Global Nav | Roll Out Plan

Last Updated: Dec 19, 2016

High-Level Mktg Site Map

Home
moz.com

Account Settings

Mozscape API

Products
moz.com/products/pricing

Free SEO Tools
moz.com/tools

Learn SEO
moz.com/learn/seo

Blog
moz.com/blog

About
moz.com/about

Moz Pro

- Pro marketing pages

Moz Local

- Local marketing pages

Moz APIs

Mozscape API

- Beginner Guides
- Webinars
-

[Category Page]

Mozscape API

Moz APIs
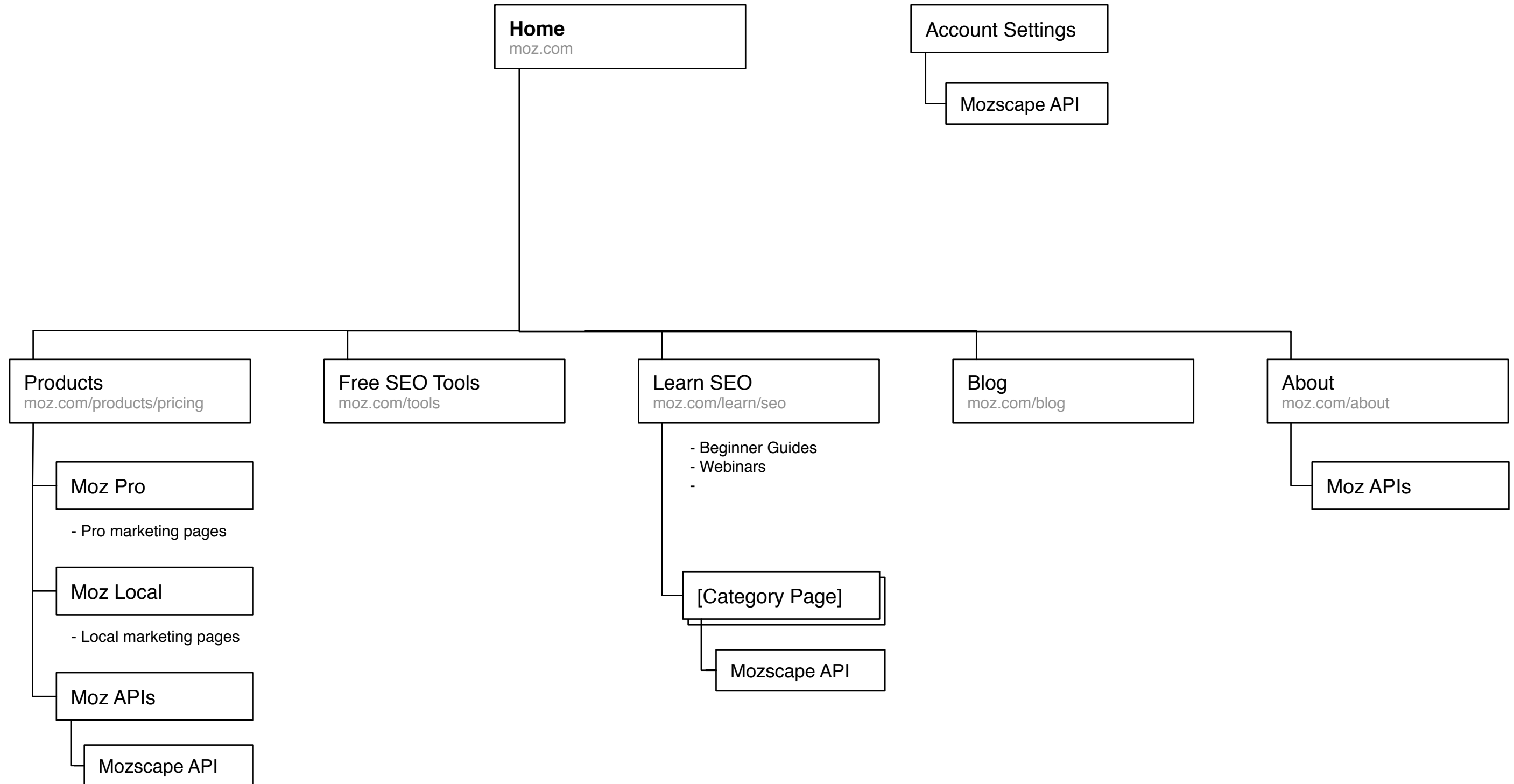
SEO-Focused Navigation Refinements

Today – Q3 2016

MOZ Products Blog About 🔍 | 📖 Learn SEO | Moz Pro Moz Local Free SEO Tools Log in

Desired – Q1 2017

MOZ Products ▾ Free SEO Tools Learn SEO 🔍 | Blog About Log In

Moz Pro

An all-in-one SEO toolset to boost your search engine rankings. Learn more about Moz Pro.

Moz Local

Listing management solution to help customers find your business online. Learn more about Moz Local.

Moz APIs

To come after we get a global API page
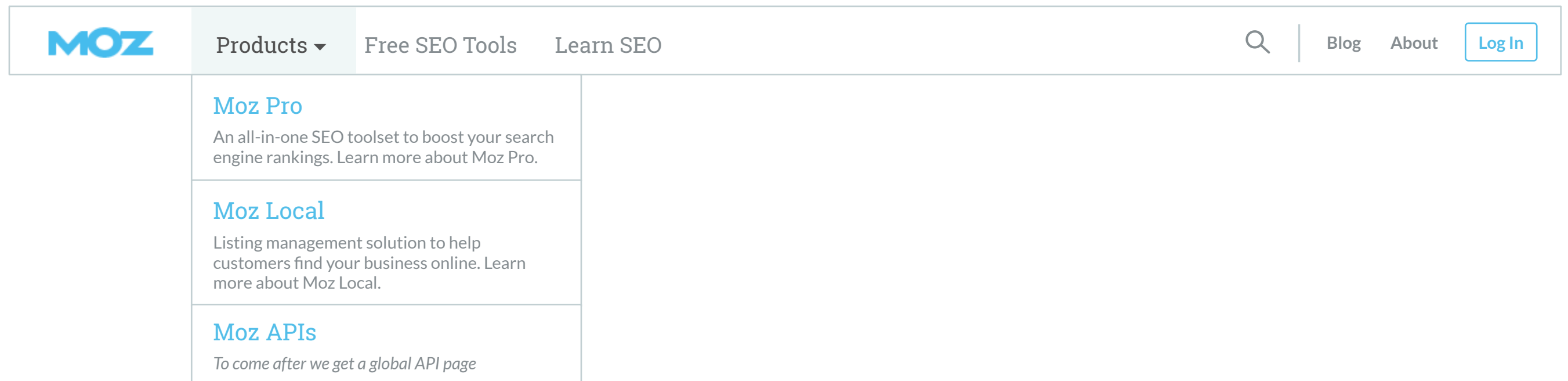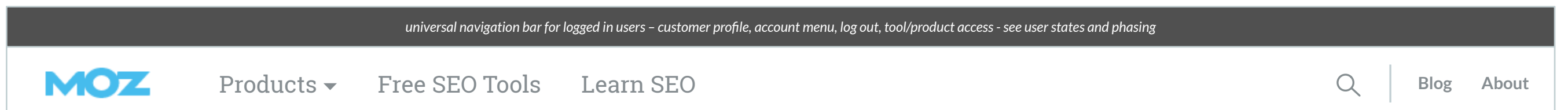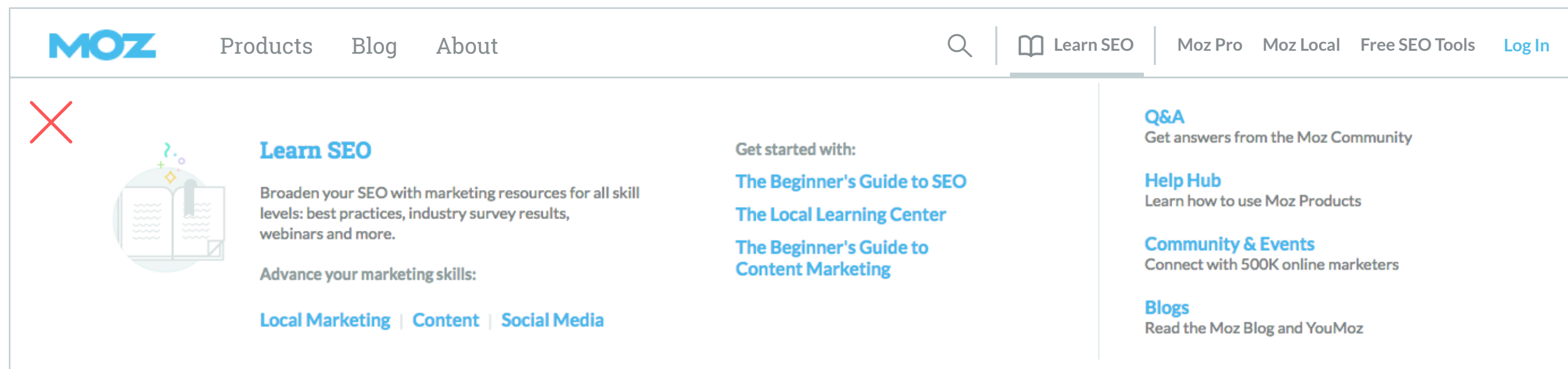
Logged in state introduces a "Universal Navigation" for easy access to profile, account, personalized experiences, and products.

universal navigation bar for logged in users – customer profile, account menu, log out, tool/product access - see user states and phasing

MOZ Products ▾ Free SEO Tools Learn SEO 🔍 | Blog About

Phase 1: Hide Mkgt Menus

MOZ   Products   Blog   About   🔍 📖 Learn SEO   Moz Pro   Moz Local   Free SEO Tools   Log In

Learn SEO

Broaden your SEO with marketing resources for all skill levels: best practices, industry survey results, webinars and more.

Advance your marketing skills:

Local Marketing | **Content** | **Social Media**

Get started with:

The Beginner's Guide to SEO

The Local Learning Center

The Beginner's Guide to Content Marketing

Q&A
Get answers from the Moz Community

Help Hub
Learn how to use Moz Products

Community & Events
Connect with 500K online marketers

Blogs
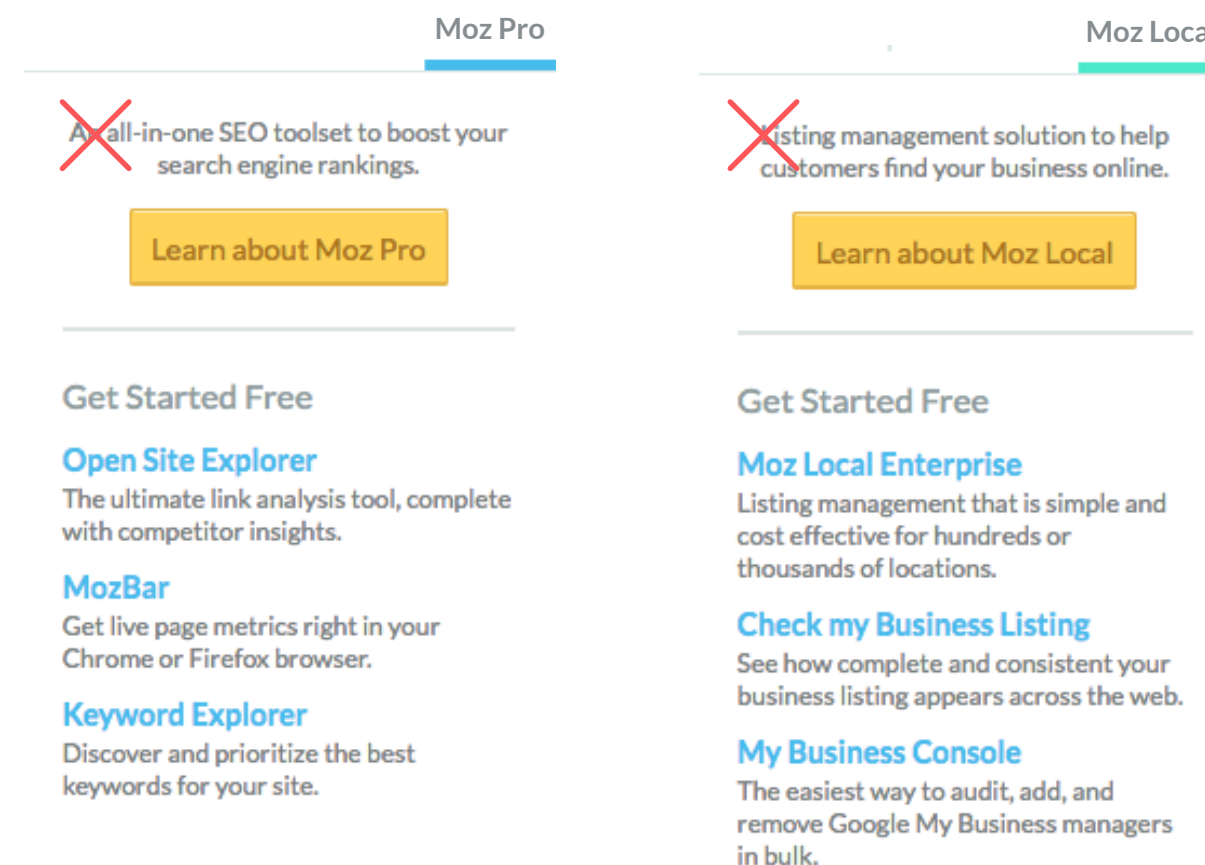Read the Moz Blog and YouMoz

A/B Test removing the menus

Step 1 is to A/B test removing the marketing menus and link directly to the product overview pages for Moz Pro and Moz Local. This change should affect only users who do not subscribe to a product (e.g., Moz Pro users not managing locations will link directly for moz.com/local/overview).

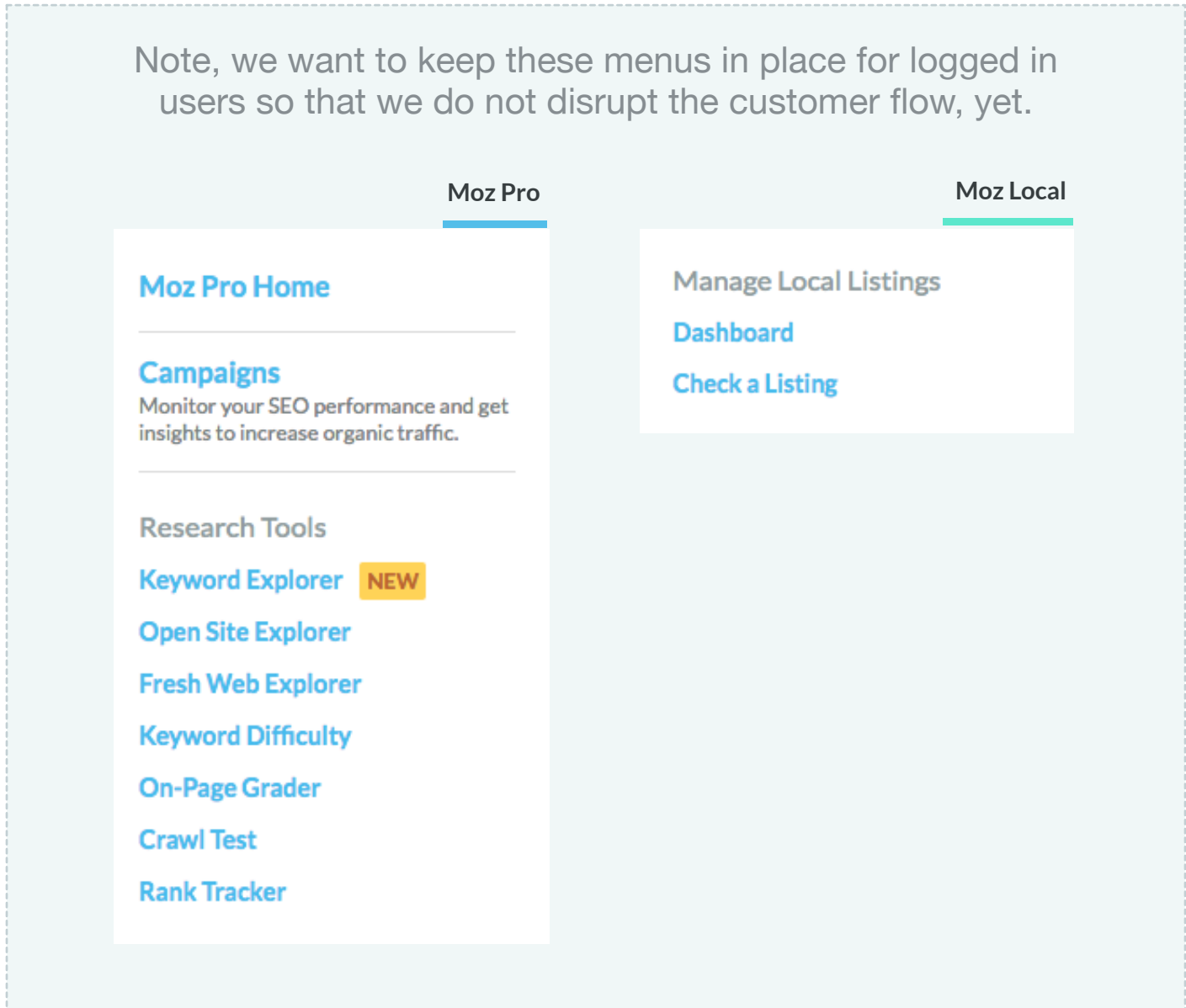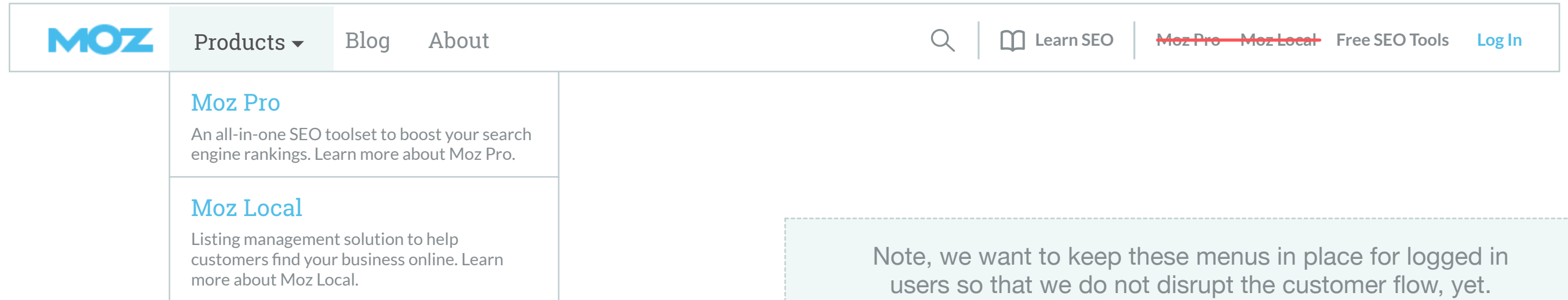With this change, we'll also test removing the Learn SEO menu and link directly to /learn-seo.

What to expect?

We expect minimal impacts to conversions with the Learn SEO change, but may annoy some current customers. Removing the marketing menus removes direct links to the free tools. Overall we feel this is the right thing to do, but are testing to be safe.

> Details and rational

Moz Pro

An all-in-one SEO toolset to boost your search engine rankings.

Learn about Moz Pro

Get Started Free

Open Site Explorer
The ultimate link analysis tool, complete with competitor insights.

MozBar
Get live page metrics right in your Chrome or Firefox browser.

Keyword Explorer
Discover and prioritize the best keywords for your site.

Moz Local

Listing management solution to help customers find your business online.

Learn about Moz Local

Get Started Free

Moz Local Enterprise
Listing management that is simple and cost effective for hundreds or thousands of locations.

Check my Business Listing
See how complete and consistent your business listing appears across the web.

My Business Console
The easiest way to audit, add, and remove Google My Business managers in bulk.

Phase 2: Products Drop Down

MOZ Products ▾   Blog   About   🔍   📖 Learn SEO   ~~Moz Pro   Moz Local~~   Free SEO Tools   Log In

Moz Pro
An all-in-one SEO toolset to boost your search engine rankings. Learn more about Moz Pro.

Moz Local
Listing management solution to help customers find your business online. Learn more about Moz Local.

Note, we want to keep these menus in place for logged in users so that we do not disrupt the customer flow, yet.

Moz Pro

Moz Local

Moz Pro Home

Manage Local Listings

Campaigns
Monitor your SEO performance and get insights to increase organic traffic.

Dashboard

Check a Listing

Research Tools

Keyword Explorer   NEW

Open Site Explorer

Fresh Web Explorer

Keyword Difficulty

On-Page Grader

Crawl Test

Rank Tracker

A/B Test the Products Rollover Menu

Next, we want to test moving "Moz Pro" and "Moz Local" links under a new "Products" rollover menu.

- everyone in the test: Add a Rollover menu to "Products"
- only logged out users: Remove "Moz Pro" and Moz Local"

What to expect?

We may see a drop in visits to Moz Pro and Moz Local. We are testing to measure the impact.
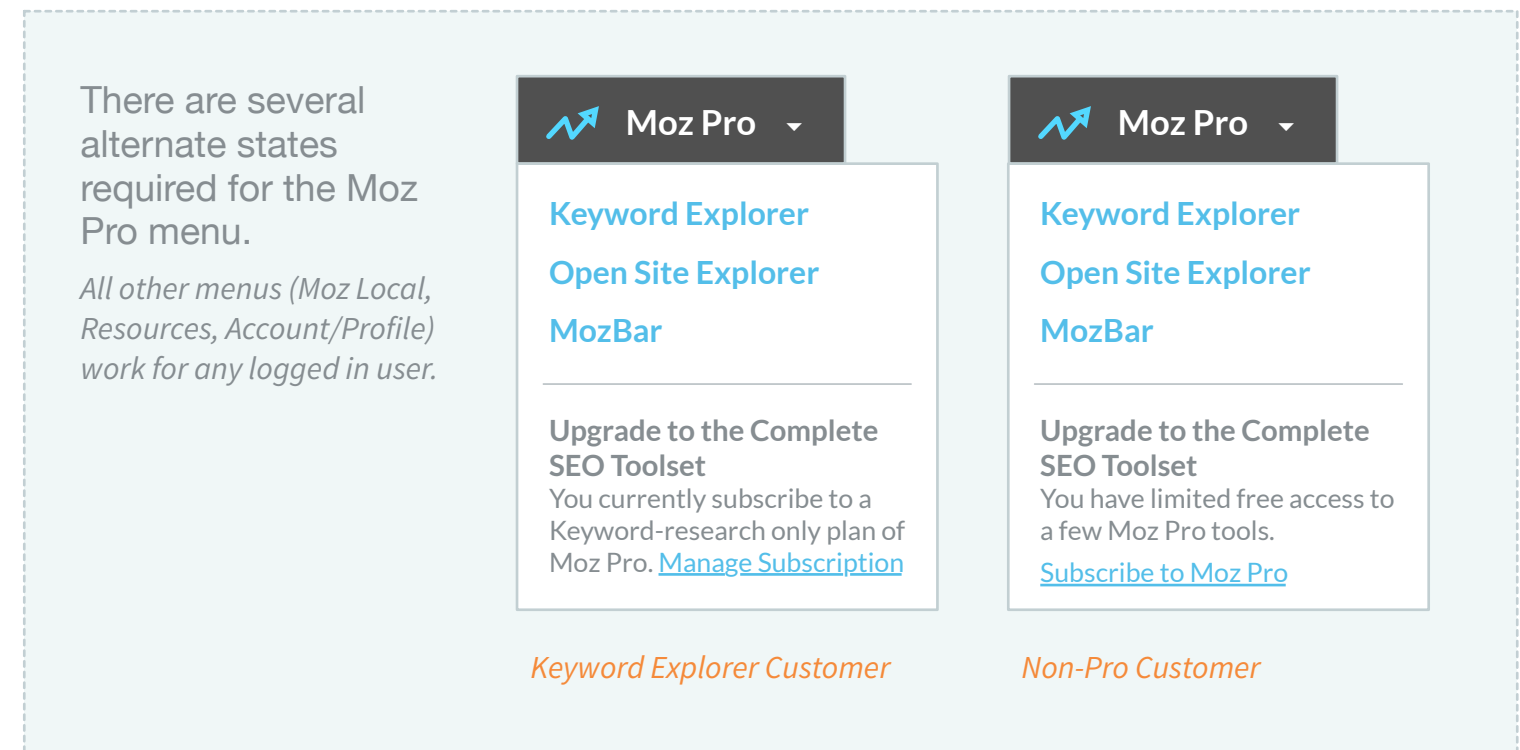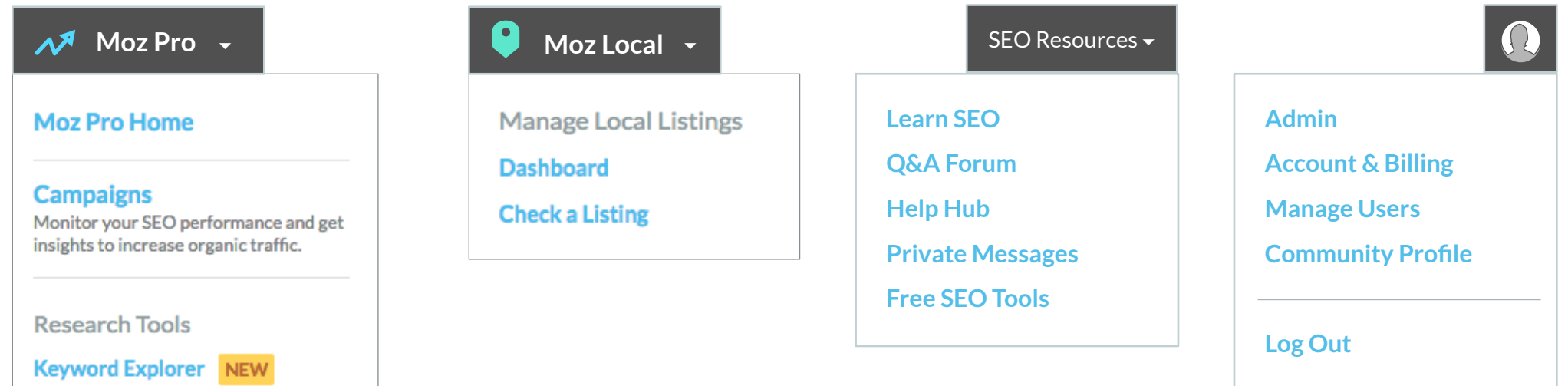
> Details and rational

Phase 3: Introduce Universal Nav

| Moz Pro ▾ | Moz Local ▾ | | SEO Resources ▾ 👤 |

MOZ   Products ▾   Blog   About   🔍   📖 Learn SEO   ~~Moz Pro~~   ~~Moz Local~~   Free SEO Tools   Log In

Launch Universal Nav (no test)

Once we have assessed any risk to the products drop-down, we will remove "Moz Pro" and Moz Local" from the right for everyone. Logged in users will now see the universal nav in place of the menus on the right they use to see.

What to expect?

We may see customer confusion/annoyance as they get use to the change, but we don't expect an impact to signups or retention.

Moz Pro ▾

Moz Pro Home

Campaigns
Monitor your SEO performance and get insights to increase organic traffic.

Research Tools

Keyword Explorer **NEW**

Open Site Explorer

Fresh Web Explorer

Keyword Difficulty

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Moz Local ▾

Manage Local Listings

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Check a Listing

SEO Resources ▾

Learn SEO

Q&A Forum

Help Hub

Private Messages

Free SEO Tools

👤

Admin

Account & Billing

Manage Users

Community Profile

Log Out

There are several alternate states required for the Moz Pro menu.

All other menus (Moz Local, Resources, Account/Profile) work for any logged in user.

Moz Pro ▾

Keyword Explorer

Open Site Explorer

MozBar

Upgrade to the Complete SEO Toolset
You currently subscribe to a Keyword-research only plan of Moz Pro. Manage Subscription

Keyword Explorer Customer

Moz Pro ▾

Keyword Explorer

Open Site Explorer

MozBar

Upgrade to the Complete SEO Toolset
You have limited free access to a few Moz Pro tools. Subscribe to Moz Pro

Non-Pro Customer

Phase 4: Flip Hierarchy

MOZ Products ▾   Free SEO Tools   Learn SEO   🔍 | Blog   About   Log In

A/B Test "Free SEO Tools" and "Learn SEO" in the main nav

The last thing to test is flipping the visual hierarchy of "Blog" and "About" with "Free SEO Tools" and "Learn SEO".

What to expect?

We may see more people coming in to the Free SEO Tools page than Products. We need to be sure the impact to signups is acceptable.