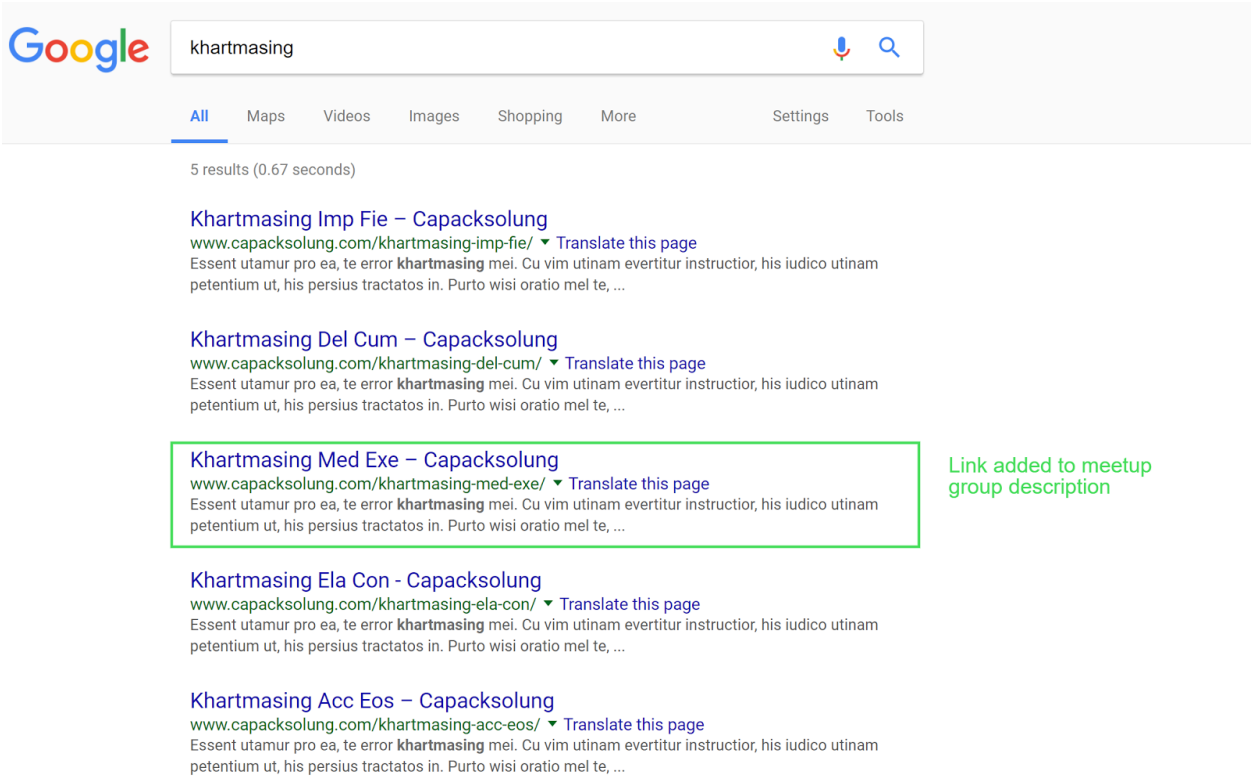
Test 148: Will a Link in a MeetUp Event Page Affect Ranking?

Hypothesis: A link from a MeetUp event page will pass juice.

Background Information: MeetUp is a social platform where groups are formed and events ("meetups") can be planned. While creating a MeetUp event for SEOs in Phoenix, Arizona, we noticed that we could put a link in the description area of the event page. We decided this would be a good opportunity to see if links in MeetUp event pages pass juice.

Test Setup: Five identical test pages were created and indexed. The ranking of the pages were recorded. Then, we created a MeetUp group. The group was approved by the MeetUp editorial board/system. Once the group was approved, an actual MeetUp event was scheduled. In the description of the MeetUp event, a link to a test page was added. In the usual set up for our tests, the page that was ranked #3 of 5 received the backlink.



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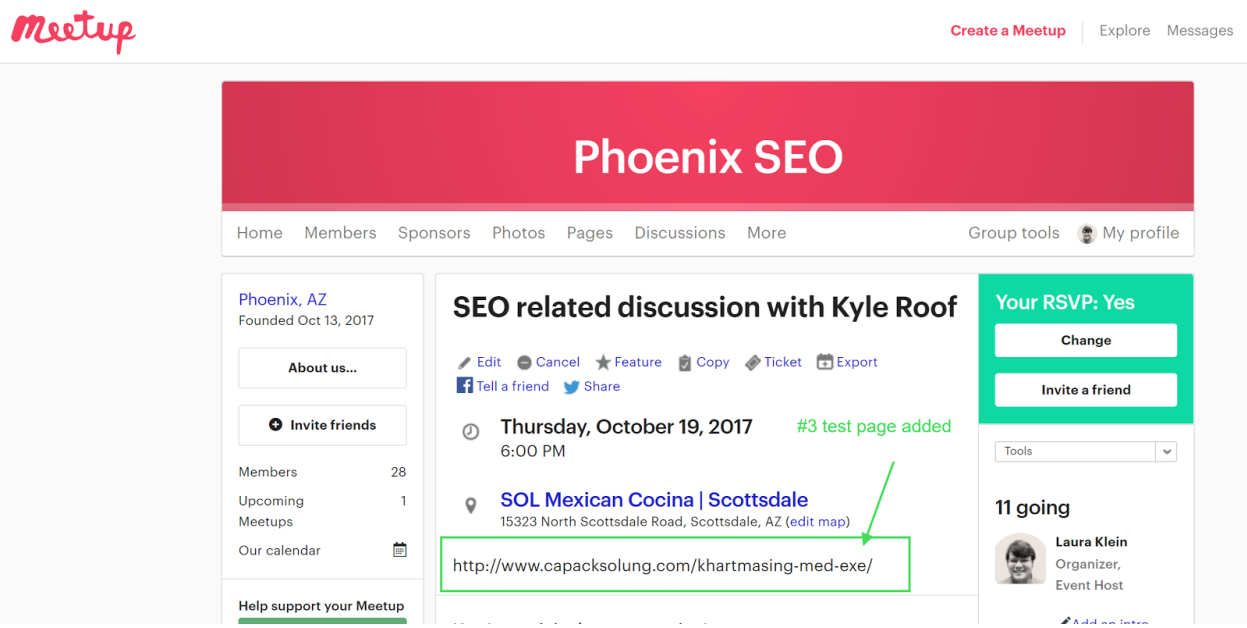
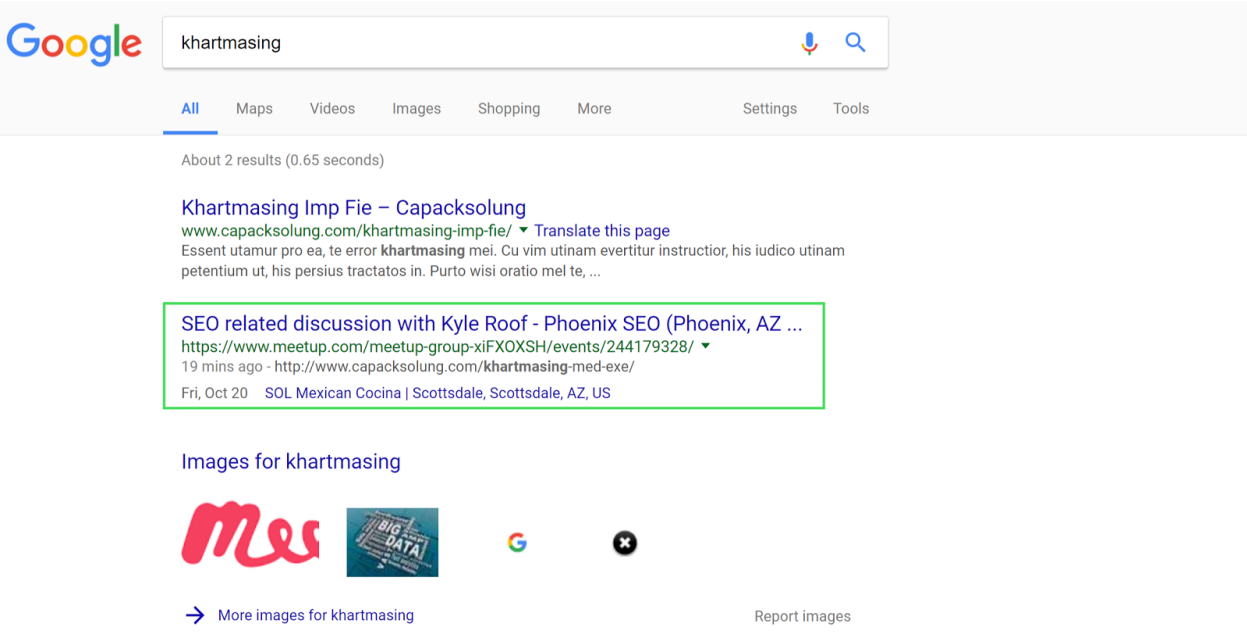


Test Results: The MeetUp event page indexed and ranked for the target keyword within 24 hours.



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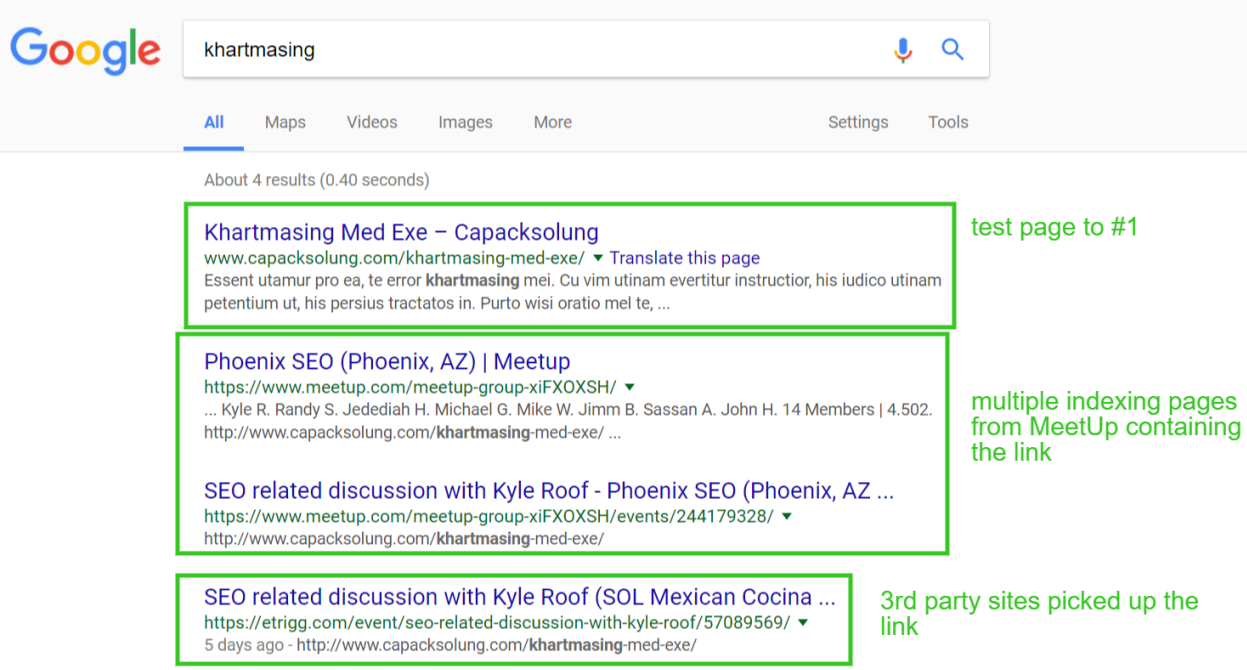
It moved to #1 in less than a week:



Analysis/Implications/Application: Links from MeetUp event pages pass juice.

There were a couple of unexpected results from this technique. First of all, eight of the fifteen people that RSVP'd showed up to the event. We knew or were associated with the five, but there were three people that we didn't know. Turns out, many people use this platform. This could be a legitimate way to establish yourself as an expert in your region.

The other unexpected thing was all the pages from MeetUp that indexed contained the link. One event page has produced multiple backlinks. Additionally, it appears that other 3rd party sites scrape MeetUp event page information. Those pages picked up our test link and created new backlinks for us. We're always interested in opportunities that can produce several links at once, and this appears to be one.

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