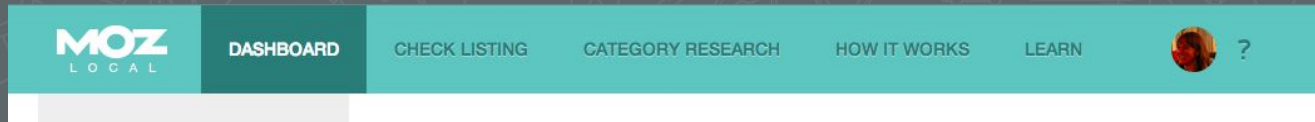
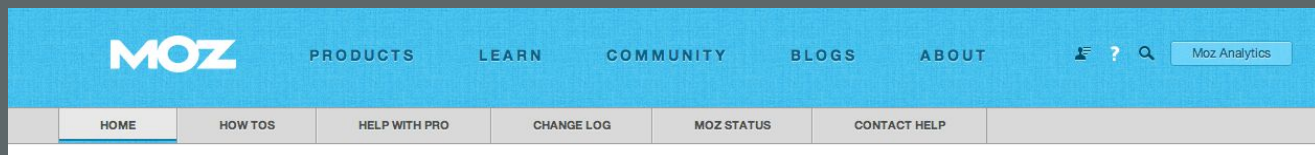
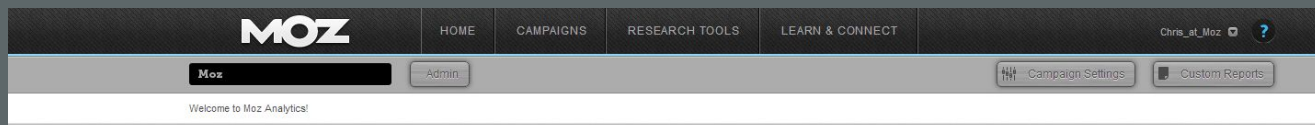


As our business grew, our site fragmented.



We unified 3 websites with one nav ribbon



Research Tools

Moz Analytics prospecting tools for keyword rankings and research, link analysis, web mentions, and social analytics.

- Open Site Explorer
- Fresh Web Explorer
- Rank Tracker
- Keyword Difficulty
- On-Page Grader
- Crawl Test
- Followerwonk

More Tools & Resources

[Competitive Link Finder](#)
[Link Acquisition Assistant](#)
[Moz Local](#)
[SEO Toolbar](#)

[Mozscape API](#)
[Social API](#)

[Community Q&A Forum](#)

[Pro Perks](#)

Moz Analytics


Performing reports for the same site often?

[Add & View Campaigns](#)

"One Nav"

Dec 2013





Keyword & Ranking Tools

Rank Tracker checks and tracks keyword rankings.

Keyword Difficulty compares keyword difficulty, search volume, and ranking factors.


On-Page Grader helps to optimize a page for any keyword.



Open Site Explorer

Analyze links with **Open 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.

[Analyze Links](#)



Fresh Web Explorer

Fresh Web Explorer uses the power of the Freshscape index to find the very latest, freshest mentions of your brand, industry topics, or any other key terms that interest you.

[Find Mentions](#)



Followerwonk

Followerwonk lets you dive deep into your Twitter analytics. Analyze and segment your followers, compare users, and discover how to engage your audience.

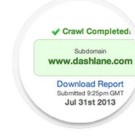
[Analyze Twitter](#)



Mozscape API

With the **Mozscape API**, use the same web index that powers Moz Analytics to build your own workflow or software. Then, monitor your API usage with the **API Dashboard**.

[View API Usage](#)



Crawl Test

Crawl Test unleashes our web crawler, RogerBot, on any URL. He'll explore up to 3,000 links from the site in search of HTTP status codes, metadata, content type, and any issues that might impact the site's search engine crawlability.

[Crawl any URL](#)

SEO Toolbar

With the **MozBar**, our SEO Toolbar for Chrome and Firefox, you can view link metrics, analyze page elements and SERP results, and access your favorite SEO tools inline as you browse the web.

Download the MozBar for: Chrome Firefox

Labs Tools

Feeling adventurous? Our developers have cooked up a few prototype tools for link-building research. Please note that we do not offer support or guarantee data accuracy for labs tools. Have fun experimenting!

[View All Labs Tools](#)

More Moz Tools

[Moz Local](#)

See if your local U.S. business listings have been claimed on Google+ Local, Bing Local, Yelp, and other prominent local search engines.

[MozCast](#)

Discover day-to-day changes and fluctuations in Google rankings. Think of it as your daily "weather report" showing turbulence in the Google algorithm.



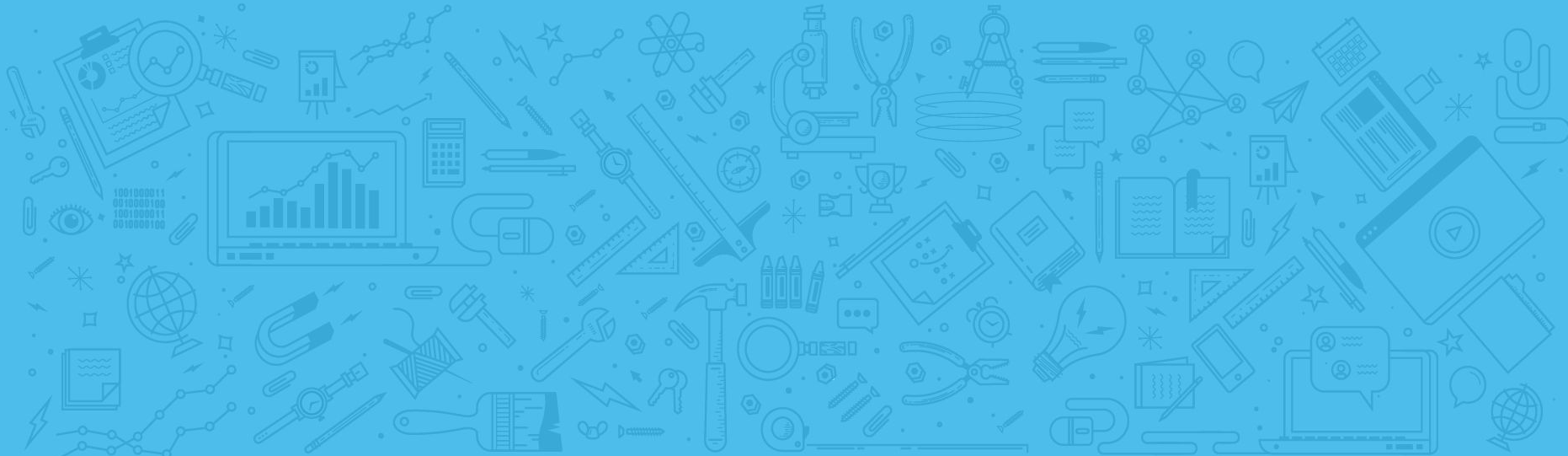
Global Nav Conception

1. Problems to Solve
2. Methodology
3. Measuring Success
4. The Solution



1 Problems to solve

Company goals and customer pain points



Global Nav Goals

1. Create a **cohesive navigation** experience for all products, tools and content
2. Solve today's problems with the **flexibility** to accommodate the next 3 - 5 years
3. Build a technically and functionally **scalable solution**

View success metrics for these objectives on the [intranet](#).



Customer Pain Points

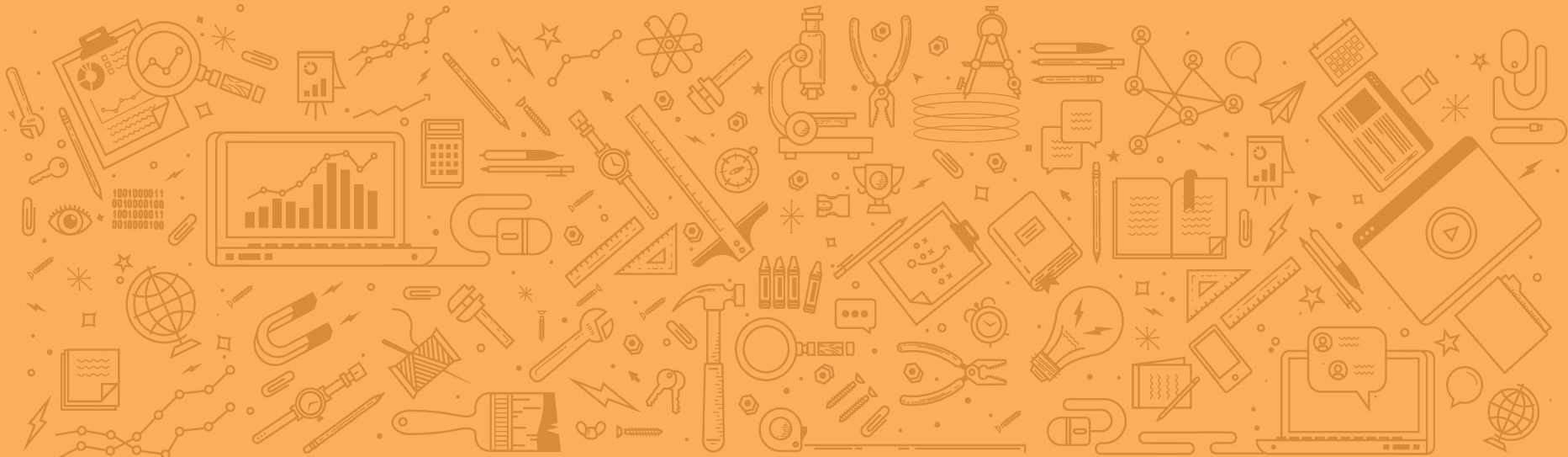
- It's hard to find learning resources and information
- Discovering new tools and content is challenging
- Navigation is inconsistent
- Too many places to go for answers: *Q&A, Community, Help Hub, Learn, etc.*

Dig into the first round of customer research [here](#).



2 Methodology

The process we took to get here



6 months

8 rounds of user research

35+ Mozzers





Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



We collected user stories from across the company, then prioritized for all to see.

Methodology

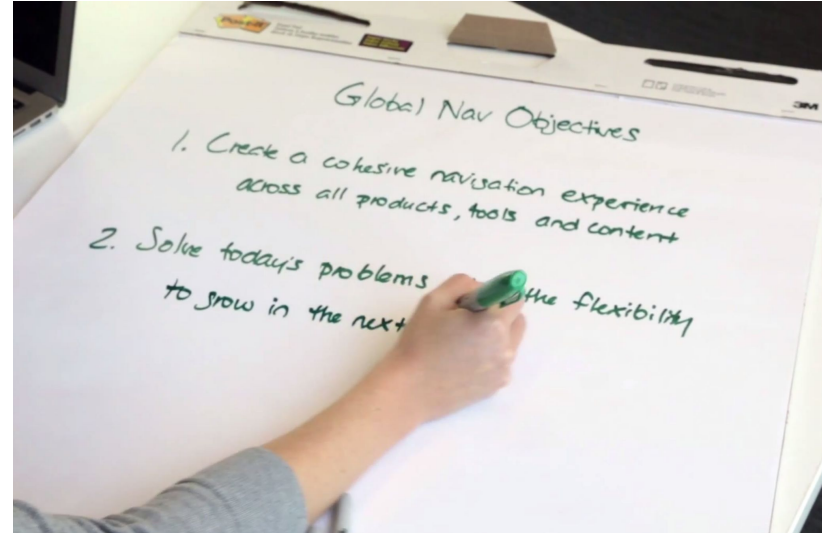
- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



We audited the current task flows and identified pain points.

Methodology

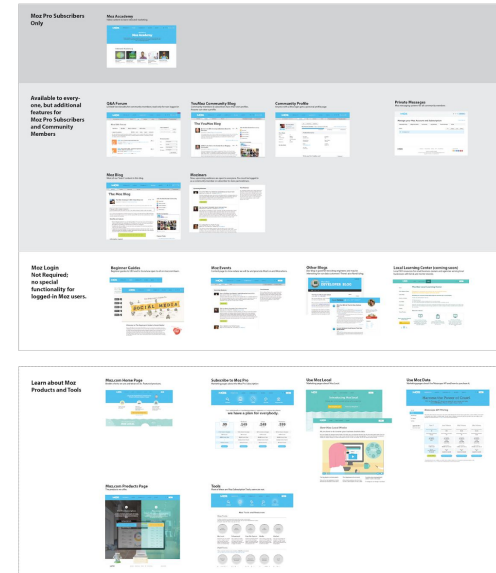
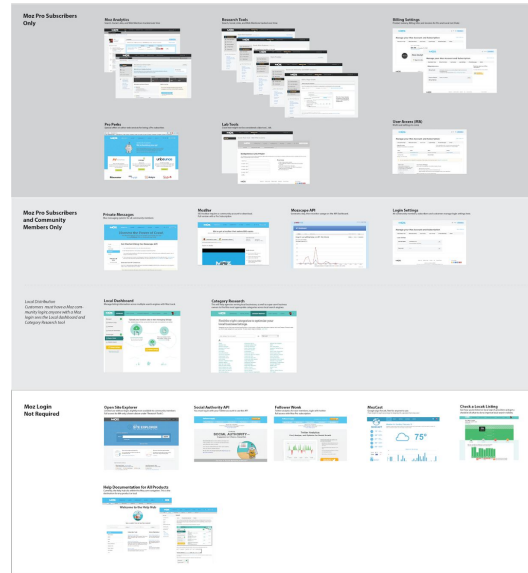
- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



Project goals and objectives were drafted and posted in a public place.

Methodology

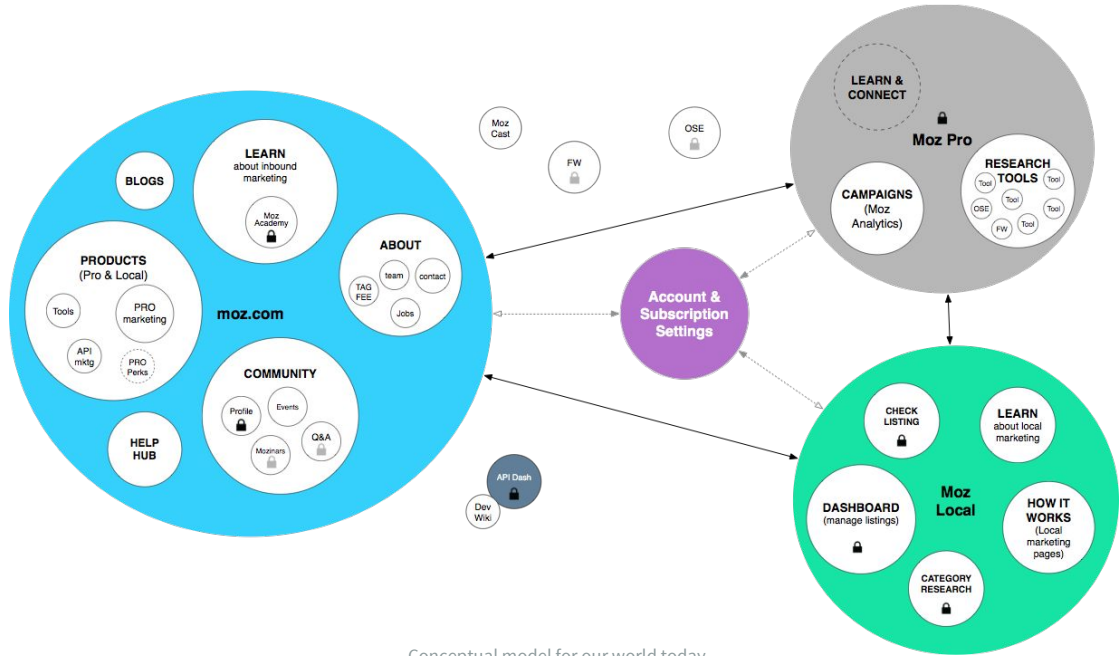
- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



Our world today is bigger and more complex than we often think.

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



Conceptual model for our world today

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



We looked at how other companies solve these problems today.



Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan

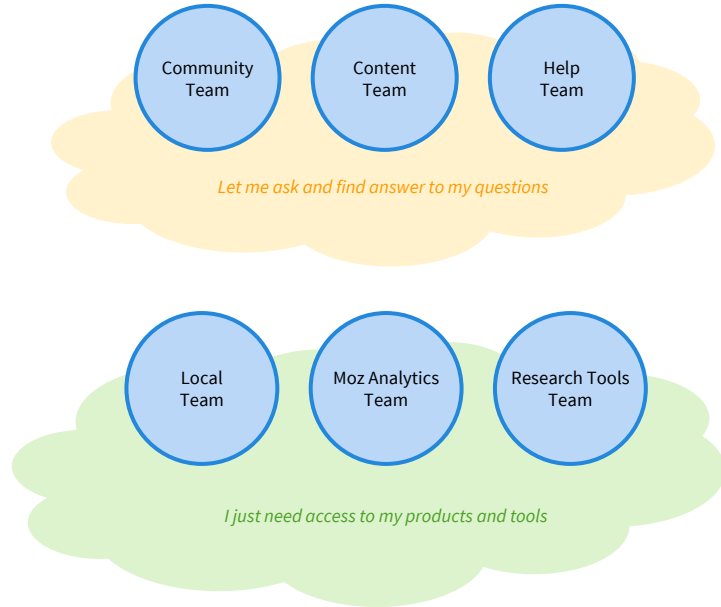


Iterations and feedback on how we **should** structure our experiences.



Methodology

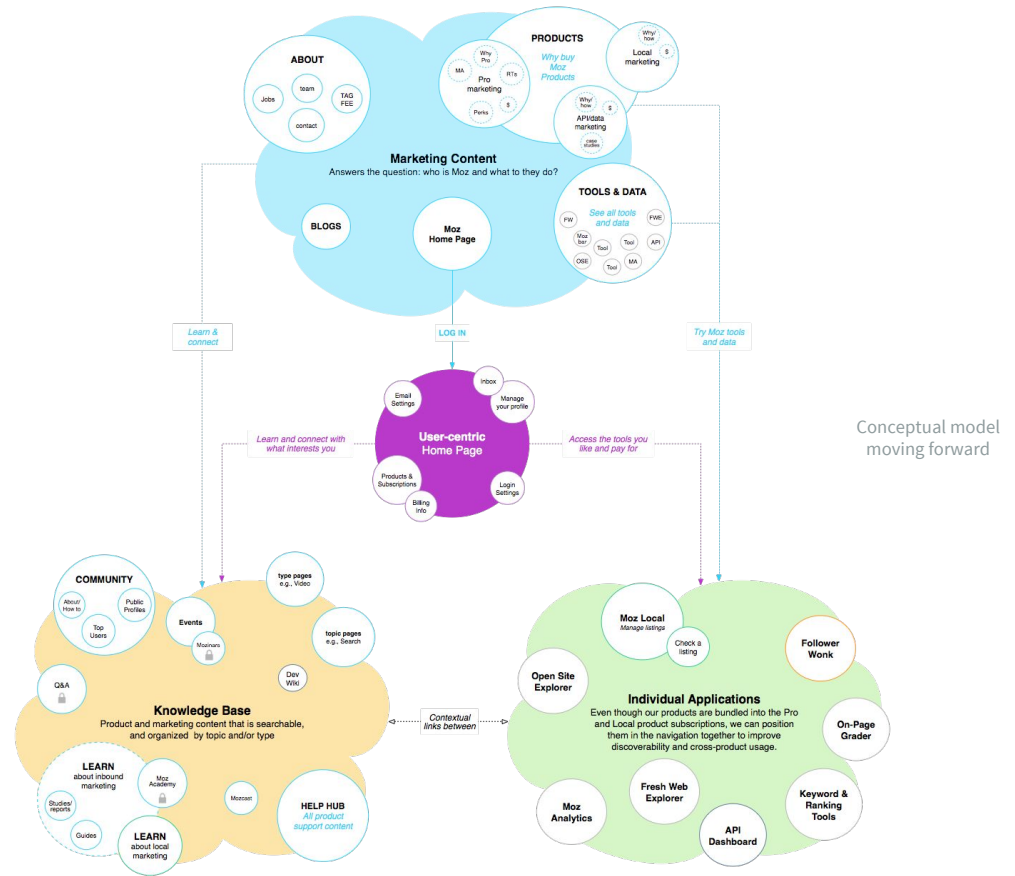
- Define the problem
- **Site Structure**
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



Two of the nine key takeaways guiding site structure and information architecture

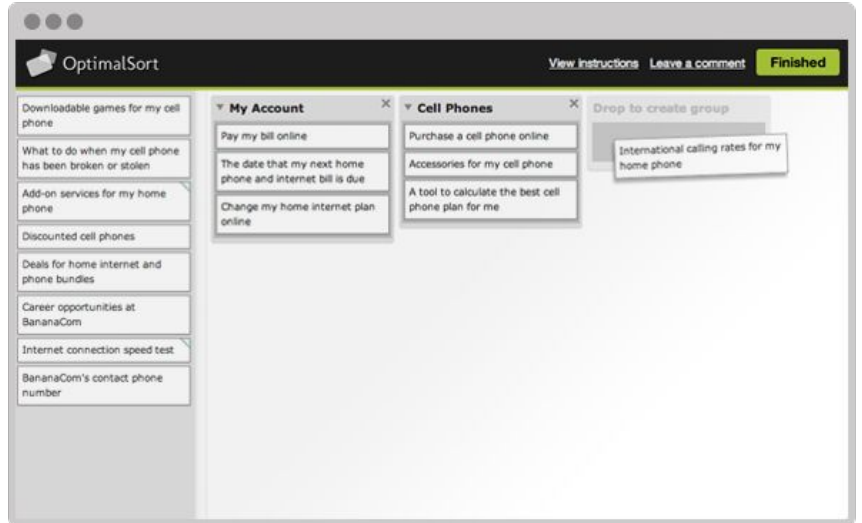
Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



Methodology

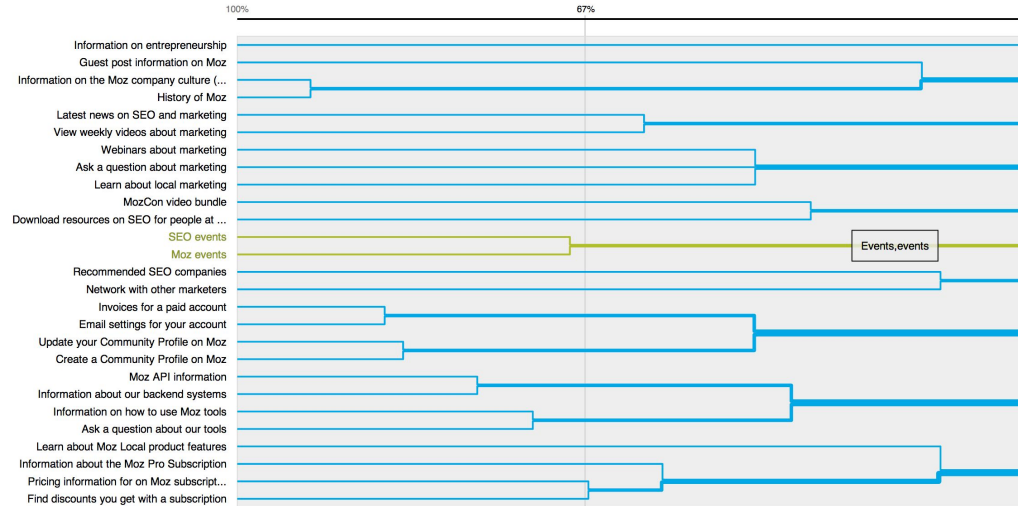
- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



We asked customers where they expect to find information and tools with a remote card-sorting exercise.

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



We looked at clusters in the data to inform high-level IA (this is a Dendrogram)

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan

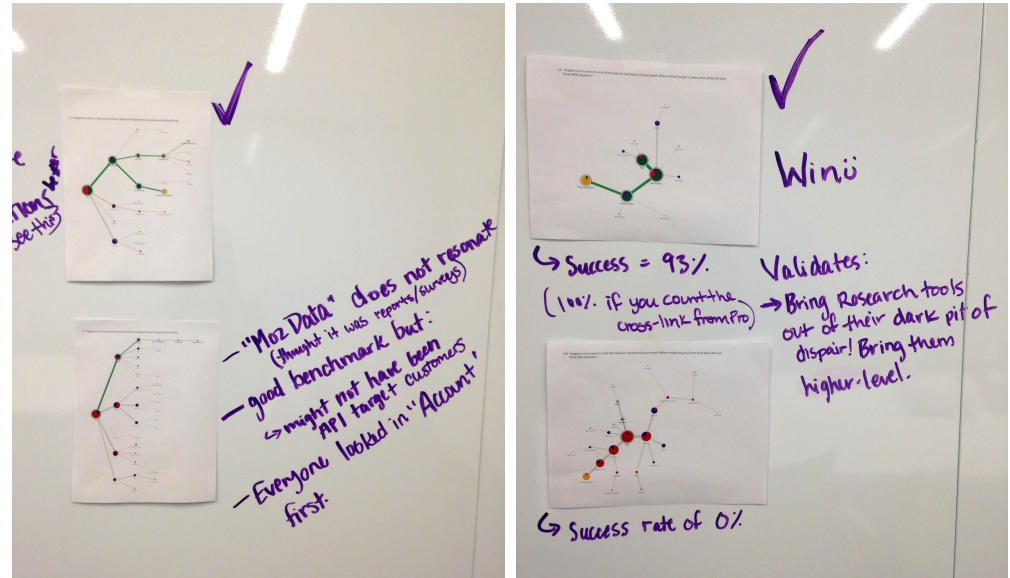


We leveraged MozCon to get feedback on visual brand concepts and inform IA.



Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



Tree testing proved our proposed IA was an improvement on the current IA for primary tasks.

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan

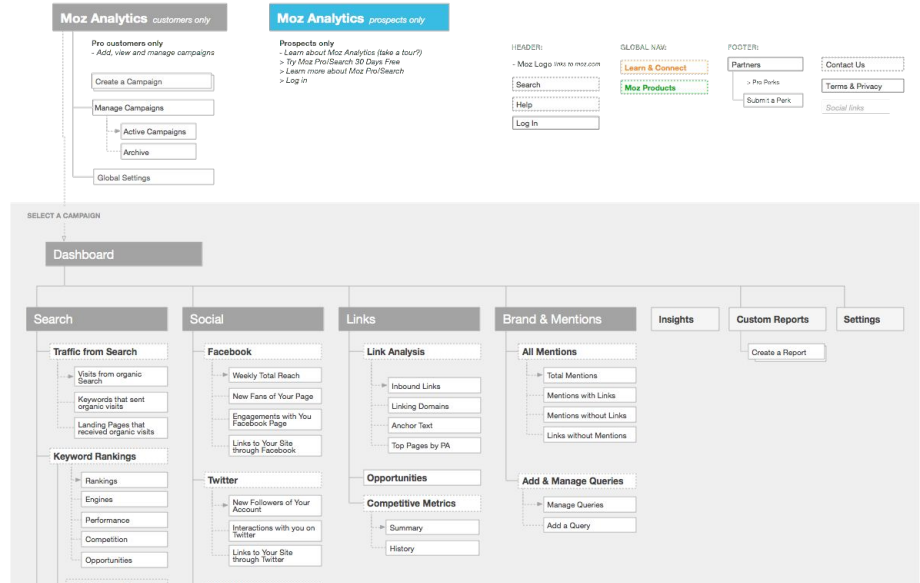


The high-level site IA boils down to this.



Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



We will work individually with each product and functional team on specific section IA in Q1+

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan

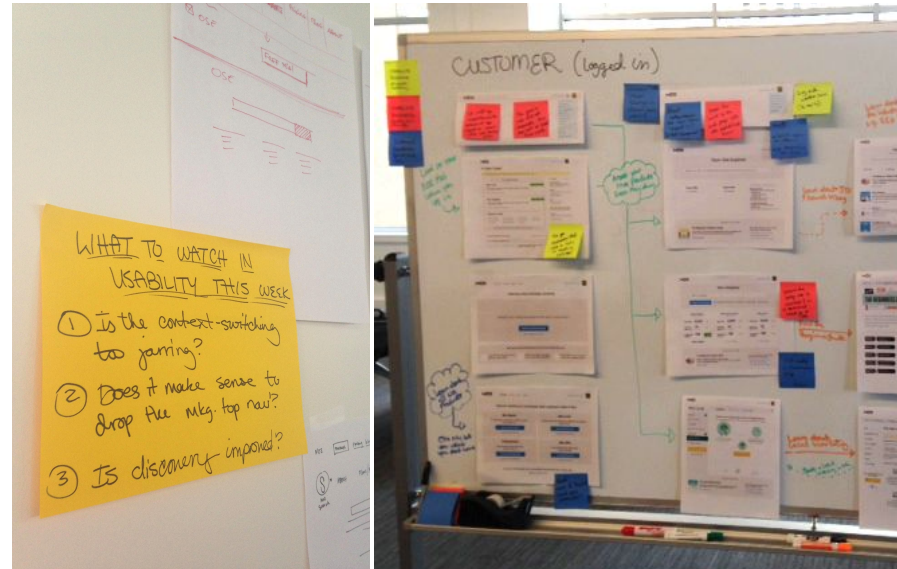


2 engineers, 2 UX designers, 1 Product Manager, 1 Marketer, 1 UX Architect meet every week for 3 weeks.



Methodology

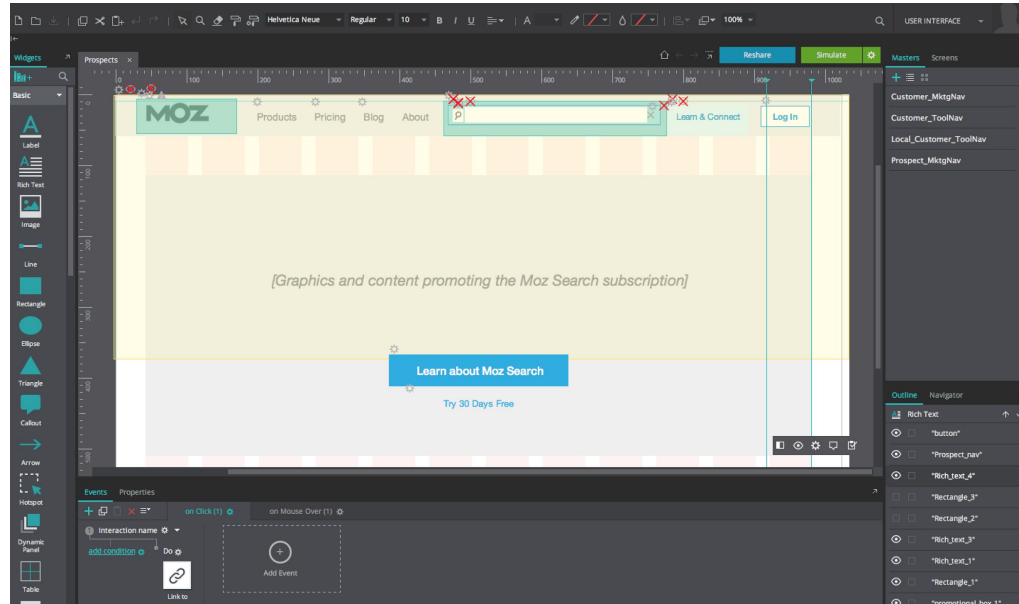
- Define the problem
- Site Structure
- Information Architecture
- **Interaction Design**
- Interface Design
- Rollout plan



Each week, we got a working prototype in front of customers to test the ease of use and inform the design. Internal and customer feedback was collected and displayed for all to see.

Methodology

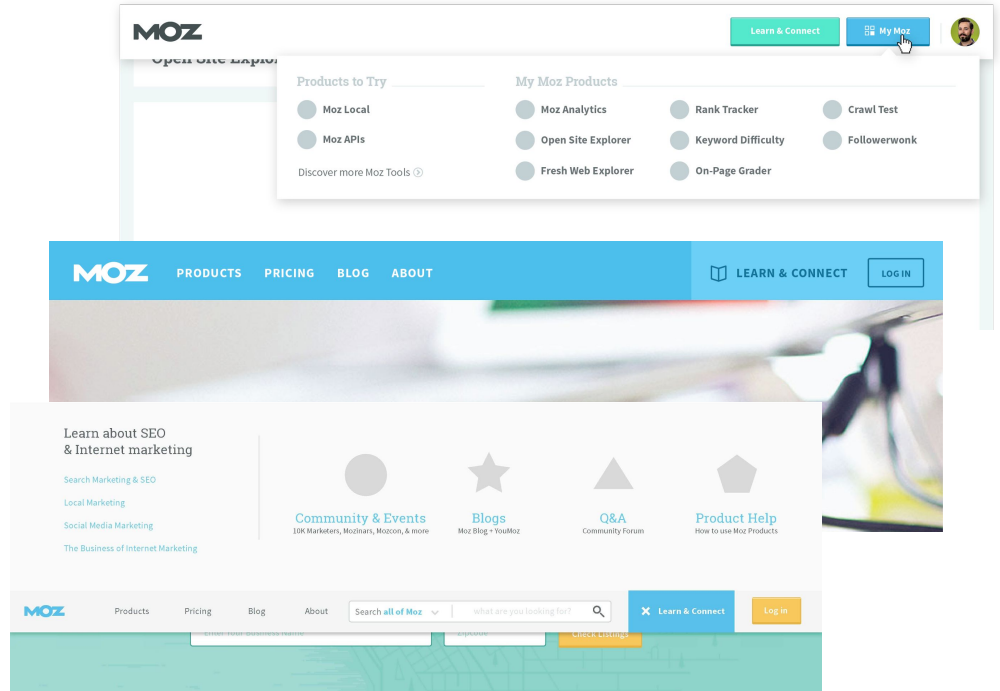
- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



The final prototype was highly interactive and tested key scenarios for customers and prospective customers.

Methodology

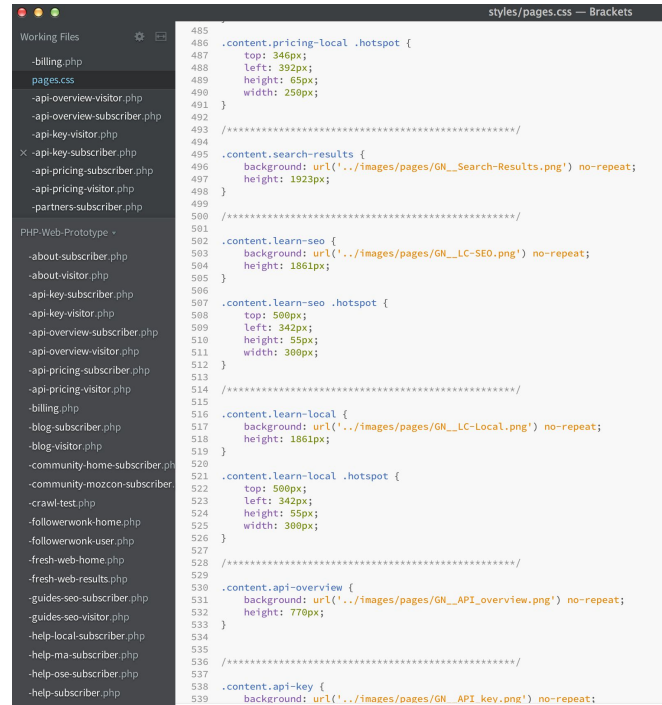
- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



The entire design team was involved in the visual design, informed by the recent brand vision research.

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan



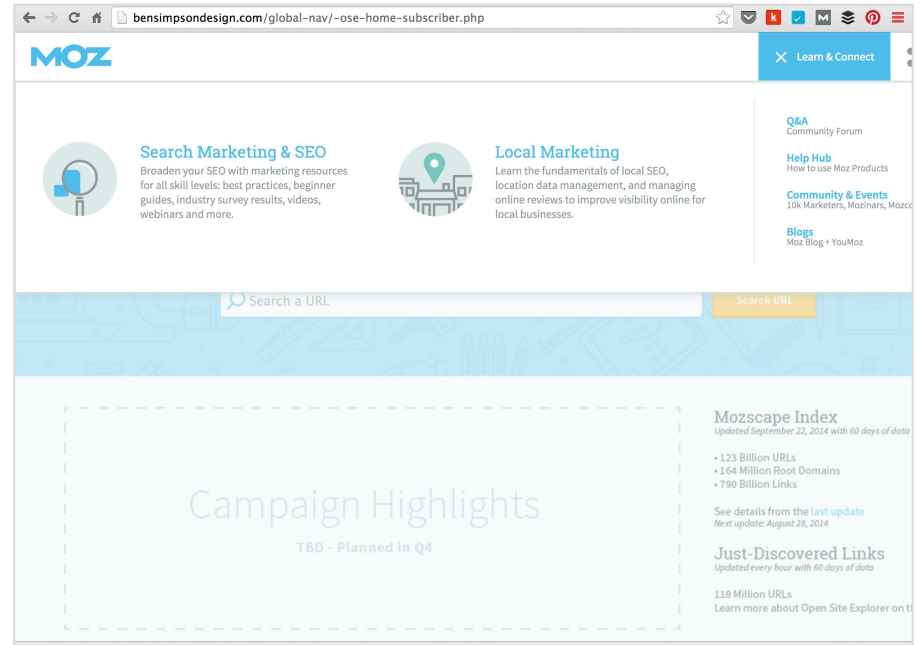
```
Working Files
-billing.php
pages.css
-api-overview-visitor.php
-api-overview-subscriber.php
-api-key-visitor.php
-api-key-subscriber.php
-api-pricing-subscriber.php
-api-pricing-visitor.php
-partners-subscriber.php
PHP-Web-Prototype
-about-subscriber.php
-about-visitor.php
-api-key-visitor.php
-api-key-subscriber.php
-api-overview-subscriber.php
-api-overview-visitor.php
-api-pricing-subscriber.php
-api-pricing-visitor.php
-billing.php
-blog-subscriber.php
-blog-visitor.php
-community-home-subscriber.php
-community-mozcon-subscriber.php
-crawl-test.php
-followerwonk-home.php
-followerwonk-user.php
-fresh-web-home.php
-fresh-web-results.php
-guides-seo-subscriber.php
-guides-seo-visitor.php
-help-local-subscriber.php
-help-ma-subscriber.php
-help-ose-subscriber.php
-help-subscriber.php

styles/pages.css — Brackets
485 .content.pricing-local .hotspot {
486   top: 346px;
487   left: 392px;
488   height: 65px;
489   width: 250px;
490 }
491
492 /*****
493 *****/
494
495 .content.search-results {
496   background: url('../images/pages/GN_Search-Results.png') no-repeat;
497   height: 1923px;
498 }
499
500 /*****
501 *****/
502
503 .content.learn-seo {
504   background: url('../images/pages/GN_LC-SEO.png') no-repeat;
505   height: 1861px;
506 }
507
508 .content.learn-seo .hotspot {
509   top: 500px;
510   left: 342px;
511   height: 55px;
512   width: 300px;
513 }
514
515 /*****
516 *****/
517
518 .content.learn-local {
519   background: url('../images/pages/GN_LC-Local.png') no-repeat;
520   height: 1861px;
521 }
522
523 .content.learn-local .hotspot {
524   top: 500px;
525   left: 342px;
526   height: 55px;
527   width: 300px;
528 }
529
530 /*****
531 *****/
532
533 .content.api-overview {
534   background: url('../images/pages/GN_API_overview.png') no-repeat;
535   height: 770px;
536 }
537
538 /*****
539 *****/
540
541 .content.api-key {
542   background: url('../images/pages/GN_API_key.png') no-repeat;
```

The design team built an HTML prototype to explore interactions and continue user feedback.

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- **Interface Design**
- Rollout plan



The prototype was used for one final round of usability (in this phase).

Methodology

- Define the problem
- Site Structure
- Information Architecture
- Interaction Design
- Interface Design
- Rollout plan

Section	Pri	Page	URL	Notes	Design Status	Content Status	Stakeholder Review	Engineering Team Status	Trello	JIRA
Moz.com	5	Product landing page	moz.com/products	-update to existing page add a link to "All tools" at the bottom of page	Wireframe + Design Done	(S)	Andy Approved	Ready for IE	https://trello.com/c/XXM0	https://seomoz.atlassian.net
	2	Pricing page - all products	NEW URL: moz.com/pricing	-tabbed format merging Moz Local and Moz Pro pricing	Wireframe + Design (S)	(S)	Andy 10/15	IE	https://trello.com/c/8B4T6	
	6	Search Results page	http://moz.com/pages/search_results?	-create a tabbed search results experience Help Hub, "Learn & Connect", G&A might not be technically possible	(S)	N/A	Andy / Cyrus 10/15	Ready for IE	https://trello.com/c/LH1H4	
	3	Blog	http://moz.com/blog	-add neutral header bar	Wireframe + Design Done	N/A	Cyrus Approved	Ready for IE	https://trello.com/c/Wap5P	https://seomoz.atlassian.net
	4	YouMoz Pro Products	http://moz.com/you	-add neutral header bar -staging review to ensure new page updates work				Ready for IE	https://trello.com/c/6Zei	
Learn & Connect		Local Marketing landing page	NEW URL: moz.com/learn/local-marketing	-create a template for all landing pages migrated after moz.com/learn/seo landing page for all local-related content				Ready for IE		https://seomoz.atlassian.net
		Local Learning Center	http://moz.com/learn/local	-add Learn Local header bar note: this lives within the Local Learn content				Ready for IE		https://seomoz.atlassian.net
		Local Search Ranking Factors	http://moz.com/local-search-ranking-factors	-add Learn Local header bar				Ready for IE		https://seomoz.atlassian.net
		Search Marketing & SEO	http://moz.com/learn/seo	-updates to existing page				Ready for IE		https://seomoz.atlassian.net
		Beginner's Guide to SEO	http://moz.com/beginners-guide-to-seo	-add Search Marketing & SEO header bar	Done	N/A	Cyrus Approved	Ready for IE	https://trello.com/c/045v/C	
		Beginner's Guide to Social Media	http://moz.com/beginners-guide-to-social-media	-add Search Marketing & SEO header bar				Ready for IE		https://seomoz.atlassian.net
		Beginner's to Link Building	http://moz.com/beginners-guide-to-link-building	-add Search Marketing & SEO header bar				Ready for IE		https://seomoz.atlassian.net
		SEO Expert Quiz	http://moz.com/seo-expert-quiz	-add Search Marketing & SEO header bar				Ready for IE		https://seomoz.atlassian.net
		Search Ranking Factors	http://moz.com/search-ranking-factors	-add Search Marketing & SEO header bar				Ready for IE		https://seomoz.atlassian.net
		Google Algorithm Change	http://moz.com/google-algorithm-change	-add Search Marketing & SEO header bar				Ready for IE		https://seomoz.atlassian.net
		2. Industry Survey	http://moz.com/industry-survey	-add Search Marketing & SEO header bar				Ready for IE		https://seomoz.atlassian.net
		Community and Events : Members	http://moz.com/community/users	-add Community header bar -add Community side nav				IE		
		Community and Events : Members : Members Profiles	http://moz.com/community/users/	-add Community header bar -add Community side nav				IE		
		Community and Events : Moz Points	http://moz.com/community/mozpoints	-add Community header bar -add Community side nav	Wireframes + Design (S)	N/A	Jan 10/24	IE		https://seomoz.atlassian.net
		Community and Events : Etiquette	http://moz.com/community/blog-disclaimer	-add Community header bar -add Community side nav				IE	https://trello.com/c/0B6iY	
	Community and Events : Events : Webinars	http://moz.com/webinars	-add Community header bar -add Community side nav				IE			
	Community and Events : Events : MozCon Videos	http://moz.com/videos	-add Community header bar -add Community side nav				IE			
	Community and Events: How it works	NEW URL: moz.com/community/how-it-works	-"How it works" overview page that describes the moz community and how it works -add Community side nav	Wireframes + Design (S)	Jan 10/15 (M)	Jan 10/24	IE			
					Wireframe +					

At this point, the global nav work for Q4 was slated and on the roadmaps.



Acceptance Criteria

1. Critical task completion rate of 90%
2. Consistency where to find things
3. Clearly communicate our company and product value prop

Critical task completion rate of 90%
Consistency where to find things
Connected navigation experience / brand
Know where I am at all times and know where I need to go
Be aware of users identity
Be aware of users state
Clearly communicate our company and product value prop
Use standard navigation best practices
Alignment across the company on conceptual navigation and high-level guidelines
Focus navigation on our target personas
Consistent method for rendering UI across our site
Easily manage, maintain and iterate

See the full acceptance criteria on the [intranet](#).



Rollout Plans

1. Global navigation and affected pages in design / development - on staging by end of Q4
2. Testing throughout Q4 and Q1 - SDET and user validation
3. Full rollout in Q1 when testing complete

See the full acceptance criteria on the [intranet](#).



Key Results

1. Support existing strong organic search structure
2. Make discovery possible across all products, regardless of my state
3. Support current and evolving customer workflows

See the full acceptance criteria on the [intranet](#).

Ability to access all the things I paid for in my subscription Trello: https://trello.com/c/sTKf0Lc
Make discovery possible across all products, regardless of my state Trello: https://trello.com/c/Evvgrzew
Support existing strong organic search structure Trello: https://trello.com/c/GT5ZH3Rn
Support current and evolving customer workflows Trello: https://trello.com/c/DeFSXlfr
Clearly communicate our company and product value prop Trello: https://trello.com/c/0YD91dQ8
Use standard levels of speed Trello:

Implementation

Because we have various applications using different tech stacks, we decided to deliver a shared server-side template

- Handlebars template that is rendered server-side. This helps with initial load times and SEO.
- We provide config files for production and staging so links work.
- Template loads its own CSS and JS files via a CDN, and prints out JSON for the JS file to pick up for rendering dropdowns.
- Developers keep up-to-date using package managers like NPM, bower, or a gemfile.

Implementation

- Documented releases provides a change log
- Ability to flag beta releases
- Shared platform for better onboarding, testing, reporting capabilities
- *Kaleidoscope* (our CSS framework) subnav provides shared markup + styles but allows for per-app customization
- Globalnav + Kaleidoscope allows for rapid UI development

v0.0.11

513242e

Version 0.0.11

 devinellis released this on Jun 2 · 57 commits to

- Update links to moz.com to HTTPS
- Fix CDN expire headers
- Don't load SVGs in dropdowns on load

Downloads

 [Source code \(zip\)](#)

 [Source code \(tar.gz\)](#)

v0.0.10

66b5b27

Version 0.0.10

 devinellis released this on Apr 20 · 71 commits to

Mobile menu fixes

Downloads

 [Source code \(zip\)](#)

 [Source code \(tar.gz\)](#)

Implementation

Globalnav Versions

Production

App	Version
API	0.0.9
CRAWL	0.0.11
FWE	?
KWD	0.0.11
LOCAL	0.0.13
MA	0.0.10
MOZ	0.0.11
ONPAGE	0.0.11

Staging

App	Version
API	0.0.9
CRAWL	?
FWE	0.0.11
KWD	?
LOCAL	0.0.13
MA	0.0.16
MOZ	0.0.11
ONPAGE	?


Ise

App	Version
API	0.0.15-beta
CRAWL	0.0.16
FWE	0.0.16
KWD	0.0.16
LOCAL	0.0.13
MA	0.0.16
MOZ	0.0.16
ONPAGE	0.0.16

The Launch

Initial reactions were good.

Matthew Barby and 3 others follow

 **Tony Dimmock** @Tony_DWM · 6h
H/T to @moz for the Pro home page moz.com/home. Less clicks w/ simple nav - I can get to where I want quicker. Well done :)

👤 🔄 🍷 ☆ 1 ⋮

 **Jared Gardner** @digagardner · 21h
digging the nav redesign @moz

👤 🔄 ☆ 1 ⋮

 **Ronell Smith** @RonellSmith · 19h
My reaction to @Moz's main nav changes



RETWEETS 12 FAVORITES 4

4:34 PM - 25 Mar 2015 - Details

👤 🔄 🍷 ☆ ⋮ Hide photo

The Aftermath

These are the key areas we looked to improve with the new navigation.

- ✓ Support current and evolving customer workflows
- ✓ Clearly communicate our company and product value prop
- ✓ Use standard levels of speed
- ✓ Support our most used browsers
- ✓ Support existing strong organic search structure
- ✓ Ability to access all the things I paid for in my subscription
- ✓ Make discovery possible across all products, regardless of my state

The Panic

One of our primary products saw a significant drop in traffic

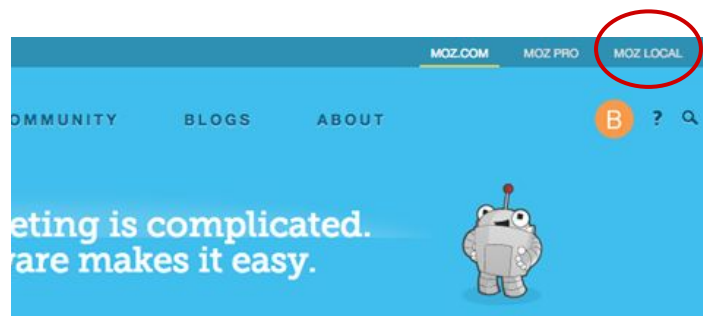
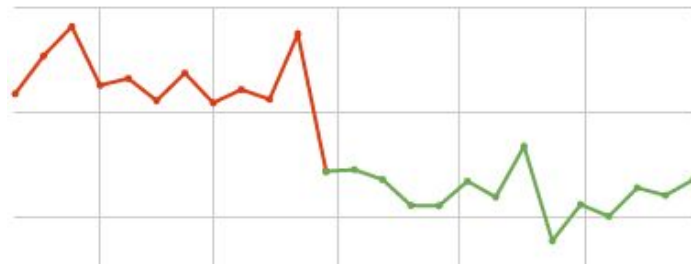
- % of visitors getting to the product's home page dropped nearly 2%
- Organic leads remained the same percentage of the overall traffic, and dropped 8%



The Panic

One of our primary products saw a significant drop in traffic

- % of visitors getting to the product's home page dropped nearly 2%
- Organic leads remained the same percentage of the overall traffic, and dropped 8%
- 40% drop in traffic from the home page



The flip side...

58% visitors
came and left

The screenshot displays the Moz Pro dashboard interface. At the top, a dark navigation bar contains the Moz Pro logo on the left and menu items: HOME, MOZ ANALYTICS, RESEARCH TOOLS, LEARN & CONNECT, MOZ.COM, MOZ PRO (highlighted with a red arrow), and MOZ LOCAL. A red arrow points from the text '58% visitors came and left' to the MOZ PRO menu item. Below the navigation bar, a dropdown menu is set to 'Select a Campaign'. The main content area is divided into three columns. The left column features a 'Premium' offer for 24 MozPoints, a 'MozCon Videos' promotion, and a 'Research Tools' section for 'Open Site Explorer'. The middle column shows a 'Campaigns' overview with statistics: 67 of 100 campaigns, 3,386 of 7,500 keywords, and 956,250 of 1,250,000 pages. The right column contains a table of active campaigns.

	Date Added	Settings	View
moz.com	2013-07-25	Settings	View
moz.com	2013-07-28	Settings	View
moz.com	2013-08-06	Settings	View

The flip side...



Hello, courtneydavis

Your Products

Moz Analytics Campaigns >

Introducing Mobile Rankings and Search Visibility!

Now, you can measure your mobile rankings and see how your mobile search visibility compares to desktop and competitors. [Learn More](#)

Select a Campaign

Open Site Explorer >

Research and compare backlinks with competitors for intelligent and targeted link building.

Enter a URL to analyze

Fresh Web Explorer >

Find the latest web mentions about you, clients, competitors or industry.

Enter a brand name or industry term

Moz Local >

Check and manage your local US business listings.

Crawl Test >

Uncover technical SEO issues and site opportunities for prospective clients with on-demand site auditing.

Keyword & Ranking Tools

Rank Tracker

Get reports on how your keywords rank on your pages.

Keyword Difficulty

Check keyword popularity and analyze ranking factors.



Compared to 7% exits from this new page

The Next Steps

After 3 months between launch and analysis, we had actionable data

- Quickly updated fit and finish details like color contrast and label changes
- Propose bigger changes that better accommodate our current business strategy
- There is now an owner for global nav, monitoring the metrics and evolving the experience as our business and customers needs grow and change

