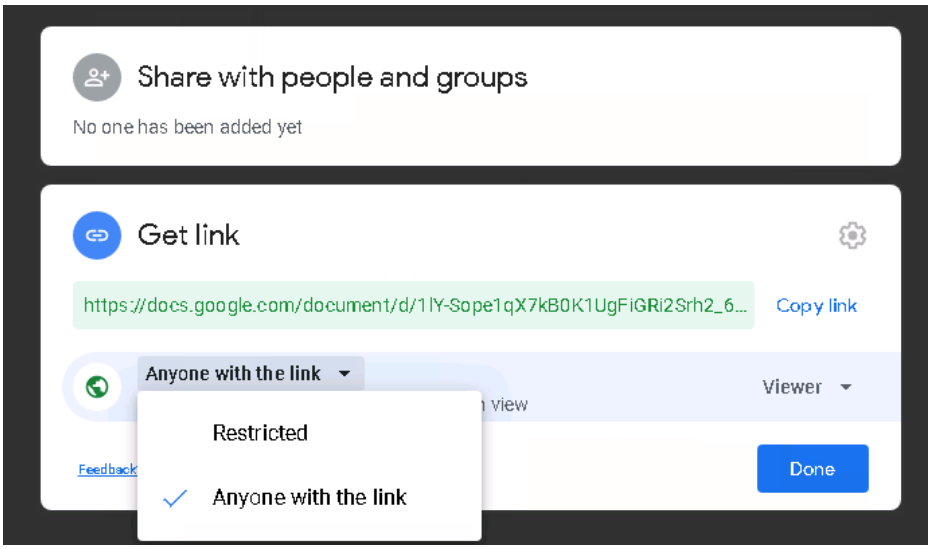
Test 503: Do Non-Public Google Drawings Still Have Ranking Value?

By: Clint Butler

Hypothesis: Google documents that are not published to the web will have little to no value as a link source.

Background Information: Previous tests within the SEO community, including SIA, have found that Google Drawings do have some valuable link power and are great easy Tier1 links when not abused. However, there have been tons of software and training put out that talk about how to create these "Google Stacks" and Google has since stopped allowing for a 'Public' link in its shared document options.



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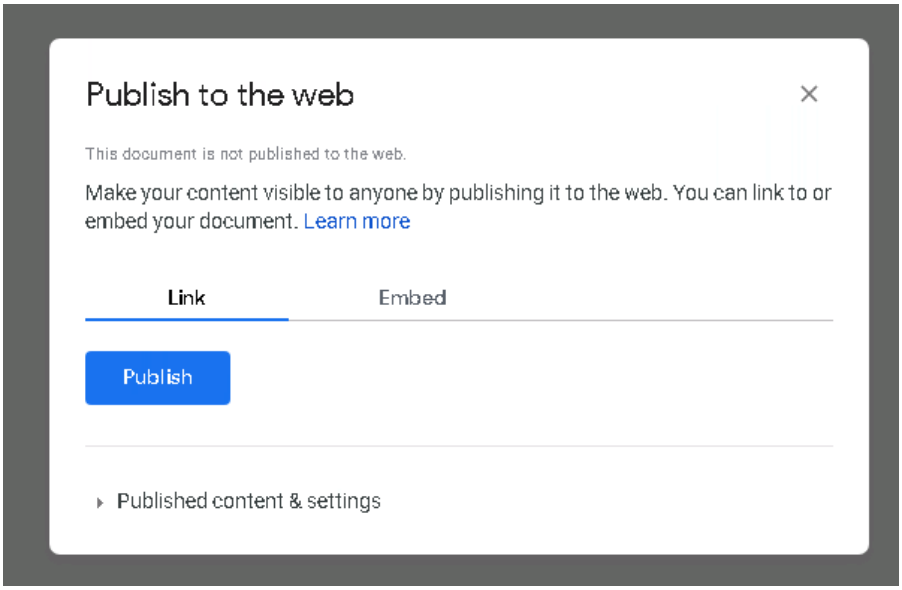
The Publish To The Web does still remain



Test Setup: The test setup was:

10 test pages were used for this test.

One page received a link from a Google Drawing that was NOT Published To The Web with content that consisted of the test keyword and the URL, the URL was the anchor text.

One page received a link from a Google Drawing that WAS published using the Publish To The Web option with content that consisted of the test keyword and the URL, the URL was the anchor text.

Both of the shared links were placed into Omega Indexer to encourage crawling and perhaps, indexing.

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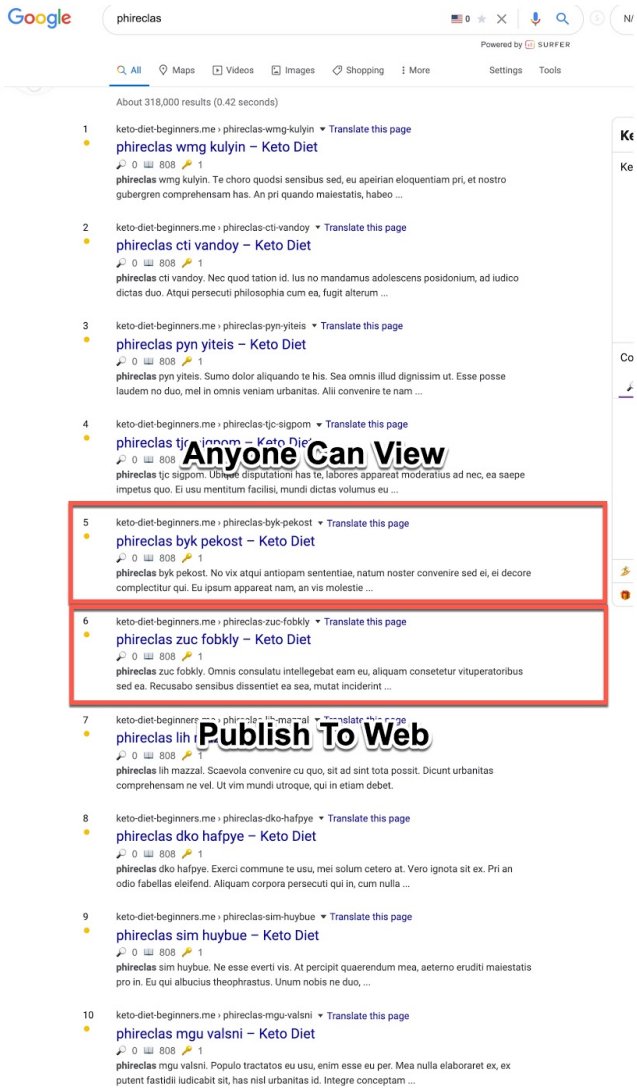

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Results: The results of the test were:

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Analysis/Implications/Application: Google Drawings used to be a favorite playground for hiding links to target sites under images and drawings. The changes to how these documents are published have messed up the power of these, or at least gave them a "zero" sum for link building.

A follow-on test will be conducted using the same test pages and Drawings in order to see if link juice will pass through them.

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