

8 Losing SEO A/B Tests

Adding "video" to the titles of pages containing videos

Control Title

example.com > Books > A Tale of Two Springfields

How to Knit a Hat - Example Media Site

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

How to Knit a Hat (Video) - Example Media Site

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.

Having video content as a complement to article copy can be a great way to engage users and enhance their overall experience, particularly in industries where video content helps illustrate things like “how-to”s.

One of our customers, a media brand, wanted to advertise this unique selling point in the search results by including in the title tag that the article had an accompanying video. They hypothesized that including a reference in the title to the fact that the article had both written and video content would make users more inclined to click through.

The result was a 20% decrease in organic traffic.

[Read the full case study](#)

Adding Easter messaging to title tags and meta descriptions

Control

<https://www.flightco.es> › madrid

Vuelos baratos a Madrid desde 15 € - Flightco

Encuentra los **vuelos baratos a Madrid** con Flightco. Compara entre cientos de aerolínes y agencias de viajes y encuentra tu vuelo perfecto totalmente ...

Variant

<https://www.flightco.es> › madrid

Vuelos baratos a Madrid en Semana Santa desde 15 € - Flightco

Encuentra los **vuelos baratos a Madrid** con Flightco. Compara entre cientos de aerolínes y agencias de viajes y encuentra tu vuelo perfecto totalmente ...

Whether to include seasonal messaging in titles and meta descriptions comes up a lot. The argument in favor is that searchers may include the seasonal term in their searches, and there may also be click through rate benefits even if users don't search using that phrase.

Our customer tested whether adding an Easter related phrase into title tags would be beneficial for a travel company (this test took place in 2019, before the COVID-19 pandemic).

We ran two similar tests in different language markets: a meta description test in German, and a title tag test in Spanish.

[Read the full case study](#)

The result was a decrease of 14% in Germany and 12% in Spain

Adding a 2-Step Email Signup Component: what effect do interstitials have on SEO performance?



Email is a powerful marketing channel, but there can be trade-offs between different approaches toward capturing users' email addresses and permissions. In this test, we explored how one approach to email capturing impacted SEO.

We tested adding a signup component that involved two steps: it appeared at the bottom of the page, encouraging users to sign up for email updates. Once clicked, it expanded to a larger component and centered itself in the middle of the page.

[Read the full case study](#)

The result was a 4% decrease in organic traffic.

Which is better: our meta descriptions or Google's?

Control

```
<head>
...
<meta name="description" content="34
Heating Engineer jobs in Manchester. Find your
next role as a heating engineer, and sign up for
alerts to be the first to hear about new jobs.">
...
</head>
<body>
<div id="container">
...
...
...
</div>
</body>
```

www.fakejobs.co.uk › jobs › heating engineer
Heating Engineer Jobs in Manchester - fakejobs.co.uk
Heating engineer in Manchester. Manchester Industrial Centre (M3) (55) Greater Manchester (M3) (53) Greater Manchester (100) Cheetham Hill (54) Openshaw (56) Old Trafford (54).

Variant

```
<head>
...
<meta name="description" content="34
Heating Engineer jobs in Manchester. Find your
next role as a heating engineer, and sign up for
alerts to be the first to hear about new jobs.">
...
</head>
<body>
<div id="container" data-nosnippet>
...
...
...
</div>
</body>
```

www.fakejobs.co.uk › jobs › heating engineer
Heating Engineer Jobs in Manchester - fakejobs.co.uk
34 Heating Engineer jobs in Manchester. Find your next role as a heating engineer, and sign up for alerts to be the first to hear about new jobs.

Search results often have meta descriptions in their search results that are not taken from the page's meta description. There are various reasons why this might happen.

Since September 2019, Google has provided the option of adding data-nosnippet attributes to elements, which instruct Google not to use that part of the page for snippets in search results. For this test, we added a data-nosnippet attribute to a div just inside the body tag to the variant group of pages.

The idea was to force Google to use the meta-description provided by the site for every page.

[Read the full case study](#)

The result was a 3% decrease in organic traffic.

Do articles with numbers in their titles do better for SEO?

Control Title

example.com > Books > A Tale of Two Springfields

20 Best Plants for Your Desk - Fake Editorial Site

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

Best Plants for Your Desk - Fake Editorial Site

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.

Striking a balance between including relevant keywords in titles and including attention grabbing words or numbers is particularly interesting in the media space - where there are a lot of competitors and also a lot of copycats.

Could including the number of listed items in title tags harm organic traffic? That's what one customer wanted to test.

What if the specificity of the number displayed for each article isn't attractive or attention-grabbing relative to competitors in the SERP? Could having no number be a differentiator to influence CTR?

The result was a 16% decrease in organic traffic.

[Read the full case study](#)

[Watch the interview for more context](#)

Should you include prices in your titles for SEO?

Control

www.fakesite.com › Household Products › Paper Towels ▾

Bounty Select-a-Size Paper Towels | Fake Ecom Site

Get free shipping on **Bounty** Select-a-Size **Paper Towels** from Fake Ecom Site...

Variant

www.fakesite.com › Household Products › Paper Towels ▾

Bounty Select-a-Size Paper Towels - \$15.99 | Fake Ecom Site

Get free shipping on **Bounty** Select-a-Size **Paper Towels** from Fake Ecom Site...

There are a lot of ways to make product pages stand out in the search results.

While it's exciting to win snazzy snippets, how does one know whether advertising the price in the search results is actually the right thing to do?

Users are notoriously price sensitive, so having prices advertised right in the search results that are even the slightest bit higher than the competition may mean bad news for click through rate.

This case study tests adding the price after the product name in the title tag on an ecommerce site.

[Read the full case study](#)

[Watch the interview for more context](#)

The result was a 15% decrease in organic traffic.

What's the SEO impact of emoji in meta descriptions?

Control

www.fakeproperty.co.uk › property-for-sale › houses ▾

Houses For Sale in South North | Fake Property Site

125 Houses For Sale in South North - Find real properties on our fake website. Fake Property Site: the UK's fakest property site.

Variant

www.fakeproperty.co.uk › property-for-sale › houses ▾

Houses For Sale in South North | Fake Property Site

1 2 5 Houses For Sale in South North - Find real properties on our fake website. Fake Property Site: the UK's fakest property site.

The use of emoji can be a divisive topic in SEO, especially in the context of trying to get them shown in search results. On the one hand, they can be eye-catching, and an easy way to get people to notice your result and potentially click on it. On the other hand, they can come across as gimmicky, and some searchers may be put off from clicking because it looks unprofessional.

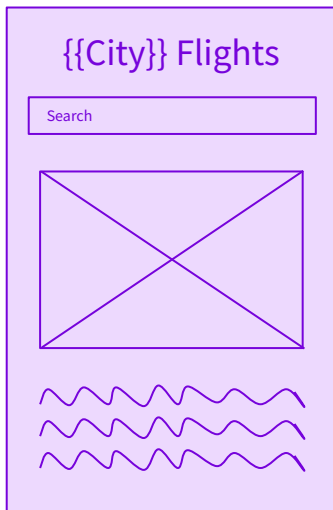
In this particular test (launched in July 2020), we wanted to test replacing the number of items listed in a website's category page meta descriptions with the equivalent numerical emoji. For example, 125 would be replaced with 🟡🟡🟡

[Read the full case study](#)

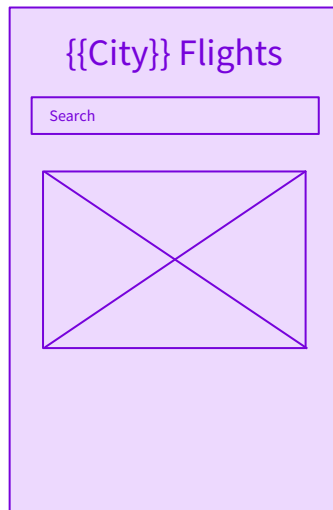
The result was a 5% decrease in organic traffic.

Is 'SEO text' on category pages a good idea for SEO?

Control



Variant



Across most verticals, websites commonly will have text below the fold that predominantly exists to target search engines, not users. We've all seen it and we all know hardly anybody reads it other than Googlebot.

We took a client in the travel sector, whose key transactional pages had copy that appeared to be of relatively little value to users and tested removing that copy. Our client had hired freelancers to write this copy, so they also wanted to know if hiring freelancers was a worthwhile investment to inform future business decisions. What were the results?

The result was a 4% decrease in organic traffic.

[Read the full case study](#)

Thanks!

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