

THE SEO META STUDY

**9,249 documents analysed. 1,391 of them
measured something. 552 primary sources
behind it.**

*What the evidence supports, what it does not, and what
nobody has tested twice*

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WHO WROTE THIS



Krešimir Ćorluka is the CEO and co-founder of Ovisy, a marketing agency in Zagreb, and has worked on hundreds of websites across technical search, digital PR and conversion work. Before Ovisy he held leadership roles at Croatian media companies and at international digital agencies. He is one of the three organizers of Croatia SEO Summit, the largest specialised SEO conference in the Adria region, and he runs SEO Hrvatska, the region's largest SEO community with roughly 3,000 members.

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The agency behind it



Ovisy is a search-first marketing agency in Zagreb, previously known as Canonical SEO Agency. Its work runs from organic search and link acquisition through digital PR, paid media, conversion optimization and visibility in AI search, for clients across the Adria region and beyond. This review was assembled as agency research rather than as a commercial product, which is why it reports the tactics that did not work alongside the ones that did.

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How to cite this

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Individual entries are listed in the index at the back, by tactic and by the metric they were measured on, each with its page. Every entry also carries a number, and that number is what the shortlist, the catalog rows and the Evidence Appendix all use for the same entry.

HOW TO READ AN ENTRY

182 tactics are on the record here, drawn from 552 primary sources. Of those, 22 get a full two-page entry and 61 rest on one or two samples and are reported as experimental. Some entries are in both groups, so the two counts overlap rather than add up.

TWO SCORES, NEVER ONE

E is how strong the evidence is. A is how much the tactic is worth doing. A tactic can be well evidenced and not worth your week, and the reverse happens more often than anyone admits, so the two are never merged into a single verdict. The badge on each entry carries the combined rank used for ordering. The colour of a score is a band within THIS edition, not an absolute grade: green from 59.6 up, grey from 56.1, brown below. The number is always printed, so nothing rests on the colour alone.

EFFECTS ARE GROUPED BY WHAT WAS MEASURED

Percentages, percentage points and ranking positions sit on separate lines and are never averaged together, because they are not the same measurement. Where a tactic moved clicks and rankings, you will see both, separately. A few sources report a ranking change as a percentage rather than as a number of places. Where that happens the figure is printed the way its source wrote it, so a percentage on a ranking line means what that publisher meant by it and not a number of positions gained. Percentages and positions are never mixed inside one line.

INDEPENDENCE IS COUNTED BY SAMPLE

One published study is one sample. Eight teams that ran the same test contribute eight; the same figure repeated across eight blogs contributes one, because there is one measurement behind it.

THE MARKS ON EACH ENTRY

A filled square marks mainstream evidence, three or more independent samples. A flag marks experimental, at most two independent samples, where no evidence score is reported because an agreement figure on one or two observations describes the observations and not a rate. A half circle marks it depends, where controlled tests disagree and the context that decides is named. A triangle with the word avoid marks a tactic the evidence argues against. Every mark carries a shape and a word, never colour alone.

HOW TO REPLICATE HAS SIX PARTS

when it applies, before you start, what to change, what to keep, what to measure, and when to revert. The last one matters most: without a rule for when to revert, every outcome reads as confirmation.

SCOPE, LIMITS AND CORRECTIONS

This review summarises what other people measured. It does not promise that any tactic will work on your site. Effect sizes are the figures the original authors published, and they were not recomputed from raw data; where an entry has several sources it reports the median and the range across them, and nothing more. Search behaves differently across markets, templates and intents, so a result measured elsewhere is evidence, not a forecast. It is provided as is, without warranty, and no liability is accepted for decisions taken on it.

What this review is not

It is not a ranking factor list. It is not advice tailored to your site. It does not claim that the tactics absent from it do not work, only that nobody published a measurement of them that met the criteria on the methodology page. Absence here is absence of published evidence, not evidence of absence.

Publication bias

Null and negative results are systematically underpublished in this field. Practitioners write up the tests that moved a number. That means directional agreement across studies overstates confidence, and the entries marked as null or mixed are almost certainly underrepresented rather than rare.

Where the corpus could not reach

This review only sees documents on the open web. A large part of what practitioners actually publish sits on platforms that cannot be collected this way: LinkedIn posts, private communities, Slack and Discord groups, paid newsletters, conference decks that were never posted, and client work under NDA. Some of that is the best evidence in the field, and none of it is here. So the corpus is smaller than the literature, and the areas where practitioners prefer to talk rather than publish are the areas this book understates most.

Academic work, and how recency is weighted

Peer reviewed and preprint research is included, and it is reported in its own part rather than mixed in. The reason is not quality but comparability: academic work in this field mostly measures on benchmark datasets and simulated engines, so its effect sizes and a practitioner's live-site effect sizes are not interchangeable. Peer-review status was not verified per source, and most academic sources here are preprints.

Recency is scored, not filtered. Every tactic carries a recency term that decays with the age of its sources, and the half-life differs by area, because a title-tag result from four years ago still means something and an AI-search result from

four years ago does not. Nothing is excluded for being old, and nothing is credited for being new on its own. Around two thirds of the corpus was published in the last two years.

How the figures were checked

Every figure in this book was located in the source text before it was printed. The pipeline extracts a verbatim quote with the number in it, then substitutes the digits the source itself printed; where a number could not be found in the source, the entry does not carry it. That check is mechanical and it is not perfect. If you find a figure that does not match its source, write to info@ovisy.hr and it will be corrected in the next revision.

The replication steps on each entry are ours. They are written from the method the source describes, and they are not the source's own recommendation.

How this uses other people's work

Everything measured in this book was measured by somebody else. This review reports their figures and points at their pages, and it is built so that it cannot stand in for them: there is no verbatim quotation anywhere in it, every entry names its sources with the design each one used, and the full address of every source is printed in the Evidence Appendix so it can be opened and read in the original. Effect sizes and study designs are facts, and facts are reported here with attribution rather than reproduced as text.

One consequence is worth stating plainly, because it is also the most interesting thing about the evidence base. Almost nobody in this field publishes controlled SEO tests. A single publisher accounts for roughly one source in eleven, and for most of the controlled split tests in the whole corpus, so the chapter on what the evidence supports is partly a map of one publisher's testing programme. That is a property of the field rather than of this sampling. Read it that way, and follow the links.

Half of what is published measures more than one change at once. Of the 182 entries here, 92 (51%) rest on at least one source that changed something else at the same time, and every one of those entries says so on its own page and names what else changed. That is not a defect in those studies; it is how agency case studies are written, because the client wanted results and not an experiment. It does mean the single figure on such an entry belongs to the whole package, and the direction is worth more than the size.

Nothing here is asked of the reader in return. There is no licence to accept, no attribution requirement, and no request for a link. If you cite it, the format is on this page and the sources are at the back; cite them too, because they did the measuring.

Corrections

If you published a study summarised here and an entry gets it wrong, write to info@ovisy.hr with the correction and it will be fixed in the next revision, with the change noted. If you would rather not be included at all, write in with the reason and the entry will be removed on a substantiated notice. The same applies if you are the business a case study is about. Removals are recorded, because every entry is a denominator somewhere on these pages.

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HOW THIS REVIEW WAS MADE

This page is generated from the pipeline's own log. Every threshold, model choice and limitation on this page was recorded by the pipeline as it ran. None of it was written after the results were seen. Where a threshold was set from a measurement, the measurement is named.

1. What this is, and what it is not

This is a systematic review with narrative synthesis. It is not a random-effects meta-analysis, and the difference matters. Pooling effects statistically requires each study to report a variance or a confidence interval. In the author-verified reference sample, 4 of 25 usable studies reported an interval. Pooling the rest would manufacture a precision the sources do not contain. So effects are reported as a median across independent samples with the observed range, and agreement is reported separately from magnitude.

2. From corpus to entries

Documents collected	9,249
After removing duplicates and documents without text	9,177
Passed the permissive prefilter	9,033 (98.4%)
Screened, one model over the whole corpus	9,033
Passed screening as a primary source	1,391
Extracted, two blind passes each	1,391
Findings extracted	7,329
Findings assigned to a tactic in the curated taxonomy	5,233
Clusters after collapsing derivative reports	1,105
Clusters that passed the evidence gates	769
Entries in this book	182

Coverage of this edition. Every one of the 9,033 documents that passed the prefilter was screened (100.0%), which is every document the prefilter passed, so no sampling step stands between the corpus and the evidence base.

Extraction ran on 1,391 of the 1,391 documents that passed screening. Every rate on this page is measured on that sample and reported per sample frame. The corpus is not the evidence base: it is the population the evidence base was drawn from.

Who checked it

The author went through this edition several times while it was being built, rewriting entries and dropping some at that stage. Individual printed figures were not re-checked by hand; each one was checked against its source text by

the pipeline, and that check is measured rather than assumed. Drafts were also read back by models from a third provider, which catches a different class of mistake than a reader does and misses the ones only somebody who knows the field would notice. Models did the discovery, the screening, the extraction and the first draft of the entry prose. Every threshold that decided what got printed was set by the author, and so was the decision to print.

3. How this was built

Nine stages. Each one writes its own output, and no stage reruns unless the configuration its own code reads has changed, so the numbers on this page come from one traceable run rather than from several merged ones.

- | | | |
|---|---|---|
| 1 | Corpus | Screaming Frog and Ahrefs build the document list from search, link and crawl data, then a Python pass removes duplicates and documents with no text. The crawl respected robots.txt and any machine-readable reservation of rights, and no source behind a paywall, a login or a form was collected. Copies were kept for this analysis and are not redistributed. |
| 2 | Permissive prefilter | A keyword filter would discard real case studies, so this one is built to pass almost everything: 98.4 per cent of the corpus goes through. |
| 3 | One model reads every document | It answers one question - does this document report a measured outcome from a specific change its own author made. |
| 4 | A model from the other provider checks it | On a shared sample, so cross-provider agreement is measured rather than assumed. That measurement sets the acceptance band every later stage is held to. |
| 5 | Two blind extractions | Every passing document is read twice, by models from two different providers, neither seeing the other's answer. Each finding carries a verbatim quote containing its number. |
| 6 | The number is located in the source | Deterministic, no model involved: the quote is matched against the document and the digits are read back out. |
| 7 | Tactics, not topics | Each finding is assigned to one tactic from a curated taxonomy, and a label naming several tactics at once is refused rather than split. |
| 8 | Copies are collapsed | One figure republished elsewhere - including elsewhere by the same publisher - becomes one sample, not several. |
| 9 | Judged, scored, written | Two providers judge each tactic cluster, the two scores are computed, and the entry prose is written with the figures inserted by the pipeline rather than by a model. |

4. The tools and the models

The corpus was assembled with Screaming Frog and Ahrefs. Everything after that is Python plus language models from Google and OpenAI, and the two providers are never allowed to substitute for each other on the stages where

their independence is part of the claim: screening is checked across providers, and the two extraction passes are one model from each. Descending to a cheaper model within one provider is allowed, and where it happened the count is printed below rather than hidden.

Stage	Provider	Model
Extraction, pass A	Google	gemini-3.6-flash 2 calls fell back to gemini-3.5-flash-lite
Extraction, pass B	OpenAI	gpt-5.6-sol 1 call fell back to gpt-5.6-terra
Extraction, pass B fallback	OpenAI	gpt-5.6-terra
Escalation, where both passes found nothing	Google	gemini-3.1-pro-preview 9 calls fell back to gemini-3.6-flash
Tactic assignment and cluster judgment	Google	gemini-3.6-flash 921 calls fell back to gemini-3.5-flash-lite
Reliability check, other provider	OpenAI	gpt-5.6-sol
Entry prose	Google	gemini-3.6-flash 100 calls fell back to gemini-3.5-flash-lite
Retrieval for candidate tactics	OpenAI	text-embedding-3-large
Retrieval, second provider	Google	gemini-embedding-2

Model names are read from this run's own log, not written by hand. An earlier edition of this page named a model the code was not using, which is the kind of error a generated page exists to prevent.

The replication steps on each entry are ours. They are written from the method the source describes, and they are not the source's own recommendation.

5. Inclusion criteria

A document was included only if it reported a specific intervention paired with a measured outcome, measured by its own author. All three conditions were required. Screening ran on one model over the whole corpus and was cross-checked against a second provider from a different provider family on a calibration sample, so the agreement between them is measured rather than assumed.

Documents that failed one condition were not discarded but routed. A document reporting a real number for something nobody changed became a benchmark. A document quoting somebody else's measurement became a pointer to that study. A stated null result counted as a valid outcome, not a missing one.

6. What counts as an independent sample

Independence is counted by sample, not by publisher, and the unit is one published study. Eight teams that ran the same test contribute eight independent samples, and eight studies from one publisher also contribute eight, because each is a separate measurement. The same figure repeated across eight blogs contributes one: derivative reports are detected through the citation graph and collapsed onto the primary they cite.

Two consequences are worth stating, because both were measured rather than assumed. Every document is extracted twice, by two models from different providers, and the two extractions of one document are one sample, not two - counting them separately would have inflated the number of independent samples in this review by roughly half. And a study that reports several arms, a mobile and a desktop split of one test, still counts once: an arm of a test is not an independent test. The cost of that rule runs the other way and is stated here as a limitation: a study that genuinely ran several independent tests is counted once, so the sample counts in this review are conservative.

7. Agreement, and why it is shrunk

For a tactic with n independent samples of which k point the same way, raw agreement k/n reads as certainty when n is small: one positive result out of one becomes 100 per cent. Agreement is therefore reported with Laplace shrinkage:

$$a = (k + 1) / (n + 2)$$

One positive result out of one gives 0.67, not 1.00. Nine out of eleven gives 0.77.

Agreement is computed separately for controlled and uncontrolled designs. Ten uncontrolled studies agreeing with each other is not the same evidence as three controlled tests agreeing, and averaging them would hide that.

8. Risk of bias and design weight

Each source carries a design weight reflecting how much of the observed change it can attribute to the intervention. A controlled split test carries 25 points; a before-and-after measurement with no control group carries 3, because seasonality, algorithm updates and concurrent work are not ruled out. A design claiming a control group is only credited for one when the source text contains deterministic evidence of it.

9. The two scores

E, evidence, rises with design weight, the number of independent samples, sample size and shrunk agreement. A, actionability, rises as the change becomes cheaper, safer and more reversible. They are reported separately because a well evidenced tactic can still be a poor use of a week, and the reverse is common. Where a single ordering is needed, the shortlist uses:

$$\text{rank} = 0.35 \cdot E + 0.65 \cdot A, \text{ subject to } E \geq 60$$

Evidence is the entry condition, not the ranking criterion. Among tactics that are adequately supported, the useful question is which one pays first.

10. Publication bias

Practitioners publish the tests that moved a number. In the author-verified reference sample the direction of reported outcomes was 64 per cent positive, 16 per cent mixed, 12 per cent null and 8 per cent negative. A field where interventions worked nearly two times out of three, and failed one time in twelve, is not a plausible description of reality; it is a description of what gets written up. Every agreement figure in this review is therefore an upper bound, and the entries marked null or mixed are underrepresented rather than rare.

11. Thresholds set from measurement

- Cross-provider verdict agreement measured at 0.867 on 300 documents; the S6 acceptance band was set to [0.717, 0.967] from that measurement rather than assumed.
- The lower bound on the collapse rate applies only from 20 candidate pairs upward. A candidate pair is two findings on the same tactic, metric family, basis and direction, on different domains, carrying the same value. Measured on this frame: 5,180 pairs examined, of which 2,359 the same document extracted twice, 1,863 with different values, 282 on the same domain with a different value, 493 with a value missing, 1 with conflicting sample sizes, 166 republished by the same publisher, 16 candidates. Below that count a low collapse rate measures how densely the sample was drawn rather than whether the detector works, and those are two different states of which only one is an error. The upper bound is not conditional: over-collapsing destroys independent samples whatever the sample size.

12. Reproducibility, measured across providers

- Tactic assignment was repeated on 150 findings by a model from the other provider. Exact id agreement 0.72, family agreement 0.82. The disagreement is mostly not about which tactic: on the 98 findings where both models assigned one, they agreed on the same variant 79% of the time, and on 31 both refused to assign at all. It is the remaining 21 that carry it, where one model found a fitting variant and the other did not. Agreement is measured across providers rather than by repeating the same model, because two calls to one model measure temperature and not agreement.
- Cluster judgments were measured for reproducibility by having a model from the other provider judge the same 1105 clusters from the same prompt, and agreement was computed as Krippendorff alpha per component - ordinal for

the scaled components, nominal for the two flags. implementation_effort 0.8449; applicability_breadth 0.5498; measurability 0.5304; counter_intuitiveness 0.5121; plausibility_flag 0.3027; deprecated_flag 0.4947. Alpha corrects for agreement expected by chance, which a raw agreement rate does not: a component that is 95 percent one value looks perfectly reliable under raw agreement and carries almost no information.

- The judgment prompt was calibrated before production: both providers judged the same 100 clusters and agreement was measured per component. counter_intuitiveness alpha 0.4578. Calibration writes its own files and never mixes with production judgments, because judgments made under two different prompts in one file describe neither prompt.

- Collapse precision was measured by adjudicating 141 collapse decisions blind on a model from the other provider, which answered whether the two reports describe the same underlying measurement. Precision 0.9574. A collapse rate alone cannot show this: collapsing everything scores 0.99 and collapsing nothing scores 0.00, and both sit inside an acceptance band.

How a low alpha was handled. The acceptance threshold for a component that enters a score is 0.60. A component below it is not dropped, and it is not used at its measured value either: it is credited only where both providers support the same level, and where they diverge it falls to the more conservative of the two, never to an average. One component was excluded from scoring altogether because it is near constant, since almost every SEO intervention is measurable and confounded, which is a finding rather than a rating, and it is reported here instead. A component whose reliability rests on fewer than ten minority-class observations is reported as not measurable, because a pass on that few cases is as uninformative as a fail.

Where to start

THE SHORTLIST

The 17 highest ranked of the entries that cleared the evidence threshold, ordered by what pays first. Entry requires an evidence score of 60 or more and a mainstream lane: three or more independent samples, or two if both are controlled tests. The next page gives the full count.

THE SEVENTEEN TACTICS WORTH YOUR NEXT SPRINT

Order is not evidence strength. Entry requires E of 60 or more and a mainstream lane, which means three or more independent samples, or two if both are controlled tests, and within that the ranking weights actionability at 0.65 against evidence at 0.35, because among tactics that are adequately supported the useful question is which one pays first. No more than three entries share a metric family, so the list cannot become one metric measured many ways. 61 entries met the entry condition; the 17 below are the highest ranked under that cap.

#	Score	Tactic	E / A	Samples	Entry
1	75.9	Add FAQ content and FAQ schema to category pages +9% organic sessions · several changes, one measurement On a randomized variant set of category pages, add a question and answer addressing top brand choices at the top of the content area, and add matching FAQ JSON-LD schema markup to the head.	93.1 / 66.7	6 of 15	1 p. 22
2	75.2	Update facts and expand sections on blog posts +55% organic sessions · several changes, one measurement On the edit group of blog posts, replace outdated stats or factual claims with current figures and add new body sections covering missing subtopics. Leave the control group posts untouched.	88.1 / 68.2	3 of 5	56 p. 51
3	73.9	Rewrite titles, restructure site, and update posts +52% conversions · several changes, one measurement On a designated group of site sections, rewrite title tags and meta descriptions, flatten navigation paths, update outdated blog posts, and disavow toxic links, leaving a matched set of sections unchanged as a control.	91.4 / 64.4	5 of 15	160 p. 69
4	70.7	Add author bylines to blog articles +113% AI citations On 20 target blog posts, add a visible author byline directly below the main heading that links to an author profile page. Leave 20 matched blog posts without bylines as a control group.	86.5 / 62.2	1 of 7	60 p. 26
5	69.9	Add schema markup to product and blog pages +40% organic sessions · several changes, one measurement On 100 product pages and 100 blog posts, add JSON-LD schema markup for Product and Article types, and update business profile details, while leaving a matched set of pages unchanged.	94.6 / 56.5	4 of 13	139 p. 65

#	Score	Tactic	E / A	Samples	Entry
6	67.1	Add FAQs, tables, and schema to product pages +56% AI citations · several changes, one measurement On the test group of product pages, add a dedicated section for common questions, rewrite headlines to state topics directly, convert features into tabular lists, and implement structured markup.	77.2 / 61.7	1 of 4	30 p. 24
7	66.1	Cross-link pillar pages and supporting articles +94% ranking positions In the body text of each supporting cluster article, add anchor text links pointing to the parent pillar page.	73.4 / 62.2	2 of 5	84 p. 55
8	65.1	Consolidate repetitive pages into detailed hubs +74% conversions · several changes, one measurement Merge repetitive package pages into comprehensive procedure hubs and rewrite regional pages with distinct local details. Set up permanent redirects from retired URLs to the new hubs.	62.1 / 66.7	2 of 6	19 p. 43
9	65.1	Replace keyword repetition with semantic variations +180% AI citations On a test group of 30 matched URLs, locate repeated instances of the main target keyword within the body text.	70.6 / 62.2	1 of 3	109 p. 57
10	64.9	Update blog post content and publication date +57% impressions · several changes, one measurement On a set of target blog posts, update the title tag, meta description, headings, body text, internal links, and publication timestamp to reflect current information.	70.0 / 62.2	2 of 6	57 p. 51
11	63.8	Add JSON-LD schema markup to blog posts +31.78% ranking positions On a set of blog posts, add JSON-LD schema markup matching the article type into the head tag of each page, leaving a control group unchanged.	63.6 / 63.9	1 of 4	136 p. 64
12	62.9	Add citations to authoritative sources +31.4% impressions · several changes, one measurement On a target group of informational pages, insert explicit inline citations with link references to authoritative sources alongside concise summary blocks and revised headings, leaving a matched control group untouched.	65.5 / 61.5	1 of 2	66 p. 30
13	60.7	Create and optimize product category pages +18% revenue · several changes, one measurement On target category sections, rewrite heading tags, expand on-page copy, and publish dedicated subcategory pages for unaddressed search queries, leaving a matched group untouched.	70.2 / 55.6	2 of 5	32 p. 44

#	Score	Tactic	E / A	Samples	Entry
14	60.7	Sync local directory listings across platforms +38% organic clicks On external local directories and mapping services, update the business name, physical address, phone number, operational hours, and primary website URL for each venue to match official location pages exactly.	73.0 / 54.1	3 of 7	118 p. 60
15	60.0	Add brand-icon CTAs with internal links +80% conversions On the treatment group of product pages, insert a dedicated call-to-action block containing brand iconography and direct internal links to the corresponding brand category pages directly below the main product description.	65.2 / 57.3	2	83 p. 34
16	59.8	Update local profile, schema, and review prompts +10 ranking positions · several changes, one measurement On target location listings and pages, set the primary business category, add menu details, align name details across directories, implement local business schema, and display review requests.	77.0 / 50.5	3 of 8	119 p. 61
17	59.5	Add Product, Review, and FAQ schema to SKU pages +40% click-through rate · several changes, one measurement · partly discontinued On 100 product pages, insert JSON-LD scripts containing Product, AggregateRating, and FAQPage schemas with accurate product details, star ratings, and question-answer pairs. The Product and Review markup here still produces rich results. The FAQ part does not: Google stopped showing FAQ rich results in May 2026. (searchengineland.com/google-to-no-longer-support-faq-rich-results-476957, 2026-09-08)	60.4 / 59.0	3 of 6	141 p. 65

PART ONE • WHAT THE EVIDENCE SUPPORTS

Tactics measured on two or more independent controlled studies, where the evidence clears the entry threshold.
Each entry gets a two-page spread.

Add FAQ content and FAQ schema to category pages +9% organic sessions

What was changed

Added an additional brand-focused question to the FAQ section and added FAQ schema markup to category pages.

Several changes at once, one measurement. The source added FAQ text content and structured schema markup simultaneously, combining their effects. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured

organic sessions	median across 6 samples
+112%	range +9% to +350%

citation rate +41%	one sample, n 1
--------------------	-----------------

conversions +15%	one sample, n 1
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and 4 further metric families in the Evidence Appendix

The evidence behind it

Scores	Evidence 93.1 · Actionability 66.7		
Design	strongest 25.0 of 25, median across samples 3 of 25		
Agreement	15 of 15 point the same way, shrunk to 0.94; among the 2 controlled samples, 2 of 2, shrunk to 0.75		
Study designs	Controlled A/B test 1 · Before/after with control 1 · Before/after, no control 13		
Independent samples	15; the figure above is located in its source, and on 12 of the samples every extracted number is, including ones not printed here		
Sample size range	largest 5,000 pages; the sources measured in 4 different units, so no range is given		
Published	2020 to 2026		
searchpilot.com 2023	Controlled A/B test	size not reported	+9%
socialanimal.dev 2026	Before/after with control	50 queries	+11
conversiondigital.com.au 2025	Before/after, no control	5,000 pages	+41%

[and 12 more sources in the Evidence Appendix](#)

Add FAQ content and FAQ schema to category pages +9% organic · entry 1 · continued

How to replicate it

When it applies	Applies to ecommerce or listing sites with category pages that lack direct FAQ content or schema markup.
Before you start	Identify brand queries related to category products and map matched pairs of category URLs for split testing.
What to change	On a randomized variant set of category pages, add a question and answer addressing top brand choices at the top of the content area, and add matching FAQ JSON-LD schema markup to the head. Leave a matched set of category pages untouched as a holdout control group. The source changed both text and schema together, so test the combined implementation against the holdout.
What to keep	Keep category page layouts, internal link architecture, product listings, and title tags unchanged across test and control groups.
What to measure	Compare organic sessions between variant and control groups in a split test over 28 days using a causal impact model.
When to revert	Keep the FAQ section and schema markup if organic sessions increase in the test group relative to the holdout control group.

What this evidence cannot tell you

The primary source did not report the page sample size or timeframe for the split test, which limits statistical verification.

Full source list: Evidence Appendix, group 1, 15 sources

Add FAQs, tables, and schema to product pages +56% AI citations

What was changed

Added FAQs, revised headlines, introduced tables, and schema markup to product feature pages to increase citations in generative search engines.

Several changes at once, one measurement. The source combined adding FAQs, rewriting headlines, inserting formatted tables, and adding schema markup together. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured

citation rate	one sample, no median
+56%	one sample
ctr +24.5%	one sample, n 1
organic sessions +20%	one sample, n 1

and 1 further metric family in the Evidence Appendix

The evidence behind it

Scores	Evidence 77.2 · Actionability 61.7		
Design	strongest 25.0 of 25, median across samples 14 of 25		
Agreement	4 of 4 point the same way, shrunk to 0.83; among the 2 controlled samples, 2 of 2, shrunk to 0.75		
Study designs	Controlled A/B test 2 · Before/after, no control 2		
Independent samples	4; the figure above is located in its source, and on 3 of the samples every extracted number is, including ones not printed here		
Sample size range	largest 296 sites; the sources measured in 2 different units, so no range is given		
Published	2025 to 2026		
searchpilot.com 2025	Controlled A/B test	1 page	+20%
searchpilot.com 2025	Controlled A/B test	size not reported	+24.5%
level.agency 2025	Before/after, no control	296 sites	+531%

and 1 more source in the Evidence Appendix

Add FAQs, tables, and schema to product pages +56% AI · entry 30 · continued

How to replicate it

When it applies	Product or service pages exist that receive organic traffic but lack structured schema, explicit question answers, or clear tabular data.
Before you start	Select a set of product pages and split them into test and control groups. Record baseline citations from generative search engines for 30 days.
What to change	On the test group of product pages, add a dedicated section for common questions, rewrite headlines to state topics directly, convert features into tabular lists, and implement structured markup. Leave the control group untouched. Because the primary source bundled these modifications, execute the entire set of edits together across test pages to compare performance against the control group.
What to keep	Do not alter internal linking, canonical tags, page URLs, or main product descriptions on either the test or control groups.
What to measure	Track referral traffic and citation occurrences across generative search engines for 60 days following indexing, comparing the test group against the control group.
When to revert	Keep the combined edits if the test group shows a higher citation rate than the untouched control group. Revert if no relative increase occurs.

What this evidence cannot tell you

The study used an uncontrolled before-and-after design without a holdout group, making it impossible to separate content edits from external search engine updates.

Full source list: Evidence Appendix, group 30, 4 sources

Add author bylines to blog articles

+113% AI citations

What was changed

Added author bylines for staff members with lower public recognizability to a set of blog articles.

What was measured

citation rate	one sample, no median
reported +21% to +113%	one source, 4 values

conversions +6.5x	one sample, n 1
index coverage +11.7pp	one sample, n 1

and 2 further metric families in the Evidence Appendix

The evidence behind it

Scores	Evidence 86.5 · Actionability 62.2		
Design	strongest 25.0 of 25, median across samples 3 of 25		
Agreement	5 of 5 point the same way, shrunk to 0.86; among the 1 controlled sample, 1 of 1, shrunk to 0.67		
Study designs	Controlled A/B test 1 · Before/after with control 1 · Before/after, no control 4 · Design unclear 1		
Independent samples	7; the figure above is located in its source, and on 6 of the samples every extracted number is, including ones not printed here		
Sample size range	largest 340 sites; the sources measured in 2 different units, so no range is given		
Published	2023 to 2026		
searchpilot.com 2023	Controlled A/B test	size not reported	direction only
seerinteractive.com 2026	Before/after with control	123 pages	+113%
netwebmedia.com 2026	Before/after, no control	340 sites	+26%

[and 4 more sources in the Evidence Appendix](#)

Add author bylines to blog articles +113% AI citations · entry 60 · continued

How to replicate it

When it applies	Applies to informational blog posts that currently lack visible author bylines and links to author profile pages.
Before you start	List target blog posts lacking bylines. Build author profile pages containing job titles and background details for each writer.
What to change	On 20 target blog posts, add a visible author byline directly below the main heading that links to an author profile page. Leave 20 matched blog posts without bylines as a control group.
What to keep	Keep article content, headings, publishing dates, and structural schema identical across treated and control pages.
What to measure	Track generative search engine citation rates for treated and control URLs in webmaster reporting tools over 30 days.
When to revert	Keep the bylines if the citation rate on treated pages increases against the holdout group. Revert or revise if performance lags.

What this evidence cannot tell you

A before-after trial with a non-randomized control group on a small set of pages cannot rule out search engine updates or selection bias.

Full source list: Evidence Appendix, group 60, 7 sources

Rewrite AI text with human editing and E-E-A-T +67% AI citations

What was changed

A human editor rewrote a page created by automated tools using search engine optimization guidelines and an audit of experience and expertise.

Several changes at once, one measurement. The edit combined human drafting with search optimization adjustments and trust guidance updates in a single release. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured

citation rate	one sample, no median		
+67%	one sample		

ranking position +2.2 positions	one sample, n 1		
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The evidence behind it

Scores	Evidence 71.0 · Actionability 54.4		
Design	strongest 25.0 of 25, median across samples 3 of 25		
Agreement	4 of 5 point the same way, shrunk to 0.71; among the 2 controlled samples, 1 of 2, shrunk to 0.50		
Study designs	Controlled A/B test 2 · Before/after, no control 3		
Independent samples	5; the figure above is located in its source, and on 4 of the samples every extracted number is, including ones not printed here		
Sample size range	largest 10 domains; the sources measured in 3 different units, so no range is given		
Published	2023 to 2025		

rebootonline.com 2023	Controlled A/B test	10 domains	+2.2 positions
media.neliti.com 2024	Controlled A/B test	1 site	direction only
rebootonline.com 2025	Before/after, no control	2 pages	+67%

and 2 more sources in the Evidence Appendix

Rewrite AI text with human editing and E-E-A-T +67% AI · entry 63 · continued

How to replicate it

When it applies	The site publishes automated or generative draft articles that lack personal experience, expert citations, or manual verification.
Before you start	Audit existing draft pages for missing credentials, unsupported statements, and missing author details.
What to change	On a test set of generative draft pages, have an experienced editor rewrite the text, add explicit author credentials, insert verified source citations, and format direct answers for key subheadings, while leaving a matched holdout set unchanged. Because multiple edits were made together, compare the full update package against the untouched holdout pages.
What to keep	Keep internal links, page layout, URL structures, schema markup, and external promotion identical across both test and holdout groups.
What to measure	Track citation frequency in generative search engine features for both groups weekly over 60 days.
When to revert	Keep the edits if the human-edited group achieves a higher citation frequency in generative search features than the untouched holdout group.

What this evidence cannot tell you

The study compared a tiny sample of pages without a formal holdout group, so individual topic authority or indexing timing cannot be ruled out.

Full source list: Evidence Appendix, group 63, 5 sources

Add citations to authoritative sources

+31.4% impressions

What was changed

Researchers added inline citations from reliable sources alongside other generative engine optimization adjustments.

Several changes at once, one measurement. The study combined adding source citations with additional generative search optimizations in a single evaluation. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured

impressions

one sample, no median

reported -30.3% to

no median, the reported values cross zero, one source

+115.1%

citation rate reported -30.3% to +115.1%

no median, the reported values cross zero, one source, n 1

The figure above was measured on a benchmark or a simulated search engine, not in a live search console. The metric name is the one the paper used.

The evidence behind it

Scores	Evidence 65.5 · Actionability 61.5		
Design	strongest 25.0 of 25		
Agreement	2 of 2 point the same way, shrunk to 0.75		
Study designs	Controlled A/B test 2		
Independent samples	2, every number traced back to its source text		
Sample size range	largest 1,000 queries; the sources measured in 2 different units, so no range is given		
Published	2020 to 2024		
arxiv.org	Controlled A/B test	1,000 queries	+31.4%
rebootonline.com 2020	Controlled A/B test	10 domains	direction only

Add citations to authoritative sources +31.4% impressions · entry 66 · continued

How to replicate it

When it applies	The target pages contain informational content that answers user queries without existing external citations or source references.
Before you start	Record baseline impressions for a target set of informational URLs and gather authoritative secondary sources for key statements.
What to change	On a target group of informational pages, insert explicit inline citations with link references to authoritative sources alongside concise summary blocks and revised headings, leaving a matched control group untouched. Because the underlying evidence tested citations combined with structural optimizations, apply the complete set of modifications together to compare performance against the holdout pages.
What to keep	Keep internal linking structures, page URLs, publication dates, and main content body text untouched on both treatment and control groups.
What to measure	Compare total impressions between the treatment group and the holdout control group using search console data over a 30 day period.
When to revert	Keep the changes if impressions on the treatment group increase relative to the holdout group. Revert if impressions drop or remain flat.

What this evidence cannot tell you

The study tested simulated query sets rather than live site traffic, and the bundled methods prevent isolating the impact of citations alone.

Full source list: Evidence Appendix, group 66, 2 sources

Rewrite web page text using optimization tactics +83.2% AI citations

What was changed

Rewrote web content using generative search engine optimization techniques to test citation rates.

What was measured

citation rate	median across 2 samples
+83.8%	range +83.2% to +84.5%

conversions +27pp	one sample, n 1
impressions +30.9%	range +23.3% to +38.5%, n 2

and 2 further metric families in the Evidence Appendix
The figure above was measured on a benchmark or a simulated search engine, not in a live search console. The metric name is the one the paper used.

The evidence behind it

Scores	Evidence 92.8 · Actionability 66.7		
Design	strongest 25.0 of 25, median across samples 14 of 25		
Agreement	12 of 12 point the same way, shrunk to 0.93; among the 2 controlled samples, 2 of 2, shrunk to 0.75		
Study designs	Controlled A/B test 1 · Before/after with control 1 · Academic study 5 · Before/after, no control 5		
Independent samples	12; the figure above is located in its source, and on 11 of the samples every extracted number is, including ones not printed here		
Sample size range	largest 10,000 queries; the sources measured in 5 different units, so no range is given		
Published	2024 to 2026		
arxiv.org 2024	Controlled A/B test	1,000 queries	+40%
socialanimal.dev 2026	Before/after with control	50 queries	+12
arxiv.org 2025	Academic study	1,905 pages	+15.63%
and 9 more sources in the Evidence Appendix			

Rewrite web page text using optimization tactics +83.2% AI · entry 74 · continued

How to replicate it

When it applies	The site publishes informational or product pages that compete for inclusion in generative search engine answers.
Before you start	Record current baseline citation frequencies and impression counts across target queries in generative search engines for 14 days.
What to change	Select a target set of product or article pages. On each page, insert authoritative quotes, structured statistics, and direct query responses into the main content body. Leave a matched control set unchanged so you can evaluate the impact directly.
What to keep	Keep page titles, main heading tags, internal linking structure, and canonical tags untouched across both test and control groups.
What to measure	Track citation frequency in generative search engine responses for target queries weekly over a period of 30 days, comparing test pages against holdouts.
When to revert	Retain the content edits if citation rates in generative search engine answers increase relative to the holdout set; revert if citation rates fall.

What this evidence cannot tell you

The study relied on synthetic queries in an academic test bed, which may not reflect live search engine user behavior or persistent search index updates.

Full source list: Evidence Appendix, group 74, 12 sources

Add brand-icon CTAs with internal links +80% conversions

What was changed

The primary source added brand-iconography call-to-action blocks with internal links to smartphone brands on key product pages.

What was measured

conversions	median across 2 samples
+56.5%	range +33% to +80%
ctr +71%	one sample, n 1
organic clicks +82%	one sample, n 1

The evidence behind it

Scores	Evidence 65.2 · Actionability 57.3		
Design	strongest 25.0 of 25		
Agreement	2 of 2 point the same way, shrunk to 0.75		
Study designs	Controlled A/B test 2		
Independent samples	2, every number traced back to its source text		
Sample size range	8 users		
Published	2025 to 2026		
key-word.store 2026	Controlled A/B test	8 users	+33%
seotesting.com 2025	Controlled A/B test	size not reported	+80%

Add brand-icon CTAs with internal links +80% conversions · entry 83 · continued

How to replicate it

When it applies	Target product pages have distinct brand categories and sufficient user traffic to measure interaction changes.
Before you start	Record baseline click event counts on existing text links across the selected test pages and control pages for 14 days.
What to change	On the treatment group of product pages, insert a dedicated call-to-action block containing brand iconography and direct internal links to the corresponding brand category pages directly below the main product description. Leave the control group of product pages with standard inline text links only.
What to keep	Keep main content, page layout, pricing, and canonical tags identical on both test and control groups during the test window.
What to measure	Track total call-to-action interactions and downstream conversions on test and control groups using event tracking over 28 days.
When to revert	Keep the call-to-action block if total interactions increase against the control group without degrading overall conversion rates.

What this evidence cannot tell you

The primary source did not report the sample size or duration, and interaction gains may reflect visual prominence rather than link equity.

Full source list: Evidence Appendix, group 83, 2 sources

▲ AVOID

entry 173 · #8 of 8

AVOID
no score shown

Target high volume keyword variants in title tags -20% organic sessions

What was changed

The primary source updated page title tags and meta descriptions to target higher search volume keyword variants.

Several changes at once, one measurement. Meta descriptions were updated at the same time as page title tags. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured

organic sessions

median across 4 samples

reported -27% to +9%

no median, the reported values cross zero, 4 samples

The evidence behind it

Scores	Evidence 68.8 · Actionability 51.6		
Design	strongest 25.0 of 25, median across samples 14 of 25		
Agreement	3 of 4 point the same way, shrunk to 0.67; among the 2 controlled samples, 2 of 2, shrunk to 0.75		
Study designs	Controlled A/B test 2 · Before/after, no control 1 · Design unclear 1		
Independent samples	4, every number traced back to its source text		
Sample size range	largest 200 urls; the sources measured in 2 different units, so no range is given		
Published	2021 to 2026		
moz.com 2021	Controlled A/B test	1 page	-20%
searchpilot.com 2025	Controlled A/B test	size not reported	-11%
moz.com 2021	Before/after, no control	200 urls	+9%

[and 1 more source in the Evidence Appendix](#)

Target high volume keyword variants in title tags -20% · entry 173 · continued

How to tell if you are doing this

How to spot it	Pages have title tags rewritten to target broad search volume terms, replacing original specific product or topic labels.
Before you undo it	Record organic traffic, impression data, and click rates for target URLs before reverting the title tags to their prior state.
What to stop	On target templates, revert title tags and meta descriptions to their original specific wording instead of broad high volume phrasing. Test this revert across a defined set of pages while keeping a control group unchanged. Avoid replacing specific keyword descriptions with generic broad match variants across full page categories.
What to keep	Keep main page content, internal link anchors, structured data, and headers unchanged during the observation period.
How to check	Monitor organic session counts in web analytics for target pages against control pages across a window of 28 days.
When it is clear	If organic sessions recover or increase on reverted pages compared to the control group, permanently keep the original title tag patterns.

What this evidence cannot tell you

The finding relies on a single page test where meta information was changed alongside titles without isolated controls.

Full source list: Evidence Appendix, group 173, 4 sources

PART ONE • CATALOG

Supported by three or more independent samples but below the threshold for a full entry, usually because no source ran a control group. This catalog is capped at 100 entries; 40 further tactics cleared the same entry condition and are held for the next edition rather than printed here, ranked below these on the same measure.

#	Tactic	Median effect	Evidence	Score
4	Simplify copy and align intent on key articles +344% AI citations On a set of target articles, simplify prose by shortening sentences, removing redundant text, and updating headings to directly answer query intent, while leaving a matched group untouched. Answer formatting (AEO) · MAINSTREAM · several changes, one measurement	reported +49% to +344% citation rate one source, 4 values on 1 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over less than 2 months 2025 to 2026 all 3 sources	57 E 47.8 A 62.2
5	Add question headings and schema markup +65% impressions On test informational pages, add question headings into subheadings, rewrite initial paragraphs into direct summary answers, and implement structured data markup. Keep a matched set of informational pages untouched to serve as a holdout. Answer formatting (AEO) · MAINSTREAM · several changes, one measurement	+159% impressions range +65% to +253% on 2 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over six months 2025 to 2026 all 4 sources	58 E 51.0 A 62.2
7	Structure page text for answer box placements +98.6% organic sessions On a designated group of informational pages, rewrite body copy to answer target queries directly in the opening paragraph and convert key points into ordered lists or tables. Leave a matched group of pages untouched. Answer formatting (AEO) · MAINSTREAM · several changes, one measurement	+198.4% organic sessions range +25% to +500% on 4 of 7 samples	7 independent samples across 7 publishers 7 of 7 same direction, agreement 0.89 2024 to 2026 all 7 sources	62 E 61.8 A 62.2

#	Tactic	Median effect	Evidence	Score
8	Pitch publishers for editorial backlinks +71% organic sessions Pitch relevant industry publications with original data, expert quotes, or media assets, requesting editorial links to target informational pages on the domain. Conduct outreach campaigns consistently while maintaining existing on-page elements. Link building · MAINSTREAM	+71% organic sessions range +13% to +366.1% on 7 of 19 samples	19 independent samples across 14 publishers 19 of 19 same direction, agreement 0.95 measured over 87 months 2018 to 2026 all 19 sources	54 E 63.8 A 48.9
9	Publish guest posts with contextual backlinks +45% organic sessions Pitch relevant external websites in your industry to publish guest articles. Include contextual anchors pointing directly to your target landing pages within the main body text of the published articles. Link building · MAINSTREAM	+45% organic sessions range +30% to +1811% on 5 of 8 samples	8 independent samples across 7 publishers 8 of 8 same direction, agreement 0.90 measured over 3 months 2021 to 2026 all 8 sources	58 E 68.7 A 52.2
10	Publish guest posts and update page headers +212% organic sessions On target landing pages, rewrite title tags and H1 headers with main keywords, adjust internal links to point to core pages, publish educational articles, and secure 40 guest post backlinks over 6 months while leaving a control set untouched. Link building · MAINSTREAM · several changes, one measurement	+228.1% organic sessions range +70% to +249.2% on 4 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over 6 months 2021 to 2026 all 6 sources	55 E 66.3 A 48.9

#	Tactic	Median effect	Evidence	Score
11	Publish content, build links, and clean site code +214% organic sessions Publish target keyword articles across blog sections, conduct outreach to secure external links to those pages, and clean up template code to remove bloat. Link building · MAINSTREAM · several changes, one measurement	+214% organic sessions range +30% to +787% on 9 of 26 samples	26 independent samples across 20 publishers 25 of 25 same direction, agreement 0.96 measured over 6 months 2020 to 2026 all 26 sources	56 E 70.2 A 48.9
12	Build guest backlinks and edit target page content +432% organic sessions On a defined set of target collection pages, adjust title tags and heading tags to target low-competition search queries, while acquiring guest post and contextual link insertions pointing to these pages. Link building · MAINSTREAM · several changes, one measurement	+231% organic sessions range +30% to +432% on 2 of 7 samples	7 independent samples across 3 publishers 7 of 7 same direction, agreement 0.89 measured over 6 months 2025 all 7 sources	55 E 65.4 A 50.0
14	Disavow spam backlinks and update on-page text +65% organic sessions Disavow identified low-quality domains via search console, rewrite thin body text on target template pages, and update title tags and headings across those same pages. Link building · MAINSTREAM · several changes, one measurement	reported -12% to +497% organic sessions no median, the reported values cross zero, 7 samples on 7 of 14 samples	14 independent samples across 10 publishers 10 of 13 same direction, agreement 0.73 2013 to 2026 all 14 sources	63 E 60.8 A 64.4

#	Tactic	Median effect	Evidence	Score
15	Publish survey research reports and pitch press +103% organic sessions Publish original research reports with charts on dedicated resource pages, pitch these reports to media contacts for editorial coverage, and optimize relevant on-page title tags and headings across related service pages, while keeping a separate section of pages untouched for comparison. Link building · MAINSTREAM · several changes, one measurement	+103% organic sessions range +100% to +200% on 3 of 8 samples	8 independent samples across 7 publishers 8 of 8 same direction, agreement 0.90 measured over July 2018 to June 2019 2019 to 2026 all 8 sources	56 E 58.3 A 54.4
16	Set canonical tags on duplicate product pages +178% organic sessions On a target group of duplicate product pages, add canonical link tags pointing to the main URL version, publish category descriptive text, fix site technical crawler errors, and acquire backlinks. Canonicalisation · MAINSTREAM · several changes, one measurement	+180.2% organic sessions range +150% to +210.5% on 2 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over 7 months 2023 to 2026 all 4 sources	60 E 54.9 A 62.2
18	Redirect duplicate landing pages to primary URLs +110% organic sessions On identified duplicate landing pages, implement permanent redirects pointing to the primary target URL. Ensure each primary landing page incorporates any unique sections or copy from the retired pages prior to launching the redirects. Content consolidation · MAINSTREAM	+110% organic sessions range +60% to +200% on 3 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 2017 to 2026 all 4 sources	59 E 53.6 A 62.2

#	Tactic	Median effect	Evidence	Score
19	Consolidate repetitive pages into detailed hubs +74% conversions Merge repetitive package pages into comprehensive procedure hubs and rewrite regional pages with distinct local details. Set up permanent redirects from retired URLs to the new hubs. Content consolidation · MAINSTREAM · several changes, one measurement	+66% conversions range +50% to +82% on 2 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over June 2024 to August 2025 2022 to 2026 all 6 sources	65 E 62.1 A 66.7
20	Expand body text and add keywords to pages +250% organic sessions On selected service pages, write additional body paragraphs answering search queries and insert target keywords into main copy, leaving matched pages untouched. Content depth · MAINSTREAM · several changes, one measurement	+250% organic sessions range +39% to +1100% on 3 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 2019 to 2026 all 4 sources	58 E 49.5 A 62.2
24	Publish dedicated pages for each distinct service +148% organic sessions Create dedicated landing pages for each individual service offering that currently lacks a standalone URL. Content depth · MAINSTREAM	+104% organic sessions range +60% to +148% on 2 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 2025 to 2026 all 2 sources	58 E 49.0 A 62.2
27	Add missing data and context to existing articles +50% organic sessions On target informational pages, add specific statistical data points and dedicated context sections addressing target query intent, while leaving a matched set of pages untouched. Content depth · MAINSTREAM · several changes, one measurement · headline figure is from a vendor selling this	+50% organic sessions range +40% to +142% on 3 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 2025 to 2026 all 4 sources	66 E 74.9 A 60.8

#	Tactic	Median effect	Evidence	Score
29	Add statistics and improve content fluency +5.5% AI citations On 250 selected informational pages, insert specific numerical data points and rewrite sentences for clearer flow, leaving 250 pages untouched as a holdout group. Content depth · MAINSTREAM · several changes, one measurement · benchmark metric, not a live search console	+14.4% citation rate range +5.5% to +23.3% on 2 of 3 samples	3 independent samples across 2 publishers 3 of 3 same direction, agreement 0.80 2024 to 2025 all 3 sources	60 E 75.6 A 51.1
32	Create and optimize product category pages +18% revenue On target category sections, rewrite heading tags, expand on-page copy, and publish dedicated subcategory pages for unaddressed search queries, leaving a matched group untouched. Content depth · MAINSTREAM · several changes, one measurement	+45.5% revenue range +11% to +80% on 2 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 2024 to 2026 all 5 sources	61 E 70.2 A 55.6
33	Build topical content hubs with summary sections +92% conversions Group related topic pages into structured content hubs under main category landing pages. On each subpage, add clear summary blocks for direct answers and enable moderated user comments. Content depth · MAINSTREAM · several changes, one measurement	+92% conversions one sample on 1 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over 2023 2022 to 2026 all 4 sources	53 E 51.0 A 54.4

#	Tactic	Median effect	Evidence	Score
34	Publish dedicated landing pages +200% organic sessions Publish dedicated landing pages for distinct search topics, implement redirects from relevant acquired domains, and run digital PR campaigns to acquire backlinks. Content depth · MAINSTREAM · several changes, one measurement	+198.3% organic sessions range +96.7% to +300% on 2 of 10 samples	10 independent samples across 10 publishers 10 of 10 same direction, agreement 0.92 measured over 2023 so far 2020 to 2026 all 9 sources	63 E 63.7 A 62.2
35	Publish targeted content and build backlinks +201% organic sessions Publish targeted blog content alongside conversion-focused landing pages, while acquiring relevant backlinks to those new URLs. Measure performance against a matched group of existing pages left untouched. Content depth · MAINSTREAM · several changes, one measurement	+184% organic sessions range +11% to +847% on 6 of 13 samples	13 independent samples across 12 publishers 13 of 13 same direction, agreement 0.93 measured over 5 months 2014 to 2026 all 13 sources	54 E 62.4 A 48.9
36	Create tailored pages for distinct keyword targets +200% organic sessions Separate keyword targets between main brand pages and partner pages to remove overlap. On a selected set of targeted audience segments, publish dedicated landing pages tailored to the mapped query groups, leaving a matched set of segments unchanged. Content depth · MAINSTREAM · several changes, one measurement	+200% organic sessions range +45% to +270% on 3 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 2019 to 2026 all 5 sources	60 E 70.2 A 54.4

#	Tactic	Median effect	Evidence	Score
37	Publish blog posts and build service page links +11% organic sessions On target service categories, publish new informational blog articles answering related user queries and acquire external backlinks to the main service pages. Content depth · MAINSTREAM · several changes, one measurement	+224.5% organic sessions range +11% to +438% on 2 of 7 samples	7 independent samples across 6 publishers 7 of 7 same direction, agreement 0.89 measured over 6 months 2022 to 2026 all 7 sources	52 E 59.1 A 48.9
38	Build and optimize core service pages +207% impressions On a selected group of service topics, publish new dedicated landing pages for missing offerings and rewrite existing service pages with detailed descriptions. Leave a matched group of service topics unchanged as a comparison set. Content depth · MAINSTREAM · several changes, one measurement	reported +71% to +322% impressions one source, 6 values on 1 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over 2 months post-launch 2024 to 2026 all 4 sources	56 E 51.6 A 57.8
39	Fix errors, rewrite metadata, and publish content +78% organic sessions On target pages, resolve server errors, rewrite metadata and text for target search terms, submit directory listings, and post weekly interlinked articles while leaving a matched group untouched. Content depth · MAINSTREAM · several changes, one measurement	+73.2% organic sessions range +25% to +636% on 8 of 16 samples	16 independent samples across 14 publishers 16 of 16 same direction, agreement 0.94 2014 to 2026 all 16 sources	64 E 62.4 A 65.6
40	Publish a pillar page with linked cluster articles 23x AI citations On target topic sections, create a comprehensive pillar page that covers the core subject. Content depth · MAINSTREAM · headline figure is from a vendor selling this	+12.5x citation rate range +2x to +23x on 2 of 9 samples	9 independent samples across 8 publishers 9 of 9 same direction, agreement 0.91 measured over 60 days 2025 to 2026 all 9 sources	50 E 64.5 A 42.2

#	Tactic	Median effect	Evidence	Score
42	Optimize collection pages and apply structured data +66% ranking positions On target collection pages, rewrite intro copy to address specific search intent, reorganize subcategories, and add Schema structured markup. Keep a separate group of matched category pages untouched as a holdout group. Content depth · MAINSTREAM · several changes, one measurement	+105% ranking position range +66% to +438.4% on 3 of 5 samples	5 independent samples across 3 publishers 5 of 5 same direction, agreement 0.86 2024 to 2026 all 5 sources	57 E 56.3 A 57.8
43	Update meta tags, canonicals, and publish content +85% organic sessions On target pages, rewrite meta descriptions and title tags to match search intent, set explicit canonical tags, and expand written content to cover relevant subtopics. Leave a matched set of control pages unchanged to isolate external factors. Content depth · MAINSTREAM · several changes, one measurement	+79.5% organic sessions range +30% to +317% on 6 of 9 samples	9 independent samples across 7 publishers 9 of 9 same direction, agreement 0.91 2022 to 2026 all 9 sources	63 E 63.4 A 62.2
44	Merge old content and add keywords to a page +69% organic sessions On target category pages, consolidate text from related articles on the subject into the main section and redirect the legacy URLs to the main page. Simultaneously, insert phrases targeting missing search queries into headings and main text. Content depth · MAINSTREAM · several changes, one measurement	+69% organic sessions range +53.5% to +145.8% on 3 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over full year of 2017 compared to the full y 2019 to 2025 all 4 sources	58 E 49.4 A 62.2

#	Tactic	Median effect	Evidence	Score
45	Expand collection copy and internal links +80% revenue On selected collection pages, add descriptive copy sections below the product grid, insert contextual internal links to related subcategories within the body text, and update the layout template to surface key category attributes. Content depth · MAINSTREAM · several changes, one measurement	+84% revenue range +8% to +160% on 2 of 3 samples	3 independent samples across 2 publishers 3 of 3 same direction, agreement 0.80 2000 to 2026 all 3 sources	55 E 49.0 A 57.8
46	Expand review content, add schema, and link pages +10 pp AI citations On test review pages, expand the copy to detailed reviews, insert comparison tables, add Product and Review schema, and link to related review pages. Leave matched control pages untouched. Content depth · MAINSTREAM · several changes, one measurement	+10pp citation rate one sample on 1 of 5 samples	5 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 2023 all 5 sources	59 E 78.5 A 48.3
47	Publish targeted pages and update on-page elements +53% organic sessions On a test set of target URLs, rewrite title tags, H1 headings, and body copy around specific keyword themes. Simultaneously publish dedicated content targeting unaddressed search terms. Content depth · MAINSTREAM · several changes, one measurement	+74.2% organic sessions range +53% to +243% on 3 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over 3 months 2025 to 2026 all 6 sources	58 E 64.1 A 54.4

#	Tactic	Median effect	Evidence	Score
48	Rewrite page metadata and keyword content +148% conversions On a target group of key landing pages, rewrite title tags and meta descriptions to include focus terms, update main text to answer user search intent, and refresh related blog posts while leaving a matched group untouched. Content depth · MAINSTREAM · several changes, one measurement	+142.5% conversions range +111.8% to +723% on 3 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over year over year 2019 to 2026 all 6 sources	61 E 52.9 A 65.6
49	Update metadata, headings, CTAs, and page text +50% organic sessions On a selected group of blog posts, update the title tag and meta description to include target terms, adjust main header tags, restructure the body text with clear subheadings, and add contextual calls to action. Content depth · MAINSTREAM · several changes, one measurement	+39.5% organic sessions range +25% to +55% on 4 of 10 samples	10 independent samples across 10 publishers 10 of 10 same direction, agreement 0.92 measured over 1 month 2020 to 2026 all 10 sources	62 E 62.1 A 62.2
50	Publish unedited AI-generated articles +17 pp ranking positions On 20 test domains, publish 100 unedited AI-generated articles targeting low-competition keywords. Keep article templates, metadata formatting, and site architecture consistent across all test pages while leaving control domains completely untouched. Content depth · MAINSTREAM · against Google policy Scaled content abuse is a named spam policy and the penalty is a site-wide manual action. The measurement below stands. The tactic does not. (developers.google.com/search/docs/essentials/spam-policies, 2026-09-08)	+17pp ranking position one sample on 1 of 4 samples	4 independent samples across 4 publishers 3 of 4 same direction, agreement 0.67 measured over the August 2025 spam update versus 2024 to 2026 all 4 sources	63 E 74.6 A 57.3

#	Tactic	Median effect	Evidence	Score
51	Expand collection pages and publish guides +14% revenue On a target set of ecommerce collection pages, add detailed product copy and structured schema markup, while publishing new guides that answer commercial queries. Leave a matched group of collection pages untouched. Content depth · MAINSTREAM · several changes, one measurement	+14% revenue one sample on 1 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over July 2024 to 2026 all 3 sources	58 E 49.1 A 62.2
54	Publish long-tail pages and rewrite legacy content +278% organic sessions On a target group of sections, publish new articles addressing long-tail search queries, rewrite underperforming body copy, set up redirects for obsolete URLs, and secure external backlinks. Keep a matched control group of sections completely unchanged. Content depth · MAINSTREAM · several changes, one measurement	+259.5% organic sessions range +180% to +4420.1% on 4 of 8 samples	8 independent samples across 8 publishers 8 of 8 same direction, agreement 0.90 measured over May 2016 to May 2018 2023 to 2026 all 8 sources	57 E 61.0 A 54.4
55	Publish regular posts alongside technical fixes +77% organic sessions On the primary site, resolve crawl and indexation errors, apply structured data schema across main templates, update internal linking between relevant pages, and publish 5 new targeted articles every week for 9 months. Content depth · MAINSTREAM · several changes, one measurement	+235.5% organic sessions range +43% to +1000% on 4 of 9 samples	9 independent samples across 7 publishers 9 of 9 same direction, agreement 0.91 measured over 9 months 2021 to 2026 all 9 sources	53 E 61.3 A 48.9

#	Tactic	Median effect	Evidence	Score
56	Update facts and expand sections on blog posts +55% organic sessions On the edit group of blog posts, replace outdated stats or factual claims with current figures and add new body sections covering missing subtopics. Leave the control group posts untouched. Content freshness · MAINSTREAM · several changes, one measurement	+55% organic sessions range +22% to +1100% on 3 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 measured over 6 months 2021 to 2026 all 5 sources	75 E 88.1 A 68.2
57	Update blog post content and publication date +57% impressions On a set of target blog posts, update the title tag, meta description, headings, body text, internal links, and publication timestamp to reflect current information. Content freshness · MAINSTREAM · several changes, one measurement	+59.7% impressions range +57% to +62.4% on 2 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over 2 months 2022 to 2026 all 6 sources	65 E 70.0 A 62.2
61	Add author bios and company credentials +40% AI citations On target article pages, append an author biography block containing professional background and credentials below the main body. In the site footer or header, add verifiable company credentials and accreditation details. E-E-A-T and authorship · MAINSTREAM · several changes, one measurement	+53.5% citation rate range +40% to +67% on 2 of 3 samples	3 independent samples across 3 publishers 2 of 2 same direction, agreement 0.75 2023 to 2025 all 3 sources	63 E 65.8 A 61.3

#	Tactic	Median effect	Evidence	Score
64	Add schema, directories, and brand content +193% impressions On a test group of product and brand pages, add structured organization schema markup, rewrite product details for clarity, list the business on niche directories, and run an outreach campaign for brand mentions, leaving a matched group unchanged. Entity and brand · MAINSTREAM · several changes, one measurement	+207.8% impressions range +193% to +222.6% on 2 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over 12 months 2025 to 2026 all 3 sources	54 E 52.3 A 54.4
68	Deploy an llms.txt file and schema markup +22% AI citations Deploy a markdown llms.txt file at the root directory listing primary documentation links. On target product pages, add structured schema markup, unblock AI crawler user agents, and add clear direct summary tables answering core queries. AI visibility (GEO) · MAINSTREAM · several changes, one measurement · mechanism unconfirmed No search engine consumes this file as a ranking input and no major model provider has confirmed reading it, so the measured change has no established route to the metric. (developers.google.com/search/docs/crawling-indexing/robots/intro, 2026-09-10)	+53.5% citation rate range +22% to +85% on 2 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over four weeks 2025 to 2026 all 4 sources	64 E 53.1 A 70.2

#	Tactic	Median effect	Evidence	Score
71	Add an llms.txt file at the site root +25% organic sessions Create a file named llms.txt at the root directory of the website. Inside the file, add structured Markdown links pointing to key landing pages, guides, and summary documentation. AI visibility (GEO) · MAINSTREAM · mechanism unconfirmed No search engine consumes this file as a ranking input and no major model provider has confirmed reading it, so the measured change has no established route to the metric. (developers.google.com/search/docs/crawling-indexing/robots/intro, 2026-09-10)	reported -19.7% to +81% organic sessions no median, the reported values cross zero, 2 samples on 2 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over 90 days 2025 to 2026 all 3 sources	64 E 48.4 A 72.9
72	Add schema, datasets, and answer threads +47 AI citations On target pages, add FAQPage and date modified schema markup alongside published original research datasets. Simultaneously, update off-page entity profiles, submit relevant forum answer threads, and leave matched control pages untouched. AI visibility (GEO) · MAINSTREAM · several changes, one measurement	+47 citation rate one sample on 1 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 measured over 8 weeks 2017 to 2026 all 5 sources	62 E 71.1 A 57.0
73	Add structured text captions to visual content +20% organic sessions On 200 randomly selected image pages, add detailed descriptive text, structured metadata, and entity labels to match conversational query patterns. Leave a matched set of 200 image pages untouched as a control group. AI visibility (GEO) · MAINSTREAM · benchmark metric, not a live search console	+47.5% organic sessions range +20% to +75% on 2 of 7 samples	7 independent samples across 7 publishers 7 of 7 same direction, agreement 0.89 2025 to 2026 all 7 sources	68 E 87.0 A 57.0

#	Tactic	Median effect	Evidence	Score
75	Publish modular blog posts for generative search indexed pages Publish modular blog posts structured with clear entity headers, concise summary blocks, and schema markup across target topic clusters. AI visibility (GEO) · MAINSTREAM	+49 index coverage one sample on 1 of 4 samples	4 independent samples across 2 publishers 4 of 4 same direction, agreement 0.83 measured over 7 days 2025 all 4 sources	58 E 53.1 A 60.7
77	Add category names to listing image alt text On category page templates, update the rendering logic for product listing images so that each image tag alt attribute combines the item title and the category heading. Images and media · MAINSTREAM	+7.3% organic sessions one sample on 1 of 3 samples	3 independent samples all from one publisher one sample, agreement not defined 2023 to 2026 all 3 sources	53 E 62.0 A 48.3
78	Embed relevant videos into landing pages On target landing pages, embed a video player with content relevant to the page topic within the main content area. Leave matched baseline pages without embedded media. Images and media · MAINSTREAM	+148% organic sessions range +4% to +292% on 2 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 2021 to 2026 all 3 sources	58 E 50.7 A 62.2
81	Remove duplicate copy and resolve feed errors On a set of affected product categories, delete or canonicalize duplicate pages, resolve validation errors in the merchant feed, add targeted body copy, and publish customer reviews, keeping a matched set unchanged. Indexation control · MAINSTREAM · several changes, one measurement	+169.8% conversions range +24% to +365.4% on 4 of 9 samples	9 independent samples across 7 publishers 9 of 9 same direction, agreement 0.91 measured over successive 8-month periods 2022 to 2026 all 9 sources	61 E 59.7 A 62.2

#	Tactic	Median effect	Evidence	Score
82	Remove misplaced noindex tags and fix crawl errors +24% conversions Remove misplaced noindex meta tags from valid content pages, rewrite canonical tags on duplicate pages to point to primary URLs, redirect or restore pages returning error codes, and update broken internal links across the domain. Indexation control · MAINSTREAM · several changes, one measurement	+24% conversions one sample on 1 of 4 samples	4 independent samples across 4 publishers 3 of 4 same direction, agreement 0.67 measured over year over year 2024 to 2026 all 4 sources	57 E 47.7 A 61.7
84	Cross-link pillar pages and supporting articles +94% ranking positions In the body text of each supporting cluster article, add anchor text links pointing to the parent pillar page. On the main pillar page, add contextual links within relevant section paragraphs pointing back to each supporting cluster article. Internal linking · MAINSTREAM	+217% ranking position range +94% to +340% on 2 of 5 samples	5 independent samples across 4 publishers 5 of 5 same direction, agreement 0.86 measured over 90 days 2025 to 2026 all 5 sources	66 E 73.4 A 62.2
86	Link from relevant articles to an established post +2 ranking positions On a set of relevant articles, add inline contextual hyperlinks within the body text that point to the target page using natural anchor text. Leave a separate matched set of target pages without new inbound internal links to serve as a control group. Internal linking · MAINSTREAM	+10.8 positions ranking position range +1.5 positions to +20 positions on 2 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over 2 months 2021 to 2026 all 6 sources	57 E 58.9 A 55.5
88	Add internal links to reduce page click depth +87% organic sessions In corporate blog posts and primary category templates, insert contextual text links that point directly to deep target pages. Ensure the links use relevant anchor text and sit near the top of the body content. Internal linking · MAINSTREAM	+100% organic sessions range +87% to +113% on 2 of 3 samples	3 independent samples across 2 publishers 3 of 3 same direction, agreement 0.80 measured over 4 months 2024 to 2025 all 3 sources	57 E 47.0 A 62.2

#	Tactic	Median effect	Evidence	Score
90	Add internal links to top product pages +23% organic sessions On a target group of product pages with high historical sales but few inbound links, add links pointing to them from higher-level category pages or related blog content. Leave a matched control group of similar product pages unchanged. Internal linking · MAINSTREAM	+23% organic sessions range +23% to +260%	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 2024 to 2025 all 3 sources	56 E 67.6 A 50.2
94	Restructure category menus and subcategory links +42% ranking positions On target category sections, update category names, restructure subcategories with revised internal links, expand navigation menus, and add top-bar internal search, leaving a separate set of categories untouched as a control group. Internal linking · MAINSTREAM · several changes, one measurement	+69.5% ranking position range +40.5% to +98.6% on 2 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over 12 months 2024 to 2026 all 3 sources	58 E 49.0 A 62.2
103	Align local organic pages with paid search ads +5 conversions On target service pages, rewrite main headings and copy to match the search queries used in active paid search campaigns. Ensure location names and core service terms appear in page title tags, main headings, and paid ad copy. Keyword targeting · MAINSTREAM · several changes, one measurement	+5 conversions one sample on 1 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 measured over the 18+ months we've been working w 2023 to 2026 all 5 sources	57 E 54.2 A 58.3

#	Tactic	Median effect	Evidence	Score
104	Publish targeted articles for new search queries +113% organic sessions On a split set of topic clusters, publish new dedicated articles that match query intent directly. Create each article with unique body text, descriptive headings, and an explicit main title. Keyword targeting · MAINSTREAM · several changes, one measurement	+113% organic sessions range +45% to +200% on 5 of 10 samples	10 independent samples across 9 publishers 10 of 10 same direction, agreement 0.92 measured over 1 year 2023 to 2026 all 10 sources	59 E 67.8 A 54.4
105	Publish blog posts with metadata and backlinks +42% organic sessions On target article pages, rewrite title tags and meta descriptions around target terms, insert alt text on images, add internal links, and add standard call-to-action blocks, leaving a matched control set of articles unchanged. Keyword targeting · MAINSTREAM · several changes, one measurement	+113% organic sessions range +39% to +617% on 4 of 7 samples	7 independent samples across 6 publishers 7 of 7 same direction, agreement 0.89 2022 to 2026 all 7 sources	56 E 59.1 A 54.4
109	Replace keyword repetition with semantic variations +180% AI citations On a test group of 30 matched URLs, locate repeated instances of the main target keyword within the body text. Rewrite these occurrences using varied synonyms, related entities, and contextual phrasing while keeping the underlying informational depth intact. Keyword targeting · MAINSTREAM	+180% citation rate one sample on 1 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over 45 days 2022 to 2026 all 3 sources	65 E 70.6 A 62.2

#	Tactic	Median effect	Evidence	Score
110	Add local transactional queries to franchise pages +40% conversions On a selected test set of franchise location pages, rewrite headings and main text to incorporate localized buying queries. Simultaneously re-order conversion elements to display main call-to-action buttons directly below the H1 heading. Keyword targeting · MAINSTREAM · several changes, one measurement	+40% conversions one sample on 1 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 2016 to 2026 all 3 sources	56 E 49.0 A 59.0
111	Add local content and keywords to division pages +122% organic sessions On a designated group of local division pages, write extra paragraphs detailing local services and insert city-specific search terms into the body text and headings. Keep a matched group of division pages unmodified as a control group. Local SEO · MAINSTREAM · several changes, one measurement	+122% organic sessions range +23% to +2169% on 3 of 10 samples	10 independent samples across 10 publishers 9 of 9 same direction, agreement 0.91 measured over 4 months 2023 to 2026 all 9 sources	59 E 61.9 A 57.8
112	Send automated review requests via email and SMS 20x conversions Set up an automated dispatch rule in your customer platform to trigger a review request message sequence via email and text message following every completed service or transaction. Link the message directly to your profile review form. Local SEO · MAINSTREAM · headline figure is from a vendor selling this	reported +20x to +250x conversions one source, 2 values on 1 of 5 samples	5 independent samples across 3 publishers 5 of 5 same direction, agreement 0.86 measured over first year with BirdEye 2017 to 2026 all 5 sources	58 E 60.0 A 57.8

#	Tactic	Median effect	Evidence	Score
113	Redesign pages and update local business profiles +78% conversions On location pages, rewrite page content to address local target queries, update layout templates, and publish targeted topic pages. Concurrently, fill out all profile fields on your local business listing, including services and categories. Local SEO · MAINSTREAM · several changes, one measurement	+78% conversions range +10% to +471% on 11 of 24 samples	24 independent samples across 18 publishers 24 of 24 same direction, agreement 0.96 2016 to 2026 all 23 sources	60 E 63.7 A 57.8
114	Build location pages and fix technical site errors +106% conversions On a set of targeted location groups, create dedicated service-location landing pages, resolve crawl errors identified in audit logs, and rewrite existing service copy for local intent. Leave a matched set of location groups unchanged as a control group. Local SEO · MAINSTREAM · several changes, one measurement	+189.5% conversions range +77% to +7366.5% on 4 of 6 samples	6 independent samples across 5 publishers 6 of 6 same direction, agreement 0.88 measured over month over month 2025 to 2026 all 6 sources	54 E 62.8 A 50.0
115	Create city-specific service landing pages +140% impressions Build dedicated landing pages for each target city. On each new page, include the specific city name and service in the main title tag, H1 heading, body copy, and URL slug. Local SEO · MAINSTREAM	+210% impressions range +140% to +280% on 2 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 measured over 3 months post-launch YoY 2025 to 2026 all 4 sources	57 E 56.3 A 57.8

#	Tactic	Median effect	Evidence	Score
116	Add local suburb pages and rewrite content +32.8% organic sessions On selected target subdomains or page groups, publish targeted suburb landing pages, rewrite main body content to answer local queries, resolve technical crawling issues, adjust mobile layout elements, and build local external links. Local SEO · MAINSTREAM · several changes, one measurement	+40% organic sessions range +20.5% to +412% on 7 of 9 samples	9 independent samples across 9 publishers 9 of 9 same direction, agreement 0.91 2024 to 2026 all 8 sources	53 E 63.4 A 46.8
117	Publish condition pages and local hub content +289% organic sessions On a set of test locations, publish dedicated condition pages, launch an educational content hub answering common client questions, and update local directory metadata. Leave a matched set of location pages completely unchanged. Local SEO · MAINSTREAM · several changes, one measurement	+289% organic sessions range +60% to +671% on 3 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 2024 to 2026 all 6 sources	59 E 60.4 A 57.8
118	Sync local directory listings across platforms +38% organic clicks On external local directories and mapping services, update the business name, physical address, phone number, operational hours, and primary website URL for each venue to match official location pages exactly. Local SEO · MAINSTREAM · headline figure is from a vendor selling this	+38% organic clicks range +33% to +186% on 3 of 7 samples	7 independent samples across 5 publishers 7 of 7 same direction, agreement 0.89 measured over 1 year 2019 to 2026 all 7 sources	61 E 73.0 A 54.1

#	Tactic	Median effect	Evidence	Score
119	Update local profile, schema, and review prompts +10 ranking positions On target location listings and pages, set the primary business category, add menu details, align name details across directories, implement local business schema, and display review requests. Local SEO · MAINSTREAM · several changes, one measurement	+10 positions ranking position range +2.4 positions to +11.5 positions on 3 of 8 samples	8 independent samples across 7 publishers 8 of 8 same direction, agreement 0.90 measured over 90 days 2024 to 2026 all 8 sources	60 E 77.0 A 50.5
120	Optimize local profiles and refresh page content +240% organic sessions On a target group of location pages, redesign layout, rewrite copy to include local search terms, update the local business profile details, and add matching business citations across directory sites. Local SEO · MAINSTREAM · several changes, one measurement	+240% organic sessions range +31% to +350% on 3 of 6 samples	6 independent samples across 5 publishers 6 of 6 same direction, agreement 0.88 measured over 10 months 2025 to 2026 all 6 sources	58 E 57.0 A 57.8
121	Optimize local profile and collect reviews +40% conversions On local business profiles, complete profile fields including business categories, hours, description, and photos. Concurrently, request reviews from customers following purchases. Local SEO · MAINSTREAM · several changes, one measurement	+40.5% conversions range +40% to +41% on 2 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over six months 2025 all 2 sources	58 E 63.0 A 54.6
122	Publish dedicated local city pages +34 ranking positions Build dedicated landing pages for each target city. In the title tag and main heading of each page, write the primary service name alongside the city name. Local SEO · MAINSTREAM	reported +25 positions to +34 positions ranking position one source, 3 values on 1 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over 6 weeks 2024 to 2026 all 3 sources	53 E 51.9 A 53.3

#	Tactic	Median effect	Evidence	Score
124	Target local keywords on regional service pages +31.59% organic sessions On a test set of regional service pages, rewrite headings and body text around location-specific search terms while adding schema markup and updating local citations. Keep a matched group of service pages untouched as a holdout. Local SEO · MAINSTREAM · several changes, one measurement	+173% organic sessions range +31.6% to +287%	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over Q2 2019 to Q2 2020 2025 to 2026 all 4 sources	58 E 73.5 A 50.0
130	Make desktop layouts responsive and fast +35% conversions On target product and category templates, convert fixed-width page elements to responsive CSS layouts and compress asset files to reduce mobile load times. Mobile and responsive · MAINSTREAM · several changes, one measurement	+35% conversions range +28.5% to +75% on 3 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 2025 to 2026 all 6 sources	58 E 72.9 A 50.2
131	Defer scripts, compress images and delay animation +14% conversions On mobile product templates, compress image assets, defer non-critical external scripts, and delay hero animation rendering until after initial paint. Apply all edits together to a set of product pages while keeping a matched set untouched as a control. Page speed · MAINSTREAM · several changes, one measurement	+29.5% conversions range +6% to +61.5%	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over 6 weeks 2024 to 2026 all 4 sources	55 E 51.0 A 56.6

#	Tactic	Median effect	Evidence	Score
132	Fix Core Web Vitals and publish revamped content +30% organic sessions On a target group of pages, resolve performance bottlenecks by compressing images, removing unused script files, and improving server response times. Page speed · MAINSTREAM · several changes, one measurement	+28.5% organic sessions range +18.7% to +127% on 4 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over 3 months 2022 to 2026 all 5 sources	52 E 58.3 A 48.5
133	Migrate domain extension using server redirects +60% organic sessions Configure permanent server redirects from every path on the old domain to the exact equivalent path on the new domain. Update internal canonical tags on the new domain to reference its own URLs. Redirects · MAINSTREAM	reported -90% to +65% organic sessions no median, the reported values cross zero, 2 samples on 2 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over one week in October 2023 2023 to 2026 all 6 sources	48 E 64.6 A 39.7
134	Add Article schema markup to blog posts +27% organic sessions In the HTML head of each target blog post page, insert a JSON-LD script block containing Article schema markup. Include required fields such as headline, datePublished, dateModified, author, and publisher with relevant site details. Structured data · MAINSTREAM	+27% organic sessions one sample on 1 of 5 samples	5 independent samples across 4 publishers 3 of 3 same direction, agreement 0.80 measured over 2 weeks 2023 to 2026 all 5 sources	59 E 52.3 A 62.6

#	Tactic	Median effect	Evidence	Score
135	Add FAQPage schema markup to existing questions +25% organic sessions On the target set of URLs, add JSON-LD FAQPage schema markup inside the head or body element. Map each question and answer pair directly to the existing visible text on the page. Do not add markup for questions that are not displayed in the body copy. Structured data · MAINSTREAM · discontinued Google stopped showing FAQ rich results in May 2026 and removed the reporting in June, so the click-through gains below are gone. (searchengineland.com/google-to-no-longer-support-faq-rich-results-476957, 2026-09-04)	+28.5% organic sessions range +10% to +35% on 4 of 13 samples	13 independent samples across 12 publishers 13 of 13 same direction, agreement 0.93 2022 to 2026 all 13 sources	73 E 92.6 A 63.0
136	Add JSON-LD schema markup to blog posts +31.78% ranking positions On a set of blog posts, add JSON-LD schema markup matching the article type into the head tag of each page, leaving a control group unchanged. Structured data · MAINSTREAM	+31.8% ranking position one sample on 1 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over 3 months 2023 to 2026 all 4 sources	64 E 63.6 A 63.9
138	Add review markup and on-page rating snippets +20% organic sessions On a randomized sample of product pages, insert visible star rating snippets into the header area and inject review structured data into the page head, leaving price schema out. Keep a matched control group without on-page ratings or review schema. Structured data · MAINSTREAM · several changes, one measurement	+20% organic sessions one sample on 1 of 3 samples	3 independent samples all from one publisher one sample, agreement not defined 2023 all 3 sources	56 E 58.9 A 53.6

#	Tactic	Median effect	Evidence	Score
139	Add schema markup to product and blog pages +40% organic sessions On 100 product pages and 100 blog posts, add JSON-LD schema markup for Product and Article types, and update business profile details, while leaving a matched set of pages unchanged. Structured data · MAINSTREAM · several changes, one measurement	+29.2% organic sessions range +13% to +50% on 4 of 13 samples	13 independent samples across 13 publishers 13 of 13 same direction, agreement 0.93 measured over 3 months 2017 to 2026 all 13 sources	70 E 94.6 A 56.5
141	Add Product, Review, and FAQ schema to SKU pages +40% click-through rate On 100 product pages, insert JSON-LD scripts containing Product, AggregateRating, and FAQPage schemas with accurate product details, star ratings, and question-answer pairs. Leave a matched set of 100 product pages without schema changes. Structured data · MAINSTREAM · several changes, one measurement · partly discontinued The Product and Review markup here still produces rich results. The FAQ part does not: Google stopped showing FAQ rich results in May 2026. (searchengineland.com/google-to-no-longer-support-faq-rich-results-476957, 2026-09-08)	+40% ctr range +34.2% to +47% on 3 of 6 samples	6 independent samples across 5 publishers 6 of 6 same direction, agreement 0.88 2023 to 2026 all 6 sources	60 E 60.4 A 59.0
142	Add schema markup alongside page and link updates +150% organic sessions On target hospital service pages, add JSON-LD schema markup, revise title tags and meta descriptions, refine body text, optimize image files for load speed, and acquire external links. Structured data · MAINSTREAM · several changes, one measurement	+82% organic sessions range +14% to +150% on 2 of 5 samples	5 independent samples across 5 publishers 4 of 4 same direction, agreement 0.83 2023 to 2026 all 5 sources	61 E 58.0 A 62.2

#	Tactic	Median effect	Evidence	Score
143	Publish target service pages and local content +205% conversions On a group of target service pages, rewrite title tags and main headings to include local service keywords, and publish supporting educational articles linking directly to those service pages. Technical infrastructure · MAINSTREAM · several changes, one measurement	+191.5% conversions range +26% to +219% on 3 of 7 samples	7 independent samples across 6 publishers 7 of 7 same direction, agreement 0.89 2021 to 2026 all 7 sources	52 E 59.1 A 48.9
144	Execute technical, content, CRO, and link updates +225.5% conversions On target product and category pages, fix crawl errors, optimize page copy and headings for target queries, streamline checkout elements, and acquire relevant backlinks. Technical infrastructure · MAINSTREAM · several changes, one measurement	+247.5% conversions range +6.4% to +2888% on 4 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 measured over first few months 2024 to 2026 all 5 sources	54 E 54.2 A 54.4
145	Redirect competing domain and launch digital PR +96% ranking positions On the secondary domain, implement permanent redirect rules mapping every page to its equivalent destination on the main domain. Technical infrastructure · MAINSTREAM · several changes, one measurement	+59.5% ranking position range +23% to +96% on 2 of 5 samples	5 independent samples across 4 publishers 5 of 5 same direction, agreement 0.86 2020 to 2026 all 5 sources	52 E 57.8 A 48.8

#	Tactic	Median effect	Evidence	Score
146	Fix technical flaws and expand main content pages +73% ranking positions On target category sections, resolve all canonical tag errors, rewrite internal navigation links to match a clear hierarchy, and expand core page text with expert detail while leaving a control group of similar section pages untouched. Technical infrastructure · MAINSTREAM · several changes, one measurement	reported +22% to +130% ranking position one source, 5 values on 1 of 9 samples	9 independent samples across 7 publishers 9 of 9 same direction, agreement 0.91 measured over a year 2022 to 2026 all 9 sources	60 E 68.8 A 54.4
147	Redesign pages, target key terms, and speed up load +111.8% conversions Across main landing pages, update page templates for faster rendering, compress images, update titles and H1 headers to target primary query terms, and rewrite page copy for better clarity. Technical infrastructure · MAINSTREAM · several changes, one measurement	+131% conversions range +50% to +509% on 4 of 5 samples	5 independent samples across 5 publishers 5 of 5 same direction, agreement 0.86 measured over 1 year 2022 to 2026 all 5 sources	55 E 56.3 A 54.4
148	Fix crawl errors and rewrite title meta tags +200% organic sessions On a set of key pages, rewrite title tags, add meta descriptions, insert schema markup, adjust internal links, and fix crawl and speed errors, while leaving a control group unchanged. Technical infrastructure · MAINSTREAM · several changes, one measurement	+155% organic sessions range +110% to +200% on 2 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over 2020 season 2022 to 2026 all 4 sources	59 E 54.3 A 62.2

#	Tactic	Median effect	Evidence	Score
149	Resolve technical SEO audit items across a site +61.23% organic sessions On a defined group of category sections, clean up redirect chains, optimize main asset loading for speed, insert valid structured data, refine title and meta tags, and fix broken internal links. Keep matched category sections untouched as a baseline group. Technical infrastructure · MAINSTREAM · several changes, one measurement	+64.1% organic sessions range +61.2% to +67% on 2 of 4 samples	4 independent samples across 4 publishers 4 of 4 same direction, agreement 0.83 measured over 6 months 2025 all 4 sources	53 E 51.0 A 54.4
150	Rebuild site structure, URLs, and page content +40% organic sessions On targeted service pages, rewrite body text, update page URLs to follow a flat hierarchy, implement permanent redirects from legacy paths, and improve load speed. Technical infrastructure · MAINSTREAM · several changes, one measurement	+45% organic sessions range +33% to +1460% on 4 of 7 samples	7 independent samples across 7 publishers 7 of 7 same direction, agreement 0.89 measured over 1 year 2000 to 2026 all 7 sources	51 E 59.1 A 46.6
151	Redesign layouts, publish articles, and build links +188% organic sessions On target site sections, update page templates with responsive layouts, replace stock images with custom photography, publish articles targeting specific query clusters, and acquire external links to those pages, while holding a matched set of pages unchanged to evaluate the combined impact. Technical infrastructure · MAINSTREAM · several changes, one measurement	+162.5% organic sessions range +62% to +653% on 4 of 11 samples	11 independent samples across 10 publishers 11 of 11 same direction, agreement 0.92 2017 to 2026 all 11 sources	54 E 62.1 A 48.9

#	Tactic	Median effect	Evidence	Score
152	Expand site structure and create tag pages +59% conversions Expand website category hierarchies, create new tag pages for product attributes, fix crawl errors, and update internal links along the conversion funnel. Technical infrastructure · MAINSTREAM · several changes, one measurement	+166% conversions range +30% to +300% on 4 of 9 samples	9 independent samples across 9 publishers 9 of 9 same direction, agreement 0.91 measured over 6 months 2017 to 2025 all 9 sources	53 E 61.3 A 48.9
153	Submit disavow files and update local city pages +233% organic sessions Submit a disavow file containing flagged spammy domains to the search engine. Technical infrastructure · MAINSTREAM · several changes, one measurement	+233% organic sessions one sample on 1 of 3 samples	3 independent samples across 3 publishers 3 of 3 same direction, agreement 0.80 measured over Since January 2015 2015 to 2026 all 3 sources	58 E 47.0 A 64.4
155	Add dynamic lowest price details to title tags +12% organic sessions On product category pages, update the document title tag using JavaScript to append the current lowest active price, following a pattern like Category Name - Starting at Price. Title tag · MAINSTREAM	+12% organic sessions range +10% to +17%	3 independent samples all from one publisher 3 of 3 same direction, agreement 0.80 2023 to 2026 all 3 sources	56 E 66.7 A 49.7
160	Rewrite titles, restructure site, and update posts +52% conversions On a designated group of site sections, rewrite title tags and meta descriptions, flatten navigation paths, update outdated blog posts, and disavow toxic links, leaving a matched set of sections unchanged as a control. Title tag · MAINSTREAM · several changes, one measurement	+52% conversions range +20% to +741.5% on 5 of 15 samples	15 independent samples across 13 publishers 15 of 15 same direction, agreement 0.94 2018 to 2026 all 15 sources	74 E 91.4 A 64.4

#	Tactic	Median effect	Evidence	Score
168	Rewrite title tags and meta descriptions +14.2 ranking positions On a set of target pages, rewrite title tags and meta descriptions with query phrases, add structured data, rebuild internal links, and add image alt text while leaving a control group unchanged. Title tag · MAINSTREAM · several changes, one measurement	+10.3 positions ranking position range +5.4 positions to +15.2 positions on 2 of 6 samples	6 independent samples across 6 publishers 6 of 6 same direction, agreement 0.88 measured over 90 days 2018 to 2026 all 6 sources	55 E 66.0 A 48.5
176	Redesign layouts, headers, and buttons +44% conversions On target landing pages, update header styling, apply high-contrast colors to call-to-action buttons, rearrange layout sections to highlight key services, and expand target keyword coverage in body copy. On-page UX · MAINSTREAM · several changes, one measurement	+44% conversions range +17.3% to +180% on 3 of 4 samples	4 independent samples across 3 publishers 4 of 4 same direction, agreement 0.83 2022 to 2026 all 4 sources	56 E 48.7 A 59.8

PART TWO • IT DEPENDS

Tactics where published sources measure opposite directions, and the disagreement is not an artefact of one report. What differs is context, and the context is named. On 1 of these 6 entries the sources do not settle which single variable decides, and the entry says so and names the two situations instead. The evidence is thinner here than in the rest of the book, and that is the finding: of the twelve sides across these 6 entries, 2 rest on at least one controlled test and the rest do not. Read them as a question to answer on your own site rather than as a settled split.

Submit disavowal files for identified spam links

What was changed

A site owner contacted webmasters, built disavowal files, and submitted reconsideration requests to reverse a manual penalty.

Several changes at once, one measurement. The primary source combined webmaster outreach, disavow file submissions, and manual penalty reconsideration requests. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured, and why it splits

There is no pooled figure for this tactic. Averaging the two sides would describe neither.	
direction only	Sites disavowing links proactively without a manual penalty (0 controlled tests)
+80%	Sites recovering from an active manual link penalty (0 controlled tests), measured on organic sessions
Moderator	The presence of an active manual penalty from search engines
Ask first	Does your website currently have an active manual link penalty?

The evidence behind it

Scores	Evidence 38.3 · Actionability 53.3		
Design	strongest 5.0 of 25, median across samples 3 of 25		
Independent samples	3, every number traced back to its source text		
Sample size range	1 site		
Published	2016 to 2026		
Measured over	monthly following penalty removal		
zyppy.com 2016	Single case	1 site	direction only
and 2 more sources in the Evidence Appendix			

Submit disavowal files for identified spam links · entry 13 · continued

How to replicate it

When it applies	The website has received an explicit manual penalty or shows clear signs of algorithmic suppression linked to spammy inbound links.
Before you start	Export all inbound link profiles from console tools and log monthly baseline organic traffic for 90 days.
What to change	Audit the inbound link profile to flag low-quality or manipulative domains. Contact domain owners to request link removal. Create a plain text disavow file containing all unremoved spam domains and upload it via search engine management tools. Simultaneously submit a formal reconsideration request explaining the cleanup efforts undertaken across all flagged domains.
What to keep	Keep site architecture, main content, title tags, internal linking, and technical accessibility unchanged during the review process.
What to measure	Track organic session volume monthly for 180 days following disavowal submission and penalty resolution in search engine console tools.
When to revert	Keep the disavow file active if organic sessions grow beyond baseline levels after penalty removal. Revert or edit if organic traffic continues dropping.

What this evidence cannot tell you

Uncontrolled case study on a site with a manual penalty, making it impossible to separate link disavowal from penalty removal.

Full source list: Evidence Appendix, group 13, 3 sources

Add AI-generated content blocks

What was changed

The primary source added AI-generated content sections to website pages.

What was measured, and why it splits

There is no pooled figure for this tactic. Averaging the two sides would describe neither.	
+73%	Product or advertiser pages enriched with targeted AI copy (1 controlled test), measured on citation rate
-35%	Entire websites published heavily with mass-generated text (0 controlled tests), measured on organic sessions
Moderator	Targeted page enhancement versus aggressive sitewide publishing
Ask first	Are you enriching specific pages or publishing AI copy sitewide?

The evidence behind it

Scores	Evidence 75.1 · Actionability 53.6		
Design	strongest 14.0 of 25, median across samples 3 of 25		
Independent samples	6, every number traced back to its source text		
Sample size range	largest 10,000 queries; the sources measured in 4 different units, so no range is given		
Published	2024 to 2026		
gofishdigital.com 2024	Before/after with control	size not reported	+65.8%

[and 5 more sources in the Evidence Appendix](#)

Add AI-generated content blocks · entry 21 · continued

How to replicate it

When it applies	Pages have thin text sections that lack detail on key subtopics queried by searchers.
Before you start	Record historical organic sessions for target pages and set up a matched control group.
What to change	On target category pages, append supplemental body paragraphs created with an automated text generator below the main section. Ensure the added passages answer common user questions without altering existing headings or internal links.
What to keep	Keep page title tags, primary page headings, internal links, and page layouts identical across both arms.
What to measure	Compare organic sessions between modified pages and holdout pages over a 28-day post-implementation window.
When to revert	Keep the additions if organic traffic rises against the control group; revert if traffic drops or remains unchanged.

What this evidence cannot tell you

This evidence comes from an uncontrolled study on an individual URL, which cannot rule out external traffic shifts or concurrent site changes.

Full source list: Evidence Appendix, group 21, 6 sources

Expand collection pages and publish search guides

What was changed

An agency expanded collection pages, added schema markup, and published targeted search guides for commercial queries.

Several changes at once, one measurement. The primary source also added schema markup and expanded collection pages during the same period. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured, and why it splits

There is no pooled figure for this tactic. Averaging the two sides would describe neither.

+18%	Service sites combining technical debt fixes with targeted content (0 controlled tests), measured on impressions
-22%	E-commerce stores expanding collection pages and shopping guides (0 controlled tests), measured on organic sessions
Moderator	Whether the site is e-commerce or service-based with tech fixes
Ask first	Are you modifying e-commerce collection pages or repairing technical crawl issues?

The evidence behind it

Scores	Evidence 41.7 · Actionability 52.8
Design	strongest 3.0 of 25
Independent samples	3, every number traced back to its source text
Sample size range	1 site
Published	2025
Measured over	July
eyefulmedia.com 2025	Before/after, no control 1 site -22%

[and 1 more source in the Evidence Appendix](#)

Expand collection pages and publish search guides · entry 53 · continued

How to replicate it

When it applies	Search guide articles or expanded collection page text exist for commercial intent keywords, but organic traffic has dropped.
Before you start	Export organic landing page sessions and rankings for all modified collection pages and guides over the previous 90 days.
What to change	Remove published buying guides and revert expanded collection page text to the prior template state on URLs that lost traffic. Apply this rollback to a test group of URLs while leaving a control group unchanged, so you can measure whether removing the extra content restores organic session volume.
What to keep	Do not alter internal links, title tags, or category structures on either group during the monitoring window.
What to measure	Compare weekly organic sessions between the reverted URL group and the control group for 30 days in search analytics.
When to revert	Keep the revert if organic sessions rise on the restored pages compared to the control group, or keep the additions if non-SEO conversion rates improved.

What this evidence cannot tell you

The evidence comes from a site using an uncontrolled before-and-after comparison, which cannot rule out seasonality or algorithm updates.

Full source list: Evidence Appendix, group 53, 2 sources

Set primary business category to specific cuisine

What was changed

Switched the primary business profile category from a generic dining label to a specific cuisine category.

What was measured, and why it splits

There is no pooled figure for this tactic. Averaging the two sides would describe neither.	
-30 positions	A profile shift from a specific service category to a broader label (0 controlled tests), measured on ranking position
+3.4 positions	A profile shift from a generic category to a specific niche category (0 controlled tests), measured on ranking position
Moderator	Whether the category change increases or decreases specificity
Ask first	Is your proposed category more specific than your current primary category?

The evidence behind it

Scores	Evidence 35.0 · Actionability 58.2	
Design	strongest 3.0 of 25	
Independent samples	2; the figure above is located in its source, and on 1 of the samples every extracted number is, including ones not printed here	
Sample size range	1 site	
Published	2025 to 2026	
Measured over	45 days	
flento.io 2026	Before/after, no control 1 site	+3.4 positions
and 1 more source in the Evidence Appendix		

Set primary business category to specific cuisine · entry 125 · continued

How to replicate it

When it applies	Applies to local business profiles using generic primary categories despite offering a specific cuisine or specialized service.
Before you start	Record daily local rank positions for main search terms across target geographic coordinates over 30 days.
What to change	In the local business profile dashboard, change the primary category field from the broad generic category to the most relevant specific category matching your main offering. Keep secondary categories intact or move the former primary category into secondary categories if applicable.
What to keep	Do not modify profile name, address, phone, website URL, business attributes, or secondary categories during the test window.
What to measure	Track average local search ranking positions for target specific queries weekly for 45 days, comparing performance against pre-change baselines.
When to revert	Keep the updated primary category if average search rank improves relative to the baseline. Revert if positions drop or remain unchanged after 45 days.

What this evidence cannot tell you

This evidence comes from an uncontrolled study without a holdout group, which does not rule out background search fluctuations or local seasonality.

Full source list: Evidence Appendix, group 125, 2 sources

Add emojis to title tags

What was changed

The publisher added thematically relevant emojis to title tags across a group of topic content pages in a controlled experiment.

What was measured, and why it splits

There is no pooled figure for this tactic. Averaging the two sides would describe neither.

-6% Thematic content pages testing emojis in isolation (1 controlled test), measured on organic sessions

+1,851 New or redesigned pages launched with multiple SEO improvements (0 controlled tests), measured on impressions

Moderator Unclear, as the positive test bundled emojis with other site updates

Ask first Are you adding emojis alone or alongside major content and structural overhauls?

The evidence behind it

Scores Evidence 60.0 · Actionability 55.8

Design strongest 25.0 of 25

Independent samples 3, every number traced back to its source text

Sample size range 1 site

Published 2023 to 2025

searchpilot.com 2023 Controlled A/B test size not reported -6%
[and 2 more sources in the Evidence Appendix](#)

Add emojis to title tags · entry 156 · continued

How to replicate it

When it applies	Applicable to websites with template-driven content pages where title tags can accept standard Unicode character symbols.
Before you start	Record baseline organic search traffic, click-through rates, and title tag renderings across treatment and control variants.
What to change	On a randomized subset of test pages, insert a relevant Unicode emoji character into the title tag, while leaving title tags on the control group unchanged.
What to keep	Keep main heading text, body content, structured data, internal links, and page URLs identical across test and control groups.
What to measure	Compare organic sessions between treatment and control groups using a split-sample control design across the test period.
When to revert	Keep the emojis if organic sessions increase compared to the control group; revert to text-only title tags if organic traffic falls.

What this evidence cannot tell you

The test measured a specific site template and topic niche where search engine rendering or user impression patterns might differ from other categories.

Full source list: Evidence Appendix, group 156, 3 sources

Include target keywords in page URLs

What was changed

The primary source changed page web addresses to match target keywords with higher search volume across a sample of pages.

What was measured, and why it splits

There is no pooled figure for this tactic. Averaging the two sides would describe neither.

-38% Pages changing web addresses to target broad high-volume terms (0 controlled tests), measured on organic sessions

direction only Specific service and skills pages adding targeted role terms (0 controlled tests)

Moderator The specificity of the keywords added to the page web addresses

Ask first Are you adding specific role modifiers or broad high-volume keywords to your page URLs?

The evidence behind it

Scores Evidence 35.5 · Actionability 58.6

Design strongest 3.0 of 25

Independent samples 2, every number traced back to its source text

Sample size range 27 to 200 urls per study

Published 2021 to 2026

moz.com 2021 Before/after, no control 200 urls -38%

[and 1 more source in the Evidence Appendix](#)

Include target keywords in page URLs · entry 174 · continued

How to replicate it

When it applies	Applies to established sites considering modifying existing page path structures to include search terms.
Before you start	Map existing path addresses to their proposed versions, implement redirects, and record baseline organic traffic across the sample.
What to change	On a sample group of existing pages, update the path slugs in the web address to incorporate exact target search terms. Implement redirects from the old path locations to the new path locations. Leave a matched group of control pages at their existing path addresses to isolate the impact of modifying established path structures.
What to keep	Keep page titles, headings, body text, internal links, and external promotion identical across both test and control groups.
What to measure	Compare organic session counts between the updated set and the control set for 60 days following implementation.
When to revert	Revert to original path structures if organic sessions drop relative to the control set. Keep changes if organic sessions increase.

What this evidence cannot tell you

This uncontrolled before-and-after observation does not rule out seasonality, concurrent site changes, or loss of equity during redirect processing.

Full source list: Evidence Appendix, group 174, 2 sources

PART THREE • EXPERIMENTAL

At most two independent samples, and no replication beyond that. Of the 61 entries here, 43 rest on one sample and 18 on more than one. These entries earned a place because the test was well designed, not because the result was large. Nothing here enters the shortlist, and nothing here reports an evidence score, because an agreement figure on one or two observations describes the observations and not a rate. Read them as hypotheses with a method attached.

Point main product canonicals to variant URLs +22% organic sessions

Nobody outside these 2 tests has replicated it, and both came from one publisher. Treat it as a hypothesis worth your own test, not as advice.

What was changed

The primary source changed canonical tags on main product pages from self-referential to pointing to specific product variation URLs.

What was measured

organic sessions	one sample, no median		
+22%	one sample		

The evidence behind it

Scores	Evidence not reported · Actionability 67.7		
Design	strongest 25.0 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 2		
Independent samples	2, every number traced back to its source text		
Sample size range	not reported by the sources		
Published	2024 to 2025		
searchpilot.com 2024	Controlled A/B test	size not reported	+22%
searchpilot.com 2025	Controlled A/B test	size not reported	direction only

Point main product canonicals to variant URLs +22% organic · entry 17 · continued

How to test it yourself

When it applies	The site has main product pages with self-referential canonical tags and distinct URLs for product variations.
Before you start	Record baseline organic session metrics for both main product pages and variation URLs across a multi-week window.
What to change	On a set of main product pages, update the canonical tag element to reference a specific product variant URL instead of being self-referential. Leave the remaining main product pages with self-referential canonical tags as a control group. Ensure the variant URLs remain indexable and return valid content.
What to keep	Do not modify title tags, page content, internal linking structures, or structured data on the test or control product pages.
What to measure	Compare organic sessions to variant URLs between the modified treatment group and the untouched control group over a 28-day period.
When to revert	Keep the change if organic sessions to variant URLs rise against the control group; otherwise revert to self-referential canonical tags.

What this evidence cannot tell you

This finding comes from a controlled AB test on product pages and may not generalize to non-e-commerce sites or different URL structures.

Full source list: Evidence Appendix, group 17, 2 sources

Serve missing status headers instead of gone +49.6% indexed pages

Nobody has replicated this. One team ran one well designed test. Treat it as a hypothesis worth your own test, not as advice.

What was changed

Configured removed test web pages to respond with a standard missing header rather than a permanent gone header.

What was measured			
index coverage	one sample, no median		
+49.6%	one sample		
The evidence behind it			
Scores	Evidence not reported · Actionability 67.4		
Design	strongest 25.0 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 1		
Independent samples	1, every number traced back to its source text		
Sample size range	119 pages		
Published	2022		
rebootonline.com 2022	Controlled A/B test	119 pages	+49.6%

Serve missing status headers instead of gone +49.6% indexed · entry 80 · continued

How to test it yourself

When it applies	The website has deleted pages that currently return gone status headers.
Before you start	Export server access logs to record baseline search crawler request counts across the target deleted URLs.
What to change	Split deleted URLs into group A and group B. On group A URLs, configure the web server header to return a missing status code. On group B URLs, maintain a gone status header. Keep all internal links, sitemap entries, and server directives identical across both URL sets.
What to keep	Keep server response times, internal linking structures, and XML sitemap presence identical across both URL groups.
What to measure	Track search engine crawler requests in server access logs for 30 days and compare total bot request counts between both groups.
When to revert	Keep the change if missing status headers result in higher crawler request volume than gone status headers without increasing server error budgets.

What this evidence cannot tell you

The test sample on synthetic pages may not reflect search bot crawl behavior on large enterprise websites.

Full source list: Evidence Appendix, group 80, 1 sources

Swap low-volume terms with high-volume keywords +40% ranking positions

Nobody outside these 2 tests has replicated it. Treat it as a hypothesis worth your own test, not as advice.

What was changed

Replaced low-volume and oversaturated metadata search terms with higher-frequency keywords in store text for a target locale.

What was measured

ranking position	one sample, no median		
reported +40% to +49%	one source, 2 values		
conversions +0.2pp	one sample, n 1		
organic sessions +2%	one sample, n 1		

The evidence behind it

Scores	Evidence not reported · Actionability 66.5		
Design	strongest 25.0 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 2		
Independent samples	2, every number traced back to its source text		
Sample size range	largest 1 site; the sources measured in 2 different units, so no range is given		
Published	2023 to 2025		
searchpilot.com 2023	Controlled A/B test	1 site	+2%
splitmetrics.com 2025	Controlled A/B test	1 page	+40%

Swap low-volume terms with high-volume keywords +40% ranking · entry 108 · continued

How to test it yourself

When it applies	The target page has metadata containing search terms with low query volume or heavy oversaturation in a specific locale.
Before you start	Log baseline visibility metrics, search impressions, and rank positions for all target query terms across the target locale.
What to change	Identify keywords in the page title, subtitle, and metadata fields that receive low query volume. Replace those terms with higher-frequency search phrases that match user intent in the target locale. Apply this edit to a test group of pages while keeping a control set unchanged.
What to keep	Keep screenshots, visual assets, application features, pricing, and main body description formatting unchanged during the test.
What to measure	Track visibility scores and search rankings weekly across a 28 day test window, comparing the test group against the control group.
When to revert	Keep the updated search terms if overall visibility and impressions improve against the control group. Revert if visibility declines.

What this evidence cannot tell you

The evidence comes from a controlled test on a store listing, so results may not translate directly to web search or other regions.

Full source list: Evidence Appendix, group 108, 2 sources

Capitalize all text in page title tags

+17.5% organic sessions

Nobody outside these 2 tests has replicated it, and both came from one publisher. Treat it as a hypothesis worth your own test, not as advice.

What was changed

The primary source capitalized the entire text of title tags, including the brand name, across product pages on an e-commerce website.

What was measured

organic sessions

+16.5%

median across 2 samples

range +14% to +18.9%

The evidence behind it

Scores	Evidence not reported · Actionability 79.9		
Design	strongest 25.0 of 25, median across samples 22 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 1 · Quasi-experiment 1		
Independent samples	2, every number traced back to its source text		
Sample size range	1 site		
Published	2025 to 2026		
searchpilot.com 2026	Controlled A/B test	1 site	+17.5%
searchpilot.com 2025	Quasi-experiment	size not reported	+14%

Capitalize all text in page title tags +17.5% organic sessions · entry 159 · continued

How to test it yourself

When it applies	The website uses standard title case or sentence case in title tag templates and receives organic traffic on indexable pages.
Before you start	Log historical organic sessions and search impression data for a balanced set of URL pairs over a period of 28 days.
What to change	On the assigned test template, rewrite the title tag to display all characters in uppercase, including the main target phrase and brand name. Leave title tags on the control template unchanged.
What to keep	Maintain identical body content, heading tags, meta descriptions, page URLs, and internal linking across test and control pages.
What to measure	Track organic sessions across test and control page groups for 28 days using a split-testing methodology.
When to revert	Retain uppercase title tags if organic sessions increase compared to the control group. Revert to standard casing if organic sessions decline.

What this evidence cannot tell you

This evidence comes from an isolated test on a website, so search engines or users in other industries may respond differently to uppercase titles.

Full source list: Evidence Appendix, group 159, 2 sources

Prepend brand name to title tags +15% organic sessions

Nobody has replicated this. One team ran one well designed test. Treat it as a hypothesis worth your own test, not as advice.

What was changed

The publisher moved the brand name to the beginning of title tags across tested pages.

What was measured

organic sessions	one sample, no median
+15%	one sample

The evidence behind it

Scores	Evidence not reported · Actionability 71.4		
Design	strongest 25.0 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 1		
Independent samples	1, every number traced back to its source text		
Sample size range	1 page		
Published	2024 to 2025		
searchpilot.com 2024	Controlled A/B test	1 page	+15%

Prepend brand name to title tags +15% organic sessions · entry 162 · continued

How to test it yourself

When it applies	The website already receives search demand for its brand name and places the brand name at the end of title tags.
Before you start	Select a set of pages sharing a single template and collect traffic data for 28 days.
What to change	Divide pages on the template into a variant group and a control group. On the variant group, move the brand name to the front of the title tag so it precedes the main topic phrase. Leave the control group unchanged with the brand name at the end.
What to keep	Keep page copy, main headings, meta descriptions, canonical links, and internal navigation unchanged.
What to measure	Measure organic sessions for both variant and control groups over a 28 day testing period.
When to revert	Keep the change if organic sessions increase in the variant group compared to the control group. Otherwise, revert the title tags.

What this evidence cannot tell you

The evidence comes from a controlled split test on a single site, so the result may depend heavily on existing brand awareness.

Full source list: Evidence Appendix, group 162, 1 sources

Remove 'Compare' keyword from title tags +24% organic sessions

Nobody has replicated this. One team ran one well designed test. Treat it as a hypothesis worth your own test, not as advice.

What was changed

The publisher removed the word Compare from title tags across a group of pages in a split test.

What was measured			
organic sessions	one sample, no median		
+24%	one sample		
The evidence behind it			
Scores	Evidence not reported · Actionability 66.1		
Design	strongest 25.0 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 1		
Independent samples	1, every number traced back to its source text		
Sample size range	1 page		
Published	2025		
searchpilot.com 2025	Controlled A/B test	1 page	+24%

Remove 'Compare' keyword from title tags +24% organic sessions · entry 164 · continued

How to test it yourself

When it applies	Title tags on transactional or category pages contain the word Compare, and search console shows impressions for non-comparison queries.
Before you start	Record historical organic sessions for candidate URLs and verify that title tags across all test pages share a consistent structure.
What to change	Edit the title tag template on variant category pages to remove the word Compare while keeping all other text, keywords, and brand names identical. Keep a matched group of control pages untouched.
What to keep	Do not modify meta descriptions, main page headings, canonical tags, or internal links across either the variant or control page groups.
What to measure	Compare organic sessions between the variant group and control group weekly for 28 days using server logs or web analytics.
When to revert	Keep the title tag change if organic sessions on variant pages outperform the control group. Revert to original title tags if traffic falls.

What this evidence cannot tell you

The finding comes from a controlled test on a template, which may not generalize to websites where users rely on comparison queries.

Full source list: Evidence Appendix, group 164, 1 sources

Rewrite title tags in all uppercase letters +14% organic sessions

Nobody has replicated this. One team ran one well designed test. Treat it as a hypothesis worth your own test, not as advice.

What was changed

The primary source converted all characters in the title tags of travel listing pages into uppercase.

What was measured			
organic sessions	one sample, no median		
+14%	one sample		
The evidence behind it			
Scores	Evidence not reported · Actionability 75.3		
Design	strongest 25.0 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 1		
Independent samples	1, every number traced back to its source text		
Sample size range	1 page		
Published	2025		
searchpilot.com 2025	Controlled A/B test	1 page	+14%

Rewrite title tags in all uppercase letters +14% organic · entry 170 · continued

How to test it yourself

When it applies	Applicable to sites with category or listing pages that currently use standard title case or sentence case in HTML title tags.
Before you start	Record baseline mobile organic sessions for the target listing pages over a period of 28 days.
What to change	On a randomly selected variant group of category listing pages, change the HTML title tag text string so every letter is capitalized. Leave the control group of listing pages in standard title case or sentence case for comparison. Apply this modification solely inside the title element across the variant template.
What to keep	Keep title tag wording identical, changing only letter capitalization. Keep main headings, body copy, and meta descriptions unchanged.
What to measure	Compare organic sessions from mobile devices between the variant group and holdout group over a 28 day testing period.
When to revert	Keep the uppercase title tags if mobile organic traffic rises against the control group. Revert to title case if performance drops or shows no gain.

What this evidence cannot tell you

The controlled test evaluated travel listing pages, so findings might not generalize to other verticals or query types.

Full source list: Evidence Appendix, group 170, 1 sources

Personalize homepage copy and buttons +45.99% conversions

Nobody has replicated this. One team ran one well designed test. Treat it as a hypothesis worth your own test, not as advice.

What was changed

Personalized the copy and updated the call-to-action button text on the homepage.

Several changes at once, one measurement. The source modified body text and button copy simultaneously, preventing isolated measurement of either edit. The figure below cannot be attributed to any single one of them, so take the direction and not the size.

What was measured

conversions

one sample, no median

reported +39.9% to

one source, 2 values

+46%

The evidence behind it

Scores	Evidence not reported · Actionability 66.2		
Design	strongest 25.0 of 25		
Agreement	one sample, agreement not computable on one		
Study designs	Controlled A/B test 1		
Independent samples	1, every number traced back to its source text		
Sample size range	7 pages		
Published	2025		
bigleap.com 2025	Controlled A/B test	7 pages	+45.99%

Personalize homepage copy and buttons +45.99% conversions · entry 182 · continued

How to test it yourself

When it applies	Applies to landing pages or homepages that receive steady organic traffic and track defined conversion goals.
Before you start	Record baseline conversion rates and organic traffic levels for target pages across 30 days.
What to change	On targeted landing pages, rewrite the main body copy to address specific visitor intent and update the call-to-action button wording to match. Apply these updates together across a subset of pages while keeping a matched control group untouched. Because multiple elements were changed at once, evaluate the performance of the combined updates against the control.
What to keep	Keep page layout, navigation, visual styling, pricing, and key offer details identical across control and test variants.
What to measure	Track conversion rates and total completed actions per session over 30 days, comparing variant pages against the control set.
When to revert	Keep the combined edits if conversion rates rise against the control. Revert to the original copy and buttons if conversion performance falls or stagnates.

What this evidence cannot tell you

The study evaluated a small sample of pages without specifying the test duration or controlling for external traffic fluctuations.

Full source list: Evidence Appendix, group 182, 1 sources

EXPERIMENTAL CATALOG

#	Tactic	Median effect	Evidence	Score
2	Place direct answers in opening paragraphs +280% AI citations Rewrite the opening section of target informational pages to provide a direct answer within the first 50 words, followed by explanatory sections. Leave a matched set of pages untouched for comparison. Answer formatting (AEO) · EXPERIMENTAL	+280% citation rate one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 60 days 2026 the one source	n/a E n/a A 62.2
3	Format content as discrete factual statements 5x AI citations On the test set of pages, convert continuous narrative paragraphs into bulleted or standalone factual statements. Answer formatting (AEO) · EXPERIMENTAL	+5x citation rate one sample	1 independent sample all from one publisher one sample, agreement not defined 2026 the one source	n/a E n/a A 52.3
6	Reformat main pages into questions and FAQ schema +187% AI citations On a selected group of targeted cornerstone pages, rewrite section headings into direct question formats, insert structured feature comparison tables, add FAQ schema markup to the page code, and publish dedicated competitor comparison pages. Answer formatting (AEO) · EXPERIMENTAL · several changes, one measurement	+187% citation rate one sample on 1 of 2 samples	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 measured over 90 days 2023 to 2025 all 2 sources	n/a E n/a A 62.2

#	Tactic	Median effect	Evidence	Score
22	Add AI-generated copy to informational pages +13% organic sessions On the treatment group of informational pages, append body text drafted by a generative language model directly below the primary section, leaving matched control pages unchanged. Content depth · EXPERIMENTAL	+13% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 54.7
23	Add descriptive text to thin listing pages +18% organic sessions Select 200 thin listing pages and split them into equal test and control groups. On the test group, insert a short paragraph of generated descriptive text near the top or bottom of the main content area, rendered both client-side and server-side. Content depth · EXPERIMENTAL	+18% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2026 the one source	n/a E n/a A 52.8
25	Add targeted explanatory text for featured snippets +25% organic sessions On the selected template or set of pages, add a concise block directly below the main heading that answers the target query in direct prose or a formatted list. Content depth · EXPERIMENTAL	+28.2% organic sessions range +25% to +31.4%	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 2024 to 2026 all 2 sources	n/a E n/a A 56.2
26	Add long-form AI product descriptions +65.8% impressions On the selected target product pages, replace existing brief descriptions with unique, long-form product copy generated using a language model. Ensure the text accurately describes the specific item attributes. Leave the control group pages unchanged. Content depth · EXPERIMENTAL	+65.8% impressions one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 2023 - 2024 2024 the one source	n/a E n/a A 62.2

#	Tactic	Median effect	Evidence	Score
28	Add structured pros and cons to product pages +50% organic clicks On a randomized set of product offer pages, add a structured pros and cons block directly above the call to action button. Format the block with semantic HTML headings and bullet lists. Content depth · EXPERIMENTAL	+50% organic clicks one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 56.3
31	Add wellness copy, FAQ schema, and long-tail terms +42% click-through rate On the treatment product pages, add body copy focused on wellness benefits, implement FAQ structured data matching common consumer questions, and include targeted long-tail search terms in the headings and main text. Leave the control group untouched. Content depth · EXPERIMENTAL · several changes, one measurement · discontinued Google stopped showing FAQ rich results in May 2026 and removed the reporting in June, so the click-through gains below are gone. (searchengineland.com/google-to-no-longer-support-faq-rich-results-476957, 2026-09-04)	+42% ctr one sample on 1 of 2 samples	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 2026 all 2 sources	n/a E n/a A 54.9

#	Tactic	Median effect	Evidence	Score
58	Update structured modified dates daily +8% organic sessions On the test group of article pages, modify the template to update the last-modified date in structured markup daily, without altering the body text. Leave the control group updating dates only when substantive edits occur. Content freshness · EXPERIMENTAL · against Google policy Google's guidance forbids changing a date without adding significant new information, and the date is shown to readers, so this misleads people and not only crawlers. (developers.google.com/search/docs/appearance/publication-dates, 2026-09-08)	+8% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 53.4
59	Update publication dates on existing blog posts +66% organic sessions On a selected group of blog posts, update the published date attribute in the markup and on-page date display to the current calendar date without editing the body text. Leave a matched set of blog posts with unchanged dates to serve as a control group. Content freshness · EXPERIMENTAL · against Google policy Google's guidance forbids changing a date without adding significant new information, and the date is shown to readers, so this misleads people and not only crawlers. (developers.google.com/search/docs/appearance/publication-dates, 2026-09-08)	+66% organic sessions one sample on 1 of 2 samples	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 measured over 4 weeks 2021 to 2025 all 2 sources	n/a E n/a A 82.2

#	Tactic	Median effect	Evidence	Score
62	Move footnotes to inline parenthetical text +40% AI citations On 15 articles, convert footnote citations into parenthetical inline citations placed directly after the factual statement they support. Leave 15 matched articles with footnote citations at the bottom as a control group. E-E-A-T and authorship · EXPERIMENTAL	+40% citation rate one sample	1 independent sample all from one publisher one sample, agreement not defined 2026 the one source	n/a E n/a A 63.5
65	Convert target pages into structured entity hubs +29.8% AI citations On selected category pages, reformat the layout into an entity hub structure by adding explicit entity definitions, structured data relationships, direct question-and-answer blocks, and linked sub-topic sections. Entity and brand · EXPERIMENTAL	reported +29.6% to +30% citation rate one source, 5 values	1 independent sample all from one publisher one sample, agreement not defined 2026 the one source	n/a E n/a A 57.8
76	Update article title markup to primary heading tags +6.2% organic sessions On a test group of article template pages, update the HTML tag wrapping the main title from a secondary heading tag to a primary heading tag. Leave a matched control group of article pages with secondary heading tags. Heading structure · EXPERIMENTAL	+6.2% organic sessions one sample	1 independent sample all from one publisher direction not computable on these samples measured over eight weeks 2023 the one source	n/a E n/a A 51.6

#	Tactic	Median effect	Evidence	Score
79	Replace screenshots with high-contrast visuals +20% click-through rate On target pages, replace existing screenshots with redesigned images that feature high visual contrast, clear focal points, and sequential story captions. Apply the new images to a test group while serving original images to a holdout group. Images and media · EXPERIMENTAL	+20% ctr one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 55.8
85	Add internal links using varied anchor text +10 ranking positions Add contextual internal links within the main body text of higher-authority pages pointing to the target page. Use varied, natural anchor text across each link instead of repeating exact match keywords. Do not modify other page elements. Internal linking · EXPERIMENTAL	+10 positions ranking position one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 9 days 2026 the one source	n/a E n/a A 55.0
87	Add internal links to mid-ranking target pages +22% impressions On the treatment group of target pages, insert contextual body links from related indexable articles using clear anchor text. Avoid sitewide footer or navigation templates. Internal linking · EXPERIMENTAL	+22% impressions one sample	1 independent sample all from one publisher one sample, agreement not defined measured over October 2023 2023 the one source	n/a E n/a A 54.3
89	Add internal links to orphan blog posts +64 ranking positions In the body copy of indexable parent pages, insert contextual hyperlinks pointing to orphaned blog posts. Select a split sample of orphaned pages to receive links while leaving a matched sample untouched to act as a control. Internal linking · EXPERIMENTAL	reported -4 positions to +64 positions ranking position no median, the reported values cross zero, one source on 1 of 2 samples	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 measured over 3 months 2024 to 2026 all 2 sources	n/a E n/a A 56.7

#	Tactic	Median effect	Evidence	Score
91	Add internal links with uniform anchor text +7.5% conversions On selected source pages, add contextual internal links within body text that point to the designated target page. Use the exact same anchor text phrase across all added links for each target destination. Internal linking · EXPERIMENTAL	reported +7.5% to +13% conversions one source, 2 values on 1 of 2 samples	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 measured over two weeks pre-implementation vs. two weeks 2019 to 2026 all 2 sources	n/a E n/a A 55.2
92	Add navigation link buttons to subcategories +25% organic sessions On variant parent category pages, place a section of link buttons near the top of the main content block that point directly to corresponding subcategory pages. Keep the same layout on control category pages untouched. Internal linking · EXPERIMENTAL	reported +20% to +25% organic sessions one source, 4 values	1 independent sample all from one publisher one sample, agreement not defined measured over 30 days 2023 the one source	n/a E n/a A 54.5
95	Add internal links in the homepage footer +5% organic sessions In the homepage footer element, add text links pointing to 100 target category or subcategory pages. Ensure anchors use descriptive terms matching target page search intent. Leave the control group of pages without new incoming links from the homepage. Internal linking · EXPERIMENTAL	reported +5% to +10% organic sessions one source, 6 values	1 independent sample all from one publisher one sample, agreement not defined 2023 to 2025 the one source	n/a E n/a A 50.1
96	Add related article links to hub pages +11% organic sessions On a test set of content hub pages, add 4 internal links to related articles in the main content area. Keep a matched set of control hub pages unchanged. Internal linking · EXPERIMENTAL	+13.5% organic sessions range +11% to +16%	2 independent samples all from one publisher 2 of 2 same direction, agreement 0.75 2024 to 2025 all 2 sources	n/a E n/a A 50.6

#	Tactic	Median effect	Evidence	Score
97	Link top-level pages to deep category pages +24% organic clicks On a set of top-level category pages, insert an automated links section containing direct contextual links to deep category pages. Leave a matched set of top-level category pages unchanged as a control group. Internal linking · EXPERIMENTAL	+24% organic clicks one sample on 1 of 2 samples	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 2024 to 2026 all 2 sources	n/a E n/a A 50.5
98	Remove self-referential breadcrumb links -5.5% organic clicks Restore active anchor links pointing to the current page within the breadcrumb trail across all product listing templates. Do not strip the self-referential anchor tag from the final breadcrumb item. Internal linking · AVOID	-5.5% organic clicks one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 50.7
99	Group service pages into interlinked topic clusters +200% organic sessions On a selected group of service pages, reorganize URL paths and navigation into topic clusters, then add body links between supporting articles and main service hubs, leaving a matched set untouched. Internal linking · EXPERIMENTAL · several changes, one measurement	+295.5% organic sessions range +200% to +391%	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 measured over 3 months 2025 to 2026 all 2 sources	n/a E n/a A 54.4
100	Bypass internal link redirects and set canonicals +31% revenue On a defined group of faceted category pages, replace internal links that pass through redirects or parameter variations so they point directly to the canonical URL. On those same pages, insert rel=canonical tags pointing to the main canonical URL. Internal linking · EXPERIMENTAL · several changes, one measurement	+31% revenue one sample on 1 of 2 samples	2 independent samples across 2 publishers 1 of 2 same direction, agreement 0.50 measured over 1 month 2015 to 2023 all 2 sources	n/a E n/a A 57.0

#	Tactic	Median effect	Evidence	Score
101	Replace regional terms with local market synonyms +24% organic sessions On target regional product pages, replace dialect-specific terms in titles, main body text, and specifications with local market synonyms. International · EXPERIMENTAL	+24% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2023 to 2024 the one source	n/a E n/a A 50.5
102	Move product descriptions above the fold +14% organic sessions On the variant group of product pages, extract the primary text description from tabbed or hidden elements and place it in the main HTML content area above the page fold. JavaScript rendering · EXPERIMENTAL	+14% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 50.9
106	Refine page target keywords using search data +56.7% ranking positions For each page in the test group, replace underperforming main keywords in the page title, main H1 heading, and body copy with higher-converting query variants identified from performance logs. Keyword targeting · EXPERIMENTAL	reported +18.7% to +56.7% ranking position one source, 2 values on 1 of 2 samples	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 measured over the engagement 2018 to 2025 all 2 sources	n/a E n/a A 58.5
107	Group content into buyer journey funnel stages +95% AI citations On the target set of content pages, assign each URL to a clear funnel category section corresponding to awareness, consideration, or decision stages. Keyword targeting · EXPERIMENTAL	+95% citation rate one sample	1 independent sample all from one publisher one sample, agreement not defined 2026 the one source	n/a E n/a A 54.4

#	Tactic	Median effect	Evidence	Score
123	Remove multi-location map components -7% organic sessions Revert any deployment that stripped map components from location pages. On each location URL, restore or maintain an embedded interactive map widget showing nearby company locations directly below the main address block. Local SEO · AVOID	-7% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 52.4
126	Remove long meta descriptions from listing pages +4.2% organic sessions On the treatment group of listing pages, delete the meta description tag from the HTML head, letting search engines extract snippets from body text. Leave the control group with existing meta description tags intact. Meta description · EXPERIMENTAL	+4.2% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 53.4
127	Swap numbers for emoji digits in meta descriptions -5% organic sessions Remove numerical emojis from category page meta description tags and revert them back to standard digits. On all affected category page templates, search for unicode number symbols and replace each instance with plain text numerals. Meta description · AVOID	reported -9% to -4% organic sessions one source, 4 values	1 independent sample all from one publisher one sample, agreement not defined 2023 the one source	n/a E n/a A 50.1

#	Tactic	Median effect	Evidence	Score
128	Expose hidden mobile intro text on listing pages +7.5% organic sessions On a randomized variant group of product listing pages, remove CSS or JavaScript that hides the top introductory paragraph on mobile viewports so that the text renders directly in the main layout without requiring user interaction. Mobile and responsive · EXPERIMENTAL	reported +7.4% to +7.5% organic sessions one source, 4 values	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 52.9
129	Move mobile product call to action higher +24.5% conversions On mobile templates for a selected set of product URLs, reduce whitespace at the top of the page, elevate the primary call to action button so it appears higher, highlight discount messaging, and delete redundant text blocks. Mobile and responsive · EXPERIMENTAL · several changes, one measurement	+24.5% conversions one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 4 weeks 2022 the one source	n/a E n/a A 50.7
137	Add review schema markup to category pages +16% organic sessions On the target set of category pages, add review schema markup in JSON-LD format to the HTML head, reflecting the aggregate rating and review count visible on page. Leave a matched set of category pages untouched as a holdout group. Structured data · EXPERIMENTAL · discontinued · against Google policy Review snippet guidelines exclude list and category pages, and markup that breaks them is what spammy structured markup actions are issued for. (developers. google.com/search/docs/appearance/structured-data/review-snippet, 2026-09-08)	+16% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 51.9

#	Tactic	Median effect	Evidence	Score
140	Add AggregateOffer schema to product pages +221% impressions On a set of targeted category pages, add JSON-LD AggregateOffer schema markup including price, priceCurrency, and offerCount properties. Leave a matched set without schema markup. Structured data · EXPERIMENTAL	reported +12% to +221% impressions one source, 2 values	1 independent sample all from one publisher one sample, agreement not defined 2026 the one source	n/a E n/a A 64.4
157	Add product prices to title tags -15% organic sessions Remove the dynamic price token from the ecommerce title tag template on targeted product pages, restoring title tags to include only the product name and brand. Title tag · AVOID	-15% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2023 the one source	n/a E n/a A 60.3
158	Append static rental prices to location title tags -7% organic sessions Remove the static rental price string from the title tag template on all location pages. Restore the former title tag pattern that omits specific dollar amounts or rates, ensuring titles focus on the location name and primary service offering. Title tag · AVOID	-7% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 to 2026 the one source	n/a E n/a A 56.9
161	Add best to title tags on product listing pages +11% organic sessions On the selected product listing pages in the treatment group, edit the title tag template to prepend the word Best followed by a space to the existing text. Leave the title tags on the control group untouched. Title tag · EXPERIMENTAL	+11% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 51.3

#	Tactic	Median effect	Evidence	Score
163	Remove brand names and pipes from title tags +63.5% impressions On the test group of blog posts, edit each title tag by removing the brand name and pipe separator, then insert descriptive keywords relevant to the topic. Leave the holdout group unchanged so you can evaluate the full set of modifications. Title tag · EXPERIMENTAL · several changes, one measurement	+63.5% impressions one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 1 month 2025 the one source	n/a E n/a A 73.3
165	Remove synonym keywords from listing title tags -27% organic sessions Restore the original title tag template on listing pages to include the full set of secondary terms and synonyms. Do not strip descriptive keyword variations from title tags across listing pages. Title tag · AVOID	reported -27% to -20% organic sessions one source, 4 values	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 63.7
166	Replace month and year with Updated Daily in titles +11% organic sessions On the variant group of search results pages, rewrite the title tag template to remove the dynamic month and year string and append the phrase Updated Daily instead. Leave the control group title tags unchanged with their existing date formatting. Title tag · EXPERIMENTAL	+11% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2023 the one source	n/a E n/a A 55.7
167	Put booking call to action at start of titles +18% organic sessions On the test group of location pages, replace the leading savings or pricing phrase in the title tag with a clear booking call to action such as Book Now. Keep the rest of the title tag structure identical across test and control pages. Title tag · EXPERIMENTAL	+18% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2023 the one source	n/a E n/a A 55.0

#	Tactic	Median effect	Evidence	Score
169	Rewrite title tags into questions +5% organic sessions On the selected test pages, rewrite the title tag element from a descriptive statement into a question format that directly mirrors target user queries, leaving the matched control group untouched. Title tag · EXPERIMENTAL	+5% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2026 the one source	n/a E n/a A 52.3
171	Remove airport location word from page title tags +5% organic sessions On the test group of landing pages, edit the title tag pattern to remove the word airport from the destination name. Keep the rest of the title tag structure identical across test and control groups. Title tag · EXPERIMENTAL	+8% organic sessions range +5% to +11%	2 independent samples all from one publisher 2 of 2 same direction, agreement 0.75 2023 to 2025 all 2 sources	n/a E n/a A 51.1
172	Remove extra keywords from title tags +11% organic sessions On the selected treatment pages, edit the title tag template to remove secondary keywords, boilerplate additions, or repetitive brand modifiers. Retain only the main target phrase and primary brand name so the final text is concise. Title tag · EXPERIMENTAL	+11% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	n/a E n/a A 60.1
175	Adopt wellness narrative landing pages for +21% conversions On selected product landing pages, create a variant that leads with wellness benefits, buyer outcomes, and lifestyle narrative instead of technical product specifications. On-page UX · EXPERIMENTAL	+135.5% conversions range +21% to +250%	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 2024 to 2026 all 2 sources	n/a E n/a A 54.4

#	Tactic	Median effect	Evidence	Score
177	Remove video carousels from category pages +4.1% organic clicks On the variant set of product listing pages, remove the embedded video review carousel component from the page template while keeping the section on the control set. On-page UX · EXPERIMENTAL	+4.1% organic clicks one sample on 1 of 2 samples	2 independent samples all from one publisher one sample, agreement not defined 2025 all 2 sources	n/a E n/a A 57.7
178	Remove product carousels from category pages +4,000 organic sessions On category pages in the variant group, delete the product carousel module entirely. Ensure the main product grid shifts up to occupy the newly available vertical space without disrupting surrounding page elements or layout grids. On-page UX · EXPERIMENTAL	+4000 organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 1 day 2023 to 2025 the one source	n/a E n/a A 50.0
179	Move the search widget above the hero image -7% organic sessions Move the search widget back below the main hero image or primary page heading. Ensure readable intro content and standard page structure appear before interactive tools. On-page UX · AVOID	-7% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2023 the one source	n/a E n/a A 61.3
180	Move main content above sidebar HTML elements +16% organic sessions On a sample of product pages, reorder the HTML template so the main coupon block appears before the sidebar elements in DOM order, leaving the visual presentation intact using CSS layout properties. Keep a matched control group unchanged. On-page UX · EXPERIMENTAL	+16% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined 2023 the one source	n/a E n/a A 60.8

#	Tactic	Median effect	Evidence	Score
181	Simplify product layouts and checkout steps +28% conversions On a cohort of product pages, clean up navigation clutter and simplify section layouts. On-page UX · EXPERIMENTAL · several changes, one measurement	+104% conversions range +28% to +180%	2 independent samples across 2 publishers 2 of 2 same direction, agreement 0.75 measured over two months 2025 to 2026 all 2 sources	n/a E n/a A 50.0

PART FOUR • THE ACADEMIC RECORD

Peer reviewed and preprint work. Most of it measures on benchmark datasets rather than live search, so its effect sizes are not interchangeable with a practitioner's. It is reported separately for that reason.

#	Tactic	Median effect	Evidence	Score
41	Build programmatic pages using multi-modal AI 4x indexed pages On programmatic shopping page templates, replace search-log keyword generation with a content-focused multi-modal AI generator that builds content from product attributes and images. Content depth · ACADEMIC · benchmark metric, not a live search console	+4x index coverage one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	38 E 56.4 A 28.6
52	Replace AI product copy with human written text +88% conversions On designated product pages, rewrite the main text description using human copywriters, leaving a matched group untouched. Ensure the rewritten copy addresses specific buyer questions while maintaining identical page layouts. Content depth · ACADEMIC · benchmark metric, not a live search console	+88% conversions one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 3 months 2024 the one source	51 E 53.9 A 50.0
67	Add keyword-stuffed passages to web page content -10% impressions On affected page templates, remove forced keyword lists and repetitive phrasing added for AI tools. Rewrite the main content blocks to use natural language that directly answers user intent, leaving core topic coverage intact. AI visibility (GEO) · AVOID · benchmark metric, not a live search console	-10% impressions one sample	1 independent sample all from one publisher one sample, agreement not defined 2024 the one source	57 E 59.8 A 55.0

#	Tactic	Median effect	Evidence	Score
69	Add quantitative statistics to content +37% AI citations On selected informational pages, add specific quantitative statistics and numerical data points to answer sections. Replace generic qualitative statements with concrete metric figures, leaving matched control pages unchanged. AI visibility (GEO) · ACADEMIC · benchmark metric, not a live search console	+37% citation rate one sample	1 independent sample all from one publisher one sample, agreement not defined 2024 the one source	62 E 59.8 A 62.8
70	Add quotations from credible sources to body text +22% impressions On 100 variant articles, add verbatim quotations from recognizable authorities and cite the original sources directly within the body text. Leave 100 control articles untouched. Do not alter page titles or overall layout. AI visibility (GEO) · ACADEMIC · benchmark metric, not a live search console	reported +22% to +41% impressions one source, 4 values	1 independent sample all from one publisher one sample, agreement not defined 2024 the one source	56 E 59.8 A 54.3
93	Annotate visual content and add internal links +18% organic sessions On the test group of visual image posts, add descriptive text annotations directly to the image media and insert internal links pointing to relevant category pages. Leave a matched group of image posts untouched without annotations or links. Internal linking · ACADEMIC · several changes, one measurement · benchmark metric, not a live search console	+18% organic sessions one sample	1 independent sample all from one publisher one sample, agreement not defined measured over 4 weeks 2026 the one source	48 E 54.5 A 45.0

#	Tactic	Median effect	Evidence	Score
154	Add AI-generated title tags and meta descriptions +10.26% click-through rate On a test set of pages, replace existing title tags and meta descriptions with snippets generated by a multi-agent retrieval framework. Leave a matched set of control pages untouched. Title tag · ACADEMIC · several changes, one measurement · benchmark metric, not a live search console	+10.3% ctr one sample	1 independent sample all from one publisher one sample, agreement not defined 2025 the one source	53 E 52.4 A 53.0

Back matter

REFERENCE

Every source behind every entry, then the indices.

EVIDENCE APPENDIX

Every source behind every entry, with its design and the number it reported. Nothing in this review rests on a source that is not listed here.

A few documents count as samples and have no row here. Where a measurement was published on a host anybody can post to, or on an automatically generated subdomain, the sample is counted and the link is not printed, because a link like that cannot be checked. An entry can therefore name one or two samples more than it lists sources.

1. Add FAQ content and FAQ schema to category pages +9% organic sessions

searchpilot.com 2023 · Controlled A/B test · size not reported · +9%

<https://www.searchpilot.com/resources/case-studies/top-brands-faqs>

aeo-growth.com 2026 · Before/after, no control · 1 site · +45%

<https://aeo-growth.com/faq-optimization-2026-s-20-ctr-boost/>

coalitiontechnologies.com 2026 · Before/after, no control · 1 site · direction only

<https://coalitiontechnologies.com/portfolio/wall-tent-shop>

coalitiontechnologies.com 2026 · Before/after, no control · 1 site · +20%

<https://coalitiontechnologies.com/portfolio/hightower-sports-and-cards-dba-skybox-collectibles>

conversiondigital.com.au 2025 · Before/after, no control · 5,000 pages · +41%

<https://www.conversiondigital.com.au/blog/winning-googles-ai-overviews-a-playbook-for-unfair-visibility-powered-by-norg-ai/>

enrichlabs.ai 2026 · Before/after, no control · 20 brands · +340%

<https://www.enrichlabs.ai/blog/generative-engine-optimization-geo-complete-guide-2026>

getcite.ai · Before/after, no control · 1 site · +340%

<https://getcite.ai/case-studies>

outreachmama.com 2026 · Before/after, no control · 6 pages · +27%

<https://www.outreachmama.com/case-studies/on-page-seo-case-study-ranking-improvement/>

rankmax.com.au 2025 · Before/after, no control · 1 site · direction only

<https://www.rankmax.com.au/case-studies/b2c-ai-seo-case-study>

rankmax.com.au 2025 · Before/after, no control · 1 site · direction only

<https://www.rankmax.com.au/case-studies/b2b-ai-seo-case-study>

rankture.com 2025 · Before/after, no control · 12 pages · +38%

<https://rankture.com/blog/faq-schema-guide>

reddit.com 2026 · Before/after, no control · size not reported · +22 pp

https://www.reddit.com/r/digital_marketing/comments/1sz5mr1/is_faq_schema_actually_moving_anything_in_ai/

seoclarify.net 2022 · Before/after, no control · 1 page · +350%

<https://www.seoclarify.net/blog/faq-schema-ctr-test>

sistrix.com 2020 · Before/after, no control · 1 page · +4%

<https://www.sistrix.com/blog/successfully-combining-user-intention-and-serp-features/>

socialanimal.dev 2026 · Before/after with control · 50 queries · +11

<https://socialanimal.dev/blog/perplexity-citation-strategy-2026-easier-than-chatgpt/>

30. Add FAQs, tables, and schema to product pages +56% AI citations

blog.hubspot.com 2026 · Before/after, no control · size not reported · +56%

<https://blog.hubspot.com/marketing/hubspot-aeo-case-study>

level.agency 2025 · Before/after, no control · 296 sites · +531%

<https://www.level.agency/work/financial-services-seo-case-study>

searchpilot.com 2025 · Controlled A/B test · 1 page · +20%

<https://www.searchpilot.com/resources/case-studies/a-look-back-at-the-most-surprising-tests-of-2025>

searchpilot.com 2025 · Controlled A/B test · size not reported · +24.5%

<https://www.searchpilot.com/resources/case-studies/the-seo-impact-of-enriching-page-content>

60. Add author bylines to blog articles +113% AI citations

seerinteractive.com 2026 · Before/after with control · 123 pages · +113%

<https://www.seerinteractive.com/work/case-studies/author-bylines>

getcite.ai · Before/after, no control · 1 site · +156%

<https://getcite.ai/case-studies>

netwebmedia.com 2026 · Before/after, no control · 340 sites · +26%

<https://netwebmedia.com/blog/build-e-e-a-t-signals-2026-guide.html>

searchpilot.com 2023 · Controlled A/B test · size not reported · direction only

<https://www.searchpilot.com/resources/case-studies/authorship-content-and-eat-signals>

searchpilot.com 2024 · Design unclear · size not reported · direction only

<https://www.searchpilot.com/resources/blog/reduce-seo-related-engineering-tickets>

seofrancisco.com 2026 · Before/after, no control · 1 site · +320%

<https://seofrancisco.com/case-studies/natural-health-seo/>

visionary-marketing.co.uk · Before/after, no control · 1 site · 6.5x

<https://visionary-marketing.co.uk/case-studies/financial-services-seo-eeat>

63. Rewrite AI text with human editing and E-E-A-T +67% AI citations

rebootonline.com 2025 · Before/after, no control · 2 pages · +67%

<https://www.rebootonline.com/geo/geo-playbook/geo-examples/>

gotchseo.com 2023 · Before/after, no control · 1 page · direction only

<https://www.gotchseo.com/does-google-penalize-ai-content/>

media.neliti.com 2024 · Controlled A/B test · 1 site · direction only

<https://media.neliti.com/media/publications/708048-ai-based-automated-content-generation-an-e156e28b.pdf>

rankability.com 2025 · Before/after, no control · 1 page · direction only

<https://www.rankability.com/data/does-google-penalize-ai-content/>

rebootonline.com 2023 · Controlled A/B test · 10 domains · +2.2 positions

<https://www.rebootonline.com/blog/ai-vs-humans-content-writing-seo-experiment/>

66. Add citations to authoritative sources +31.4% impressions

arxiv.org · Controlled A/B test · 1,000 queries · +31.4%

<https://arxiv.org/html/2311.09735v3>

rebootonline.com 2020 · Controlled A/B test · 10 domains · direction only

<https://www.rebootonline.com/blog/long-term-outgoing-link-experiment/>

74. Rewrite web page text using optimization tactics +83.2% AI citations

arxiv.org 2026 · Academic study · 600 queries · +83.2%

<http://arxiv.org/abs/2606.28356v1>

arxiv.org 2025 · Academic study · 1,905 pages · +15.63%

<http://arxiv.org/abs/2507.03169v1>

arxiv.org 2024 · Controlled A/B test · 1,000 queries · +40%

<https://arxiv.org/html/2311.09735v2>

arxiv.org 2026 · Before/after, no control · 10,000 queries · +73%

<https://arxiv.org/html/2604.19113v1>

arxiv.org 2025 · Academic study · size not reported · direction only

<http://arxiv.org/abs/2509.14436v1>

arxiv.org 2025 · Academic study · size not reported · direction only

<http://arxiv.org/abs/2508.11158v2>

arxiv.org 2026 · Academic study · 3 (unit not reported) · direction only

<http://arxiv.org/abs/2603.20213v1>

cmswire.com 2026 · Before/after, no control · 1 site · +62%

- <https://www.cmswire.com/digital-marketing/an-aeo-content-strategy-with-actual-results/>
optimizegeo.ai · Before/after, no control · 1 brand · +151%
<https://www.optimizegeo.ai/docs/case-studies>
- rankmax.com.au 2025 · Before/after, no control · 1 site · direction only
<https://www.rankmax.com.au/case-studies/b2c-ai-seo-case-study>
- socialanimal.dev 2026 · Before/after with control · 50 queries · +12
<https://socialanimal.dev/blog/perplexity-citation-strategy-2026-easier-than-chatgpt/>
- virayo.com 2025 · Before/after, no control · 1 site · direction only
<https://virayo.com/blog/seo-for-logistics>
83. Add brand-icon CTAs with internal links +80% conversions
seotesting.com 2025 · Controlled A/B test · size not reported · +80%
<https://seotesting.com/customers/bt/>
- key-word.store 2026 · Controlled A/B test · 8 users · +33%
<https://key-word.store/dry-january-case-study-how-beverage-brands-used-search-and-s>
173. Target high volume keyword variants in title tags -20% organic sessions
moz.com 2021 · Controlled A/B test · 1 page · -20%
<https://moz.com/blog/surprising-seo-ab-test-results>
- moz.com 2021 · Before/after, no control · 200 urls · +9%
<https://moz.com/blog/on-page-seo-changes-case-study>
- searchpilot.com 2025 · Controlled A/B test · size not reported · -11%
<https://www.searchpilot.com/resources/blog/a-year-of-seo-testing-with-searchpilot>
- searchpilot.com 2026 · Design unclear · size not reported · -27%
<https://www.searchpilot.com/resources/blog/seo-moneyball>
4. Simplify copy and align intent on key articles +344% AI citations
seerinteractive.com 2025 · Before/after, no control · 11 pages · +344%
<https://www.seerinteractive.com/work/case-studies/ai-driven-optimization-boosted-ai-overview-citations-and-serp-feature-wins-for-an-outdoor-living-leader>
- rankmax.com.au 2025 · Before/after, no control · 1 site · direction only
<https://www.rankmax.com.au/case-studies/b2c-ai-seo-case-study>
- seodigitalsight.com 2026 · Before/after, no control · 1 site · direction only
<https://seodigitalsight.com/project/florida-wedding-venue-seo-case-study-fully-booked>
5. Add question headings and schema markup +65% impressions
eseospace.com 2025 · Before/after, no control · 1 query · +65%
<https://eseospace.com/blog/aeo-case-study>
- ipullrank.com 2025 · Before/after, no control · 1 brand · +253%
<https://ipullrank.com/case-studies/case-study-telecom-industry>
- optimizegeo.ai · Before/after, no control · 1 brand · +151%
<https://www.optimizegeo.ai/docs/case-studies>
- seodigitalsight.com 2026 · Before/after, no control · 1 site · +18
<https://seodigitalsight.com/project/florida-wedding-venue-seo-case-study-fully-booked>
7. Structure page text for answer box placements +98.6% organic sessions
bigleap.com 2025 · Before/after, no control · 1 page · +98.6%
<https://www.bigleap.com/case-studies/pluralsight>
- aeoagent.ai · Before/after, no control · 1 site · +500%
<https://aeoagent.ai/case-studies>
- digitalwebsolutions.com 2026 · Before/after, no control · 1 site · +2,950%
<https://www.digitalwebsolutions.com/case-study/vascular-clinic-seo-growth/>
- embarque.io 2025 · Before/after, no control · 1 site · direction only

- <https://www.embarque.io/case-studies/ai-seo-case-study>
- rankasanswer.com 2026 · Before/after, no control · 85 pages · direction only
<https://rankasanswer.com/blog/faq-schema-case-study-citation-increase>
- searchpilot.com 2024 · Design unclear · 1 site · +25%
<https://www.searchpilot.com/resources/blog/top-5-seo-test-ideas-for-online-retailers>
- victorious.com 2025 · Before/after, no control · 1 site · 10x
<https://victorious.com/services/answer-engine-optimization/>
8. Pitch publishers for editorial backlinks +71% organic sessions
- outreachmama.com 2026 · Before/after, no control · 1 site · +71%
<https://www.outreachmama.com/case-studies/ecommerce-link-building-roi/>
- digitalthirdcoast.com 2021 · Before/after, no control · 1 (unit not reported) · direction only
<https://www.digitalthirdcoast.com/blog/dtc-best-digital-pr-campaigns>
- gofishdigital.com 2019 · Before/after, no control · 1 site · +100%
<https://gofishdigital.com/case-study/large-gains-traffic-leads-sms-marketing-software/>
- honchosearch.com 2025 · Before/after, no control · 1 site · +23.8%
<https://honchosearch.com/pages/our-work-automotive-group1-digital-pr-case-study>
- loopexdigital.com 2024 · Before/after, no control · 1 site · +1,839%
<https://www.loopexdigital.com/case-studies/seo-case-study-for-construction-management-software-on-wordpress>
- pageonepower.com · Before/after, no control · 1 site · +5 positions
<https://www.pageonepower.com/hubfs/outdoor%20%20brand%20case%20study.pdf>
- position.digital 2026 · Single case · 1 site · direction only
<https://www.position.digital/case-studies/resource-guru-pr-campaign/>
- prbacklinker.com 2025 · Before/after, no control · 1 brand · +350%
<https://prbacklinker.com/pr-case-studies/>
- rebootonline.com · Before/after, no control · 1 site · +288%
<https://www.rebootonline.com/case-studies/german-career-platform-growth/>
- rebootonline.com 2020 · Before/after, no control · 1 site · +55%
<https://www.rebootonline.com/blog/digital-pr-examples/>
- rebootonline.com 2018 · Single case · 1 site · direction only
<https://www.rebootonline.com/case-studies/golf-support-case-study/>
- rebootonline.com · Single case · 1 site · direction only
<https://www.rebootonline.com/case-studies/over-150-links-earned-for-igaming/>
- rebootonline.com 2022 · Before/after, no control · 1 site · +613.03%
<https://www.rebootonline.com/case-studies/613-percent-increase-in-organic-traffic-for-live-football-tickets/>
- rebootonline.com 2022 · Before/after, no control · 1 domain · direction only
<https://www.rebootonline.com/case-studies/international-digital-pr-campaign-for-gambling-website/>
- resignal.com 2026 · Before/after, no control · 1 brand · direction only
<https://resignal.com/case-studies/healthspan>
- seoplus.com 2026 · Before/after, no control · 1 site · +39%
<https://seoplus.com/case-studies/a-multi-location-brands-310-backlink-growth-with-digital-pr-strategy/>
- studiohawk.com.au 2026 · Before/after, no control · 1 domain · +31%
<https://studiohawk.com.au/case-studies/jobadder>
- worldreach.io 2026 · Before/after, no control · 1 url · +45 positions
<https://worldreach.io/how-smart-backlinks-can-double-your-website-traffic-case-study/>
- yashchawlani.com 2024 · Before/after, no control · 1 site · 5x
<https://yashchawlani.com/portfolio/item/link-building-case-study/>
9. Publish guest posts with contextual backlinks +45% organic sessions
- clickeldigital.com 2026 · Before/after, no control · 1 site · +45%

- <https://www.clickeldigital.com/portfolio/guest-post-backlinks-case-study/>
bigleap.com 2025 · Before/after, no control · 1 site · +5,064
<https://www.bigleap.com/case-studies/dr-harveys>
- diggitymarketing.com 2025 · Before/after, no control · 1 domain · 2.3x
<https://diggitymarketing.com/link-building-outreach-email-study/>
- linkbuilder.com 2025 · Before/after, no control · 700 sites · +1811%
<https://linkbuilder.com/case-studies/flight-compensation-seo-case-study>
- outreachmama.com 2025 · Before/after, no control · 100 keywords · +30%
<https://www.outreachmama.com/case-studies/ecommerce-seo/>
- respona.com 2025 · Single case · 1,000 sites · direction only
<https://respona.com/blog/link-building-case-study/>
- respona.com 2021 · Before/after, no control · 1 site · +400%
<https://respona.com/case-studies/dchained/>
- seoprofy.com 2025 · Before/after, no control · 1 site · +40%
<https://seoprofy.com/results/gaming-ecommerce-marketplace-case-study>
10. Publish guest posts and update page headers +212% organic sessions
digitalwebsolutions.com 2026 · Before/after, no control · 1 site · +212%
<https://www.digitalwebsolutions.com/case-study/vascular-clinic-seo-growth/>
- pointvisible.com 2026 · Before/after, no control · 1 site · direction only
<https://pointvisible.com/case-studies/limble-cmms/>
- sureoak.com 2025 · Before/after, no control · 1 site · +98.5%
<https://sureoak.com/case-studies/solar-energy-case-study>
- thriveagency.com 2025 · Before/after, no control · 8,500 sites · +70%
<https://thriveagency.com/case-study/national-law-firm>
- whitespark.ca 2021 · Before/after, no control · 1 site · direction only
<https://whitespark.ca/blog/ranking-no-seo-work-for-year/>
- worldreach.io 2026 · Before/after, no control · 1 site · +455%
<https://worldreach.io/how-smart-backlinks-can-double-your-website-traffic-case-study/>
11. Publish content, build links, and clean site code +214% organic sessions
seodesignchicago.com 2026 · Before/after, no control · 1 site · +214%
<https://seodesignchicago.com/case-studies/national-seo-services-case-study>
- ahrefs.com 2020 · Single case · 515 sites · direction only
<https://ahrefs.com/blog/link-building-case-study/>
- backlinko.com 2025 · Before/after, no control · 1 page · +175.59%
<https://backlinko.com/how-to-get-backlinks>
- backlinko.com 2024 · Single case · 160 sites · direction only
<https://backlinko.com/skyscraper-technique>
- blog.majestic.com · Single case · 1 (unit not reported) · direction only
<https://blog.majestic.com/case-studies/how-stealing-seth-godins-idea-kickstarted-my-link-building-career/>
- completeseo.com 2025 · Before/after, no control · 1 site · +332%
<https://completeseo.com/seo-case-study-grime-time/>
- completeseo.com 2020 · Before/after, no control · 1 site · +300%
<https://completeseo.com/seo-case-study-the-aurit-center>
- desiremarketing.io 2025 · Before/after, no control · 1 site · +9
<https://desiremarketing.io/how-we-increased-organic-growth/>
- diggitymarketing.com 2025 · Before/after, no control · 1 site · 2.3x
<https://diggitymarketing.com/link-building-outreach-email-study/>
- intergrowth.com 2023 · Before/after, no control · 1 site · direction only

<https://intergrowth.com/case-studies/b2b-link-building/>
 linkbuilder.com 2025 · Before/after, no control · 700 sites · direction only
<https://linkbuilder.com/case-studies/flight-compensation-seo-case-study>
 linkbuilder.io 2025 · Before/after, no control · 1 site · +9.93%
<https://linkbuilder.io/case-studies/link-building-agency/>
 literallyamarketingagency.com 2022 · Before/after, no control · 1 site · direction only
<https://www.literallyamarketingagency.com/case-studies/cash-store>
 loopexdigital.com 2026 · Before/after, no control · 1 site · +49
<https://www.loopexdigital.com/case-studies/seo-case-study-for-hr-software-on-webflow>
 pointvisible.com · Before/after, no control · 1 site · +30%
<https://www.pointvisible.com/case-studies/deputy/>
 portent.com 2023 · Single case · 1 site · direction only
<https://www.portent.com/case-study/digital-pr-campaign-drives-huge-traffic-spike>
 promodo.com 2025 · Before/after, no control · 1 site · +438%
<https://www.promodo.com/case-studies/the-maimon-group>
 respona.com 2022 · Before/after, no control · 1 site · +96,000
<https://respona.com/case-studies/respona/>
 respona.com · Before/after, no control · 1 site · +100%
<https://respona.com/case-studies/talkative/>
 respona.com 2021 · Single case · 1 site · +65
<https://respona.com/case-studies/markup-hero/>
 respona.com · Before/after, no control · 1 site · 3x
<https://respona.com/case-studies/niftypm/>
 thehoth.com 2025 · Before/after, no control · 1 site · +787%
<https://www.thehoth.com/case-studies/seo-for-b2b>
 thehoth.com 2025 · Before/after, no control · 1 site · +44%
<https://www.thehoth.com/case-studies/utility-equipment-seo>
 we-awards.com 2024 · Before/after, no control · 1 site · +79.8%
<https://we-awards.com/winner/seo-case-study-for-malaysian-bank-hong-leong-bank>
 whitespark.ca 2021 · Before/after, no control · 1 site · direction only
<https://whitespark.ca/blog/ranking-no-seo-work-for-year/>
 worldreach.io 2026 · Before/after, no control · 1 site · +75%
<https://worldreach.io/how-smart-backlinks-can-double-your-website-traffic-case-study/>

12. Build guest backlinks and edit target page content +432% organic sessions
 thehoth.com 2025 · Before/after, no control · 1 site · +432%
<https://www.thehoth.com/case-studies/utility-seo>

outreachmama.com 2025 · Before/after, no control · 100 keywords · +10 positions
<https://www.outreachmama.com/case-studies/ecommerce-seo/>
 pointvisible.com · Before/after, no control · 1 site · +30%
<https://www.pointvisible.com/case-studies/deputy/>
 thehoth.com 2025 · Before/after, no control · 1 site · +2,500
<https://www.thehoth.com/case-studies/landscaping-seo>
 thehoth.com 2025 · Before/after, no control · 1 site · direction only
<https://www.thehoth.com/case-studies/landscaping-seo-2>
 thehoth.com 2025 · Before/after, no control · 1 site · direction only
<https://www.thehoth.com/case-studies/hvac-seo>
 thehoth.com 2025 · Before/after, no control · 1,600 sites · +1,600
<https://www.thehoth.com/case-studies/local-seo>

14. Disavow spam backlinks and update on-page text +65% organic sessions

bloomagency.in 2026 · Before/after, no control · 1 site · +65%

<https://bloomagency.in/google-penalty-recovery-services>

ahrefs.com 2024 · Before/after, no control · 3 pages · -7.1%

<https://ahrefs.com/blog/toxic-backlink-disavowal/>

ahrefs.com 2025 · Before/after, no control · size not reported · direction only

<https://ahrefs.com/blog/links-matter-less-but-still-matter/>

ahrsumon.com 2025 · Before/after, no control · 1 site · +45%

<https://ahrsumon.com/seo-case-study-organic-traffic-recovery/>

bruceclay.com 2026 · Before/after, no control · 1 site · +497%

<https://www.bruceclay.com/case-studies/groomsmen>

infomazeelite.com 2025 · Before/after, no control · 1 page · direction only

<https://www.infomazeelite.com/blog/recovered-a-website-from-a-google-penalty-an-seo-case-study/>

mariehaynes.com 2019 · Before/after, no control · 1 site · direction only

<https://www.mariehaynes.com/does-disavowing-links-work-2019/>

mariehaynes.com 2015 · Before/after, no control · 1 site · +20%

<https://www.mariehaynes.com/can-escape-penguin-disavowing-alone/>

mariehaynes.com 2014 · Before/after, no control · 363 domains · direction only

<https://www.mariehaynes.com/tell-link-disavowed/>

mariehaynes.com 2013 · Before/after, no control · 1 site · +100

<https://www.mariehaynes.com/penguin-2-0-recoveries/>

metricmarketing.com 2019 · Before/after, no control · 1 site · 2x

<https://www.metricmarketing.com/case-studies/wkw/>

onely.com 2018 · Single case · 1 site · +1931%

<https://www.onely.com/blog/stratos-jets-case-study/>

seodogs.com 2025 · Before/after, no control · 1 site · +110%

<https://www.seodogs.com/case-studies/technical-seo-case-study-premier-health>

zyppy.com 2024 · Before/after, no control · 1 site · direction only

<https://zyppy.com/seo/google-disavow-experiment/>

15. Publish survey research reports and pitch press +103% organic sessions

digitalthirdcoast.com 2019 · Before/after, no control · 1 site · +103%

<https://www.digitalthirdcoast.com/our-work/case-studies/b2b-seo-digital-pr-case-study>

digitalthirdcoast.com 2021 · Before/after, no control · 1 site · +200%

<https://www.digitalthirdcoast.com/blog/dtc-best-digital-pr-campaigns>

gofishdigital.com · Before/after, no control · 1 site · +5,000

<https://gofishdigital.com/case-study/50-backlinks-and-120-new-keyword-rankings/>

hennessey.com 2025 · Before/after, no control · 1 page · direction only

<https://hennessey.com/blog/how-link-building-and-digital-pr-help-law-firms-grow/>

incify.co 2025 · Before/after, no control · 1 (unit not reported) · direction only

<https://incify.co/Knowledge/case-studies/1711-increase-in-traffic-from-programmatic-seo-in-11-months>

moz.com 2021 · Before/after, no control · 1 site · direction only

<https://moz.com/blog/fractl-leveraged-content-marketing-for-referral-traffic>

position.digital 2026 · Single case · 1 site · direction only

<https://www.position.digital/case-studies/resource-guru-pr-campaign/>

rebootonline.com 2020 · Before/after, no control · 1 site · +55%

<https://www.rebootonline.com/blog/digital-pr-examples/>

16. Set canonical tags on duplicate product pages +178% organic sessions

netpeak.us 2024 · Before/after, no control · 1 site · +178%

- <https://netpeak.us/blog/case-study-how-smart-prioritization-helped-an-albanian-marketplace-grow-in-sales-by-643-in-7-months>
- loopexdigital.com · Before/after, no control · 1 url · direction only
<https://www.loopexdigital.com/seo-services/ecommerce-seo/bigcommerce-seo>
- shopifyproservices.com 2026 · Before/after, no control · 847 urls · direction only
<https://shopifyproservices.com/blog/case-study-luxethreads>
- webenso.com 2023 · Before/after, no control · 1 site · +150%
<https://webenso.com/fix-duplicate-content-and-indexation/>
18. Redirect duplicate landing pages to primary URLs +110% organic sessions
- keywordinsights.ai 2024 · Before/after, no control · 1 site · +110%
<https://www.keywordinsights.ai/blog/keyword-cannibalization-case-study-no-1/>
- searchengineland.com 2017 · Before/after, no control · 1 page · +200%
<https://searchengineland.com/3-case-studies-duplicate-content-consolidation-286263>
- thetacc.com 2026 · Before/after, no control · 512 pages · +18%
<https://thetacc.com/blog/programmatic-seo-case-study/>
- webenso.com 2023 · Before/after, no control · 1 site · +60%
<https://webenso.com/fix-duplicate-content-and-indexation/>
19. Consolidate repetitive pages into detailed hubs +74% conversions
- digitalsurfer.com.au 2025 · Before/after, no control · 2 sites · +74%
<https://digitalsurfer.com.au/case-studies/cosmeditour>
- goinflow.com 2025 · Before/after, no control · 1 url · +357%
<https://www.goinflow.com/blog/financial-services-seo-case-study>
- linkedin.com 2026 · Before/after, no control · 87 pages · +156%
https://www.linkedin.com/posts/noel-ceta_merged-87-weak-articles-into-12-comprehensive-activity-7424467258816598016-lfZo
- lumar.io 2022 · Before/after, no control · 1 site · +25%
<https://www.lumar.io/case-studies/peak-ace-case-study/>
- seofrancisco.com 2026 · Before/after, no control · 680 keywords · direction only
<https://seofrancisco.com/case-studies/ai-overviews-optimization/>
- virayo.com 2025 · Before/after, no control · 1 site · +50%
<https://virayo.com/blog/seo-for-logistics>
20. Expand body text and add keywords to pages +250% organic sessions
- oneupweb.com 2019 · Before/after, no control · 1 page · +250%
<https://www.oneupweb.com/case-studies/mccarthy-case-study/>
- coalitiontechnologies.com 2026 · Before/after, no control · 1 site · direction only
<https://coalitiontechnologies.com/portfolio/microsoft>
- goinflow.com 2021 · Before/after, no control · 26 pages · +1,100%
<https://www.goinflow.com/blog/eat-seo/>
- promodo.com 2025 · Before/after, no control · 1 page · +39%
<https://www.promodo.com/case-studies/rolls-auto-sales>
24. Publish dedicated pages for each distinct service +148% organic sessions
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +148%
<https://seodesignchicago.com/case-studies/yoga-seo-case-study>
- news.designrush.com 2025 · Before/after, no control · 1 site · +60%
<https://news.designrush.com/proof-your-website-design-may-be-undermining-your-organic-traffic>
27. Add missing data and context to existing articles +50% organic sessions
- conductor.com 2025 · Before/after, no control · 1 page · +50%
<https://www.conductor.com/customer-stories/clemson-university/>

- ahrefs.com 2025 · Before/after, no control · 1 page · +142%
<https://ahrefs.com/blog/boost-traffic-with-ai-content-helper>
- contentpulse.io 2026 · Controlled A/B test · 40 pages · +40%
<https://contentpulse.io/resources/i-tracked-content-freshness-for-6-months-here-is-what-happened>
- surferseo.com 2025 · Before/after, no control · 1 url · direction only
<https://surferseo.com/blog/ecommerce-seo-content-case-study/>
29. Add statistics and improve content fluency +5.5% AI citations
- arxiv.org 2024 · Controlled A/B test · 1,000 queries · +5.5%
<https://arxiv.org/html/2311.09735v2>
- arxiv.org 2025 · Academic study · 1,905 pages · +15.63%
<https://arxiv.org/abs/2507.03169>
- conductor.com 2025 · Before/after, no control · 1 page · +47%
<https://www.conductor.com/customer-stories/clemson-university/>
32. Create and optimize product category pages +18% revenue
- conductor.com 2026 · Before/after, no control · 1 site · +18%
<https://www.conductor.com/customer-stories/title-nine/>
- featured.com 2025 · Quasi-experiment · 1 site · +3,000
<https://featured.com/questions/seo-website-impactful-results>
- impressive.com.au 2024 · Before/after, no control · 1 site · +52,531
<https://impressive.com.au/case-study/kookai/>
- sistrix.com 2025 · Before/after, no control · 1 url · +40.57%
<https://www.sistrix.com/blog/indexwatch-q1-2025-uk/>
- studiohawk.com.au 2026 · Before/after, no control · 1 site · +77%
<https://studiohawk.com.au/case-studies/kipco>
33. Build topical content hubs with summary sections +92% conversions
- mrs.digital 2025 · Before/after, no control · 1 site · +92%
<https://mrs.digital/our-work/keith-michaels-seo-growth>
- loopexdigital.com · Before/after, no control · 1 site · +1075%
<https://www.loopexdigital.com/seo-services/ecommerce-seo/bigcommerce-seo>
- moz.com 2022 · Before/after, no control · 1 site · direction only
<https://moz.com/blog/increase-client-leads-with-topic-clusters>
- studiohawk.com.au 2026 · Before/after, no control · 1 keyword · +65 positions
<https://studiohawk.com.au/case-studies/jobadder>
34. Publish dedicated landing pages +200% organic sessions
- freddiehatt.com 2023 · Before/after, no control · 1 site · +200%
<https://freddiehatt.com/woocommerce-seo-case-study/>
- brightedge.com · Before/after, no control · 1 brand · +25,000
<https://www.brightedge.com/resources/case-studies/3m>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +93%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/cardiovascular-treatment>
- coalitiontechnologies.com 2026 · Before/after, no control · 1 site · +148.8%
<https://coalitiontechnologies.com/portfolio/california-real-estate-client>
- gofishdigital.com 2024 · Before/after, no control · 1 site · direction only
<https://gofishdigital.com/case-study/local-seo-initiatives-result-in-enhanced-online-visibility/>
- netpeak.us 2022 · Before/after, no control · 1 site · 4.4x
<https://netpeak.us/blog/seo-case-study-freight-transportation-website-promotion-call-conversion-rate-growth-of-x4-41>
- servicemonster.com 2025 · Before/after, no control · 1 site · 3x
<https://www.servicemonster.com/blog/xtreme-services-exterior-cleaning-increased-leads-with-growth>

studiohawk.co.uk 2025 · Before/after, no control · 1 site · +200%

<https://studiohawk.co.uk/case-studies/bain-and-gray>

techmagnate.com 2020 · Before/after, no control · 1 site · +74%

<https://www.techmagnate.com/healthcare-seo-case-study.html>

35. Publish targeted content and build backlinks +201% organic sessions

tripleart.com 2026 · Before/after, no control · 1 site · +201%

<https://www.tripleart.com/case-studies/storylane>

bluethings.co 2025 · Before/after, no control · 1 site · +847%

<https://www.bluethings.co/blog/ecommerce-seo-case-study>

coalitiontechnologies.com 2026 · Before/after, no control · 5 sites · +250%

<https://coalitiontechnologies.com/portfolio/rescue-restoration>

content-whale.com 2026 · Before/after, no control · 3 sites · +167%

<https://content-whale.com/us/blog/marketing-case-study-traffic-domain-authority-growth/>

desiremarketing.io 2025 · Before/after, no control · 1 site · +579.27%

<https://desiremarketing.io/how-we-increased-organic-growth/>

mainstreetroi.com 2026 · Before/after, no control · 1 site · 3x

<https://www.mainstreetroi.com/case-studies/se-case-study-asphalt-paving-company>

neolytix.com 2026 · Before/after, no control · 1 site · +106%

<https://neolytix.com/articles/digital-marketing-for-dentist>

netpeak.us 2014 · Before/after, no control · 1 site · +2,169

<https://netpeak.us/blog/children-s-shoes-online-store-seo-case-study-roi-of-35>

netpeak.us 2022 · Before/after, no control · 1 site · 18x

<https://netpeak.us/blog/se-case-study-freight-transportation-website-promotion-call-conversion-rate-growth-of-x4-x1>

nichepursuits.com 2024 · Before/after, no control · 1 site · 3x

<https://www.nichepursuits.com/googles-august-core-update-is-complete-and-the-recoveries-have-begun>

studiohawk.co.uk 2025 · Before/after, no control · 1 site · +200%

<https://studiohawk.co.uk/case-studies/bain-and-gray>

thehoth.com 2025 · Before/after, no control · 1 site · +11%

<https://www.thehoth.com/case-studies/plumbing-seo>

trailblazermktg.com 2026 · Before/after, no control · 1 site · direction only

<https://trailblazermktg.com/case-studies/b2b-saas>

36. Create tailored pages for distinct keyword targets +200% organic sessions

hawksem.com 2023 · Before/after, no control · 1 site · +200%

<https://hawksem.com/blog/se-case-studies-challenges-solutions-results/>

featured.com 2025 · Quasi-experiment · 1 site · +45%

<https://featured.com/questions/se-website-impactful-results>

seodesignchicago.com 2026 · Before/after, no control · 1 site · +241%

<https://seodesignchicago.com/case-studies/convention-center-marketing-case-study>

techmagnate.com 2019 · Before/after, no control · 1 site · +270%

<https://www.techmagnate.com/vernacular-seo-case-study.html>

victorious.com 2025 · Before/after, no control · 1 site · +139%

<https://victorious.com/services/answer-engine-optimization/>

37. Publish blog posts and build service page links +11% organic sessions

thehoth.com 2025 · Before/after, no control · 1 site · +11%

<https://www.thehoth.com/case-studies/plumbing-seo>

pointvisible.com · Before/after, no control · 1 site · direction only

<https://www.pointvisible.com/case-studies/deputy/>

promodo.com 2025 · Before/after, no control · 1 site · +438%

<https://www.promodo.com/case-studies/the-maimon-group>
 respona.com 2022 · Before/after, no control · 1 site · +96,000
<https://respona.com/case-studies/respona/>
 seodesignchicago.com 2026 · Before/after, no control · 1 site · +159%
<https://seodesignchicago.com/case-studies/commercial-real-estate-marketing-case-study>
 thehoth.com 2025 · Before/after, no control · 1 site · 5x
<https://www.thehoth.com/case-studies/orthodontics-seo-case-study>
 victorious.com 2025 · Before/after, no control · 1 site · +297%
<https://victorious.com/case-studies/ecommerce-cannabis-company>

38. Build and optimize core service pages +207% impressions
 hurrrdatmarketing.com 2026 · Before/after, no control · 8 queries · +207%
<https://hurrrdatmarketing.com/seo-news/pr-service-pages/>
 bigleap.com 2025 · Before/after, no control · 1 site · direction only
<https://www.bigleap.com/case-studies/american-pest-control>
 funnelboostmedia.net 2024 · Before/after, no control · 1 site · +126%
<https://www.funnelboostmedia.net/case-studies/seacoast>
 sterlingsky.ca 2025 · Before/after, no control · 1 site · direction only
<https://www.sterlingsky.ca/lovely-law-firm-seo-case-study/>

39. Fix errors, rewrite metadata, and publish content +78% organic sessions
 cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +78%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/vein-clinic-digital-marketing>
 bigleap.com 2025 · Before/after, no control · 1 site · +25%
<https://www.bigleap.com/case-studies/canopy>
 bigleap.com 2025 · Before/after, no control · 1 site · +22%
<https://www.bigleap.com/case-studies/auto-care>
 coalitiontechnologies.com 2024 · Before/after, no control · 1 site · +34.9 positions
<https://coalitiontechnologies.com/portfolio/premium-supplements-dba-the-kratom-company>
 liondigital.com.au 2025 · Before/after, no control · 1 site · +23.39%
<http://liondigital.com.au/case-studies/one-world-collection>
 literallyamarketingagency.com 2022 · Before/after, no control · 1 site · +102,000
<https://www.literallyamarketingagency.com/case-studies/cash-store>
 moz.com 2023 · Before/after, no control · 1 url · direction only
<https://moz.com/blog/case-study-ranking-high-volume-keyword>
 netpeak.us 2022 · Before/after, no control · 1 site · +636%
<https://netpeak.us/blog/planeta-kino-success-story-increased-organic-traffic-by-636-in-a-year>
 netpeak.us 2014 · Before/after, no control · 1 site · +121%
<https://netpeak.us/blog/case-for-the-online-store-lifting-from-the-google-panda-penalty-roi-338>
 productiveshop.com 2024 · Before/after, no control · 1 site · +85%
<https://productiveshop.com/case-study-saas-alerts/>
 promodo.com 2025 · Before/after, no control · 1 page · +39%
<https://www.promodo.com/case-studies/rolls-auto-sales>
 resignal.com 2026 · Before/after, no control · 1 site · +96%
<https://resignal.com/case-studies/fatface>
 studiohawk.co.uk 2025 · Before/after, no control · 1 site · +78%
<https://studiohawk.co.uk/case-studies/london-hearing-specialist>
 upcorn.agency 2026 · Before/after, no control · size not reported · direction only
<https://upcorn.agency/en/case/gardener-seo-migration-case/>
 zelst.co.uk 2026 · Before/after, no control · 1 site · +61.25%

- <https://www.zelst.co.uk/case-studies/luxury-pen-retailer-seo-case-study>
 zelst.io 2025 · Before/after, no control · 1 site · +95%
<https://www.zelst.io/case-studies/fertility-clinic-seo-case-study/>
40. Publish a pillar page with linked cluster articles 23x AI citations
 athenahq.ai 2026 · Before/after, no control · 1 site · 23x
<https://athenahq.ai/case-studies>
- hgdrconsulting.co.uk 2026 · Before/after, no control · 2 sites · 2x
<https://www.hgdrconsulting.co.uk/blog/case-studies/uk-property-looker-seo-led-architecture-millions-of-pages>
- humblebunny.com 2026 · Before/after, no control · 1 site · +239.5%
<https://www.humblebunny.com/work/reima-japan-seo>
- nicodigital.com 2026 · Before/after, no control · 1 site · direction only
<https://www.nicodigital.com/case-studies/razorpay-digital-marketing-case-study/>
- rankmax.com.au 2025 · Before/after, no control · 1 site · +1,378%
<https://www.rankmax.com.au/case-studies/saas-seo-case-study>
- seomaficlub.com 2026 · Before/after, no control · 18 sites · +41%
<https://seomaficlub.com/blog/experiments/internal-linking-experiments/>
- seomaficlub.com 2026 · Before/after, no control · 1 site · +292%
<https://seomaficlub.com/blog/guides/content-led-seo-growth-case-study/>
- stanventures.com 2025 · Before/after, no control · 1 site · 10x
<https://www.stanventures.com/seo-case-studies/babymychii>
- therankmasters.com 2025 · Before/after, no control · 3 pages · +49
<https://www.therankmasters.com/blog/ai-overview-seo-bofu-case-study>
42. Optimize collection pages and apply structured data +66% ranking positions
 studiohawk.com.au 2026 · Before/after, no control · 1 site · +66%
<https://studiohawk.com.au/case-studies/kipco>
- goinflow.com 2024 · Before/after, no control · 1 site · +126%
<https://www.goinflow.com/blog/ecommerce-seo-migration-case-study/>
- studiohawk.com.au 2026 · Before/after, no control · 1 keyword · +150%
<https://studiohawk.com.au/case-studies/hush-puppies>
- studiohawk.com.au 2026 · Before/after, no control · 1 site · +715%
<https://studiohawk.com.au/case-studies/black-pepper>
- susodigital.com 2026 · Before/after, no control · 1 site · +1,331%
<https://susodigital.com/work/gaming-case-study>
43. Update meta tags, canonicals, and publish content +85% organic sessions
 productiveshop.com 2024 · Before/after, no control · 1 site · +85%
<https://productiveshop.com/case-study-saas-alerts/>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +130%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/dental-office-digital-marketing>
- conductor.com 2026 · Before/after, no control · 1 site · +134%
<https://www.conductor.com/customer-stories/title-nine/>
- moz.com 2022 · Before/after, no control · 1 site · +148%
<https://moz.com/blog/content-optimization-case-study>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +388%
<https://seodesignchicago.com/case-studies/construction-website-updates-case-study>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +317%
<https://seodesignchicago.com/case-studies/non-profit-search-engine-optimization-case-study>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +243%
<https://seodesignchicago.com/case-studies/saas-seo-case-study>

- thehoth.com 2025 · Before/after, no control · 1 site · +595
<https://www.thehoth.com/case-studies/orthodontics-seo-case-study>
- thriveagency.com 2026 · Before/after, no control · 1 site · +60%
<https://thriveagency.com/case-study/full-service-estate-tax-and-business-planning-law-firm>
44. Merge old content and add keywords to a page +69% organic sessions
- oneupweb.com 2019 · Before/after, no control · 1 page · +69%
<https://www.oneupweb.com/case-studies/mccarthy-case-study/>
- authorityhacker.com 2024 · Before/after, no control · 1 page · +43 positions
<https://www.authorityhacker.com/content-update/>
- coalitiontechnologies.com 2024 · Before/after, no control · 1 site · +54%
<https://coalitiontechnologies.com/portfolio/premium-supplements-dba-the-kratom-company>
- webspero.com 2025 · Before/after, no control · 1 site · +123.23%
<https://www.webspero.com/work/urvann-geo-case-study/>
45. Expand collection copy and internal links +80% revenue
- studiohawk.com.au 2026 · Before/after, no control · 1 site · +80%
<https://studiohawk.com.au/case-studies/kipco>
- optimising.com.au 2000 · Before/after, no control · 1 site · direction only
<https://www.optimising.com.au/work/jo-mercier>
- studiohawk.com.au 2026 · Before/after, no control · 1 brand · +36%
<https://studiohawk.com.au/case-studies/city-beach>
46. Expand review content, add schema, and link pages +10 pp AI citations
- getcite.ai · Before/after, no control · 1 site · +10 pp
<https://getcite.ai/case-studies>
- searchpilot.com 2023 · Controlled A/B test · size not reported · +20%
<https://www.searchpilot.com/resources/blog/seo-testing-for-ecommerce>
- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-featured-snippets>
- searchpilot.com 2023 · Controlled A/B test · 8,000 pages · direction only
<https://www.searchpilot.com/resources/blog/seo-testing-local-landing-pages>
- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-ratings-reviews-on-local-pages>
47. Publish targeted pages and update on-page elements +53% organic sessions
- thriveagency.com 2026 · Before/after, no control · 1 site · +53%
<https://thriveagency.com/case-study/full-service-estate-tax-and-business-planning-law-firm>
- bingleap.com 2025 · Before/after, no control · 1 site · +152%
<https://www.bingleap.com/case-studies/venafi>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 keyword · +1,147%
<https://www.cardinaldigitalmarketing.com/case-study/addiction-treatment-rehab-website-redesign-seo>
- impressive.com.au 2026 · Before/after, no control · 1 site · +129%
<https://impressive.com.au/case-study/digidirect>
- radiantelephant.com 2026 · Before/after, no control · 657 keywords · +78.1 positions
<https://www.radiantelephant.com/geo-case-study-national-b2b-manufacturer-dominates-ai-search>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +243%
<https://seodesignchicago.com/case-studies/saas-seo-case-study>
48. Rewrite page metadata and keyword content +148% conversions
- coalitiontechnologies.com 2026 · Before/after, no control · 1 site · +148%
<https://coalitiontechnologies.com/portfolio/harpers-pharmacy>
- anicca.co.uk 2025 · Before/after, no control · 1 site · +125%

- <https://anicca.co.uk/case-studies/property-company/>
 oneupweb.com 2019 · Before/after, no control · 1 site · +771%
<https://www.oneupweb.com/case-studies/mccarthy-case-study/>
 seoworks.co.uk 2024 · Before/after, no control · 1 site · +10 pp
<https://www.seoworks.co.uk/seo-for-skin-surgery-brand>
 techmagnate.com 2020 · Before/after, no control · 1 keyword · +85%
<https://www.techmagnate.com/healthcare-seo-case-study.html>
 vizion.com 2019 · Before/after, no control · 1 site · +19%
<https://www.vizion.com/case-studies/alpine-power-systems/>
49. Update metadata, headings, CTAs, and page text +50% organic sessions
 yesandagency.com 2024 · Before/after, no control · 1 page · +50%
<https://info.yesandagency.com/b2b-marketing-case-studies/seo-case-study-increases-traffic>
 bigleap.com 2025 · Before/after, no control · 1 site · +600%
<https://www.bigleap.com/case-studies/canopy>
 bloomagency.in 2026 · Before/after, no control · 1 site · +55%
<https://bloomagency.in/google-penalty-recovery-services>
 digitalthirdcoast.com 2020 · Before/after, no control · 1 site · +23%
<https://www.digitalthirdcoast.com/our-work/case-studies/b2b-digital-pr-case-study-viral-content>
 emotedigital.com.au 2023 · Before/after, no control · 1 site · +29%
<https://www.emotedigital.com.au/ecommerce-digital-marketing-work/woodworking-seo-google-ads-content-case-study/>
 hedgescompany.com 2025 · Before/after, no control · 1 site · +1,417
<https://hedgescompany.com/blog/2025/04/ai-search-optimization-case-studies/>
 moz.com 2025 · Before/after, no control · 8 sites · direction only
<https://moz.com/blog/increase-client-search-visibility>
 productiveshop.com 2024 · Before/after, no control · 1 site · +62%
<https://productiveshop.com/case-study-saas-alerts/>
 searchflex.com 2025 · Before/after, no control · 1 site · +90%
<https://searchflex.com/our-work/ecigone-ecommerce-seo/>
 seoperthexperts.com.au 2026 · Before/after, no control · 1 keyword · +19 positions
<https://www.seoperthexperts.com.au/seo-case-studies/principal-landscapes>
50. Publish unedited AI-generated articles +17 pp ranking positions
 searchengineland.com 2026 · Before/after, no control · 2,000 pages · +17 pp
<https://searchengineland.com/ai-generated-content-google-search-experiment-472234>
 media.neliti.com 2024 · Controlled A/B test · 1 site · direction only
<https://media.neliti.com/media/publications/708048-ai-based-automated-content-generation-an-e156e28b.pdf>
 obsidianagency.com 2024 · Single case · 1 site · direction only
<https://www.obsidianagency.com/events/heres-how-we-built-a-website-with-717-pages-using-programmatic-seo>
 seranking.com 2026 · Before/after, no control · 20 sites · direction only
<https://seranking.com/blog/ai-content-experiment/>
51. Expand collection pages and publish guides +14% revenue
 eyefulmedia.com 2025 · Before/after, no control · 1 site · +14%
<https://www.eyefulmedia.com/case-studies/growing-retail-ecommerce-seo-revenue>
 authorityhacker.com 2024 · Single case · 2 pages · +250%
<https://www.authorityhacker.com/keyword-tools-accuracy/>
 firstrank.ca 2026 · Before/after, no control · 1 keyword · direction only
<https://firstrank.ca/case-study/e-commerce-seo>
54. Publish long-tail pages and rewrite legacy content +278% organic sessions

befound.ie 2026 · Before/after, no control · 1 site · +278%

<https://befound.ie/seo-case-study-travel-company>

activitymessenger.com 2025 · Before/after, no control · 1 url · direction only

<https://activitymessenger.com/blog/founder-led-seo-how-to-get-started>

aeoengine.ai 2026 · Before/after, no control · 1 site · 3x

<https://aeoengine.ai/blog/seo-case-study-ecommerce-traffic-growth>

brainlabsdigital.com 2026 · Before/after, no control · size not reported · +219%

<https://www.brainlabsdigital.com/work/rebuilt-around-pet-parents/>

freddiechatt.com 2023 · Before/after, no control · 1 site · +400%

<https://freddiechatt.com/woocommerce-seo-case-study/>

fueler.io 2025 · Before/after, no control · 1 site · direction only

<https://fueler.io/jitendaryadav/seo-content-case-study-restaurant-saas-platform-109m-impressions-8k-clicks-in-6-months>

oneupweb.com 2025 · Before/after, no control · 1 page · direction only

<https://www.oneupweb.com/blog/case-study-local-seo-for-hvac-franchise/>

therankmasters.com 2025 · Before/after, no control · 1 site · +8,337.5%

<https://www.therankmasters.com/insights/ai-visibility/generative-engine-optimization-geo-case-study-trm-chatgpt>

55. Publish regular posts alongside technical fixes +77% organic sessions

legalbrandmarketing.com 2026 · Before/after, no control · 1 site · +77%

<https://www.legalbrandmarketing.com/internal-seo-audit-case-study>

magecomp.com 2025 · Before/after, no control · 1 site · direction only

<https://magecomp.com/blog/case-study-autoism/>

momenticmarketing.com 2025 · Before/after, no control · 1 site · 80x

<https://momenticmarketing.com/medical-publisher-seo-case-study>

rankmax.com.au 2025 · Before/after, no control · 1 site · direction only

<https://www.rankmax.com.au/case-studies/b2c-ai-seo-case-study>

rankmax.com.au 2025 · Before/after, no control · 1 site · +8.4 positions

<https://www.rankmax.com.au/case-studies/b2b-ai-seo-case-study>

rankmax.com.au 2025 · Before/after, no control · 1 site · +86%

<https://www.rankmax.com.au/case-studies/saas-seo-case-study>

revenuezen.com 2021 · Before/after, no control · 1 site · +1000%

<https://revenuezen.com/case-studies/carevoyance/>

seoperthexperts.com.au 2026 · Before/after, no control · 1 site · +409%

<https://www.seoperthexperts.com.au/seo-case-studies/principal-landscapes>

studiohawk.com.au 2026 · Before/after, no control · 1 site · +17%

<https://studiohawk.com.au/case-studies/strangelove>

56. Update facts and expand sections on blog posts +55% organic sessions

contentpulse.io 2026 · Controlled A/B test · 40 pages · +55%

<https://contentpulse.io/resources/i-tracked-content-freshness-for-6-months-here-is-what-happened>

authorityhacker.com 2024 · Before/after, no control · 1 page · +43 positions

<https://www.authorityhacker.com/content-update/>

backlinko.com 2025 · Before/after, no control · 912,000,000 pages · +22%

<https://backlinko.com/increase-website-traffic>

goinflow.com 2021 · Before/after, no control · 26 pages · +1,100%

<https://www.goinflow.com/blog/eat-seo/>

seerinteractive.com 2026 · Before/after, no control · 1 keyword · direction only

<https://www.seerinteractive.com/insights/5-content-changes-pushed-one-page-from-under-100-impressions-to-1195-heres-how-you-can-do-it>

57. Update blog post content and publication date +57% impressions

goinflow.com 2024 · Before/after, no control · 1 url · +57%

<https://www.goinflow.com/blog/content-refresh/>

ahrefs.com 2025 · Before/after, no control · 1 page · +36%

<https://ahrefs.com/blog/republishing-content/>

backlinko.com 2025 · Before/after, no control · 1 page · +260.7%

<https://backlinko.com/content-relaunch>

moz.com 2022 · Before/after, no control · 41 pages · +5.89%

<https://moz.com/blog/roi-of-content-re-optimization>

seerinteractive.com 2026 · Before/after, no control · 1 page · direction only

<https://www.seerinteractive.com/insights/5-content-changes-pushed-one-page-from-under-100-impressions-to-1195-heres-how-you-can-do-it>

socialanimal.dev 2026 · Before/after with control · 50 pages · +17

<https://socialanimal.dev/blog/perplexity-citation-strategy-2026-easier-than-chatgpt/>

61. Add author bios and company credentials +40% AI citations

primal.co.th 2025 · Before/after, no control · size not reported · +40%

<https://www.primal.co.th/ai/gemini/>

getcite.ai · Before/after, no control · 1 site · +67%

<https://getcite.ai/case-studies>

searchpilot.com 2023 · Controlled A/B test · size not reported · direction only

<https://www.searchpilot.com/resources/case-studies/authorship-content-and-eat-signals>

64. Add schema, directories, and brand content +193% impressions

radiantelephant.com 2026 · Before/after, no control · 657 sites · +193%

<https://www.radiantelephant.com/geo-case-study-national-b2b-manufacturer-dominates-ai-search>

position.digital 2025 · Before/after, no control · 1 site · +653%

<https://www.position.digital/case-studies/proven-partners-rapid-organic-growth/>

surferseo.com 2025 · Before/after, no control · 1 site · 3x

<https://surferseo.com/blog/b2b-services-seo-case-study/>

68. Deploy an llms.txt file and schema markup +22% AI citations

optimizegeo.ai · Before/after, no control · 1 brand · +22%

<https://www.optimizegeo.ai/docs/case-studies>

getmentio.io 2026 · Before/after, no control · 1 site · +85%

<https://getmentio.io/en/blog/coffee-shop-ai-optimization-150-percent-growth>

maximuslabs.ai 2025 · Before/after, no control · 1 site · +120%

<https://www.maximuslabs.ai/generative-engine-optimization/geo-case-studies-success-stories>

xponent21.com 2026 · Before/after, no control · 1 keyword · +16 positions

<https://xponent21.com/insights/case-study/comfort-hvac-electrical-plumbing-geo-ai-seo/>

71. Add an llms.txt file at the site root +25% organic sessions

searchengineland.com 2026 · Before/after, no control · 27 sites · +25%

<https://searchengineland.com/does-llms-txt-matter-467740>

alimbekov.com 2025 · Before/after, no control · 1 site · +23%

<https://alimbekov.com/en/how-llms-txt-increased-ai-chat-traffic-by-23-experiment-results/>

quoleady.com 2025 · Before/after, no control · 1 brand · +47.5%

<https://www.quoleady.com/geo-agencies/>

72. Add schema, datasets, and answer threads +47 AI citations

socialanimal.dev 2026 · Before/after with control · 50 queries · +47

<https://socialanimal.dev/blog/perplexity-citation-strategy-2026-easier-than-chatgpt/>

coalitiontechnologies.com 2017 · Before/after, no control · 1 site · +273%

- <https://coalitiontechnologies.com/portfolio>
- rankmax.com.au 2025 · Before/after, no control · 1 site · direction only
<https://www.rankmax.com.au/case-studies/b2c-ai-seo-case-study>
- semrush.com 2025 · Before/after, no control · 1,000 queries · +55 pp
<https://www.semrush.com/blog/how-we-are-using-semrush-to-drive-llm-visibility/>
- voctos.net 2026 · Before/after, no control · 1 site · 4.7x
<https://voctos.net/case-study-saas-chatgpt-perplexity-visibility/>
73. Add structured text captions to visual content +20% organic sessions
 arxiv.org 2026 · Controlled A/B test · size not reported · +20%
<https://arxiv.org/pdf/2602.02961>
- blog.hubspot.com 2026 · Before/after, no control · size not reported · +433%
<https://blog.hubspot.com/marketing/hubspot-aeo-case-study>
- broworks.net 2025 · Before/after, no control · 1 site · direction only
<https://www.broworks.net/blog/answer-engine-optimization-case-study>
- leads-technologies.com 2026 · Before/after, no control · 1 site · +82%
<https://www.leads-technologies.com/en/cases/seo-geo-website-optimization-case-study/>
- level.agency 2025 · Before/after, no control · 296 sites · +531%
<https://www.level.agency/work/financial-services-seo-case-study>
- semrush.com 2025 · Before/after, no control · 1,000 queries · +32 pp
<https://www.semrush.com/blog/how-we-are-using-semrush-to-drive-llm-visibility/>
- therankmasters.com 2025 · Before/after, no control · 1 site · +48%
<https://www.therankmasters.com/insights/ai-visibility/generative-engine-optimization-geo-case-study-trm-chatgpt>
75. Publish modular blog posts for generative search +49 indexed pages
 therankmasters.com 2025 · Before/after, no control · 3 pages · +49
<https://www.therankmasters.com/blog/ai-overview-seo-bofu-case-study>
- mintcopywritingstudios.com · Before/after, no control · 1 brand · +34 pp
<https://www.mintcopywritingstudios.com/blog/gpt-articles>
- therankmasters.com 2025 · Before/after, no control · 3 pages · direction only
<https://www.therankmasters.com/insights/ai-visibility/ai-overview-seo-bofu-case-study>
- therankmasters.com 2025 · Before/after, no control · 49 pages · direction only
<https://www.therankmasters.com/insights/benchmarks/avaza-psa-saas-seo-case-study-ai-ready-posts>
77. Add category names to listing image alt text +7.3% organic sessions
 searchpilot.com 2026 · Controlled A/B test · 1 page · +7.3%
<https://www.searchpilot.com/resources/case-studies/does-adding-descriptive-alt-text-to-listing-images-improve-seo>
- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-adding-alt-text>
- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/blog/seo-testing-for-ecommerce>
78. Embed relevant videos into landing pages +4% organic sessions
 moz.com 2021 · Before/after, no control · 200 urls · +4%
<https://moz.com/blog/on-page-seo-changes-case-study>
- searchengineland.com 2026 · Before/after, no control · 39 pages · +292%
<https://searchengineland.com/custom-visuals-organic-traffic-boost-477633>
- seotesting.com 2025 · Before/after, no control · 1 url · +127.27%
<https://seotesting.com/blog/content-experiments/>
81. Remove duplicate copy and resolve feed errors +120.7% conversions
 coalitiontechnologies.com 2026 · Before/after, no control · 1 site · +120.7%
<https://coalitiontechnologies.com/portfolio/wall-tent-shop>

ipullrank.com 2025 · Before/after, no control · 1 site · +34%

<https://ipullrank.com/enterprise-seo>

lumar.io 2022 · Before/after, no control · 1 site · direction only

<https://www.lumar.io/case-studies/impression-case-study/>

lumar.io 2022 · Before/after, no control · 1 site · +365.35%

<https://www.lumar.io/case-studies/catena-media-case-study/>

lumar.io 2022 · Before/after, no control · 1 site · +80 pp

<https://www.lumar.io/case-studies/performics-case-study/>

netpeak.us 2024 · Before/after, no control · 1 site · +178%

<https://netpeak.us/blog/case-study-how-smart-prioritization-helped-an-albanian-marketplace-grow-in-sales-by-643-in-7-months>

seoclarify.net 2024 · Before/after, no control · size not reported · +250%

<https://www.seoclarify.net/blog/case-study/yoy-ranking-increase-distance-learning-school>

seosherpa.com 2024 · Before/after, no control · 1 site · +61%

<https://seosherpa.com/emirates-pride-seo>

studiohawk.com.au 2026 · Before/after, no control · 1 site · +96%

<https://studiohawk.com.au/case-studies/strangelove>

82. Remove misplaced noindex tags and fix crawl errors +24% conversions

ipullrank.com 2025 · Before/after, no control · 1 site · +24%

<https://ipullrank.com/enterprise-seo>

dev.to 2026 · Before/after, no control · 10 sites · +184%

<https://dev.to/fajiss/how-i-grew-organic-traffic-by-184-for-a-business-website-using-technical-seo-a-full-case-study-2fo5>

seoservices.com.bd 2026 · Before/after, no control · 1 site · +92%

<https://seoservices.com.bd/google-indexing-recovery-case-study/>

spotibo.com 2024 · Before/after, no control · 2 sites · direction only

<https://spotibo.com/seo-case-study-zoot/>

84. Cross-link pillar pages and supporting articles +94% ranking positions

seomaficlub.com 2026 · Before/after, no control · 18 sites · +94%

<https://seomaficlub.com/blog/experiments/internal-linking-experiments/>

arobis.ai 2026 · Before/after, no control · 3 pages · direction only

<https://arobis.ai/blog/internal-linking-case-study-saas-traffic-mqls-revenue>

featured.com 2025 · Quasi-experiment · 1 site · +45%

<https://featured.com/questions/seo-website-impactful-results>

postion.app 2025 · Before/after, no control · 1 site · +250%

<https://postion.app/blog/internal-linking-case-study>

seomaficlub.com 2026 · Before/after, no control · 1 site · +340%

<https://seomaficlub.com/blog/guides/content-led-seo-growth-case-study/>

86. Link from relevant articles to an established post +2 ranking positions

spyfu.com 2021 · Before/after, no control · 1 page · +2 positions

<https://www.spyfu.com/blog/internal-links-affect-your-seo/>

arobis.ai 2026 · Before/after, no control · 3 sites · +24%

<https://arobis.ai/blog/internal-linking-case-study-saas-traffic-mqls-revenue>

dev.to 2026 · Before/after, no control · 10 pages · direction only

<https://dev.to/fajiss/how-i-grew-organic-traffic-by-184-for-a-business-website-using-technical-seo-a-full-case-study-2fo5>

netpeak.us 2024 · Before/after, no control · 1 site · +80%

<https://netpeak.us/blog/how-to-boost-your-organic-search-ranking-by-44-for-the-cosmetology-category-seo-case-study-for-oxford-medical>

nichepursuits.com 2023 · Before/after, no control · 47 pages · +31 positions

<https://www.nichepursuits.com/internal-links-case-study/>

seomafioclub.com 2026 · Before/after, no control · 18 pages · +23.3%

<https://seomafioclub.com/blog/experiments/internal-linking-experiments/>

88. Add internal links to reduce page click depth +87% organic sessions

linkvector.io 2024 · Before/after, no control · 1 page · +87%

<https://linkvector.io/internal-linking-improve-site-architecture-399>

botify.com 2025 · Before/after, no control · 1 site · +146%

<https://www.botify.com/blog/stop-waiting-start-seeing-results-how-automation-unlocks-fast-scalable-optimizations>

botify.com 2025 · Before/after, no control · 1 site · +7.27%

<https://www.botify.com/blog/black-friday-ai-search-visibility>

90. Add internal links to top product pages +23% organic sessions

seoclarify.net 2024 · Controlled A/B test · 4 sites · +23%

<https://www.seoclarify.net/blog/internal-linking-case-study>

linkvector.io 2024 · Before/after, no control · 1 site · +260%

<https://linkvector.io/internal-linking-improve-site-architecture-399>

worldreach.io 2025 · Before/after, no control · 1 site · +23%

<https://worldreach.io/how-smart-internal-links-can-double-your-website-traffic-case-study/>

94. Restructure category menus and subcategory links +42% ranking positions

sistrix.com 2026 · Before/after, no control · 1 site · +42%

<https://www.sistrix.com/blog/indexwatch-2025-uk-winners/>

studiohawk.com.au 2026 · Before/after, no control · 1 site · +98.6%

<https://studiohawk.com.au/case-studies/sharewise>

wordpress.ninjaoutreach.com 2024 · Before/after, no control · 1 site · +20%

<https://wordpress.ninjaoutreach.com/internal-linking-case-study/>

103. Align local organic pages with paid search ads +5 conversions

tortoiseandharesoftware.com 2025 · Before/after, no control · 1 site · +5

<https://tortoiseandharesoftware.com/blog/case-study-local-seo-for-msp-generates-2-to-5-leads-per-month/>

cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +329%

<https://www.cardinaldigitalmarketing.com/healthcare-case-study/cosmetic-surgery-center-digital-marketing-seo>

idhlagency.com 2026 · Before/after, no control · 1 site · direction only

<https://www.idhlagency.com/our-work/exodus-travels>

mindshiftdigital.co 2025 · Before/after, no control · 1 site · direction only

<https://www.mindshiftdigital.co/case-studies/llbcpa>

netpeak.us 2023 · Before/after, no control · 1 site · +50.69%

<https://netpeak.us/cases/me-qr-ppc-seo-subscription-growth>

104. Publish targeted articles for new search queries +113% organic sessions

victorious.com 2025 · Before/after, no control · 1 site · +113%

<https://victorious.com/case-studies/ecommerce-cannabis-company>

aeoengine.ai 2026 · Before/after, no control · 1 site · +37,800

<https://aeoengine.ai/blog/seo-case-study-ecommerce-traffic-growth>

authorityhacker.com 2024 · Single case · 2 pages · direction only

<https://www.authorityhacker.com/keyword-tools-accuracy/>

bingleap.com 2025 · Before/after, no control · 1 site · +22%

<https://www.bingleap.com/case-studies/auto-care>

bingleap.com 2025 · Before/after, no control · 1 site · +2,281 positions

<https://www.bingleap.com/case-studies/ged>

click.co.uk 2025 · Before/after, no control · 1 site · +131%

<https://www.click.co.uk/case-study/chill-insurance>

getpassionfruit.com 2025 · Before/after, no control · 312 sites · +319%

<https://www.getpassionfruit.com/blog/ultimate-guide-to-keyword-research-how-to-do-keyword-research-that-actually-works-for-ai-seo>

hawksem.com 2023 · Before/after, no control · 1 site · +71%

<https://hawksem.com/blog/seo-case-studies-challenges-solutions-results/>

insightland.org 2026 · Before/after, no control · 1 site · +45%

<https://insightland.org/case-study/seo-and-content-gap-analysis-that-increased-sales-of-childrens-shoes/>

seomelbourne.com 2025 · Before/after, no control · 1 brand · +200%

<https://seomelbourne.com/seo-case-studies/directsms-messagemedia>

105. Publish blog posts with metadata and backlinks +42% organic sessions

thriveagency.com 2026 · Before/after, no control · 1 site · +42%

<https://thriveagency.com/case-study/stovall-construction>

cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +39%

<https://www.cardinaldigitalmarketing.com/healthcare-case-study/vein-clinic-digital-marketing>

cardinaldigitalmarketing.com 2025 · Before/after, no control · size not reported · +120

<https://www.cardinaldigitalmarketing.com/healthcare-case-study/americas-best>

delante.co 2025 · Before/after, no control · 1 site · +617%

<https://delante.co/clients/lubiebuty>

neolytix.com 2026 · Before/after, no control · 1 keyword · direction only

<https://neolytix.com/articles/digital-marketing-for-dentist>

netpeak.us 2022 · Before/after, no control · 1 site · +184%

<https://netpeak.us/blog/wowcarry-success-story-how-to-get-184-traffic-growth-in-gaming-niche>

verzdesign.com 2026 · Before/after, no control · 1 site · +1,295

<https://www.verzdesign.com/our-clients/customer-success-stories/fasten-enterprises-seo-case-study>

109. Replace keyword repetition with semantic variations +180% AI citations

guptadeepak.com 2026 · Controlled A/B test · 30 urls · +180%

<https://guptadeepak.com/the-complete-guide-to-generative-engine-optimization-what-b2b-saas-companies-need-to-know-in-2026/>

clearscope.io 2022 · Before/after, no control · 1 page · direction only

<https://www.clearscope.io/customers/close>

virginiaaseocompany.co 2025 · Before/after, no control · 1 site · direction only

<https://virginiaaseocompany.co/blog/seo-case-study-virginia/>

110. Add local transactional queries to franchise pages +40% conversions

ignitevisibility.com 2016 · Before/after, no control · 1 brand · +40%

<https://ignitevisibility.com/case-studies/>

seoperthexperts.com.au 2026 · Before/after, no control · 1 keyword · +23 positions

<https://www.seoperthexperts.com.au/seo-case-studies/principal-landscapes>

studiohawk.com.au 2026 · Before/after, no control · 1 site · +116%

<https://studiohawk.com.au/case-studies/quickbooks>

111. Add local content and keywords to division pages +122% organic sessions

digitalthirdcoast.com 2024 · Before/after, no control · 1 site · +122%

<https://www.digitalthirdcoast.com/our-work/case-studies/b2c-home-construction-seo-case-study>

bigleap.com 2025 · Before/after, no control · 1 site · +402 positions

<https://www.bigleap.com/case-studies/american-pest-control>

coalitiontechnologies.com 2026 · Before/after, no control · 1 url · +492

<https://coalitiontechnologies.com/portfolio/microsoft>

gofishdigital.com 2023 · Before/after, no control · 1 keyword · +150%

- <https://gofishdigital.com/blog/ultimate-guide-seo-for-lawyers/>
 growthscribe.com 2024 · Before/after, no control · 8 sites · +35%
<https://growthscribe.com/egochi-miami-seo-agency/>
- oneupweb.com 2025 · Before/after, no control · 1 site · +23%
<https://www.oneupweb.com/blog/case-study-local-seo-for-hvac-franchise/>
- searchpilot.com 2023 · Design unclear · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/adding-localized-content-to-page>
- seoperthexperts.com.au 2026 · Before/after, no control · 1 keyword · +12 positions
<https://www.seoperthexperts.com.au/seo-case-studies/dental-o-so-gentle>
- victorious.com 2025 · Before/after, no control · 1 site · +2,169%
<https://victorious.com/services/answer-engine-optimization/>
112. Send automated review requests via email and SMS 20x conversions
 cdn2.birdeye.com · Before/after, no control · 31,000 users · 20x
<https://cdn2.birdeye.com/version2/pages/case-studies/v3/lending-usa/lending-usa.pdf>
- birdeye.com 2017 · Before/after, no control · 1 brand · +108%
<https://birdeye.com/resources/case-studies/gerry-wood-auto-group/>
- cdn2.birdeye.com · Before/after, no control · 42 sites · direction only
<https://cdn2.birdeye.com/version2/pages/case-studies/v3/vibra-healthcare/vibra-healthcare.pdf>
- seodigitalsight.com 2026 · Before/after, no control · 1 site · direction only
<https://seodigitalsight.com/project/florida-wedding-venue-seo-case-study-fully-booked>
- whitespark.ca · Before/after, no control · 1 brand · +1,650%
<https://whitespark.ca/blog/why-google-reviews-are-important/>
113. Redesign pages and update local business profiles +78% conversions
 seodesignchicago.com 2026 · Before/after, no control · 1 site · +78%
<https://seodesignchicago.com/case-studies/photographer-marketing-seo>
- bigleap.com 2025 · Before/after, no control · 1 site · +146.7%
<https://www.bigleap.com/case-studies/visionworks>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +9.5%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/plastic-surgeon-digital-marketing-seo>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +165%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/hospital-system-seo>
- coalitiontechnologies.com 2026 · Before/after, no control · 1 site · +541%
<https://coalitiontechnologies.com/portfolio/casa-teresa>
- hashmeta.com 2025 · Before/after, no control · 1 site · +30%
<https://hashmeta.com/blog/case-study-singapore-hotel-achieves-30-booking-increase-through-strategic-local-seo-implementation>
- hridaychowdhury.com 2024 · Before/after, no control · 1 site · +10%
<https://hridaychowdhury.com/case-study-how-strategic-seo-drove-a-373-increase-in-phone-calls-for-a-nyc-service-provider>
- ignitevisibility.com 2016 · Before/after, no control · 1 brand · +75%
<https://ignitevisibility.com/case-studies/>
- locafy.com 2026 · Before/after, no control · 1 site · +12
<https://locafy.com/blog/answer-engine-optimization-examples>
- mapranking.com 2026 · Before/after, no control · 1 site · +471%
<https://mapranking.com/google-business-profile-optimization-case-study-auto-detailing/>
- oneupweb.com 2025 · Before/after, no control · 1 site · +69%
<https://www.oneupweb.com/blog/case-study-local-seo-for-hvac-franchise/>
- optimising.com.au 2025 · Before/after, no control · 1 site · +106%
<https://www.optimising.com.au/work/cycles-galleria>

- plumbingwebmasters.com 2024 · Before/after, no control · 1 site · +89.9%
<https://www.plumbingwebmasters.com/case-studies/roto-rooter-chattanooga/>
- reliquis.com 2025 · Before/after, no control · 1 site · +12%
<https://reliquis.com/how-we-helped-minal-cab-skyrocket-their-google-my-business-taxi-owners-guide>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · direction only
<https://seodesignchicago.com/case-studies/scrap-metal-recycling-company-marketing-strategies-case-study>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +242%
<https://seodesignchicago.com/case-studies/construction-website-updates-case-study>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +165%
<https://seodesignchicago.com/case-studies/yoga-seo-case-study>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +312%
<https://seodesignchicago.com/case-studies/dental-seo-marketing-strategies-case-study>
- seodesignchicago.com 2024 · Before/after, no control · 1 site · direction only
<https://seodesignchicago.com/case-studies/chiropractor-marketing-strategies-case-study/>
- seofrancisco.com 2026 · Before/after, no control · 12 sites · +280%
<https://seofrancisco.com/case-studies/google-business-profile/>
- sterlingsky.ca 2025 · Before/after, no control · 1 site · direction only
<https://www.sterlingsky.ca/lovely-law-firm-seo-case-study/>
- studiohawk.com.au 2026 · Before/after, no control · 1 page · +144%
<https://studiohawk.com.au/case-studies/dahlsens>
- zelst.co.uk 2026 · Before/after, no control · 1 brand · +114.2%
<https://www.zelst.co.uk/case-studies/legal-client-local-seo-case-study>
114. Build location pages and fix technical site errors +106% conversions
- thriveagency.com 2026 · Before/after, no control · 1 site · +106%
<https://thriveagency.com/case-study/liberty-moving>
- bigleap.com 2025 · Before/after, no control · 240 sites · +105%
<https://www.bigleap.com/case-studies/alphagraphics>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 2 sites · +95%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/home-care-digital-marketing-seo-web-design>
- resignal.com 2026 · Before/after, no control · 1 site · +92%
<https://resignal.com/case-studies/world-remit>
- studiohawk.com.au 2026 · Before/after, no control · 1 site · +1,533%
<https://studiohawk.com.au/case-studies/jobadder>
- thriveagency.com 2026 · Before/after, no control · 1 site · +291%
<https://thriveagency.com/case-study/land-clearing-and-site-preparation-service-provider>
115. Create city-specific service landing pages +140% impressions
- hurrdattmarketing.com 2025 · Before/after, no control · 1 site · +140%
<https://hurrdattmarketing.com/seo-news/swim-location-pages>
- flento.io 2026 · Before/after, no control · 1 site · +178%
<https://www.flento.io/blog/local-seo-case-study>
- studiohawk.com.au 2026 · Before/after, no control · 1 keyword · +70 positions
<https://studiohawk.com.au/case-studies/jobadder>
- upcorn.agency 2026 · Before/after, no control · size not reported · direction only
<https://upcorn.agency/en/case/gardener-seo-migration-case/>
116. Add local suburb pages and rewrite content +32.8% organic sessions
- intesols.com.au 2026 · Before/after, no control · 1 site · +32.8%
<https://www.intesols.com.au/case-studies/cevisco>
- anicca.co.uk 2025 · Before/after, no control · 1 site · +21%

- <https://anicca.co.uk/case-studies/property-company/>
- hashmeta.com 2025 · Before/after, no control · 1 site · +30%
<https://hashmeta.com/blog/case-study-singapore-hotel-achieves-30-booking-increase-through-strategic-local-seo-implementation>
- iprospect.com 2024 · Before/after, no control · 1 site · +35%
<https://www.iprospect.com/work/dubai-properties>
- seodesignchicago.com 2024 · Before/after, no control · 1 site · +412%
<https://seodesignchicago.com/case-studies/casino-marketing-strategies-case-study/>
- seoexpertscompanyindia.com 2026 · Before/after, no control · 1 site · +92%
<https://seoexpertscompanyindia.com/seo-success-story-cleaning-business-hartford/>
- thedigitalmaze.com 2026 · Before/after, no control · 1 site · +22%
<https://thedigitalmaze.com/case-studies/klg-rutland>
- webfx.com 2026 · Before/after, no control · 1 site · +242%
<https://www.webfx.com/portfolio/case-studies/record-head>
117. Publish condition pages and local hub content +289% organic sessions
- seodesignchicago.com 2024 · Before/after, no control · 1 site · +289%
<https://seodesignchicago.com/case-studies/chiropractor-marketing-strategies-case-study/>
- bloomagency.in 2026 · Before/after, no control · 1 site · +60%
<https://bloomagency.in/google-penalty-recovery-services>
- cardinaldigitalmarketing.com 2025 · Single case · size not reported · direction only
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/carespot>
- growthscribe.com 2024 · Before/after, no control · 8 sites · +50%
<https://growthscribe.com/egochi-miami-seo-agency/>
- seoexpertscompanyindia.com 2026 · Before/after, no control · 1 site · direction only
<https://seoexpertscompanyindia.com/seo-success-story-cleaning-business-hartford/>
- zelst.co.uk 2026 · Before/after, no control · 1 brand · +39%
<https://www.zelst.co.uk/case-studies/legal-client-local-seo-case-study>
118. Sync local directory listings across platforms +38% organic clicks
- yext.com 2019 · Before/after, no control · 100,000 brands · +38%
<https://www.yext.com/customers/accor-live-limitless>
- cdn2.birdeye.com · Before/after, no control · 42 sites · direction only
<https://cdn2.birdeye.com/version2/pages/case-studies/v3/vibra-healthcare/vibra-healthcare.pdf>
- flento.io 2026 · Before/after, no control · 1 site · +220%
<https://www.flento.io/blog/local-seo-case-study>
- mindshiftdigital.co 2025 · Before/after, no control · 1 site · +145.7%
<https://www.mindshiftdigital.co/case-studies/llbcpa>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +45%
<https://seodesignchicago.com/case-studies/funeral-home-web-design-case-study>
- yext.com 2019 · Before/after, no control · 1 brand · +33%
<https://www.yext.com/customers/sofology>
- yext.com 2025 · Single case · 620,000 sites · +186%
<https://www.yext.com/blog/how-to-use-seo-to-improve-your-local-marketing>
119. Update local profile, schema, and review prompts +10 ranking positions
- flento.io 2026 · Before/after, no control · 1 site · +10 positions
<https://www.flento.io/blog/local-seo-case-study>
- coalitiontechnologies.com 2025 · Before/after, no control · 1 site · +47.1%
<https://coalitiontechnologies.com/portfolio/renove-medical-spa>
- coalitiontechnologies.com 2024 · Before/after, no control · 1 (unit not reported) · +30.6%

- <https://coalitiontechnologies.com/portfolio/maxwell-locke-ritter-llp>
 featured.com 2025 · Quasi-experiment · 1 brand · +87%
<https://featured.com/questions/seo-website-impactful-results>
- onlinemarketinggurus.com.au 2026 · Before/after, no control · 1 site · +2.4 positions
<https://www.onlinemarketinggurus.com.au/case-study/the-modern-furniture-store>
- practicebeat.com 2025 · Before/after, no control · 1 site · +800%
<https://www.practicebeat.com/blog/healthcare-seo-agency-orthopedic-case-study>
- studiohawk.co.uk 2025 · Before/after, no control · 1 site · +154%
<https://studiohawk.co.uk/case-studies/dr-stretch>
- virginiaseocompany.co 2025 · Before/after, no control · 1 site · +212%
<https://virginiaseocompany.co/blog/seo-case-study-virginia/>
120. Optimize local profiles and refresh page content +240% organic sessions
- lutforpro.com 2025 · Before/after, no control · 1 site · +240%
<https://lutforpro.com/case-study/local-seo>
- befound.ie 2026 · Before/after, no control · 3 sites · direction only
<https://befound.ie/cosmetic-surgery-seo-case-study>
- completeseo.com 2025 · Before/after, no control · 1 site · +500%
<https://completeseo.com/seo-case-study-total-restoration-of-texas/>
- completeseo.com 2025 · Before/after, no control · 1 site · +350%
<https://completeseo.com/seo-case-study-law-office-michael-sheehy>
- funnelboostmedia.net 2025 · Before/after, no control · 1 site · +32%
<https://www.funnelboostmedia.net/case-studies/chicago-loop-dentistry>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +78%
<https://seodesignchicago.com/case-studies/construction-web-design-case-study>
121. Optimize local profile and collect reviews +40% conversions
- featured.com 2025 · Quasi-experiment · 1 brand · +40%
<https://featured.com/questions/seo-website-impactful-results>
- reliquis.com 2025 · Before/after, no control · 1 site · +12%
<https://reliquis.com/how-we-helped-minal-cab-skyrocket-their-google-my-business-taxi-owners-guide>
122. Publish dedicated local city pages +34 ranking positions
- sangfroidwebdesign.com 2025 · Before/after, no control · 17 sites · +34 positions
<https://www.sangfroidwebdesign.com/local-seo/local-seo-city-landing-pages-case-studies/>
- gofishdigital.com 2024 · Before/after, no control · 1 keyword · +46.2%
<https://gofishdigital.com/blog/personal-injury-lawyer-seo/>
- thestacc.com 2026 · Before/after, no control · 512 pages · direction only
<https://thestacc.com/blog/programmatic-seo-case-study/>
124. Target local keywords on regional service pages +31.59% organic sessions
- bigleap.com 2025 · Controlled A/B test · 7 sites · +31.59%
<https://www.bigleap.com/case-studies/elite-ops>
- anicca.co.uk 2025 · Before/after, no control · 1 site · +143%
<https://anicca.co.uk/case-studies/property-company/>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +287%
<https://seodesignchicago.com/case-studies/scrap-metal-recycling-company-marketing-strategies-case-study>
- virginiaseocompany.co 2025 · Before/after, no control · 1 site · +203%
<https://virginiaseocompany.co/blog/seo-case-study-virginia/>
130. Make desktop layouts responsive and fast +35% conversions
- featured.com 2025 · Quasi-experiment · 1 brand · +35%
<https://featured.com/questions/seo-website-impactful-results>

- designstudiouiux.com 2026 · Before/after, no control · 1 site · direction only
<https://www.designstudiouiux.com/case-study/seo-ux-design>
- hashmeta.com 2025 · Before/after, no control · 1 site · +75%
<https://hashmeta.com/blog/case-study-singapore-hotel-achieves-30-booking-increase-through-strategic-local-seo-implementation>
- seodigitalsight.com 2025 · Before/after, no control · 1 site · 2x
<https://seodigitalsight.com/project/shopify-clothing-brand-seo-case-study/>
- thunderpagespeed.com 2026 · Before/after, no control · size not reported · +41%
<https://www.thunderpagespeed.com/blog/shopify-speed-optimization-case-studies/>
- web.dev · Before/after, no control · 1 site · +42%
<https://web.dev/case-studies/swappie>
131. Defer scripts, compress images and delay animation +14% conversions
- entrepreneur.com 2026 · Before/after, no control · 1 site · +14%
<https://www.entrepreneur.com/business-news/two-technical-seo-mistakes-quietly-draining-your-revenue-and-youve-probably-made-both>
- thunderpagespeed.com 2026 · Before/after, no control · size not reported · +111%
<https://www.thunderpagespeed.com/blog/shopify-speed-optimization-case-studies/>
- uawc.agency 2024 · Before/after, no control · 1 site · +27%
<https://uawc.agency/case-studies/core-web-vitals-seo-conversions/>
- vercel.com 2024 · Before/after, no control · 1 site · +6%
<https://vercel.com/blog/technical-audits>
132. Fix Core Web Vitals and publish revamped content +30% organic sessions
- wp-bullet.com 2022 · Before/after, no control · 1 site · +30%
<https://wp-bullet.com/google-core-web-vitals-case-study-upwork-speed-scam-turned-success>
- impressive.com.au 2024 · Before/after, no control · 1 site · +20%
<https://impressive.com.au/case-study/kookai/>
- literallyamarketingagency.com 2022 · Before/after, no control · 1 site · direction only
<https://www.literallyamarketingagency.com/case-studies/cash-store>
- ppcinfo.com 2026 · Before/after, no control · 127 sites · +18.7%
<https://www.ppcinfo.com/en/articles/core-web-vitals-seo-rankings-2026>
- uawc.agency 2024 · Before/after, no control · 1 site · +27%
<https://uawc.agency/case-studies/core-web-vitals-seo-conversions/>
133. Migrate domain extension using server redirects +60% organic sessions
- hooshmand.net 2023 · Before/after, no control · 1 site · +60%
<https://hooshmand.net/domain-migration-traffic-drop-recovery/>
- equinetacademy.com 2025 · Before/after, no control · 1 site · direction only
<https://www.equinetacademy.com/case-study/singhealths-healthxchange-portal-seo-rankings-increased-after-an-seo-site-revamp/>
- mattkundodigitalmarketing.com 2025 · Single case · 1 site · direction only
<https://mattkundodigitalmarketing.com/case-studies/ecommerce-shopify-migration/>
- salt.agency 2026 · Before/after, no control · 1,052 domains · direction only
<https://salt.agency/blog/27-of-domain-migrations-recover-in-90-days/>
- seoprofy.com 2025 · Before/after, no control · 1 site · +65%
<https://seoprofy.com/results/ecommerce-seo-migration>
- sistrix.com 2025 · Before/after, no control · 1 domain · +61.7%
<https://www.sistrix.com/blog/indexwatch-q1-2025-uk/>
134. Add Article schema markup to blog posts +27% organic sessions
- fueller.io 2023 · Before/after, no control · 31 pages · +27%
<https://fueller.io/deepakseengar/case-study-the-impact-of-schema-markup-on-organic-traffic>

- diggitymarketing.com 2025 · Single case · 1 page · direction only
<https://diggitymarketing.com/advanced-ai-seo-case-study/>
- rankasanswer.com 2026 · Before/after, no control · 85 pages · direction only
<https://rankasanswer.com/blog/faq-schema-case-study-citation-increase>
- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/will-adding-article-schema-impact-organic-traffic>
- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/implementing-article-schema-retest>
135. Add FAQPage schema markup to existing questions +25% organic sessions
 searchpilot.com 2023 · Controlled A/B test · 1 site · +25%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-adding-faq-schema>
- 365i.co.uk 2025 · Before/after, no control · 1 site · +32%
<https://www.365i.co.uk/blog/2025/05/12/faq-schema-7-best-techniques-that-doubled-our-clients-ctr/>
- aeo-growth.com 2026 · Before/after, no control · 1 site · +20%
<https://aeo-growth.com/faq-optimization-2026-s-20-ctr-boost/>
- conversiondigital.com.au 2025 · Before/after, no control · 5,000 urls · 3.7x
<https://www.conversiondigital.com.au/blog/winning-googles-ai-overviews-a-playbook-for-unfair-visibility-powered-by-n-org-ai/>
- fueller.io 2023 · Before/after, no control · 31 pages · +10%
<https://fueller.io/deepakseengar/case-study-the-impact-of-schema-markup-on-organic-traffic>
- isocialweb.agency 2023 · Before/after, no control · 1,120 urls · +200
<https://www.isocialweb.agency/en/massive-faq-schema-case-study/>
- isocialweb.agency 2026 · Before/after, no control · 1,120 urls · direction only
<https://www.isocialweb.agency/en/success-cases/mass-faq-schema/>
- lilachbullock.com 2026 · Before/after, no control · 280 pages · direction only
<https://www.lilachbullock.com/ai-for-seo-without-penalty>
- moz.com 2022 · Before/after, no control · 1 page · direction only
<https://moz.com/blog/increase-client-leads-with-topic-clusters>
- rankasanswer.com 2026 · Before/after, no control · 85 pages · 2.8x
<https://rankasanswer.com/blog/faq-schema-case-study-citation-increase>
- rankture.com 2025 · Before/after, no control · 12 pages · +38%
<https://rankture.com/blog/faq-schema-guide>
- seofrancisco.com 2026 · Before/after, no control · 8,400 pages · +38%
<https://seofrancisco.com/case-studies/schema-markup-seo/>
- voctos.net 2026 · Before/after, no control · 1 page · 3.2x
<https://voctos.net/case-study-saas-chatgpt-perplexity-visibility/>
136. Add JSON-LD schema markup to blog posts +31.78% ranking positions
 writersanctuary.com 2025 · Before/after with control · 25 pages · +31.78%
<https://writersanctuary.com/case-study-schema-markup/>
- fueller.io 2023 · Before/after, no control · 31 pages · +22%
<https://fueller.io/deepakseengar/case-study-the-impact-of-schema-markup-on-organic-traffic>
- rankanddiscover.com 2026 · Before/after, no control · 25 pages · +18%
<https://rankanddiscover.com/structured-data-40-more-traffic-zero-fluff/>
- rankture.com 2025 · Before/after, no control · 12 pages · direction only
<https://rankture.com/blog/faq-schema-guide>
138. Add review markup and on-page rating snippets +20% organic sessions
 searchpilot.com 2023 · Controlled A/B test · size not reported · +20%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-adding-price-review-schema-product-pages>

- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-featured-snippets>
- searchpilot.com 2023 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-ratings-reviews-on-local-pages>
139. Add schema markup to product and blog pages +40% organic sessions
- rankanddiscover.com 2026 · Before/after, no control · 25 sites · +40%
<https://rankanddiscover.com/structured-data-40-more-traffic-zero-fluff/>
- authoritystack.ai 2026 · Before/after, no control · 340 pages · +22%
<https://authoritystack.ai/blog/schema-markup-for-ecommerce>
- brandcited.ai · Before/after, no control · 1 site · +340%
<https://www.brandcited.ai/case-studies>
- budauthority.com 2026 · Before/after, no control · 1 site · +340%
<https://budauthority.com/blog/case-study-schema-rich-snippets-cannabis>
- geniecrawl.com 2025 · Before/after, no control · 1 site · +50%
<https://www.geniecrawl.com/case-studies/50-percent-increase-in-organic-traffic-for-a-mobile-first-website>
- getaiso.com 2025 · Controlled A/B test · 2 pages · +30%
https://www.getaiso.com/blog/schema_markup_experiment_blog_post
- getcite.ai · Before/after, no control · 1 site · 2.8x
<https://getcite.ai/case-studies>
- gofishdigital.com 2025 · Before/after, no control · 1 site · direction only
<https://gofishdigital.com/blog/reflecting-on-seo-trends-for-fashion-retailers/>
- lightsite.ai 2026 · Before/after, no control · 1 site · +13%
<https://www.lightsite.ai/case-studies>
- otterly.ai 2026 · Before/after, no control · 319 sites · +377%
<https://otterly.ai/blog/schema-markup-real-impact-ai-search/>
- seofrancisco.com 2026 · Before/after, no control · 8,400 pages · +41%
<https://seofrancisco.com/case-studies/schema-markup-seo/>
- tarabahadur.com 2026 · Before/after, no control · 1 site · direction only
<https://tarabahadur.com/case-studies/how-we-restored-organic-traffic-after-platform-migration-quickly/>
- wordlift.io 2017 · Before/after, no control · 1 site · +18.47%
<https://wordlift.io/blog/en/entity/semantic-seo/>
141. Add Product, Review, and FAQ schema to SKU pages +40% click-through rate
- seomelbourne.com 2025 · Before/after, no control · 1 query · +40%
<https://seomelbourne.com/seo-case-studies/linen-house/>
- aeoengine.ai 2026 · Before/after, no control · 1 site · +920%
<https://aeoengine.ai/blog/seo-case-study-ecommerce-traffic-growth>
- budauthority.com 2026 · Before/after, no control · 1 site · +340%
<https://budauthority.com/blog/case-study-schema-rich-snippets-cannabis>
- rankanddiscover.com 2026 · Before/after, no control · 25 pages · +12%
<https://rankanddiscover.com/structured-data-40-more-traffic-zero-fluff/>
- rankanddiscover.com 2026 · Before/after, no control · 1 site · +34.2%
<https://rankanddiscover.com/structured-data-25-ctr-boosts-in-2026/>
- wordlift.io 2023 · Before/after, no control · 1 site · +48.8%
<https://wordlift.io/blog/en/seo-case-study-legal-services/>
142. Add schema markup alongside page and link updates +150% organic sessions
- onlinepath.com.au 2024 · Before/after, no control · 1 site · +150%
<https://onlinepath.com.au/case-studies/burnside-hospital>
- otterly.ai 2026 · Before/after, no control · 319 queries · direction only

- <https://otterly.ai/blog/schema-markup-real-impact-ai-search/>
rankanddiscover.com 2026 · Before/after, no control · 25 pages · +12%
<https://rankanddiscover.com/structured-data-40-more-traffic-zero-fluff/>
- searchpilot.com 2023 · Before/after, no control · 1 site · +14%
<https://www.searchpilot.com/resources/blog/edge-seo>
- seomelbourne.com 2025 · Before/after, no control · 1 site · +40%
<https://seomelbourne.com/seo-case-studies/linen-house/>
143. Publish target service pages and local content +205% conversions
seodesignchicago.com 2024 · Before/after, no control · 1 site · +205%
<https://seodesignchicago.com/case-studies/chiropractor-marketing-strategies-case-study/>
- attrock.com 2021 · Before/after, no control · 1 site · +15.7%
<https://attrock.com/case-study/seo-case-study/>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +25%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/primary-care>
- click.co.uk 2025 · Before/after, no control · 1 site · +131%
<https://www.click.co.uk/case-study/chill-insurance>
- jdrgroup.co.uk 2025 · Before/after, no control · 1 site · +145.5%
<https://www.jdrgroup.co.uk/blog/marketing-for-upvc-windows-and-doors>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +219%
<https://seodesignchicago.com/case-studies/scrap-metal-recycling-company-marketing-strategies-case-study>
- trailblazermktg.com 2026 · Before/after, no control · 1 site · +825%
<https://trailblazermktg.com/case-studies/b2b-saas>
144. Execute technical, content, CRO, and link updates +225.5% conversions
coalitiontechnologies.com 2025 · Before/after, no control · 1 site · +225.5%
<https://coalitiontechnologies.com/portfolio/kratom-country>
- funnelboostmedia.net 2025 · Before/after, no control · 1 site · +30%
<https://www.funnelboostmedia.net/case-studies/chicago-loop-dentistry>
- npdigital.com 2025 · Before/after, no control · 1 site · +200%
<https://npdigital.com/blog/work/easy-on-hold>
- renaissancemarketingva.com 2026 · Before/after, no control · 1 site · +62.75%
<https://renaissancemarketingva.com/case-study-multi-location-healthcare-brand>
- seosherpa.com 2024 · Before/after, no control · 1 site · +4,167%
<https://seosherpa.com/emirates-pride-seo>
145. Redirect competing domain and launch digital PR +96% ranking positions
digitalthirdcoast.com 2021 · Single case · 1 site · +96%
<https://www.digitalthirdcoast.com/our-work/case-studies/b2b-healthcare-it-domain-authority>
- digitalthirdcoast.com 2020 · Before/after, no control · 1 site · +23%
<https://www.digitalthirdcoast.com/our-work/case-studies/b2b-digital-pr-case-study-viral-content>
- gofishdigital.com 2026 · Before/after, no control · 1 site · +300%
<https://gofishdigital.com/case-study/clothing-retailer-doubles-website-traffic/>
- studiohawk.com.au 2026 · Before/after, no control · 1 site · +63%
<https://studiohawk.com.au/case-studies/quickbooks>
- thegray.company 2025 · Before/after, no control · 31 sites · +74%
<https://thegray.company/resources/ccmc-enterprise-seo-case-study>
146. Fix technical flaws and expand main content pages +73% ranking positions
zelst.co.uk 2025 · Before/after, no control · 1 site · +73%
<https://www.zelst.co.uk/case-studies/fertility-clinic-seo-case-study/>
- coalitiontechnologies.com 2026 · Before/after, no control · 1 url · +492

- <https://coalitiontechnologies.com/portfolio/microsoft>
- netpeak.us 2024 · Before/after, no control · 1 site · +243%
<https://netpeak.us/blog/case-study-how-smart-prioritization-helped-an-albanian-marketplace-grow-in-sales-by-643-in-7-months>
- netpeak.us 2022 · Before/after, no control · 1 site · +463.59%
<https://netpeak.us/blog/tricolor-success-story-increased-traffic-from-google-by-463>
- rankmax.com.au 2025 · Before/after, no control · 1 site · direction only
<https://www.rankmax.com.au/case-studies/b2c-ai-seo-case-study>
- rankmax.com.au 2025 · Before/after, no control · 1 site · +429%
<https://www.rankmax.com.au/case-studies/b2b-ai-seo-case-study>
- seosherpa.com 2024 · Before/after, no control · 1 site · +61%
<https://seosherpa.com/emirates-pride-seo>
- shopifyproservices.com 2026 · Before/after, no control · 847 sites · direction only
<https://shopifyproservices.com/blog/case-study-luxethreads>
- studiohawk.co.uk 2025 · Single case · 1 site · direction only
<https://studiohawk.co.uk/case-studies/onefinity-cnc-case-study>
147. Redesign pages, target key terms, and speed up load +111.8% conversions
 coalitiontechnologies.com 2026 · Before/after, no control · 1 site · +111.8%
<https://coalitiontechnologies.com/portfolio/harpers-pharmacy>
- moz.com 2022 · Before/after, no control · 1 site · +174%
<https://moz.com/blog/content-optimization-case-study>
- naturallinks.net 2026 · Before/after, no control · 1 site · 3x
<https://naturallinks.net/case/case-study-seo-services-for-igaming-brand>
- netpeak.us 2025 · Before/after, no control · 1 site · +1,281%
<https://netpeak.us/blog/hello-beauty-case-study-seo-promotion-of-a-german-beauty-salon-drives-a-500-increase-in-bookings>
- thriveagency.com 2026 · Before/after, no control · 1 site · +34%
<https://thriveagency.com/case-study/storage-and-fulfillment-solution>
148. Fix crawl errors and rewrite title meta tags +200% organic sessions
 netpeak.us 2022 · Before/after, no control · size not reported · +200%
<https://netpeak.us/blog/house-and-garden-success-story-traffic-from-search-increased-by-200-revenue-increased-by-70-7>
- cake.agency 2025 · Before/after, no control · 143 keywords · 3x
<https://www.cake.agency/case-studies/cyberjammies-core-seo-strategy>
- outerboxdesign.com 2026 · Before/after, no control · 1 site · +105%
<https://www.outerboxdesign.com/work/case-studies/warehouse-lighting-organic-conversion-growth>
- studiohawk.co.uk 2025 · Before/after, no control · 1 site · +536.6%
<https://studiohawk.co.uk/case-studies/refy-beauty-seo-case-study>
149. Resolve technical SEO audit items across a site +61.23% organic sessions
 position.digital 2025 · Before/after, no control · 1 site · +61.23%
<https://www.position.digital/case-studies/seo-audit-led-to-increase-in-citations/>
- botify.com 2025 · Before/after, no control · 1 site · direction only
<https://www.botify.com/customers/furla-success-story>
- cases.media 2025 · Before/after, no control · 1 site · +500%
<https://cases.media/en/case/increased-organic-traffic-by-500-700-after-an-seo-audit>
- indexify.co.uk · Before/after, no control · 1 site · +67%
<https://indexify.co.uk/services/technical-seo>
150. Rebuild site structure, URLs, and page content +40% organic sessions

- optimising.com.au 2000 · Before/after, no control · 1 site · +40%
<https://www.optimising.com.au/work/new-dawn-paving>
- digitalnycagency.com 2025 · Before/after, no control · 1 site · direction only
<https://www.digitalnycagency.com/case-studies/1910-genetics>
- noblestudios.com 2025 · Before/after, no control · 1 site · +50%
<https://noblestudios.com/case-studies/dr-weil-seo>
- nthdegreeseearch.com.au 2024 · Before/after, no control · 1 site · +154%
<https://nthdegreeseearch.com.au/seo-case-studies/mountain-top/>
- searchenginejournal.com 2018 · Before/after, no control · 1 keyword · direction only
<https://www.searchenginejournal.com/website-redesign-increased-organic-traffic-99-8-months-case-study/185430/>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +378%
<https://seodesignchicago.com/case-studies/advertising-agency-seo-case-study>
- seoperthexperts.com.au 2026 · Before/after, no control · 1 site · +1,460%
<https://www.seoperthexperts.com.au/seo-case-studies/perth-landscapes>
151. Redesign layouts, publish articles, and build links +188% organic sessions
 seodesignchicago.com 2026 · Before/after, no control · 1 site · +188%
<https://seodesignchicago.com/case-studies/commercial-real-estate-marketing-case-study>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 2 sites · direction only
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/home-care-digital-marketing-seo-web-design>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +62%
<https://www.cardinaldigitalmarketing.com/case-study/addiction-treatment-rehab-website-redesign-seo>
- coalitiontechnologies.com 2026 · Before/after, no control · 5 sites · +155.1%
<https://coalitiontechnologies.com/portfolio/rescue-restoration>
- hexxen.com 2024 · Before/after, no control · 1 site · 2x
<https://hexxen.com/case-studies/hassakis-and-hassakis>
- isocialweb.agency 2017 · Before/after, no control · 1 site · direction only
<https://www.isocialweb.agency/en/success-cases/seo-dental-clinic>
- mdfarukkhan.com 2026 · Before/after, no control · 1 site · +2,450
<https://www.mdfarukkhan.com/blog/legal-advice-bd-seo-case-study/>
- omnius.so 2025 · Before/after, no control · 1 site · +205.3%
<https://www.omnius.so/blog/hotel-erp-seo-case-study>
- position.digital 2025 · Before/after, no control · 1 site · +653%
<https://www.position.digital/case-studies/proven-partners-rapid-organic-growth/>
- rebelmouse.com 2024 · Before/after, no control · 1 site · +120%
<https://www.rebelmouse.com/blueprint-redesign-seo-growth>
- vizion.com 2024 · Before/after, no control · 1 site · +137%
<https://www.vizion.com/case-studies/lennox-international>
152. Expand site structure and create tag pages +59% conversions
 netpeak.us 2022 · Before/after, no control · 1 site · +59%
<https://netpeak.us/blog/tricolor-success-story-increased-traffic-from-google-by-463>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +55%
<https://www.cardinaldigitalmarketing.com/case-study/addiction-treatment-rehab-website-redesign-seo>
- coalitiontechnologies.com 2017 · Before/after, no control · 1 site · +300%
<https://coalitiontechnologies.com/portfolio>
- digitalnycagency.com 2025 · Before/after, no control · 1 site · direction only
<https://www.digitalnycagency.com/case-studies/1910-genetics>
- localiq.co.uk 2023 · Before/after, no control · 1 site · +116%
<https://localiq.co.uk/blog/5-times-localiq-uk-has-delivered-outstanding-seo-results-for-clients>

- noblestudios.com 2025 · Before/after, no control · 1 site · +55%
<https://noblestudios.com/case-studies/dr-weil-seo>
- onthemap.com 2025 · Before/after, no control · 1 site · +621%
<https://www.onthemap.com/case-studies/gwspressure-cleaning-case-study>
- vizion.com 2024 · Before/after, no control · 1 site · +137%
<https://www.vizion.com/case-studies/lennox-international>
- zelst.co.uk 2025 · Before/after, no control · 1 site · direction only
<https://www.zelst.co.uk/case-studies/fertility-clinic-seo-case-study/>
153. Submit disavow files and update local city pages +233% organic sessions
- seoinc.com 2026 · Before/after, no control · 1 site · +233%
<https://www.seoinc.com/seo-blog/case-study/oxi-fresh>
- infomazeelite.com 2025 · Before/after, no control · 1 site · direction only
<https://www.infomazeelite.com/blog/recovered-a-website-from-a-google-penalty-an-seo-case-study/>
- mariehaynes.com 2015 · Before/after, no control · 1 site · direction only
<https://www.mariehaynes.com/can-escape-penguin-disavowing-alone/>
155. Add dynamic lowest price details to title tags +12% organic sessions
- searchpilot.com 2023 · Controlled A/B test · 1 page · +12%
<https://www.searchpilot.com/resources/case-studies/adding-pricing-information-client-side-improve-seo>
- searchpilot.com · Design unclear · size not reported · +17%
<https://www.searchpilot.com/e-commerce-seo-case-studies>
- searchpilot.com 2024 · Controlled A/B test · 1 site · +10%
<https://www.searchpilot.com/resources/blog/why-seo-testing-matters-even-more-for-ymyl-businesses>
160. Rewrite titles, restructure site, and update posts +52% conversions
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +52%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/addiction-recovery-facility-digital-marketing-seo>
- arxiv.org 2025 · Controlled A/B test · size not reported · +10.26%
<http://arxiv.org/abs/2510.01523v2>
- cardinaldigitalmarketing.com 2025 · Before/after, no control · 1 site · +167%
<https://www.cardinaldigitalmarketing.com/healthcare-case-study/dso-digital-marketing-seo-ppc-analytics>
- delante.co 2025 · Before/after, no control · 1 site · +4,000
<https://delante.co/clients/solovelybox>
- delante.co 2025 · Before/after, no control · 1 site · +747%
<https://delante.co/clients/komputerymarkowe-pl>
- funnelboostmedia.net 2025 · Before/after, no control · 1 site · +200%
<https://www.funnelboostmedia.net/case-studies/look-family-exteriors>
- intergrowth.com 2023 · Before/after, no control · 1 site · +55.9%
<https://intergrowth.com/case-studies/b2b-link-building/>
- oneupweb.com 2019 · Before/after, no control · 1 site · +1,311%
<https://www.oneupweb.com/case-studies/mccarthy-case-study/>
- outerboxdesign.com 2026 · Before/after, no control · 1 site · +57%
<https://www.outerboxdesign.com/work/case-studies/digital-marketing/1-edi-source-increased-conversions>
- radiantelephant.com 2026 · Before/after, no control · 1 page · +58%
<https://www.radiantelephant.com/boston-seo-case-study-from-algorithm-penalty-to-45-2-traffic-growth>
- resignal.com 2026 · Before/after, no control · 3,013 sites · +37.8%
<https://resignal.com/case-studies/expedia>
- semrush.com 2024 · Before/after, no control · size not reported · +0.5%
<https://www.semrush.com/blog/how-to-run-an-seo-split-test/>
- seodesignchicago.com 2026 · Before/after, no control · 1 site · +200%

- <https://seodesignchicago.com/case-studies/construction-web-design-case-study>
 studiohawk.co.uk 2025 · Before/after, no control · 1 site · +188%
<https://studiohawk.co.uk/case-studies/refy-beauty-seo-case-study>
 uncommonlogic.com 2018 · Before/after, no control · 1 site · +39.5%
<https://www.uncommonlogic.com/case-studies/seo-beyond-rankings-revenue/>
168. Rewrite title tags and meta descriptions +14.2 ranking positions
 radiantelephant.com 2026 · Before/after, no control · 1 page · +14.2 positions
<https://www.radiantelephant.com/boston-seo-case-study-from-algorithm-penalty-to-45-2-traffic-growth>
 befound.ie 2026 · Before/after, no control · 3 domains · +89%
<https://befound.ie/cosmetic-surgery-seo-case-study>
 oneupweb.com 2025 · Before/after, no control · 1 page · +219%
<https://www.oneupweb.com/blog/case-study-local-seo-for-hvac-franchise/>
 resignal.com 2026 · Before/after, no control · 3,013 keywords · +5.8 positions
<https://resignal.com/case-studies/expedia>
 uncommonlogic.com 2018 · Before/after, no control · 1 site · +37.5%
<https://www.uncommonlogic.com/case-studies/seo-beyond-rankings-revenue/>
 webfx.com 2026 · Before/after, no control · 1 site · direction only
<https://www.webfx.com/portfolio/case-studies/record-head>
176. Redesign layouts, headers, and buttons +44% conversions
 hawksem.com 2023 · Before/after, no control · 1 site · +44%
<https://hawksem.com/blog/seo-case-studies-challenges-solutions-results/>
 cxl.com 2022 · Before/after, no control · 1 site · +17.3%
<https://cxl.com/blog/optimizing-the-free-trial-signup/>
 hawksem.com 2024 · Before/after, no control · 1 site · 16x
<https://hawksem.com/blog/conversion-rate-optimization-case-study/>
 seo-f1rst.com 2026 · Before/after, no control · 1 site · +180%
<https://seo-f1rst.com/case-studies/seo-migration-recovering-and-growing-ecommerce-traffic/>
17. Point main product canonicals to variant URLs +22% organic sessions
 searchpilot.com 2024 · Controlled A/B test · size not reported · +22%
<https://www.searchpilot.com/resources/case-studies/testing-canonical-element>
 searchpilot.com 2025 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/canonicalising-to-product-variation-pages>
80. Serve missing status headers instead of gone +49.6% indexed pages
 rebootonline.com 2022 · Controlled A/B test · 119 pages · +49.6%
<https://www.rebootonline.com/blog/404-vs-410-the-technical-seo-experiment/>
108. Swap low-volume terms with high-volume keywords +40% ranking positions
 splitmetrics.com 2025 · Controlled A/B test · 1 page · +40%
<https://splitmetrics.com/cases/rockbite-games-increased-organic-traffic-with-splitmetrics>
 searchpilot.com 2023 · Controlled A/B test · 1 site · +2%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-adding-faq-schema>
159. Capitalize all text in page title tags +17.5% organic sessions
 searchpilot.com 2026 · Controlled A/B test · 1 site · +17.5%
<https://www.searchpilot.com/resources/case-studies/this-test-revealed-an-unexpected-seo-signal-hiding-in-plain-sight>
 searchpilot.com 2025 · Quasi-experiment · size not reported · +14%
<https://www.searchpilot.com/resources/case-studies/14-percent-increase-on-mobile-with-all-caps>
162. Prepend brand name to title tags +15% organic sessions
 searchpilot.com 2024 · Controlled A/B test · 1 page · +15%

<https://www.searchpilot.com/resources/blog/7-winning-seo-tests>

164. Remove 'Compare' keyword from title tags +24% organic sessions

searchpilot.com 2025 · Controlled A/B test · 1 page · +24%

<https://www.searchpilot.com/hubfs/SearchPilot%20Retail%20SEO%20Testing%20Pack%202025.pdf>

170. Rewrite title tags in all uppercase letters +14% organic sessions

searchpilot.com 2025 · Controlled A/B test · 1 page · +14%

<https://www.searchpilot.com/resources/case-studies/a-look-back-at-the-most-surprising-tests-of-2025>

182. Personalize homepage copy and buttons +45.99% conversions

bigleap.com 2025 · Controlled A/B test · 7 pages · +45.99%

<https://www.bigleap.com/case-studies/elite-ops>

2. Place direct answers in opening paragraphs +280% AI citations

guptadeepak.com 2026 · Controlled A/B test · 30 urls · +280%

<https://guptadeepak.com/the-complete-guide-to-generative-engine-optimization-what-b2b-saas-companies-need-to-know-in-2026/>

3. Format content as discrete factual statements 5x AI citations

guptadeepak.com 2026 · Controlled A/B test · 30 urls · 5x

<https://guptadeepak.com/the-complete-guide-to-generative-engine-optimization-what-b2b-saas-companies-need-to-know-in-2026/>

6. Reformat main pages into questions and FAQ schema +187% AI citations

m8l.com 2025 · Before/after, no control · 1 site · +187%

<https://www.m8l.com/blog/llm-search-optimization-how-to-make-your-website-visible-to-ai>

searchpilot.com 2023 · Controlled A/B test · size not reported · +3%

<https://www.searchpilot.com/resources/case-studies/turn-page-content-into-faqs-and-add-schema>

22. Add AI-generated copy to informational pages +13% organic sessions

searchpilot.com 2025 · Controlled A/B test · 1 page · +13%

<https://www.searchpilot.com/resources/blog/10-seo-ab-tests-with-an-impact-of-over-10-percent>

23. Add descriptive text to thin listing pages +18% organic sessions

searchpilot.com 2026 · Controlled A/B test · 1 page · +18%

<https://www.searchpilot.com/resources/case-studies/how-does-ai-content-impact-listing-pages>

25. Add targeted explanatory text for featured snippets +25% organic sessions

searchpilot.com 2024 · Controlled A/B test · 1 page · +25%

<https://www.searchpilot.com/resources/blog/7-winning-seo-tests>

seoworks.co.uk 2026 · Before/after, no control · 1 site · +31.4%

<https://www.seoworks.co.uk/case-studies/recruitment-software-seo>

26. Add long-form AI product descriptions +65.8% impressions

gofishdigital.com 2024 · Before/after with control · size not reported · +65.8%

<https://gofishdigital.com/blog/climb-google-search-rankings-seo-in-the-ai-era/>

28. Add structured pros and cons to product pages +50% organic clicks

searchpilot.com 2025 · Controlled A/B test · 1 page · +50%

<https://www.searchpilot.com/hubfs/SearchPilot%20Retail%20SEO%20Testing%20Pack%202025.pdf>

31. Add wellness copy, FAQ schema, and long-tail terms +42% click-through rate

key-word.store 2026 · Controlled A/B test · 8 brands · +42%

<https://key-word.store/dry-january-case-study-how-beverage-brands-used-search-and-s>

aeoengine.ai 2026 · Before/after, no control · 1 site · direction only

<https://aeoengine.ai/blog/seo-case-study-ecommerce-traffic-growth>

58. Update structured modified dates daily +8% organic sessions

- searchpilot.com 2025 · Controlled A/B test · size not reported · +8%
<https://www.searchpilot.com/resources/blog/a-year-of-seo-testing-with-searchpilot>
59. Update publication dates on existing blog posts +66% organic sessions
 moz.com 2021 · Before/after, no control · 16 pages · +66%
<https://moz.com/blog/case-study-can-you-fake-blog-post-freshness>
- arxiv.org 2025 · Academic study · size not reported · +95 positions
<https://arxiv.org/abs/2509.11353>
62. Move footnotes to inline parenthetical text +40% AI citations
 guptadeepak.com 2026 · Controlled A/B test · 30 urls · +40%
<https://guptadeepak.com/the-complete-guide-to-generative-engine-optimization-what-b2b-saas-companies-need-to-know-in-2026/>
65. Convert target pages into structured entity hubs +29.8% AI citations
 wordlift.io 2026 · Quasi-experiment · 4 pages · +29.8%
<https://wordlift.io/blog/en/generative-engine-optimization-ai-memory-layer/>
76. Update article title markup to primary heading tags +6.2% organic sessions
 moz.com 2023 · Controlled A/B test · size not reported · +6.2%
<https://moz.com/blog/h1-seo-experiment>
79. Replace screenshots with high-contrast visuals +20% click-through rate
 splitmetrics.com 2025 · Controlled A/B test · 1 user · +20%
<https://splitmetrics.com/cases/rockbite-games-increased-organic-traffic-with-splitmetrics>
85. Add internal links using varied anchor text +10 ranking positions
 loudscale.com 2026 · Before/after with control · 2 pages · +10 positions
<https://loudscale.com/blog/seo-internal-linking-strategies/>
87. Add internal links to mid-ranking target pages +22% impressions
 internallinking.io 2023 · Controlled A/B test · 1 site · +22%
<https://internallinking.io/docs/boosting-links-boosts-traffic/>
89. Add internal links to orphan blog posts +64 ranking positions
 linkvector.io 2024 · Before/after, no control · 53 pages · +64 positions
<https://linkvector.io/internal-linking-case-study-increase-in-ranking-319>
- loudscale.com 2026 · Before/after with control · 2 sites · +34%
<https://loudscale.com/blog/seo-internal-linking-strategies/>
91. Add internal links with uniform anchor text +7.5% conversions
 seerinteractive.com 2019 · Before/after, no control · 10 pages · +7.5%
<https://www.seerinteractive.com/insights/the-value-of-internal-links>
- loudscale.com 2026 · Before/after with control · 2 sites · +19%
<https://loudscale.com/blog/seo-internal-linking-strategies/>
92. Add navigation link buttons to subcategories +25% organic sessions
 searchpilot.com 2023 · Controlled A/B test · size not reported · +25%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-increasing-internal-linking>
95. Add internal links in the homepage footer +5% organic sessions
 searchpilot.com 2023 · Controlled A/B test · 1 page · +5%
<https://www.searchpilot.com/resources/case-studies/adding-internal-links-to-home-page-footer>
96. Add related article links to hub pages +11% organic sessions
 searchpilot.com 2024 · Controlled A/B test · 1 page · +11%
<https://www.searchpilot.com/resources/blog/7-winning-seo-tests>
- searchpilot.com 2025 · Controlled A/B test · size not reported · +16%

<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-increasing-related-article-links>

97. Link top-level pages to deep category pages +24% organic clicks

seoclarity.net 2024 · Controlled A/B test · 4 pages · +24%

<https://www.seoclarity.net/blog/internal-linking-case-study>

studiohawk.com.au 2026 · Before/after, no control · 1 keyword · +84%

<https://studiohawk.com.au/case-studies/hush-puppies>

98. Remove self-referential breadcrumb links -5.5% organic clicks

searchpilot.com 2025 · Controlled A/B test · 1 page · -5.5%

<https://www.searchpilot.com/hubfs/SearchPilot%20Retail%20SEO%20Testing%20Pack%202025.pdf>

99. Group service pages into interlinked topic clusters +200% organic sessions

featured.com 2025 · Quasi-experiment · 1 site · +200%

<https://featured.com/questions/seo-website-impactful-results>

seoservices.com.bd 2026 · Before/after, no control · 1 site · +391%

<https://seoservices.com.bd/website-architecture-case-study/>

100. Bypass internal link redirects and set canonicals +31% revenue

moz.com 2015 · Before/after, no control · 1 site · +31%

<https://moz.com/blog/the-power-of-basic-technical-seo-case-study>

searchpilot.com 2023 · Controlled A/B test · size not reported · direction only

<https://www.searchpilot.com/resources/case-studies/change-internal-redirect-links-for-seo>

101. Replace regional terms with local market synonyms +24% organic sessions

searchpilot.com 2023 · Controlled A/B test · size not reported · +24%

<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-localising-product-content-for-us-site>

102. Move product descriptions above the fold +14% organic sessions

searchpilot.com 2025 · Controlled A/B test · size not reported · +14%

<https://www.searchpilot.com/resources/blog/seo-a/b-testing-the-secret-to-increasing-your-organic-search-traffic>

106. Refine page target keywords using search data +56.7% ranking positions

uncommonlogic.com 2018 · Before/after, no control · 1 site · +56.7%

<https://www.uncommonlogic.com/case-studies/seo-beyond-rankings-revenue/>

arxiv.org 2025 · Academic study · 500,000 (unit not reported) · +49.28%

<http://arxiv.org/abs/2601.05257v1>

107. Group content into buyer journey funnel stages +95% AI citations

guptadeepak.com 2026 · Controlled A/B test · 30 pages · +95%

<https://guptadeepak.com/the-complete-guide-to-generative-engine-optimization-what-b2b-saas-companies-need-to-know-in-2026/>

123. Remove multi-location map components -7% organic sessions

searchpilot.com 2025 · Controlled A/B test · size not reported · -7%

<https://www.searchpilot.com/resources/case-studies/local-seo-embedded-map-component>

126. Remove long meta descriptions from listing pages +4.2% organic sessions

searchpilot.com 2025 · Controlled A/B test · 1 page · +4.2%

<https://www.searchpilot.com/hubfs/SearchPilot%20Retail%20SEO%20Testing%20Pack%202025.pdf>

127. Swap numbers for emoji digits in meta descriptions -5% organic sessions

searchpilot.com 2023 · Controlled A/B test · size not reported · -5%

<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-emoji-meta-descriptions>

128. Expose hidden mobile intro text on listing pages +7.5% organic sessions

searchpilot.com 2025 · Controlled A/B test · 1 page · +7.5%

<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-introductory-content-on-mobile-view>

129. Move mobile product call to action higher +24.5% conversions
cxl.com 2022 · Controlled A/B test · 1 site · +24.5%
<https://cxl.com/blog/improve-mobile-ux/>
137. Add review schema markup to category pages +16% organic sessions
searchpilot.com 2025 · Controlled A/B test · size not reported · +16%
<https://www.searchpilot.com/resources/blog/a-year-of-seo-testing-with-searchpilot>
140. Add AggregateOffer schema to product pages +221% impressions
seerinteractive.com 2026 · Controlled A/B test · size not reported · +221%
<https://www.seerinteractive.com/work/case-studies/do-ai-models-reward-structured-data-testing-schema-in-geo>
157. Add product prices to title tags -15% organic sessions
searchpilot.com 2023 · Controlled A/B test · size not reported · -15%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-adding-price-to-title>
158. Append static rental prices to location title tags -7% organic sessions
searchpilot.com 2025 · Controlled A/B test · 1 page · -7%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-adding-dynamic-prices-to-titles-versus-static-prices>
161. Add best to title tags on product listing pages +11% organic sessions
searchpilot.com 2025 · Controlled A/B test · 1 page · +11%
<https://www.searchpilot.com/hubfs/SearchPilot%20Retail%20SEO%20Testing%20Pack%202025.pdf>
163. Remove brand names and pipes from title tags +63.5% impressions
hurrdatmarketing.com 2025 · Before/after with control · 23 pages · +63.5%
<https://hurrdatmarketing.com/seo-news/title-tag-optimization/>
165. Remove synonym keywords from listing title tags -27% organic sessions
searchpilot.com 2025 · Controlled A/B test · size not reported · -27%
<https://www.searchpilot.com/resources/blog/a-year-of-seo-testing-with-searchpilot>
166. Replace month and year with Updated Daily in titles +11% organic sessions
searchpilot.com 2023 · Controlled A/B test · size not reported · +11%
<https://www.searchpilot.com/resources/case-studies/last-updated-in-title>
167. Put booking call to action at start of titles +18% organic sessions
searchpilot.com 2023 · Controlled A/B test · size not reported · +18%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-add-book-now-cta-to-titles-version-2>
169. Rewrite title tags into questions +5% organic sessions
searchpilot.com 2026 · Controlled A/B test · 1 page · +5%
<https://www.searchpilot.com/resources/case-studies/expanding-your-title-tag-testing-strategy>
171. Remove airport location word from page title tags +5% organic sessions
searchpilot.com 2023 · Controlled A/B test · size not reported · +5%
<https://www.searchpilot.com/resources/case-studies/removing-airport-from-page-titles>
- searchpilot.com 2023 · Controlled A/B test · size not reported · +11%
<https://www.searchpilot.com/resources/case-studies/shortening-title-tags-and-removing-keywords>
172. Remove extra keywords from title tags +11% organic sessions
searchpilot.com 2025 · Controlled A/B test · 1 page · +11%
<https://www.searchpilot.com/resources/blog/10-seo-ab-tests-with-an-impact-of-over-10-percent>
175. Adopt wellness narrative landing pages for +21% conversions
key-word.store 2026 · Controlled A/B test · 8 pages · +21%
<https://key-word.store/dry-january-case-study-how-beverage-brands-used-search-and-s>
- hawksem.com 2024 · Before/after, no control · 1 site · +250%

- <https://hawksem.com/blog/conversion-rate-optimization-case-study/>
177. Remove video carousels from category pages +4.1% organic clicks
searchpilot.com 2025 · Controlled A/B test · 1 page · +4.1%
<https://www.searchpilot.com/hubfs/SearchPilot%20Retail%20SEO%20Testing%20Pack%202025.pdf>
searchpilot.com 2025 · Controlled A/B test · size not reported · direction only
<https://www.searchpilot.com/resources/case-studies/removing-expert-video-reviews>
178. Remove product carousels from category pages +4,000 organic sessions
searchpilot.com 2023 · Controlled A/B test · size not reported · +4,000
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-removing-product-carousel>
179. Move the search widget above the hero image -7% organic sessions
searchpilot.com 2023 · Controlled A/B test · size not reported · -7%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-reconfiguring-page-layout>
180. Move main content above sidebar HTML elements +16% organic sessions
searchpilot.com 2023 · Controlled A/B test · 1 page · +16%
<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-restructure-html>
181. Simplify product layouts and checkout steps +28% conversions
featured.com 2025 · Quasi-experiment · 1 brand · +28%
<https://featured.com/questions/seo-website-impactful-results>
seo-f1rst.com 2026 · Before/after, no control · 1 site · +180%
<https://seo-f1rst.com/case-studies/seo-migration-recovering-and-growing-ecommerce-traffic/>
13. Submit disavowal files for identified spam links
seoworks.com 2026 · Before/after, no control · 1 site · +80%
<https://www.seoworks.com/portfolio/seo-to-reverse-google-penalty>
zyppy.com 2024 · Before/after, no control · 1 site · direction only
<https://zyppy.com/seo/google-disavow-experiment/>
zyppy.com 2016 · Single case · 1 site · direction only
<https://zyppy.com/seo/google-disavow-caution/>
21. Add AI-generated content blocks
searchpilot.com 2025 · Before/after, no control · 1 page · +12.6%
<https://www.searchpilot.com/resources/blog/what-seos-need-to-know-about-ai-testing>
arxiv.org 2026 · Before/after, no control · 10,000 queries · +37%
<https://arxiv.org/html/2604.19113v1>
gofishdigital.com 2024 · Before/after with control · size not reported · +65.8%
<https://gofishdigital.com/blog/climb-google-search-rankings-seo-in-the-ai-era/>
ipullrank.com 2026 · Before/after, no control · 1 brand · +175%
<https://ipullrank.com/case-studies/ecommerce-marketplace>
lilachbullock.com 2026 · Before/after, no control · 280 sites · -35%
<https://www.lilachbullock.com/ai-for-seo-without-penalty>
searchengineland.com 2026 · Before/after, no control · 2,000 sites · 17x
<https://searchengineland.com/ai-generated-content-google-search-experiment-472234>
53. Expand collection pages and publish search guides
eyefulmedia.com 2025 · Before/after, no control · 1 site · -22%
<https://www.eyefulmedia.com/case-studies/growing-retail-ecommerce-seo-revenue>
rankmax.com.au 2025 · Before/after, no control · 1 site · direction only
<https://www.rankmax.com.au/case-studies/b2c-ai-seo-case-study>
125. Set primary business category to specific cuisine
fento.io 2026 · Before/after, no control · 1 site · +3.4 positions

<https://www.flento.io/blog/local-seo-case-study>

sterlingsky.ca 2025 · Before/after, no control · 1 site · -31 positions

<https://www.sterlingsky.ca/ultimate-checklist-boost-gbp-profile/>

156. Add emojis to title tags

searchpilot.com 2023 · Controlled A/B test · size not reported · -6%

<https://www.searchpilot.com/resources/case-studies/seo-testing-lessons-emoji-title-tags>

delante.co 2025 · Before/after, no control · 1 site · +1,851

<https://delante.co/clients/solovelybox>

searchpilot.com 2025 · Controlled A/B test · size not reported · direction only

<https://www.searchpilot.com/resources/blog/a-year-of-seo-testing-with-searchpilot>

174. Include target keywords in page URLs

moz.com 2021 · Before/after, no control · 200 urls · -38%

<https://moz.com/blog/on-page-seo-changes-case-study>

daveashworth.co 2026 · Before/after, no control · 27 urls · direction only

<https://daveashworth.co/blog/case-study-do-keywords-in-urls-impact-seo-rankings/>

41. Build programmatic pages using multi-modal AI 4x indexed pages

arxiv.org 2025 · Before/after with control · 4,200,000 pages · 4x

<http://arxiv.org/abs/2503.00619v1>

52. Replace AI product copy with human written text +88% conversions

media.neliti.com 2024 · Controlled A/B test · 1 site · +88%

<https://media.neliti.com/media/publications/708048-ai-based-automated-content-generation-an-e156e28b.pdf>

67. Add keyword-stuffed passages to web page content -10% impressions

arxiv.org · Controlled A/B test · 1,000 queries · -10%

<https://arxiv.org/html/2311.09735v3>

69. Add quantitative statistics to content +37% AI citations

arxiv.org 2024 · Controlled A/B test · 1,000 queries · +37%

<https://arxiv.org/html/2311.09735v2>

70. Add quotations from credible sources to body text +22% impressions

arxiv.org · Controlled A/B test · 1,000 queries · +22%

<https://arxiv.org/html/2311.09735v3>

93. Annotate visual content and add internal links +18% organic sessions

arxiv.org 2026 · Controlled A/B test · size not reported · +18%

<https://arxiv.org/pdf/2602.02961>

154. Add AI-generated title tags and meta descriptions +10.26% click-through rate

arxiv.org 2025 · Controlled A/B test · size not reported · +10.26%

<http://arxiv.org/abs/2510.01523v2>

INDEX OF TACTICS

Entry	Family	Mark	#	Page
Add AggregateOffer schema to product pages +221% impressions	structured data	EXPERIMENTAL	140	112
Add AI-generated content blocks	content depth	IT DEPENDS	21	74
Add AI-generated copy to informational pages +13% organic sessions	content depth	EXPERIMENTAL	22	102
Add AI-generated title tags and meta descriptions +10.26% click-through rate	title tag	ACADEMIC	154	120
Add an llms.txt file at the site root +25% organic sessions	geo llm visibility	MAINSTREAM	71	53
Add Article schema markup to blog posts +27% organic sessions	structured data	MAINSTREAM	134	63
Add author bios and company credentials +40% AI citations	eeat authorship	MAINSTREAM	61	51
Add author bylines to blog articles +113% AI citations	eeat authorship	MAINSTREAM	60	26
Add best to title tags on product listing pages +11% organic sessions	title tag	EXPERIMENTAL	161	112
Add brand-icon CTAs with internal links +80% conversions	internal linking	MAINSTREAM	83	34
Add category names to listing image alt text +7.3% organic sessions	images media	MAINSTREAM	77	54
Add citations to authoritative sources +31.4% impressions	geo llm visibility	MAINSTREAM	66	30
Add descriptive text to thin listing pages +18% organic sessions	content depth	EXPERIMENTAL	23	102
Add dynamic lowest price details to title tags +12% organic sessions	title tag	MAINSTREAM	155	69
Add emojis to title tags	title tag	IT DEPENDS	156	80
Add FAQ content and FAQ schema to category pages +9% organic sessions	aeo answer format	MAINSTREAM	1	22
Add FAQPage schema markup to existing questions +25% organic sessions	structured data	MAINSTREAM	135	64
Add FAQs, tables, and schema to product pages +56% AI citations	content depth	MAINSTREAM	30	24
Add internal links in the homepage footer +5% organic sessions	internal linking	EXPERIMENTAL	95	107
Add internal links to mid-ranking target pages +22% impressions	internal linking	EXPERIMENTAL	87	106
Add internal links to orphan blog posts +64 ranking positions	internal linking	EXPERIMENTAL	89	106
Add internal links to reduce page click depth +87% organic sessions	internal linking	MAINSTREAM	88	55

Entry	Family	Mark	#	Page
Add internal links to top product pages +23% organic sessions	internal linking	MAINSTREAM	90	56
Add internal links using varied anchor text +10 ranking positions	internal linking	EXPERIMENTAL	85	106
Add internal links with uniform anchor text +7.5% conversions	internal linking	EXPERIMENTAL	91	107
Add JSON-LD schema markup to blog posts +31.78% ranking positions	structured data	MAINSTREAM	136	64
Add keyword-stuffed passages to web page content -10% impressions	geo llm visibility	AVOID	67	118
Add local content and keywords to division pages +122% organic sessions	local seo	MAINSTREAM	111	58
Add local suburb pages and rewrite content +32.8% organic sessions	local seo	MAINSTREAM	116	60
Add local transactional queries to franchise pages +40% conversions	keyword targeting	MAINSTREAM	110	58
Add long-form AI product descriptions +65.8% impressions	content depth	EXPERIMENTAL	26	102
Add missing data and context to existing articles +50% organic sessions	content depth	MAINSTREAM	27	43
Add navigation link buttons to subcategories +25% organic sessions	internal linking	EXPERIMENTAL	92	107
Add product prices to title tags -15% organic sessions	title tag	AVOID	157	112
Add Product, Review, and FAQ schema to SKU pages +40% click-through rate	structured data	MAINSTREAM	141	65
Add quantitative statistics to content +37% AI citations	geo llm visibility	ACADEMIC	69	119
Add question headings and schema markup +65% impressions	aeo answer format	MAINSTREAM	5	39
Add quotations from credible sources to body text +22% impressions	geo llm visibility	ACADEMIC	70	119
Add related article links to hub pages +11% organic sessions	internal linking	EXPERIMENTAL	96	107
Add review markup and on-page rating snippets +20% organic sessions	structured data	MAINSTREAM	138	64
Add review schema markup to category pages +16% organic sessions	structured data	EXPERIMENTAL	137	111
Add schema markup alongside page and link updates +150% organic sessions	structured data	MAINSTREAM	142	65
Add schema markup to product and blog pages +40% organic sessions	structured data	MAINSTREAM	139	65
Add schema, datasets, and answer threads +47 AI citations	geo llm visibility	MAINSTREAM	72	53
Add schema, directories, and brand content +193% impressions	entity brand	MAINSTREAM	64	52

Entry	Family	Mark	#	Page
Add statistics and improve content fluency +5.5% AI citations	content depth	MAINSTREAM	29	44
Add structured pros and cons to product pages +50% organic clicks	content depth	EXPERIMENTAL	28	103
Add structured text captions to visual content +20% organic sessions	geo llm visibility	MAINSTREAM	73	53
Add targeted explanatory text for featured snippets +25% organic sessions	content depth	EXPERIMENTAL	25	102
Add wellness copy, FAQ schema, and long-tail terms +42% click-through rate	content depth	EXPERIMENTAL	31	103
Adopt wellness narrative landing pages for +21% conversions	ux engagement	EXPERIMENTAL	175	114
Align local organic pages with paid search ads +5 conversions	keyword targeting	MAINSTREAM	103	56
Annotate visual content and add internal links +18% organic sessions	internal linking	ACADEMIC	93	119
Append static rental prices to location title tags -7% organic sessions	title tag	AVOID	158	112
Build and optimize core service pages +207% impressions	content depth	MAINSTREAM	38	46
Build guest backlinks and edit target page content +432% organic sessions	backlink acquisition	MAINSTREAM	12	41
Build location pages and fix technical site errors +106% conversions	local seo	MAINSTREAM	114	59
Build programmatic pages using multi-modal AI 4x indexed pages	content depth	ACADEMIC	41	118
Build topical content hubs with summary sections +92% conversions	content depth	MAINSTREAM	33	44
Bypass internal link redirects and set canonicals +31% revenue	internal linking	EXPERIMENTAL	100	108
Capitalize all text in page title tags +17.5% organic sessions	title tag	EXPERIMENTAL	159	91
Consolidate repetitive pages into detailed hubs +74% conversions	content consolidation	MAINSTREAM	19	43
Convert target pages into structured entity hubs +29.8% AI citations	entity brand	EXPERIMENTAL	65	105
Create and optimize product category pages +18% revenue	content depth	MAINSTREAM	32	44
Create city-specific service landing pages +140% impressions	local seo	MAINSTREAM	115	59
Create tailored pages for distinct keyword targets +200% organic sessions	content depth	MAINSTREAM	36	45
Cross-link pillar pages and supporting articles +94% ranking positions	internal linking	MAINSTREAM	84	55
Defer scripts, compress images and delay animation +14% conversions	page speed	MAINSTREAM	131	62

Entry	Family	Mark	#	Page
Deploy an llms.txt file and schema markup +22% AI citations	geo llm visibility	MAINSTREAM	68	52
Disavow spam backlinks and update on-page text +65% organic sessions	backlink acquisition	MAINSTREAM	14	41
Embed relevant videos into landing pages +4% organic sessions	images media	MAINSTREAM	78	54
Execute technical, content, CRO, and link updates +225.5% conversions	technical infra	MAINSTREAM	144	66
Expand body text and add keywords to pages +250% organic sessions	content depth	MAINSTREAM	20	43
Expand collection copy and internal links +80% revenue	content depth	MAINSTREAM	45	48
Expand collection pages and publish guides +14% revenue	content depth	MAINSTREAM	51	50
Expand collection pages and publish search guides	content depth	IT DEPENDS	53	76
Expand review content, add schema, and link pages +10 pp AI citations	content depth	MAINSTREAM	46	48
Expand site structure and create tag pages +59% conversions	technical infra	MAINSTREAM	152	69
Expose hidden mobile intro text on listing pages +7.5% organic sessions	mobile	EXPERIMENTAL	128	111
Fix Core Web Vitals and publish revamped content +30% organic sessions	page speed	MAINSTREAM	132	63
Fix crawl errors and rewrite title meta tags +200% organic sessions	technical infra	MAINSTREAM	148	67
Fix errors, rewrite metadata, and publish content +78% organic sessions	content depth	MAINSTREAM	39	46
Fix technical flaws and expand main content pages +73% ranking positions	technical infra	MAINSTREAM	146	67
Format content as discrete factual statements 5x AI citations	seo answer format	EXPERIMENTAL	3	101
Group content into buyer journey funnel stages +95% AI citations	keyword targeting	EXPERIMENTAL	107	109
Group service pages into interlinked topic clusters +200% organic sessions	internal linking	EXPERIMENTAL	99	108
Include target keywords in page URLs	url structure	IT DEPENDS	174	82
Link from relevant articles to an established post +2 ranking positions	internal linking	MAINSTREAM	86	55
Link top-level pages to deep category pages +24% organic clicks	internal linking	EXPERIMENTAL	97	108
Make desktop layouts responsive and fast +35% conversions	mobile	MAINSTREAM	130	62
Merge old content and add keywords to a page +69% organic sessions	content depth	MAINSTREAM	44	47

Entry	Family	Mark	#	Page
Migrate domain extension using server redirects +60% organic sessions	redirects	MAINSTREAM	133	63
Move footnotes to inline parenthetical text +40% AI citations	eeat authorship	EXPERIMENTAL	62	105
Move main content above sidebar HTML elements +16% organic sessions	ux engagement	EXPERIMENTAL	180	115
Move mobile product call to action higher +24.5% conversions	mobile	EXPERIMENTAL	129	111
Move product descriptions above the fold +14% organic sessions	javascript rendering	EXPERIMENTAL	102	109
Move the search widget above the hero image -7% organic sessions	ux engagement	AVOID	179	115
Optimize collection pages and apply structured data +66% ranking positions	content depth	MAINSTREAM	42	47
Optimize local profile and collect reviews +40% conversions	local seo	MAINSTREAM	121	61
Optimize local profiles and refresh page content +240% organic sessions	local seo	MAINSTREAM	120	61
Personalize homepage copy and buttons +45.99% conversions	ux engagement	EXPERIMENTAL	182	99
Pitch publishers for editorial backlinks +71% organic sessions	backlink acquisition	MAINSTREAM	8	40
Place direct answers in opening paragraphs +280% AI citations	aeo answer format	EXPERIMENTAL	2	101
Point main product canonicals to variant URLs +22% organic sessions	canonicalisation	EXPERIMENTAL	17	85
Prepend brand name to title tags +15% organic sessions	title tag	EXPERIMENTAL	162	93
Publish a pillar page with linked cluster articles 23x AI citations	content depth	MAINSTREAM	40	46
Publish blog posts and build service page links +11% organic sessions	content depth	MAINSTREAM	37	46
Publish blog posts with metadata and backlinks +42% organic sessions	keyword targeting	MAINSTREAM	105	57
Publish condition pages and local hub content +289% organic sessions	local seo	MAINSTREAM	117	60
Publish content, build links, and clean site code +214% organic sessions	backlink acquisition	MAINSTREAM	11	41
Publish dedicated landing pages +200% organic sessions	content depth	MAINSTREAM	34	45
Publish dedicated local city pages +34 ranking positions	local seo	MAINSTREAM	122	61
Publish dedicated pages for each distinct service +148% organic sessions	content depth	MAINSTREAM	24	43
Publish guest posts and update page headers +212% organic sessions	backlink acquisition	MAINSTREAM	10	40

Entry	Family	Mark	#	Page
Publish guest posts with contextual backlinks +45% organic sessions	backlink acquisition	MAINSTREAM	9	40
Publish long-tail pages and rewrite legacy content +278% organic sessions	content depth	MAINSTREAM	54	50
Publish modular blog posts for generative search +49 indexed pages	geo llm visibility	MAINSTREAM	75	54
Publish regular posts alongside technical fixes +77% organic sessions	content depth	MAINSTREAM	55	50
Publish survey research reports and pitch press +103% organic sessions	backlink acquisition	MAINSTREAM	15	42
Publish target service pages and local content +205% conversions	technical infra	MAINSTREAM	143	66
Publish targeted articles for new search queries +113% organic sessions	keyword targeting	MAINSTREAM	104	57
Publish targeted content and build backlinks +201% organic sessions	content depth	MAINSTREAM	35	45
Publish targeted pages and update on-page elements +53% organic sessions	content depth	MAINSTREAM	47	48
Publish unedited AI-generated articles +17 pp ranking positions	content depth	MAINSTREAM	50	49
Put booking call to action at start of titles +18% organic sessions	title tag	EXPERIMENTAL	167	113
Rebuild site structure, URLs, and page content +40% organic sessions	technical infra	MAINSTREAM	150	68
Redesign layouts, headers, and buttons +44% conversions	ux engagement	MAINSTREAM	176	70
Redesign layouts, publish articles, and build links +188% organic sessions	technical infra	MAINSTREAM	151	68
Redesign pages and update local business profiles +78% conversions	local seo	MAINSTREAM	113	59
Redesign pages, target key terms, and speed up load +111.8% conversions	technical infra	MAINSTREAM	147	67
Redirect competing domain and launch digital PR +96% ranking positions	technical infra	MAINSTREAM	145	66
Redirect duplicate landing pages to primary URLs +110% organic sessions	content consolidation	MAINSTREAM	18	42
Refine page target keywords using search data +56.7% ranking positions	keyword targeting	EXPERIMENTAL	106	109
Reformat main pages into questions and FAQ schema +187% AI citations	aeo answer format	EXPERIMENTAL	6	101
Remove 'Compare' keyword from title tags +24% organic sessions	title tag	EXPERIMENTAL	164	95
Remove airport location word from page title tags +5% organic sessions	title tag	EXPERIMENTAL	171	114
Remove brand names and pipes from title tags +63.5% impressions	title tag	EXPERIMENTAL	163	113

Entry	Family	Mark	#	Page
Remove duplicate copy and resolve feed errors +120.7% conversions	indexation control	MAINSTREAM	81	54
Remove extra keywords from title tags +11% organic sessions	title tag	EXPERIMENTAL	172	114
Remove long meta descriptions from listing pages +4.2% organic sessions	meta description	EXPERIMENTAL	126	110
Remove misplaced noindex tags and fix crawl errors +24% conversions	indexation control	MAINSTREAM	82	55
Remove multi-location map components -7% organic sessions	local seo	AVOID	123	110
Remove product carousels from category pages +4,000 organic sessions	ux engagement	EXPERIMENTAL	178	115
Remove self-referential breadcrumb links -5.5% organic clicks	internal linking	AVOID	98	108
Remove synonym keywords from listing title tags -27% organic sessions	title tag	AVOID	165	113
Remove video carousels from category pages +4.1% organic clicks	ux engagement	EXPERIMENTAL	177	115
Replace AI product copy with human written text +88% conversions	content depth	ACADEMIC	52	118
Replace keyword repetition with semantic variations +180% AI citations	keyword targeting	MAINSTREAM	109	57
Replace month and year with Updated Daily in titles +11% organic sessions	title tag	EXPERIMENTAL	166	113
Replace regional terms with local market synonyms +24% organic sessions	international	EXPERIMENTAL	101	109
Replace screenshots with high-contrast visuals +20% click-through rate	images media	EXPERIMENTAL	79	106
Resolve technical SEO audit items across a site +61.23% organic sessions	technical infra	MAINSTREAM	149	68
Restructure category menus and subcategory links +42% ranking positions	internal linking	MAINSTREAM	94	56
Rewrite AI text with human editing and E-E-A-T +67% AI citations	eeat authorship	MAINSTREAM	63	28
Rewrite page metadata and keyword content +148% conversions	content depth	MAINSTREAM	48	49
Rewrite title tags and meta descriptions +14.2 ranking positions	title tag	MAINSTREAM	168	70
Rewrite title tags in all uppercase letters +14% organic sessions	title tag	EXPERIMENTAL	170	97
Rewrite title tags into questions +5% organic sessions	title tag	EXPERIMENTAL	169	114
Rewrite titles, restructure site, and update posts +52% conversions	title tag	MAINSTREAM	160	69
Rewrite web page text using optimization tactics +83.2% AI citations	geo llm visibility	MAINSTREAM	74	32

Entry	Family	Mark	#	Page
Send automated review requests via email and SMS 20x conversions	local seo	MAINSTREAM	112	58
Serve missing status headers instead of gone +49.6% indexed pages	indexation control	EXPERIMENTAL	80	87
Set canonical tags on duplicate product pages +178% organic sessions	canonicalisation	MAINSTREAM	16	42
Set primary business category to specific cuisine	local seo	IT DEPENDS	125	78
Simplify copy and align intent on key articles +344% AI citations	aeo answer format	MAINSTREAM	4	39
Simplify product layouts and checkout steps +28% conversions	ux engagement	EXPERIMENTAL	181	116
Structure page text for answer box placements +98.6% organic sessions	aeo answer format	MAINSTREAM	7	39
Submit disavow files and update local city pages +233% organic sessions	technical infra	MAINSTREAM	153	69
Submit disavowal files for identified spam links	backlink acquisition	IT DEPENDS	13	72
Swap low-volume terms with high-volume keywords +40% ranking positions	keyword targeting	EXPERIMENTAL	108	89
Swap numbers for emoji digits in meta descriptions -5% organic sessions	meta description	AVOID	127	110
Sync local directory listings across platforms +38% organic clicks	local seo	MAINSTREAM	118	60
Target high volume keyword variants in title tags -20% organic sessions	title tag	AVOID	173	36
Target local keywords on regional service pages +31.59% organic sessions	local seo	MAINSTREAM	124	62
Update article title markup to primary heading tags +6.2% organic sessions	heading structure	EXPERIMENTAL	76	105
Update blog post content and publication date +57% impressions	content freshness	MAINSTREAM	57	51
Update facts and expand sections on blog posts +55% organic sessions	content freshness	MAINSTREAM	56	51
Update local profile, schema, and review prompts +10 ranking positions	local seo	MAINSTREAM	119	61
Update meta tags, canonicals, and publish content +85% organic sessions	content depth	MAINSTREAM	43	47
Update metadata, headings, CTAs, and page text +50% organic sessions	content depth	MAINSTREAM	49	49
Update publication dates on existing blog posts +66% organic sessions	content freshness	EXPERIMENTAL	59	104
Update structured modified dates daily +8% organic sessions	content freshness	EXPERIMENTAL	58	104

INDEX BY METRIC MEASURED

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THE PEOPLE WHO PUBLISHED THEIRS

This book has no primary research of its own. Every number in it was measured by somebody else who wrote it up, usually with nothing to gain from doing so. 268 publications are cited here. These are the ones the evidence leans on most, and they are worth following directly.

Most cited

Ranked by the number of entries the publication appears on. This is a measure of how often somebody's work was usable, which is mostly a measure of how much of it there is.

#	Publication	Sources	Entries
1	searchpilot.com	72	53
2	coalitiontechnologies.com	19	17
3	seodesignchicago.com	24	16
4	arxiv.org	21	14
5	studiohawk.com.au	17	14
6	moz.com	15	14
7	cardinaldigitalmarketing.com	17	13
8	netpeak.us	15	12
9	bigleap.com	14	12
10	gofishdigital.com	9	9
11	rankmax.com.au	12	8
12	featured.com	8	8
13	oneupweb.com	8	8
14	studiohawk.co.uk	7	7
15	thriveagency.com	7	6
16	seerinteractive.com	6	6
17	rebootonline.com	11	5
18	thehoth.com	11	5
19	digitalthirdcoast.com	7	5
20	getcite.ai	5	5

Most controlled tests

Ranked by the number of cited measurements that ran against a control group. This list is shorter and different, and the difference is the finding: running a holdout is rare, expensive and almost never the thing that gets an agency noticed.

#	Publication	Controlled	Entries
1	searchpilot.com	65	53

#	Publication	Controlled	Entries
2	arxiv.org	11	14
3	guptadeepak.com	5	5
4	socialanimal.dev	4	4
5	rebootonline.com	3	5
6	key-word.store	3	3
7	loudscale.com	3	3
8	media.neliti.com	3	3
9	moz.com	2	14
10	bigleap.com	2	12
11	gofishdigital.com	2	9
12	seerinteractive.com	2	6
13	seoclarity.net	2	4
14	contentpulse.io	2	2
15	splitmetrics.com	2	2
16	hurrdatmarketing.com	1	3
17	wordlift.io	1	3
18	cxl.com	1	2
19	seotesting.com	1	2
20	getaiso.com	1	1

Both lists count publications, not people, because the sources name a site far more often than they name whoever ran the test. If your test is in here under a company name and you would rather be credited by your own, write in and the next revision will say so.

THANK YOU FOR READING

If a tactic here earns its place on your site, or fails to, that result is worth writing up. This review exists because people published theirs.

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