



How To Do A SEO Test

By Kyle Roof

"The difference between an SEO Enthusiast and an SEO Pro is that, the enthusiast tells you something they just read in MOZ. The Pro tells you something they tested".

People who do SEO are scientists.

"If you can quantify something, you can qualify it. And if you can do that, then you can learn about it."

SCIENCE – the intellectual and practical activity encompassing the systematic study of the structure and behavior of the physical and the natural world through observation and experiment.

THE SCIENTIFIC METHOD

1. Make an observation.
2. Form a hypothesis.
3. Gather data and test it.
4. Analyze and critique the data.
5. Refine, alter, and retest hypothesis.
6. Develop a theory.

SIMPLE EXPERIMENT STRUCTURE

- 1. Develop a control group and a test group** – The control group is the group that nothing is being done to and the test group is where you do something to it and you compare the two.
- 2. Eliminate variable** – variables are things that can change and the idea is that, you want to be able to refine things to one point that you can test and then you'll know if it's a factor or no - if it's doing anything.
- 3. Keep accurate records** – Probably the hardest thing to do. Lol ;-)

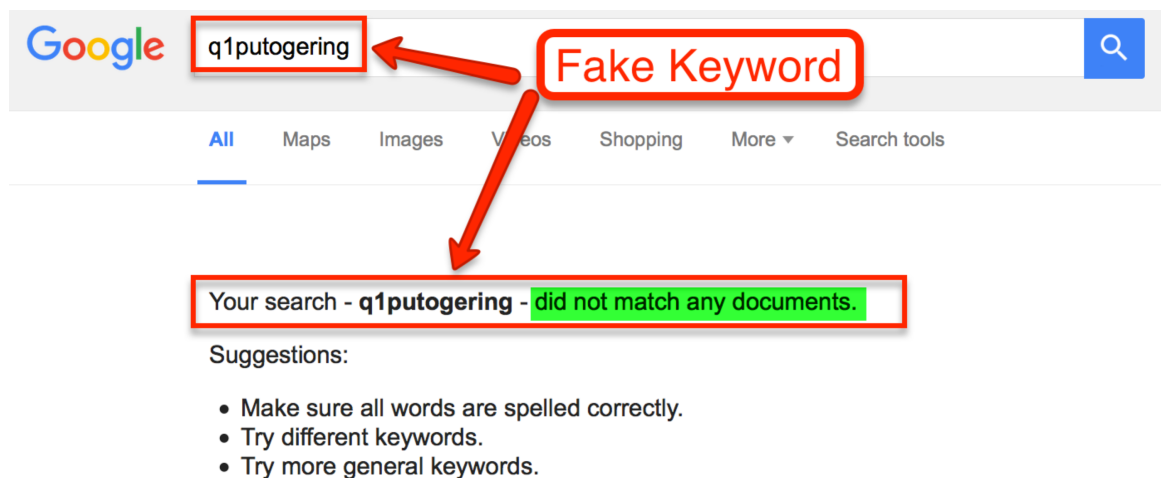
HOW TO SET UP TESTS IN SEO:

1. **Start with a fake keyword.** – the goal is to find a word that doesn't exist in Google's database. We're doing that so we know we're not competing against anybody else.

Fake Keyword Generator: <http://www.soybomb.com/tricks/words/>

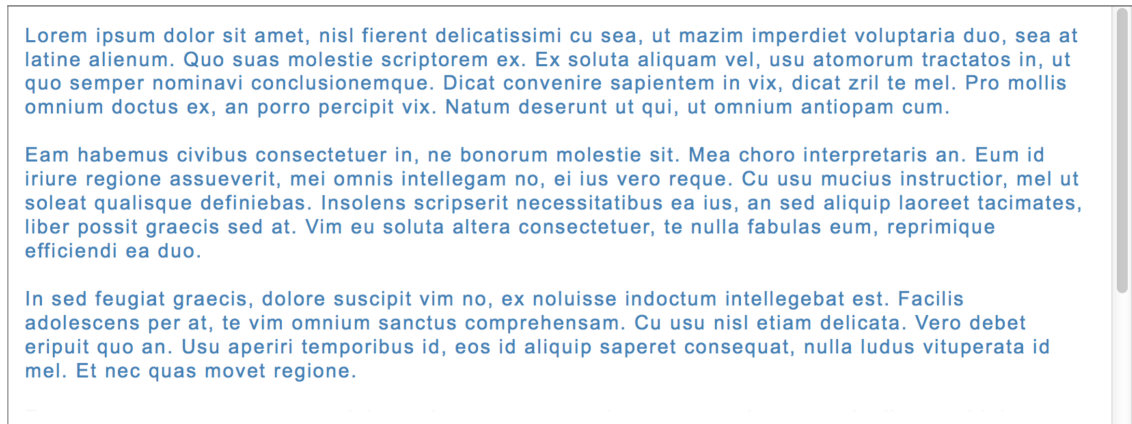
trick: add a q, j, or something to the keyword to get a 'unique' keyword.

How you know it isn't in Google database? It looks like this below when you put it into Google's search engine.



2. **Get good lorem ipsum.** – Don't start with lorem ipsum. Every time you generate lorem ipsum, make sure it is unique.

It looks like this:



Lorem Ipsum Generator: <http://generator.lorem-ipsum.info>

3. **Set Up Test Pages:** Set your pages up exactly the same (begin eliminating variables).

- 5 pages more or less
- Same lorem ipsum
- Make pages identical
- Keywords are placed in identical places
- Use bare bones template (like one we gave you)

Tip: Meta Titles need to be different so you can get all your pages to index

Example:

On a test page – fake keyword and a lorem ipsum

On a control page – fake keyword and a **similar amount** of lorem ipsum

NOTE: You might have 9 ideas, that's 9 tests. We don't want to put things together, we're trying to get down to one variable to see what's actually happening.

4. **Wait for the page to index** – You can use an indexer. If you're doing something, the exact same thing to both pages, you've eliminated a variable. So you can do the same thing to both.

Submit for Indexing:

- Publish Google Doc
- Google URL submitter
- Fetch in Search Console

There's also no problem on duplicate content because we're doing only one keyword. There are no documents in Google so there's no penalty or if there's a penalty it's equal to both pages. The point on that is, whatever you do to one, you have to do to the other un- less that's the one you're testing.

5. **View your results:** It's like Christmas. 😊

BONUS: SOME RECENT TESTS 😊

1. On-page factors
2. Meta titles should be same or different from H1
3. Traffic is a ranking factor
4. Website silos
5. Schema

MOST IMPORTANT ON-PAGE FACTORS

How many spots can you put a keyword on a page?

13 spots – meta title, meta description, meta keyword, body text, image alt, anchor link, h1, h2, h3, h4, URL, bold and italic. Like an SEO signal placement, ON-PAGE. We're not talking about linking, we're talking about in your content, in your page.

HYPOTHESIS: *H1 would be the most important.*

I created 11 identical pages. I didn't do image alt and one other thing. I left out a couple because they're factors I felt I couldn't control. I placed the keyword on each page in that SEO place.

Published them all and looked at the results.

1. **Meta title** - #1 page factor. It indexed first and it's always been first. It's the first to show up, it has never moved.
2. **H4** - last but the second factor that indexed.
3. **URL** – keyword in the URL has always been #3 or #4. It indexed 3rd and it's been right there.
4. Meta description, meta keyword, italic and bold - **were never indexed.**
5. **H3** – is a real factor. A month ago, powered to the top.

SHOULD YOUR PAGE TITLE (H1) AND META TITLE BE THE SAME OR DIFFERENT?

HYPOTHESIS: *Should be different.*

Two identical pages were created. Control page which has the H1 and the test page with meta title.

TEST: Everything was exactly the same on the page, in the body, the content. The only difference was the one had an H1 and a meta that was different and the other was exactly the same.

That's the one thing that was being tested. No penalty cause there were only 2 pages and cause we're using the same keyword that was not indexed. There's no other document to worry about.

RESULT: **Should be the same.**

ARE VISITS ALONE, A RANKING FACTOR?

HYPOTHESIS: *A page that receives a visit/traffic will outrank a page that receives no visit or traffic - it's just a visit.*

TEST: Two identical pages were created. The control page received no visits. The test page received a bot and I used supreme traffic bot once every 10 minutes.

The bot would stay on the page for 10-15 seconds and would exit without clicking on anything. So bounce rate is 100%. No time on site cause it takes about that time for the analytics to count a visit. Nothing happens, it just leaves.

RESULT: **The page getting the traffic wins every time.** It's crap traffic, the worse you can possibly imagine. It will always out- rank a page that's not getting any traffic.

Now YOU create some tests and see what you can find the truth of.

OTHER PITFALLS TO AVOID

- Sites will scrape your test sites and give you backlinks that will mess up your results – use htaccess.
- If you are testing factors on multiple domains against each other, you'll probably run into problems – fresh domains can pick up small ranking factors that you are unaware of which will invalidate your results.
- Cross contamination between tests: menu links containing keywords will invalidate results. Avoid menu links.
- Make sure your fake keyword is not the same with any word in your lorem ipsum.

INSIDER TIPS: If a keyword is about 40% MOZ difficulty score and real competition is 100% or less, I know it's about 5-6 months to get to the 1st page.

Pages that linked out from the top-level menu ranked higher than pages that are just on the post or sidebar. **The menu links at the top are much more valuable.**

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