



# The Next Stage of Moz:

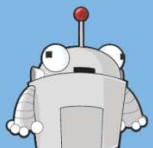
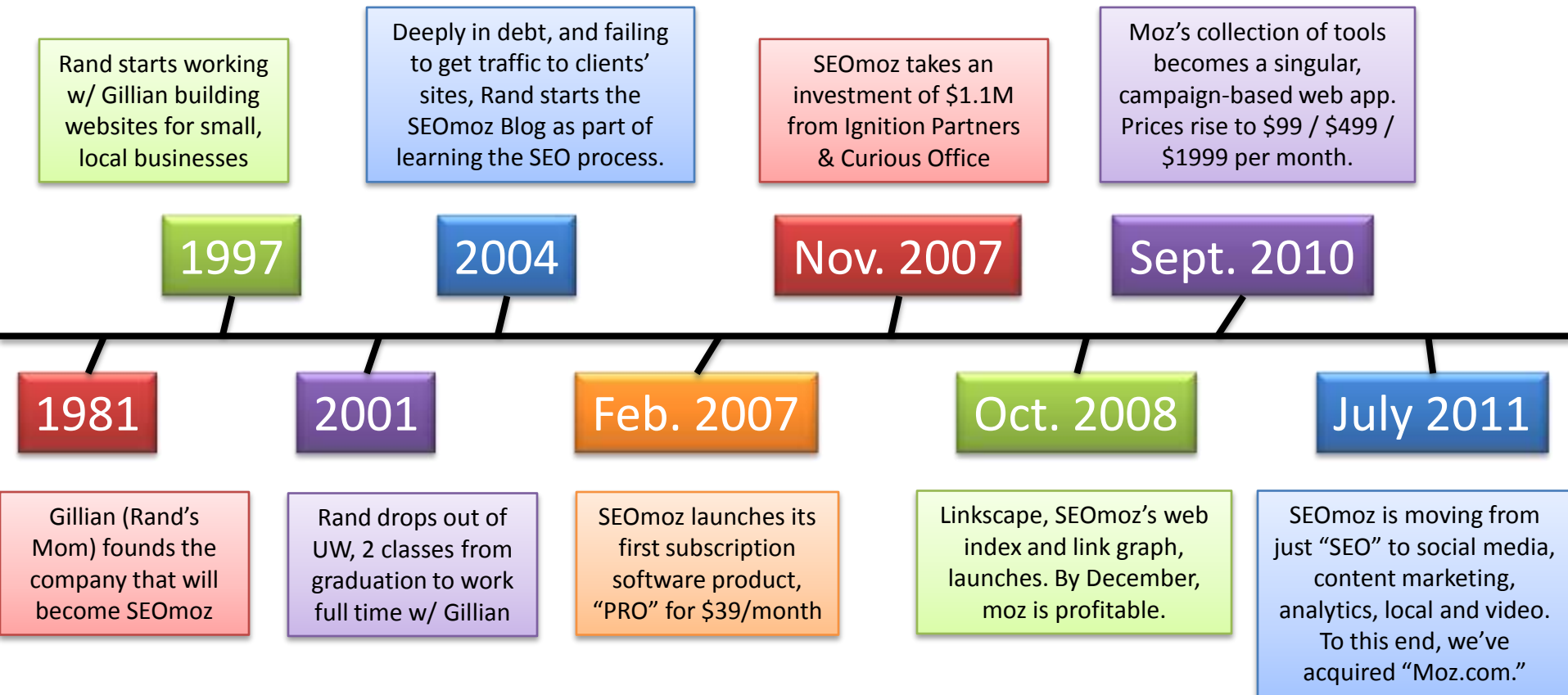
How a tiny Mom + Son consultancy became the world leader in SEO Software, and our roadmap to being Seattle's next \$1 Billion company



Rand Fishkin, CEO & Co-founder, SEOmoz

July 2011

# A Little Moz History (now in color!)



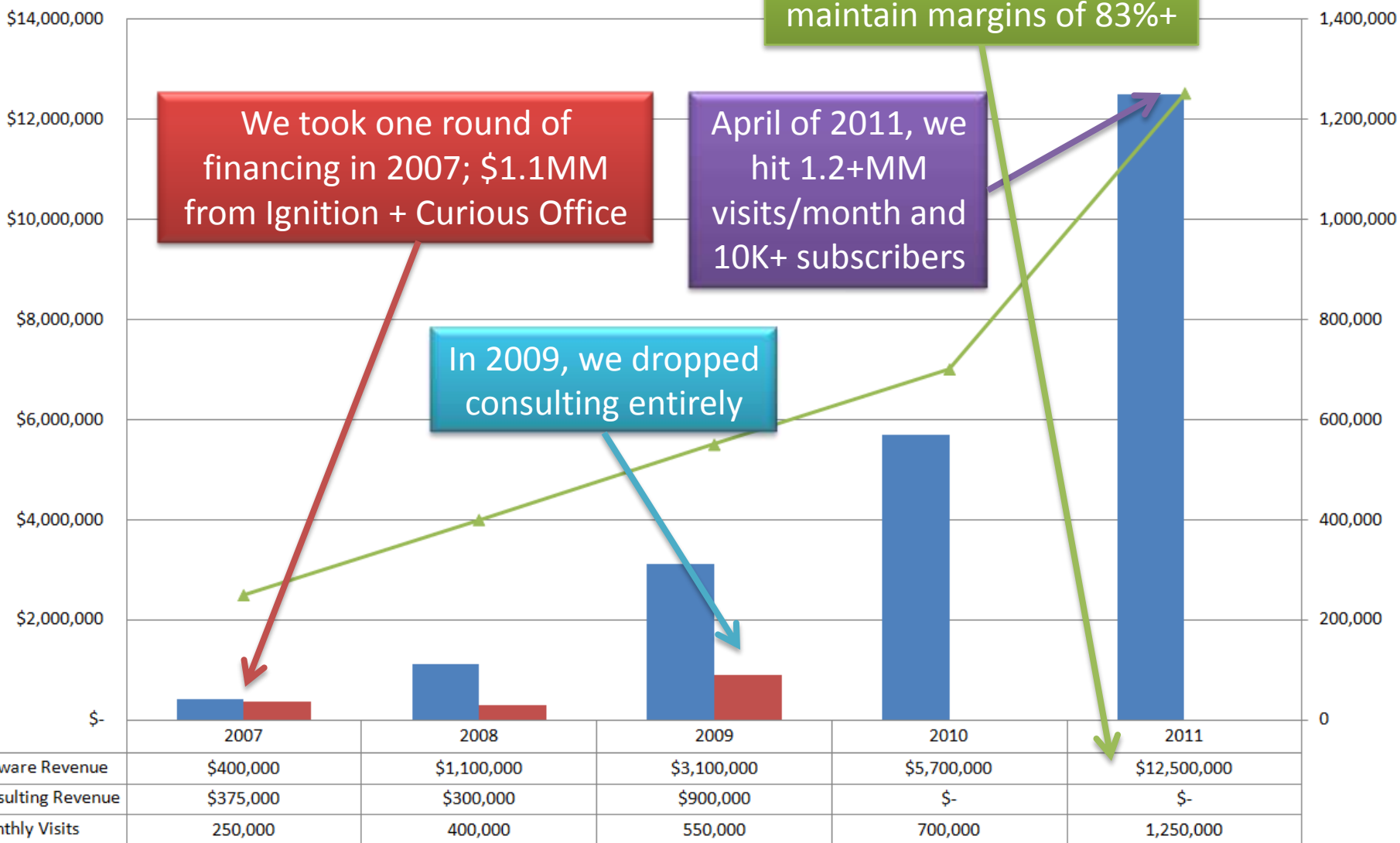
Did you know? At one point, Rand + Gillian had just under \$500K in personal debt. By 2007, it was all paid off, thanks to the magical super-awesomeness of SEO!

2011 will be our first 8 figure year, and we maintain margins of 83%+

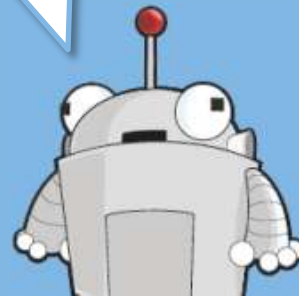
We took one round of financing in 2007; \$1.1MM from Ignition + Curious Office

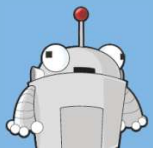
April of 2011, we hit 1.2+MM visits/month and 10K+ subscribers

In 2009, we dropped consulting entirely



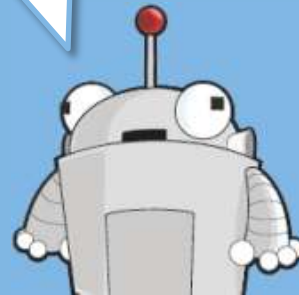
**How'd We Do That?**





Up until 2010, SEOMoz had never spent money directly to acquire customers! (No PPC, no ads, just conferences and content production, aka “sweat marketing”) ☺

That's what we want to help other companies measure + improve through our cloud-based software.

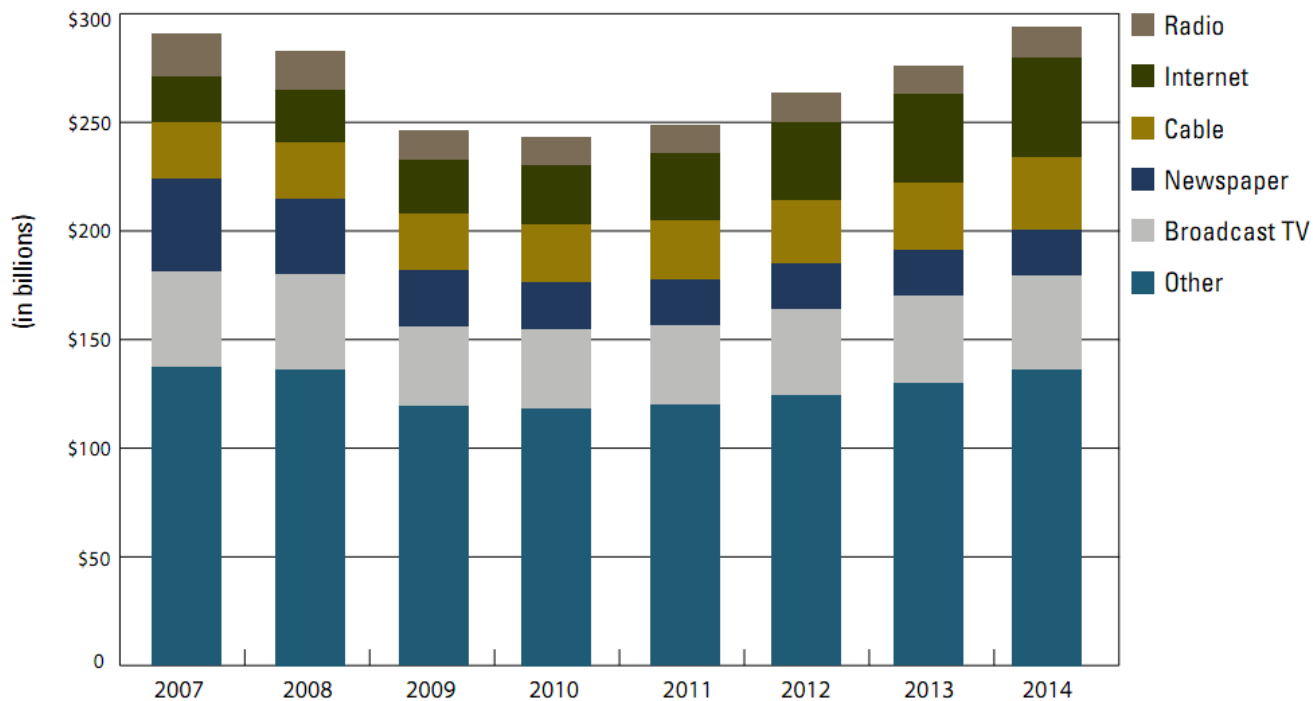


# Macroeconomic Trends that Benefit Moz

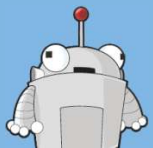


# Marketing Spend is Still Unbalanced vs. Behavior

Historical and Projected Advertising Spending by Media

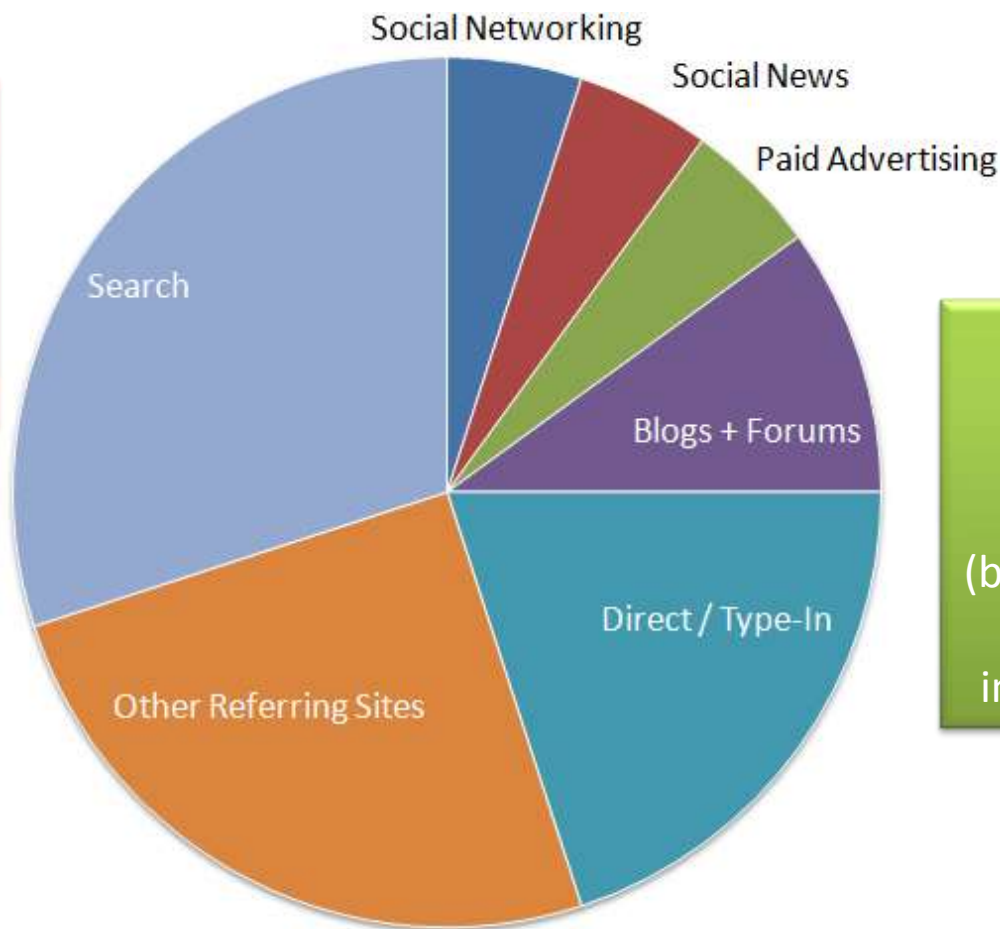


Source: FTI Consulting



# Organic Marketing is Under-Invested

**Organic drives  
90%+ of traffic**  
(but garners only  
~\$5 billion of  
investment in 2011)



**Paid drives  
<10% of web  
traffic**  
(but wins a whopping  
\$31+ Billion of  
investment in 2011)

Percent of Web Traffic from Various Sources to the Average Website

Web Traffic is driven almost entirely by organic/earned media, yet nearly all of the investment in driving traffic to websites is through paid channels... This is an unsustainable dichotomy.



# It's a Data-Driven World and Efficiency is King



DO MORE  
WITH LESS!

**Executives**  
(Sealevelis HIPPOdronica)



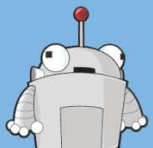
WE NEED MORE FREE  
TRAFFIC, BUT IT ONLY  
SCALES W/ PEOPLE

**Marketing Managers**  
(Stuckinnio Middlicom)



GIVEN THE RIGHT  
TOOLS + DATA, I CAN  
DO THE WORK OF 10!

**Web Marketers**  
(Organicus Ninjitsu)



These challenges require scalable, high quality software to solve. Very few companies are investing in this space in a serious way, and almost none target the SMB market.

# Problem(s) We're Here to Solve

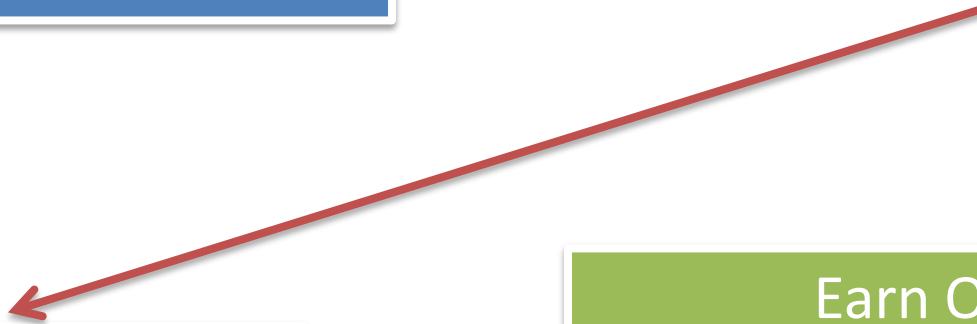


# Organic Web Marketing is Poorly Understood

Invest in Content, Search,  
Social, Local and/or  
Participatory Online Channels



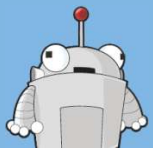
Measure Traffic and  
ROI Effectively



Re-Invest in ROI-  
Positive Channels



Earn Outsized  
Traffic/Branding/Customer  
Acquisition Rewards vs. Paid  
Marketing Channels



Even those marketers who have an understanding of the process often get lost in the details or mired in the complexity of tying creative to metrics.

# The Web Marketer's Weekly Analytics Challenge

Every week (sometimes daily), web marketers need to log in to each of these services (or a suitable substitute) to collect their KPIs:

Many (75%+):

Google Analytics

Facebook Insights

Twitter (Topsy/Hootsuite)

Google Webmaster Tools

Most (~50%):

Bing Webmaster Tools

Google Alerts

Feedburner

Bit.ly

Yahoo! Site Explorer

Some (~10%):

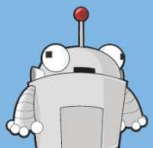
SEOMoz

PostRank

FourSquare

Google Local

Yelp



Why should a marketer log into 10+ sites/tools just to get the basic numbers they need to measure and improve their campaigns? Moz can (and should) put this all in one place.

# Specific, Painful Web Marketing Tasks

Each of these requires special tools, large amounts of manual labor or custom-built, in-house/agency solutions:

Researching New Opportunities

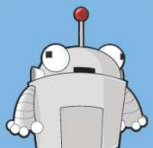
Identifying High-ROI Channels

Prioritizing + Managing Tasks

Finding Errors + Problems

Optimizing Existing Channels

Training New Marketers

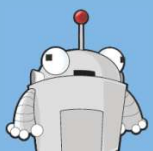


These challenges require scalable, high quality software to solve. Very few companies are investing in this space in a serious way, and almost none target the SMB market.

# Our Target Market

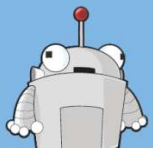
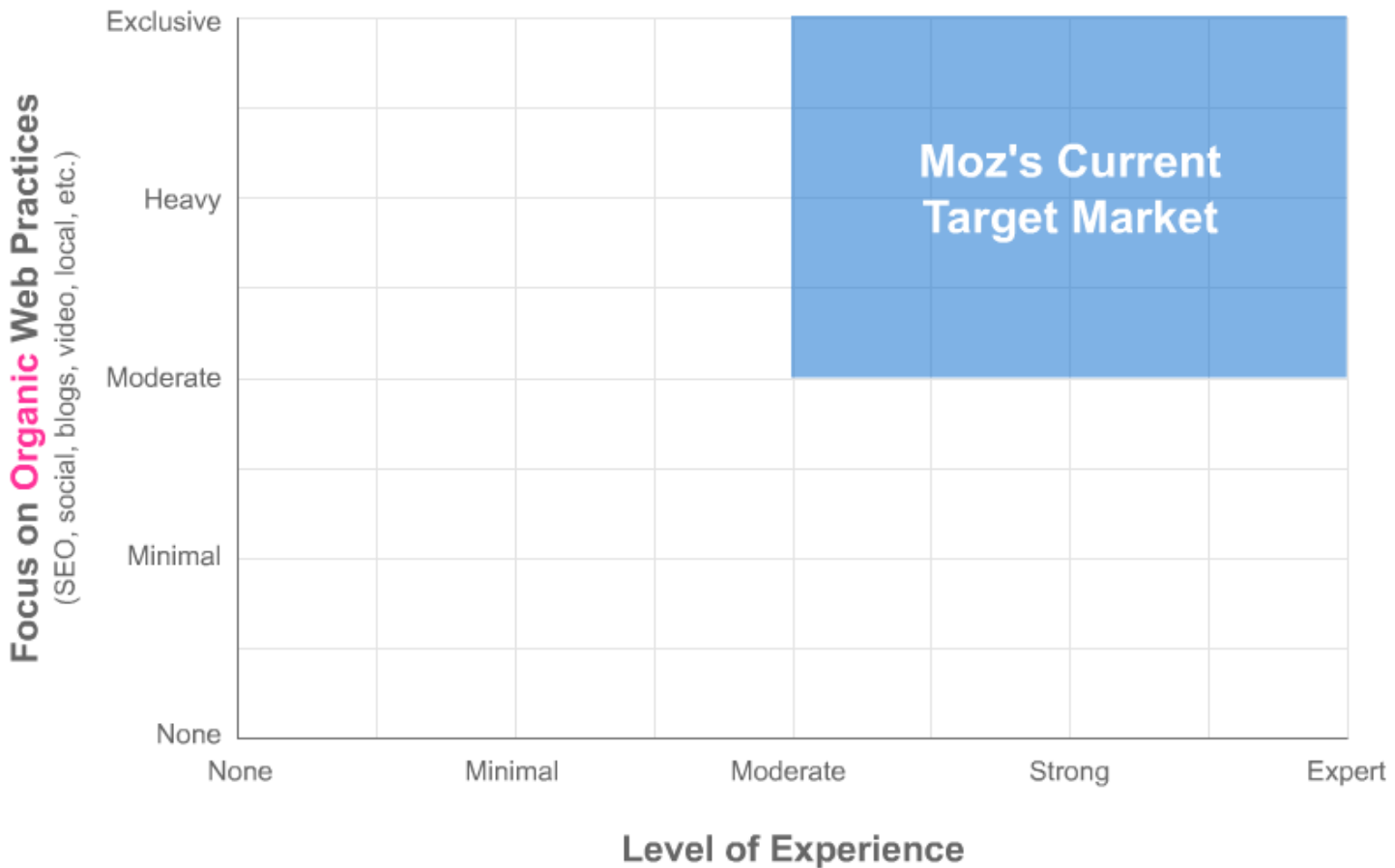


## Marketers



Today, Moz focuses on just the red “SEO” circles. In the future, many more of these will become customer targets. (BTW - I cheated by using two bubbles for “SEO” – sorry about that Venn Diagram purists!)

# We Help Marketers Who Focus on Organic



We believe we've captured ~5% of this market as paying customers and ~15% as registered members

# Immediate Customer Targets:

These titles/job functions represent our current (2011-13) targets:

## In-House

(~55% of current members)

Director of Marketing

SEO Specialist

Search Marketer

Online Marketing Manager

Director of Growth

Inbound Marketer

## Consultant/Agency

(~35% of current members)

SEO Consultant

Organic Marketing Consultant

Search + Social Consultant

Web Marketing Consultant

## Independent

(~10% of current members)

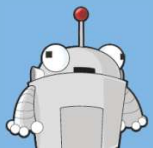
Blogger

Social Media Expert

Site Owner

Webmaster

Domainer



These job titles/functions have the most direct use for our current software subscription.

# Where are We Today?



2011 Estimated Revenue

\$12 - \$13 million

Current Revenue Run Rate (June)

~\$10.8 million

Number of PRO Subscribers

~13,500

# of New Free Trials / Day

~100

Avg. Customer Lifetime Value

~\$900

Implied Customer Life

~9 Months

Avg. Cost of Paid Acquisition

~\$100

Avg. Monthly Revenue / Subscriber

~\$93

% of Free Trials Converting to Paid

~57%

Churn Rate in 1<sup>st</sup> 2 Paid Months

~25%

Monthly Visits to Moz + OSE

~1.25 million

Email Subscribers

~300K

Gross Margins

~82%

Estimated Net Profit in 2011

~\$1 million

Staffing Costs

~\$650K / Month

Crawling, Serving, Hosting + Processing

~\$180K / Month

# Planned Investment Round



Raising:

\$20-\$25 Million

Founder Equity:

\$6-7 Million

Onto Balance Sheet:

\$13-19 Million

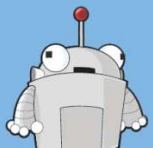
New Board:

2 Investors (Michelle +1)  
2 Insiders (Rand +1)  
1 Independent (TBD)

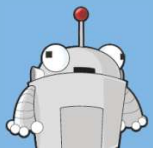
# Business Risks



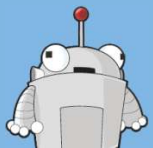
# Google Integrates Much More SEO & Social Analytics Functionality in the Short Term



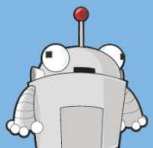
# The Web Becomes Less Open



# We Fail to Adapt/Grow Fast Enough to Keep Up w/ Organic Marketing Shifts



# Our Reputation Suffers Due to Missteps in Culture, Data Quality or Reliability



# Use of Funds / Growth Opportunities 2011-2012



# Serve a Wider Audience w/ Expanded Product

## 2011

### Organic Search/SEO

(Google, Bing, Yahoo!)

### Social Networks

(FB, LinkedIn, Twitter, Google+)

## 2012

### Local Search + Portals

(Google + Bing Maps, Yelp, FourSquare)

### Brand + Link Monitoring

(Blogs, Press Releases, Mainstream Media)

### Q+A / Social Content Sharing

(Quora, StackExchange, Reddit, SU, Tumblr)

## 2013+

### Forums / Q+A

(StackExchange, Quora, Y! Answers)

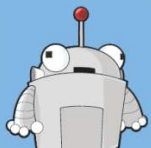
### Video

(YouTube, Vimeo, Self-Hosted)

### The Next Big Thing

(Diretories 2.0? Mobile Photo-Sharing?)

## Become the Default Productivity + Research Suite for Organic Web Marketers



Whatever organic marketers are using to drive traffic and derive value, we'll help them measure, monitor and improve it with a suite that's simple enough for anyone but powerful enough to support advanced-expert level practitioners.

# 2 Year Team Roadmap from 40-100 Mozzers

## Product

(Design the Right Software)

User Experience

Design + UI

Subject Matter Experts

Wireframing + Specs

Testing / QA

## Engineering

(Build Amazing \$#!)

Broad Web Crawl

Rankings Data

Local Data

Social Data

Front End / Web App

Fresh Web Data

## Marketing

(Bring in Customers)

Content/Media/Research

Community Management

PR / Press / Outreach

Events

Paid Acquisition

## Operations

(Make Moz Run Smoothly)

Financial + Accounting

Facilities

HR/Mozzer Happiness

## Customer Success

(Delight Moz Members)

API & Higher-Tier Sales

Customer Service

Customer Outreach

## Retention

(Keep PRO Members PRO)

Quant + Cohort Analysis

Email + On-Site Messaging

Q&A Assistance

## Sales/Marketing Investments

Organic

(Grow Free Traffic)

Paid Acquisition

(PPC, Behavioral, Social, etc)

Branding

(Make Moz Known + Trusted)

## Technology Investments

Web Crawl

(Grow Breadth + Freshness)

Fresh Web

(Compete w/ Google Alerts)

Social Graph

(Map the Major Networks)

## Product Investments

Low Price Model

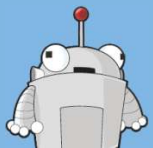
(\$25/month for lighter use)

Moz Alerts

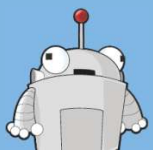
(\$10/mth competitor to G Alerts)

Classifying the Web

(Employing Human Raters)



## Potential Acquisitions



# Why Moz is Uniquely Positioned to Win the Organic Market



#1: Passionate community of 300K+ marketers

#2: Our technology lead is very hard to catch

#3: Proven record of 2X+ growth for 4 years

#4: Unique, world-changing culture & attitude

We have a rare opportunity to become  
Seattle's next \$1 billion+ company, and we'd  
love to have you join us for the ride.

