

Stack 2

Group 2

Set 2

Study #126: Does Putting the Target Keyword in the MainEntityOfPage Schema Affect Rank?

- We like MainEntityOfPage as it is a good practice when using schema. Unfortunately, we **can't say for certain** that it will improve your ranking.

Study #127: Looking for a Schema Hack: Putting a Target Keyword in SearchAction Schema

- We **can't say for certain** that it will improve your ranking. Nevertheless, we recommend using this schema type on your pages.

Study #128: Does a Second Link with Unique Anchor Text Pass Juice?

- Google **counts them both** and each will pass juice.

Study #129: Are Relative Links Bad for SEO?

- **No.** We would recommend using both absolute and relative links.

Study #130: Ecommerce Test 2: More Content or More Products on Category Page?

- **No clear winner.** The SERPs never moved, but it could be because of the way the test was set up.

Study #131: Can You Beat an H1 with H2s?

- **No.** The test page containing multiple H2s was unable to overcome the pages containing a single H1, despite eventually containing a total of 6 H2s.

Study #132: Can You Beat an H2 with H3s?

- **No.** We recommend optimizing your pages for the number of H3s as it appears that Google is rewarding it.

Study #133: Can You Beat an H1 by Increasing the Keyword Density in the Body Content?

- **Yes.** The experimental page was able to overcome four other pages containing an H1 tag by increasing its keyword density from a mean of 2% to 2.6%.

Study #134: Is Dwell Time a Ranking Factor?

- **No.** Dwell time is a non-factor or a negative factor.

Study #135: Does the H1 Position Affect Ranking (Above or Below H2)?

- **Yes.** The main point of the page should be the H1 and the supporting points should be listed underneath the H1.

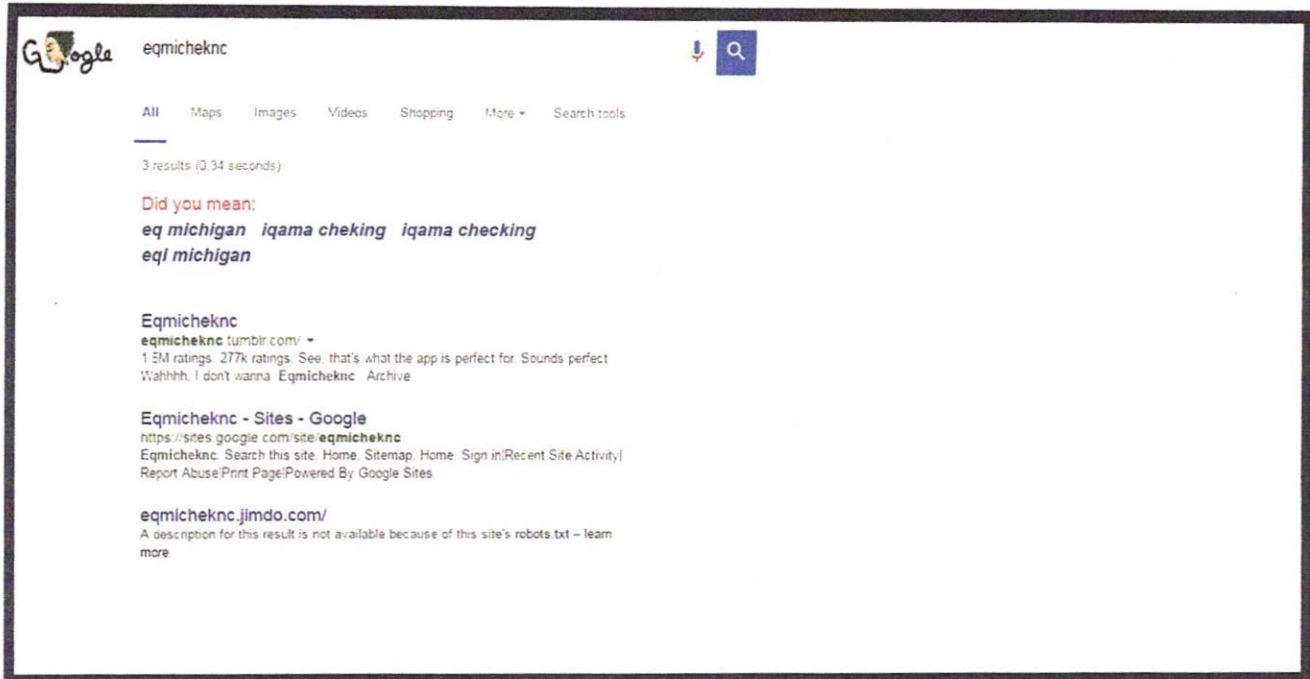
Study #136: Testing the Strength of Internal Links in a 30-page Test

- It took just **2 internal links** to move the test page from position #30 to position #1.



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Given that the results may change once we release this and people start clicking we wanted to show you the results that are there before the clicks start:



**Where do you
submit web 2.0's?**

**Please let us know as
we are going to test a
second batch!**

Stay Tuned

**Ones to avoid
(these sites never indexed):**

LiveJournal

about.me

webs.com

Jury is still out on:

Zoho Sites this site indexed quickly and was doing great. However, the site was dropped from the index even though the page wasn't removed.

Hubspot Hubspot has a great filter and will shut down fake accounts quickly. If you are doing something slightly on the shady side: avoid Hubspot. If you are able to put up good content, still consider using Hubspot as Google probably rewards Hubspot for its diligence in weeding out spam.

If you are definitely doing spam, these three are your go to's:

Tumblr

Google Sites

Jimdo

Here are the exact sites with links and the results.

	Sites	DA	Created URL	Day 1 9:49 AM PST February 12, 2016	Day 2 9:19 AM PST February 13, 2016	Day 13 2:00 PM PST February 24, 2016	Day 20 12:15PM PST March 3, 2016	Day 38 2:05PM PST March 21, 2016
1								
2	http://tumblr.com	98	http://eqmicheknc.tumblr.com	not indexed	not indexed	Rank 2	Rank 2	Rank 1
3	https://wordpress.com	96	https://eqmicheknc.wordpress.com/	not indexed	not indexed	not indexed	Rank 4	page removed
4	http://hubpages.com/	89	http://hubpages.com/@eqmicheknc	not indexed	not indexed	page removed	page removed	page removed
5	http://livejournal.com	94	http://eqmicheknc.livejournal.com/	not indexed	not indexed	not indexed	not indexed	not indexed
6	http://zohosites.com/	80	http://eqmicheknc.zohosites.com/	Rank 2	Rank 2	not indexed	not indexed	not indexed
7	http://blogger.com	92	http://eqmicheknc.blogspot.com/	not indexed	not indexed	Rank 1	Rank 1	page removed
8	https://about.me	89	https://about.me/eqmicheknc	not indexed	not indexed	not indexed	not indexed	not indexed
9	http://webs.com	89	http://eqmicheknc.webs.com/	not indexed	not indexed	not indexed	not indexed	not indexed
10	http://jimdo.com	92	http://eqmicheknc.jimdo.com/	Rank 3	Rank 3	Rank 4	Rank 5	Rank 3
11	https://sites.google.com	100	https://sites.google.com/site/eqmicheknc/	Rank 1	Rank 1	Rank 3	Rank 3	Rank 2

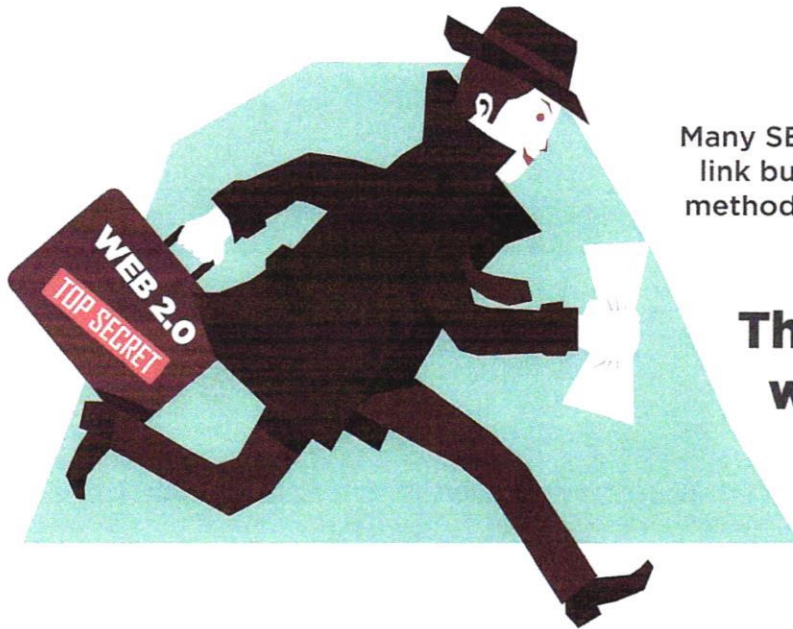
Note

We think it will probably be fun for you to get involved and "see" what things look like so we are giving you the full URL's. However, results will change as people click around so keep that in mind.



SEO Intelligence Agency Test #5

WHAT ARE THE STRONGEST WEB 2.0'S?



Many SEO's use web 2.0s as buffer layers for link building. Additionally, you'll often see methods on building 'high quality' web 2.0s as tier 1 links.

...

The question is then, which are the best ones to build?

Using Domain Authority as a guide we built out 10 web 2.0s. To eliminate as many variables as possible, we limited the text on the page in an effort to just get the target keyword in the url. This would allow us to see which web 2.0s are the strongest, just based on the strength of the domain alone.

From this list the ones to build in order of strength:

1

Blogger.com

2

Tumblr

3

Google Sites

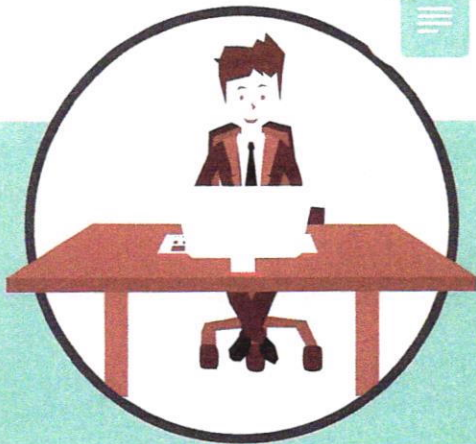
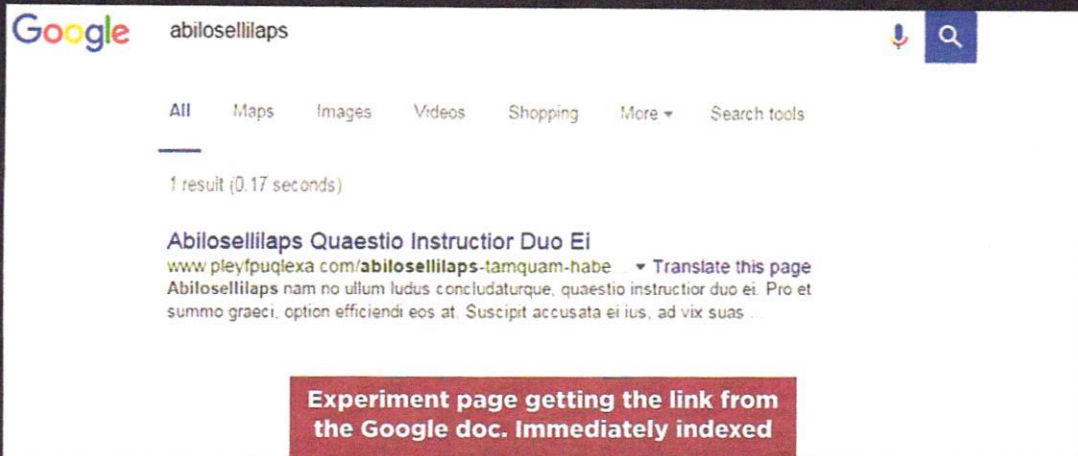
4

Wordpress.com

5

Jimdo

Screenshot



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!

Stay Tuned!

Current Results Screenshot

Google xhainwist

All Maps Images Videos Shopping More Search tools

2 results (0.32 seconds)

Did you mean:
shane west chinawest shaun west hanwest

Xhainwist Nun Ac -
www.pleyfpuqlexa.com/xhainwist-nun-ac/ Translate this page
Xhainwist Nun Ac. Suspendisse elementum massa sed libero pellentesque, at vehicula dolor iaculis. Curabitur cursus vulputate nisl et finibus. Aliquam erat ...

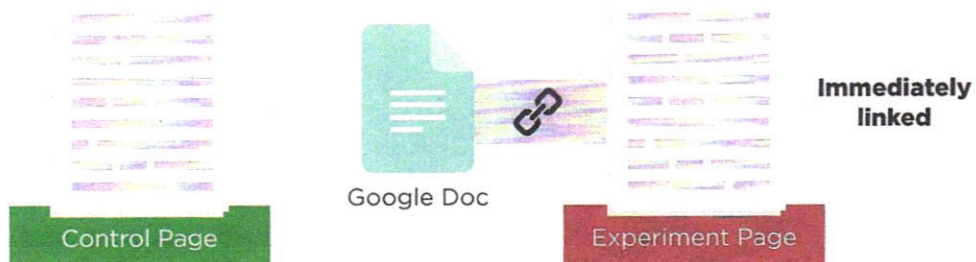
Xhainwist Ut sit -
www.pleyfpuqlexa.com/xhainwist-ut-sit/ Translate this page
Suspendisse elementum massa sed libero pellentesque, at vehicula dolor iaculis. Curabitur cursus vulputate nisl et finibus. Aliquam erat volutpat. Curabitur ...

Experiment Page

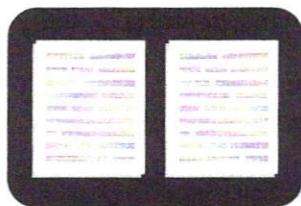
Control Page

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

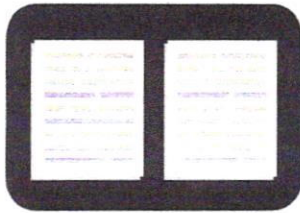
<http://www.pleyfpuqlexa.com/abilosellilaps-tamquam-habemus/>

Control Page

<http://www.pleyfpuqlexa.com/abilosellilaps-suscipi-ac-cusat/>

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

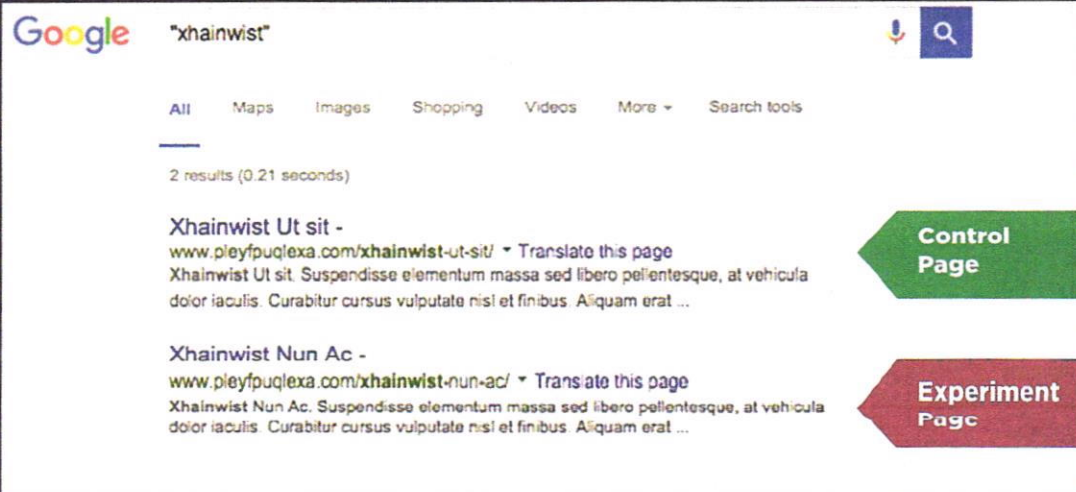
Confirmed in the index Dec 26 2015 3:41 PM CST

5

Google doc created - made public with link to test page:

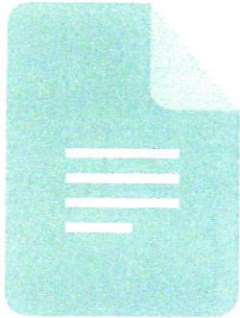
<http://www.pleyfpuqlexa.com/xhainwist-nun-ac/>

Original Indexing Screenshot





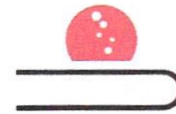
SEO Intelligence Agency Test #4



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:



Control Page



Google Doc



Experiment Page

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.

CONFIRMED TOP FACTORS FOR ON-PAGE KEYWORD PLACEMENT:

- * Meta Title
- * Body Content
- * In the URL
- * In an H1

The big take away from this test is that the Meta Title is still the undisputed champion in on page SEO signals. How many times do you see struggling sites with pages and pages of duplicate meta titles? The key is to ensure that meta titles are unique (for each page) and contain the target keyword.

A signal that most people probably miss is in the URL. I don't know how many times I've looked at a page to diagnose 'why this page isn't ranking for Keyword X' when the URL is www.site.com/about or www.site.com/our-services" If you aren't going to put the keyword in the #3 or #4 spot then you're going to face an uphill battle. A better option is www.site.com/target-keyword.

You'll notice that the keyword in bold is ranking well. That sort of jump into the top 5 for a traditionally secondary keyword is not uncommon. You'll see secondary factors jump up and move down from time to time. As such, I wouldn't run out and put a bunch of bold text on a target page based on this one test. However, it is never a bad idea to bold something on a page that a.) makes sense to do so and b.) contains a target keyword. If your resources are limited or you're facing a stubborn client, I would draw a line in the sand on getting an H4 on the page before some bold text.

A really important insight comes from the H1 and H2 test pages. On those pages Google has ignored the meta title that I used and chosen to use what it felt is most important to the particular search. We have known for some time that Google will ignore meta data and use what it wants to use. Now we have the insight into the places that Google will look for the title to display in SERPs. First it will look to the meta title you have written, it will then look to the H1 and H2 signals.

In this test, meta description and meta keyword have not indexed, and from experience I can tell you that they may never index.

I find it very interesting that the image alt is ranking last. It will be worth watching this test over the next few months to see if things change.

TOP SECRET



SEO INTELLIGENCE AGENCY REPORT No.3

Critical OnPage Factors

OBJECTIVE: Determination of most important on-page factors in SEO

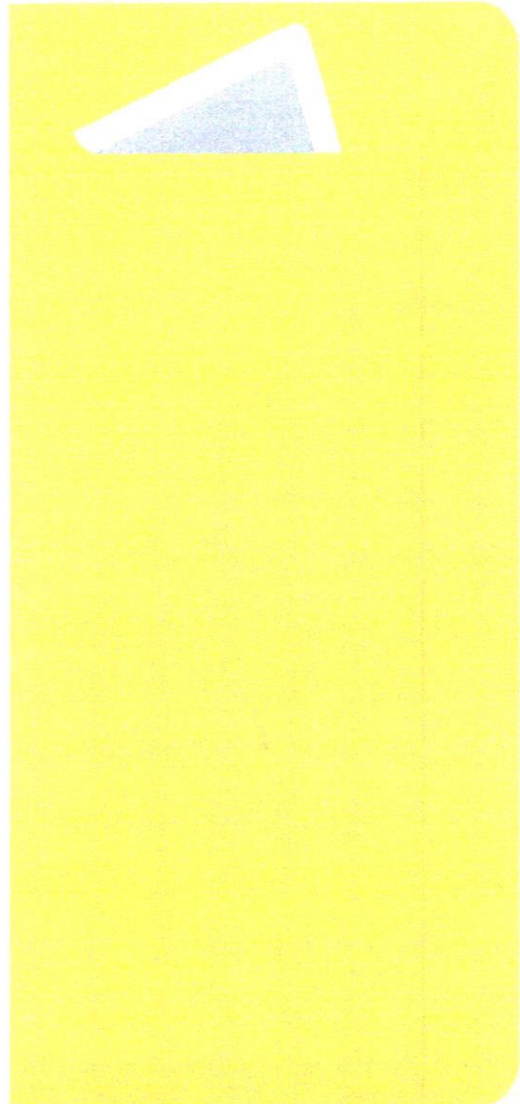
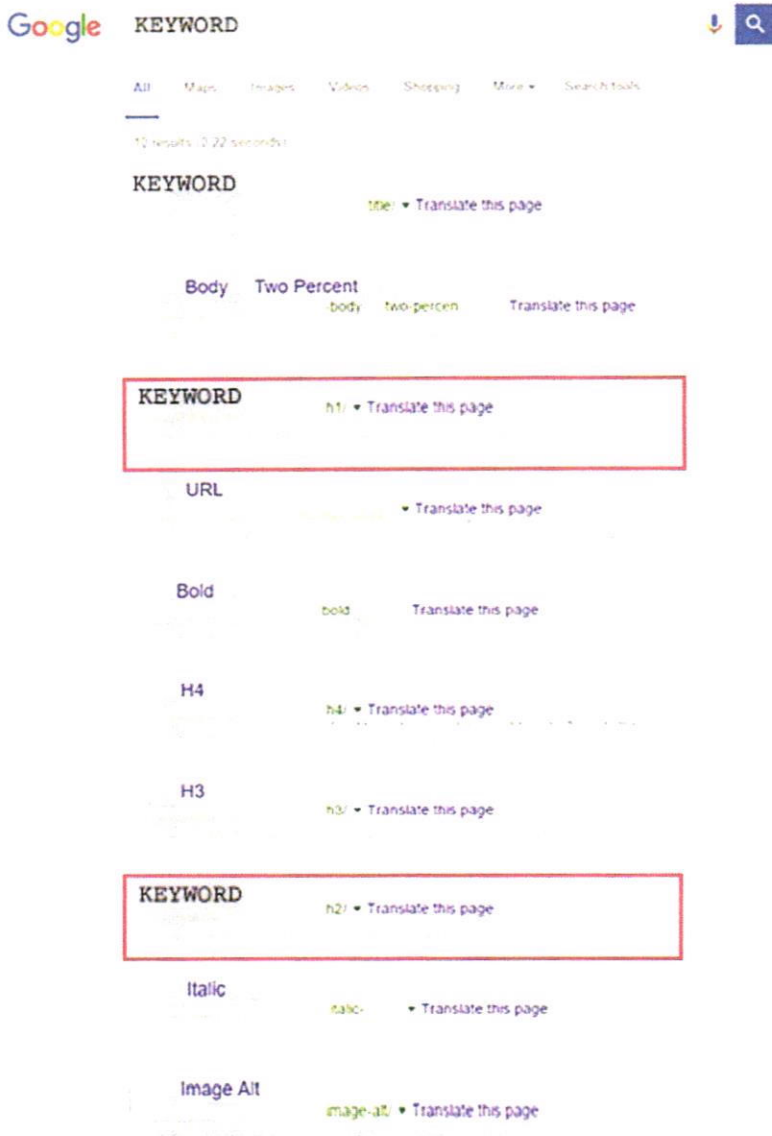
TARGET KEYWORD: "s██████████"

FACTORS TESTED:

- * In the URL
- * Meta title
- * Meta description
- * Meta Keyword
- * In the Body at 2% density
- * In an H1
- * In an H2
- * In an H3
- * In an H4
- * As a bold word
- * As an italic word
- * In an image alt

CLASSIFIED

Twelve pages were created, one for each on-page factor. Rankings were as follows:



CONCLUSION

This myth is completely



Wrapping an Img Alt in an H1 does NOT produce a super SEO indicator that will out rank a regular H1.

Here are our test results FOR YOUR EYES ONLY

	A	B	C	D	E	F	G
1	Keyword	URL	Description	Launch	Ranking -		
2			H1 as text	Jan 18th 1:55PM	1		regular H1 beats the image H1
3			H1 as Alt Text		2		I then ran it with 4 duplicate pages against 1 image page and it still can't win
4							
5				Jan 18th 2:54 PM			
6			H1 as text			Jan 21st 10:37 AM	
7			H1 as text		1		1
8			H1 as text				
9			H1 as Alt Text	Jan 18th 2:50pm	2	Jan 21st 10:37 AM	2
10							

TOP SECRET

ROUND TWO

The same test was applied to a different keyword in Round 2, but with additional H1 text pages.

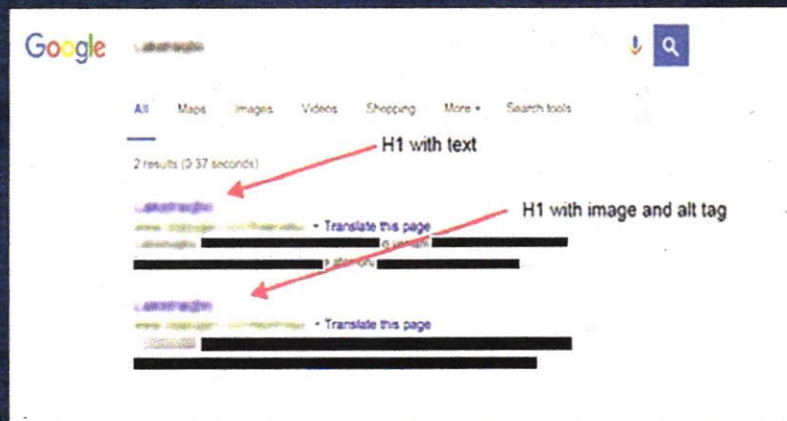
In this test, four Img Alt H1 pages were created to go against one H1 text page.

The idea on Round 2 is to place the experiment page against a larger field to see if it will still rank in the #1 spot.

THE RESULTS

The results were identical to Round 1.

One interesting thing to note is that Google only indexed one of the Img Alt H1 pages and left the other three pages out.

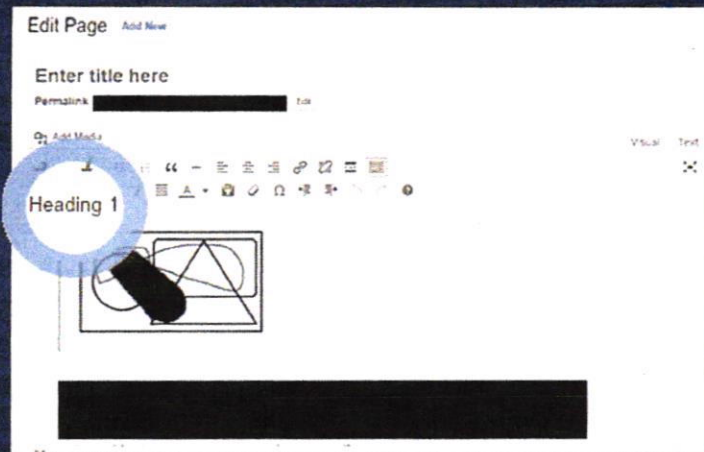


ROUND ONE

In Round 1, I created two identical pages. I put the target keyword in a regular text <H1> on the control page. On the test page, I used a generic image and put the target keyword in the Image Alt tag.

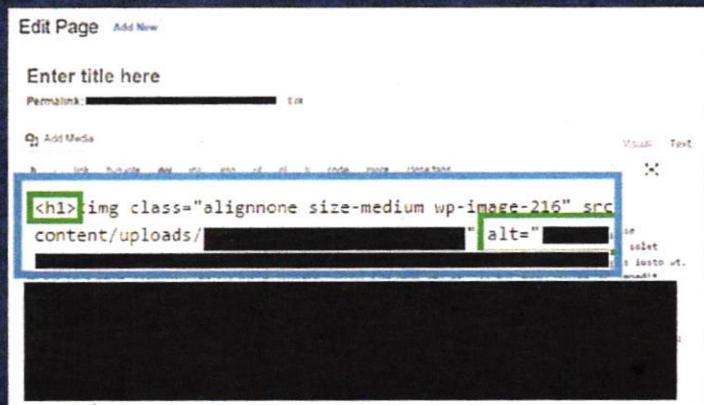
CONTROL PAGE

I put the target keyword in a regular text <H1> on the control page.



TEST PAGE

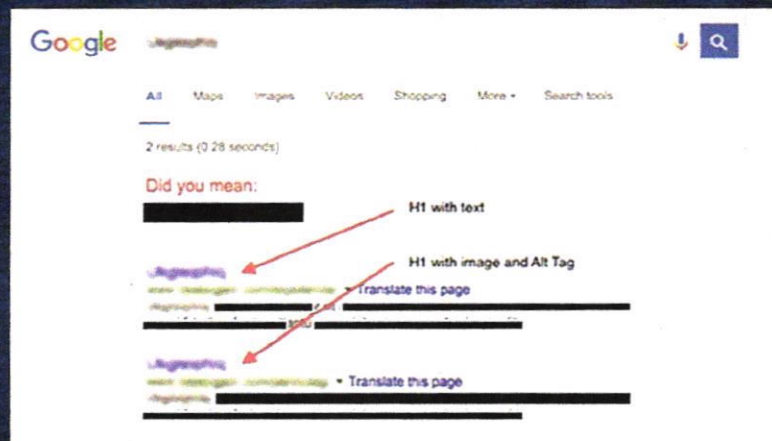
On the test page, I used a generic image and put the target keyword in the Image Alt tag. In the WordPress text editor, I then wrapped the image in an <H1>.



The text H1 and image H1 were the only locations containing the target keyword. Both H1's were placed at the top of their respective pages. The image file name did not contain any text, only numbers, and I made sure to strip any other tags from the image.

THE RESULTS

The pages indexed and ranked within a few minutes of their simultaneous launch. The regular H1 was the winner.





SEO INTELLIGENCE AGENCY Report No.2

MYTHBUSTING <H1>

NINJA HACK?

An SEO friend, let's call him 'Jack,' contacted me with this possible ninja hack. Jack was brought in to consult for a large company. This company already had an in house SEO who claimed he had a ninja hack. The in house SEO was using the knowledge of the ninja hack to discredit Jack in the eyes of the higher ups.



VS



OR NINJA QUACK?

This is not an uncommon occurrence in our field. The in house SEO claimed that an image containing the target keyword in the image alt, wrapped in an H1, will beat a regular text H1. Jack called me up to see if I had heard anything about this. I hadn't, but knew we could easily put this supposed ninja hack to the test.