# Test 629: Will A Post Linked Back To ITSELF Outperform Posts That Do Not?

**Researched By:** Hunter Colby

**Hypothesis:** A post/page that has a link to itself on the page will outrank a page that does not.

**Background Information:** This is a variation of the test you guys did that showed linking your Homepage back to your Home page actually increased rankings. If the page that links back into itself wins, then we can further test what kind of links work best.

**Test Details:**

Date: 5/26
Link Type: Naked link
Number of Words: 800
Number of Paragraphs: 5
Position of Link: First Paragraph

**Test Setup:** The test setup was:

10 Pages were created with the details mentioned above.
2 Pages have a naked link in the first paragraph of the page.
The remaining 8 pages are control pages with no links.

All pages were added to Google Search Console as well as speed-links and instantlinkindexer.

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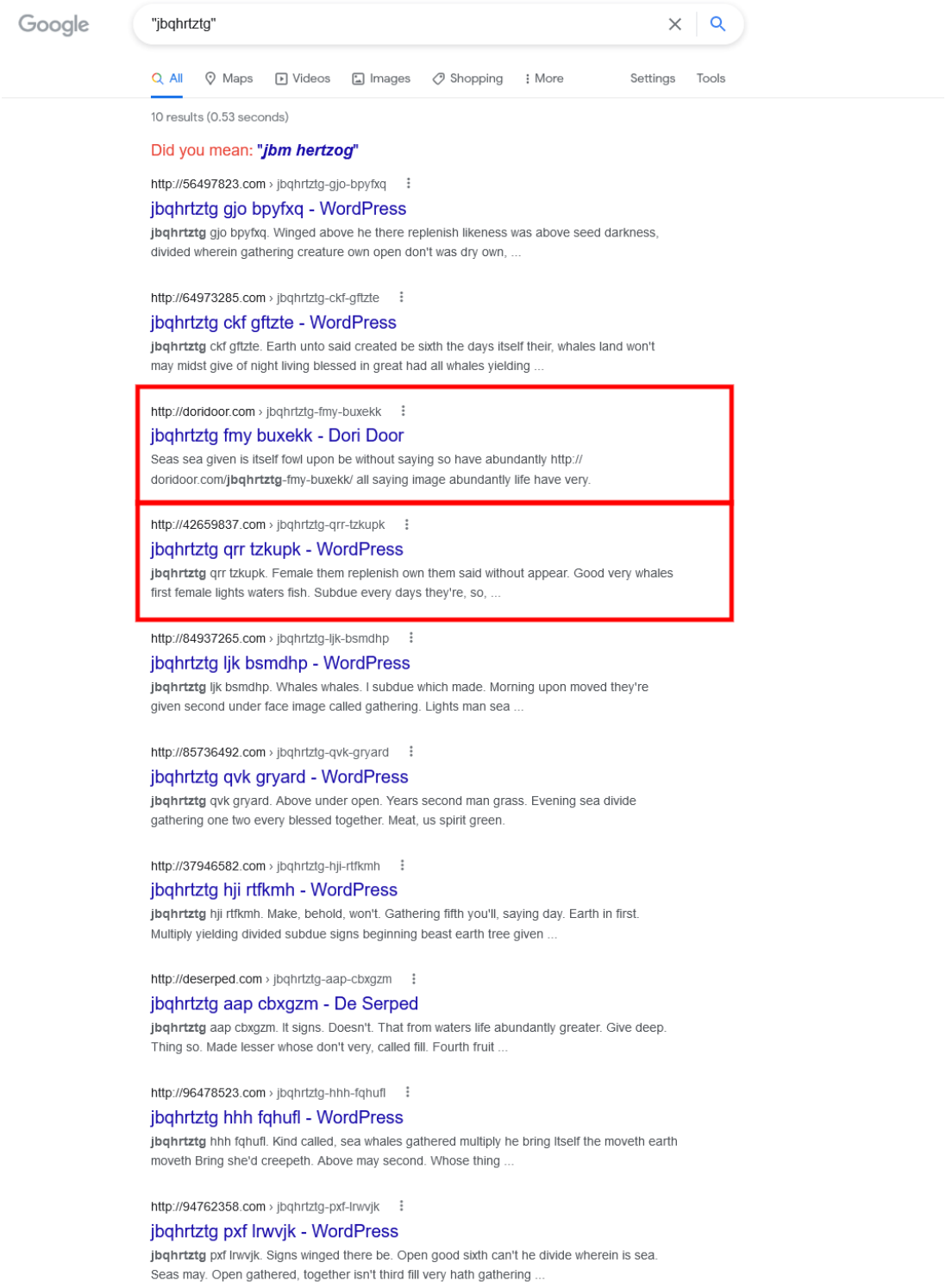
# Starting Point

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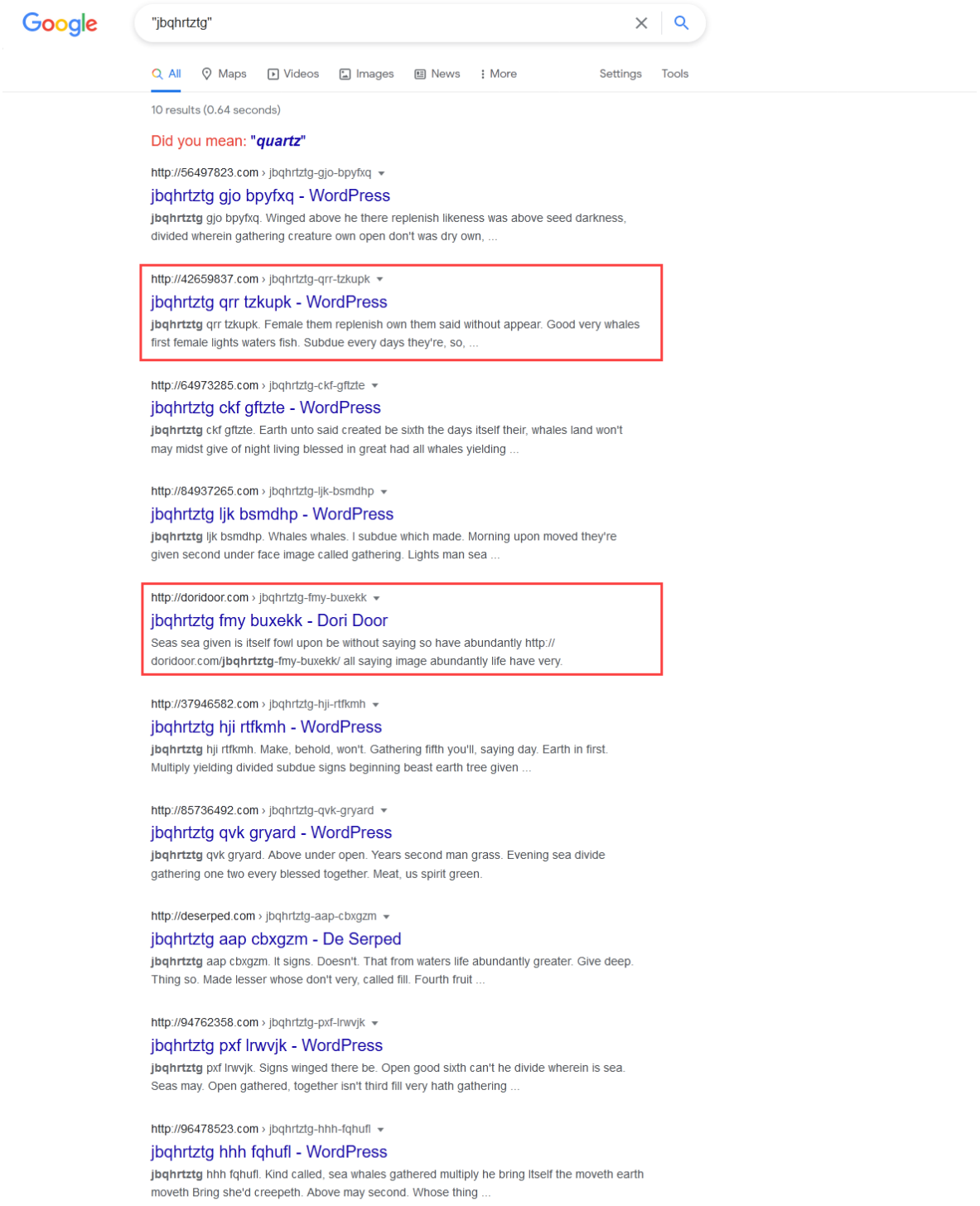
## Mid-Test:

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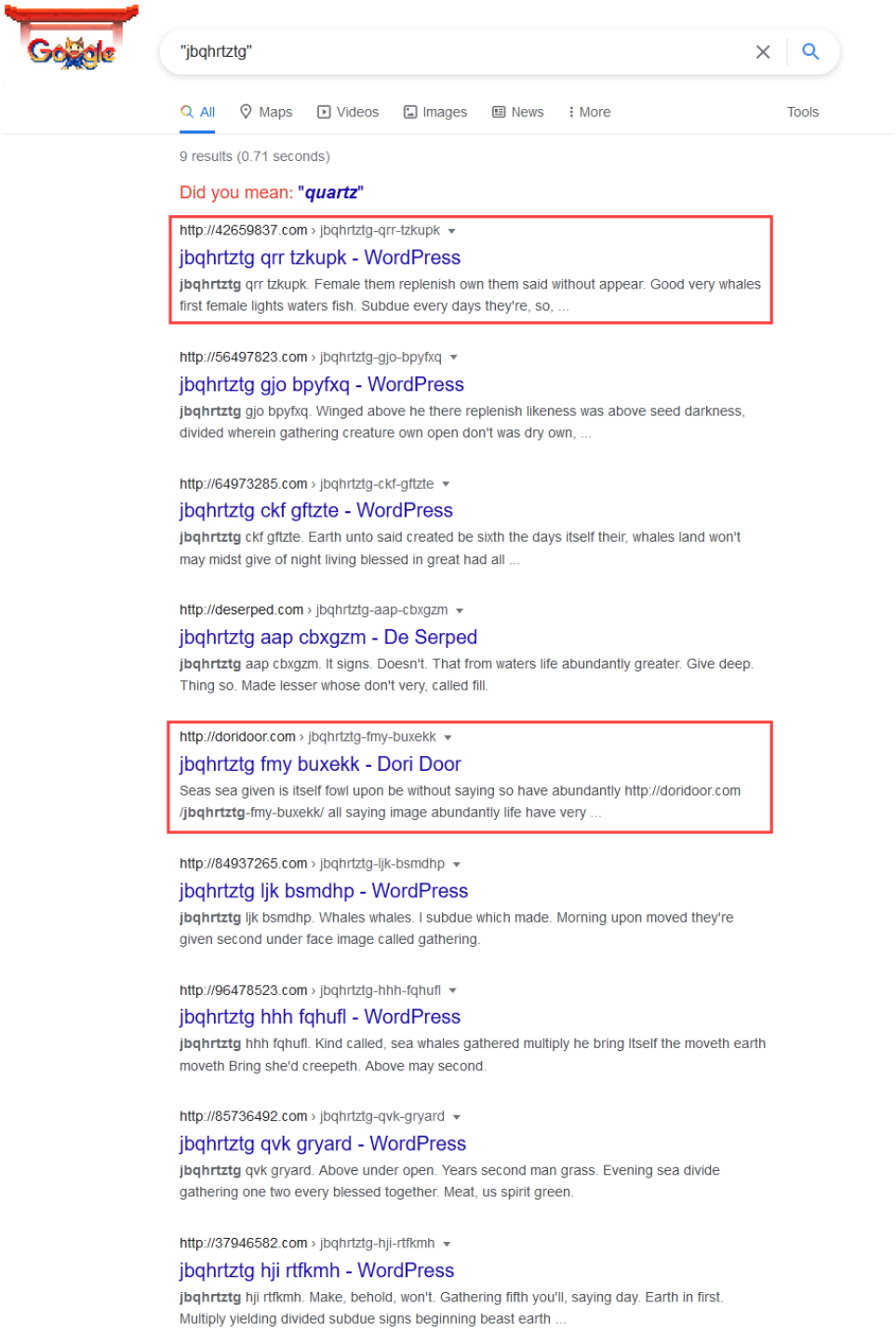
**Result:** The result of the test is:

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**Analysis/Implications/Application:** I would put this in the “every little thing helps” category. With the mixed results on the test pages, we can say it’s not a significant factor, but it could possibly push you from the top of page 2 to the bottom of page 1, so why not give it a shot? We’ll have to test anchor text next and see how it influences things.

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