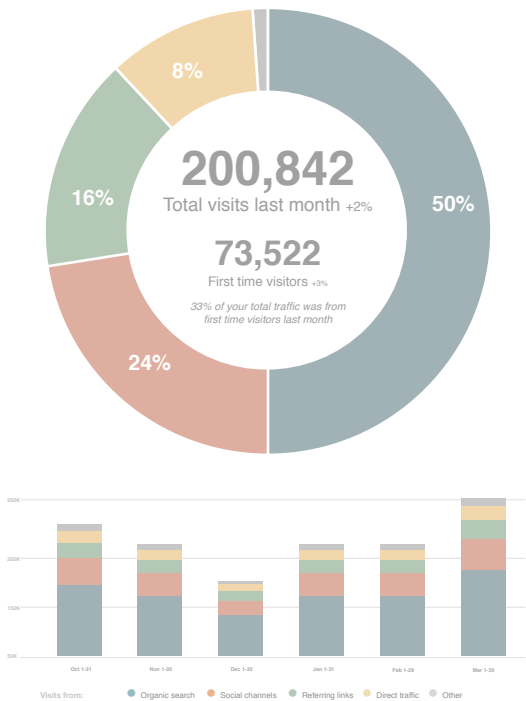
- The default state in the Research Tools section may use all toolbox mods, since it is not trying to link out or promote anything other than the tool.
- This example uses story mods at the bottom of the page to link to a page about data, and another to promote Links in the campaign setting.

No GA Connected (Dashboard "Snapshot" Tab)

Connect to the Google Analytics account for this website to see your inbound traffic breakdown.

Connect to Google Analytics

Don't have an account?
[Get traffic data free](#) | [Don't show traffic](#)



Notes

- The Dashboard will need a special mod size and layout to replace the traffic visualizations when no GA is connected.