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anyplace but at SEOMoz:
Premium Members get it
all!



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Are you ready for
the best
investment you
can make to **juice
up your Search
expertise?**

Become a Premium Member
sign me up now



SEOMoz has a philosophy: Search Engine Optimization with **integrity**, not tricks. It's work. With SEOMoz Premium Membership, we guide you through the stumbling blocks to what works for the long haul. [Read what we told USAToday about the revolution in rank building.](#)

When the Washington Post asks about our SEO expertise, we take the call. [How to Juice Up a Site's Rank: Read the full Washington Post article.](#)

More Juicy. More Better.

Juice—that's power, right?

Once it meant street cred, but now you need web cred. You've been all around the web, looking for the **secrets** to your site's success. Whether it's self-promotion or your newest (and most demanding!) client, you have got to know what the pros know. **Now.**

How much would it cost to hire 9 SEO professionals, with hundreds of client histories to draw from, to show up at your door in 5 minutes, ready to spill all they know?

[Just \\$399, for a whole year.](#)

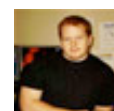
Did you do the math on all those salaries? We work for peanuts!

Here's the juice you'll get:



Will Critchlow
Director,
[Distilled](#)

“SEOMoz's Premium Membership gives me a one-stop-shop of SEO tools and insight. The Premium Articles alone would be worth the membership costs—every time I use the tools, I'm reminded how much effort they are saving (either in writing a tool or in gathering data for spreadsheets). Keep up the good work.”



Joshua Watson
President /
CEO,

Premium SEO Guides:

The Illustrated Guide to Building a Search-Friendly Website

Need to optimize your website to obtain the highest possible traffic from the major search engines? Tips, examples and illustrations guide you around the obstacles and expose the secrets to building a search-friendly website.

The Professional's Keyword Research Guide

Uncover the most powerful, highest ROI terms for your site or business! Maximize keyword usage, dodge keyword cannibalization, and entice visitors to click on your site in the search results with the help of this guide.

The Professional's Guide to Link Building

Learn the basics of evaluating link quality and value along with over 50 unique, proven strategies for link development.

Just a sip of juice?

[Download one Premium Guide for \\$29.00](#) or become a member and get them all!

[Hotwiring Your Search Engine: Read the full Newsweek story.](#)

The SEOmoz Team:

Rand Fishkin, CEO, spearheads our efforts to become the leaders in the field of SEO services and

Read.

Exclusive access to Premium Guides and Weekly Tips & Tricks

Make your websites work harder for you! You're optimizing sites for yourself, your company, your clients. You want **Search Engine Optimization information that's up-to-the-minute and easy to understand**. Don't want yesterday's technology? No time to wade through the bookstore, let alone wade through the book? We're wading in it every day, friend, and when we're done wading we write it all down for you.

Search engine technology moves too fast to rely on the printed word!

Premium SEO Guides

What we know, you know, with our Premium SEO Guides. Powerful, clear reads for beginners or advanced SEO professionals like you, the Guides are **packed with exclusive strategies** you'll find nowhere else.

We add more informative, witty new guides every two months to enhance your membership further. This is your own professional library, by the firm Newsweek called "the Web's lobbyists."

Weekly SEO Tips & Tricks

Not fast enough for you? We know waiting two months for the hottest new tip can be way too long when you're working on a project **now**. That's why **only Members get access to our extensive archives** of advanced, insider tips.

Take your website to the top of the rankings using these proven insights, hot off the presses of one of the busiest SEO firms around!

Access to our Link Directory

Link building is a time-consuming, often frustrating exercise. Finding solid, relevant directories is one of the more challenging parts of the process. As a Premium Member, you'll receive SEOmoz's latest list of excellent **quality directories**—so you'll get far more value and ranking benefit than with link building directories that feed off manipulation and toolbar PageRank.

Juicy! We spill a little every month. You learn a lot.

The secrets are here.

[Watson and](#)

[Son SEO](#)

“The SEOmoz Premium Membership is an awesome resource center. There is a lot of worthless information on the internet about SEO and it's nice to have a place I can go to keep up to date. Rand and his team are respected in the field and the quality of the site and premium content demonstrates why. The articles available to members are astonishing in their level of detail and quality. Quite simply, SEOmoz Premium Membership provides access to tools and education material that you cannot find anywhere else.”



Matt Larson
Director of
Search
Marketing,

[Avalanche Internet Marketing](#)

“The Premium Tools have been an invaluable resource in helping us to make promises our collective posterior can actually cash! The Premium Articles have been both informative and easy-to-follow for our staff that is less familiar with the technical implementation of Search Marketing. The daily tips keep me coming back. I'd

education, gives back to the SEO community through writing, speaking, and volunteering, and wears bright yellow Pumas. Yes, really.

Gillian Muessig, President, has worked with e-commerce companies from the earliest days of the web, and now manages corporate growth and development for SEOMoz. Get to know her: did I mention she's Rand's mom?

Matthew Inman, CTO, Developer, has amassed an arsenal of skills and experience that drive his role as designer, developer, and chief technology officer. He is the genius behind our suite of SEO Tools.

Rebecca Kelley, Search Marketing Consultant, works magic with keyword research, link building, link bait, copywriting, and content creation for SEOMoz. She still finds time for blogging and speaking at conferences.

Jeff Pollard, Web Developer, builds high quality, functional, usable websites and new tools. He also adds to the number of bearded employees at SEOMoz, which is always a positive.

Si Fishkin, Engineer and Correspondent, brings his scientific know-how to the tech-iest projects at SEOMoz. He's also our Chief Usability and Accessibility Whiz.



Read some. Work on Rank. But Only Premium Members get Rand (& Company).

SEOMoz provides companies around the world with consulting, Internet marketing and search engine optimization services. Rand Fishkin founded SEOMoz in 2002 to help other companies grow by taking them through the **complicated, fast-changing world of gaining search power** for their websites.

Lots of writers and fellow professionals have called Rand an "SEO guru." (Except for the annoying crown, he keeps pretty humble.) What keeps SEOMoz really, really sharp is that the team Rand has assembled each adds their specialized knowledge to our expertise. What keeps us humble is **change**.

Change and SEO dance together every day. Links are the juice that helps powers our clients' success, and Google, Yahoo! and the rest are getting very, very picky about weeding out the fakers. We break through their secrets every day to stay ahead of the changes and keep improving our clients' sites.

Bounce ideas off the SEOMoz Team

We know you're here to learn more about doing your own optimization. So, we don't have lunch with our Premium members. You, our newest Premium Member, **will** get to bounce your own SEO ideas off Rand, Matt, and the rest, as part of your membership. What white paper can you read that **actually talks back**? Only here, only as a Premium SEOMoz member.

That's right! Premium members can write us, call us, bounce ideas off us, ask us about best practices and upcoming trends. What is your biggest challenge? We are here to help you out.

The juice we've got, you get—truly specific to your situation alone. Just remember—juice, no lunch

say we've recouped our investment in the first 2 months, and we definitely look forward to seeing what else is in the works for 2007. Thanks for sharing with our professional community!"



Brian Ussery
SEO,
[Nurun | Ant Farm](#)

[Interactive](#)

"I recommend SEOMoz Premium Membership to anyone who is interested in SEO, SEM, PPC, or internet marketing in general. SEOMoz provides great tools that save time and money as well as tips for beginners and industry experts alike. SEOMoz content is a great resource provided by trusted industry experts."

and Accessibility w/niz.

Jane Copland, Search Marketing Consultant, zeros in on keyword research, writing copy, link building, and site reviews in her work for SEOMoz. Using her degree in English, a dangling participle never gets out of the office. Ahem.

Scott Willoughby, Campaign Coordinator, brings a bit of Hollywood glitz to the office. (Or so he says; he hasn't introduced me to Keanu Reeves yet.) SEOMoz relies on him for campaign management, client communications, project research, linkbait development, copywriting, and keyword research. He doesn't sleep a whole lot.

Brandon Potteiger, Executive Assistant. Don't you know executive assistants run the whole show?

If you're dying to have us all to yourself, [read about our complete client services](#).

Rand says, "When you call or send an email, I make it my priority to ensure that you're getting great advice that will help make your business successful on the web. We're big on providing insight and direction—the kind that you'll need to make

(unless you're buying).

Members-Only Invitations

Receive priority invitations to in-person SEOMoz events reserved specially for our Premium Members. Meet the Team and learn a lot!



Rank.

Have we saved the best for last? You bet!

Our award-winning SEO Tools have landed us mentions in USAToday.com, Search Engine Watch, and Slashdot, and more. We give you, our Premium Members, **full access** to the suite of tools we use every day to help clients like Answers.com and Education.com determine how their site is doing and **exactly which steps will grow site traffic fastest**.

SEO Tools help you uncover:

- Who is your **toughest competition**—the strongest sites using your targeted search terms
- Which **keywords** will you have to fight for—and should you?
- How your **site ranks** right now in the major U.S. and international search engines
- What the most prominent terms are on your current site—**is your message getting through** the way you intend?
- Where **trouble spots** keep search engines from digging in to your site—keeping eager searchers away
- What your site's **strengths and competitive advantages** are, and how to track performance progress

Must-have web tools you can only find here:

The best juice, only for Premium Members.

an informed decision."

Exclusive SEO Tools:

Juicy Link Finder—NEW!

Now you can find links that have authority—old domains with a high PageRank that rank well for the keyword you enter. Juicy Link Finder returns a list of the top pages ranked at Google for your target keyword and allows you to sort them according to age, position, and PageRank. This tool is exclusive to premium members. [View sample.](#)

Rank Checker

Enter a URL, Keyword, and search engine name, and Rank Checker will automatically check your rankings. You can even search across foreign TLDs (such as google.co.uk, de.yahoo.com). Archive your past rankings to compare and analyze later. Premium members can run unlimited tests daily! [Test the Rank Checker Tool.](#)

Term Targeting Tool

Discover the top 100 terms and phrases search engines *think* your site is targeting. Algorithmic analysis allows you to zero-in on strengths and weaknesses in your content for powerful keyword targeting. This tool is exclusive to premium members. [View sample.](#)

Crawl Test Tool

Pinpoint crawling trouble spots on your site with the



A year's supply of Juice.

It's not **Random**. (Ouch!) Search engine optimization is precise, logical, and possible, even in today's fast-paced competitive landscape. Save time and money achieving your internet marketing goals.

You **can** drive more customers to your website—and keep them there longer. For us, it's all about seeing our clients' and our Members' businesses grow. For you it's all about filling that glass—getting the **juice** to power your traffic, and **getting the traffic, to power your conversions**. We're here to help.

Are you ready for the best investment you can make to **enhance and advance your Search expertise?**

SEOMoz Premium Membership

No more flying blind! By subscribing today, you'll gain access to all of these indispensable resources to help you push your Search Marketing efforts to the next level. We constantly add SEOMoz Premium content, so expect more great Tools, Articles, Tips, Videos and other features month-after-month, year-after-year.

Select Your Membership Option

BEST VALUE One YEAR

Membership Only \$399.00 (Save \$189!)

NEW! Premium Members receive a FREE Homepage Critique with Top Five Tips to increase traffic NOW,

Crawl Test Tool. Diagnose spidering issues, such as speed-bumps or barriers, and make sure your site is fully compatible and optimized for search engines. Premium Members get greatly-enhanced access to the Crawl Test Tool, including deep-page testing 10 times more powerful than the free version. [View sample.](#)

Keyword Difficulty Tool
Evaluate the competitive landscape of your targeted keywords and get detailed analysis of the top-ranking competitors for your terms. The Keyword Difficulty Tool is a priceless asset when building or refining a keyword campaign. [View sample.](#)

Page Strength Tool
The must-have tool for evaluating the web presence of your sites and gaining intelligence on your competitors. Premium Members can save and compare reports for enhanced competitive analysis and historical evaluation of site performance. [View sample.](#)

and, we'll check back in six months to see how it's coming!

- One month Membership \$49.00
- One week Free Trial SEO Tools Only (Free trial is save-disabled)

7-DAY GUARANTEE: If you are not completely satisfied with all our powerful, exclusive Members-only Guides, Training, Tips, and Tools, we'll refund your money. 'Nuff said.



All the insider info, step-by-step guides, personalized expertise, and custom SEO tools that many of the fastest-growing SEO firms already use as our Premium Members. Start growing today!



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