You Can Now Take Moz Academy Courses for Free



The well-being of our community – from our customers to our readers to our team members – is of the utmost importance to us here at Moz. The ongoing situation around the spread of COVID-19 is ever-changing. Many of you are experiencing the impact of this pandemic, and we want to address the difficulties you're facing and acknowledge how you might be feeling.

The state of the world and current events bring significant, often crushing, impact to businesses large and small. While it can be *really* hard to focus on work and on what is happening in the SEO industry during this difficult time, we also know that your work can't stop.

Whether you're reading this as a small business owner concerned about your traffic, or an agency with clients who are hurting financially – we're here to support you.

Today through May 31, you'll be able to access the courses in Moz Academy for free. Hopefully you can use this resource to

level up your skills, learn a new discipline, or simply channel your energy into a productive distraction.

There’s something for everyone:

- SEO Fundamentals
- Local SEO Fundamentals
- Keyword Research
- Page Optimization
- Backlink Basics
- Reporting on SEO
- Technical SEO Site Audit
- Backlink Audit & Removal
- The Fundamentals of SEO Client Prospecting
- Finding Potential SEO Clients
- Prepare for the SEO Client Pitch
- Selling the Value of SEO
- Client Onboarding
- How to Use Moz Pro

If you’re already a Moz customer or community member, you can head straight to academy.moz.com. As long as you’re logged in, you’ll be good to go. Just pick the courses you want to take part in and apply promo code “**wegotthis**” at checkout. The promo code is valid on all courses with the exception of the SEO Essentials Certification.

If you’re not a Moz customer or community member, simply create a free account with us to get started.

We love you, we’re here for you, and we’re in this together.

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