

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

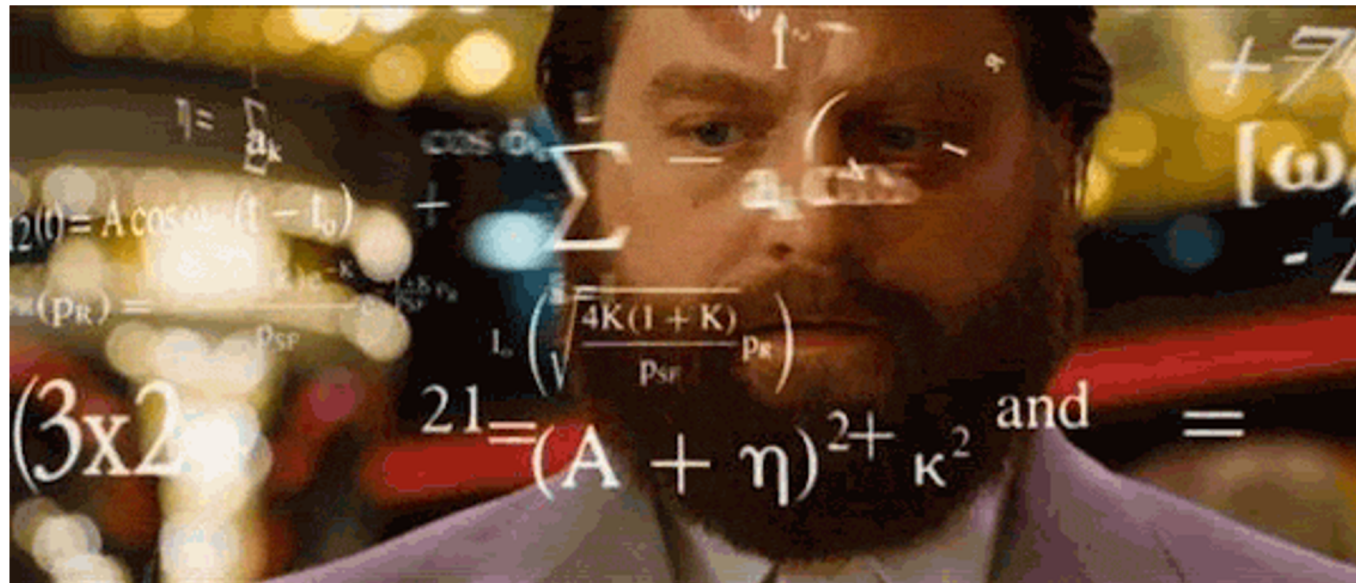
→ Limited Budget & Resources



**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.

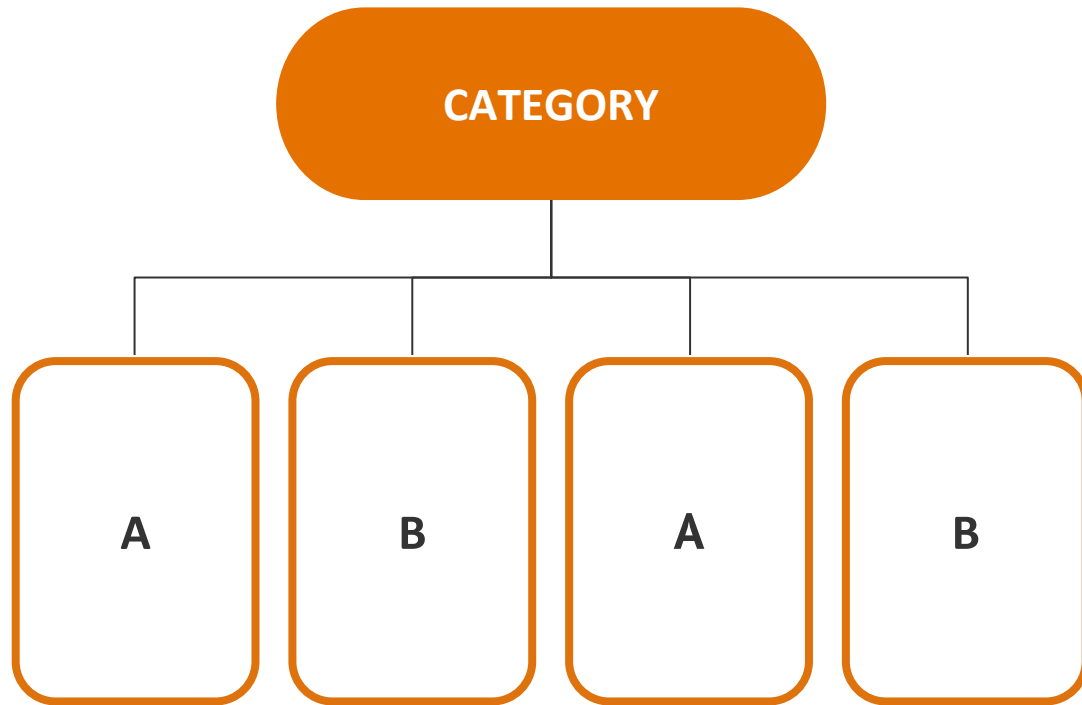
“With an SEO A/B test you can isolate and validate SEO optimizations before you implement them site-wide”

A/B Testing for Search Engine Optimization

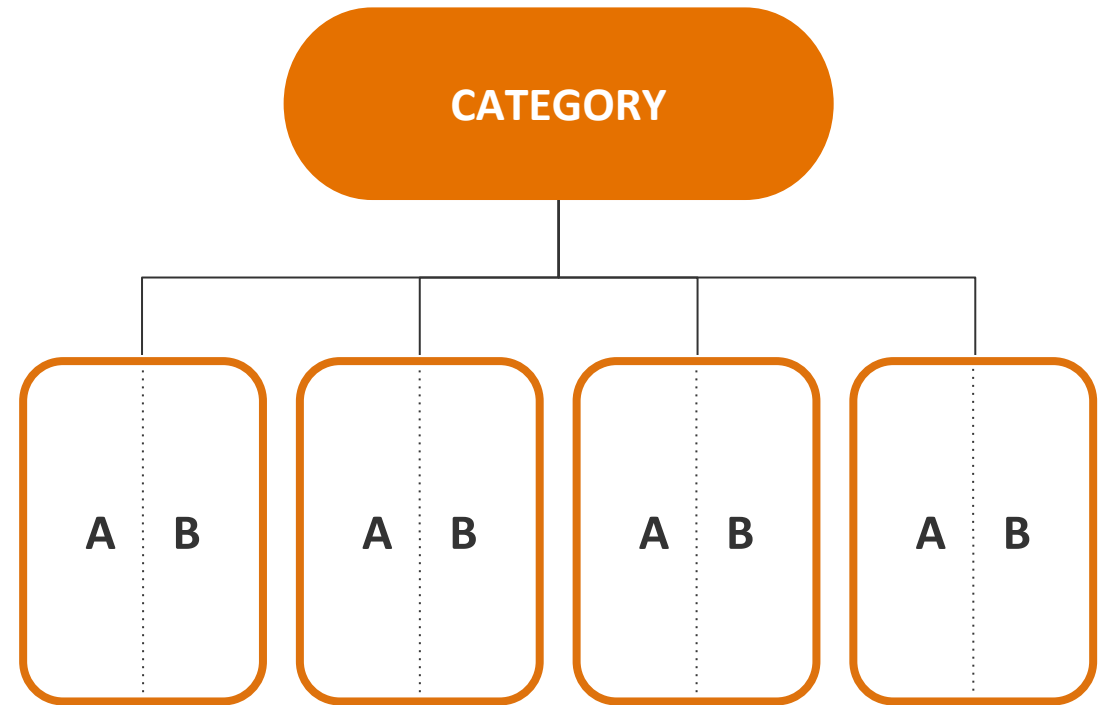
Difference between SEO vs. CRO testing

blokker.

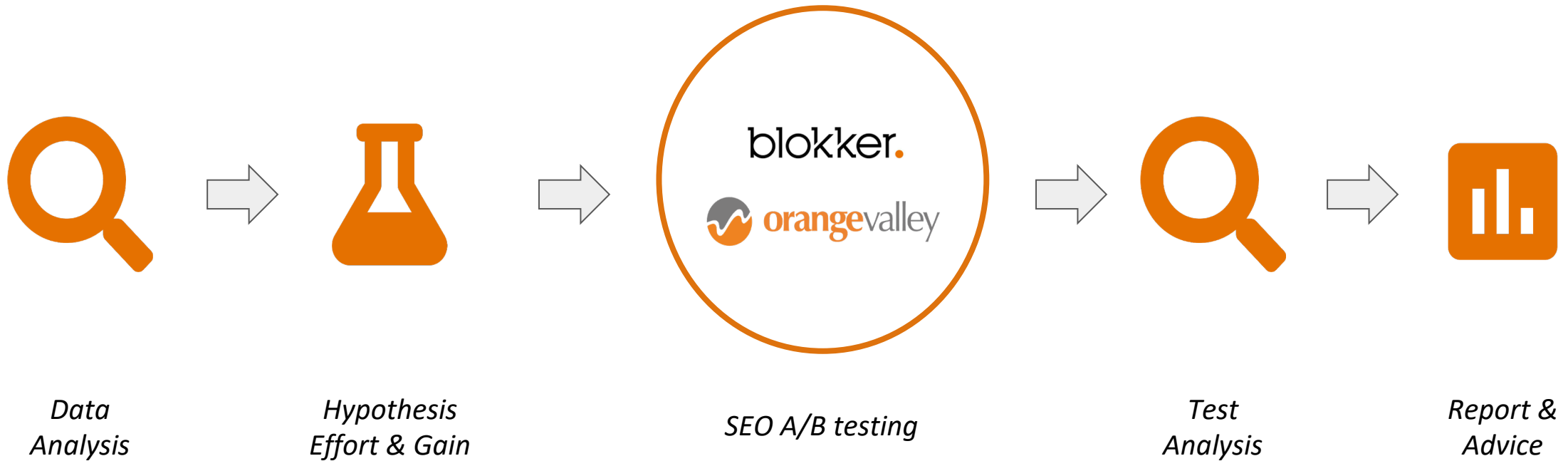
SEO



CRO

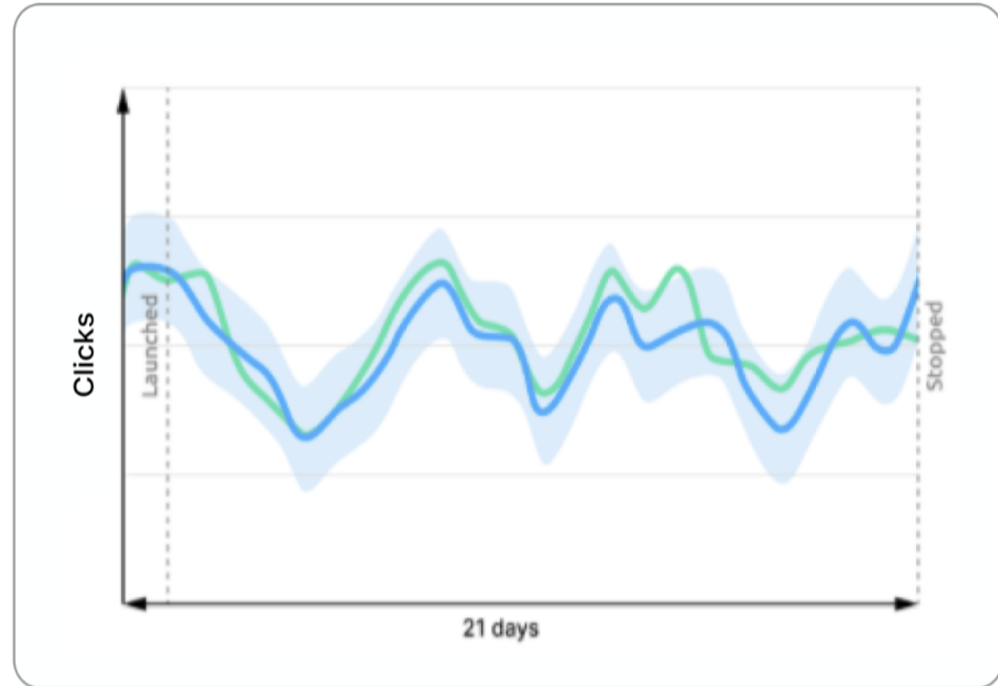
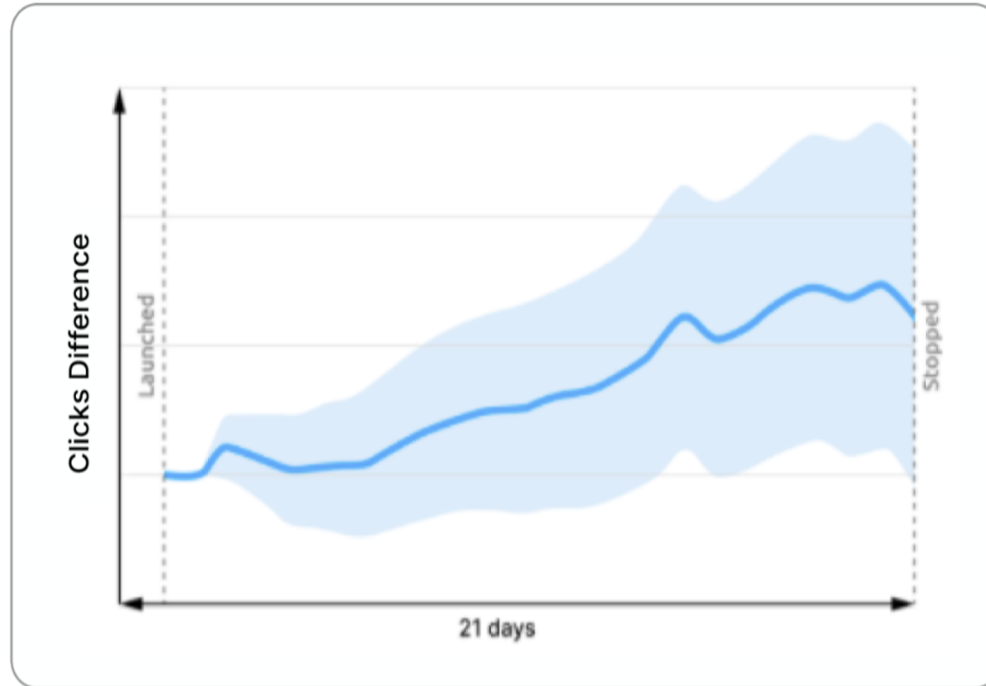


How did we approach SEO A/B Testing: the workflow



Analyzing data with a statistical model

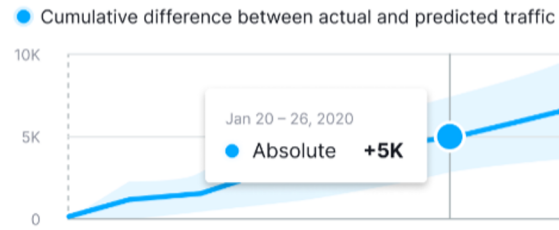
blokker.



SEO A/B test: Reading the data

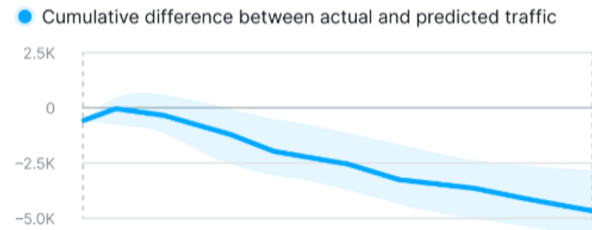
Test results	Effect size	Absolute effect
Positive	+17.8%	+7367

Additional Sessions



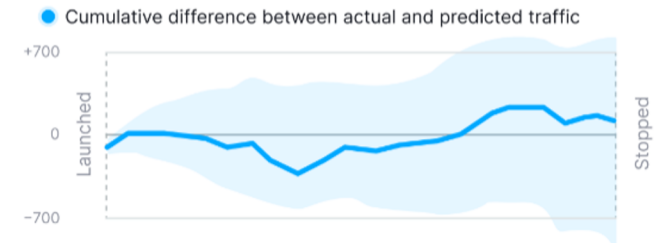
Test results	Effect size	Absolute effect
Negative	-11.2%	-2456

Additional Sessions



Test results	Effect size	Absolute effect
No significant change	+0.4%	+212%

Additional Sessions

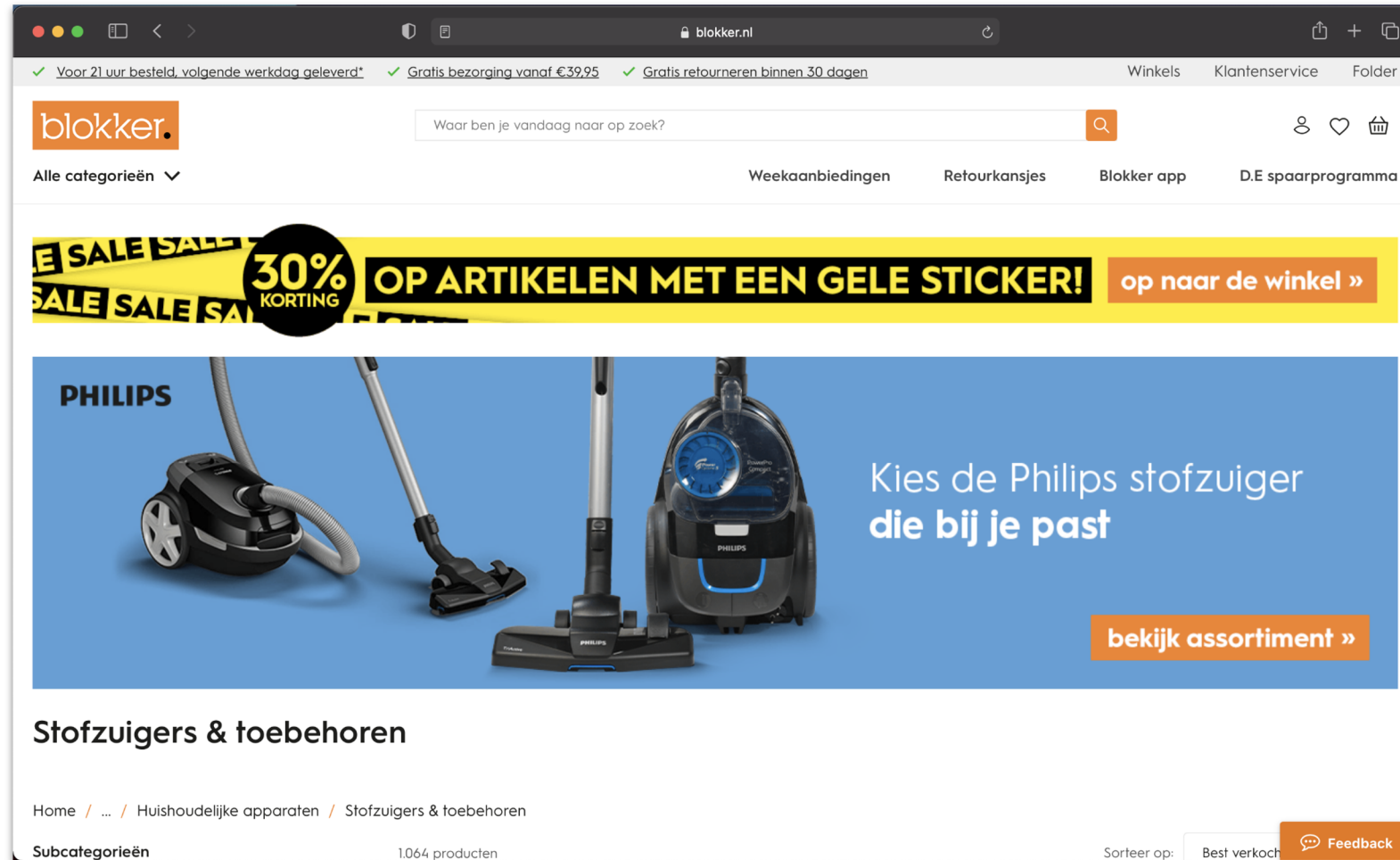


The value of SEO A/B Testing for Blokker

1. Find the best answer - page titles test

blokker.

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

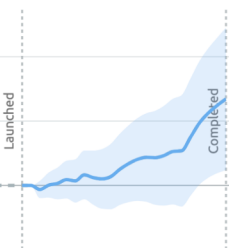
Bestel je Stofzuigers tegen de scherpste prijs op Blokker.nl. Op werkdagen vóór 22:00 uur besteld, morgen in huis.

<https://www.blokker.nl> › ... › Stofzuigers & toebehoren ▾

+5.4%

Variant 1

Stofzuiger kopen? Stofzuigers koop je online bij Blokker

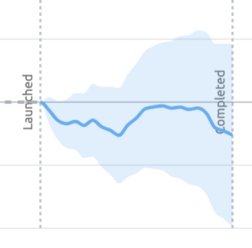


<https://www.blokker.nl> › ... › Stofzuigers & toebehoren ▾

-1.6%

Variant 2

Stofzuiger kopen? Online bij Blokker

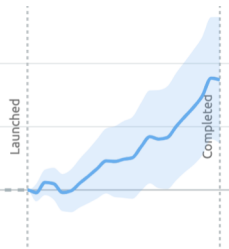


<https://www.blokker.nl> › ... › Stofzuigers & toebehoren ▾

+7%

Variant 3

Stofzuiger kopen? Koop het online bij Blokker

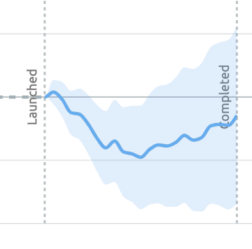


<https://www.blokker.nl> › ... › Stofzuigers & toebehoren ▾

-0.8%

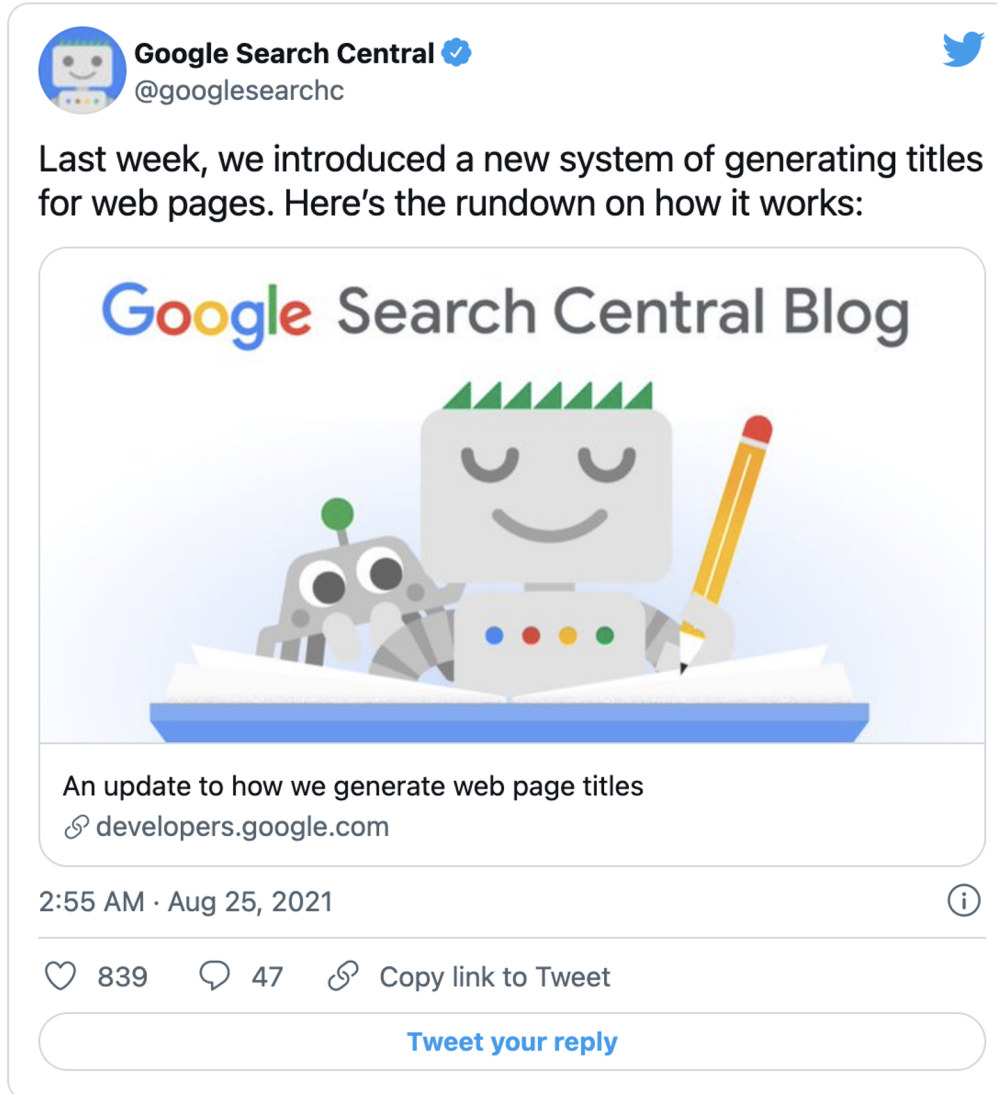
Variant 4

Stofzuiger kopen? Snel in huis - Blokker

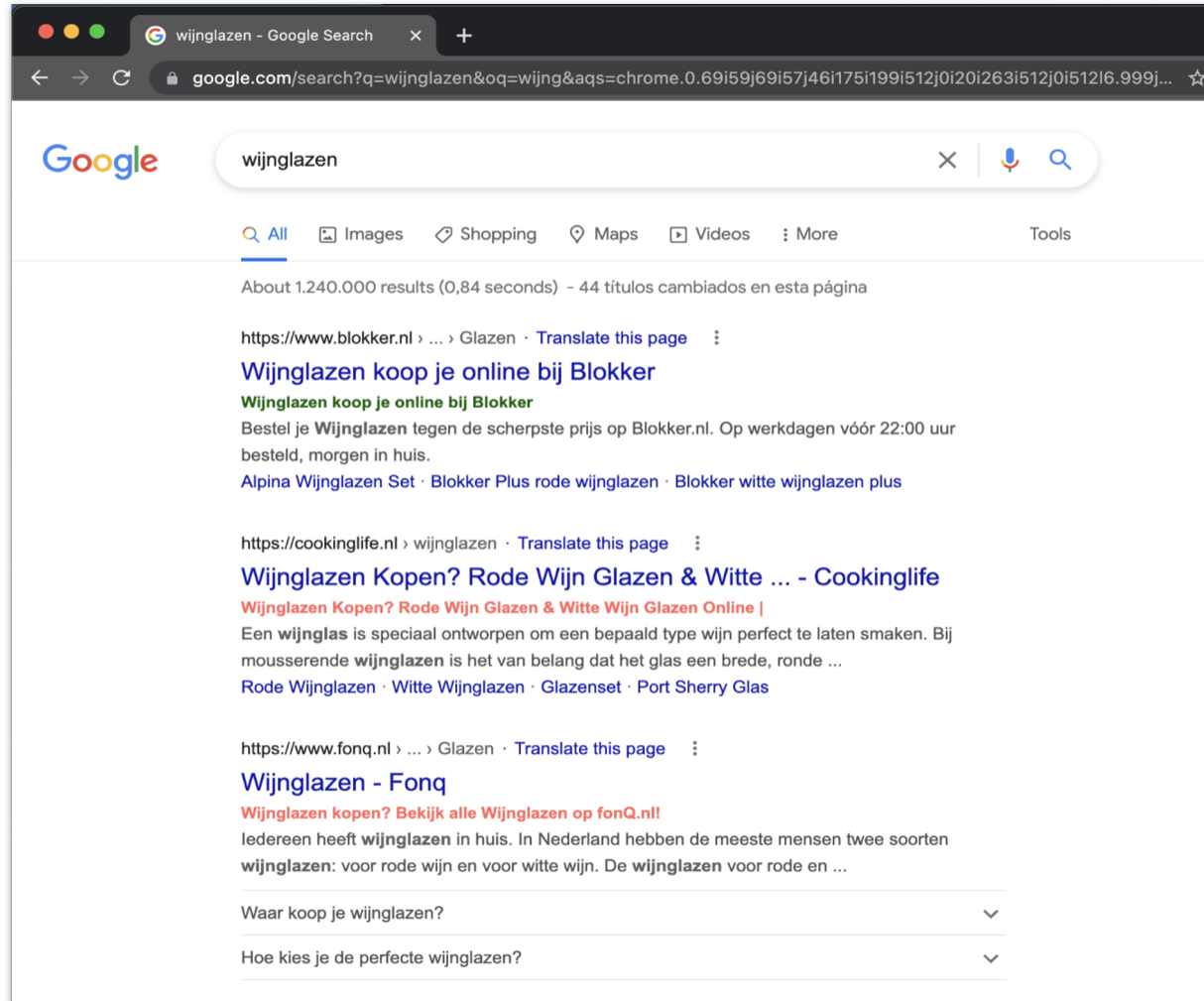


Google's update adds an extra layer of testing

blokker.



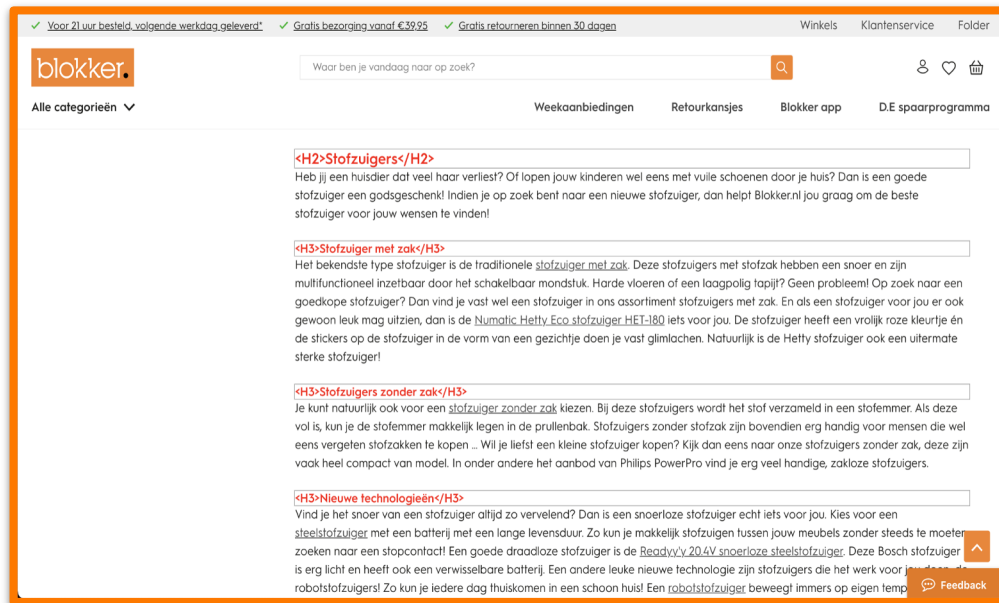
SERP scrapers for visual change validation at scale



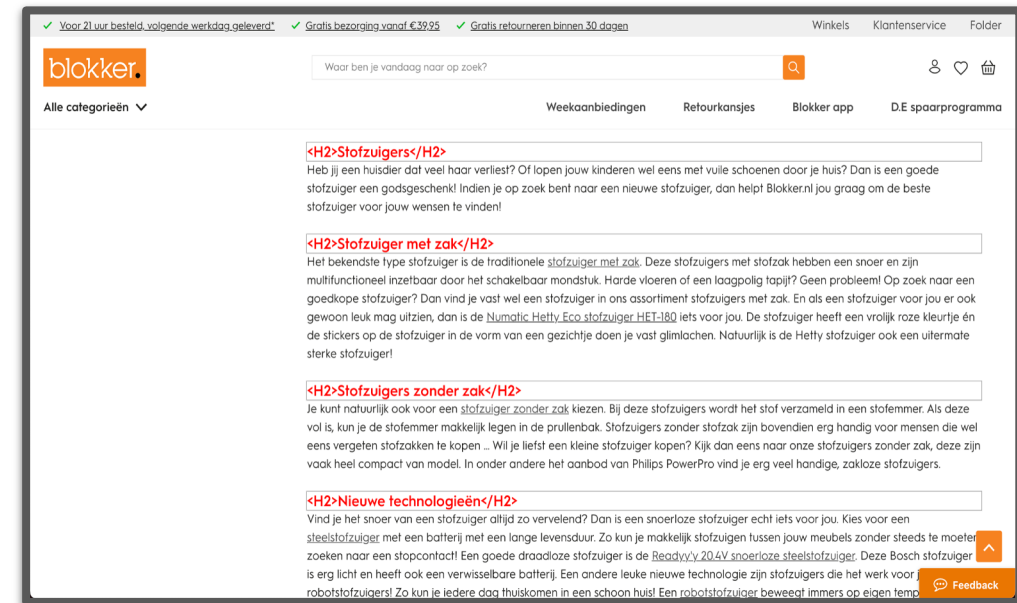
1. Find the best answer - heading structure test

blokker.

Basics and details matter - heading structure



Control



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.

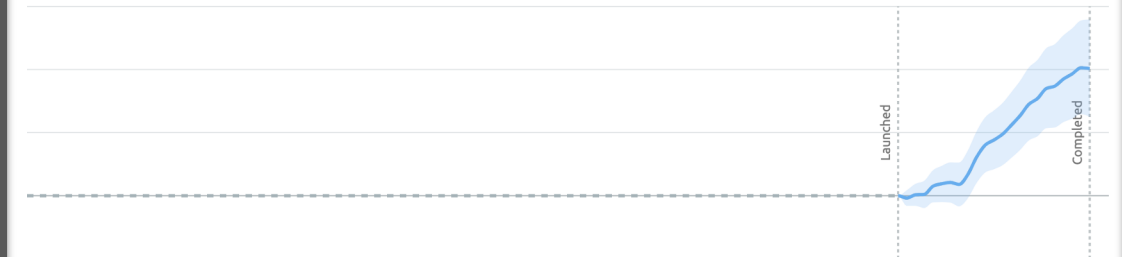
<https://www.blokker.nl> › Baby ▼

+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

blokker.

More advanced optimizations like structured data on category pages

The screenshot displays the 'Stofzuigers' (Vacuum Cleaners) category page on the blokker.nl website. The page features a search bar, a promotional banner for a 30% discount on articles with a yellow sticker, and a list of vacuum cleaners. Three vacuum cleaners are visible: Philips stofzuiger PowerGo FC8240/09 - blauw/zwart, AEG stofzuiger VX8-2-658, and Sauber stofzuiger V70. Each product has a star rating, a 'Feedback' button, and a 'Meer verkopers' link. The right side of the image shows the browser's developer tools with the 'Elements' panel open, displaying the structured data (JSON-LD) for the product group. The structured data includes the context, type, name, category, and specific product details like the offer and price.

```
<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": "1706384",
      "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",
        "offerBy": {
          "@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

						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*
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 ▼

BESTRON AAC14000WF | Blokker

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

Control

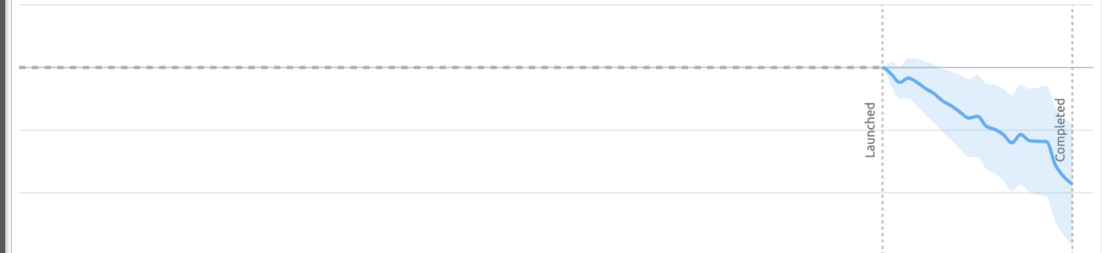
<https://www.blokker.nl> > ... > Airconditioners ▼

-7.1%

Variant

BESTRON AAC14000WF - Airconditioner | Blokker

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



3. Save development efforts

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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

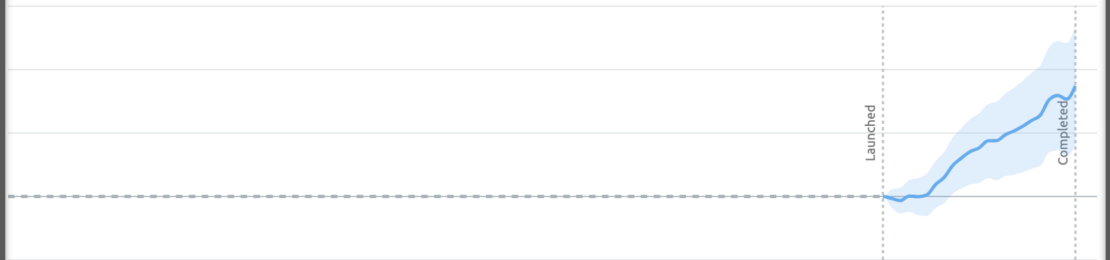
https://www.blokker.nl > ...

+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:

blokker.

1

Find the best answer

2

Prove SEO ROI

3

Save dev efforts

4

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 number of tests every month.
- Creating more synergy between SEO en CRO testing.

Thank you for listening!
