

Stack 2
Group 2
Set 1

- Only Chad Focus had access to the confidential SEO laws and search engine strategies.
- Arrington was the guru who made partnerships and relationships that Wump Agora could profit from.
- Black hat SEO had underground net work that Arrington was apart of. To use Arrington SEO systems Bret Holmes made a deal to give him Amex freedom.

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SEO Intelligence Agency



Dear SIA Agent,

Since we have been putting the FULL explanation of the studies in the member's area, we have been experimenting on how to deliver quicker reads with the most permanent information. Thus, in this quarterly mail out, we have included ALL our tests in the simplest form for you to get answers quick.

For the most part, as you will see, we have the Study #, what we tested in the study, and the RESULT, plain and simple.

But, we do encourage you to go into the member's area to read the full analysis and see the screen shots of each study, but also because there is SO much incredible information that is being archived in there.

As you may know, we have started to send out daily summaries of the Skype group which has been an incredible asset to our already growing resource files. We are now looking at ways to categorize this information for quick searches as well.

Right now, the member's area holds two under utilized resources. The first is the "Resource" menu item that holds a help style interface so you drill down on resources, then the other is the "Putting" it together section. In that section, look at the help area that reveals "How we do it". You will find an extraordinary amount of tutorials based mostly on Kyle's weekly chats.

And at last, I want to encourage you to attend those weekly chats AND the Skype group if you aren't. In both spaces, you can ask any SEO question you like and most likely, someone will have the answer. It is another great resource of this incredible community. USE IT!!

In the future, our quarterly ship outs will include a cultivated round up of some of the best shares from Skype, FB and the the Chats with Kyle. We know you are ALL busy and do not have time to read or listen to everything so we will do our best to make sure you hear about the Golden Nuggets :)

Sincerely,

Dori

Example of Golden Nuggets from the Skype Group

TOPIC: John Mueller Google Notes (by Joshua Bachynski)

- June 26 AWESOME JM czec hangout
 - John Mueller said when Google says "rolling out globally" often they just mean US and Canada (!!!!! Explains why it seems like penguin and Panda don't run in other languages)
 - robot out a forward page and Google will not see the forward
 - Fully admits there are "machine learning algorithms trying to determine what websites have quality content and may accidentally determine something close to authorship." This means they are watching all factors and making a profile of either spam or good including authorship, who made it, who goes there, and everything else
 - Says the open graph project is now done and so their auto title writing algorithms are not very good and so you can see significant SEO and traffic increases by having good titles
 - Maintains that even improving your speed by .2 or .3 seconds will be better for the user and implies this would be better for SEO
 - Maintains that the mobile first index will only spider the mobile version of the page that you send so if content is missing it will not be in their index (!!!!)
 - In the same conversation he strongly implies that conversions on forms that have many input fields are an important ranking Factor and will continue to be especially on mobile when the mobile first index rolls out and their ranking sites based on mobile signals
- JM On Jun 27
 - [John Mueller] did confirm that they do read the alt and title attributes and that these could have keywords in them (and should for image search) but not stuffing.
Josh: It's a good opportunity to put synonyms and partial match keywords in there of a slightly different variation, if anything – or leave alone or risk going above threshold
 - He also confirmed that these keywords count towards over optimization and not to put a paragraph in there
 - John Mueller implies that some speed factors are direct ranking factors (josh must be time to First byte it's the only one he didn't mention elsewhere, Not paint time he said that and everything else was a user issue, that this was an indirect or eventual ranking Factor was openly discussed and clearly implied)
 - And that amp does have ranking factors, above and beyond speed, he disagreed with llyes tweet that it is just speed. Josh: the guy at Google who runs amp did Clearly say there would be a ranking boost for amp pages that again was clearly and openly discussed and obvious to them as much as John Mueller tried to awkwardly avoid that part of the conversation
 - JM reconfirmed that desktop sites will be ranked on mobile factors but would not confirm that desktops would be penalized for poor mobile quality for example. Implying that they will.

TOPIC: 10 Things to Do After Your Google Rankings Drop (by Ted Kubaitis)

- 1. Check your on page competitive SEO factor metrics
- 2. Check if the drop coincides with a recent deployment or config changes (a.k.a. bugs)
- 3. Check with customer service for any clues from customers
- 4. Check with network admin for any issues on systems or networks
- 5. Check GSC for alerts, errors, and other issues.
- 6. Check web application server logs errors and attacks
- 7. Check reporting to see if ranking drop affects revenues
- 8. Check if issue is actually a change in origin traffic
- 9. Check for algorithm updates
- 10. Check for seasonal/situational factors in organic traffic/conversion changes

TOPIC: Embedded Schema VS Data Highlighter in Google Search Console

- Any thoughts on whether embedded Schema is better than using the data highlighter in 'Google Search Console'. By better I mean, does Google pick it up more quickly or show any preference to showing it? - Simon White
 - Better to use Manual. - Michael Chrest
- Wasn't there a test what happens if you used both (duplicate) Json and the other type (rdf?) together on the same page? Referencing to schema of course. - John Battaglini
 - There wasn't a test but you can use two different versions in order to get different things marked up. One, and probably the only, reason you would want to do that is that Bing doesn't read JSON-LD, so microdata markup is needed if you want to leverage them. - Clint Butler
- Is there any sort of penalty applied if you are using both? For example for a local business address? - John Battaglini
 - I can't imagine that it would be, you just have to be smart about it and not go nuts. For Bing, I would just add micro data for your address. - Clint Butler

RESOURCES/GOOD READS:

- <https://news.slashdot.org/story/17/07/24/0032245/amazon-report-predicts-pet-translation-devices-by-2027>
- <https://www.seroundtable.com/rand-fishkin-to-leave-moz-24146.html>
- <https://www.seroundtable.com/seo-doomed-24191.html>
- <https://www.searchenginejournal.com/google-search-ranking-drop/206678/?ver=206678X2>
- <http://www.ppchero.com/why-if-function-ads-need-to-be-in-your-testing-rotation/>
- <https://www.semrush.com/blog/how-much-pay-for-seo/>



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The One Liner Report

Study 1: On-Page Word Count

- The **1000-word page** won the #1 spot!

Study 2: Myth busting: Image ALT Wrapped in H1 Vs Regular Text H1

- **No**, wrapping an img Alt in an H1 does NOT produce a super SEO indicator that will out rank a regular H1.

Study 3: Critical On-Page Factors

- The top 4 confirmed on-page keyword placement factors are:
 - 1) In the Meta-title
 - 2) In the body content
 - 3) In the URL
 - 4) In the H1

Study 4: Do Google Docs Pass Link Juice?

- **Yes**, Google Doc Links pass juice.

✈ Study 5: What are the Strongest Web 2.0s?

- The top Web 2.0s in order of strength are:
 - 1) Blogger.com
 - 2) Tumblr
 - 3) Google Sites
 - 4) Wordpress.com
 - 5) Jimdo

Study 6: No Follow Vs Do Follow

- **No valuable data on no-follow**, the test instead gave a look into the deeper workings of Majestic.

Study 7: On-Page Word Count (Part 2)

- The **1300 words take the lead** and then rankings decline with additional words added.

★ **Study 8: Best of Web 2.0 (Part 2)**

- The top 5 Web 2.0s in this run are:
 - 1) Kinja
 - 2) Wikidot
 - 3) Isuu
 - 4) Medium
 - 5) Edublogs

Study 9: Is Duplicate Content a Negative Factor?

- **There was no impact** – they have neither been harmful or noticeably beneficial.

Study 10: E-Commerce Silo URL Structure

- The test page without the /product/ in the URL wins but in the following test with an actual Woocommerce page, the Woocommerce page wins!

Study 11: Original Vs Stock Images

- The stock image wins!

Study 12: Myth Busting: Overuse of ALL CAPS

- **This myth is confirmed!** The page with no caps indexed first and continues to maintain rank.

Study 13: Myth Busting: Should You Only Place the Keyword Once in the Title Tag?

- **This myth is busted!** Having a keyword in the title tag 2x is not “over-optimization”.

Study 14: Word Count Round 3

- Somewhere between 1100 and 1600 appears to be the sweet spot. Still **shoot for around 1300**.

★ **Study 15: Web 2.0 Round 3**

- Top sites from round 1 and round 2 were placed head to head and these sites rose to the top:
 - 1) Tumblr
 - 2) Academia.edu
 - 3) Ucoz.site
 - 4) Wikidot

Study 16: Does a Page with Schema Markup Outrank the Page Without?

- **Confirmed!** Pages with Schema Markup outranks pages without Schema.

Study 17: Myth Busting: Should You Optimize Your Meta Titles For Clicks Rather Than Keywords

- **The myth is busted.** The meta title that is optimized for the target keywords will beat the meta title that isn't.

✍

Study 18: Exact Match Domain Vs Partial Match Domain

- **Exact Match Domains still work** and they will beat bot ha partial match domain and a random domain.

Study 19: Can You Over-Optimize Anchor Text?

- **No**, the test page that was bombarded with links shot to number 1 and has stayed there!

Study 20: Home to Home Page Link Vs Link to a Relevant Internal Page

- **Myth confirmed!** The link from the homepage to the homepage ranked above the link from the homepage to a relevant internal page.

Study 21: Does a Page with a Link from a YouTube Video Outrank a Page Without

- **Yes**, YouTube links are a ranking factor!

Study 22: Does a Page with a Link from a Facebook Post with Likes and Shares Outrank a Page Without

- **Yes**, pages with links from a Facebook post with shares and likes (especially shares) will outrank an identical page without.

Study 23: Will You Get Penalized for Buying Links

- **No** - The test page with spam links moved to number 1!

Study 24: Myth Busting: Should You Optimize a Page for Multiple Keywords?

- **The myth is busted!** The page optimized for 1 keyword beats a page that is optimized for 4 keywords.

Study 25: Myth Busting: LSI Vs Keywords

- **The myth is busted.** The page that only uses the target keyword beats a page that uses the keyword 1 time and then uses LSI/keyword variations.

Study 26: Trust Flow Building Round 2

- **Full link juice is clearly not passed.** It seems possible that Majestic's algorithm has the ability to account for spammy links and passes metrics accordingly.

Study 27: Does Syndicated Duplicate Content Hurt or Help?

- Linking identical content to identical content is **not a good idea** – the test page dropped one spot!

Study 28: Myth Busting: Keywords First in Meta Title?

- **This myth is busted.** Keywords in the middle/end of the title tag beat keywords at the beginning

Study 29: Open Graph Vs No Open Graph?

- The page with Open Graph is the only page to index and rank.

Study 30: Link Echoes: Do Deleted Links Still Help Boost Rankings?

- **After 2 weeks, the link echo remains.** The page that moved to the #1 spot is still ranking #1.

Study 31: Is Page Speed a Ranking Factor?

- Page load time, what is commonly referred to as page speed, **is not a ranking factor.** Although Time to First Byte (TTFB) might.

Study 32: Does AMP (Accelerated Mobile Pages) Outrank a Regular Mobile-Friendly Page?

- While AMP pages may become a ranking factor in the future, **they are not a factor right now.**

Study 33: What Does It Take to Get You an Unnatural Link Penalty

- **The test page bombarded with links ranked and still continues to rank** at the number one position.

Study 34: Which Are the Strongest Infographic Sites

- **Only vi.sual.us is being indexed.** Most of the infographic sites are in manual review and we have to wait and see.

Study 35: Do Naturally Written Title and Meta Tags Get Better Click Through Rates

- **This myth is busted!** In our test the keyword stuffed result produced in total the highest CTR.

Study 36: Do More Backlinks from Social Media Super Charge Rankings?

- **The links were able to move the test pages up to one spot** which isn't really exciting when we were able to get the same results from just one link in other tests.

Study 37: 2.0 Web Syndication 2.0

- **Stick with the Web 2.0s that we have tested** and are strong and the safest way is to only use a description and most likely, a good spin.

Study 38: Can You Build Links to a Page's WP-Admin to Boost Rankings?

- Unfortunately, there has been **no movement.**

Study 39: Will a Page with an Outbound Non-Hyperlinked Link to a High Authority Site Outrank a Page Without One?

- Non hyperlinked links work but the link needs to be authoritative and contextually relevant.

Study 40: How Much Original Text is Required for a Page to be "Unique"?

- There needs to be at least a **50/50 ratio** for a page to be determined unique. It appears that this is regardless of how many words are used, the ratio is the important metric.

Study 41: Does a Page with "Lean" Code Beat a Page with a "Bloated" Code?

- The experiment page with the **bloated code dropped** to the bottom of the SERPs!

Study 42: Do You Lose Link Strength When You Use a Link Shortener?

- The page receiving the shortener had a higher CF than the page receiving the regular link. It's possible that Majestic is identifying it as 'a little more spammy' than the regular link.

Study 43: Is Bounce Rate a Ranking Factor?

- **Yes**, Bounce rate is a clear ranking factor!

Study 44: HTTP Vs HTTPS: Does One Outrank the Other?

- Google uses https as a ranking factor!

Study 45: Subdirectory Vs Subdomain: Which Outranks the Other?

- In each test, the **subdomain wins!**

Study 46: 6 Tests in 1: Testing Linking Stacks Using Google Properties

- **Use Google Properties** – Google Docs, Youtube, etc. Videos are very strong and they will continue to.

Study 47: Does Using Cloudflare Boost Your Rankings?

- **No**, Cloudflare, in and of itself, is not a ranking factor.

Study 48: Do You Lose Link Strength When You Use a Link Shortener (Part 2)?

- TF/CF ratio is the critical point of Majestic's metric. Even though the shortened link sent 'more' TF than the regular link, the TF/CF ratio is much worse.

Study 49: Does Compressing Images Boost Your Rankings?

- **No**, Image compression is not a ranking factor.

Study 50: Does the Use of Social Adr Boost Your Rankings?

- **Yes**, SocialAdr produces positive ranking signals!

Study 51: Which Link Shortener is "Better" to Send to a Ranking Page from a Google Doc?

- **Google shortener seems to transfer the full amount of juice.** One advantage to Capsulink is that you can change the destination URL so there could be value in losing a little juice but able to use the link multiple times.

Study 52: Which Link Shortener is "Better" to Send to a Ranking Page from YouTube?

- **Google shortener and Capsulink** boosted the rankings to #1!

Study 53: Do PDFs Pass Link Juice?

- **Confirmed!** A link in a PDF passes juice and positively affects rank.

Study 54: Search Volume Test: The Keyword Planner Vs Reality

- The Keyword Planner actually **overestimated** the average monthly search volume

Study 55: Blackhat Special: Do .gov Redirect Links Affect Rank?

- **No**, this blackhat trick is not producing results.

Study 56: Determine Relative Strength of an Internal Link?

- **It took just two internal links** (using a silo structure) to beat the external link - proving that internal links are relatively powerful!

Study 57: Is Latent Semantic Indexing (LSI) a Ranking Factor?

- **Yes**, LSI is a ranking factor!

Study 58: User Metrics: Is Time on Site a Ranking Factor?

- While we obtained positive movement, it's **not conclusive** that it was because of time on site alone and could have been because there were more visits to the page than the other test pages.

Study 59: User Metrics: Is Google Analytics Conversion a Ranking Factor?

- **No**, Conversions are not a ranking factor.

Study 60: Myth Busting: Hacking Bounce Rate – Can it be Done?

- **Confirmed!** You can change the way Google Analytics records both bounce rates and Avg Session Duration by adding an event to Google tag manager

Study 61: Does Google “See” (and Index) Content That is Hidden in an Accordion/Drop Down Tab?

- **Yes**, Google sees and indexes content in these hidden areas.

Study 62: Is EXIF Data on Its Own a Ranking Factor?

- **No** - EXIF data, in and of itself, is not a ranking factor.

Study 63: Do Brand Mentions as Implied Links Affect Rank?

- **No**, there have been no changes in the SERPs.

Study 64: PNG vs JPG: Is There A ‘Better’ Image File?

- PNG dropped to the bottom.

Study 65: Myth Busting: Does Adding .html to the End of Your URLs Gives a Boost in Ranking?

- **Mythbusted!** Adding .html to the end of your URLs is not a ranking factor.

Study 66: How Long Does It Take for a Page to Index Using Different Indexing Methods?

- Google URL submit and the Search Console Fetch and Render both took less than 15 minutes, Linklicious took 8 days, and a hyperlinked texted in a Google Doc took 10 days.

Study 67: Penguin 4.0 Follow Up Tests

- In the Unnatural Link Penalty test, the test page still ranked at #1, same as with the

Backlinks with Exact Match Anchor Text test whose test page also remains at #1. For the Paid Links test, the test page moved back to its original #3.

Study #68: Do Deindexed Sites Still Pass Link Juice?

- **Yes**, Deindexed links pass juice and the links moved the page up to #1!

Study #69: Does a Page with a No-Follow Link Affect Rank?

- **Yes**, no-follow links moved the needle.

Study #70: Anchor Text Exact Match Variance

- The page receiving 50% anchor text and 50% naked URLs ranked better than with 100% exact match, 75% exact match and 25% naked URL, 25% exact match and 75% naked URL and 100% naked URL.

Study #71: Bounce Rate Hack - Part 2

- **Test results were inconclusive**, unfortunately, as some of the variables were difficult to control.

Study #72: Buying Expired Domains: DA Vs TF

- DA won in this test.

Study #73: Part 2 -.Gov Links Blasting .Gov Black Hat Links with More Links

- This black hat technique is **NOT working** anymore.

Study #74: Does the Amount of Pages Indexed Affect Rankings

- **Yes**, More pages = better ranking.

Study #75: Part 2 - PNG vs JPG Test

- Google does not appear to have any preference for PNG or JPG.

Study #76: Do Sitewide Links from a Blogroll Affect Rank

- **Yes**, sitewide links affect rank!

Study #77: SIA and Semantic Mastery Joint Test: Do Links in Javascript Overlays Pass Juice?

- **Yes**, they pass juice.

Study #78: Do Deindexed Sites Still Pass Link Juice (Part 2)?

- **Yes**, they pass juice and still have ranking power.

Study #79: Can You Affect the Rank of Multiple Pages Simultaneously with the Same Shortened URL by Changing the Destination URL?

- **Yes**, this test confirms that changing the destination page on a shortened URL can affect rank on multiple pages at the same time.

Study #80: What Percentage of Pages Will Google Alerts Find?

- Only 4 of 10 are ranking. As of December 17, there are over 100 results in the SERPs for the target keyword. Many pages are ranking with recent cache dates. However, there are 0 Google Alerts.

Study #81: Does Google See a Link from a Weebly Natural 301 URL that Benefits a Forward-Facing Weebly Site with a Custom Domain Name and URL Structure?

- **Yes**, Google does see the link and it will benefit the page.

Study #82: What is the Optimum Anchor Text Percentage Post Penguin 4 Update?

- **Undetermined** - we had difficulty seeing a trend in the test results.

Study #83: What is the Best Way to Pass Internal Link Juice from the Homepage

- Links from body and footer pass more juice, but there were 'mistakes' in the test setup that may have affected the results. Although, these mistakes lead us to discoveries about MOZ' and Majestic's workings.

Study #84: PNG vs GIF Test

- **No apparent winner**. type of image has no direct affect on SEO positions.

Study #85: Developing a System to Determine Ranking Value

- The Google Doc had a power of "6," moving the test page from #10 to #4 and the DAO TF1 link had a power of "2," moving the test page from #10 to #8.

Study #86: Will Google Index Content Hidden by CSS?

- **Yes**, it indexes hidden CSS content.

Study #87: Myth Busting: Keyword Prominence is a Ranking Factor

- **Myth confirmed!** Place your keywords above the fold or within the first 100 words on the page.

Study #88: Are Favicons a Ranking Factor?

- **No**, they are not a ranking factor.

Study #89: Can You Increase the Strength of a Link Through Traffic?

- **Inconclusive test results**. Test page was back and forth in the SERPs.

Study #90: Does a Link from a Live Stream Video Send More "Power" or "Juice" than a Link from an Uploaded Video?

- **No**, links in live streaming YouTube videos do not provide an extra ranking boost as compared to links in uploaded YouTube videos.

Study #91: Are Local Search Results Immune from the Duplicate Content Filter?

- **No**. The test confirms that there doesn't appear to be a separate duplicate content filter for local search results.

Study #92: Indexing a Page with Images Only: Does Google Know the Topic?

- **No**. Google is not using the text on the image.

Study #93: Does a .city Domain Beat a .com in Local Search?

- **No**. 8 out of 9 wins for .com.

Study #94: Does a Link from Relevant Content Count More Than a Link from Unrelated Content?

- After 2 weeks, there has been **no movement** in the SERPS.

Study #95: Trying to Find "Over Optimization"

- About one standard deviation above the mean (average) but not more than two standard deviations.

Study #96: Does Splitting Content into Multiple Pages Result in Better User Metrics?

- Splitting up content had slightly better user metrics for bounce rates and pages per session whereas the single page had better average session duration.

Study #97: Indexing a Page Through Exact Match Anchor Text

- We were **UNABLE** to index a page based on anchor text alone.

Study #98: Does Bookmarking a Page Affect Rank?

- **No**. It doesn't impact the algorithm in real time.

Study #99: Myth Busting: Keyword Prominence is a Ranking Factor (Part 2)

- **Yes**, get it above the fold or first 100 words.

Study #100: Are HTML Errors a Negative Factor in Rankings?

- **No**, it is not a ranking factor. The test page with errors ranked #1.

Study #101: Indexing a Page with Images Only, Follow Up with Action Shots and Already Indexed Images

- **No**. Google is not reading and understanding what the image is.

Study #102: Test Update: Link Echoes

- Links last **6 months!**

Study #103: Do Google Cloud Pages Pass Juice

- **Yes.** A note of caution: putting one of these pages together is not easy and requires HTML and CSS knowledge.

Study #104: Myth Busting: Pages with Bullets Perform Better in Rankings

- **Myth busted:** Bullets are NOT a ranking factor.

Study #105: Is Duplicate Content a Negative Factor?

- **No.** Also, one of the findings is that there doesn't appear to be a sandbox for new sites.

Study #106: How Strong Are Internal Links on the 10-Page Test?

- Internal links are a strong ranking factor. It took just **3 internal links** to move the test page from #10 to #1 spot.

Study #107: Does Google Prefer a Hyphen or No Hyphen for Two-Word Keyword Phrases?

- Hyphenated keyword wins!

Study #108: Is Flesch Readability a Ranking Factor?

- **No,** Flesch Readability is not a ranking factor.

Study #109: Does Domain Authority Affect Rank?

- **No.** Domain Authority, as a concept of overall link strength, is not a ranking factor.

Study #110: Is Duplicate Content Restricted to a Single Unique Domain?

- **No,** results show that the duplicate content filter is not restricted to a single domain.

Study #111: Will Search Results Change Based on the Location of the Searcher?

- **No.** We couldn't get Google to change results based on the location of the page and on the IP of the person searching.

Study #112: Ecommerce Test 1: Home Page, Category Page, or Product Page Best to Index?

- **Categories are the best pages** to try and rank and we believe the Persona/mega-menu structure would help.

Study #113: Does Grammar Affect Page Ranking?

- **No.** So, don't overthink your content. Make it straightforward, optimized for your target keyword, and LSI-rich.

Study #114: Does a Twitter Link Affect Rank?

- While we can't say for 100% certain that it was all the retweets we do think it's possible that retweeting a tweet with a link can boost rankings, even if tweet is not indexed.

Study #115: Ecommerce Test 2: Home Page, Category Page or, Product Page Best to Index? (WooCommerce Edition)

- **Category pages** are the strongest pages.

Study #116: Can You Boost Link Strength Through Traffic? (A Follow Up Test)

- **Yes.** Test page moved to number 1.

Study #117: Four Tests on Content Freshness

- The image tests triggered a "freshness" signal whereas the text tests did not. However, if what we saw on the image tests was a freshness update, the positive impact only lasted for a handful of hours.

Study #118: Does Optimizing Content in an Accordion Affect Ranking?

- **Yes.** Not only does Google read hidden content in drop downs and accordions, it also counts the content for ranking purposes.

Study #119: Does Page Freshness Affect Ranking?

- Freshness, while a factor, is a very weak factor.

Study #120: Does the Distance Between Keywords Affect Ranking?

- **Yes.** The closer the words are to each other, the stronger the relationship between them.

Study #121: Building a Wall to Determine Ranking Factors

- The test was cut short but from the results, the strongest factors were:
 - 1) Link with exact match anchor text (moved the ranking by 9 spots)
 - 2) Title tag (moved the ranking by 7 spots)
 - 3) URL/ Keyword Density (moved the ranking by 6 spots)
 - 4) H1 (moved the ranking by 4 spots)
 - 5) 1,300-word article (moved the ranking by 3 spots)

Study #122: Does Incorrectly Marked-up Structured Data Harm Rankings?

- **No.** Schema errors have not impacted rank.

Study #123: How Difficult is it to Rank a Trello Page?

- We were not able to get it indexed.

Study #124: Will a Page with All No-Follow Outbound Links Outrank a Page with All Do-Follow Outbound Links?

- The page with no-follow links shifted up one in the rankings, while the others did not move or shifted down to accommodate the shift upwards.

Study #125: Does an Instagram Account Link Pass Juice and Affect Rank?

- **Yes,** although there's a delay in rank improvement.