

How Blokker is prioritizing SEO changes through SEO A/B testing

Friends of Search 2021

Who is Blokker?

- 125 year old “start-up” from the Netherlands
- More than 400 physical stores
- Webshop and marketplace with around 500.000 products and an increasing number of Private Label Products

During and after the Covid-19 Lockdown Blokker truly became OmniChannel



Blokker & SEO: Why prioritization is critical to success

There are a million ways to grow

→ Growth

- Ensuring that we work on issues that potentially have the biggest impact in the shortest time.



We have limited budget & resources



→ Limited Budget & Resources

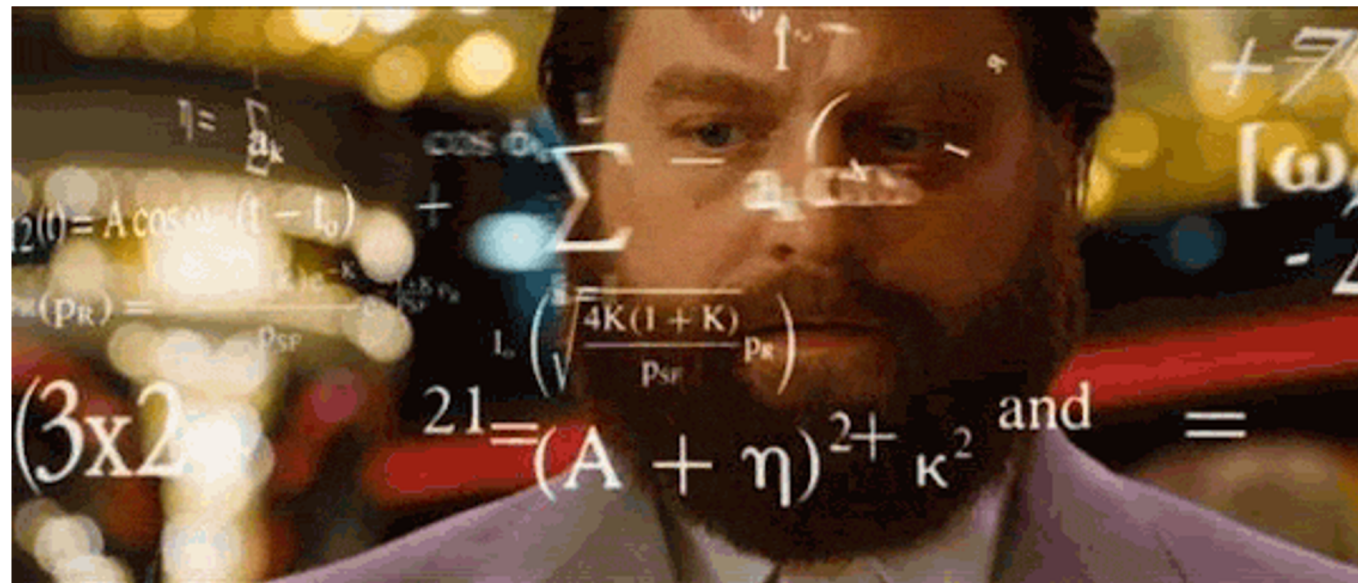


**Our PO trying to push all the tickets into a sprint..*

Improving ROI is the end goal



→ Proving Efficacy & Demonstrating ROI





SEO A/B Testing

flessen- opener.

haaaiii! Wil je ook wat drinken?



blokker.

blokker.

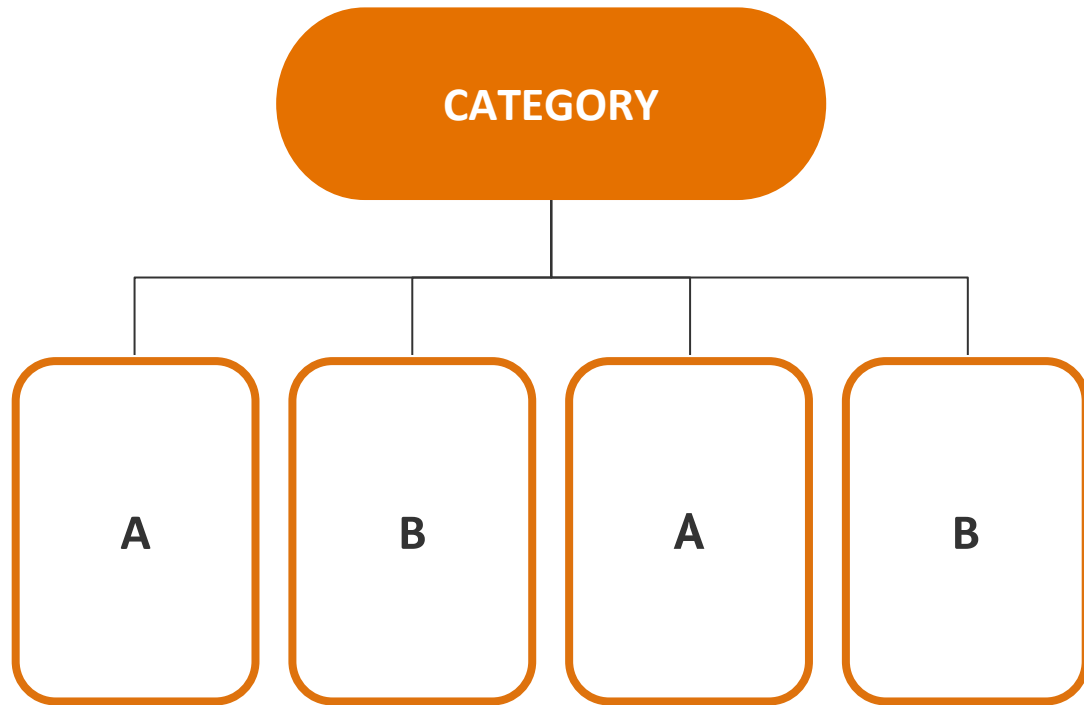
“With an SEO A/B test you can isolate and validate SEO optimizations before you implement them site-wide”

A/B Testing for Search Engine Optimization

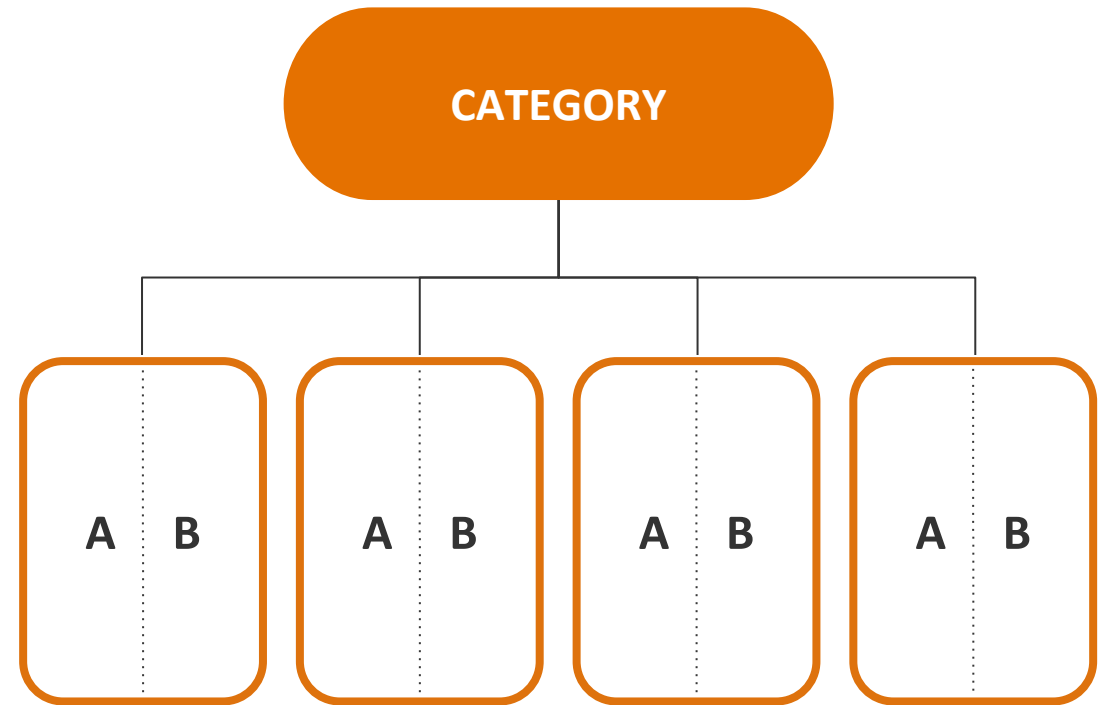
Difference between SEO vs. CRO testing



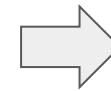
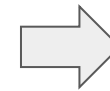
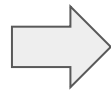
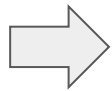
SEO



CRO



How did we approach SEO A/B Testing: the workflow



*Data
Analysis*

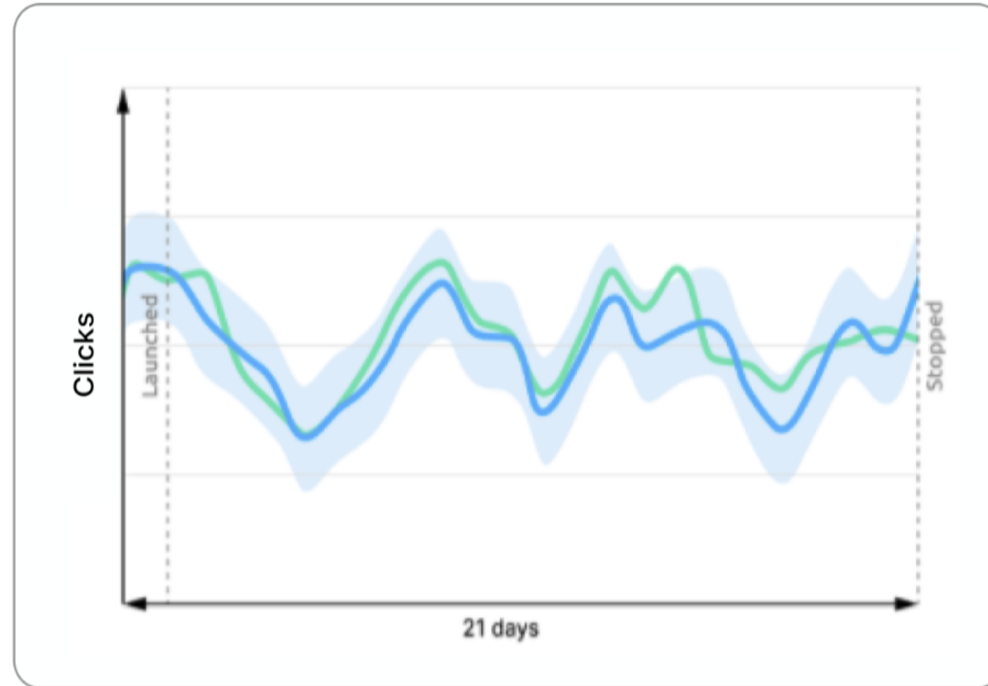
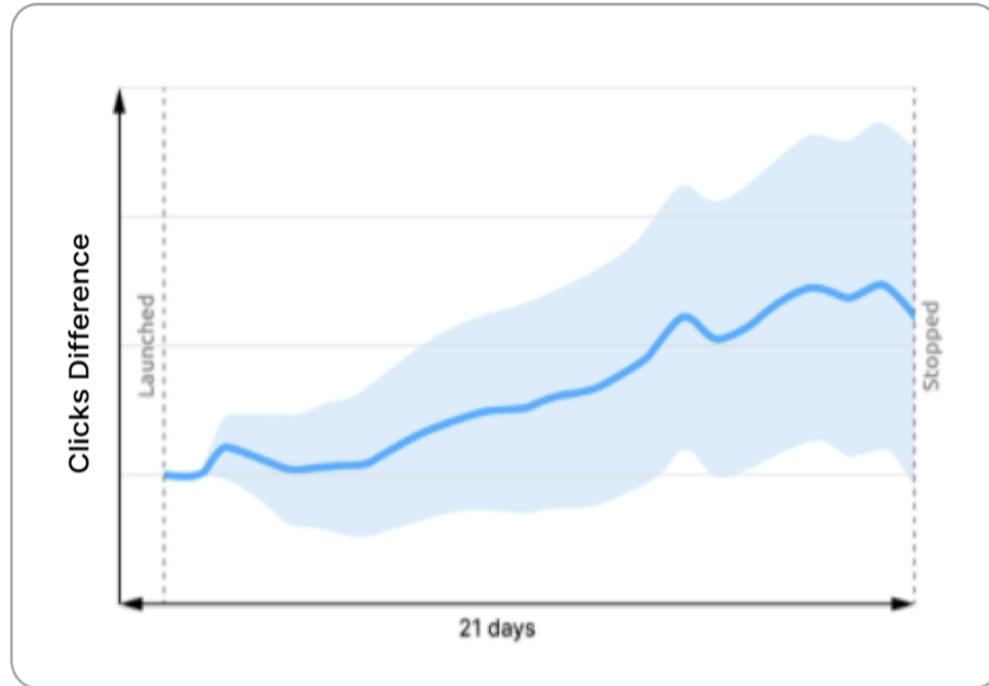
*Hypothesis
Effort & Gain*

SEO A/B testing

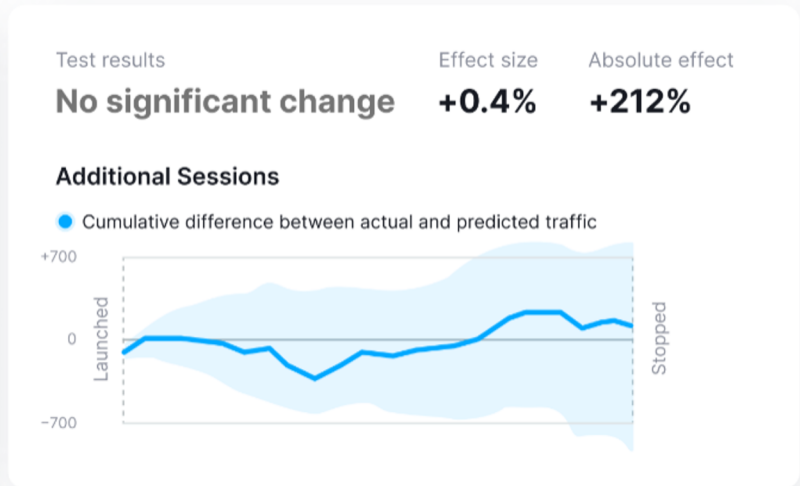
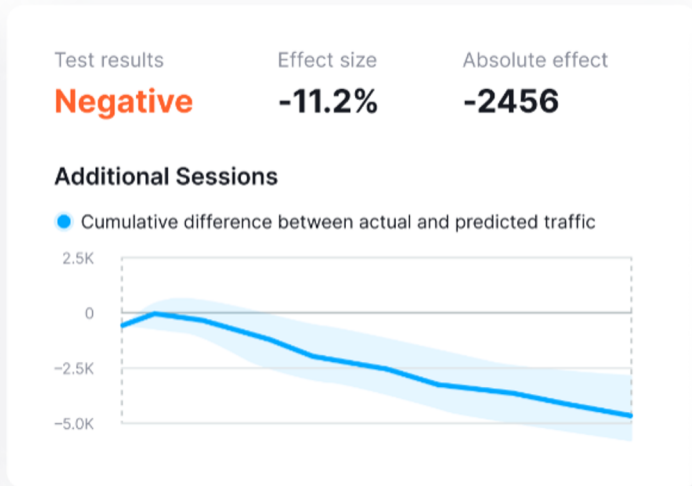
*Test
Analysis*

*Report &
Advice*

Analyzing data with a statistical model



SEO A/B test: Reading the data

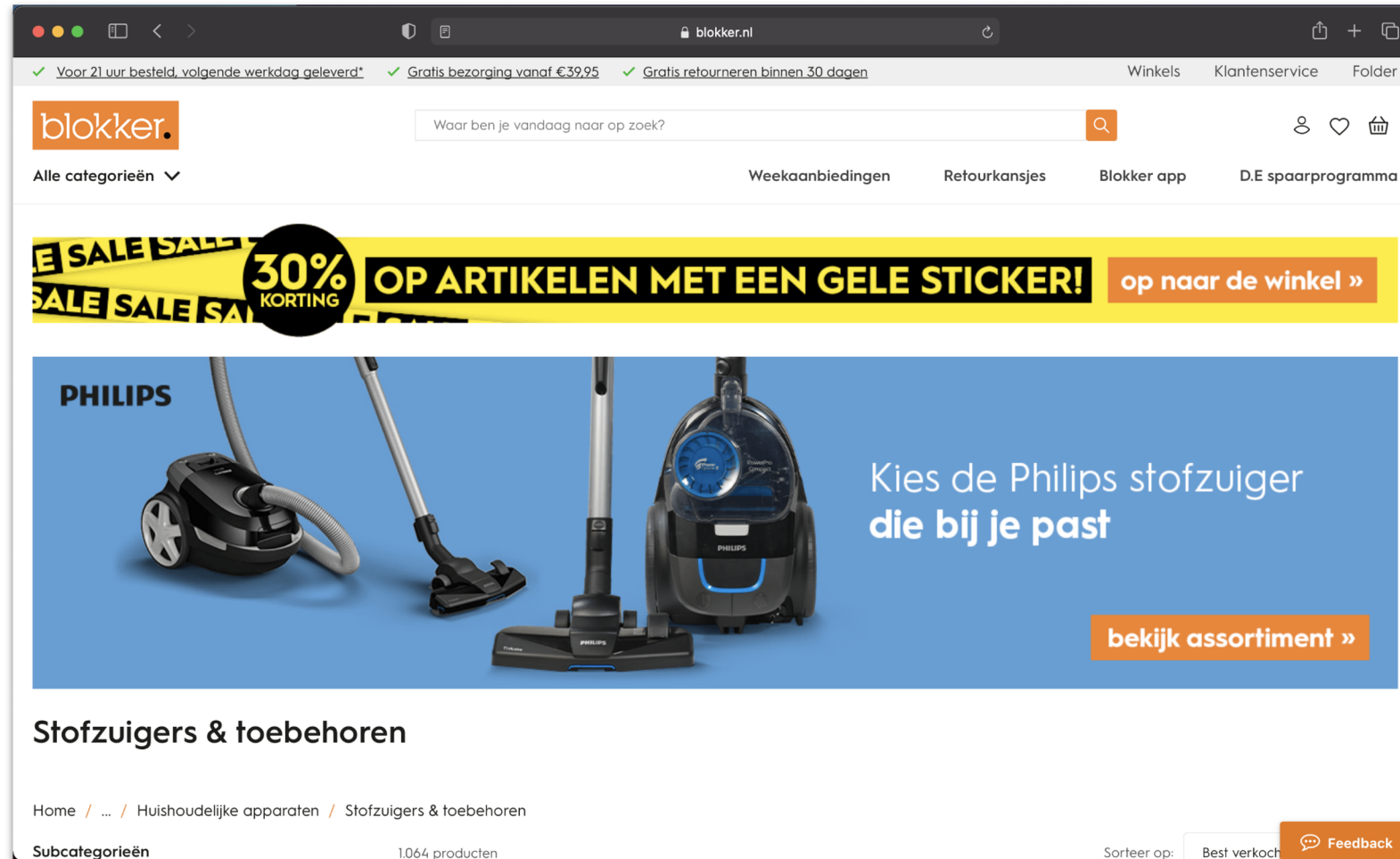




The value of SEO A/B Testing for Blokker

1. Find the best answer - page titles test

Testing page titles variants for category pages (T001)



1. Find the best answer - page titles test

https://www.blokker.nl › ... › Stofzuigers & toebehoren ▾ **Control**

Stofzuigers koop je online bij Blokker

Bestel je Stofzuigers tegen de scherpste prijs op Blokker.nl. Op werkdagen vóór 22:00 uur besteld, morgen in huis.

https://www.blokker.nl › ... › Stofzuigers & toebehoren ▾ **Variant 1**

Stofzuiger kopen? Stofzuigers koop je online bij Blokker

https://www.blokker.nl › ... › Stofzuigers & toebehoren ▾ **Variant 2**

Stofzuiger kopen? Online bij Blokker

https://www.blokker.nl › ... › Stofzuigers & toebehoren ▾ **Variant 3**

Stofzuiger kopen? Koop het online bij Blokker

https://www.blokker.nl › ... › Stofzuigers & toebehoren ▾ **Variant 4**

Stofzuiger kopen? Snel in huis - Blokker

1. Find the best answer - page titles test

https://www.blokker.nl > ... > Stofzuigers & toebehoren ▾ **Control**

Stofzuigers koop je online bij Blokker

Bestel je Stofzuigers tegen de scherpste prijs op Blokker.nl. Op werkdagen vóór 22:00 uur besteld, morgen in huis.

https://www.blokker.nl > ... > Stofzuigers & toebehoren ▾ **+5.4%** **Variant 1**

Stofzuiger kopen? Stofzuigers koop je online bij Blokker

The chart shows a blue line representing performance over time. A vertical dashed line marks the 'Launched' point, and another marks the 'Completed' point. The line starts at the baseline, dips slightly, then rises steadily above the baseline, ending at a point significantly higher than the start. A light blue shaded area represents the confidence interval.

https://www.blokker.nl > ... > Stofzuigers & toebehoren ▾ **-1.6%** **Variant 2**

Stofzuiger kopen? Online bij Blokker

The chart shows a blue line representing performance over time. A vertical dashed line marks the 'Launched' point, and another marks the 'Completed' point. The line starts at the baseline, dips below it, and remains below the baseline throughout the period, ending at a point lower than the start. A light blue shaded area represents the confidence interval.

https://www.blokker.nl > ... > Stofzuigers & toebehoren ▾ **+7%** **Variant 3**

Stofzuiger kopen? Koop het online bij Blokker

The chart shows a blue line representing performance over time. A vertical dashed line marks the 'Launched' point, and another marks the 'Completed' point. The line starts at the baseline, dips slightly, then rises steadily above the baseline, ending at a point higher than the start. A light blue shaded area represents the confidence interval.


https://www.blokker.nl > ... > Stofzuigers & toebehoren ▾ **-0.8%** **Variant 4**

Stofzuiger kopen? Snel in huis - Blokker

The chart shows a blue line representing performance over time. A vertical dashed line marks the 'Launched' point, and another marks the 'Completed' point. The line starts at the baseline, dips below it, and remains below the baseline throughout the period, ending at a point lower than the start. A light blue shaded area represents the confidence interval.

Google's update adds an extra layer of testing




 **Google Search Central** 
@googlesearchc 

Last week, we introduced a new system of generating titles for web pages. Here's the rundown on how it works:

The image shows the header of a blog post. At the top, it says 'Google Search Central Blog' in a mix of blue and grey. Below the text is an illustration of two grey robots sitting at a blue desk. The robot on the right is holding a yellow pencil and writing on a white sheet of paper. The robot on the left is looking towards the paper. The background is a light blue gradient.

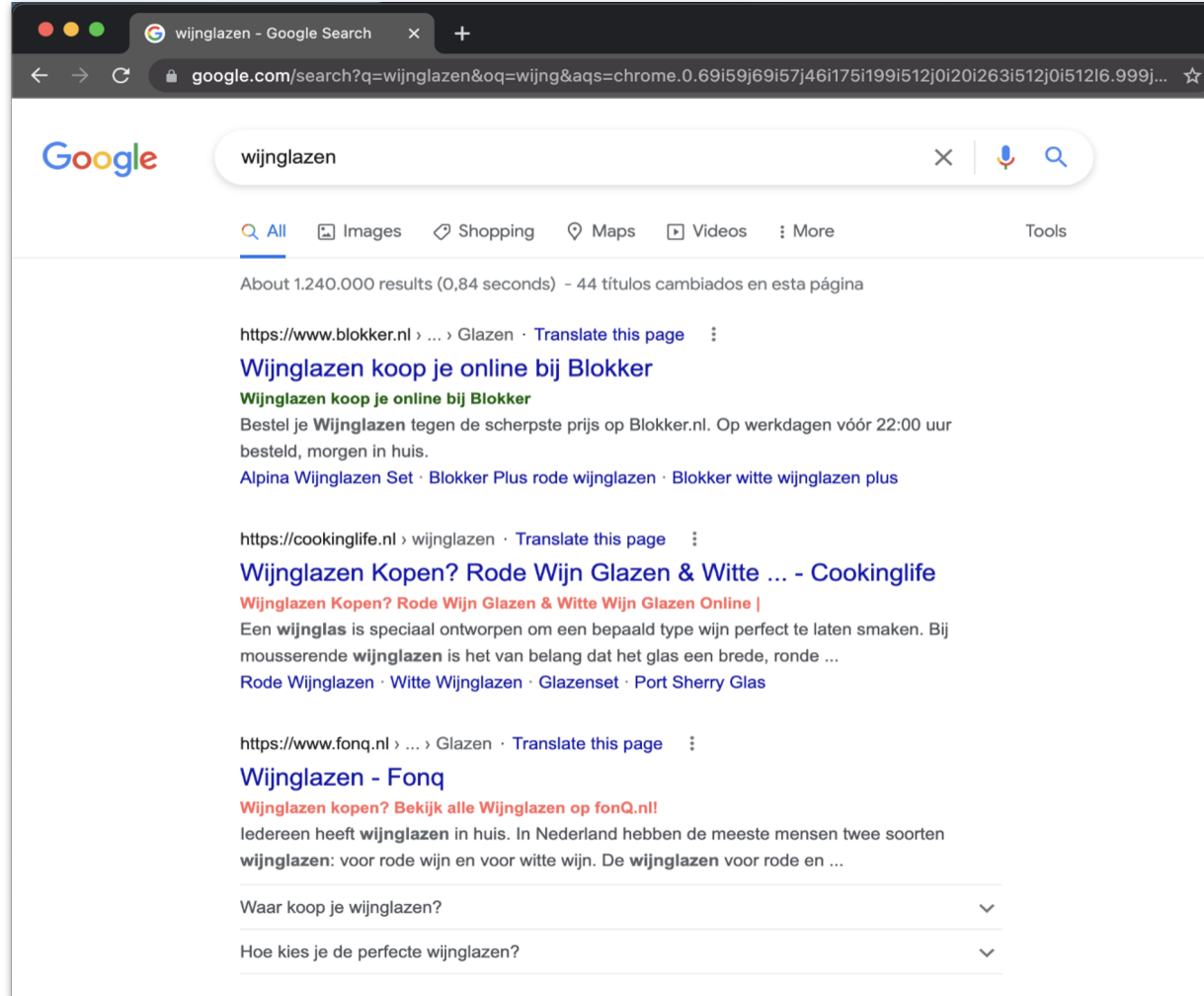
An update to how we generate web page titles
[🔗 developers.google.com](https://developers.google.com)

2:55 AM · Aug 25, 2021 

 839  47  Copy link to Tweet

[Tweet your reply](#)

SERP scrapers for visual change validation at scale



1. Find the best answer - heading structure test



Basics and details matter - heading structure

The screenshot shows the 'Control' version of the Blokker website. The page content is framed by an orange border. The heading structure is as follows:

- <H2>Stofzuigers</H2>
- <H3>Stofzuiger met zak</H3>
- <H3>Stofzuigers zonder zak</H3>
- <H3>Nieuwe technologieën</H3>

Control

The screenshot shows the 'Variant' version of the Blokker website. The page content is framed by a grey border. The heading structure is as follows:

- <H2>Stofzuigers</H2>
- <H2>Stofzuiger met zak</H2>
- <H2>Stofzuigers zonder zak</H2>
- <H2>Nieuwe technologieën</H2>

Variant +4.5%

1. Find the best answer - meta descriptions test

Basics and details matter - meta descriptions

https://www.blokker.nl › Baby ▾ **Control**

Babykleding koop je online bij Blokker

Bestel je Babykleding tegen de scherpste prijs op Blokker.nl. Op werkdagen vóór 22:00 uur besteld, morgen in huis.

https://www.blokker.nl › Baby ▾ **+9.5%** **Variant**

Babykleding koop je online bij Blokker

Babykleding koop je tegen de scherpste prijs bij Blokker. Vóór 22:00 uur besteld, morgen in huis
✓Gratis retourneren ✓Ook af te halen



1. Find the best answer - structured data test

More advanced optimizations like structured data on category pages

The screenshot shows a browser window with the URL `blokker.nl/stofzuigers`. The page content includes a search bar, a promotional banner for a 30% discount, and a list of vacuum cleaners. The developer tools panel on the right displays the following JSON-LD structured data:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "ProductGroup",
  "@id": "https://www.blokker.nl/stofzuigers#PLP",
  "name": "Stofzuigers",
  "url": "https://www.blokker.nl/stofzuigers",
  "category": "Elektronica / Huishoudelijke apparaten / Stofzuigers & toebehoren / Stofzuigers",
  "isVariantOf": {
    "@type": "ProductGroup",
    "@id": "https://www.blokker.nl/stofzuigers-en-toebehoren#PLP",
    "name": "Stofzuigers & toebehoren",
    "url": "https://www.blokker.nl/stofzuigers-en-toebehoren",
    "mainEntityOfPage": {
      "@type": "CollectionPage",
      "@id": "https://www.blokker.nl/stofzuigers-en-toebehoren#Webpage",
      "publisher": {
        "@id": "https://www.blokker.nl/#blokker"
      }
    }
  },
  "hasVariant": [
    {
      "@type": "Product",
      "@id": "https://www.blokker.nl/philips-stofzuiger-powergo-fc8240%2F09---blauw%2Fzwart/1769284.html#Product",
      "name": "Philips stofzuiger PowerGo FC8240/09 - blauw/zwart",
      "url": "https://www.blokker.nl/philips-stofzuiger-powergo-fc8240%2F09---blauw%2Fzwart/1769284.html",
      "category": "stofzuigers",
      "sku": "1760384",
      "gtin13": "8710103807407",
      "isVariantOf": {
        "@id": "https://www.blokker.nl/stofzuigers#PLP"
      },
      "offers": {
        "@type": "Offer",
        "url": "https://www.blokker.nl/philips-stofzuiger-powergo-fc8240%2F09---blauw%2Fzwart/1769284.html",
        "itemCondition": "https://schema.org/NewCondition",
        "availability": "https://schema.org/InStock",
        "price": "59,99",
        "priceCurrency": "EUR",
        "offeredBy": {
          "@id": "https://www.blokker.nl/#blokker"
        },
        "seller": {
          "@id": "https://www.blokker.nl/#blokker"
        },
        "businessFunction": {
          "@type": "BusinessFunction",
          "url": "http://purl.org/goodrelations/v1#Sell"
        }
      }
    }
  ]
}
```

Variant +6%

2. Prove SEO ROI

1. Test on section of site template
2. Total traffic template * additional clicks %
3. Additional clicks * Average order value * Conversion rate

Test #	Test Complete	Test Type	Test Location	Test	Result	T12 Months Organic Clicks	(Effect Size) Addition Clicks:	Addition Clicks:	AOV	CR rate	Revenue Increase*
1	oktober 2021	Title	PLP	T001 - Page title test with question	Positive	12.200.000	7%	854.000	€ 49	2%	€ 669.536
2	oktober 2021	Title	PDP	T002 - Page title test with category	Negative						
3	oktober 2021	Title	BLP	T003 - Page title test with question	No Change						
4	oktober 2021	Heading	PLP	T004 - Heading upgrade - PLP	Positive	12.200.000	5%	549.000	€ 49	2%	€ 430.416
5	oktober 2021	Meta Description	PLP	T005 - Meta description	Positive	12.200.000	10%	1.159.000	€ 49	2%	€ 908.656
6	oktober 2021	Title	Store	T006 - Page title - Store	Negative						
7	oktober 2021	Title	City	T007 - Page title - City	Positive	250.000	11%	27.250	€ 51	1%	€ 19.179
8	oktober 2021	Schema	PLP	T008 - Structured data	Positive	12.200.000	5%	610.000	€ 49	1%	€ 412.482
9	oktober 2021	Schema	PDP	T009 - Structured data	Positive	5.990.000	6%	341.430	€ 54	1%	€ 267.340
10	oktober 2021	Schema	PDP	T010 - Review snippet removal	Positive	150.000	22%	32.550	€ 54	1%	€ 25.487

Fictional
Revenue
Numbers

3. Productpage title test

Adding the category name to the page title of product pages

https://www.blokker.nl > ... > Airconditioners ▾ **Control**

BESTRON AAC14000WF | Blokker

Koelvermogen maximaal 1550 watt Koelcapaciteit maximaal 14.000 BTU / u Ventilatorsnelheid 3
Ontvochtigingsfunctie aparte ventilatiefunctie Slaapfunctie t...

https://www.blokker.nl > ... > Airconditioners ▾ **Variant**

BESTRON AAC14000WF - Airconditioner | Blokker

Koelvermogen maximaal 1550 watt Koelcapaciteit maximaal 14.000 BTU / u Ventilatorsnelheid 3
Ontvochtigingsfunctie aparte ventilatiefunctie Slaapfunctie t...

3. Save development efforts

Adding the category name to the page title of product pages

https://www.blokker.nl > ... > Airconditioners ▾ **Control**

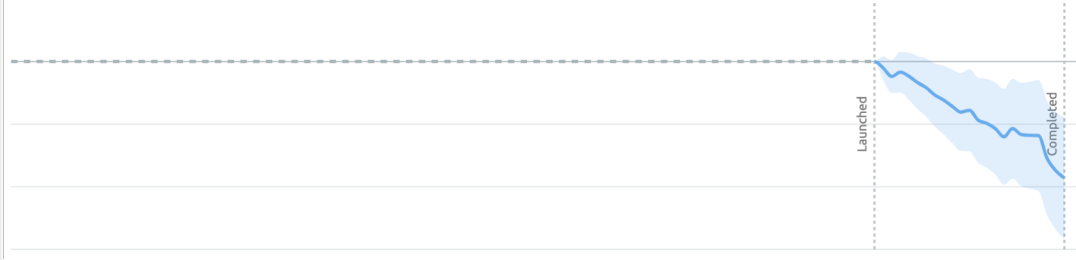
BESTRON AAC14000WF | Blokker

Koelvermogen maximaal 1550 watt Koelcapaciteit maximaal 14.000 BTU / u Ventilatorsnelheid 3
Ontvochtigingsfunctie aparte ventilatiefunctie Slaapfunctie t...

https://www.blokker.nl > ... > Airconditioners ▾ **-7.1%** **Variant**

BESTRON AAC14000WF - Airconditioner | Blokker

Koelvermogen maximaal 1550 watt Koelcapaciteit maximaal 14.000 BTU / u Ventilatorsnelheid 3
Ontvochtigingsfunctie aparte ventilatiefunctie Slaapfunctie t...



The chart displays a blue line representing a metric over time. The line starts at a high point, then drops significantly after the 'Launched' marker, and continues to decline with some fluctuations until the 'Completed' marker. A light blue shaded area represents the confidence interval around the line.

3. Save development efforts



						T12 Months	(Effect Size)				€ 2.733.095
Test #	Test Complete	Test Type	Test Location	Test	Result	Organic Clicks	Addition Clicks:	Addition Clicks:	AOV	CR rate	Revenue Increase*
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10	oktober 2021	Schema	PDP	T010 - Review snippet removal	Positive	150.000	22%	32.550	€ 54	1%	€ 25.487

Fictional Revenue Numbers

4. Assurance

Assurance gives confidence to experiment and find gold

https://www.blokker.nl > ... ⋮

Control

vidaXL Zijluifel uittrekbaar 120x300 cm grijs | Blokker

Met deze praktische zijluifel kan je in privacy genieten van een perfecte zomer op je terras, patio of balkon. Hij is 120 cm hoog en kan gemakkelijk word...

★★★★★ Rating: 1 · 1 review

https://www.blokker.nl > ... ⋮

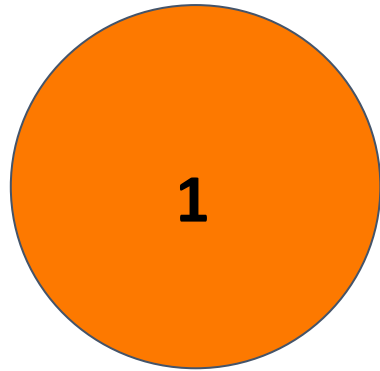
+21.7% **Variant**

vidaXL Zijluifel uittrekbaar 120x300 cm grijs | Blokker

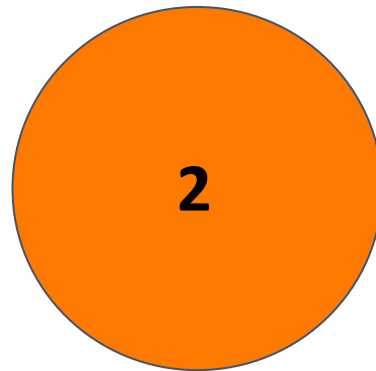
Met deze praktische zijluifel kan je in privacy genieten van een perfecte zomer op je terras, patio of balkon. Hij is 120 cm hoog en kan gemakkelijk word...



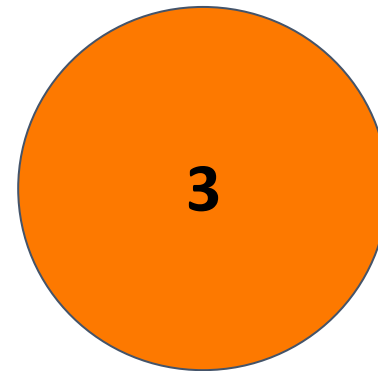
SEO A/B Testing helps us to:



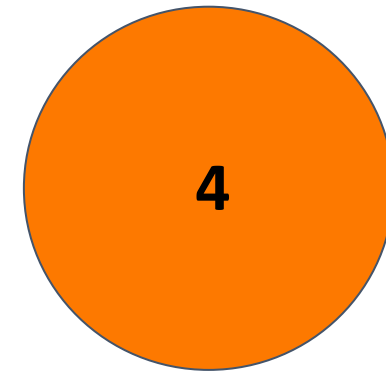
Find the best answer



Prove SEO ROI



Save dev efforts



Assurance



Learnings



Blokker's five learnings from SEO A/B testing

1. SEO best practices should not be adopted blindly
2. There is a lot of margin in the details
3. User-oriented tests are the hardest to predict in advance
4. It is wise to test multiple variants of the same test
5. **By prioritizing what yields the most, we are always doing the right things**

Next Steps

Next steps for Blokker

- Deploy positive tests to production (ofcourse)
- Creating more capacity for changes and development within the organization via testing
- Creating a real testculture within Blokker
- Keep testing continuously by doing a certain numer of tests every month.
- Creating more synergy between SEO en CRO testing.



Thank you for listening!
