

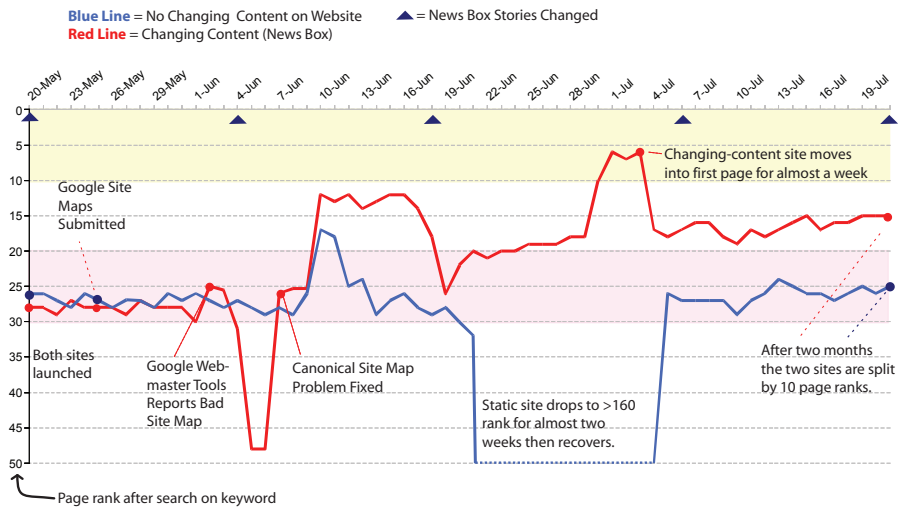
# Changing Content: Does It Improve Search Engine Rank Position?

## Changing Content Makes A Big Difference- We Ran Comparison Tests.

The News Box service adds relevant changing content to a website<sup>1</sup>. Prospective users asked what search engine improvements could be expected<sup>2</sup>. A two-month comparative test showed a higher page ranking and increased new visitor traffic.

### 1. Page Rank Improvement: 12 Points

In the last month of testing the page rank placement of the site with changing content had a twelve point improvement, enough to move an entire page forward. At one point the site was on the first page.



"Matt Cutts of Google stated that changing content was an important SEO component.

He added that he hadn't seen any quantitative tests that measured the improvements."

Webmaster  
PubCon 2009

### 2. Traffic Improvement: 122% Increase In Absolute Unique Visitors

The Absolute Unique Visitors number represents the unduplicated (counted only once) visitors to the two websites over the course of a specified time period as determined by using cookies. Data is from Google Analytics.

Changing Content Site (News Box)



122 Absolute New Visitors

Static Content Site



55 Absolute New Visitors

### Summary - Fresh Content Yields Two Benefits

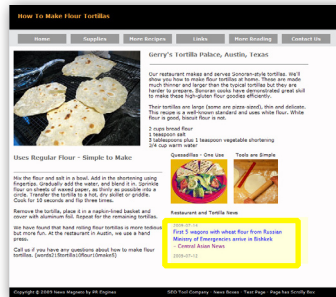
By displaying relevant and related news articles on a website, users can expect a higher and more stable page rank position. Additionally, new visitor site traffic doubled.

NewsBox stories are selected by topic-knowledgeable editors- the service is not an RSS feed. See [www.PREngines.com](http://www.PREngines.com) for more information. The following pages show how the test was created and larger images of the test data.

1 How Fresh Content Can Increase Your Website Traffic - SellItOnTheWeb.com  
2 Importance of adding fresh content to your website - EMarketingInfo.com

## How the A/B Test Was Created

Two similar one-page websites were launched at the same time. Both portrayed imaginary flour tortilla restaurants. Both sites were created to deliver a high page position to a Google key word search: **how to make flour tortillas**. One page had static content during the the test, the other had a NewsBox to create changing content<sup>3</sup>.



Website A has a scrolling News Box indicated by a yellow border.



Website B is a similar site but without changing content.

Using common SEO (search engine optimization) page creation techniques the text length, key word count, total word count and graphic usage were identical. The body copy and titles were rewritten to avoid duplicate-site search engine rejection.

The position concentration of the keywords was similar. Each site had the same number of back-links from the same sites. The domain names each contained a keyword.

### Test Parameter Notes

During the test no site content was changed except the NewsBox. No other variables such as back links, amount of content, or any other variable were changed<sup>4</sup>.

The test had to eliminate all the variables associated with SEO.

This required building two new websites that could be isolated to only have one variable.

### Test Sites

With changing content	www.austintortillas.com
Static site	www.capecodtortillas.com
Domain life, years	2

### Common Site Properties

Launch date	May 20, 2009
Google Site Map submitted:	June 7, 2009
Graphics	3
Pages per site:	
Keywords (frequency)	Flour (12) Tortillas (12) Make (12)
Word count: (exc. NewsBox)	215
Backlinks	4
From same URLs? (weight)	Yes

### NewsBox Properties

Position	Home page
No. of stories scrolling	20
Days between stories replaced	14
Links, title, date text exposed?	Yes
Story titles contain key words?	Yes, at least one key word

### Test Contributors:

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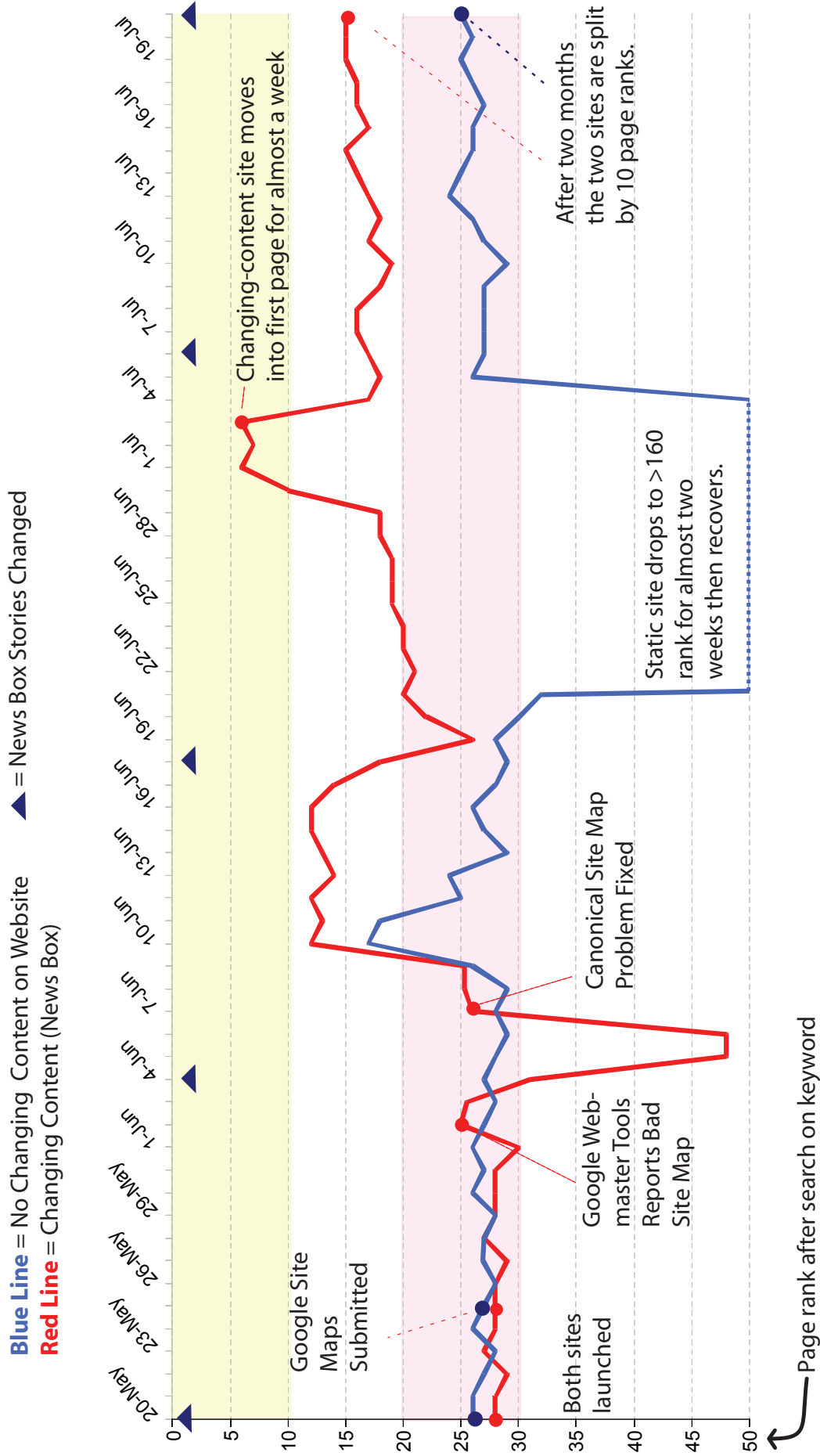
Tim Grice: SEO consultant (UK): [www.seowhiz.net](http://www.seowhiz.net)

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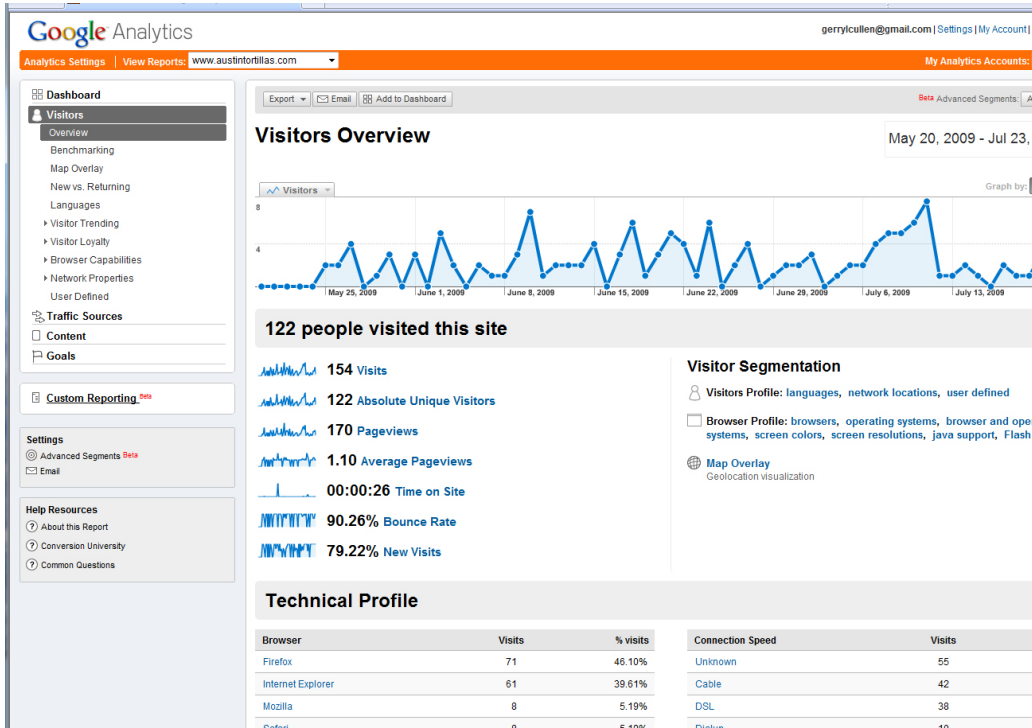
3 What is the SEO Impact of Changing a Site Often? - SEORoundtable.com  
 4 How Much Does Fresh Content Matter in SEO? - ProBlogger.com

## Two New Websites - Their Page Rank Compared Over 30 Days



Sites: [www.austintortillas.com](http://www.austintortillas.com) (changing content)  
[www.capecodtortillas.com](http://www.capecodtortillas.com) (static content)  
 Keyword Google search string: **how to make flour tortillas**.  
 Sites similar in number of key words and graphics.

## Site Analytics with Changing Content



## Site Analytics with Static Content

