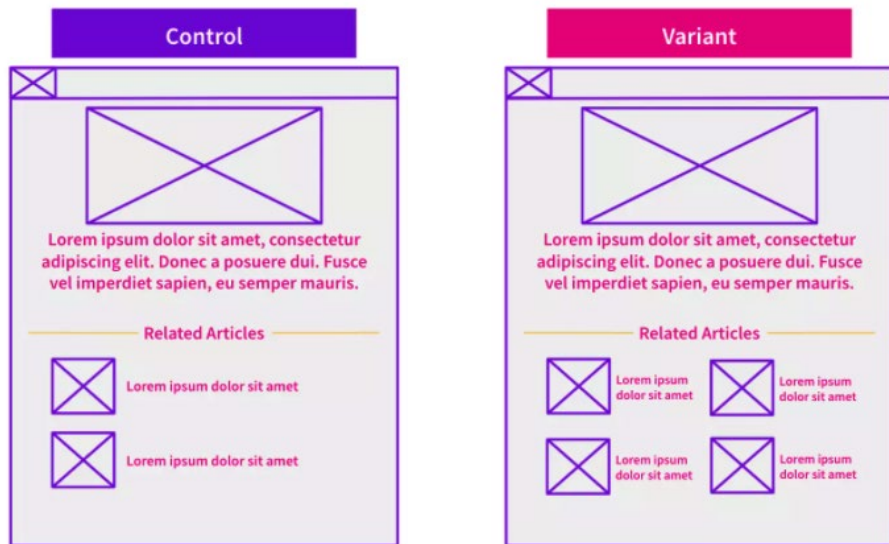


# 7 Positive SEO A/B Tests

# Increasing the number of related article links



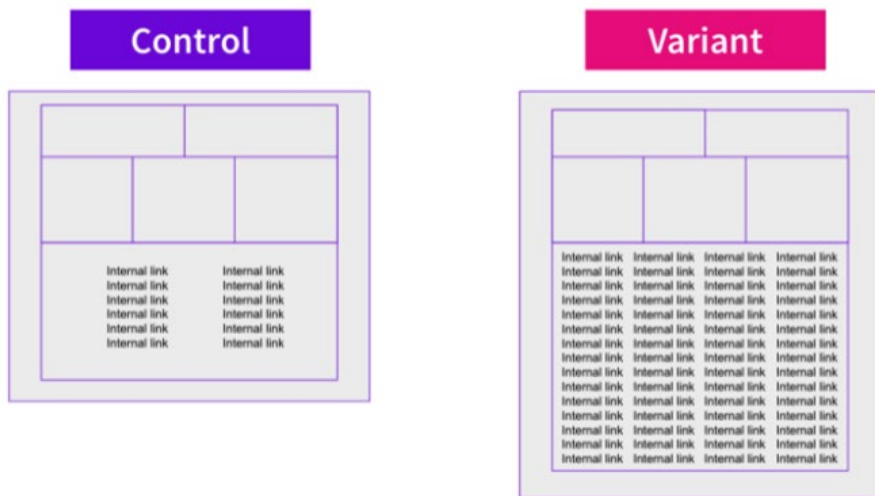
A customer tested increasing the number of linked-to article pages on each content hub page, taking it from two article pages to four.

As internal linking impacts both the pages receiving the link and the pages they are linking from, in this test they measured the organic traffic to three groups of content hub pages: donor pages, recipient pages, and combined.

The result was an 11% increase in organic traffic.

[Read the full case study](#)

# Adding internal category links to the home page footer



[Read the full case study](#)

What role does your home page footer play in your SEO strategy? How many internal links should you include? One of our customers used SearchPilot to answer those questions.

They added links to the home page footer and measured the impact across the pages that it linked to.

The original footer section contained 30 internal links to categories related to the current page. They incorporated a new version of the footer for variant pages of our test, which contained over 100 internal links.

The result was a 5% increase in organic traffic.

# Locali(z/s)ing product content for a US website

## Example control keywords:

- Trousers
- Tartan
- Court shoes
- Trainers
- Playsuit

## Example variant keywords:

- Pants
- Plaid
- Pumps
- Sneakers
- Romper

[Read the full case study](#)

Translation is one of the foundational approaches for localizing content. However, translation doesn't quite apply when it comes to localizing content from the UK market to the US market, where English is the primary language in both areas. But what about accounting for the other intricacies between English in the UK versus the US?

One SearchPilot customer tested localizing ecommerce product content from the UK market for the US market. This involved swapping UK clothing terms for their respective US synonyms. For example, this included switching the UK word “trousers” to the US term “pants”. Some additional examples are listed on the left.

The result was a 24% increase in organic traffic.

# Adding the current month and year to title tags

## Control Title

example.com > Books > A Tale of Two Springfields

**New fiction books | Example Brand**

Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. Moz recommends keeping your titles under 60 characters.

## Variant Title

example.com > Books > A Tale of Two Springfields

**New fiction books December 2020 | Example Brand**

Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. Moz recommends keeping your titles under 60 characters.

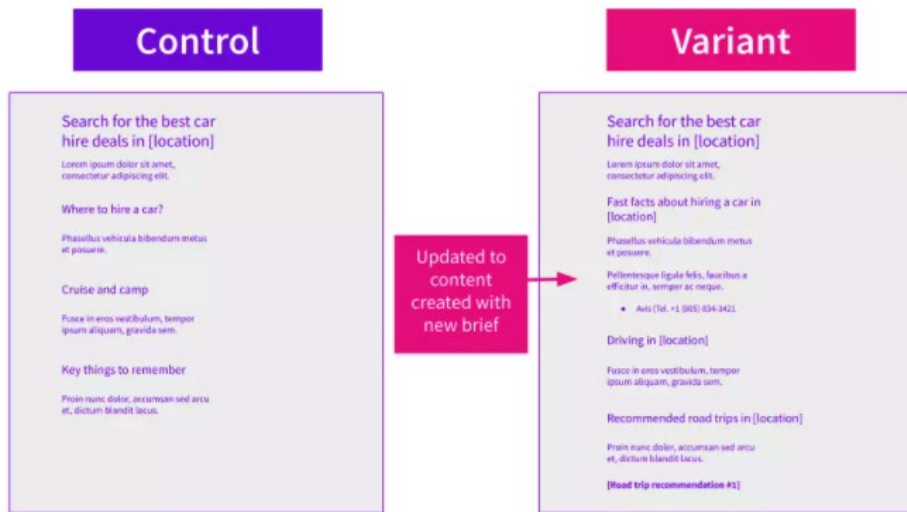
For some sites, freshness can be an important factor to stand out from competitors. One way that sites try to demonstrate the freshness of their listings is by including the date of the most recent update in titles or meta descriptions.

With this in mind, in December 2020 one SearchPilot customer ran a test on their listings pages and added on “in December 2020” to title tags. The website is in an industry where January is a key peak time, and there is high turnover of their listings, so freshness is a key signal to their potential users.

The result was a 5% increase in organic traffic.

[Read the full case study](#)

# Adding content to target featured snippets



A travel customer of ours (pre-COVID) wrote content briefs to update the content on their car rental pages. The content briefs were aimed at providing more informative content for users and winning featured snippets.

The new content that was produced from the brief was longer than the existing content on the pages, and the headings were updated to target higher volume informational keywords. It also included information, where available, like the phone numbers of specific car rental companies in a location and tips on driving in the designated country.

[Read the full case study](#)

The result was a 25% increase in organic traffic.

# Should brand be at the beginning or end of the title tag?

## Control Title

example.com > Books > A Tale of Two Springfields

**Full range of books | Example Brand**

Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. Moz recommends keeping your titles under 60 characters.

## Variant Title

example.com > Books > A Tale of Two Springfields

**Example Brand full range of books | Example Brand**

Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. Moz recommends keeping your titles under 60 characters.

Decisions about where to include brand keywords in title tags have been around as long as title tags themselves, and there are good arguments for leading with the brand and good arguments for leading with more generic keywords.

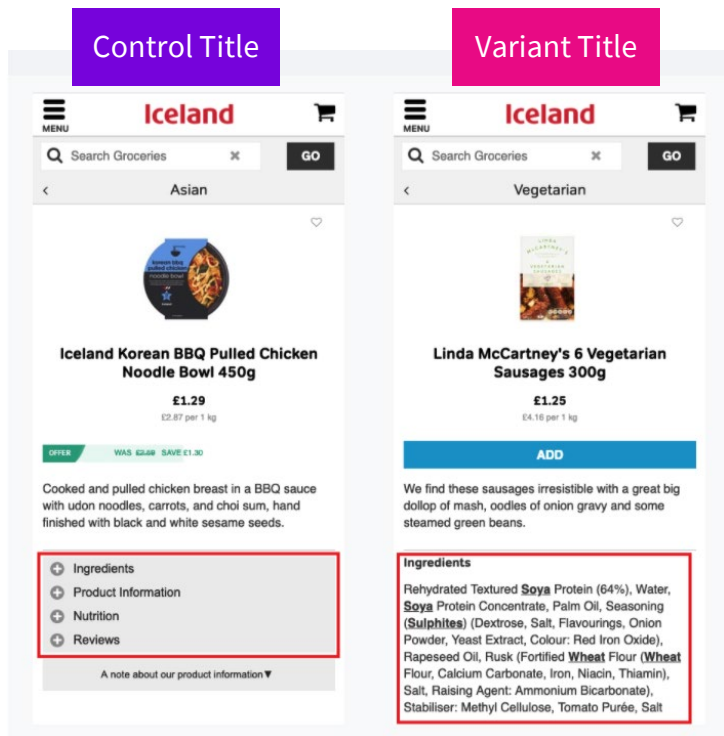
There is a theoretical tradeoff between a better click-through rate at a high level when the brand is presented more prominently and potentially worse rankings for generic queries. The only way to be sure which effect wins out is to test it.

For this particular customer, their brand at the front was significantly better.

[Read the full case study](#)

The result was a 15% increase in organic traffic.

# Bringing content out of tabs



What happens when you make content that was previously concealed behind tabs and accordions visible when the page loads?

In this test, a SearchPilot customer removed the tabs / accordions that were concealing product information like ingredients and nutrition facts, and instead made this text visible on the page when it loaded. See the mobile example on the left.

Measuring the impact to the product pages' traffic, the change resulted in a statistically significant and positive result with a 12% uplift to organic traffic.

The result was a 12% increase in organic traffic.

[Read the full case study](#)



# Thanks!

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