Test 200: Does Google Treat Content in Quotation Marks and Brackets Differently?

Hypothesis: Google will treat the content the same.

Background Information: On April 5th, Search Engine Roundtable had an article on whether Google treats content in quotation marks, brackets, or parentheses differently. The answer, "according to Google," is that no - content is treated the same way. Something we found interesting is that Pete Meyers from MOZ answered the question, and then John Mueller confirmed it. The relationship between MOZ and Google is interesting.

https://www.seroundtable.com/google-quotes-or-brackets-25524.html

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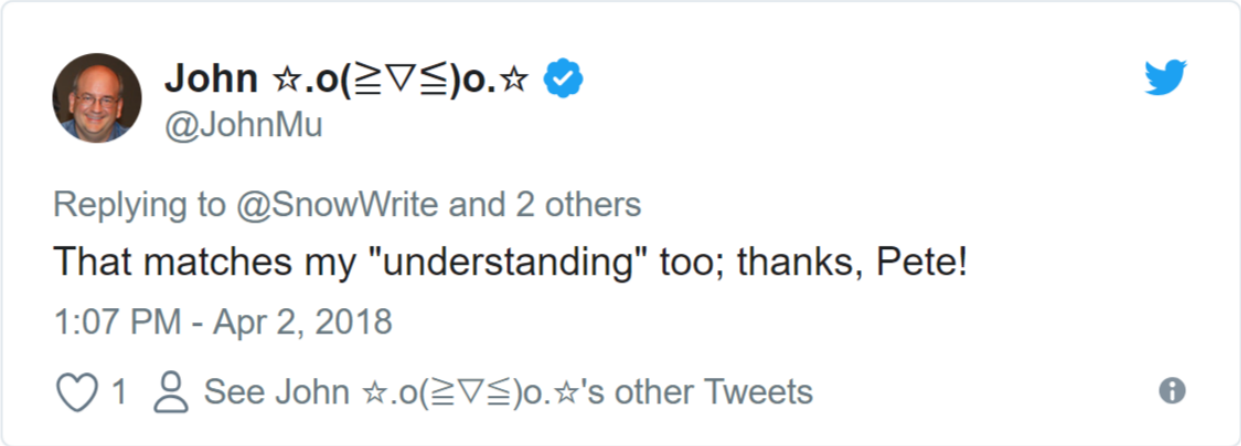
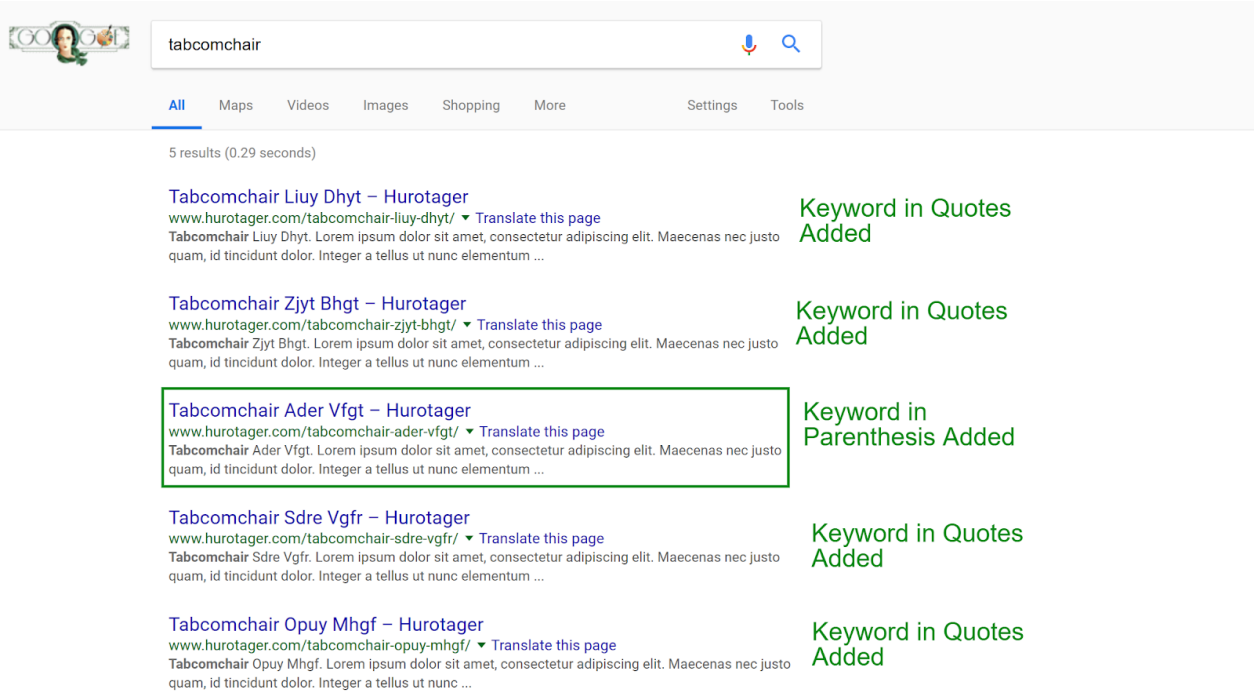
I know he's trying to be funny with the quotation marks, but it doesn't make me feel better.



As it is much more common to put something in parentheses than brackets, we will first test parentheses vs quotes.

Test Setup: After indexing five identical pages, parentheses were added to the keywords on the number 3 page, on all other pages, quotation marks were added to the keywords. This test was run three times.



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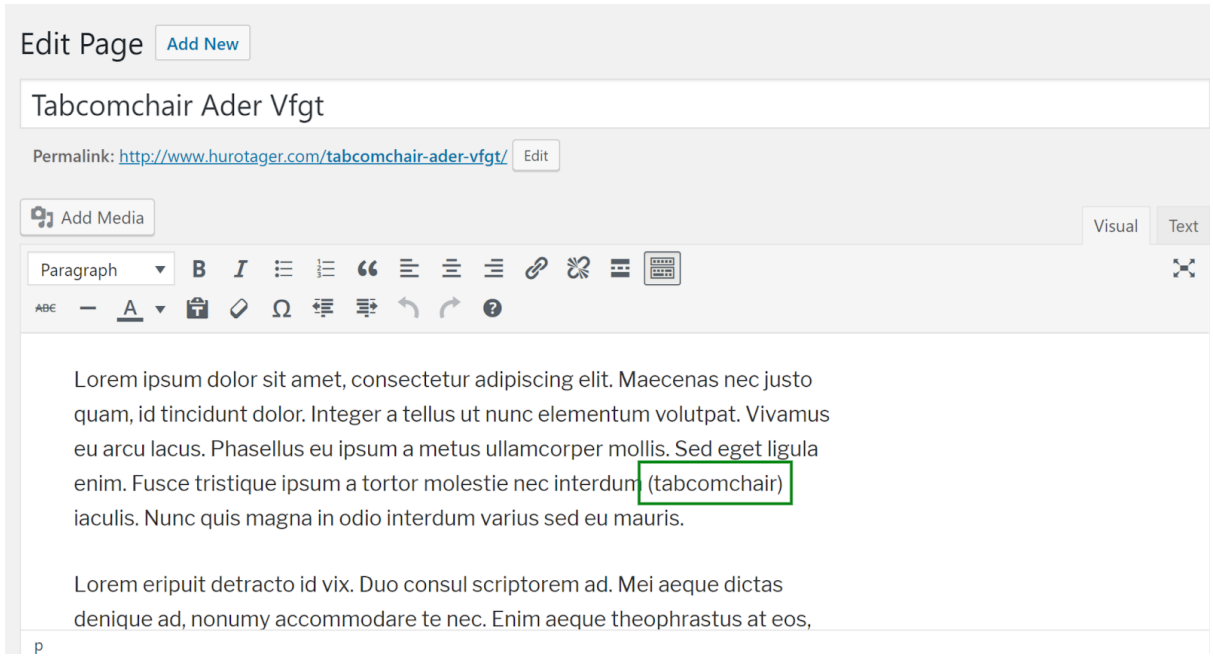

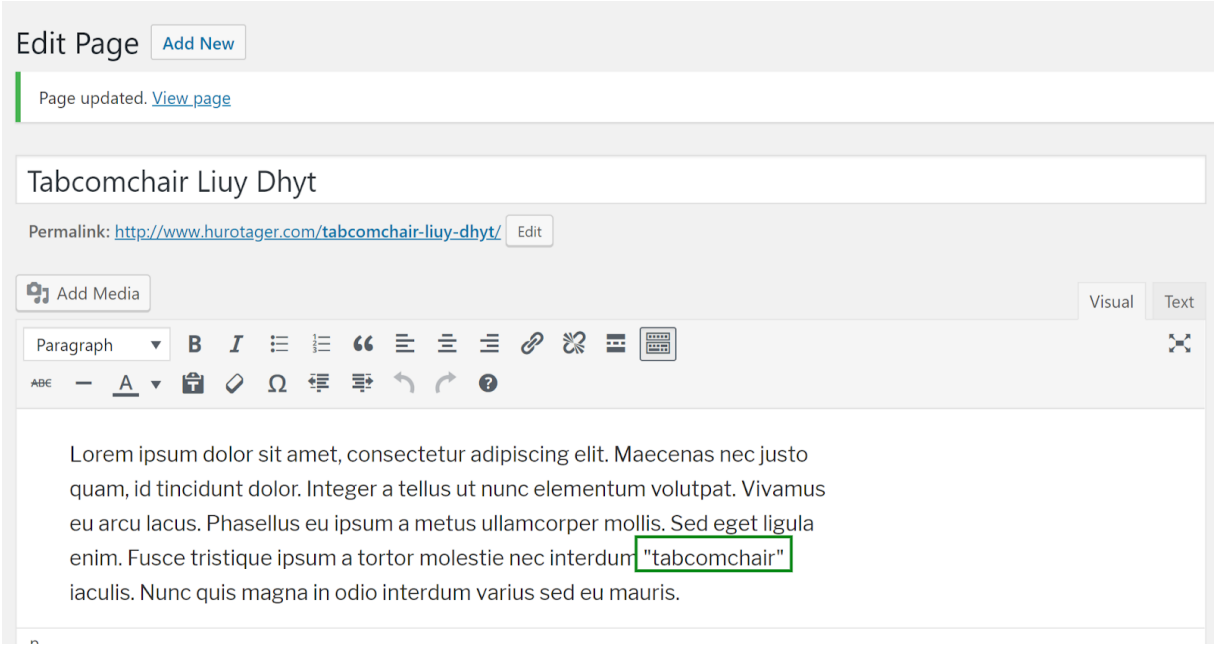

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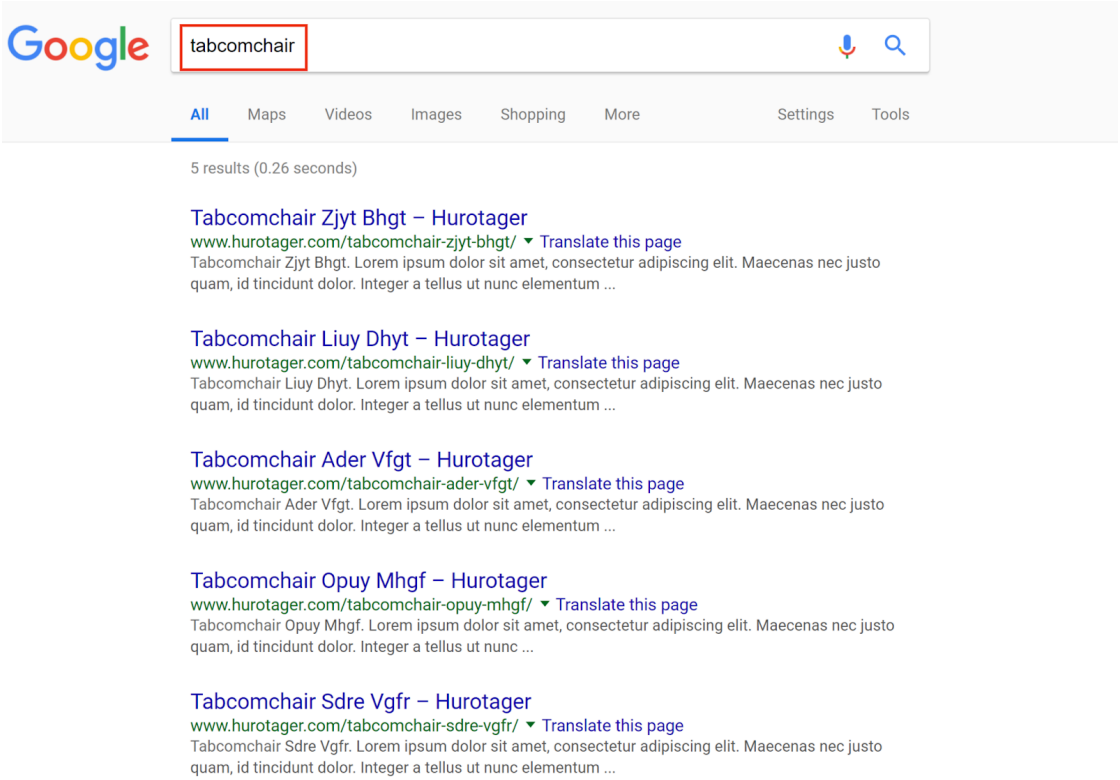
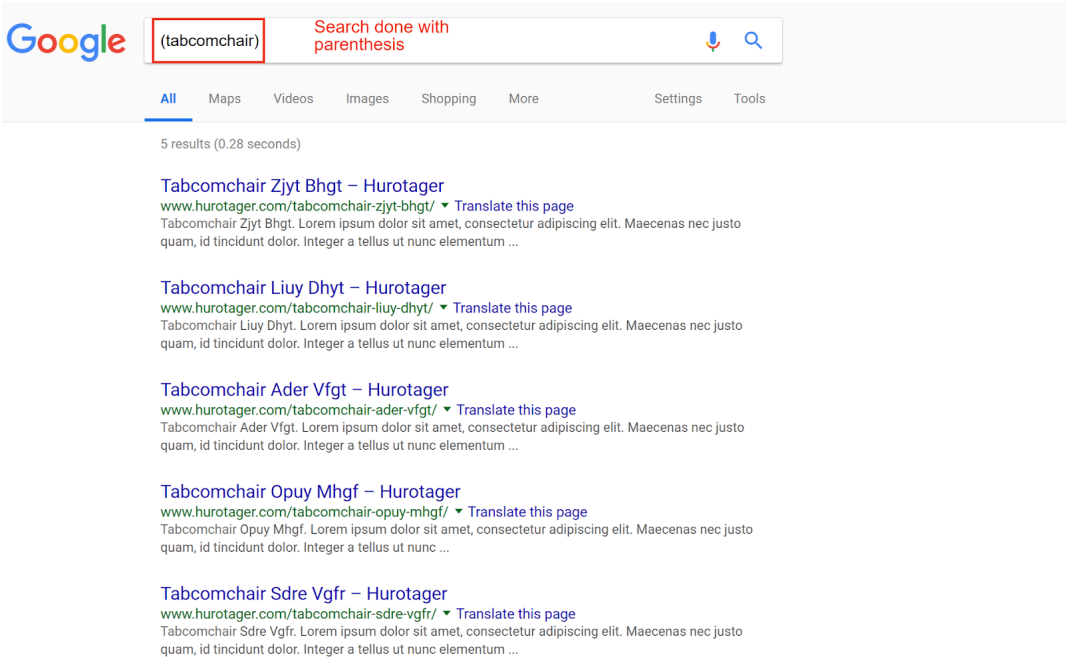
Test Results: After several crawls, there has been no change in rank.



Interestingly, there is no change when you do the search with parenthesis.



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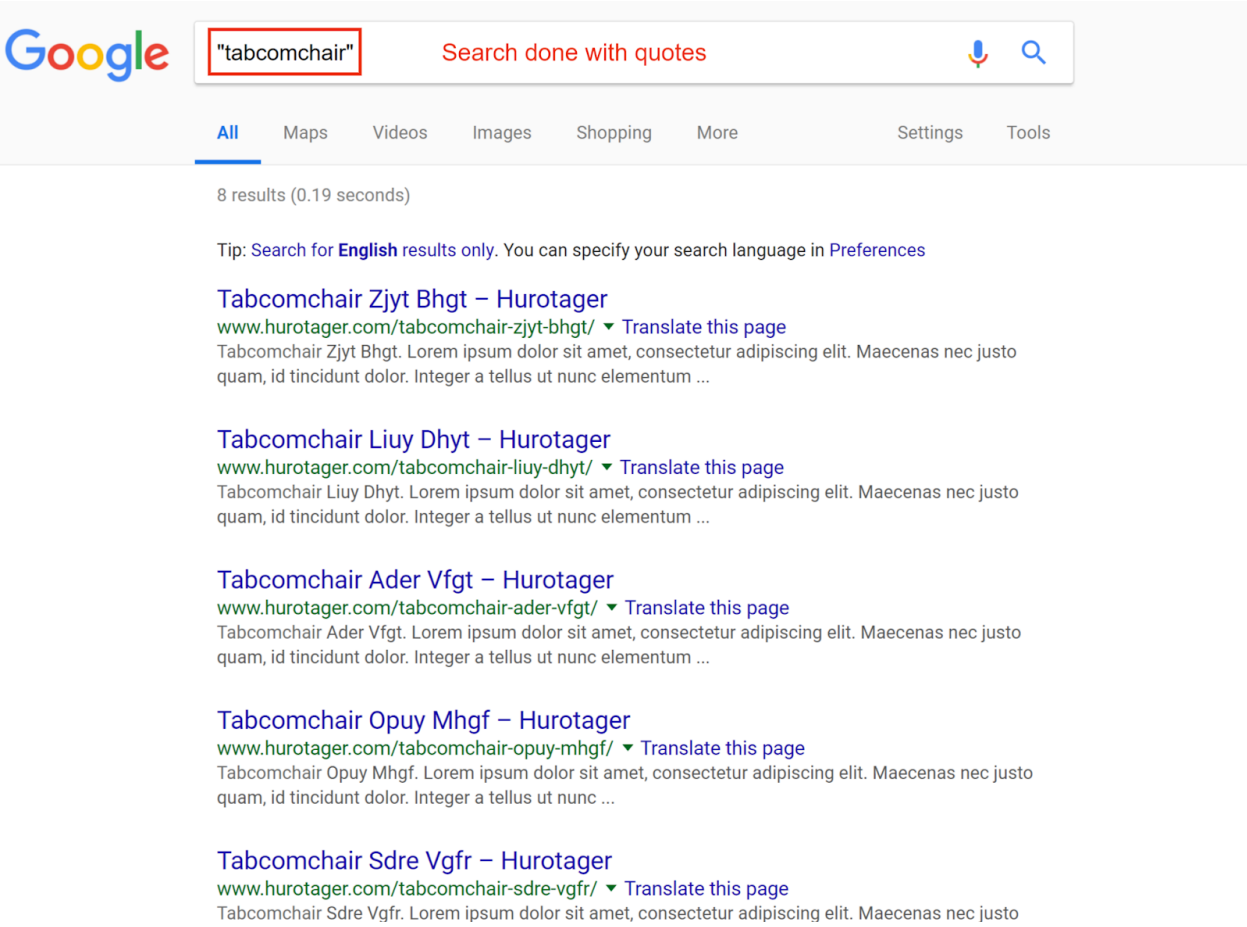
Also no change when you do the search with quotation marks.



Analysis/Implications/Application: We think we can safely say that Google treats keywords that are in parentheses, the same as keywords that are in quotation marks. What most intrigued us here was that, searching with quotation marks or parentheses didn't change the results.

As brackets can be significant when writing code, we are going to run this test with brackets as well to see if a loophole can be found.

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May 2018