CONFIDENTIAL

DOSSIER

Introduction

Hi!

We are really excited for you to see these SEO test results.

Before you read the tests and the results we want to point out two things.

First- if you have NOT seen a video of HOW we actually set up the tests to get the answers then please take a few minutes to watch:

Click Here to See SEO Test Setups
(Fast Forward to Minute 21:51)

By you seeing how we do the tests you will have even more confidence in our results. The video shows how we eliminate variables so these tests are NOT case studies or correlation" studies. We really dial down to one single element at a time.

Second, we just want to say Hello!

And we are thrilled you are interested to join us in this quest.

As self proclaimed SEO Geeks we knew we were starting something exciting but it feels really good to know there are so many others out there (like you) that are as excited about testing as we are.

Thanks to all of our test results we are now able to focus more on what exactly is working and less on things we previously thought "may have helped" but were just a waste of time and money.

We hope you enjoy these 3 tests and if you do then we invite you to come join us for more results:

Click Here To Join Us

Cheers!
Dori Friend & Kyle Roof

TEST SUMMARIES

Page 4

TEST #1

DO LINKS FROM YOUTUBE VIDEOS PASS LINK JUICE?

We tested to see if a link from a description under a YouTube video would place a page higher in the rankings than a page without alink from a YouTube video.

Page 6

TEST #2

DO GOOGLE DOCS PASS LINK JUICE?

We know Google docs will index and rank for target keywords so we set out to see if they will pass any link juice. This test sets toprove if you have two completely equal pages the one with only one link from a Google Doc will outrank a page without the Google Doc? Or will it- see the test result for yourself!

Page 10

TEST #3

SCHEMA- ARE YOU USING IT YET?

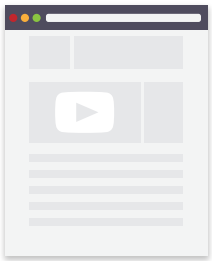
We set out to test if a page with schema markup will outrank a page without it? It's time to get off the fence and start applying Schema to your pages. Check out the test to see for yourself

SEO Intelligence Agency Test #1

DOES A PAGE WITH A LINK FROM A YOUTUBE VIDEO OUTRANK A PAGE WITHOUT?

Hypothesis

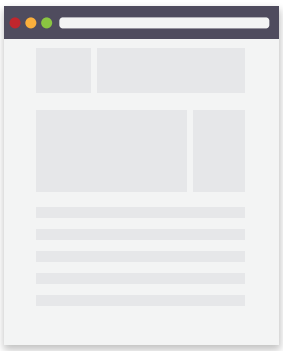
An identical page with a link from a youtube video does not outrank the page without.

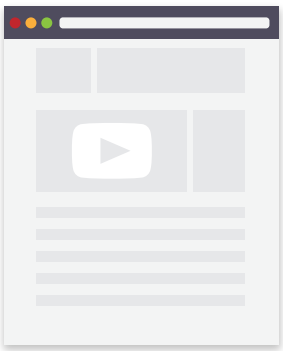


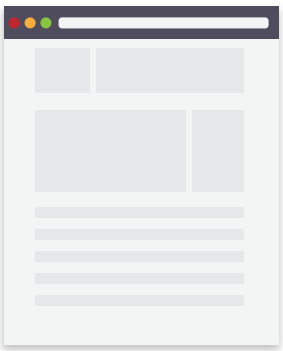
Background Info

A previous test we did where we tested links from Facebook proved links alone from Facebook are not a ranking factor, but what about links from other monster platforms such as YouTube? The main difference obviously being that YouTube is owned by Google. The links we sent from Facebook also had no likes/shares in the previous experiment so in this test we wanted to test videos that already had some age and some decent views.

Set up







- 400 word articles
- 2% kw density
- Experiment page has a link pointing to it from a youtube video
- All published 12th May
- All submitted to Google same time

Three identical pages have been created and submitted to google at the same time. A link from a youtube video (with views) will be sent to the page with the second position (middle), to see if it has a positive, or a negative effect on rankings.

Test #1

Keyword: urchrowsking

Test one pages:

http://www.qkjejugain.com/urchrowskinginhgtrfgvc

http://www.qkjejugain.com/urchrowskingmdxctqsxzd

http://www.qkjejugain.com/urchrowskingbdcfrlwser

Page with a link from youtube:

http://www.qkjejugain.com/urchrowskingmdxctqsxzd

Test #2

Keyword: shossburtrut

Test two pages:

http://www.qkjejugain.com/shossburtrutasorbgtre/

http://www.qkjejugain.com/shossburtrutbotrrekhi

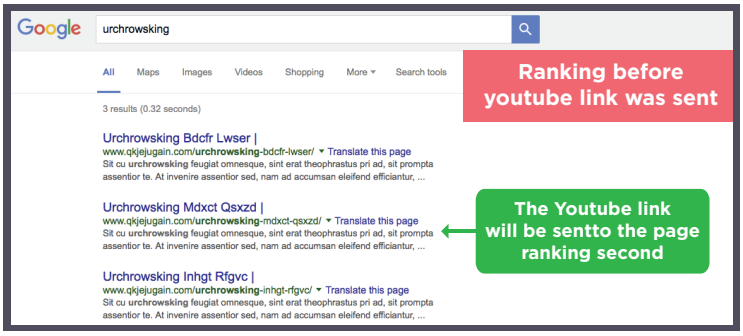
http://www.qkjejugain.com/shossburtrutikereoprs

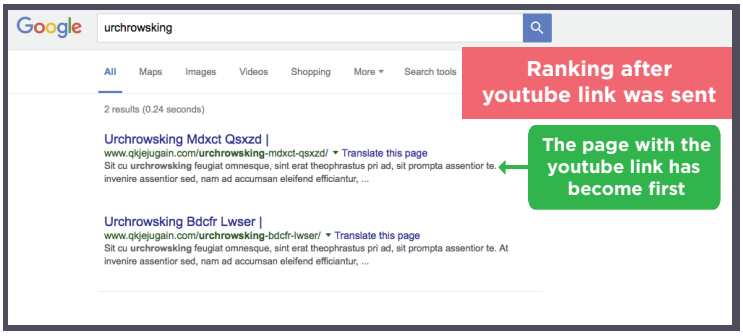
Page with a link from youtube:

http://www.qkjejugain.com/shossburtrut-botr-rekhi

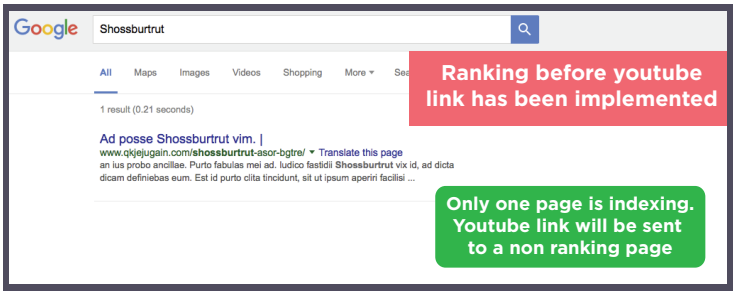
Results

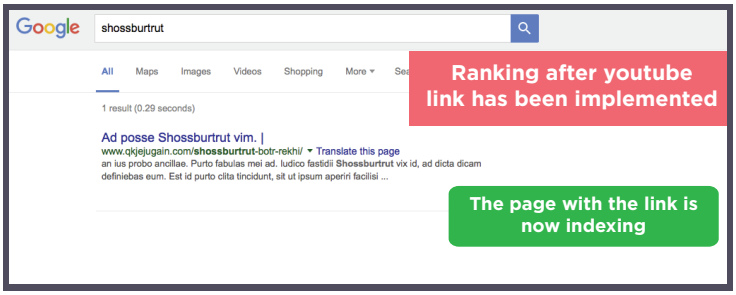
Test #1





Test #2





Analysis

Both tests show the page with the youtube video link went from position 2 to position 1.
Our hypothesis was busted. Youtube video links are indeed a ranking factor.

Ding, Ding, Ding- YouTube Links are winners!

DO GOOGLE DOCS PASS LINK JUICE?

We know Google docs will index and rank for target keywords. Hmmm ....do they pass link juice?

Let's test it!

We ran two different tests here:

For the first test we created **two identical pages**, got them both to index and then created **a google doc** and pointed an anchor text link at the losing page (the page that indexed in the #2 spot). This page is now the 'experiment page.' After creating and pointing a link from a Google doc to the experiment page, the experiment page moved up to the #1 spot.

Test #1

Testing keyword **xhainwist**

Control Page

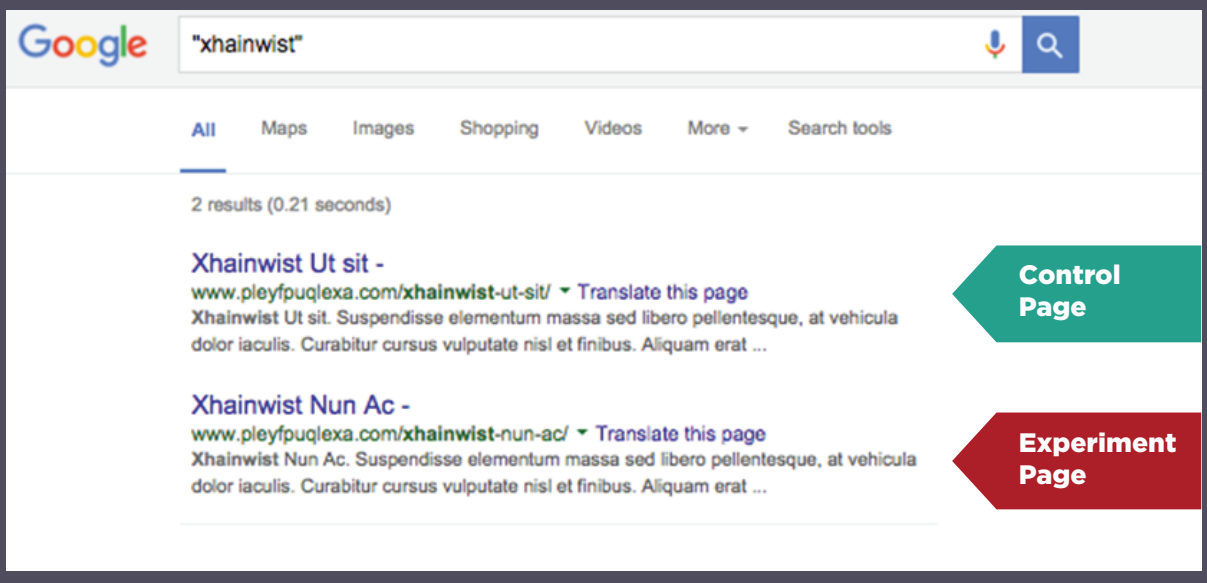
http://www.pleyfpuqlexa.com/xhainwist-ut-sit/

Experiment Page

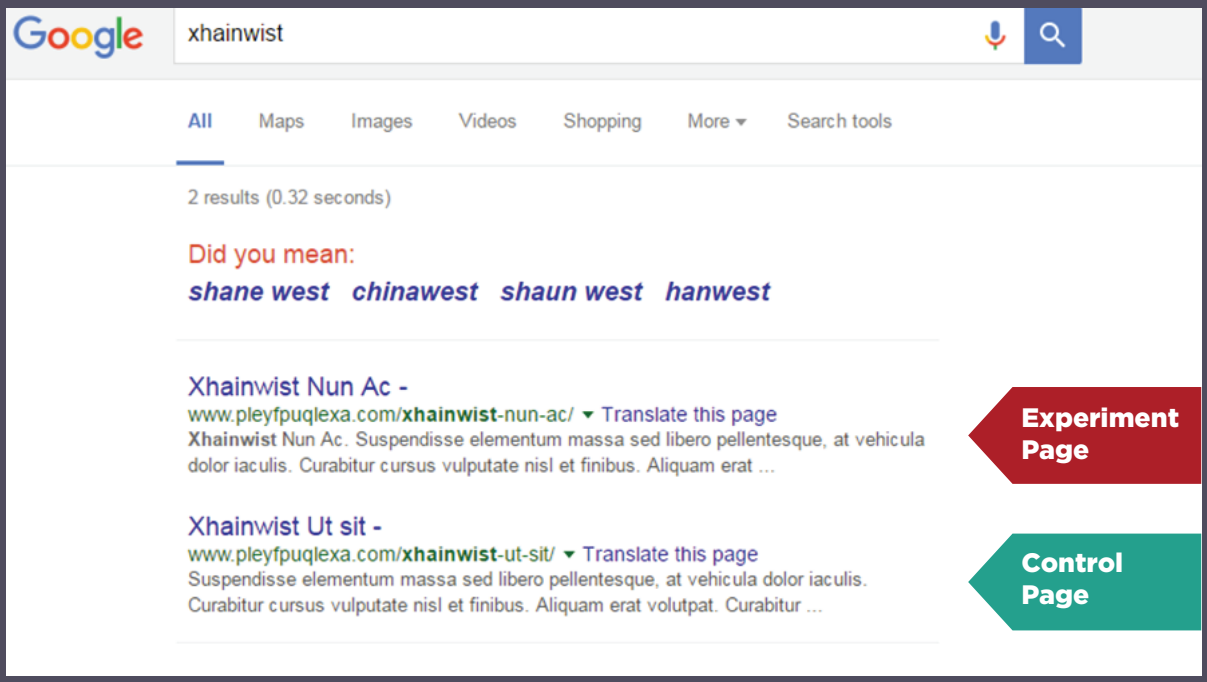
http://www.pleyfpuqlexa.com/xhainwist-nun-ac/

1. **Pages created - minimally optimized - just title/H1**
2. **Pages published at same time**
3. **Google bot render at same time**
4. **Confirmed in the index Dec 26 2015 3:41 PM CST**
5. **Google doc created - made public with link to test page:** http://www.pleyfpuqlexa.com/xhainwist-nun-ac/

Original Indexing Screenshot

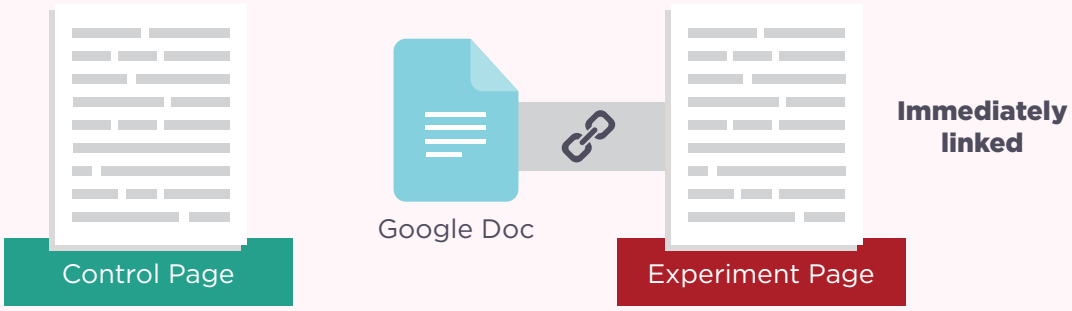


Current Results Screenshot



Notice the experiment page that received the link from a google doc is now on top

Test #2



We created **two identical pages** and **immediately pointed a link** from a Google doc at the experiment page. The experiment page immediately indexed and is **the only ranking page.** This will be interesting to watch but right now we are doubting the control page will index as the experiment page has the authority of the link.

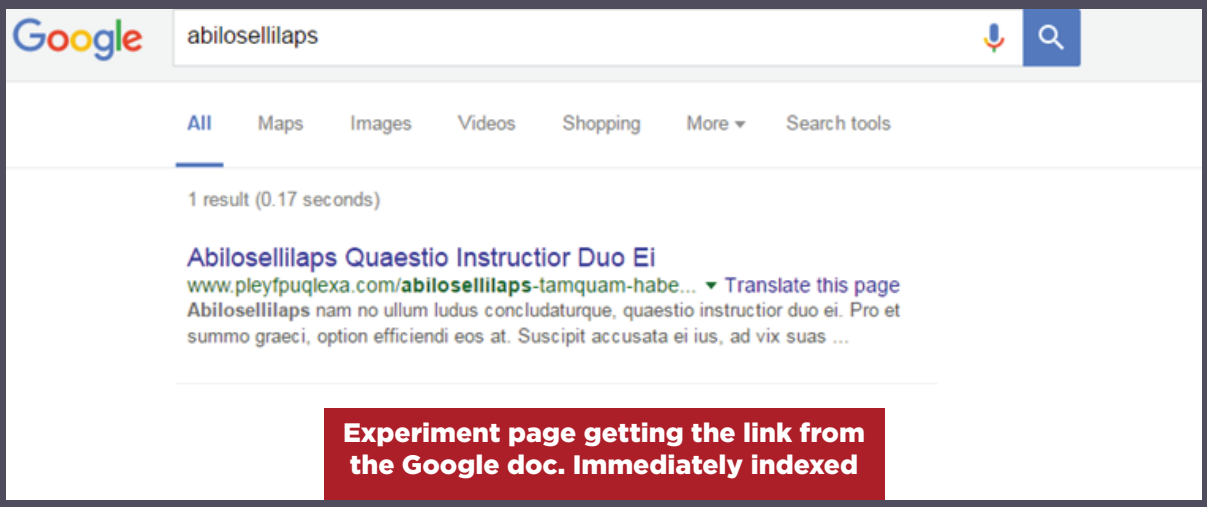
Experiment Page

http://www.pleyfpuqlexa.com/abilosellilaps-tamquam-habemus/

Control Page

http://www.pleyfpuqlexa.com/abilosellilaps-suscipi-accusat/

Screenshot



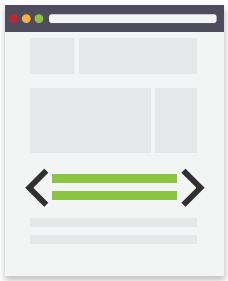
Experiment page getting the link from the Google doc. Immediately indexed

What will we test next? Could you build a PBN with google docs? What about google sheets? Especially for those that build PBN's and use google sheets to keep things organized!

DOES A PAGE WITH SCHEMA MARKUP OUTRANK THE PAGE WITHOUT?

Hypothesis

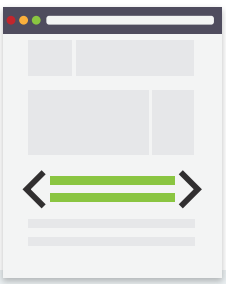
A page with schema markup outranks a page without schema markup.



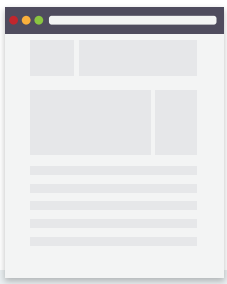
Background Info

Most SEOs are already familiar with Google's stance on schema. In September 2015, Barry Schwartz published a popular article in SearchEngineLand, where he quotes John Mueller that schema markup is not yet a ranking factor but may be a factor in the future. To our knowledge, Google has not updated this statement. As schema is supposed to help Google discover what a page is about and we were going to put the keyword in the schema, our hypothesis is that this will beat a page without schema and this is indeed a factor in Google's algo.

Set up



Experiment Page



Control Page

- Number of test pages: 2
- 400 word articles
- 2% kw density
- Experiment page had product and offer schema at the top of body tag, the control page did not.
- Both published 9th May
- Both submitted to Google at the same time

Test #1

Keyword: opzoyakings

Test one pages

Control page without schema

Meta title: Vim at tota opzoyakings. In ius quando soluta.

www.pleyfpuqlexa.com/vim-tota-opzoyakings-ius-quando-soluta-2

Experiment page with schema

Meta title: Vim at tota opzoyakings. In ius quando soluta.

www.pleyfpuqlexa.com/vim-tota-opzoyakings-ius-quando-soluta

Test #2

Keyword: zestokouslers

Test two pages

Control page without schema

Meta title: Eu zestokouslers oporteat singulis vim...eripuit

www.pleyfpuqlexa.com/eu-zestokouslers-oporteat...eropuit-2

Experiment page with schema

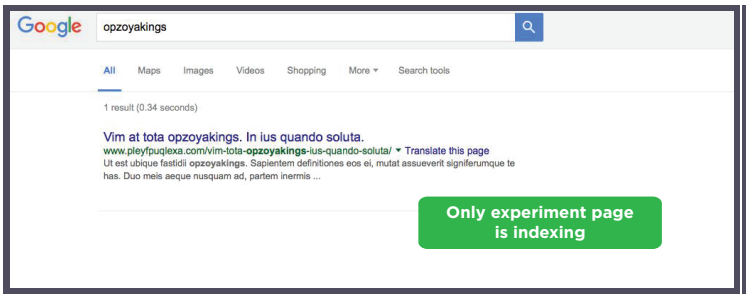
Meta title: Eu zestokouslers oporteat singulis vim...eripuit

www.pleyfpuqlexa.com/eu-zestokouslers-oporteat...eropuit

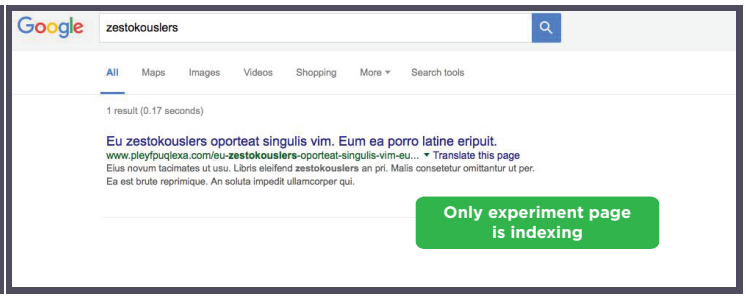
Results

In both tests only the page with schema is indexing. The pages without schema do not appear in results, even though they have been submitted to Google.

Test #1



Test #2



Analysis

Both tests confirm the hypothesis that a page with schema markup outranks a page without schema markup. Schema has been the next big thing for a long time and Google has repeatedly denied using schema for its ranking algorithm.

We think we're finally seeing schema as a factor and it is recommended to start marking up your pages. As a member of SIA, you have access to a json-ld schema generator. That tool is what was used to create the schema for this test. Now's the time to use it to take advantage of this edge before the competition figures this out!

Take Action

Get ahead of the game and use the FREE tool we gave all SIA members and start adding Schema on all of your sites. If you need help here please reach out to us!

BONUS TEST RESULTS

We have more tests we would like to give you so please keep an eye on your email for the subject line "Bonus SEO Test Results". We really hope you enjoyed these test results and invite you to join us:

www.seointelligenceagency.com/joinsia

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