Test 212: What is the Best Web 2.0 Property?

Background Information: In August 2016, we did a series of tests looking at the strongest Web 2.0s. Since then, many people have asked for an update on this test to see what's currently hot in the world of Web 2.0s. Enjoy!

Test Setup: Sixteen web 2.0 sites were chosen to run the test. Sites were primarily chosen based on their DA and reputation in the SEO community.

	A	B	C
1	**Web 2.0 Sites to Use:**	**DA**	**Link**
2	https://www.tumblr.com	99	https://berkindecrows.tumblr.com/
3	https://www.blogger.com/	100	https://berkindecrows.blogspot.com/
4	https://www.diigo.com/	92	https://www.diigo.com/profile/berkindecrows
5	https://wordpress.com/	94	https://berkindecrows.wordpress.com/
6	https://medium.com/	93	https://medium.com/@berkindecrows
7	https://getpocket.com/	92	https://getpocket.com/@berkindecrows
8	https://www.reddit.com/	97	https://www.reddit.com/user/berkindecrows
9	https://sites.google.com/	92	https://sites.google.com/view/berkindecrows/home
10	https://kinja.com/	91	https://berkindecrows.kinja.com/
11	http://www.wikidot.com/	92	http://berkindecrows.wikidot.com/
12	https://issuu.com/	94	https://issuu.com/berkindecrows
13	https://edublogs.org/	83	http://berkindecrows.edublogs.org/
14	https://academia.edu/	92	https://academia.edu/berkindecrows
15	http://over-blog.com	69	berkindecrows.over-blog.com
16	http://site123.me/	93	https://berkindecrows.site123.me/
17	https://ghost.org	73	https://berkindecrows.ghost.io/

Accounts were created and the same fake keyword was used for the account name. All account URLs were submitted for indexing.

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Results: The results of the test were:

	A	B	C	D	E	F
1	**Web 2.0 Site**	**DA**	**Company name**	**Rank 6/11**	**Rank 6/19**	**Rank 6/25**
2			berkindecrows			
3	Blogger	100		N/A	N/A	8
4	Tumblr	99		1	4	2
5	Sites.google	95		5	9	5
6	wordpress	94		4, 5	7, 11	4
7	medium	93		8,10	10, 12, 13	9
8	getpocket	92		N/A	N/A	N/A
9	reddit	97		2,3	1,2,3	1
10	diigo	92			5, 6	3
11	Kinja	91		N/A	N/A	N/A
12	Wikidot	92		4	N/A	7
13	Issuu	94		9	8	10
14	Edublogs	83		N/A	N/A	N/A
15	Academia	92		N/A	N/A	N/A
16	Ghost	73		N/A	N/A	N/A
17	Site123	69		N/A	N/A	6
18						

Analysis/Implication/Application: These are always fun to run. In our agency, we build stacks using these properties all the time. We also use them for tier one links in order to capture a client's brand name across as many web properties as possible. One other fun thing to note is that, several of the top properties ended up with multiple listings in the SERP.

The top five:
Reddit
Tumblr
Diigo
Wordpress
Sites.Google

The ones above are must builds. Reddit can be hard to keep around. You'll need to regularly post to the account (without backlinks) for quite some time.

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The next five:
Site123
Wikidot
Blogger
Medium
Issuu

We hadn't heard of Site123 prior to running this test, so it was fun to see a new one.

Surprising no shows:
Academia
Kinja
Ghost

Academia and Kinja have been the darlings of the SEO community for some time. It's possible that these sites flagged the listings as fake. That is a positive, if you can fake your way in, but it's also something to consider if you are setting up less than legitimate accounts. Ghost was a big winner two years ago, it's possible that the ship has sailed.

If you are doing reputation management and looking to push down results, we would go with sites with multiple listings:

Wordpress
Medium
Reddit

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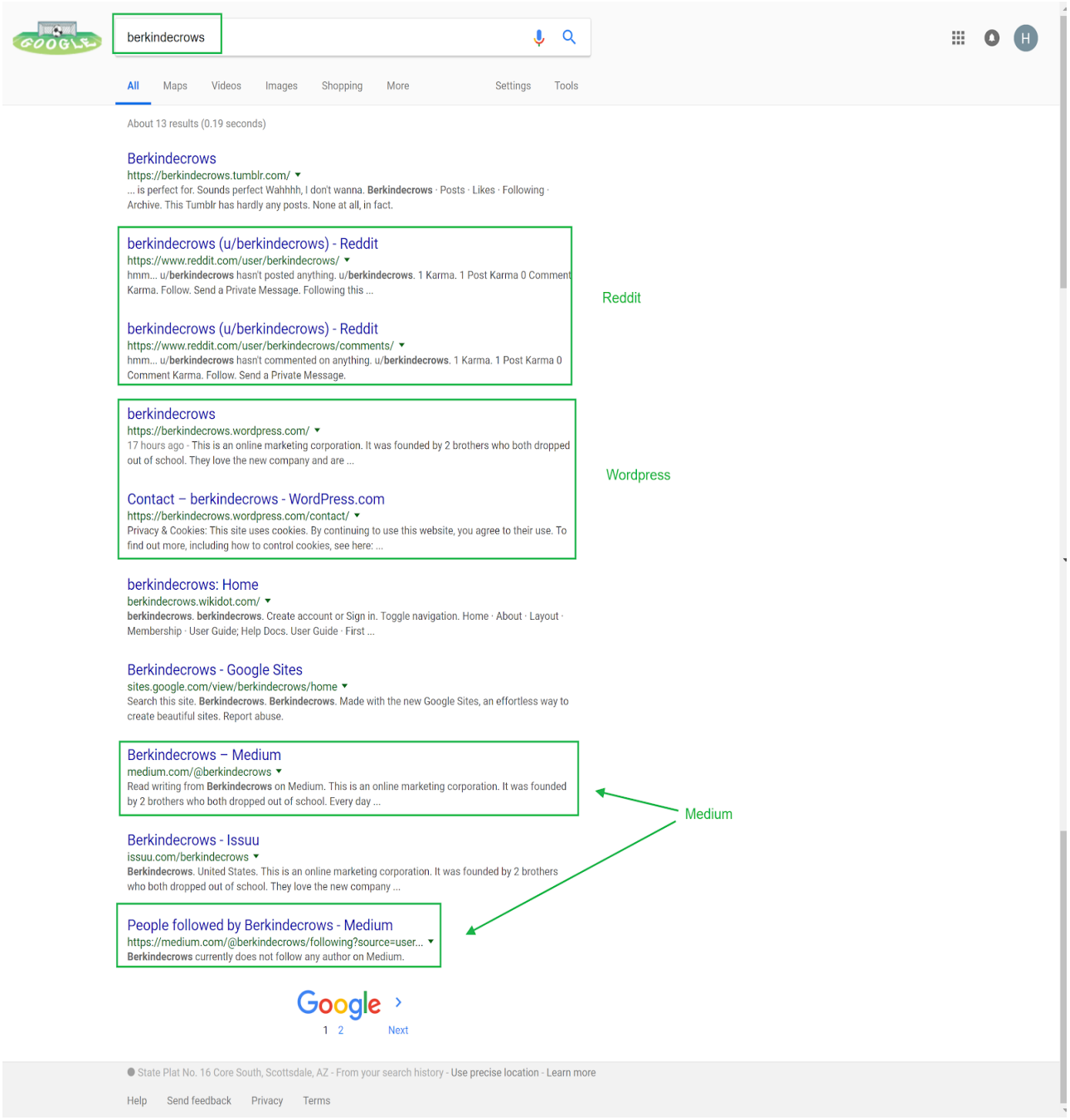

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