Test 561: Domain Authority in Testing Setups Part Deux

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Background Information: This is a continuation of a domain authority test that I did a couple of months ago. In that test, I showed that a single domain dominated the SERPs when up against similar test sites.

The caveat being that, they were all old sites with different page numbers and previous tests running on them.

So in trying to figure out what caused the single domain to pop, I purchased a new set of domains.

Test Setup: I purchased 10 brand new sites all at the same time and added them to the same hosting.

20 pages were set up for a keyword. 2000 words, English lorem, 3% keyword density.

On each domain - 2 test pages were placed.

It was then repeated 10 times.

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Results: Test Results of Multiple Domains

	Test 1	Test 2	Test 3	Test 4	Test 5	Test 6	Test 7	Test 8	Test 9
1	hgtm	bcdi	didv	didv	didv	didv	hgtm	cnjo	hgtm
2	didv	bcdi	didv	didv	didv	didv	osbf	cnjo	hgtm
3	mqja	gtja	gtja	gtja	gtja	gtja	cnjo	gtja	gtja
4	mqja	gtja	gojv	gtja	gojv	mqja	cnjo	gojv	didv
5	gojv	didv	cnjo	jsyv	jsyv	mqja	cwmg	gojv	bcdi
6	cnjo	jsyv	jsyv	hgtm	jsyv	cnjo	jsyv	jsyv	osbf
7	ktur	jsyv	gubb	gojv	cnjo	cfip	ivee	osbf	ivee
8	nmqz	gojv	bcdi	cnjo	ivee	nmqz	ivee	bcdi	cnjo
9	bcdi	gojv	osbf	sdbs	ktur	cwmg	bcdi	hgtm	jsyv
10	nhge	cnjo	ivee	osbf	bcdi	jsyv	cfip	mqja	sdbs
11	nmqz	gubb	ivee	mqja	osbf	jsyv	mqja	didv	nhge
12	dvig	ivee	bcdi	osbf	nmqz	gubb	sdbs	nhge	nhge
13	gubb	nmqz	sdbs	hgtm	dvig	dvig	nmqz	nmqz	nmqz
14	ivee	mqja	dvig	nmqz	gojv	nhge	nmqz	nmqz	ivee
15	ivee	osbf	mqja	nmqz	hgtm	qwwg	dvig	osbf	osbf
16	ktur	osbf	nmqz	gubb	bcdi	qwwg	cwmg	qwwg	cwmg
17	bcdi	nhge	nmqz	bcdi	mqja	sdbs	cfip	bcdi	dvig
18	osbf	qwwg	nhge	dvig	gubb	nmqz	nhge	ktur	gubb
19	cfip	ktur	nhge	nhge	ktur	bcdi	didv	cfip	qwwg
20	sdbs	sdbs	ktur	nhge	nhge	ktur	gubb	sdbs	bcdi
21	cwmg	cwmg	mqja	qwwg	sdbs	ktur	qwwg	dvig	ktur
22	qwwg	qwwg	cfip	cfip	qwwg	ivee	sdbs	dvig	qwwg
23	gubb	nmqz	cfip	ktur	nmqz	gubb	ktur	cwmg	nmqz
24	cfip	hgtm	sdbs	bcdi	cwmg	cwmg	bcdi	gubb	dvig
25	sdbs	ktur	qwwg	gubb	cwmg	nhge	None	sdbs	cwmg

X-axis = Test Number, Y-axis=Position in Google

I see something odd here again, backing up the first test result. You can see that site didv topped the tests 4 times with gtja coming in second.

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	Test 1	Test 2	Test 3	Test 4	Test 5	Test 6	Test 7	Test 8	Test 9
1	bcdi	bcdi	didv	didv	didv	didv	hgtm	cnjo	hgtm
2	None	bcdi	didv	didv	didv	gtja	hgtm	cnjo	gtja
3	None	didv	cfip	gtja	gtja	mqja	nmqz	gtja	nmqz
4	None	nmqz	cfip	gtja	nmqz	mqja	mqja	gtja	nmqz
5	None	nmqz	gtja	nmqz	dvig	cnjo	cwmg	mqja	cwmg
6	None	gtja	gtja	nmqz	jsyv	cfip	dvig	hgtm	bcdi
7	None	mqja	nmqz	mqja	jsyv	nmqz	jsyv	cfip	qwwg
8	None	cwmg	mqja	jsyv	hgtm	cwmg	jsyv	jsyv	qwwg
9	None	cwmg	mqja	hgtm	cnjo	jsyv	cfip	dvig	dvig
10	None	jsyv	bcdi	cfip	qwwg	gubb	cnjo	bcdi	dvig
11	None	jsyv	cnjo	dvig	mqja	jsyv	nmqz	qwwg	didv
12	None	gtja	sdbs	qwwg	gubb	dvig	cfip	dvig	didv
13	None	cnjo	sdbs	hgtm	gojv	qwwg	didv	nmqz	cwmg
14	None	qwwg	ivee	gojv	bcdi	qwwg	cwmg	nhge	sdbs
15	None	gubb	dvig	gojv	bcdi	sdbs	sdbs	bcdi	bcdi
16	None	gubb	gubb	cnjo	nmqz	sdbs	qwwg	osbf	nhge
17	None	gojv	bcdi	gubb	ivee	nhge	bcdi	osbf	gubb
18	None	gojv	cwmg	bcdi	qwwg	nmqz	nhge	gojv	cnjo
19	None	sdbs	nmqz	nhge	osbf	bcdi	osbf	didv	osbf
20	None	nhge	qwwg	osbf	ktur	ktur	ivee	cwmg	jsyv
21	None	osbf	nhge	ktur	nhge	ktur	nhge	gojv	ivee
22	None	osbf	nhge	nhge	gojv	ivee	gubb	gubb	ivee
23	None	ktur	ktur	gubb	cwmg	gubb	ivee	ktur	nhge
24	None	ktur	ivee	osbf	cwmg	nhge	ktur	sdbs	ktur
25	None	hgtm	cnjo	bcdi	ktur	cwmg	None	sdbs	ktur
26	None	None	None	None	ivee	None	None	None	None

X-axis = Test Number, Y-axis=Position in Google

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December 2020

2-3 weeks later - ktur hugging the bottom spots and gtja, didv, nmqz staying in a close band near the top.

Analysis/Implications/Application: This for me is confirmation that there is some bias here. We need to look further into what is causing this and perhaps expand the test.

The middle of the results seem to be more disorganized. Whereas at near the top and the bottom, it seems to be the same sites.

As was mentioned last time, this is a test that needs to be run before you test on multiple domains to see if there is a domain bias, or at least be aware that sometimes a factor may not be strong enough to hit the top but could be strong enough to move to the top 3.

It also means that somewhere, there could be an authority setting right from the get go.

Still seeing grouping of pages - more than random. I think that you see that in the SERPs too, when you do see double listings they are generally together.

Next

Look into logs to see which was crawled first.
Repeat the test but only using a single page from each domain.
Repeat with more sites.

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