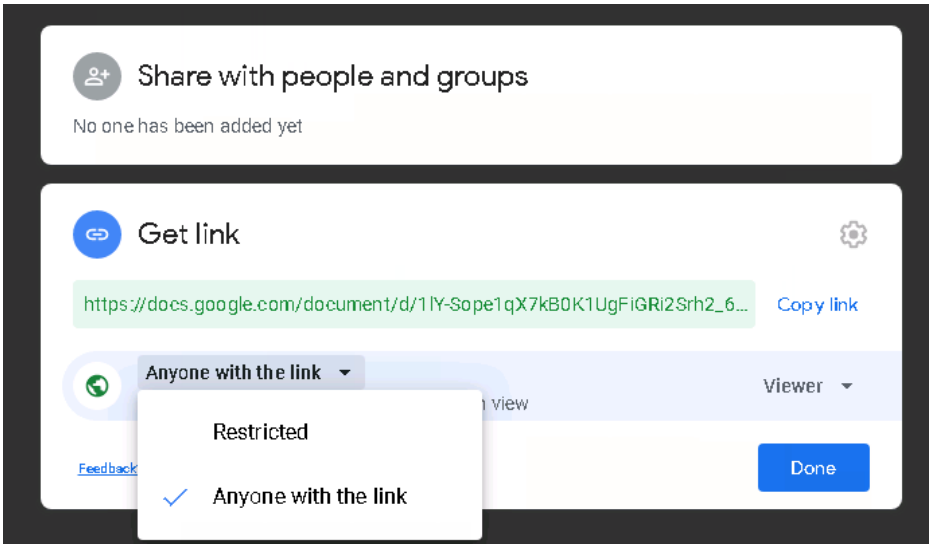
Test 526: Do Non-Public Google Slides Still Have Ranking Value (Phase 3)?

By: Clint Butler

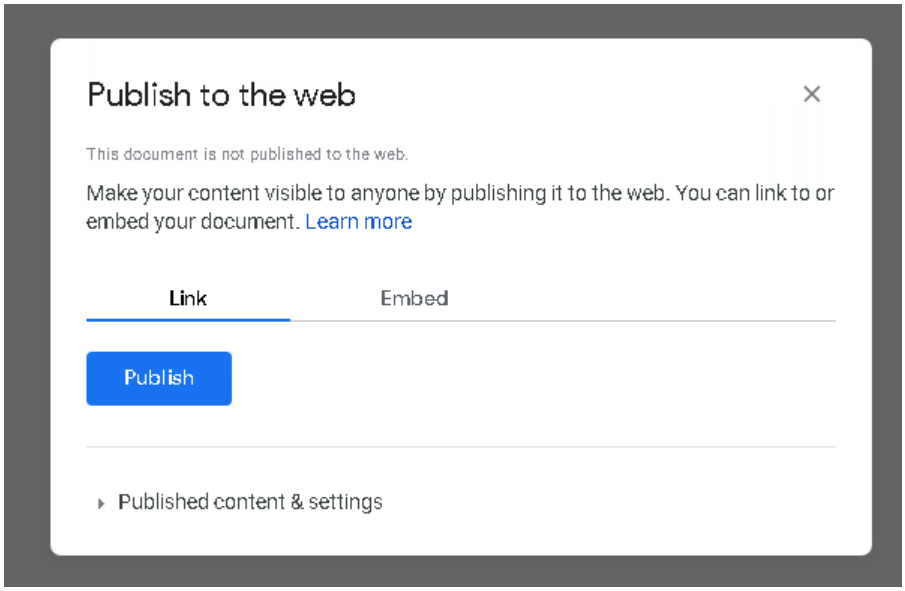
Hypothesis: Google documents that are not published to the web will have little to no value as a link source.

Background Information: Previous tests within the SEO community, including the SIA, have found that Google Slides do have some valuable link power and are great easy T1 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.



CONFIDENTIAL – ALL RIGHTS RESERVED - © S.I.A.

The Publish To The Web does still remain.



Test Setup: The setup for the test was:

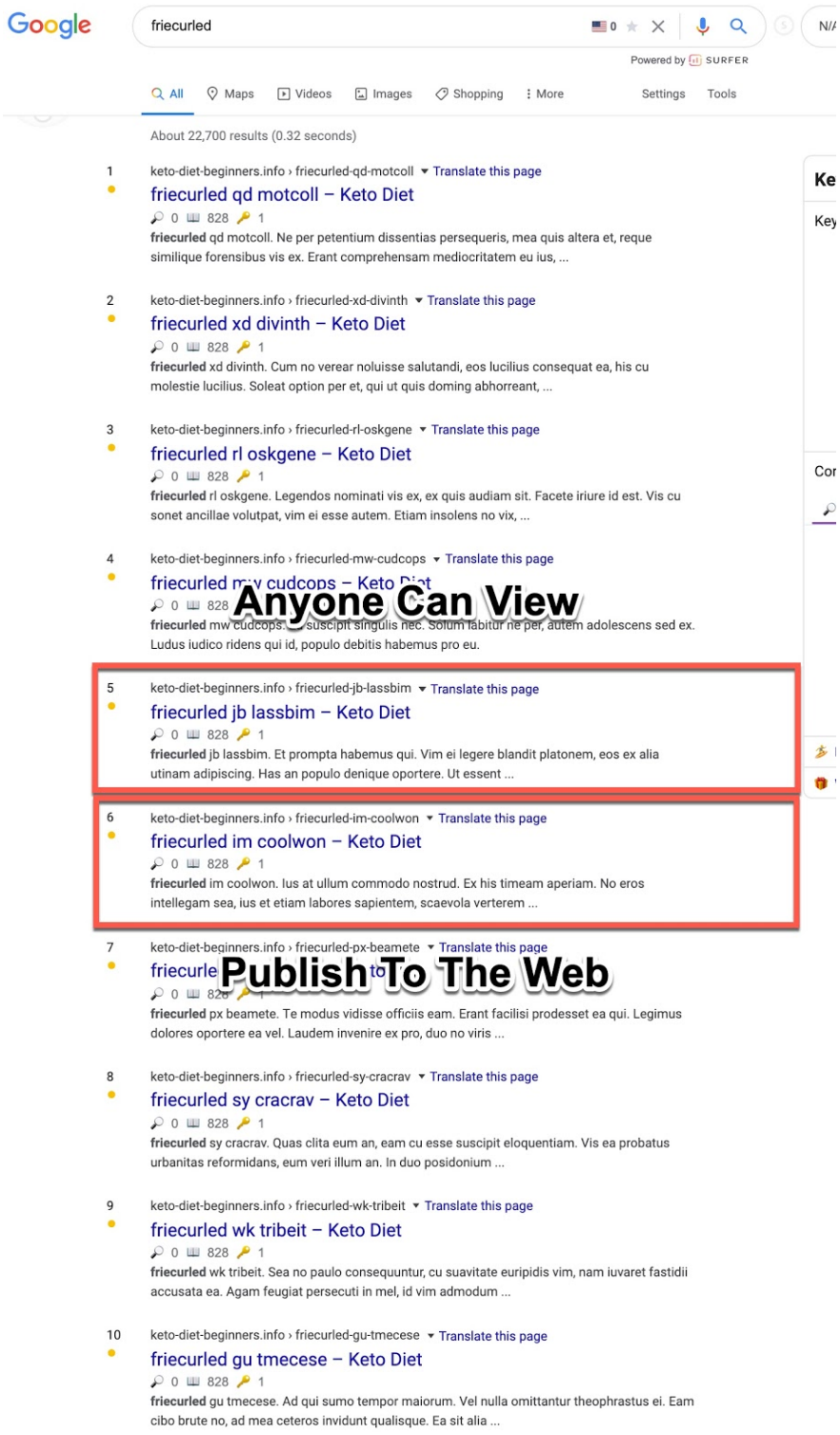
10 test pages were used for this test.

One page received a link from a Google Slides that was NOT Published To The Web, with content that consisted of the test keyword and the URL, the URL was the anchor text. Links were then built to this page.

One page received a link from a Google Slides 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. Links were then built to this page.

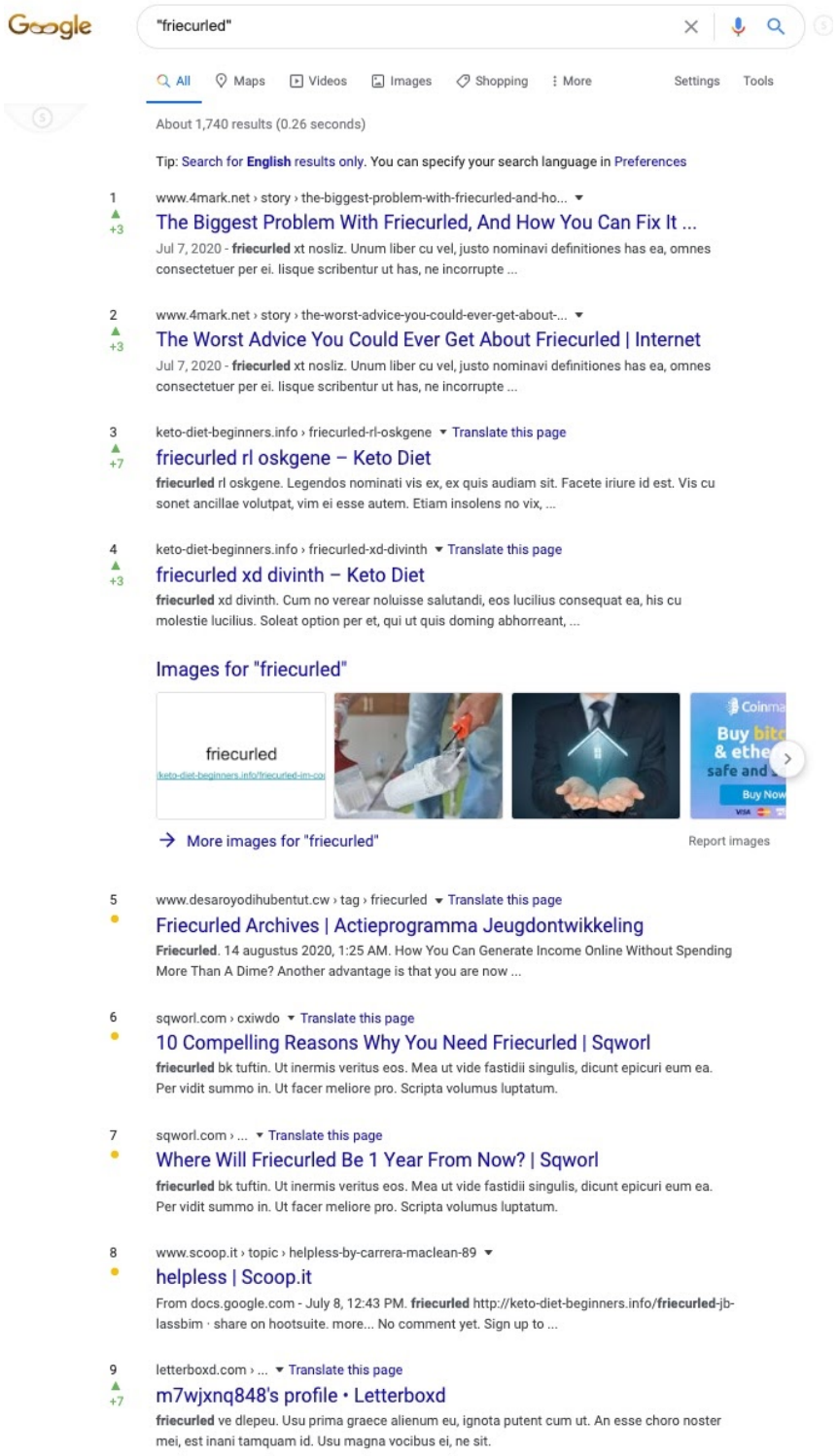
Both of the shared links were placed into Omega Indexer to encourage crawling and perhaps indexing.

CONFIDENTIAL – ALL RIGHTS RESERVED - © S.I.A.

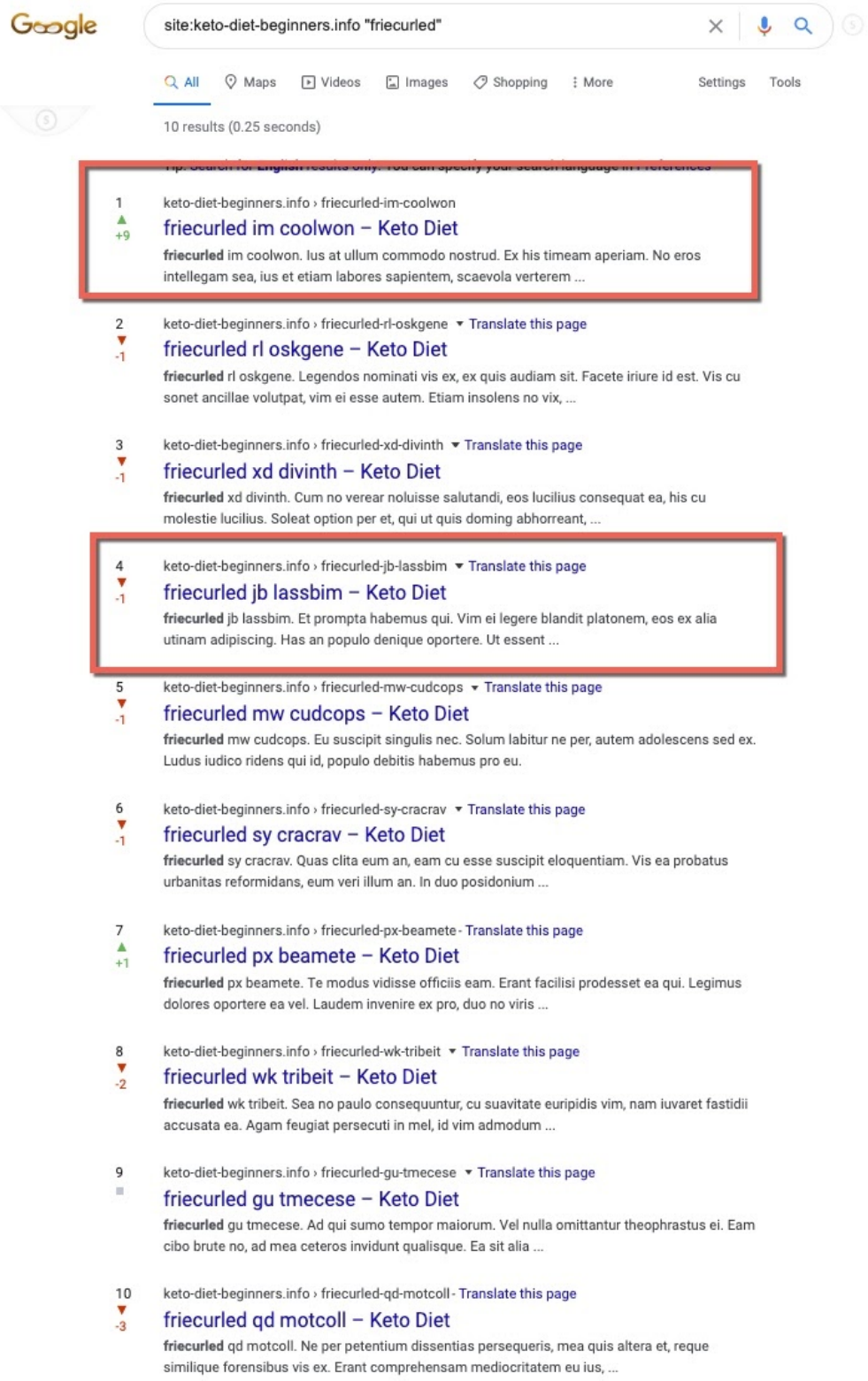


CONFIDENTIAL – ALL RIGHTS RESERVED - © S.I.A.
August 2020

Results: The results of the test were:



CONFIDENTIAL – ALL RIGHTS RESERVED - © S.I.A.



CONFIDENTIAL – ALL RIGHTS RESERVED - © S.I.A.
August 2020

Analysis/Implications/Application: I believe this test puts Google Drive links to bed in regards to their usefulness when using the new “Available” and “Publish To Web” options that Google has given us. It’s clear these changes were meant to remove the linking power the platforms passed on their own or with links built to them, as a result of all the link building tools, software, and methods that were formed around them. Add all the people asking Google reps why they were beating website pages, it was only a matter of time before they did something.

One thing to note, there will have to be a phase 4 of this test because there are two ways to trigger the old “Public to the Web” status of folders and documents that are still in play. We’ll have to see if the death of Drive properties applies to them as well.

For now, if you buy or build these and you only get “Available To The Web”, you’ve wasted your time and money on something that has zero link power.

CONFIDENTIAL – ALL RIGHTS RESERVED - © S.I.A.