Local SEO Insights

Feb 8, 2016

DOMAIN

moz.com

Distribution Insights

Average Score

91%

across 1 locations

Total Listing Reach

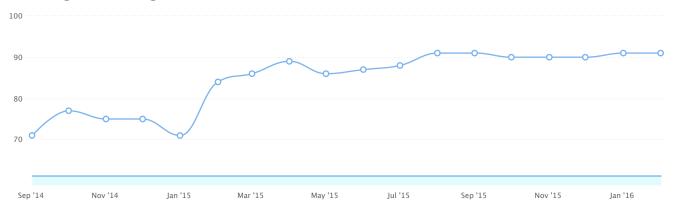
15

across 1 locations

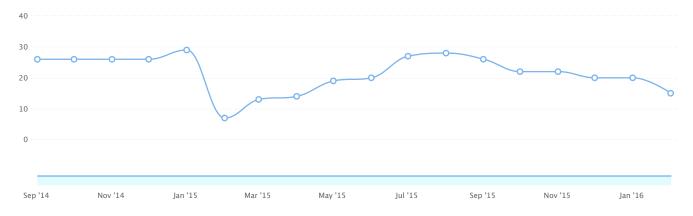
Accuracy

90%

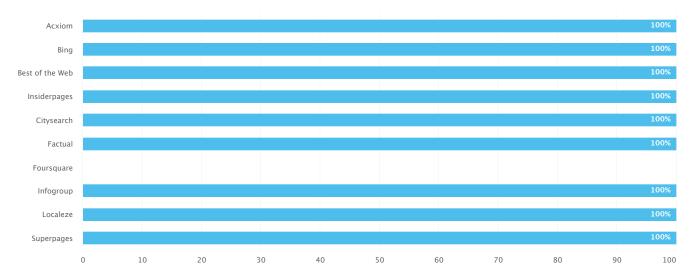
Average Listing Score



Total Reach



Listing Accuracy

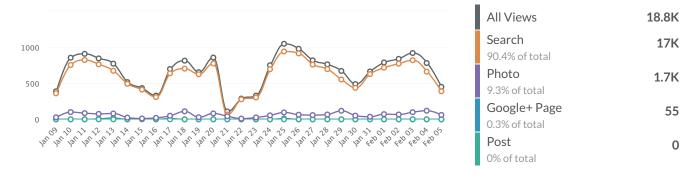


Performance Insights

moz.com 1 listing

Google My Business

Views



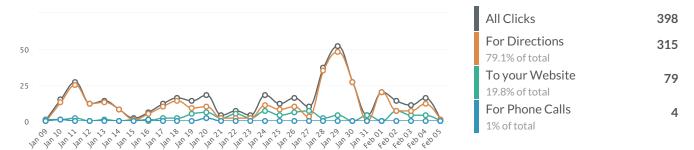
By Volume

Rank	Location	Search	Google+	Post	Photo	All Views	% Change
1	Moz Corporate	390	0	0	61	451	-42.3%

By Gains

Rank	Location	Search	Google+	Post	Photo	All Views	% Change
1	Moz Corporate	390	0	0	61	451	-42.3%

Clicks



By Volume

Rank	Location	Website	For directions	For phone calls	All Clicks	% Change
1	Moz Corporate	0	1	0	1	-93.8%

By Gains

Rank	Location	Website	For directions	For phone calls	All Clicks	% Change
1	Moz Corporate	0	1	0	1	-93.8%

Google Analytics

Total Pageviews

314K

last 30 days

Desktop

297.8K

last 30 days

Mobile

12.5K

last 30 days

Tablet

3.7K

last 30 days

Traffic sources

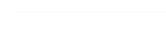
All Sources



314K
138.5K
96.6K
78.6K
318

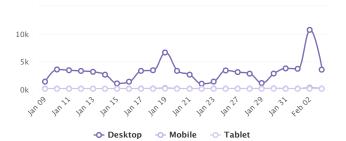
Organic







Other



Directories

Direct



By Volume

Rank	Location	Desktop	Mobile	Tablet	All Traffic	% Change
1	Moz Corporate	3.5K	74	25	3.6K	-1.9%

By Gains

Rank	Location	Desktop	Mobile	Tablet	All Traffic	% Change
1	Moz Corporate	3.5K	74	25	3.6K	-1.9%

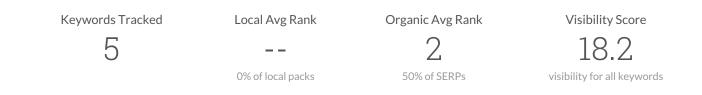
Top directories

The sites listed below are prominent local directories which sent traffic to your website from 01/04/2016 to 02/03/2016.

Directory	Desktop	Mobile	Tablet	All Traffic	% of Directory Traffic
foursquare.com	107	107	0	0	33.6%
yahoo.com	87	83	4	0	27.4%
ama.org	27	27	0	0	8.5%
yelp.com	19	19	0	0	6%
avvo.com	14	13	1	0	4.4%
amazon.com	11	11	0	0	3.5%
seattletimes.com	7	7	0	0	2.2%
zoominfo.com	6	6	0	0	1.9%
realtor.com	5	5	0	0	1.6%
indeed.com	5	5	0	0	1.6%

Visibility Insights

moz.com 1 listing

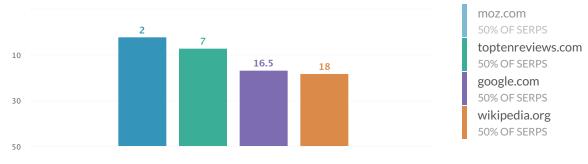


Competition

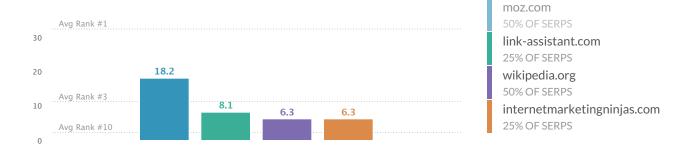
Local Average Rank



Organic Average Rank



Visibility



Keyword Metrics

Keyword	Locations	Avg Local Rank	Avg Organic Rank	Visibility Score
Internet Marketing Service	1			
Moz	1			
Moz Local	1		1	61.5
SEO Software	1		3	11.4
Software Company	1			

Reputation Insights

moz.com 1 listing



Review Sites

Site	Average Rating	# of Reviews
Foursquare		12
Yelp	4	4
Facebook	5	4
Google	5	10

Locations

Location	# of Reviews	Average Rating
Moz Corporate	23	4.6

Newest Reviews

Location	Review	Date
Moz Corporate ★★★★ via Google	I'm very grateful for the Moz Local service. It helped me discover (and eliminate) a duplicate Facebook page that was using my personal address and phone number instead of my correct business info. As you can imagine, I was mortified!	12/07/2015
Moz Corporate ★★★★ via Facebook	Marketers must. Period. Watch and learn.	6/10/2015
Moz Corporate ★★★★ via Yelp	I believe Moz to be one of the few companies out there today that lives every thing it says. There is no way the company of 1 person or 100,000 people could ever make everyone happy all the time. However I will stay Moz is a company I have worked	4/23/2015
Moz Corporate ★★★★ via Yelp	I believe Moz to be one of the few companies out there today that lives every thing it says. There is no way the company of 1 person or 100,000 people could ever make everyone happy all the time. However I will stay Moz is a company I have worked	4/23/2015
Moz Corporate ★★★★ via Google	I attended the MOZ Local U event at the MOZ Headquarters in Seattle, WA this past weekend. It's obvious this is a successful company as soon as one walks through the doors of this expansive and impressive facility (Must be 10,000 square feet of	4/23/2015