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

*Our PO trying to push all the tickets into a sprint..
Improving ROI is the end goal

→ Proving Efficacy & Demonstrating ROI
“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
How did we approach SEO A/B Testing: the workflow

1. Data Analysis
2. Hypothesis
3. SEO A/B testing
4. Test Analysis
5. Report & Advice

Effort & Gain
Analyzing data with a statistical model
SEO A/B test: Reading the data

<table>
<thead>
<tr>
<th>Test results</th>
<th>Effect size</th>
<th>Absolute effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>+17.8%</td>
<td>+7367</td>
</tr>
<tr>
<td>Negative</td>
<td>-11.2%</td>
<td>-2456</td>
</tr>
<tr>
<td>No significant change</td>
<td>+0.4%</td>
<td>+212%</td>
</tr>
</tbody>
</table>

Additional Sessions
- Cumulative difference between actual and predicted traffic

[Chart showing cumulative difference between actual and predicted traffic for different test results]
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

Control

- Stofzuigers koop je online bij Blokker

Variant 1

- Stofzuiger kopen? Stofzuigers koop je online bij Blokker

Variant 2

- Stofzuiger kopen? Online bij Blokker

Variant 3

- Stofzuiger kopen? Koop het online bij Blokker

Variant 4

- Stofzuiger kopen? Snel in huis - Blokker
1. Find the best answer - page titles test

Control

Variant 1

Variant 2

Variant 3

Variant 4
Google’s update adds an extra layer of testing

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

An update to how we generate web page titles
developers.google.com

2:55 AM · Aug 25, 2021
839 Retweets 47 Likes
SERP scrapers for visual change validation at scale
1. Find the best answer - heading structure test

Basics and details matter - heading structure
1. Find the best answer - meta descriptions test

Basics and details matter - meta descriptions

Control

https://www.blokker.nl › Baby

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.

Variant

https://www.blokker.nl › Baby

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

+9.5%
1. Find the best answer - structured data test

More advanced optimizations like structured data on category pages
### 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

<table>
<thead>
<tr>
<th>Test #</th>
<th>Test Complete</th>
<th>Test Type</th>
<th>Test Location</th>
<th>Test Description</th>
<th>Result</th>
<th>T12 Months</th>
<th>(Effect Size)</th>
<th>Revenue Increase*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>oktober 2021</td>
<td>Title</td>
<td>PLP</td>
<td>T001 - Page title test with question</td>
<td>Positive</td>
<td>12.200.000</td>
<td>7%</td>
<td>€ 49</td>
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<tr>
<td></td>
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<td>854.000</td>
<td></td>
<td>€ 669.536</td>
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<tr>
<td>2</td>
<td>oktober 2021</td>
<td>Title</td>
<td>PDP</td>
<td>T002 - Page title test with category</td>
<td>Negative</td>
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<tr>
<td>3</td>
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<td>Title</td>
<td>BLP</td>
<td>T003 - Page title test with question</td>
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<tr>
<td>4</td>
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<td>Heading</td>
<td>PLP</td>
<td>T004 - Heading upgrade - PLP</td>
<td>Positive</td>
<td>12.200.000</td>
<td>5%</td>
<td>€ 49</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>549.000</td>
<td></td>
<td>€ 430.416</td>
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<tr>
<td>5</td>
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<td>Meta Description</td>
<td>PLP</td>
<td>T005 - Meta description</td>
<td>Positive</td>
<td>12.200.000</td>
<td>10%</td>
<td>€ 49</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>1.159.000</td>
<td></td>
<td>€ 908.656</td>
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<tr>
<td>6</td>
<td>oktober 2021</td>
<td>Title</td>
<td>Store</td>
<td>T006 - Page title - Store</td>
<td>Negative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>oktober 2021</td>
<td>Title</td>
<td>City</td>
<td>T007 - Page title - City</td>
<td>Positive</td>
<td>250.000</td>
<td>11%</td>
<td>€ 51</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>27.250</td>
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<tr>
<td>8</td>
<td>oktober 2021</td>
<td>Schema</td>
<td>PLP</td>
<td>T008 - Structured data</td>
<td>Positive</td>
<td>12.200.000</td>
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<td>€ 49</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td>610.000</td>
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</tr>
<tr>
<td>9</td>
<td>oktober 2021</td>
<td>Schema</td>
<td>PDP</td>
<td>T009 - Structured data</td>
<td>Positive</td>
<td>5,990.000</td>
<td>6%</td>
<td>€ 54</td>
</tr>
<tr>
<td></td>
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<td></td>
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<tr>
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<td>Schema</td>
<td>PDP</td>
<td>T010 - Review snippet removal</td>
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<td>150.000</td>
<td>22%</td>
<td>€ 54</td>
</tr>
<tr>
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<td></td>
<td>32.550</td>
<td></td>
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*Fictional Revenue Numbers*
3. Productpage title test

Adding the category name to the page title of product pages
3. Save development efforts

Adding the category name to the page title of product pages
## 3. Save development efforts

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<th>Test Type</th>
<th>Test Location</th>
<th>Test Description</th>
<th>Result</th>
<th>Organic Clicks</th>
<th>Addition Clicks:</th>
<th>Addition Clicks:</th>
<th>AOV</th>
<th>CR rate</th>
<th>Revenue Increase*</th>
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4. Assurance

Assurance gives confidence to experiment and find gold
SEO A/B Testing helps us to:

1. Find the best answer
2. Prove SEO ROI
3. Save dev efforts
4. Assurance
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 number of tests every month.
→ Creating more synergy between SEO and CRO testing.
Thank you for listening!