

Plug Into the Power of Moz API



Get access to **the biggest link index in the industry** in three steps:



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Access & Authentication

All Moz API endpoints for links data use this base URL:

`https://lsapi.seomoz.com/v2/`

Example endpoint URL structure:

[base URL] / [Endpoint] = Endpoint Location URL, as in:

`https://lsapi.seomoz.com/v2/anchor_text`

Authentication

When structuring your request, add your token as a header with the key:

`x-moz-token`

Verify your Moz API token:

moz.com/api/dashboard

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Tip! Using APIs like the Moz Links API can automate tasks and make you more efficient enabling you to design, scale, and deliver your own SEO services. You can use our API to build a tool that reports on link metrics and Authority data. The Moz API is self-service, so you'll need the technical know-how, or the help of a developer, to build your wonderful creation. We can help get you started with this introduction to [The Moz API Link Data](#).

Remember! Don't share your API token with anyone or they will be able to make API requests on your account!

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Tip! Don't forget to attribute Moz data with our logo and clickable link to moz.com. For questions please reach out. We like to see the cool stuff our customers are doing!

Read more: [Moz API Branding & Attribution](#)

Endpoint Summary

Endpoint Game	Endpoint Location	Use	Learn More
Anchor Text	https://lsapi.seomoz.com/v2/anchor_text	Get data about anchor text used to link to a specified site.	moz.com/help/links-api/making-calls/anchor-text
Final Redirect	https://lsapi.seomoz.com/v2/final_redirect	Get data on the final redirect target of a page after following known redirects in the index.	moz.com/help/links-api/making-calls/final-redirect
Global Top Pages	https://lsapi.seomoz.com/v2/global_top_pages	Returns the top 500 pages in the entire index with the highest Page Authority values, sorted by descending Page Authority.	moz.com/help/links-api/making-calls/global-top-pages
Global Top Root Domains	https://lsapi.seomoz.com/v2/global_top_root_domains	Returns the top 500 root domains in the entire index with the highest Domain Authority values, sorted by descending Domain Authority.	moz.com/help/links-api/making-calls/global-top-root-domains
Index Metadata	https://lsapi.seomoz.com/v2/index_metadata	Track when the index is updated with new data.	moz.com/help/links-api/making-calls/index-metadata
Link Intersect	https://lsapi.seomoz.com/v2/link_intersect	Get data about sites that are linking to your competitors but not to you.	moz.com/help/links-api/making-calls/link-intersect
Link Status	https://lsapi.seomoz.com/v2/link_status	Get information about whether a link to a target from a particular source is included in our index.	moz.com/help/links-api/making-calls/link-status
Linking Root Domains	https://lsapi.seomoz.com/v2/linking_root_domains	Get a list of linking root domains to a target.	moz.com/help/links-api/making-calls/linking-root-domains
Links	https://lsapi.seomoz.com/v2/links	Get a list of links to a target. In other words, this endpoint returns a list of links pointing to your site or page.	moz.com/help/links-api/making-calls/links
Top Pages	https://lsapi.seomoz.com/v2/top_pages	Use this endpoint to return a list of the top pages on a target domain.	moz.com/help/links-api/making-calls/top-pages
URL Metrics	https://lsapi.seomoz.com/v2/url_metrics	Get metrics about one or more URLs, including Domain Authority, Page Authority, Spam Score, link counts, link propensity, and more.	moz.com/help/links-api/making-calls/url-metrics

Making a Call

All calls follow a specific request syntax based on the endpoint.

Example syntax (using [URL metrics](#) endpoint):

```
{
  "targets": ["string"],
  "daily_history_deltas": ["string"],
  "daily_history_values": ["string"],
  "monthly_history_deltas": ["string"],
  "monthly_history_values": ["string"],
  "distributions": boolean
}
```

Example Python Request (using [URL metrics](#) endpoint):

```
import json
import pprint
import requests

auth = (access_id, secret_key)
url = "https://lsapi.seomoz.com/v2/url_metrics"
data = """{
"targets": ["moz.com", "nytimes.com"]
}"""
request = requests.post(url, data=data, auth=auth)
)
```

Response Format

Example JSON response (using [Anchor Text](#) endpoint):

```
{
  "target": "moz.com/blog",
  "scope": "page",
  "limit": 1
}
```

HTTP status code:

- 200: Successful
- 4xx-5xx: Unsuccessful

Get help with errors:

[Error Response Format and Common Errors](#)

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Please note: The request body definition, example request body JSON, and example HTTP, cURL, and Python code for all endpoints can be found in the [endpoint documentation](#).

[Review syntax parameters.](#)

Need more help?

[The Moz API Link Data: An Introduction](#)

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Tip! All responses are structured as JSON. JSON stands for JavaScript Object Notation. It's a common data format for APIs and is a way of representing data in a way that's easy for humans and computers to read and write.

JSON responses for all endpoints can be found in our endpoint documentation: [Guide to the Moz API](#).

Weighted Endpoints

Rows returned by the following endpoints will count as more than 1 row consumed:

- Link Intersect
- Link Status
- URL Metrics (if historical data or distribution histograms are requested)

Rows consumed vary by endpoint. For example, if a call to the Link Intersect endpoint returns 5 intersecting links, the call will count for 25 rows consumed. [Learn more](#).

Understanding Pricing & Usage

[Pricing](#) for the Moz API is based on the number of rows of data returned for each request, where a "row" is a JSON object, such as a link, a URL metrics report for a domain, or an anchor text. The data returned (or row) depends on the endpoint. Some endpoints are weighted, meaning that depending on the parameters set in your call, the data returned may consume more than one row of your quota.

Checking Usage

You can monitor your API usage via the Moz API Dashboard at <https://moz.com/api/dashboard>.

If you prefer to monitor your usage via API, you can keep track of how many API rows you've used by calling the Usage Data endpoint:

```
https://lsapi.seomoz.com/v2/usage_data
```



Example HTTP Request:

```
POST /v2/usage_data
Host: lsapi.seomoz.com
Content-Length: [length of request payload in bytes]
User-Agent: [user agent string]
Authorization: Basic [credentials]
{
  "start": "0",
  "end": "1635466367"
}
```

Tip! Content-Length is calculated when the request is sent. User-Agent is defined by the application you use to make your requests (like [Postman](#), for example).

"Start" & "End"

The start and end of the time period to get usage data for, represented in Unix time (seconds since 00:00:00 UTC, 1 January 1970). For example, "start": "1682899200", "end": "1685577600" will filter to usage between 12AM May 1st 2023 and 12AM June 1st 2023 (GMT).

Type: string

Example JSON Response:

```
{
  "rows_consumed": 64
}
```

Common Errors

Status code	Response Type	Message(s)
400	Bad Request	One or more input parameters are invalid.
401	Not Authorized	<ul style="list-style-type: none">• Your authentication failed.• Your authentication has expired.• Your monthly row limit reached. (Free API Only).
403	Forbidden	<ul style="list-style-type: none">• Unrecognized API method.• This account has been banned from this API.• This account has been banned from Moz's APIs.
429	Too Many Requests	This request exceeds the limit allowed by your current plan.
-	-	You are producing the error: URL must be ascii only.

Postman and Moz API

Use Postman? [Access link data endpoints for the Moz API collection.](#)

1. Create a new request (the default is a **GET** request)
2. Update request type to **POST**
3. Enter request URL (i.e. endpoint location)
4. Under **Headers** add **x-moz-token** as the **Key** and your API token as the **Value**
5. Under **Body** select **Raw**
6. Enter the request syntax for chosen endpoint
7. Click **Send**

Tip! You can use any tool that uses the POST method.

