Test 624: Hidden Content with JavaScript Tabs - iFrames w/ Robots

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Hypothesis: Google ignores hidden content, including content in tabs, when considering a page for rankings.

Background Information: Oftentimes on the net we see a lot of agencies and writers offering SEO advice to the general public. Just as often, there is a lack of any empirical evidence that the advice that was given was tested to see if there was a true value to those claims.

That's why SIA was born.

So, every so often, we are more than pleased to find publicly available SEO test results that work to improve our understanding of the Google search algorithm.

Merj conducted such a test. In an effort to verify their test results, we recreated the test.

One thing that was lacking though, was the "how". So I challenged Hunter to figure out the code so the members of SIA could not only see if these areas were indexable. But also how to duplicate the tab features on their own for future employment on their own.

Test Setup: The set-up for the test was:

8 Buttons were made.
Each button will hide and display the previous text or do a specific action to regarding the text displayed.
This specific button ("iFrame That Loves Robots") will load an iFrame containing a line of text along with a meta tag allowing Robots to index the page.

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Meta in Head:

```
<meta name="robots" content="index,follow">
```

JS code for the buttons:

```
---
const tabs = document.querySelectorAll('[data-tab-target]')
const tabContents = document.querySelectorAll('[data-tab-content]')

tabs.forEach(tab => {
    tab.addEventListener('click', () => {
            const target = document.querySelector(tab.dataset.tabTarget)
            tabContents.forEach(tabContent => {
            tabContent.classList.remove('active')
            })

            target.classList.add('active')
    })
})
---
```

CSS for buttons:

```
[data-tab-content]{
display: none;
            margin: auto;
            max-width: 900px;
            text-align: center;
            background: #ffe7c7;
            border: solid 1px red;
            height: auto;
}

.active[data-tab-content]{
display: block;
}
```

Lines to check indexing on Google:
site:http://deserp.com/testing/ “ttdqvchag”

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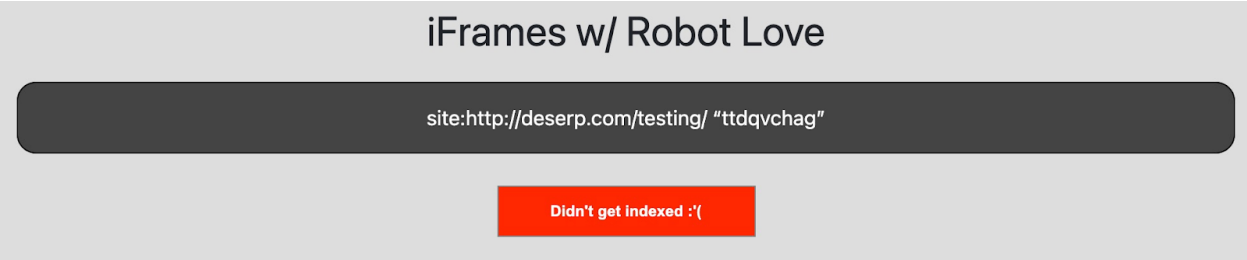
Results: The result of the test was:



Analysis/Implications/Application: Knowing which of these features are being leveraged by Google for content indexation and ranking gives us the opportunity to leverage them properly on our web pages to increase rankings for multiple terms. We do need to conduct a test to see if links inside of these features result in link juice passing, thus higher ranking for the target page.

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