

COMMUNITY WIREFRAMES

DOCUMENT: Community_Wireframes_110212

LAST UPDATED: Nov 05, 2012

STATUS: Feature Team Review -- Initial Feedback Incorporated

The Whats & Whys

WHAT ARE WE TRYING TO DO? (Goals)

Grow the current Moz community size and engagement, with the end goal to **INCREASE BRAND AWARENESS**.

- promote our products and grow our customer base (\$)
- establish Moz as a credible and authoritative brand that supports the online marketing industry

Become the leading community to **CONNECT + PROMOTE** online marketers.

- enable online marketers to meet and learn from each other
- promote Moz content and events
- serve as a credible place for online marketers to promote their skills

WHY? (Problems To Solve)

1. As an online marketer, I need to **PROMOTE MYSELF**, my skills, and my accomplishments.
2. As a marketer, I need to **CONNECT WITH OTHERS** who can help increase my professional skills and help me get work.
3. As a member of the Moz community, I want to **HAVE FUN** and make friends with similar career goals, experiences, and interests.

See a full list of tactics and other considerations in the [Requirements](#) Google Doc.

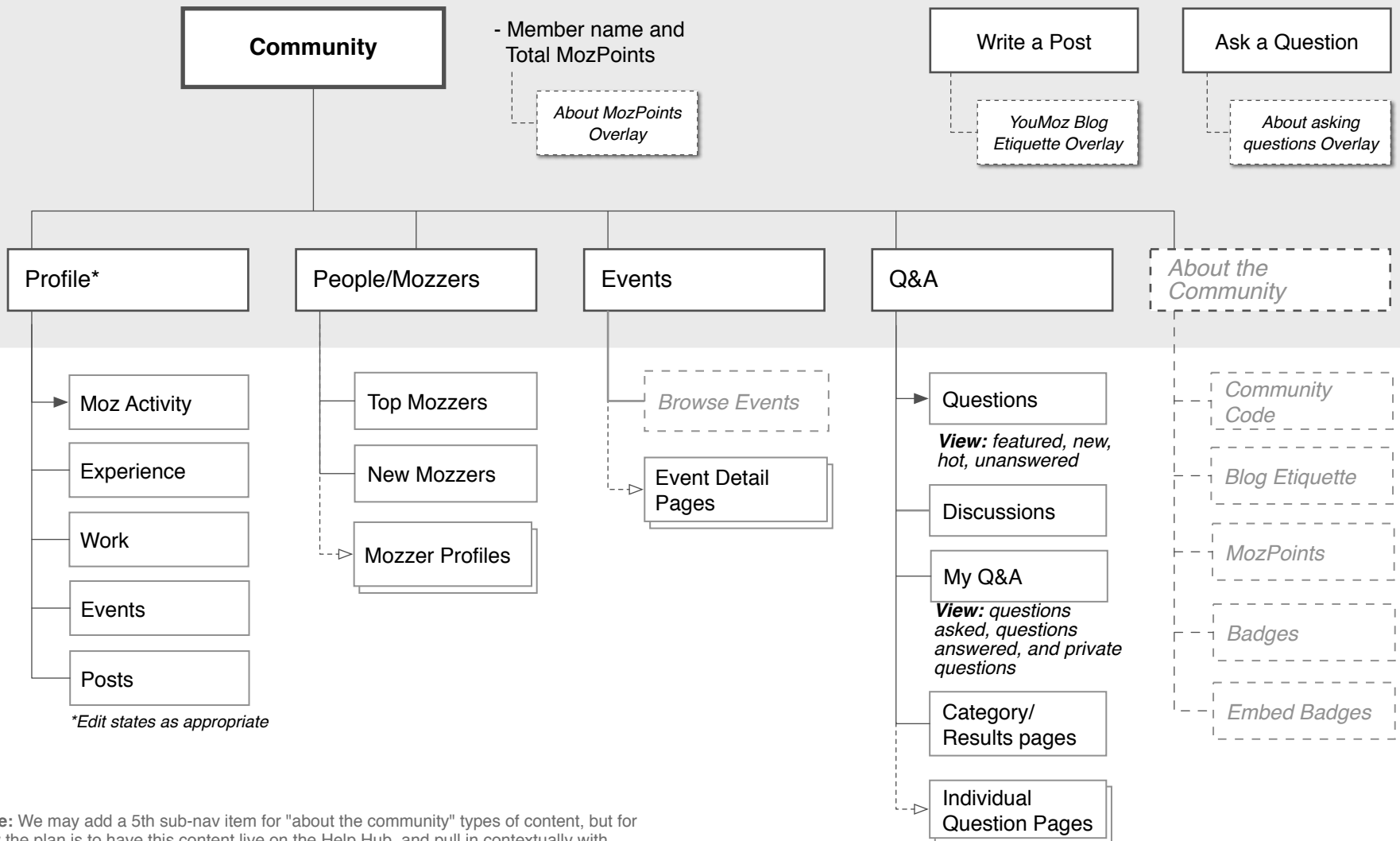
Community Structure (Site Map)

Page needed for Launch

Placeholder for post-Moz

Available from everywhere in Community

Global to moz.com: Log in, Account menu, Help, Search



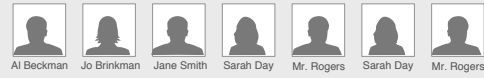
Note: We may add a 5th sub-nav item for "about the community" types of content, but for now the plan is to have this content live on the Help Hub, and pull in contextually with overlays (e.g., "YouMoz Blog Etiquette Overlay").

Welcome to the Moz Community!

Copy Needed to promote the community and encourage create a Moz account. This area could incorporate images, illustration, or even just stylized copy about the super sweet Moz community.

- Consider community stats, like 15k+ online marketers
- Other metrics that might speak to this audience and invite sign up conversions
- Other ideas welcome, obviously!

256 of your Facebook friends joined Moz!



[Sign Up CTA] Log in if you already have a Moz profile

YouMoz VIEW ALL YOUMOZ

Latest posts from our community blog.

Fresh Web Explorer is the best tool! Jane Smith posted 2 minutes ago

Get social for SEO sake SEOguru posted 3 days ago

Blog title here and it might be long... Rand Fishkin posted 1 week ago

Q&A VIEW ALL Q&A

See the latest questions and answers on Q&A.

Fixing 404 Errors marge_simpson asked 2 minutes ago

What's your best hidden SEO secret? SEOguru asked 25 minutes ago

Tactics to Influence Keywords...? Rand Fishkin asked 1 days ago | ANSWERED

Upcoming Events VIEW ALL EVENTS

We would love to see you at the next event!



Seattle Interactive Conference October 29-31, 2012

Meet the Mozzers One-liner about community members

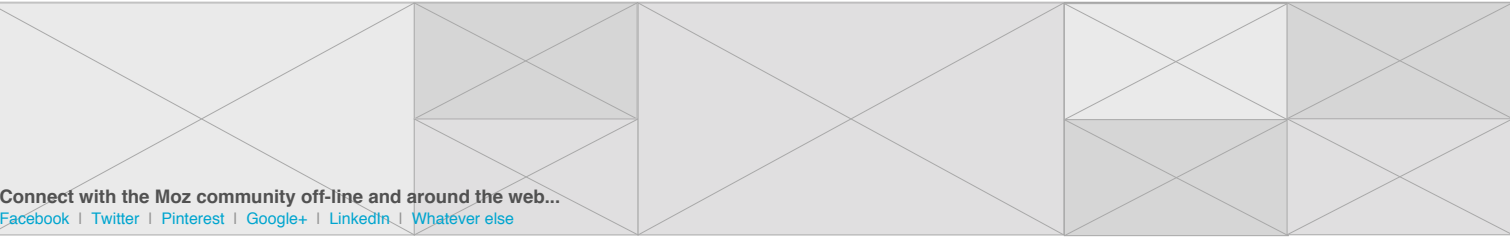
VIEW ALL MOZZERS

TOP - These active community members have earned the most MozPoints in the last 30 days contributing to the community through YouMoz, Q&A, and [more?].

Grid of 8 member profiles including Jane Smith, Alan Jackson, Tori Amos, Gemma Teller, Richard Nixon, Able Johnson, Johnny Smithers, and Victor Reynolds.

NEW - Welcome our newest Mozzers to complete 80% or more of their Moz profiles.

Grid of 4 member profiles including Laura Ingles, Annie Taylor, Luis Michele, and Mary Beth Margaret Jones.



Connect with the Moz community off-line and around the web... Facebook | Twitter | Pinterest | Google+ | LinkedIn | Whatever else

NOTES

1. Join the Community Messaging: The top portion of this page should encourage users to sign up. Messaging and layout to be determined after a working session with the feature team.

MOZ [Our Products](#) [MozPost](#) **Community** [About Moz](#) MOZ Analytics

Hey, Roger Mozbot! [500 MozPoints](#) [Profile](#) [Mozzers](#) [Events](#) [Q&A](#) [Write a Post](#) [Ask a Question](#)

Welcome back, Roger! 4 new comments 20 new likes [VIEW ALL ACTIVITY](#)

Heads up! Your 30 day trial of Moz Analytics is about to expire. [Describe what the user needs to do if they want to continue or cancel their subscription and provide appropriate Links.]

Welcome to the Moz Community!
Onboarding messaging goes here. We will work on onboarding ideas after we finalize more of the core elements in wireframes and design comps. Then, Erica will use her magic skills to write some really nice onboarding welcome messaging. Yay!

[Show me around!](#) [No thanks, I'll explore on my own.](#)

YouMoz [VIEW ALL YOU MOZ](#)

Latest posts from our community blog.

- Fresh Web Explorer is the best tool ever**
Jane Smith posted 2 minutes ago 3 0 0
- Get social for SEO sake**
SEOGuru posted 3 days ago 26 1 8
- Blog post title goes here and it might be super long**
Rand Fishkin posted 1 week ago 26 1 8

Q&A [VIEW ALL Q&A](#)

See the latest questions and answers on Q&A.

- Fixing 404 Errors**
marge_simpson asked 2 minutes ago 2
- What's your best hidden SEO secret?**
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- Tactics to Influence Keywords in Google's "Search Suggest"/Autocomplete Instant?"**
Rand Fishkin asked 1 days ago 3

Upcoming Events [VIEW ALL EVENTS](#)

We would love to see you at the next event!

Seattle Interactive Conference
October 29-31, 2012

Meet the Mozzers | One-liner about community members [VIEW ALL MOZZERS](#)

TOP – These active community members have earned the most MozPoints in the last 30 days contributing to the community through YouMoz, Q&A, and [more?].

Jane Smith 1,500 MozPoints 6 YouMoz Posts 50 Comments	Alan Jackson 1,500 MozPoints 6 YouMoz Posts 50 Comments	Tori Amos 1,500 MozPoints 6 YouMoz Posts 50 Comments	Gemma Teller 1,500 MozPoints 6 YouMoz Posts 50 Comments
Richard Nixon 1,500 MozPoints 6 YouMoz Posts 50 Comments	Able Johnson 1,500 MozPoints 6 YouMoz Posts 50 Comments	Johnny Smithers 1,500 MozPoints 6 YouMoz Posts 50 Comments	Victor Reynolds 1,500 MozPoints 6 YouMoz Posts 50 Comments

NEW – Welcome our newest Mozzers to complete 80% or more of their Moz profiles.

Laura Ingles Seattle, WA Inbound Strategist at Real Big Fish	Annie Taylor St. Paul, MN Content Strategist at Best Buy
Luis Michele Houston, TX Freelance writer and blogger	Mary Beth Margaret Jones Minneapolis, MN Media Buyer at Space150

Connect with the Moz community off-line and around the web...
[Facebook](#) | [Twitter](#) | [Pinterest](#) | [Google+](#) | [LinkedIn](#) | [Whatever else](#)

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NOTES

1. MozPoints: The Community navigation should show the name of the logged in user and their 30 day rolling MozPoint total. Information on MozPoints should be shown on rollover (messaging not final):

These are the points you've earned by engaging in the Community and content. This number reflects your 30 day high-things you've done in the last 30 days (updated every 5 minutes or so). To see your grand total, head to your Profile.

Keep racking up the points to prove you're a Top Mozzer!

500 MozPoints

2. Personalization Area: The top portion of the community page is where we can message a logged in user on any of the following:

- a) Welcome you to the community (P1) - Shown in this wireframe
- b) Alert when your product trial is about to expire (P1) - Shown in this wireframe
- c) Encourage you to complete your profile (P1) - Shown below
- d) Encourage engagement (P1) - Shown below
- e) Alert when someone answered your question on Q&A, or if you get endorsed (P2) - UI below the wireframe shows how we can add this before the full Phase 2 launch if possible.
- f) Alert when someone commented or liked your posts/questions/ answers (P3) - UI below the wireframe shows how we can add this before the full Phase 2 launch if possible.

c) Encourage users to complete their profile – P1

Look at you! You're profile is already 60% complete! 60%

You're on you're way to being featured as a new Mozzer! [Messaging here needs to encourage and inspire users to complete their profiles. We'll also want to give any user incentive as possible (e.g., so people can see how awesome they are and give them jobs and pay them lots of money.)]

[View & Complete Your Profile](#) [No thanks, I filled out all I can.](#)

Your profile is only 20% complete--It looks like you're just getting started! 20%

You're on you're way to being featured as a new Mozzer! [Messaging here needs to encourage and inspire users to complete their profiles. We'll also want to give any user incentive as possible (e.g., so people can see how awesome they are and give them jobs and pay them lots of money.)]

[View & Complete Your Profile](#) [No thanks, I filled out all I can.](#)

Nice work completing your Profile up to 80%! 80%

Check it out! Your face is featured as a **New Mozzer!** [Explain that this is where we feature out newest Mozzers with their profiles 80% or more complete].

[View & Complete Your Profile](#) [No thanks, I filled out all I can.](#)

d) Encourage users to complete their profile – P1

Nice work earning 5 MozPoints! Earn more and become a Top Mozzer! X

Messaging here needs to encourage and inspire users to engage in the activity to earn more MozPoints. Somewhere in this message we will want to give a list of things they can do to earn MozPoints. For example...

- [Read the Latest YouMoz](#) -- Share your opinions by liking (or not liking) a post, leave a comment, or [write your own!](#)
- [Participate in Q&A](#) -- Answer a question, like a response, leave a comment, or [ask your own question.](#)

Earn MozPoints and become a Top Mozzer! X

Messaging here needs to encourage and inspire users to engage in the activity to earn more MozPoints. Somewhere in this message we will want to give a list of things they can do to earn MozPoints. For example...

- [Read the Latest YouMoz](#) -- Share your opinions by liking (or not liking) a post, leave a comment, or [write your own!](#)
- [Participate in Q&A](#) -- Answer a question, like a response, leave a comment, or [ask your own question.](#)

e) Alert when someone answers your question (similar if your answer gets endorsed) – P2

Rand Fishkin answered your question [How do you make a perfect piña colada?](#) 500 3

"You put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round."

f) Alert when new comments and likes – P3

Welcome back, Roger! 4 new comments 20 new likes [VIEW ALL ACTIVITY](#)

Hey, Roger Mozbot! 500 MozPoints

Profile Mozzers Events Q&A

Write a Post Ask a Question

[Mozzers Page Title]

Something about our vibrant community and these top or new community members. Make sure to note that this list gets updated once a day.

Roger, you are 25 MozPoints away from becoming a Top Mozzer! Earn more MozPoints | See where you Rank

Top Mozzers

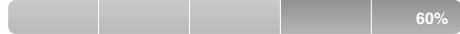
Top contributing community members based on MozPoints within the last 30 days

What are MozPoints?

Grid of 10 top mozzers with profile pictures, names, and stats (MozPoints, YouMoz Posts, Comments).

Get Featured!

Mozzers are featured below when their profiles are 80% complete or more.



You're almost there! Complete your profile

Earn your spot up top!

- Comment on a YouMoz post
Write your own community blog post
Ask or answer a question on Q&A

See more ways to earn MozPoints

Featured Mozzer: Jen Lopez!



This could be a featured New mozzer or employee. Help us congratulate Jen in being super awesome and doing very wonderful things.

Say hello

View More Mozzers, Starting with Newest Profiles Completed

Mozzers with their profile's 80% complete or more, organized most recent sign up date. Be sure to say hello!

Grid of mozzers with profile pictures and names. Includes a tooltip for Sarah Day showing her rank and MozPoints.

75 of 15,000 Mozzers

First < 1 2 3 4 5 6 7 8 9 10 > Last

Join Us! [Messaging that puts these CTAs in context]

[Sign Up CTA]

Log in if you already have a Moz profile

NOTES

1. See where you rank: Logged in users will see their 30-day rolling MozPoints total with links to earn more points and see where they're ranked. The "See where you rank" link should pull up an overlay layer that shows the member with the 3 people in front of them and the 3 people behind them in rank. The "earn more points" link should pull up an overlay that displays how they can earn MozPoints. Both layers will be shown in the next review.

MOZ

[Our Products](#)
[MozPost](#)
[Community](#)
[About Moz](#)

Moz Analytics >

Hey, Roger Mozbot! [500 MozPoints](#)

[Profile](#)
[Mozzers](#)
[Events](#)
[Q&A](#)

[Write a Post](#)
[Ask a Question](#)

[Events Page Title]

We attend and speak at quite a few conferences throughout the year, plus we hold meetups across the globe. Check out the calendar to see where to find us, or scroll the archives to see where we've been.

MozCation Milwaukee

October 3rd, 2012

Little blurb about MozCation and this special Milwaukee edition. Cupcakes lollipops lemon drop martinis.

Now Streaming! Check it out

[Learn more about MozCation Milwaukee](#)

04 Oct 2012
SMX East

15-16 Oct 2012
PubCon Las Vegas

Mark Your Calendars

MozCon '13 and '14

00 July, 2013 | 00 July, 2014

[See highlights from last year!](#)

2012 Video Bundle

Learn actionable tips and tactics for your business with 29 advanced SEO and online videos from the brightest minds in search.

[Buy the 2012 Video Bundle](#)

Whiteboard Friday

Don't miss this week's Whiteboard Friday:
[Title goes here, ideally can be updated easily by someone from the community/help teams.]

[See past Whiteboard Friday videos](#)

image and/or promotion area

Come say hello!

Being part of such an amazing community means the world to us, so please, if you're attending any of these events, stop by and say hello. We'd really love to meet you.

NOTES

1. **Page Content:** The content shown here is taken directly from the current website (some of it is made up or directional). This is NOT final content by any sense.
2. **Events Calendar:** This wireframe shows how events could be displayed if we used Timeline JS (a specific java scrip library). Events can be pulled from a variety of social channels, and can be managed using a Google Spreadsheet (or JSON): <http://timeline.verite.co/>
If we don't go this rout, we would stick with the google calendar we have today.
3. **Event Details:** At this point, event details would live on their own splash pages/sitelettes like they do today. This plugin would allow us to easily and quickly update content so we could change the CTAs as appropriate. For example, this example shows an event that is currently streaming live. We could also invite users to follow specific hashtags on twitter, or whatever is appropriate to increase engagement.
We may want to also think about how this page works other channels. Would we ever link to Facebook event details, or do we prefer not to post events on Facebook?
4. **Features:** Below the events timeline, we should build in the ability to feature content as needed. The idea is that this content would not be easily managed by a CMS at launch, so features may only rotate every few months, or whatever is necessary and feasible.

- p8 - See if there is a simple way to let people filter events to show only one type (for example so that we can link people to a list of all the webinars, which we would like to do in the help hub)

So I was thinking that for now, an "all webinars" link would show a list of past webinars are in the content section. Any upcoming webinar would be an event on the calendar. As we start keeping up with lots of events, and this becomes something people come to us for, we could launch a more custom events section that allows filter and searching.

The wireframe shows a browser window with the MOZ logo and navigation tabs: Our Products, MozPost, Community (active), and About Moz. The user is logged in as 'Roger Mozbot' with 500 MozPoints. The main content area is titled 'Event title goes here. Maybe there's a byline.' and contains a large dashed box for a visual header. Below this are sections for 'When & Where' (with sub-sections for Time, Place, and Directions), 'Organizer/speaker/presenter info', and a 'Link to past events'. A 'Share' button is located in the top right of the content area. The footer includes copyright information and global footer links.

NOTES

- 1. Event Detail Template:** At initial launch, we do not plan to link to event detail pages that live within the moz.com site experience (under the Events navigation item). Eventually, the idea is that we will structure event details similar to one another, even if they have unique event-specific branding.
- 2. Navigation:** Eventually, we will want to link to more events like this one. The events section will not be able to support this at launch, but it is something to keep in mind for future events.
- 3. Event Life-cycle:** We will eventually want to plan for the event life-cycle, and the appropriate call to actions along the way. Upcoming events will likely have some sort of sign up, register, or mark your calendars type of call to action. Day of events might encourage the community to follow a specific hashtag on Twitter or watch the livestream. Past events may share pictures and resources, testimonials, and any appropriate call to actions (e.g., "don't miss the next MozCation in ____").

LIVE EVENT (header could update while details might remain the same):

The wireframe for a live event shows a dashed box for an 'Event visual header if desired' with a 'Share' button. Below the header are two large grey rectangular areas labeled 'Live Stream' and 'Live Twitter Stream'.

Basic Feed States

NOTES Questions in Pink

1. **All Activity:** Can we show when others endorse or comment on this person's stuff, or only stuff this person has done? The wireframes are implying there could be a different visual treatment for stuff this person did (shown with dark icons), and engagements with this person's activities (shown in white icons).

2. **Sorts:** Maaaaaybe it would work to have the activity summary icons be the filters... something to explore in design (depends on whether we'd filter on things this person liked or not too).

3. **Posts:** If this were a person who contributed to MozPost, those stories would appear here in addition to their YouMoz posts. They should have a different icon, one that maps to MozPost as appropriate.

4. **Comments:** If we end up showing when other people commented on your stuff in the all activity feed, would we also include their comments on the filter, or only comments this person wrote (on YouMoz, Blog, or Q&A)?

5. **Questions & Discussions:** Does it make sense to group these or do they need to be separate? My fear with breaking things down too much is that most people won't have enough activity for that granularity, but IDK. I thought this could also be Q&A activity (questions, answers, and discussions).

6. **Likes:** Do we want to filter on this to? When this person was liked or when they liked something or both?

7. **Endorsements:** I thought I heard people today don't have a good way to see if they were endorsed on Q&A. Is this something we can/ should display? Filter on? Group with another filter (e.g., Likes)?

Latest activity on Moz | All Activities | 50 200 6 Latest Activity 3 hours ago

Jake wrote a blog post on YouMoz: **Moz Post Title Goes Here** | 26 1 8
Gummi bears pie toffee. Gingerbread croissant candy tootsie roll sweet roll ice cream cookie gummies bonbon. Pastry marshmallow cheesecake bear claw danish.

Alyson Bell commented on Jake's post "Jake's YouMoz Post Title Goes Here":
"Comment goes here, lore ispum dolor. Gummi bears pie toffee. Gingerbread croissant candy If it is long..." [view comment](#)

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Jake replied to his own comment on "Jake's YouMoz Post Title Goes Here":
"Comment goes here, lore ispum dolor. Gingerbread croissant candy." [view comment](#)

Jake liked Rand Fishkin's answer to "How many licks does it take to get to the center of the tootsie pop?" [view question](#)

Jake liked Ruth Burr's answer to "To be or not to be?" [view question](#)

Alyson Bell commented on Jake's post "Jake's YouMoz Post Title Goes Here":
"Comment goes here, lore ispum dolor. Gummi bears pie toffee. Gingerbread croissant candy If it is long..." [view comment](#)

Jake asked a question on Q&A:
How many members are on your team? | 26 8
Jake Thompson (you) asked on Q&A 1 week ago | [Answered](#)

Jake started a discussion on Q&A:
Looking for Webinar Topics | 26 8
Jake Thompson (you) asked on Q&A 1 week ago

Stella Rose liked Jake's question "How many members are on your team?" [view question](#)

Stella Rose liked Jake's discussion "Looking for Webinar Topics?" [view discussion](#)

Jake answered the question How do you know if you are super awesome?:
"You just know. Awesome answer goes here and it is probably pretty good because Jake is awesome." | 26 8

Stella Rose liked Jake's answer to "How do you know if you are super awesome?" [view question](#)

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Jake wrote an article on MozPost:
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Gummi bears pie toffee. Gingerbread croissant candy tootsie roll sweet roll ice cream cookie gummies bonbon. Pastry marshmallow cheesecake bear claw danish.

Latest activity on Moz | Comments | 50 200 6 Latest Activity 3 hours ago

Jake commented on his own post "Jake's YouMoz Post Title Goes Here":
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Jake commented on Kurtis Bohrnstedt's post "Title of the YouMoz Post Title Goes Here":
"Comment goes here, lore ispum dolor. Gummi bears pie toffee." [view comment](#)

Jake replied to Laura Lee's comment on "Jake's YouMoz Post Title Goes Here":
"Comment goes here, lore ispum dolor. Gummi bears pie toffee. Gingerbread croissant candy If it is long..." [view comment](#)

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Jake answered the question How do you make a perfect piña colada?:
"You put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round. Put the lime in the coconut and stir it all round." | 500 8

Latest activity on Moz | Post/Comment Likes | 50 200 6 Latest Activity 3 hours ago

Ricky Martin liked Jake's comment on Name of blog post goes here [view post](#)

Stella Rose liked Jake's discussion "Looking for Webinar Topics?" [view discussion](#)

Stella Rose liked Jake's answer to "How do you know if you are super awesome?" [view question](#)

Ricky Martin liked Jake's comment on Name of blog post goes here [view post](#)

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MOZ

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Hey, Roger Mozbot! 500 MozPoints ⓘ

[Profile](#)
[Mozzers](#)
[Events](#)
[Q&A](#)

Write a Post
 Ask a Question

Welcome back, Roger!

Do we need messaging here for a logged in user? If so, it would go here.

Alyson Bell replied to your comment on "Jake's YouMoz Post Title Goes Here" 2 minutes ago

"Comment goes here, lore ispum dolor. Gummi bears pie toffee. Gingerbread croissant candy."

Alyson Bell commented on your post "YouMoz Post Title Goes Here" yesterday

"Comment goes here, lore ispum dolor. Gummi bears pie toffee. Gingerbread croissant candy If it is long..."

Stella Rose, Tina Fey, Samuel Jackson, and 2 others liked your question "How many members are on your team?" today

Tina Fey, Samuel Jackson, Teddy Richardson, and 2 others liked your discussion "Looking for Webinar Topics?"

Moz endorsed your question on Q&A! "Question that was endorsed goes here"

Alyson Bell commented on your post "YouMoz Post Title Goes Here" yesterday

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[Show more activity](#)

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<p style="font-weight: bold; font-size: 10px;">Richard Nixon</p> <p style="font-size: 8px;">1,500 MozPoints 6 YouMoz Posts 50 Comments</p>	<p style="font-weight: bold; font-size: 10px;">Able Johnson</p> <p style="font-size: 8px;">1,500 MozPoints 6 YouMoz Posts 50 Comments</p>	<p style="font-weight: bold; font-size: 10px;">Johnny Smithers</p> <p style="font-size: 8px;">1,500 MozPoints 6 YouMoz Posts 50 Comments</p>	<p style="font-weight: bold; font-size: 10px;">Victor Reynolds</p> <p style="font-size: 8px;">1,500 MozPoints 6 YouMoz Posts 50 Comments</p>

NEW – Welcome our newest Mozzers to complete 80% or more of their Moz profiles.

<p style="font-weight: bold; font-size: 10px;">Laura Ingles</p> <p style="font-size: 8px;">Seattle, WA Inbound Strategist at Real Big Fish</p>	<p style="font-weight: bold; font-size: 10px;">Annie Taylor</p> <p style="font-size: 8px;">St. Paul, MN Content Strategist at Best Buy</p>
<p style="font-weight: bold; font-size: 10px;">Luis Michele</p> <p style="font-size: 8px;">Huston, TX Freelance writer and blogger</p>	<p style="font-weight: bold; font-size: 10px;">Mary Beth Margaret Jones</p> <p style="font-size: 8px;">Minneapolis, MN Media Buyer at Space150</p>

Connect with the Moz community off-line and around the web...

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NOTES

1. **MozPoints:** Somewhere in the Community navigation, we want to display the Mozzer's MozPoints from the last 30 days. This is intended to be a rolling number (like foursquare). We can use iconography in addition to or instead of the word "MozPoints".

This area would display a tool tip on rollover that explains the points a little more:

These are the points you've earned by engaging in the Community and content. This number reflects your 30 day high--things you've done in the last 30 days (updated every 5 minutes or so). To see your grand total, head to your Profile.

Keep racking up the points to prove you're a Top Mozzer!

500 MozPoints ⓘ

2. **Personalization:**

Personalized Alerts

Links from each alert as appropriate, and a link to [Profile](#)

We can prioritize notifications that may require the logged in user's attention, including: someone thumbs up/down or comments on your post (maybe similar to Facebook stories), someone answered your question on Q&A, endorsed your content on Q&A.