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No More Free Blekko SEO Tools

By [Roger Keays](#), 14 August 2012

Today the Blekko search engine has **silently put an end to their free /seo slashtag** which provided public information on web pages and domains. Make a search using the /seo slashtag and you will be redirected to page below.

blekko seo

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According to their help section "**blekko doesn't believe in keeping secrets**", however it seems this should more accurately interpreted as "**blekko has secrets which you can buy for \$99/month**".

We contacted Blekko about the move and received the following response.

Blekko remains committed [sic] to transparency of search results. But we have valuable seo data, and monetizing this data going forward.

The operative word in this response is "**but**".

Blekko are not committed to the transparency of search results. You can't be transparent with the search data you are selling.

Blekko also wrote:

All of the blekko seo data will transition to being behind a subscription plan.

This is a blow for the transparency of the web, as Blekko were the only search engine (now SEO company?) have provided up-to-date and accurate data such as **Host Rank** which measures the **authority of a domain linear scale**.

Is Blekko still a search engine?

How would you react if **Google** started selling SEO data?

About Roger Keays



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