

# Conversion Secrets of a Million-Dollar Landing Page

A Behind-The-Scenes Look At Persuasion Techniques You Can Use On Your Own Site

Note: This free PDF is a follow-up to the SEOmoz Case Study at [www.conversion-rate-experts.com/seomoz-case-study/](http://www.conversion-rate-experts.com/seomoz-case-study/)

If you haven't read that study yet, it provides valuable background to how even very successful companies can boost their conversions and profits.

Since we first published this case study, SEOmoz has continued to grow and rebrand significantly (it's now called Moz). However, the techniques described below are still as relevant as ever.

In [this talk](#), SEOmoz's CEO, Rand Fishkin, raves about the work we did, explaining how the money that we generated enabled SEOmoz to develop from a membership site into a web app.

This icon is simply an attention-getter.

First sentence is in bold to draw the eye.

Notice how the whiteboard makes this look like a teaching event and not a selling event. Plus the video is, in fact, educational.

Rand was so effective in a face-to-face environment that we attempted to replicate that feeling here.



When eBay, Disney and Marriott need SEO help, here's what they do...

"Social proof" that other people are finding the service helpful.

We added the contrasting background to make the page stand out.

The headline sells the value not of the product, but of reading the letter in the first place.

**Every day, advanced SEOs are ranking higher, quicker and with more stability than ever before.**

With SEOmoz PRO membership, they have access to the exclusive tools, processes and knowledge – the exact same blueprint for online success – that we're using to help clients like Microsoft, Yelp, Disney, eBay and Marriott dominate the search engines. And now you can take advantage of this too.

With SEOmoz PRO, you'll beat even the highest-ranking websites for the most profitable keywords – and you'll do it systematically and consistently.

This appeals to people's desire for repeatable successes.



## What's On This Page

- Boost Your Website's Rankings Within 30 Days - Guaranteed
- Why These A-List SEOs Are PRO Members
- What You Get
- Why This Offer Is Risk Free

In the direct-mail world this is called a "Johnson Box" and it's a handy way to preview what's in the letter, to increase interest.

## ★ The World's most respected SEO community, as seen in...

“ If search-engine rankings are supposed to represent a kind of democracy—a reflection of what Internet users collectively think is most useful—then search-engine optimizers like Fishkin are the Web's lobbyists. **Newsweek** ”

“ Hands down, in the past year SEOmoz has become the major authority on SEO. **SEARCH ENGINE JOURNAL** ”



It's often easy for companies to forget the positive press they earn, but it's crucial for new visitors to see that proof.

You never know when a reader might be convinced, so we scatter the "call to action" throughout the letter.

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It's helpful to mention your guarantee and any other "risk reducer" at the spot where you ask for the order.

Having three membership levels helps to switch the decision from "Should I buy?" to "Which one should I buy?"

Quotation marks help to draw attention to the subhead.

**SEOmoz PRO is the "secret SEO weapon" behind many of the world's most famous brands...**

Don't just name big companies, but show their logos. It's an instantly recognizable reputation-builder. The more, the merrier.



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## Boost your website's rankings within 30 days—Guaranteed

### ★ We'll give you the tools you need to quickly boost the website rankings for any website – on demand.

Our Crawl Test Tool – exclusive to SEOmoz PRO members – will analyze your site in seconds and identify the quick and simple tasks that will increase your traffic from day one.

The Keyword Difficulty Tool will pinpoint with deadly accuracy the exact keywords that are untapped goldmines of traffic. Make sure you snatch these low-hanging fruits today – or your competitors may get there first.

And our latest tool Linkscope – described by Webmaster Radio as 'a gamechanger' – will have the biggest impact on your website's SEO since Google was invented! You'll discover which links you need to rank and which links could actually get you penalized.

### ★ What's more, you can also find out exactly why your competitors are ranking above you... then beat them.

With Linkscope, you'll quickly reverse engineer your competitors' content strategies and linkbuilding tactics. Can't work out why that site ranks #1 but looks like it doesn't deserve to? Linkscope will tell you why. It will even show links going through 301 redirects, so there's nowhere for your competitors to hide.

It gets better... When you use Linkscope alongside SEO Analytics and the Rank Checker Tool, you can accurately track a competitor's SEO campaign over time. You'll isolate exactly which links and strategies are helping them – and which may be hurting them. And as you pass them in the SERPs, you'll end up knowing more about their website's SEO than they do!

### ★ Learn what it takes to become an advanced SEO – and discover the latest tactics and strategies that aren't being revealed anywhere else.

The eight PRO guides cover every cornerstone of SEO – from keyword research to linkbuilding, search-friendly webdesign to viral marketing. They are essential reading at big agencies across the world, including Range Online and Acronym Media.

We don't stop there. With Q+A, you get direct access to Rand and our team of advanced SEO consultants for help with your website. Want a second opinion on whether your site's being penalized? Wondering why that competitor has leapfrogged you in the search engines? Desperate to know what you need to do next to get to that #1 spot in Google? We'll give you clear and precise advice – the same advice we charge clients like Microsoft and Real Networks up to \$1,000/hour for.

Plus when you sign up to SEOmoz PRO, you'll get immediate and unrestricted access to our massive Q+A knowledge base. We've already answered over 2,300 questions...

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This addresses the concern that "my website is different and may not benefit from the tools."

People love tools.

One powerful benefit is to avoid pain.

With each tool we answer the "So what?" question, and translate what the tool will do for the reader.

We don't just say "big agencies" —we name some of them as more proof.

It's important to go beyond talking about features, and get to the real benefits your readers will enjoy.

This is a form of "authority proof".

It's helpful to appeal to people's competitive instincts.

See how we're addressing many appeals. Unlike a TV ad or radio ad, a webpage needn't focus on a single selling proposition—it can come from several different angles.

This is called "Role Performance". People want to get better at what they do.

Quantify the value they're getting by comparing it to something else.

People tend to believe "My situation is different" so it's important to explain how YOUR questions will get answered.

## Every month, ask your burning questions to our team – and get prompt expert replies

Here are some example questions—and the priceless replies...

### This PRO Member had a question about how to create effective contracts for her business:

“ I need to put together a basic SEO contract for my clients. Can you please quickly outline the basic points we NEED to cover and then possibly the extras after that? I searched around, but what I found were very useful "pieces" of contracts, but nothing that gave the basic, important pieces of an SEO contract.

Answer: Our attorney and COO provided an in-depth, 14-point list of important contract terms and their explanations, along with a template for the Member to work from.

### This PRO Member had a client being harmed by negative competition:

“ We have a client that has a great product and great placement, but a competitor has generated a site that is negative towards them. It appears the [negative] site owner has done a fine job in generating backlinks to support its authority with Google. I have 2 questions:

1. Rarely do I see a negative site follow the actual corporate site when searching by the company name. Doesn't Google try to keep those results separate?
2. We can push them down the SERP with a subdomain ie. blog.mycompany.com. My question is, can we push the idiot sites down the SERP even more by launching blog.mycompany.com, about.mycompany.com, videos.mycompany.com, sales.mycompany.com? Does Google ever filter by subdomain?

Answer: We replied with a detailed explanation of why this can happen. We also gave him eight awesome (and completely white hat) tactics to use to push the competition down in the rankings without having to build a ton of subdomains.

### This PRO Member needed help moving a client's site for better geographical targeting:

“ I have a UK based client who is changing their primary domain from a .com to a .uk. They.. want to change to focus on the uk searches going forward. They currently redirect all their .uk pages to the .com domain but are switching to redirecting .com to .uk. What effect will this have on their existing rankings? Is there anything we can implement to stop any effect on the rankings - 301 redirects, resubmitting sitemap etc?

Answer: We provided a detailed set of recommendations for how to perform the redirects, submit the site for verification, and simplify the move for minimum rankings disruption. We also gave her tips on how to maximize the site for UK-focused searches.

### And this PRO Member just wanted to thank us!

“ SEOmoz, I would like to thank you in front of all members and all the people who read this post! With the help of SEOmoz Blog, PRO Content, and Articles, I have worked hard and today I made to the top "Web Hosting" in google.co.uk! We've gone from nowhere (not in the top 1000) to No.1 and our sales have sky rocketed!

Answer: Amazing! We always love to hear of the success our PRO Members have with SEOmoz PRO! Congratulations!

Don't just tell people about the value they'll get, but give explicit examples, especially if they are wide-ranging.

Throughout this letter, notice the two "readership paths" You can read the whole letter, or just scan the subheads and understand the essence of the offer.

You're not just getting some quickie forum response, but a detailed expert opinion.

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# Don't just take our word for it – see what these world-class SEOs are saying about PRO membership

We address the objection "Of course SEOMoz can work for giant corporations, but can it help an individual SEO like me?"

## "A PRO subscription is essential"



“ A PRO subscription is as essential to your web marketing success as a good web analytics package – without either, you’re flying blind. There are other sources for SEO training and tools, but SEOMoz should be FIRST on your list regardless of the size of your SEO budget... a PRO account is THAT important. And for SEOMoz tools like Linkscape... there’s nothing comparable, anywhere else on the web.

– Stephan Spencer,  
DCEO and Founder, NetConcepts



## "Invaluable to any SEO"



“ SEOMoz provides content and tools that are invaluable to any SEO firm or professional.

– Chris Bennett,  
Founder/President, 97thFloor.com



## "Information that used to take me ages"



“ As a new PRO Member and someone who spends endless amounts of time researching keywords, on and off page factors, directory listings and link partners as well as better ways to do his SEO, I can say without a doubt the cost was recovered in about 30 seconds once I realised how quickly I could get all the collaborated information that used to take me ages, all in a nice neatly presented report!

– Luke Jamieson,  
Optimise My Website



## "SEOMoz... is unparalleled"



“ The amount of data, information, gratitude and kindness SEOMoz and its leadership have given to the industry, is unparalleled.

– Barry Schwartz,  
Executive Editor, Search Engine Roundtable

We extracted the essential point from each testimonial and turned it into a "pull quote" headline.

## "Best toolset of anyone"



“ SEOMoz has the most comprehensive and best SEO toolset of anyone out there.

– Tony Adam,  
SEO Manager, Yahoo! Web Properties



## "We've seen 20-30% traffic gains"



“ LinkScape gives us access to a level of data we've never had. The competitive intelligence it provides lets us close gaps in our linking and content strategy. We've already seen 20-30% traffic gains for clients!

– Ian Lurie,  
President, Portent Interactive



### “A tremendous toolset”



“ SEOmoz PRO offers a tremendous toolset that [essentially] gives search marketers just about everything they need.

– David Wallace,  
CEO/Founder, SearchRank



### “Already able to win new business”



“ We work with some fairly major brands in competitive sectors and the insights we are gaining from Linkscape data are helping us to no end. We’ve already been able to track the impact of our link building work, show our clients competitive benchmarking summaries and win new business to achieve top results for our clients. You have made our agency stronger and better at what we do! Thank you.

– Alex Craven,  
Managing Director, Bloom Media



### “Truly priceless”



“ The value of PRO Membership is exceptional. What the SEOmoz team puts in to the SEO community is truly priceless.

– Lisa Ditlefsen,  
BaseOne Search



### “True expert opinion”



“ In a sea of less verifiable search marketing information on the web, SEOmoz is the place I always head to when I’m looking for true expert opinion.

– Mike Grehan,  
Global KDM Officer, Acronym Media



### “Getting value out of your links”



“ I wanted to pass along our experience with the SEOmoz tools. For getting the greatest value out of your links, internal and external, there isn’t a better toolset.

– Chris Davies,  
Organic Search Marketing Specialist, Enquiro



### "Become faster and smarter"



“ Each tool SEOmoz launches helps my team of search engine marketers to become faster and smarter.

– Guillaume Bouchard,  
President, NVI Solutions



Again, showing the logos of companies is better than merely listing their names.

## “Coolest tools for SEO professionals”



“ SEOmoz’s Linkscape was easily one of 2008’s ‘coolest tools’ for SEO professionals.

– Mike McDonald,  
Reporter, WebProNews



## “First thing I’d advise anyone to get”



“ Where most just regurgitate information, SEOmoz is continually helping webmasters and SEOs with new information to improve their online performance. PRO membership would be one of the first things I’d advise anyone to get, even to the most serious and experienced of webmasters.

– Joost de Valk,  
Internet Strategist, OrangeValley



## “The best decision I made this year!”



“ Signing up for SEOmoz PRO Membership is the best decision I made this year! Rand Fishkin and the SEOmoz team have combined best practices and ‘how to’ guides, an excellent library of PRO guides, and a growing suite of genuinely useful tools into an immensely valuable membership package. The ‘how to’ guides have proved especially useful for in-house training and ensuring best practice in implementation of search marketing strategy.

– Andy Mihalop-Reed,  
Business Information

## “Key to almost every project”



“ The PRO service has been key to almost every project I’ve done in the past.

– Kate Morris,  
Director of Client Strategies, New Edge Media



## “Access you cannot find anywhere else”



“ SEOmoz PRO Membership provides access to tools and education material that you cannot find anywhere else.

– Joshua Watson,  
Watson & Son SEO

## “A one-stop-shop of tools and insight”



“ SEOmoz’s PRO Membership gives me a one-stop-shop of SEO tools and insight. The PRO Articles alone would be worth the membership costs and, 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).

– Will Critchlow,  
Director, Distilled



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**“Deeply insightful business analysis”**



“SEOMoz has been one of the few constants in my professional life since first getting involved with SEO. They’re able to hand-hold me as my career & level of knowledge has progressed, providing everything from 101-style Guides to deeply insightful business analysis. The people at SEOMoz always leave me a better professional than I was before encountering them.

– Ciaran Norris,  
 Director of Search, Affiliate, and Social Media, Altogether Digital



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**First, you get all these amazing tools**

Be sure to spell out exactly what a customer will get. Many companies neglect to do this.

What you get	Regular	PRO	Pro Plus	Pro Elite
<b>Linkscape</b>	Limited	20 Advanced Reports Month	50 Advanced Reports Month	125 Advanced Reports Month
<b>SEOANALYTICS</b>	✓	4 Sites	10 Sites	25 Sites
<b>Trifacta</b>	Limited	✓	✓	✓
<b>Q&amp;A</b>	✗	2 Q+A Questions Month	4 Q+A Questions Month	6 Q+A Questions Month
<b>Termtarget</b>	✓	✓	✓	✓
<b>Backlinkanchor text analysis</b>	✗	✓	✓	✓
<b>Popularsearches</b>	✓	✓	✓	✓
<b>Juicylinkfinder</b>	Limited	✓	✓	✓

The logos suggest a high level of “finish” or professionalism.

 Rankchecker	Limited	✓	✓	✓
 Termextractor		✓	✓	✓
 Crawltest	Limited	✓	✓	✓
 Geotargeting		✓	✓	✓
 Keyworddifficulty	X	✓	✓	✓

When you hover over any of these elements, a "tool tip" reveals more detail.

## Plus, get these 8 must-have SEOmoz PRO guides—worth over \$250

Quantify the value of the bonuses.

As a PRO member, you'll get full access to each of our guides (worth over \$250 on their own). We share our tips, secrets and strategies with the same clarity, style and detail that you've come to expect from SEOmoz. And with new in-depth guides and updates coming soon, your professional library will continue to grow for as long as you're a PRO member.

- The Professional's Guide to PageRank Optimization
- The Professional's Guide to Advanced Search Operators
- The Professional's Guide to Blogging
- Viral Marketing and Linkbait on the Web
- Social Media Optimization Strategies
- The Illustrated Guide to Building a Search-Friendly Website
- The Professional's Keyword Research Guide
- The Professional's Guide to Link Building



*The PRO Guides alone would be worth the membership costs.*

**– Will Critchlow,  
Director, Distilled**

Here's a testimonial for the bonuses themselves.



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## You also get these valuable resources

### ★ Q+A and knowledge base

Rand and the gang answer your most burning questions about SEO. PRO members can ask two questions each month, PRO Plus members get four questions and PRO Elite members get six. Plus all PRO members get full unrestricted access to the Q+A knowledge base with over 2,300 questions answered by the SEOmoz staff.

It previously was called a "library" but we wanted a livelier name.

### ★ Full access to our private knowledge base of SEO Tips

This is where we share the secret tricks we use that propel our clients to the top of the search engines. These are the latest proven gems – meant for serious SEO Professionals – that you can incorporate into your sites and campaigns today. And, with new tips coming every week, your access to these hard-to-find secrets will continue to grow!

### ★ PRO Videos available for immediate download

We turn the really advanced tips into PRO videos. With all the simplicity of Whiteboard Friday, we cover advanced topics like cyclical content, misspellings and canonicalization.

Immediate gratification.

## ★ Our hand-picked list of 300 easy-to-get “must-have” links and social media sites

Kickstart your linkbuilding campaign immediately by plundering our link and social media directories. We hand-pick the best links and social media sites – with over 300 sites listed at present.

We're making the point here that these are not garbage bonuses, but services you should be using.

### ★ Get over \$1000 in savings on other SEO services (that you should be using anyway)

As our way of saying thanks, we've negotiated over 20 exclusive discounts for our PRO members. When you join SEOmoz PRO, you'll immediately get over \$1000 in savings on products like SMX conference passes, listings at Business.com and Best of the Web, and Crazy Egg and Keyword Discovery subscriptions. These are all available the minute you sign up.



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## Get an amazingly low price for life – and be immune to future price increases – if you sign up now

These tools and guides will take your SEO to the next level. You'll get every single one of them – including direct access to our advanced SEO consultants – for a fraction of the price we charge our high-profile clients, like Farecast and Fast Company.

In fact, you can **get one month's access for just \$79!** That's cheaper than *the cost of 5 minutes of a top SEO consultant's time!*

Any effective offer must have a sense of urgency, or people will not get around to it. Give them a reason to take action now.

### ! Warning

#### When you dive into SEOmoz PRO for the first time, be ready to be a little overwhelmed.

The number of tools, guides, tips and videos can be daunting at first. That's why we give you 30 days to put SEOmoz PRO to the test. If you don't turbocharge your traffic in that time, (and we're confident you will), just let us know.

And remember – we're working furiously on adding new tools and content to SEOmoz PRO. When you sign up today, we promise that your subscription rate will never increase as long as you're a PRO member – even if the regular price has doubled since you joined.

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We plan to publish detailed case studies on several of them soon. If you'd like to be notified as they become available, [join our free newsletter](#).

If you would rather find out right away how we might help your company to increase its conversion rate and profits, just [get in touch with us](#) for a friendly chat with one of our consultants, during which we'll identify the biggest opportunities for you to grow your business using conversion rate optimization.