



SEO Testing Winning in Search in 2025 & Beyond

Website:

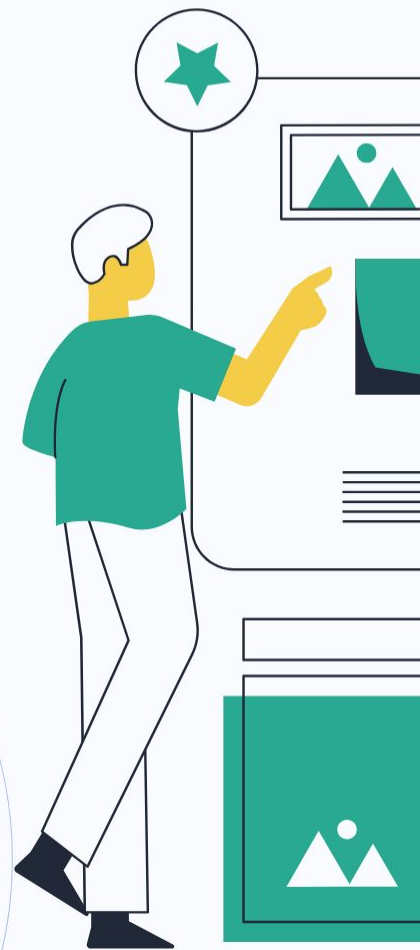
seotesting.com

Social Media:

[@RyanJonesSEO](#)

Email Address:

ryan.jones@seotesting.com



Hi, I'm Ryan! 🖐️

Marketing Manager @ SEOTesting

Over a Decade in SEO & Digital Marketing

International Conference Speaker

Lover of All Things Sports 🏈⚽⚾🏀

Obsessed with The Big Bang Theory (Sorry Not Sorry)



We'll Cover:

- 1) Why should we be **regularly** be conducting SEO tests?
- 2) What types of SEO tests can we run on our sites?
- 3) How can we run successful SEO tests that **drive growth**?
- 4) Questions... Maybe?

Why Listen?

- I literally work for an **SEO testing tool**! ;)
- I've run **hundreds of SEO tests** across different sites/niches/etc.
- I work closely with other SEOs to understand what works.
- I regularly speak & write about SEO testing topics.



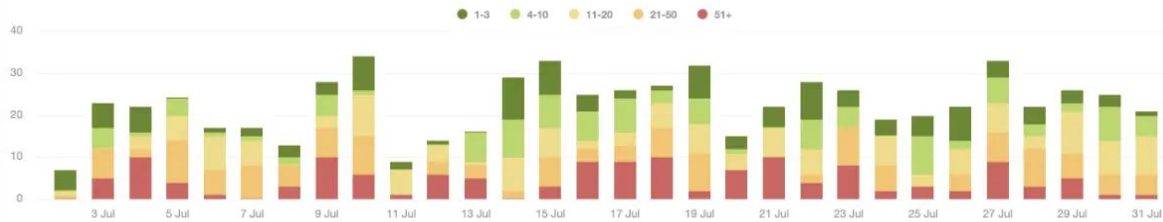
Who Is This?



Rank Tracker

Google Rankings

1



Google Rankings

10

Google Change

▼ 7

Bing Rankings

10

Bing Change

▲ 9

Google Local Rankings

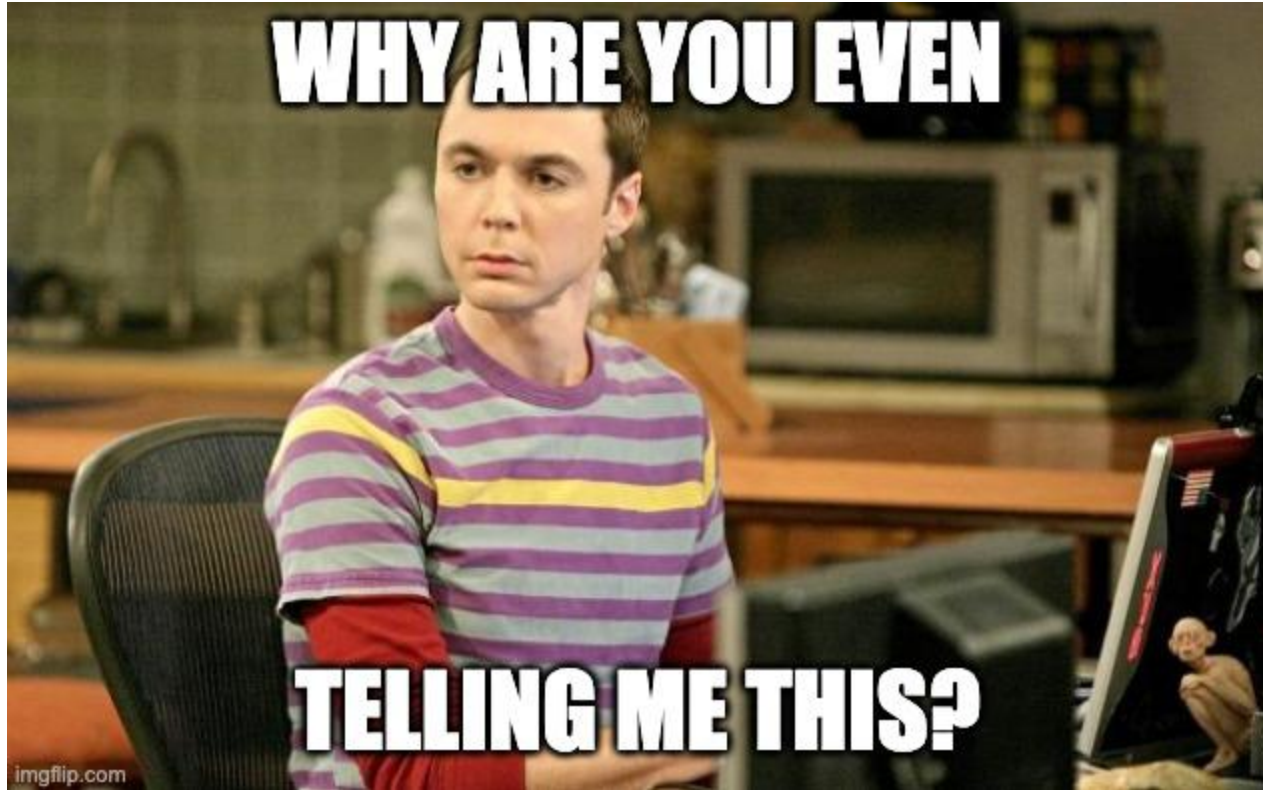
10

Google Local Change

▲ 15

Showing 35 of 35 Rows

KEYWORD	GOOGLE	GOOGLE CHANGE	GOOGLE URL	GOOGLE SERP FEATURES	BING	BING CHANGE
☆ Abarth Fiat 595	60 th	▼ 1	/experience/charging	—	60 th	▲ 11
☆ Aixam City	85 th	▲ 14	/de-AT/	—	68 th	▲ 7
☆ Alfa Romeo AR	37 th	▲ 5	[home page]	📄 📄 📄 +1	80 th	▲ 6
☆ Austin Ambassador	9 th	▲ 20	/de-AT/newsroom	📍 📍 📍	89 th	▲ 19



22 Free SEO Chrome Extensions that Actually Work, Tested by the Experts

Written by [Crystal Ortiz](#). Updated on 04, February 2025



We've tested some of the most recommended SEO extensions and put together this list with the best free ones.

You're about to learn how to use this elite selection of tools to elevate your SEO without breaking the bank.



SEOTesting

The [SEOTesting Google Chrome](#) extension was built to help with your day-to-day tasks and [on-page SEO](#).

Testimonials



"Can totally recommend! It's not only full of reports to easily identify low hanging fruit opportunities but also, the most straightforward platform to help run SEO tests"

Aleyda Solis, [Int'l SEO Consultant](#),
[Speaker & Author](#).

TRY FOR FREE

☐ + seo workflow and task management	I	2	200	2	N/A	64	+62	0	14 → 1	▲13
☐ + da pa checker extension	I Branded	1	1.1K	68	1.99	55	-64	0	2 → 7	▼5
☐ + keyword cannibalization checker	I	1	150	11	N/A	49	+37	0	4 → 1	▲3
☐ + keyword cannibalization tool	I	2	350	33	N/A	48	+34	0	4 → 2	▲2

Free Bulk DA PA Checker

The [free DA PA Checker extension](#) is a fantastic way to bulk check your website's DA and PA. Easily check Domain Authority (DA) and Page Authority (PA) for up to 10 domains at once. Quick SEO insights from your browser.

☐ + seotesting	I Branded	3	200	8	0.84	189	0	1
☐ + da pa checker extension	I Branded		800	70	1.99	118	0	2
☐ + seo chrome extensions	I	1	300	26	2.52	118	0	1



SEO Testing Cycle





AWESOME!

LET'S SEE THIS IN ACTION!

imgflip.com

Using Regular Expressions in Google Search Console

Written by [Tiago Silva](#). Updated on 12, June 2025



RegEx filters in Google Search Console give SEOs powerful ways to analyze data. This feature helps you create custom filters to uncover valuable insights. Both from query and URL data. Basic filtering options limit what you can discover. With RegEx, you can match complex patterns across thousands of search terms at once. This guide shows you how to use RegEx filters to improve your SEO strategy. With practical examples anyone can follow.



Testimonials



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**Aleyda Solis, Intl SEO Consultant,
Speaker & Author.**

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Pre-Test Period

- Average Page Clicks Per Day = **7.57**
- Average Site Clicks Per Day = **349.26**
- Average Page Impressions Per Day = **252.14**
- Average Page Position = **25.06**
- Average Click-Through Rate = **3%**

Work Done

- 1) Removed “Fluff” Wording
- 2) Used Headings to Target Additional Search Queries
- 3) Generally Improved Article’s “Readability”
- 4) Updated Title & Meta Description

Reading Scores

Pre-Test

- 2,484 Words
- 179 Sentences
- 131 Paragraphs
- Grade 9 Readability
- Reading Time of 09:56

Post-Test

- 1,232 Words
- 155 Sentences
- 114 Paragraphs
- Grade 6 Readability
- Reading Time of 04:55

Post-Test Period

- Average Page Clicks Per Day = **14.4**
- Average Site Clicks Per Day = **328.4**
- Average Page Impressions Per Day = **326.24**
- Average Page Position = **13.55**
- Average Click-Through Rate = **4.42%**

The Results

	Before	After	Change
Clicks Per Day	7.57	● 14.4	90.25 %
Site Clicks Per Day ⓘ	349.26	● 328.4	-5.97 %
Impressions Per Day	252.14	● 326.24	29.39 %
Average Position	25.06	● 13.55	
Click Through Rate	3 %	● 4.42 %	
Queries Per Day	27	● 30	

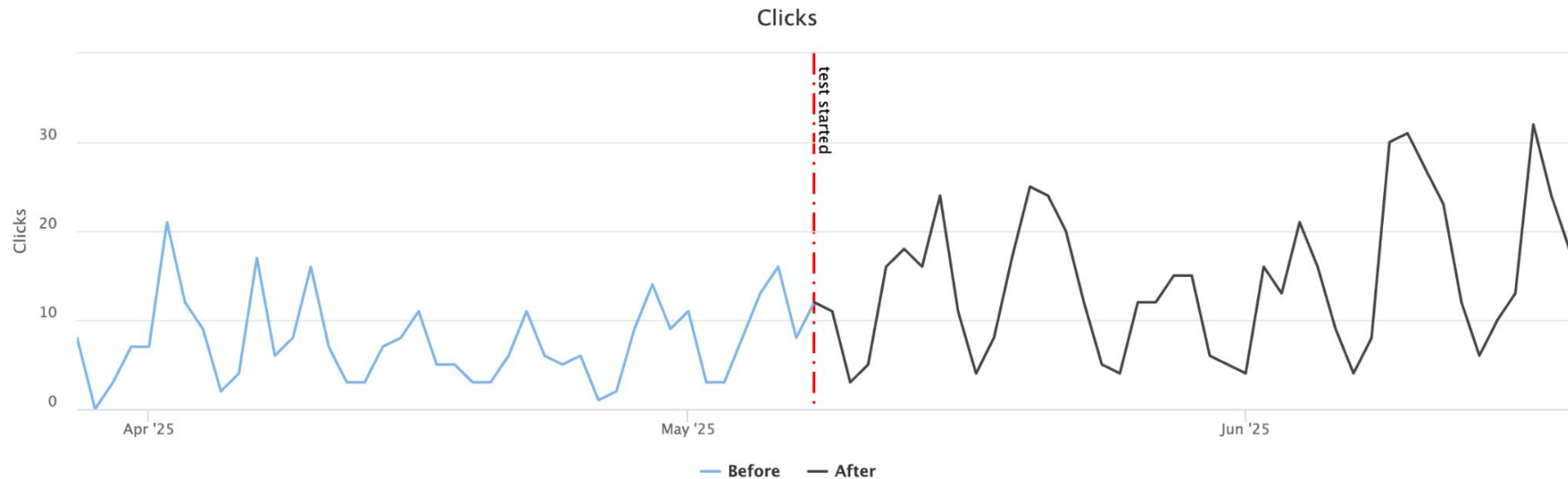
**Clicks Per Day
Nearly Doubled**

**Site Clicks Went
Down**

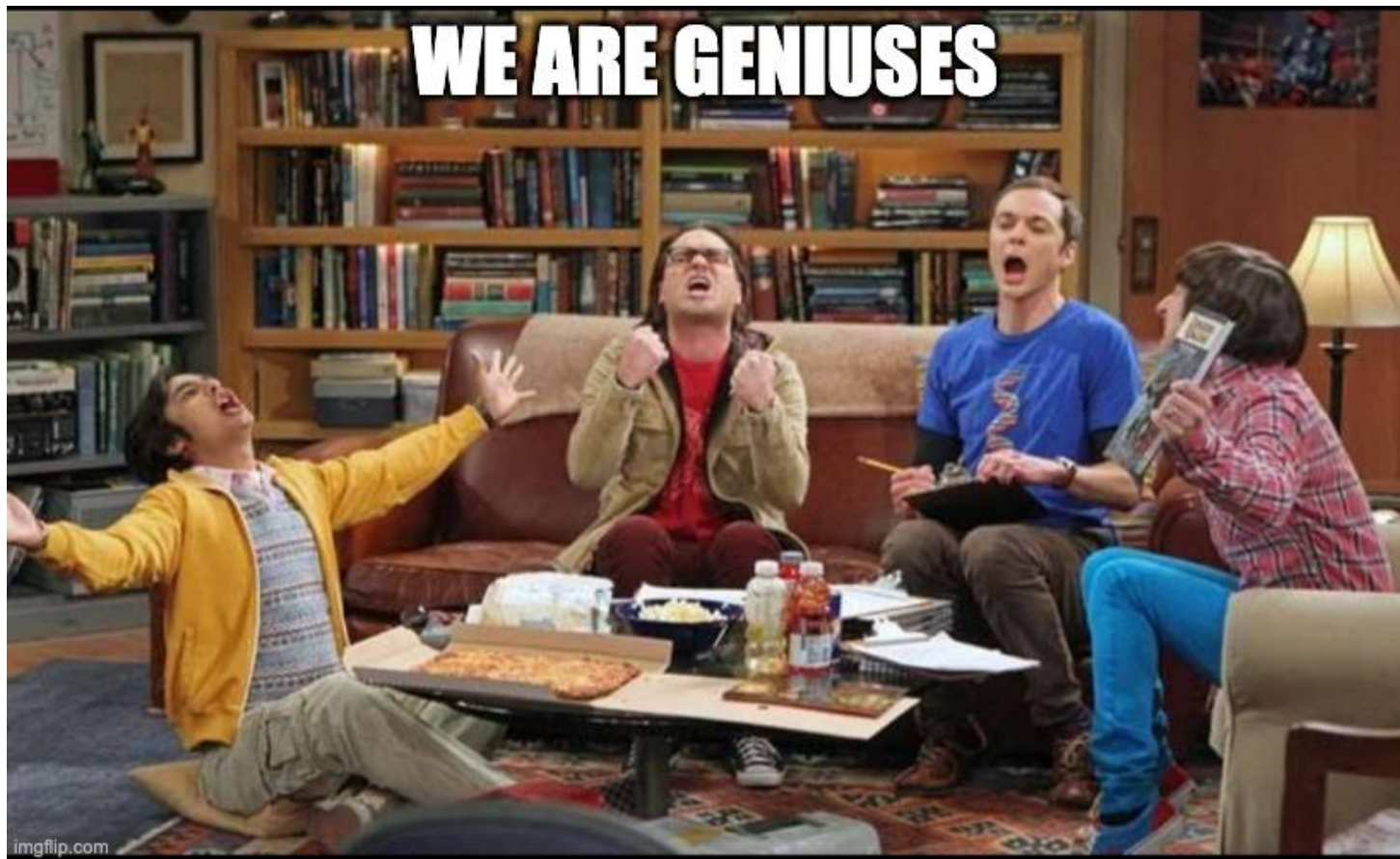
Impressions Up 30%

CTR Up to 4.42%

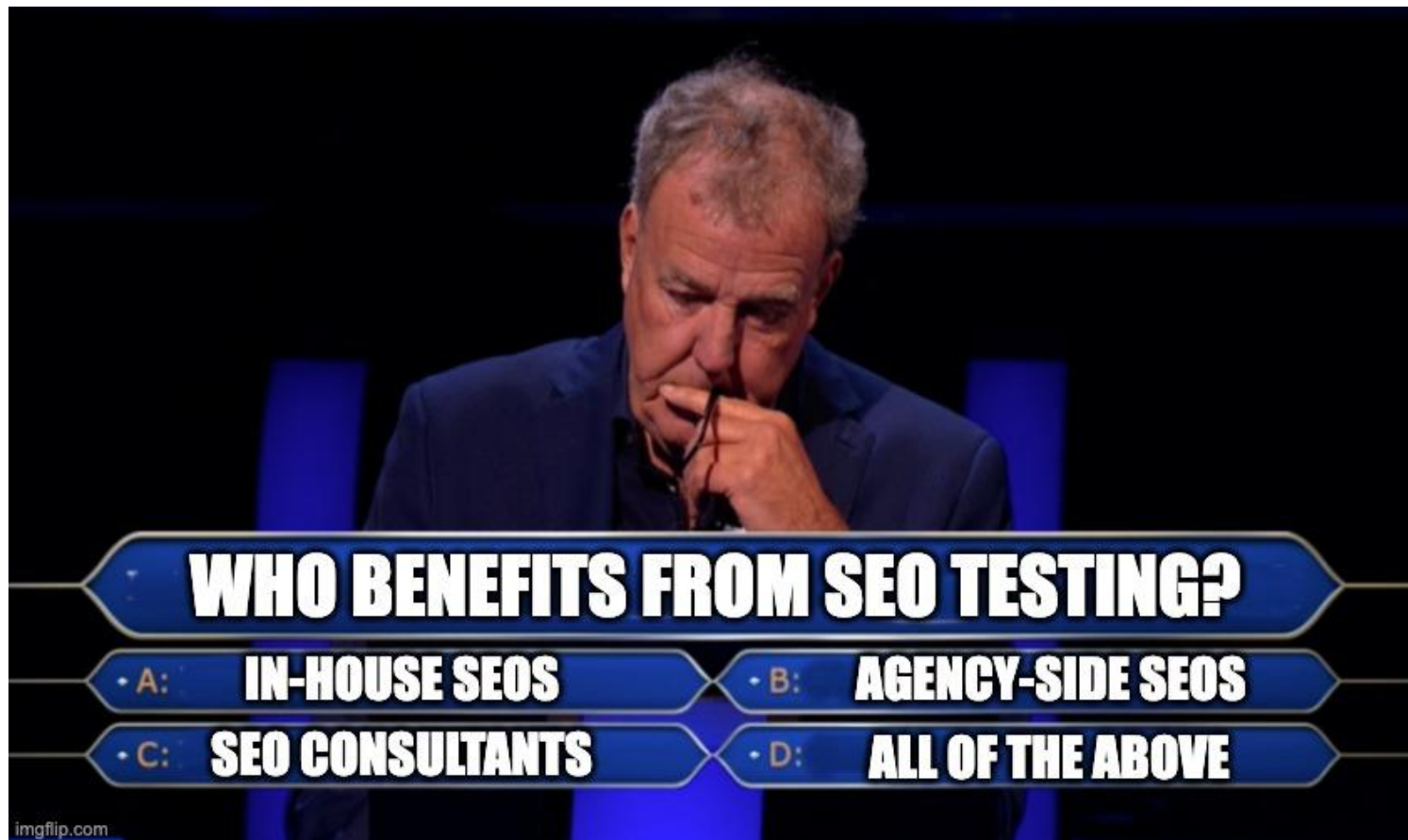
The Results

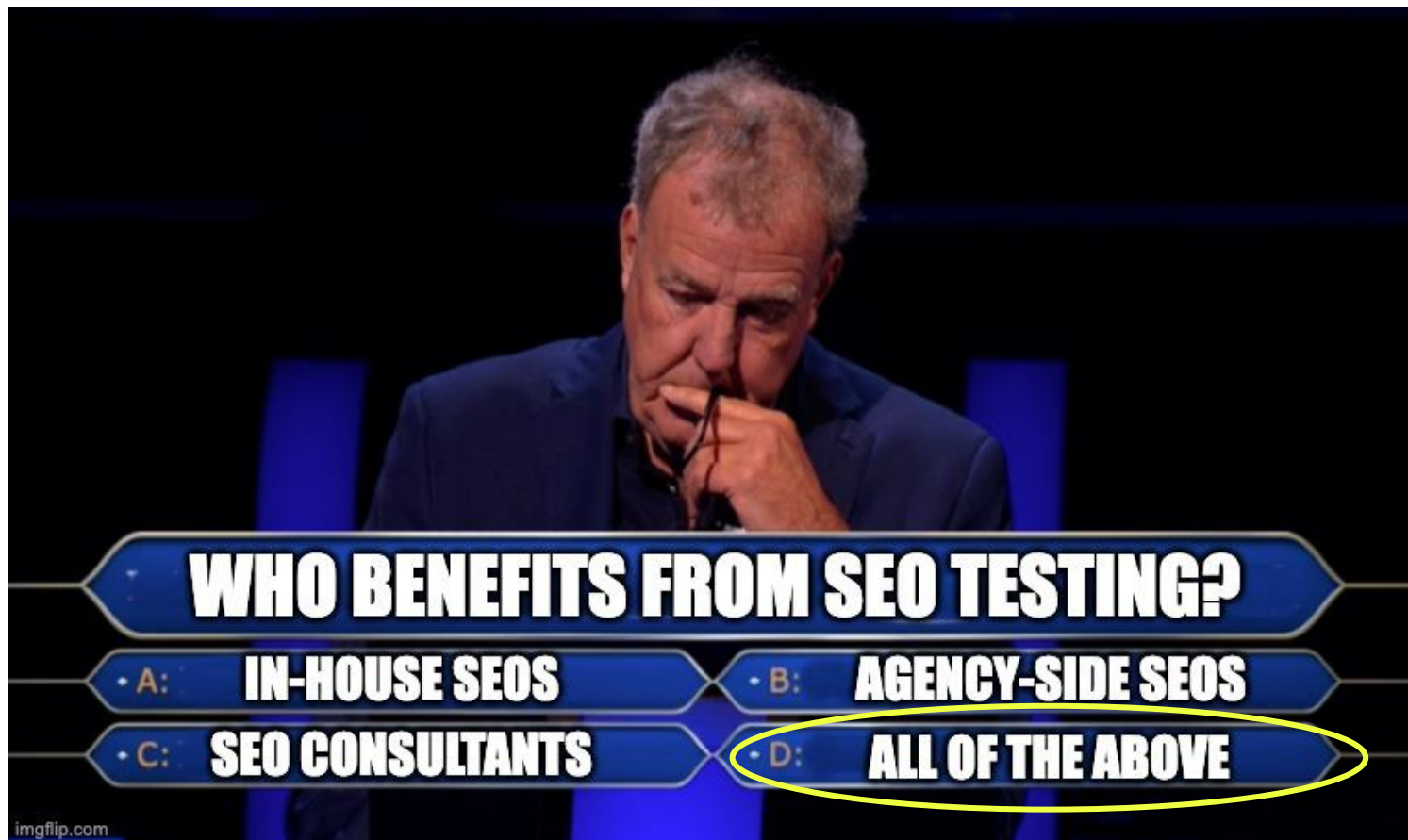


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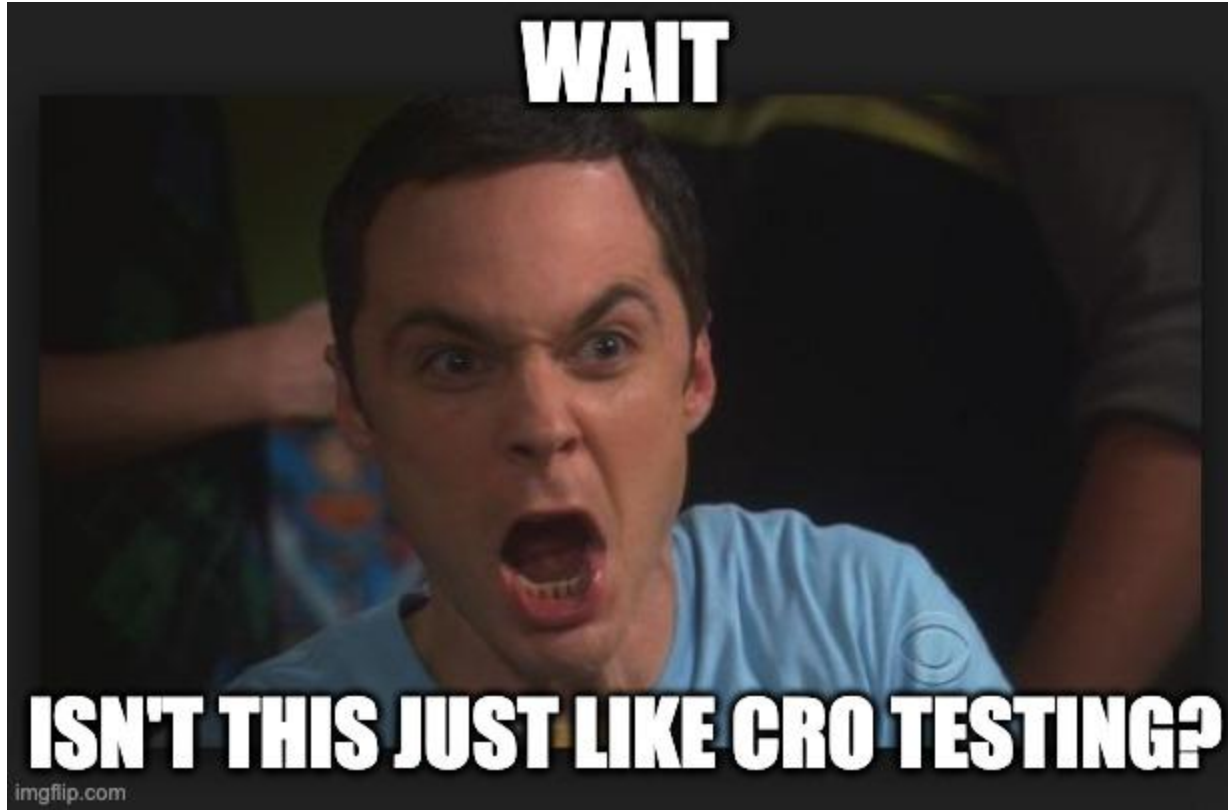


Who Benefits?









SEO Testing $\neq$ CRO

You're going to hear "A/B testing" and "split testing" thrown around a lot in this presentation...

This DOESN'T mean A/B testing in the traditional sense! We're not testing two versions of the same page!

Sad Times :(

[Sunset September 2023] Google Optimize

Google Optimize and Optimize 360 are no longer available as of September 30, 2023. Any experiments and personalizations still active on that date have ended.

Different Q's

SEO Testing	CRO Testing
What happens if we improve page speed?	What color should this CTA be?
Do we need to do more content refreshes?	Which wording is better for this button?
Is backlink acquisition worth it?	Do we add this CTA here, or there?
How does this get us more traffic?	How does this get us more conversions?

Different Metrics

SEO Testing	CRO Testing
Clicks	Click-Throughs
Impressions	Sign-Ups
Click-Through Rate	'Thing' Downloads
Average Position	Sales

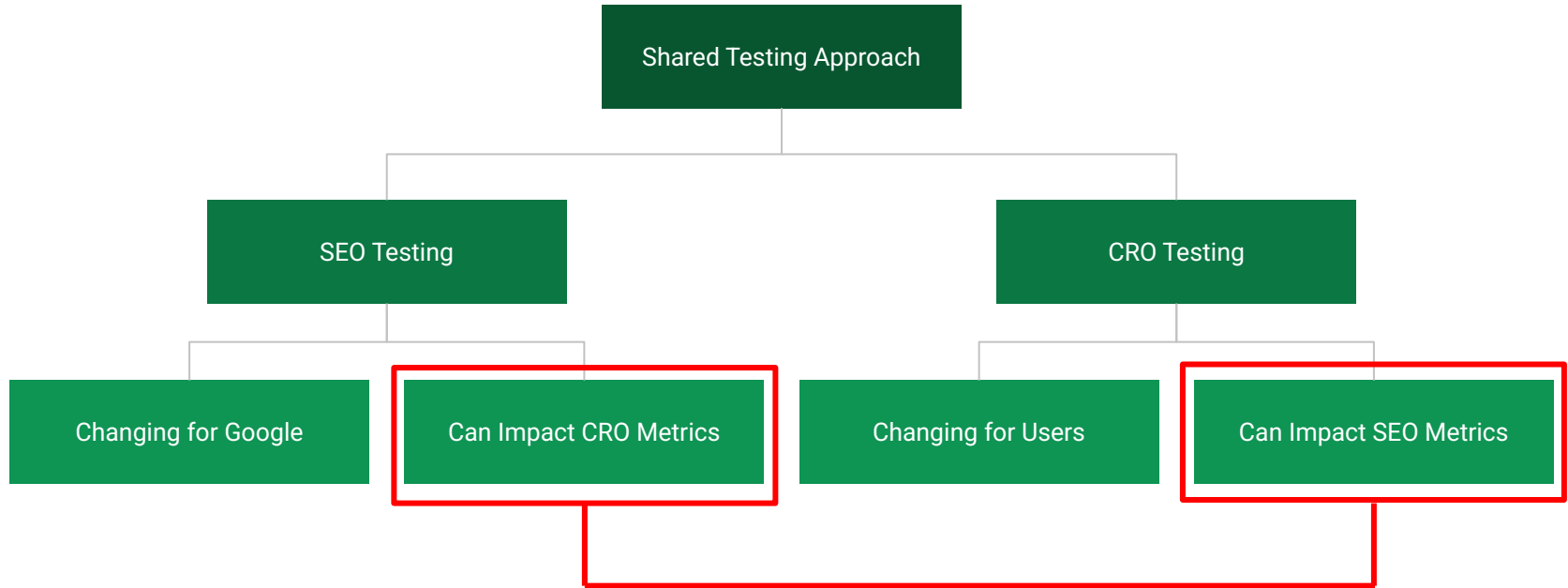
Different Tools

SEO Testing	CRO Testing
SEOTesting ;)	WVO
SearchPilot	Hotjar
seoClarity	Optimizely
SplitSignal (Semrush Enterprise)	Etc

Different Method

SEO Testing	CRO Testing
Pre-Post Tests (Time-Based Tests)	Live A/B Tests
Split Tests	
Multivariate Tests	

Overlap?



Some “SEO” changes on a website will have a “CRO” impact such as more revenue, more sign-ups, etc.

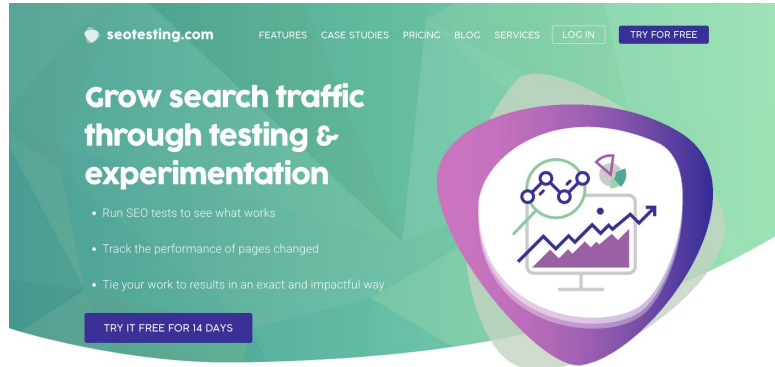
Some “CRO” changes on a website will have an “SEO” impact such as more traffic, better rankings, etc.

Why Run SEO Tests?

The Four Goals

- 1) Figure out what works.
- 2) Show the impact of SEO.
- 3) Remove time wasted on things that won't move the needle.
- 4) Stop SEO disasters.

Find What Works



seotesting.com

FEATURES CASE STUDIES PRICING BLOG SERVICES [LOG IN](#) [TRY FOR FREE](#)

Grow search traffic through testing & experimentation

- Run SEO tests to see what works
- Track the performance of pages changed
- Tie your work to results in an exact and impactful way

[TRY IT FREE FOR 14 DAYS](#)

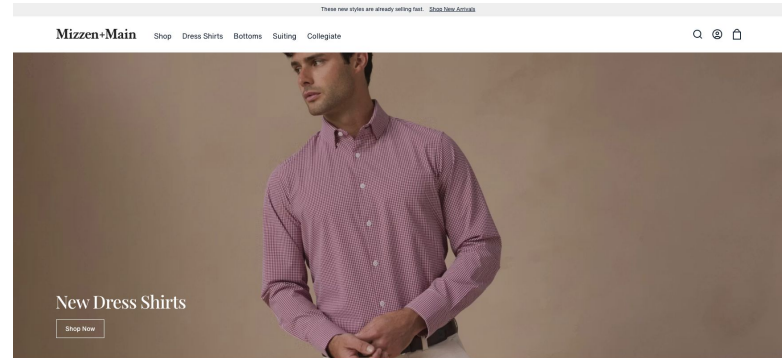
The banner features a green and purple geometric background with a central circular graphic containing a line chart and a pie chart.

"SEOTesting.com has enabled us to back up our hypothesis with hard numbers"

Over 4,500 websites are benefiting from SEOTesting.com. Agencies, in-house SEOs, consultants, and publishers...



How our tool can help you...



Mizzen+Main

Shop Dress Shirts Bottoms Suits Collegiate

These new styles are already selling fast. [Shop New Arrivals](#)

New Dress Shirts

[Shop Now](#)

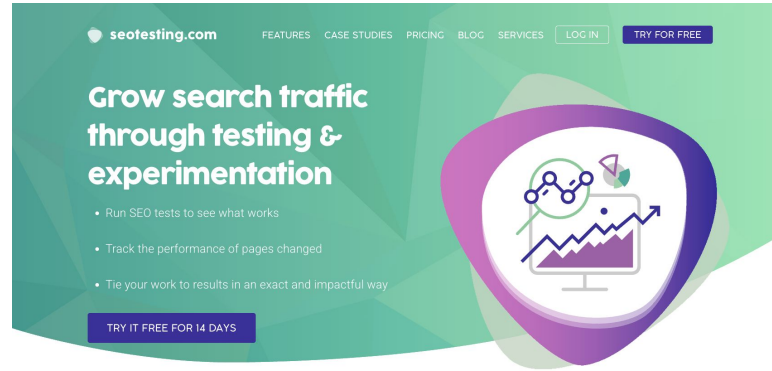
The banner shows a man in a purple dress shirt against a plain background.



An SEO strategy for one site will not work (or, at least, won't work to the same extent) for another website.

New Content

Backlink Acquisition



Content Refreshes

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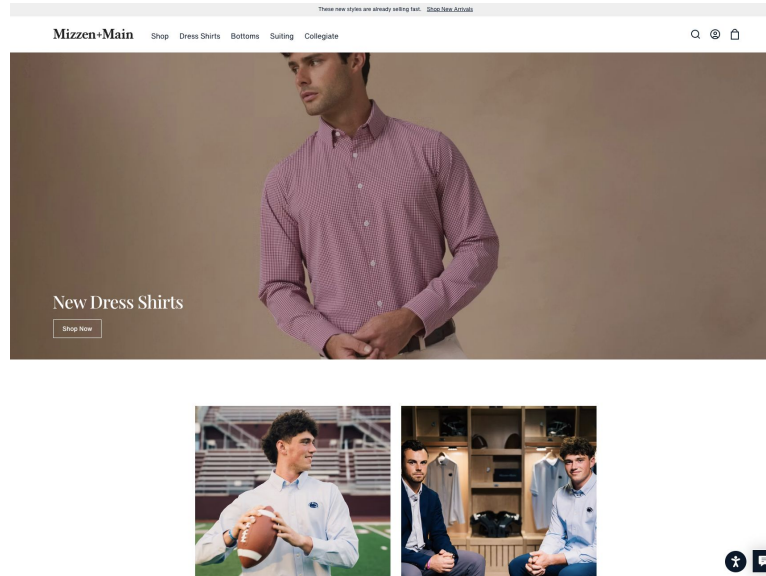
How our tool can help you...



Content Distribution

Technical SEO

Product Page Design



Structured Data

Page Load Times

Test Type	Test Description	Test Status	Test Result
Time-Based Test	Content Refresh	Complete	+20% Organic Traffic
Time-Based Test	Backlink Acquisition	Complete	+50% Organic Traffic
Split Test	Schema Implementation	Complete	-10% Organic Traffic
Split Test	Improve Page Speed	Complete	+59% Organic Traffic



Show Impact



- SEO takes time to implement and start bringing results.
- SEO “wins” are often hidden from key stakeholders within a business.
- SEOs need to constantly prove value with stakeholders and clients!



Clients



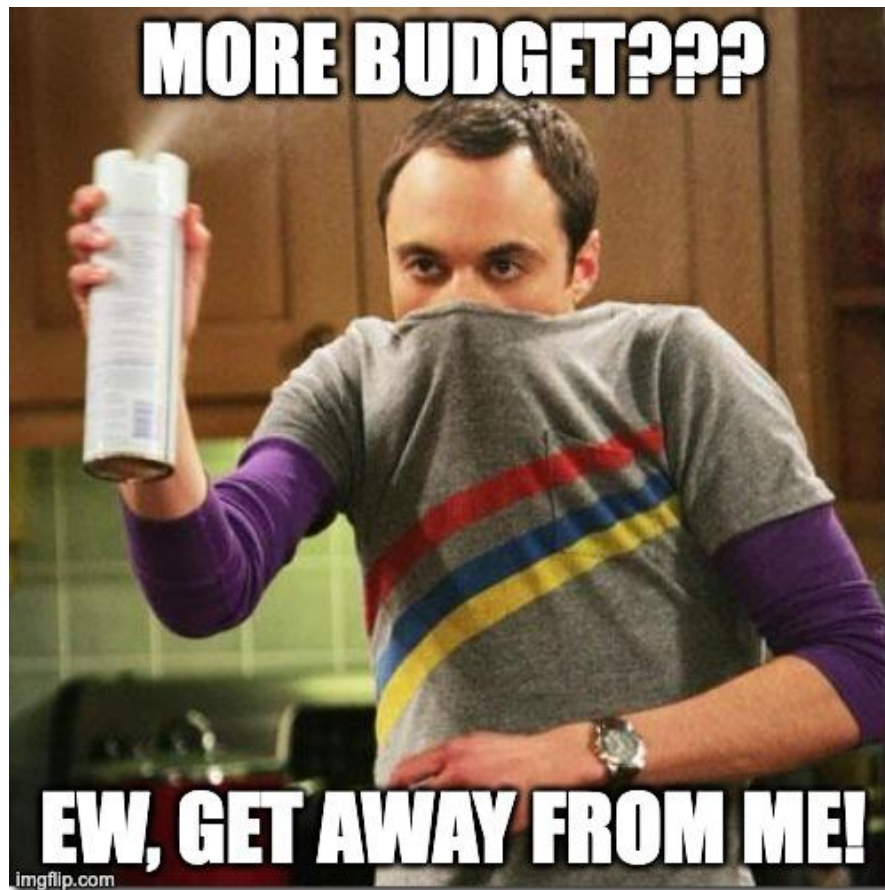
Managers



Founders



Other Teams



What Key Stakeholders Care About	What They Don't Care About
Business Results	Organic Traffic
Leads or Sales Impacts	Impressions
Return on Investment	Click-Through Rate
Overall Traffic Growth	On-Page Metrics (with Exceptions)

Save Time

- 1) Stop guessing, completely.
- 2) Only spend time focusing on the things that drive results.
- 3) Avoid wasting time on “weak” ideas. To an extent, anyway.

<u>Low-Impact</u>	<u>High-Impact</u>
Creating New Content	Backlink Acquisition
Improving Page Speed	Content Refreshes
Optimizing Meta Descriptions	Adding Structured Data Where Applicable
Image Optimization	Improving Internal Linking & Site Structure

	Low Effort	High Effort
High Impact	Adding Internal Links Updating Title Tags Adding Structured Data Improving Headers	Refreshing Content New Landing Pages Improve Site Structure Programmatic SEO
Low Impact	Fixing Broken Links Adding Alt Tags	Site Redesigns Meta Description Rewrites Translating Content

No Disasters

- 1) Big changes going live without prior testing.
- 2) Development teams pushing changes without communicating.
- 3) Nobody checks the impact of changes before traffic tanks.

What an SEO Disaster Looks Like

- Important pages drop off the SERPs.
- Rankings collapse.
- Traffic tanks overnight.
- Leads and sales dry up.

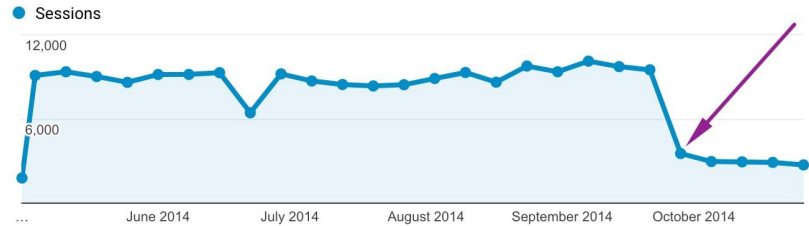
SEO Testing as a Safety Net

SEO Test
Complete



Roll Out
to Wider
Site

SEO Test
Complete



Revert
Back

Build Trust Through Safe Testing

Who	What They Worry About	How Testing Builds Trust
SEO Managers	Traffic drops from untested changes.	Testing shows what's safe to roll out.
Developers	Code changes breaking SEO.	Tests confirm changes won't hurt rankings.
Content Teams	New copy hurting performance.	Testing proves if updates help or hurt.
Marketing Leaders	Wasting time or budget on SEO.	Data shows which work drives the best results.
Executives / Founders	Risk to leads and revenue.	Testing reduces risk and shows business impact.

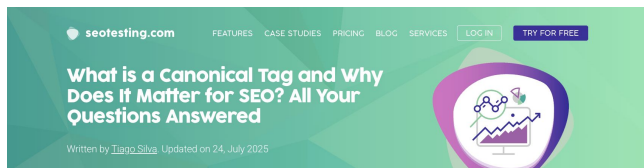
Types of SEO Tests

Three Test Types

- 1) Time-Based Tests (Pre-Post Tests)
- 2) Split Tests (A/B Tests)
- 3) Multivariate Tests

Time-Based Tests

Pre-Test



In SEO, canonical tags ("rel=canonical") let Google know which URL is to be considered as the main content version, thus helping search engines reduce duplicate results in the [SERP](#).

It is important to note that Google sees all canonical tags as "strong hints" and not directives. So whilst there's a good chance of Google respecting them, you should not guarantee this to a client, colleague, or manager.

Canonicals are essential for crawlers because they see each of the following URL variations as a different page:

- **Protocol** (for example, HTTPS and HTTP version).
- **Subdomain** (for example, WWW and non-WWW version).
- **Device type** (for example, mobile homepage on m.mydomain.com).
- **Session id** (for example, www.domain.com/?id=358).
- **Parameters in URL** (for example, www.domain.com/?id=4&id=5).
- **Upper and lower case variations** (for example, www.MYDOMAIN.com).

To add an example to this, it's important to note that people search in different ways. If two people were coming directly to our website, one might search "seotesting.com" while another user may simply type "seotesting.com". Google, whilst it appears that these are the same URLs, will treat these as completely different pages. Hence why it is important to tell Google which URL should be considered as the main URL.

Want to check a canonical tag is implemented correctly on a page – check out our free [Canonical Tag Checker Tool](#) which will make sure your tag validates and canonicalizes to the correct URL.

What is Canonicalization?

Canonicalization is the process of using a canonical tag to specify the URL where the main content version is. Google, Yahoo, and Microsoft Bing added support to canonicals back in 2009.

Canonicalization helps consolidate link equity, avoids indexing duplicate results, and makes [crawling your site](#)

Testimonials



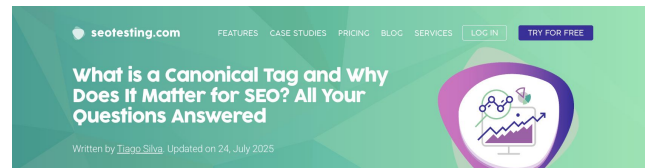
"Can't really recommend it's not only full of reports to easily identify low hanging fruit opportunities but also, the most straightforward platform to help run SEO tests!"
Alejo Solis, Int SEO Consultant.
Speaker & Author.

TRY FOR FREE



TIME

Post-Test



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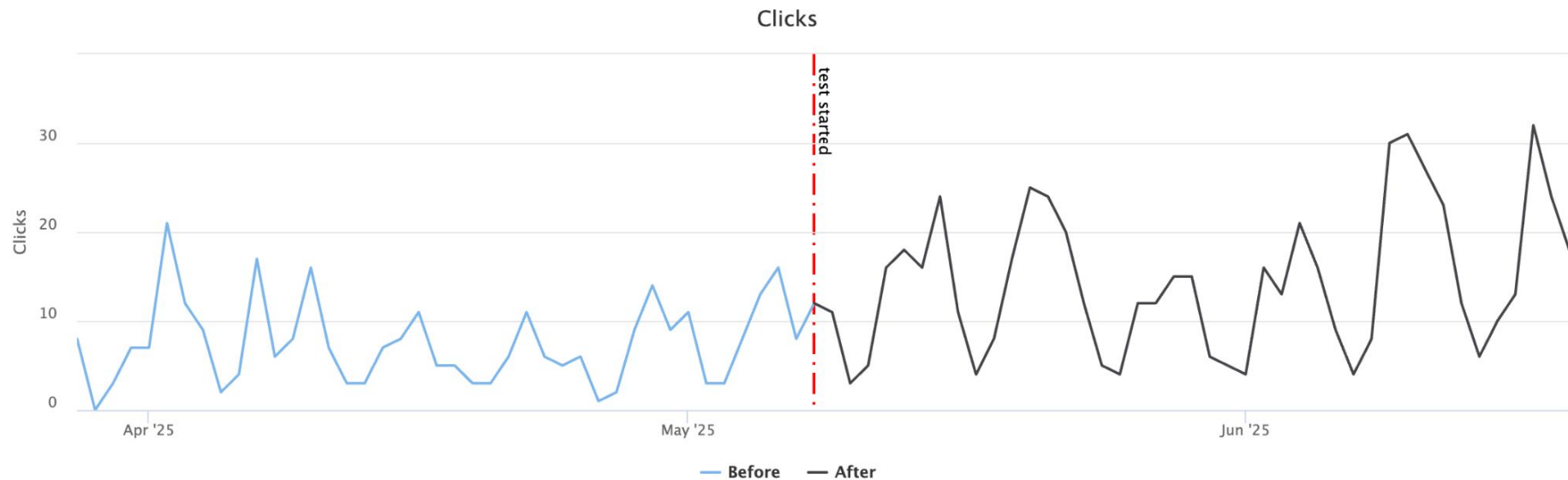


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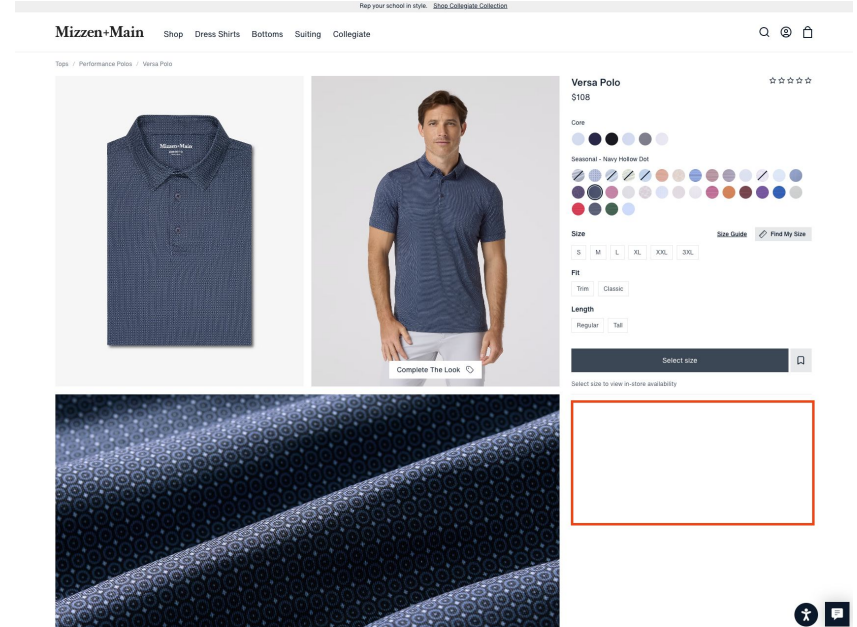
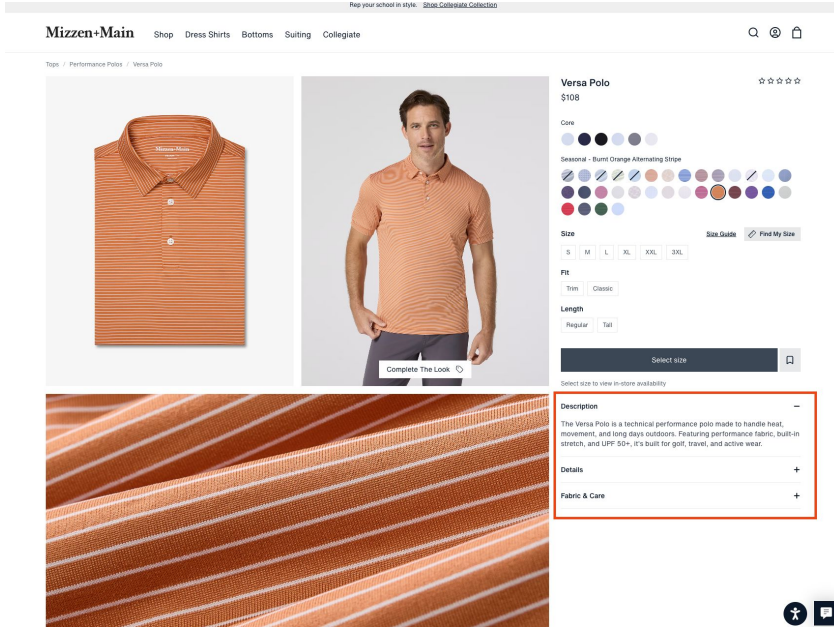


Results

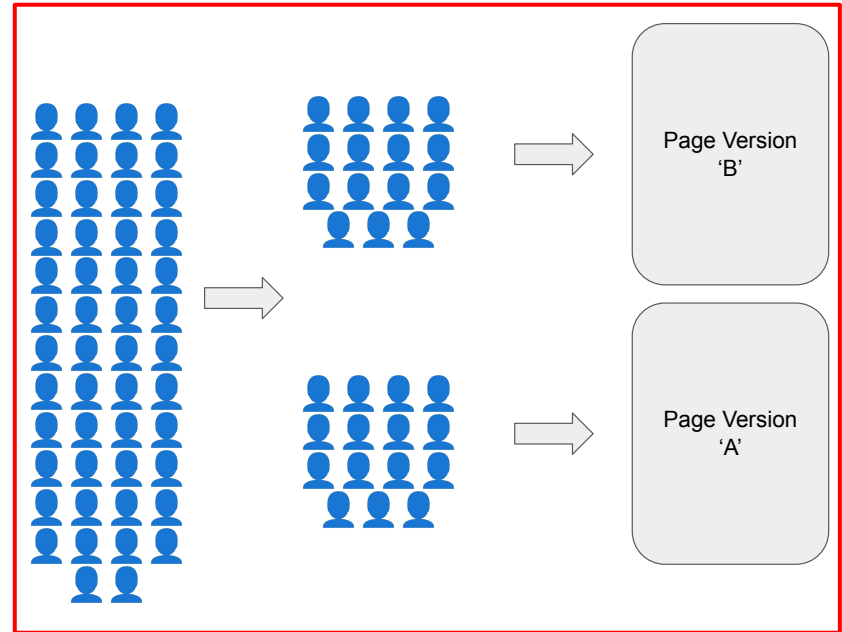
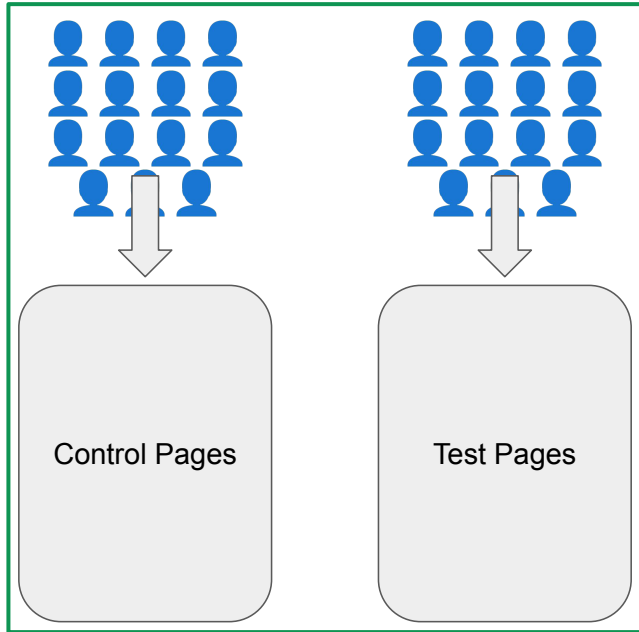


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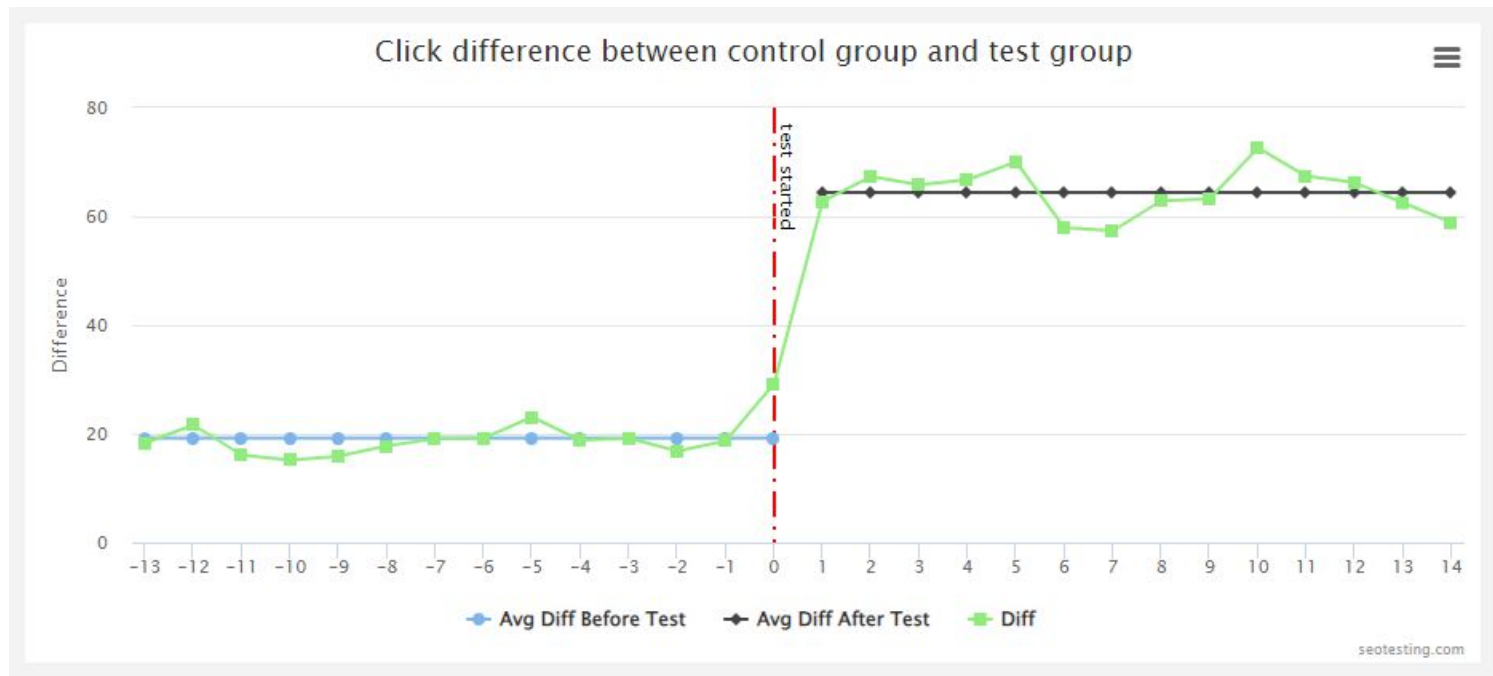
Split Tests



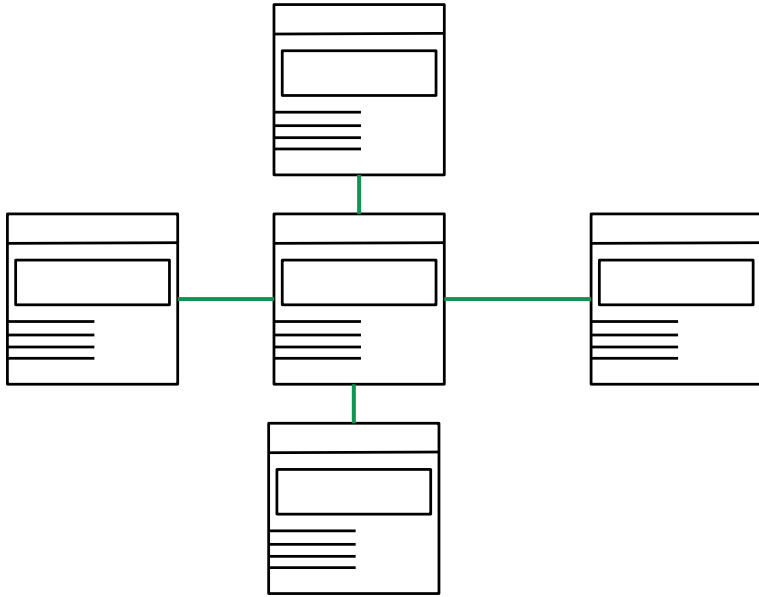
Split Tests



Results



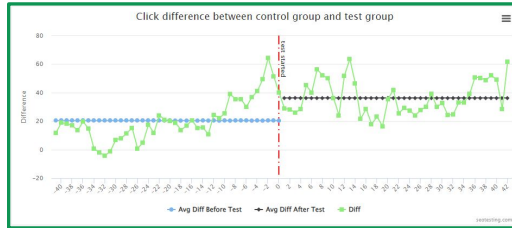
Multivariate Tests



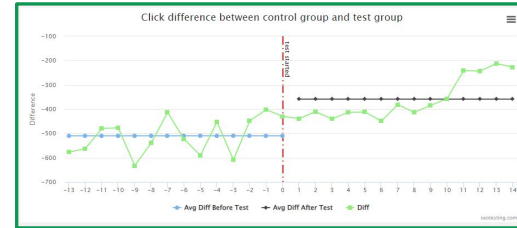
One 'control' group, and multiple test groups, each with one single change to identify the change with the biggest impact.

Results

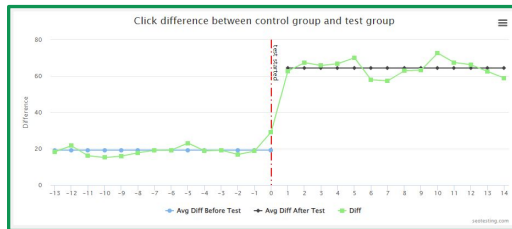
Test Group A



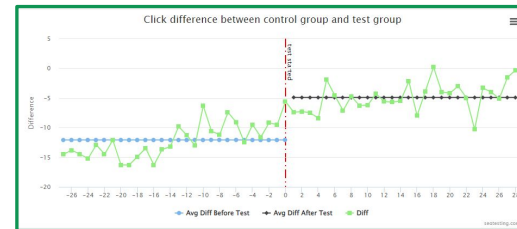
Test Group B



Test Group C



Test Group D



How to Run SEO Tests

Five Steps

- 1) Form Your Hypothesis
- 2) Select Your Test Page/s
- 3) Make Your Change
- 4) Monitor Over Time
- 5) Next Steps (Rollout, Rollback, Iterate)

Hypothesis

Your hypothesis should be statement-based, including something you can change, and something that you can measure to determine whether you were correct or not.

Hypothesis

Bad Hypothesis:

What will happen if we do a content refresh on this topic hub? Will organic traffic go up, or will it go down?

Hypothesis

Good Hypothesis:

This page's current CTR (1.2%) is less than the expected for SERP Position 4. We will rewrite our page's title tag to better match search intent and bring it below 60 characters. This will increase this page's CTR for our target keyword.

Selecting Pages

Performance-Based Questions:

- 1) Which pages get the most impressions but low clicks?
- 2) Which pages have high exit rates?
- 3) Which pages have dropped in traffic recently?
- 4) Which pages have stagnated in rankings?
- 5) Which pages rank on Page 2 or Page 3 for target keywords?

Selecting Pages

Optimization Opportunity Questions

- 1) Do any pages lack internal links pointing to them?
- 2) Do some pages include outdated or “thin” content?
- 3) Are some pages missing structured data we could add?
- 4) Are any title tags too long, or missing important keywords?
- 5) Do similar pages perform very differently?

Selecting Pages

Testing Value Questions

- 1) Can I isolate this page from others for a test?
- 2) Will changes on this page affect site performance?
- 3) Is this page part of a large group I can test across?
- 4) Can I measure the test results easily?
- 5) Is this page important for conversions/leads?

Selecting Pages

The key is to find a combination of those prior questions to find good candidate pages for SEO tests!

Selecting Pages

An Example:

- 1) Has this page dropped in traffic recently? YES 
- 2) Is there any thin/outdated content on this page? YES 
- 3) Can I isolate this page as part of a test? YES 

Making Changes

Step 1) Make the change to the test page/s.

Step 2) Note the start date of the test.

Step 3) Inform ANYONE that could impact your test data.

Monitoring

Metrics to Track (SEO):

- Clicks
- Click-Through Rate
- Impressions
- Average Position
- On-Page Metrics

Monitoring

Metrics to Track (Business):

- Revenue
- Conversion Rate
- Leads
- Sign-Ups
- Downloads

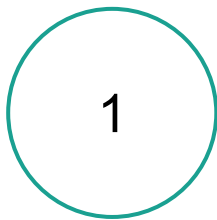
Next Steps

✅ Test Worked → Roll Out Sitewide

❌ Test Failed → Revert & Learn

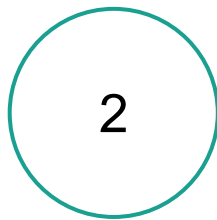
🤔 Unclear → Try a New Variation





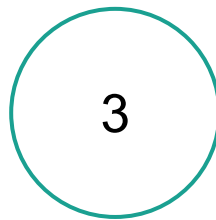
Problem

We realised that 20% of our blog content was out of date. This cost us \$26,000 to create. Now it's not generating any ROI!



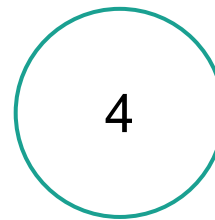
Solution

We propose spending \$5,000 and refreshing half of that content to see if generates meaningful ROI.



Test

We refreshed 50% of the outdated content, leaving the other 50% unchanged as a control group.



Results

The refreshed content skyrocketed and generated an additional 55,000 clicks and \$14,000 in organic revenue!

Tools

Free Tools

- 1) Google Search Console
- 2) Google Analytics
- 3) Matomo (Server)
- 4) Any Other Free Analytics Software

Remember: Takes time, and you'll need to pair this with Google Sheets, Microsoft Excel, etc.

Paid Tools

- 1) SEOTesting
- 2) seoClarity
- 3) SearchPilot
- 4) SplitSignal in Semrush Enterprise

Resources

Go Here

- 1) SEOTesting's Blog (<https://seotesting.com/blog/>)
- 2) SEOTesting's SEO Test Ideas
(<https://seotesting.com/blog/seo-testing-guide/>)
- 3) Giulia Panozzo's SEO Testing Workshop
(<https://www.youtube.com/watch?v=dzTwC77WW5g>)
- 4) Adam Gent's SEO Case Study Database (Paid \$125)
(<https://adamgent.gumroad.com/l/seo-case-studies-database>)

Any Questions?



Hit Me Up!

Thank You!



Connect With Me! 🤝

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<https://seotesting.com/partner/extended-trial> (45
Days Free Trial of SEOTesting)