Test 284: Does Sending Traffic Through a Link Increase the Power of the Link?

By Ryan Hough & Simon White

Hypothesis: Sending traffic through links will boost the power of the link and will result in the target page jumping over other pages that have links, but without traffic.

Background Information: We have tested a few variations of sending traffic through links with positive results.

In this variation, we're testing sending bot traffic using RankWyz.

We're hoping to find a way to speed up the time it takes for a link to have a positive impact.

Test Setup: The test was set up in the following manner:

- 5 test pages were set up for the keyword undevinetwan
- A new post was submitted on test domain 2 linking to the #3 result
- A new post was submitted on test domain 2 linking to the #4 result (http://sparcauthews.win/bragintenterly-deleniti-petentium/)
- A new post was submitted on test domain 2 linking to the #5 result (http://sparcauthews.win/bragintenterly-albucius-recteque/)
- Direct traffic using rankwyz was sent to the post that links to the #4 result
- Google search and Click through traffic using rankwyz was sent to the #5 result

Test Results: The results of the test were:

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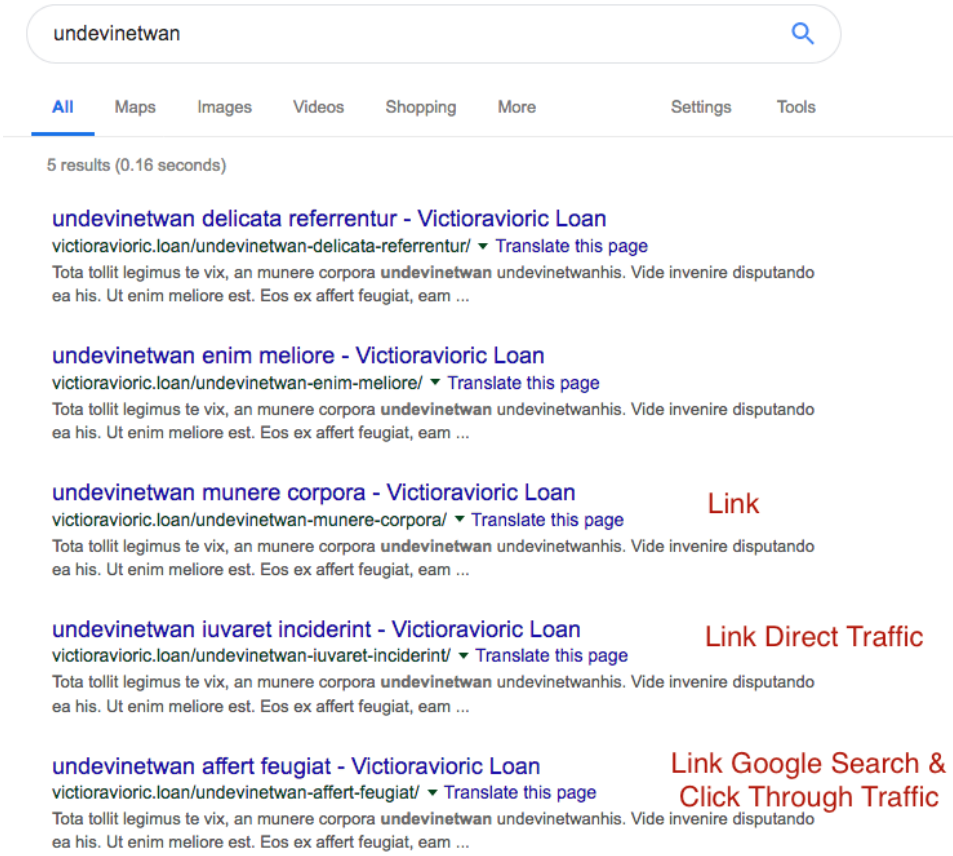
Initial results on the 7th of December 2018:



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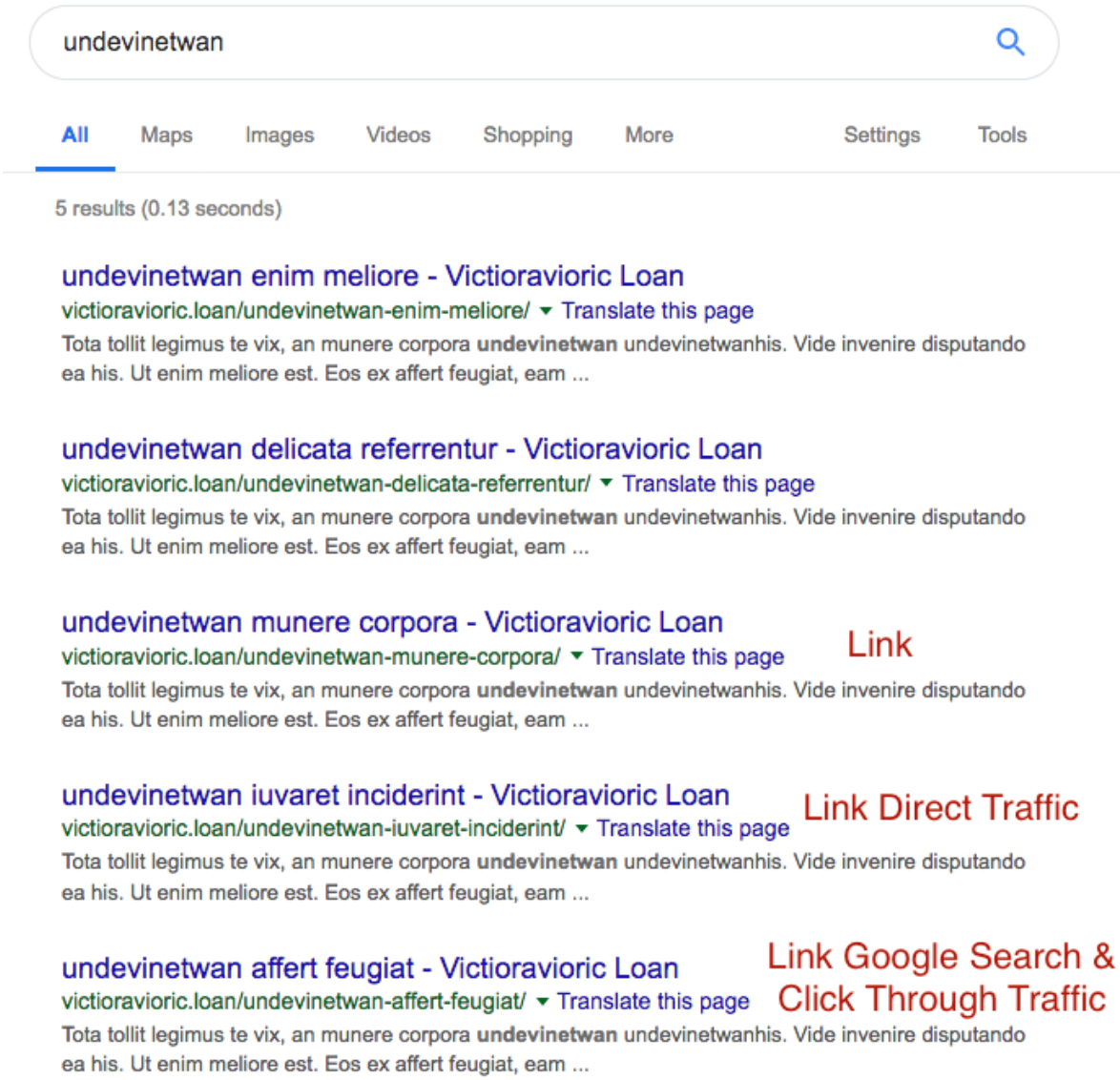
16th of December 2018 (No movement):



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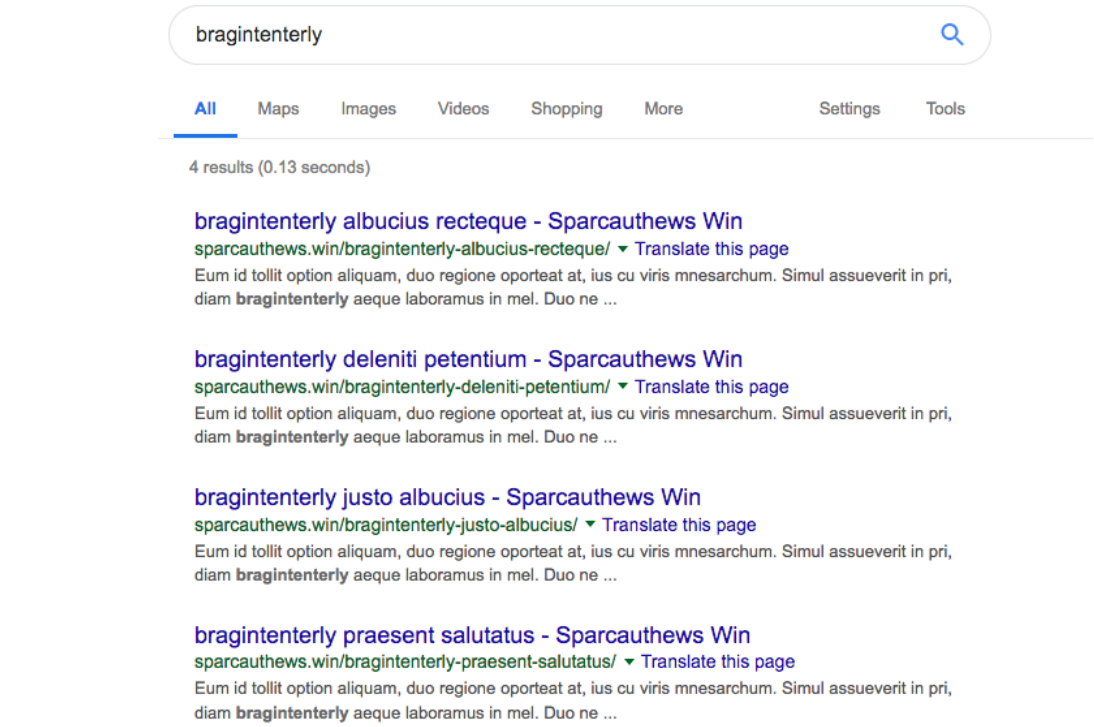
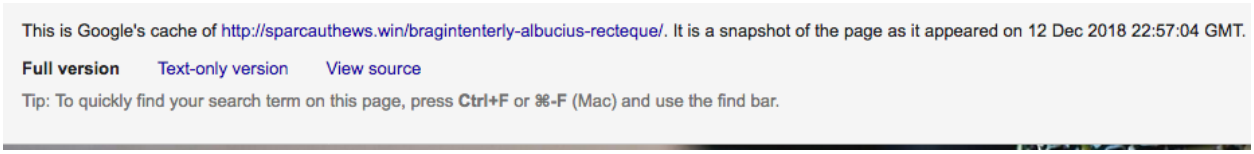
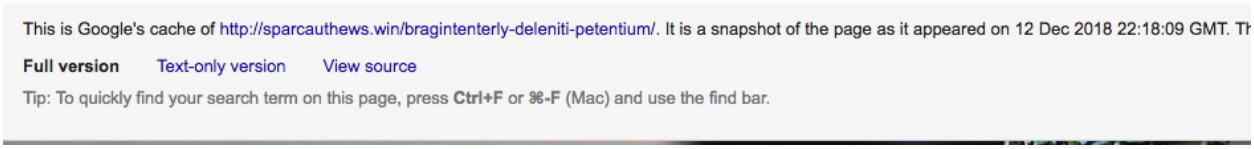
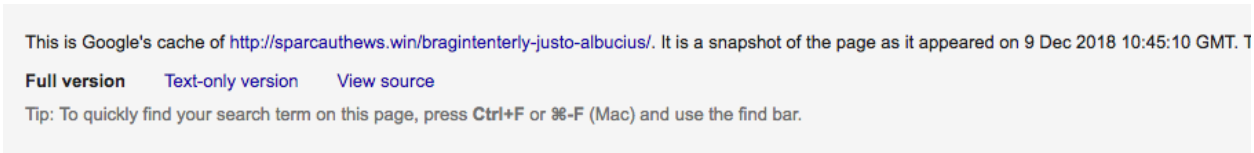
Posts with links have all indexed:









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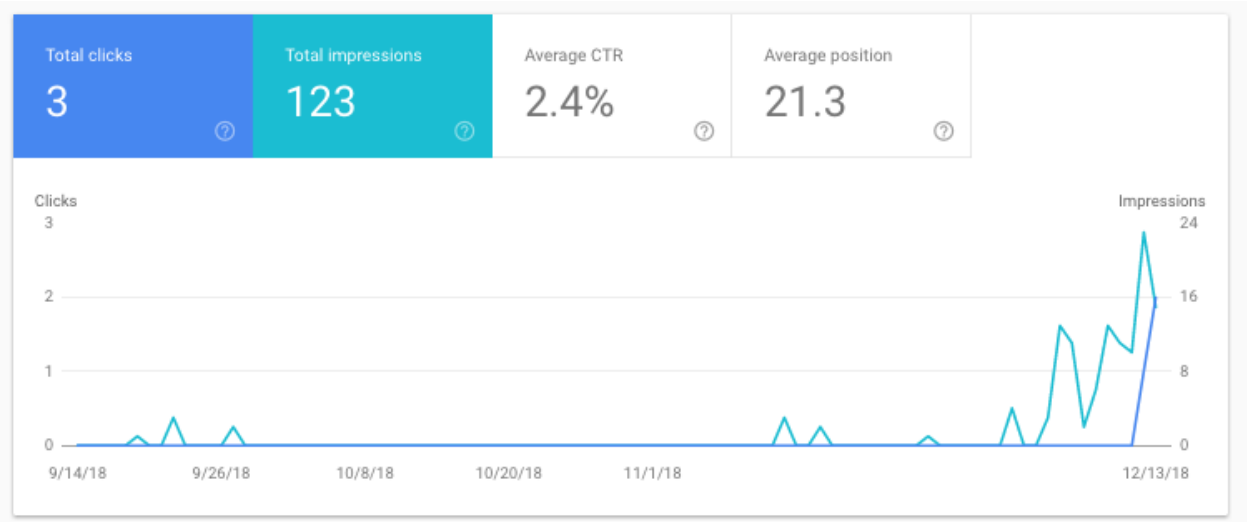
Google Search Console and Analytics:

	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	73	73	73	5.48%	3.81	00:01:50
1 Direct	59			5.08%		
2 Organic Sear	14			7.14%		



	Landing Page	Acquisition			Behavior		
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		59 % of Total: 80.82% (73)	59 % of Total: 80.82% (73)	59 % of Total: 80.82% (73)	5.08% Avg for View: 5.48% (-7.20%)	4.08 Avg for View: 3.81 (7.26%)	00:01:48 Avg for View: 00:01:50 (-1.71%)
☐	1. /bragintenterly-deleniti-petentium/	**58** (98.31%)	58 (98.31%)	58 (98.31%)	3.45%	4.14	00:01:50
☐	2. /	**1** (1.69%)	1 (1.69%)	1 (1.69%)	100.00%	1.00	00:00:00

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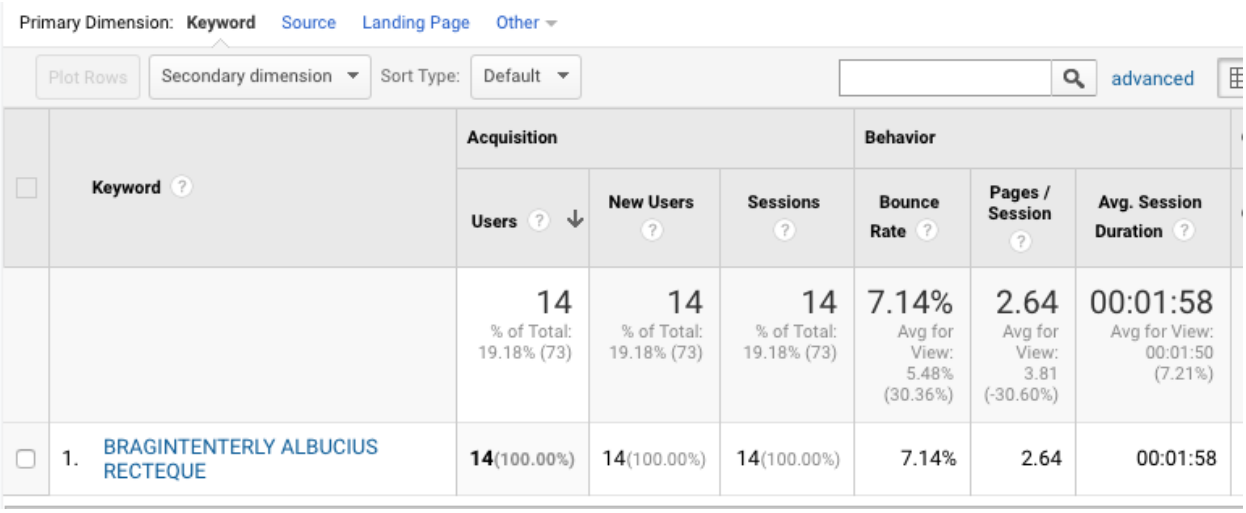
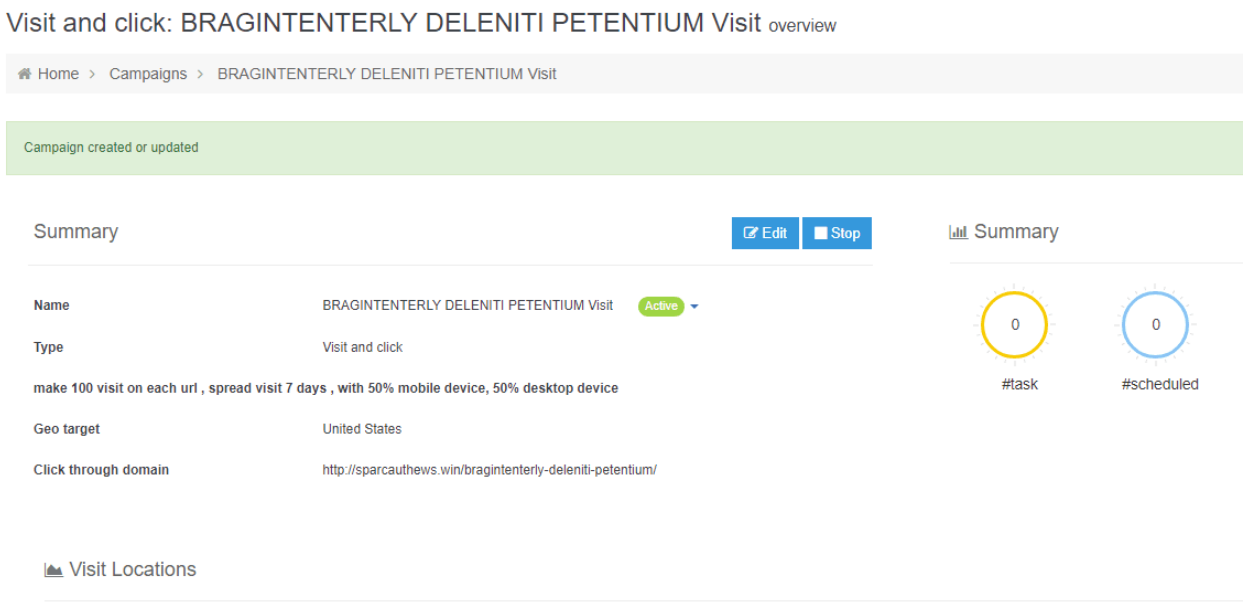


Primary Dimension: **Keyword** Source Landing Page Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Keyword	Acquisition			Behavior		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		14 % of Total: 19.18% (73)	14 % of Total: 19.18% (73)	14 % of Total: 19.18% (73)	7.14% Avg for View: 5.48% (30.36%)	2.64 Avg for View: 3.81 (-30.60%)	00:01:58 Avg for View: 00:01:50 (7.21%)
☐	1. BRAGINTENTERLY ALBUCIUS RECTEQUE	**14**(100.00%)	14(100.00%)	14(100.00%)	7.14%	2.64	00:01:58

RankWyz setup:



Visit and click: BRAGINTENTERLY DELENITI PETENTIUM Visit overview

Home > Campaigns > BRAGINTENTERLY DELENITI PETENTIUM Visit

Campaign created or updated

Summary — Edit | Stop

Name	BRAGINTENTERLY DELENITI PETENTIUM Visit Active
Type	Visit and click
make 100 visit on each url , spread visit 7 days , with 50% mobile device, 50% desktop device	
Geo target	United States
Click through domain	http://sparcauthews.win/bragintenterly-deleniti-petentium/

Summary

0 #task 0 #scheduled

Visit Locations

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Search google: BRAGINTENTERLY ALBUCIUS RECTEQUE (Google Search and CTR) overview

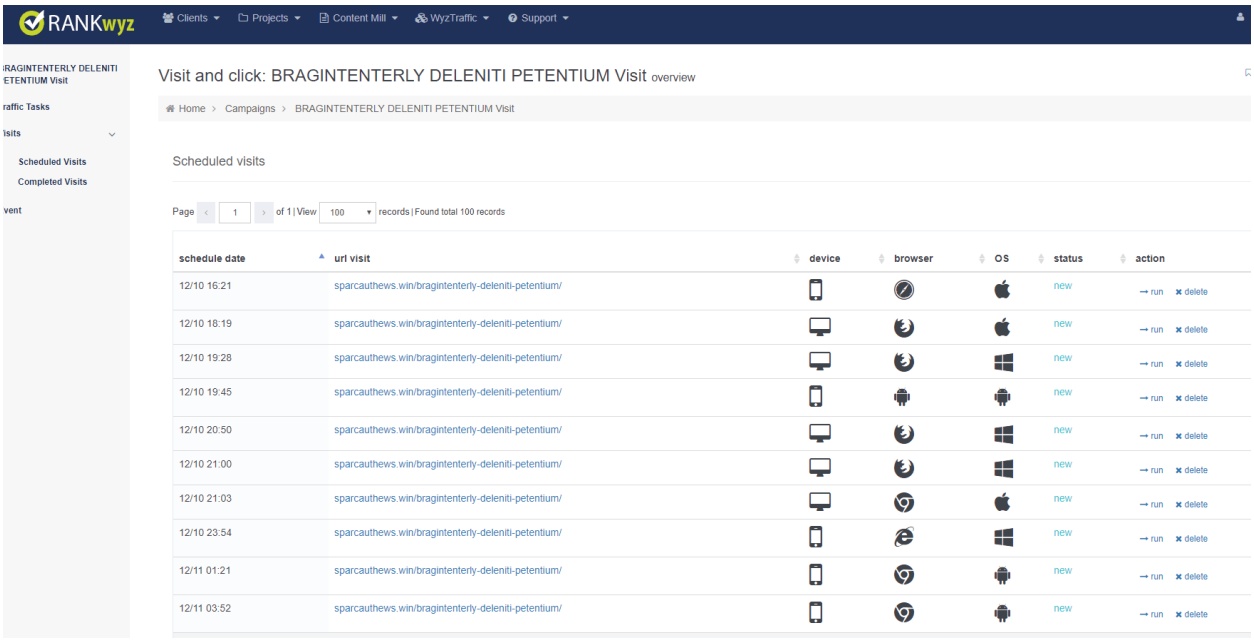
Home > Campaigns > BRAGINTENTERLY ALBUCIUS RECTEQUE (Google Search and CTR)

added task, but do not enough credit to scheduled

Page 1 of 1 | View 100 records | Found total 1 records

visit url	keyword	scheduled	compl
sparcauthews.win/bragintenterly-albucius-recteque/	BRAGINTENTERLY ALBUCIUS RECTEQUE	100	0

Page 1 of 1 | View 100 records | Found total 1 records



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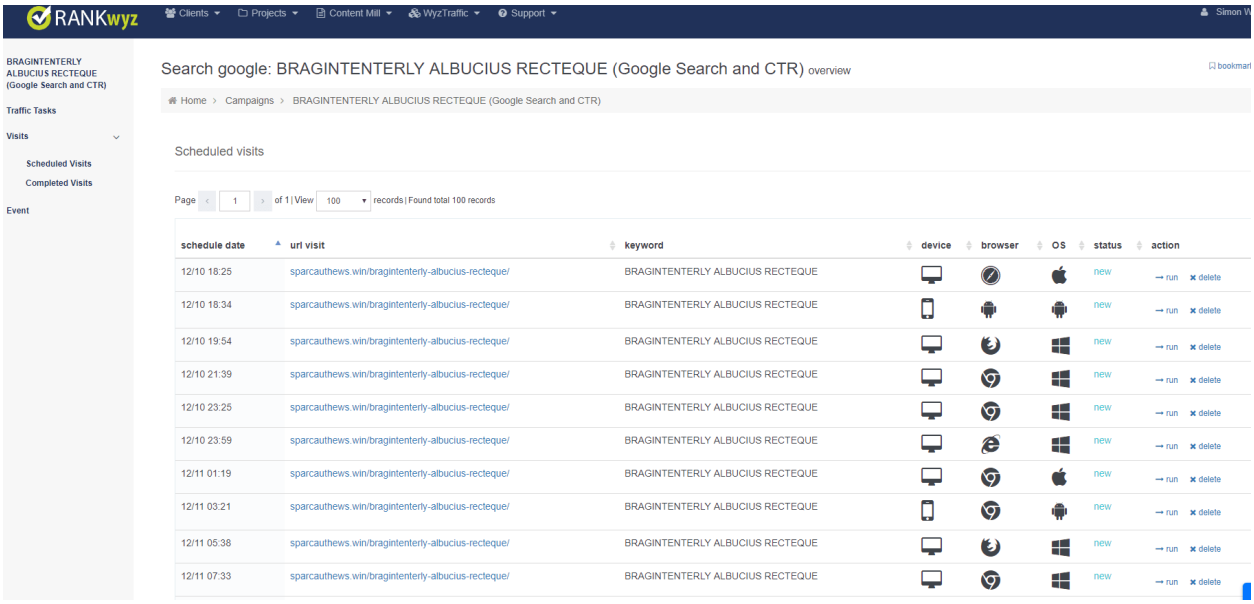

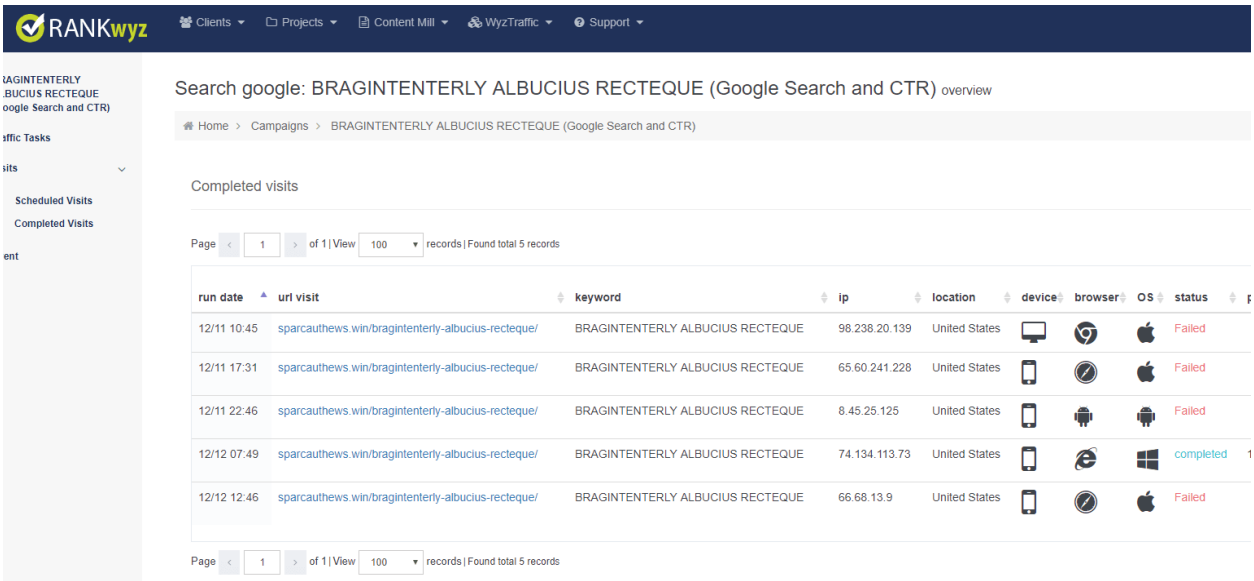

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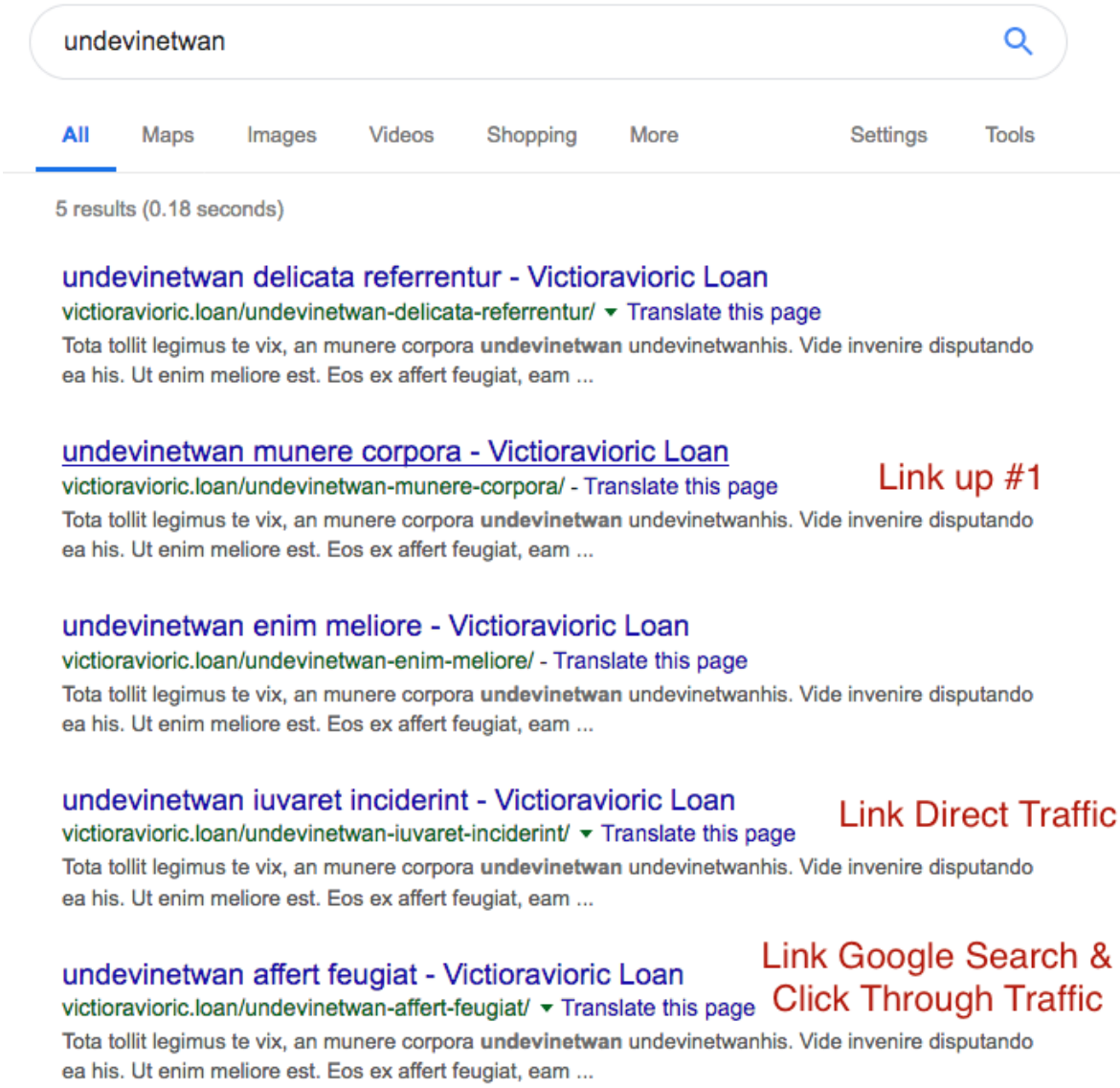
23rd of December 2018 (Link with no traffic up 1 position):



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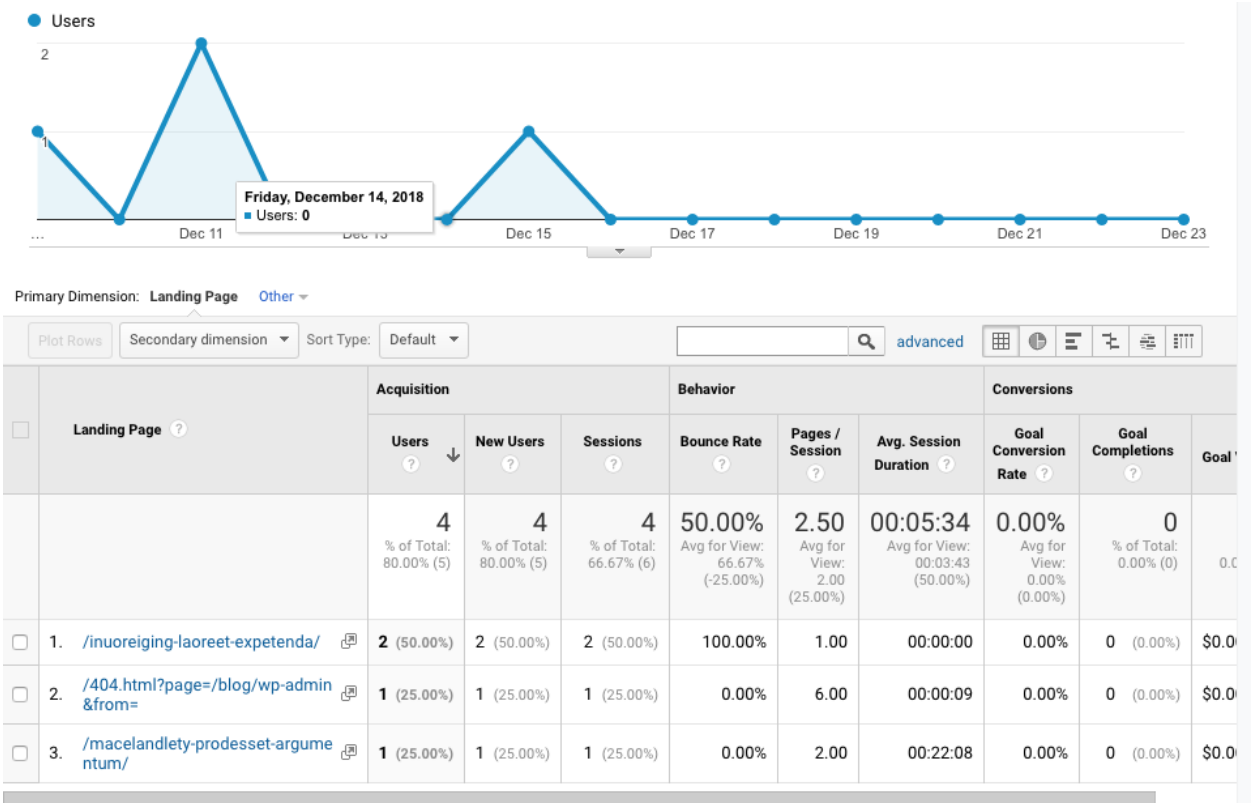
Google Search Console and Analytics:



Landing Page	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal
	4 % of Total: 80.00% (5)	4 % of Total: 80.00% (5)	4 % of Total: 66.67% (6)	50.00% Avg for View: 66.67% (-25.00%)	2.50 Avg for View: 2.00 (25.00%)	00:05:34 Avg for View: 00:03:43 (50.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	0.0
1. /inuoreiging-laoreet-expetenda/	2 (50.00%)	2 (50.00%)	2 (50.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.0
2. /404.html?page=/blog/wp-admin&from=	1 (25.00%)	1 (25.00%)	1 (25.00%)	0.00%	6.00	00:00:09	0.00%	0 (0.00%)	$0.0
3. /macelandlety-prodesset-argumentum/	1 (25.00%)	1 (25.00%)	1 (25.00%)	0.00%	2.00	00:22:08	0.00%	0 (0.00%)	$0.0

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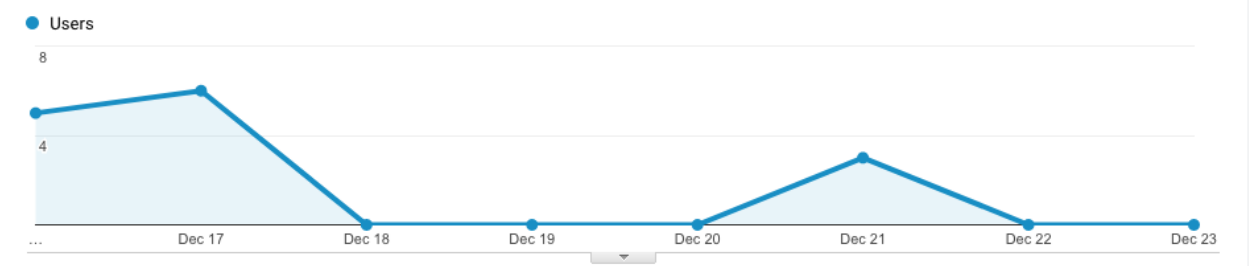
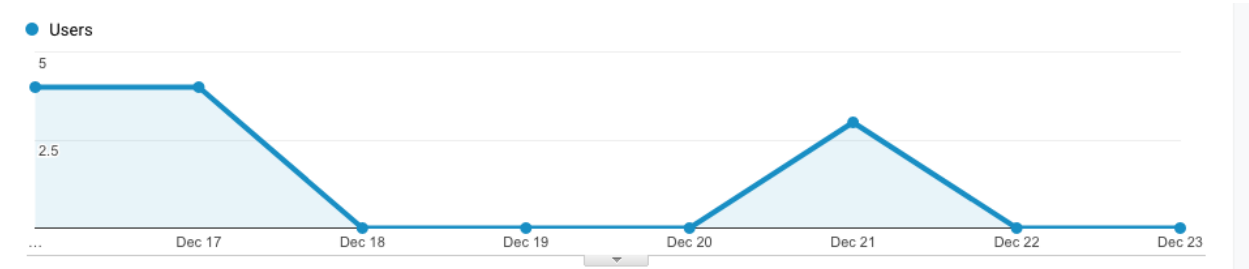


Primary Dimension: **Landing Page** Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Landing Page	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Go
		14 % of Total: 56.00% (25)	14 % of Total: 56.00% (25)	14 % of Total: 56.00% (25)	14.29% Avg for View: 8.00% (78.57%)	3.36 Avg for View: 2.92 (14.97%)	00:00:57 Avg for View: 00:01:13 (-21.91%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	
	1. /bragintenterly-deleniti-petentium/	13 (92.86%)	13 (92.86%)	13 (92.86%)	7.69%	3.54	00:01:01	0.00%	0 (0.00%)	$0
	2. /bragintenterly-albucius-recteque/	1 (7.14%)	1 (7.14%)	1 (7.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0



Primary Dimension: **Keyword** Source Landing Page Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Keyword	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goa
		11 % of Total: 44.00% (25)	11 % of Total: 44.00% (25)	11 % of Total: 44.00% (25)	0.00% Avg for View: 8.00% (-100.00%)	2.36 Avg for View: 2.92 (-19.05%)	00:01:33 Avg for View: 00:01:13 (27.88%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	
	1. BRAGINTENTERLY ALBUCIUS RECTEQUE	11(100.00%)	11(100.00%)	11(100.00%)	0.00%	2.36	00:01:33	0.00%	0 (0.00%)	$0.

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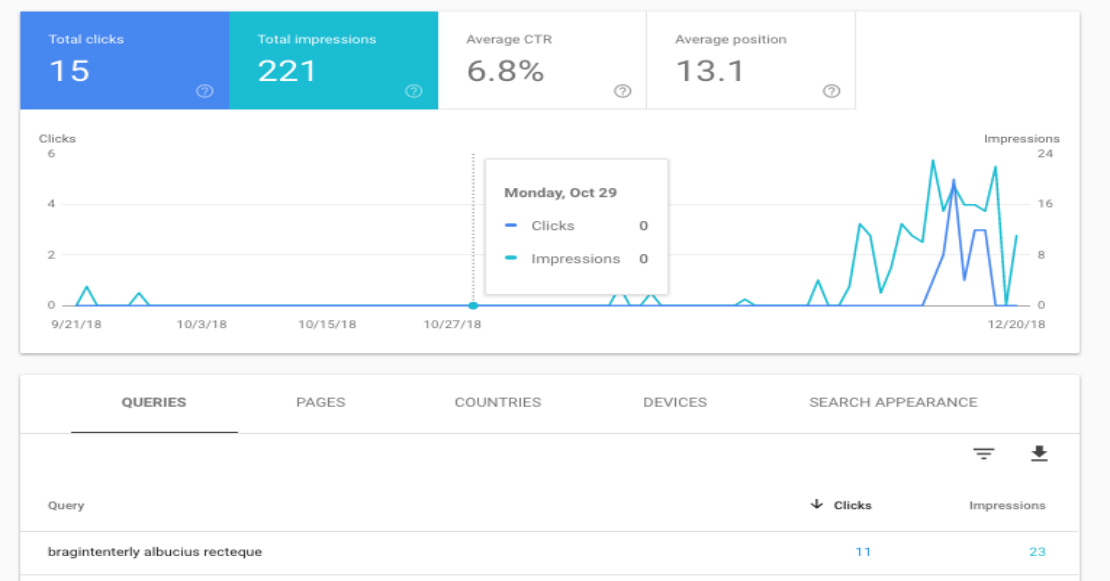
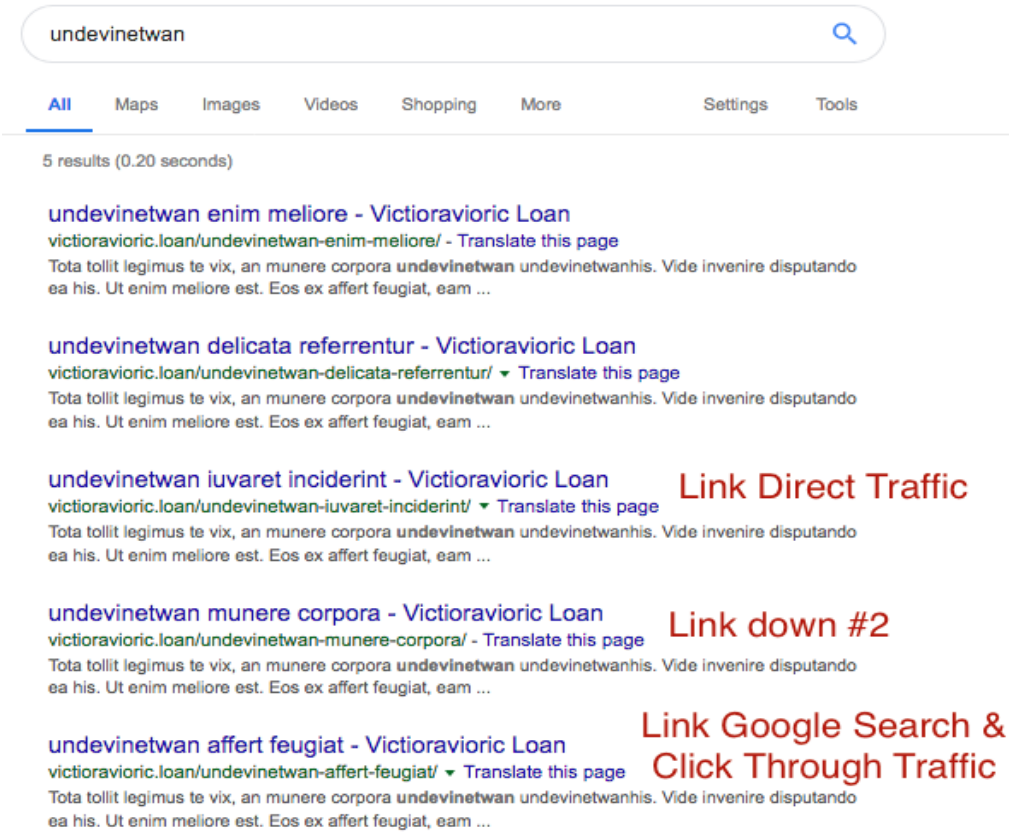


30th of December 2018 (Link with direct traffic up 1 position, link with no traffic down 2 positions.)



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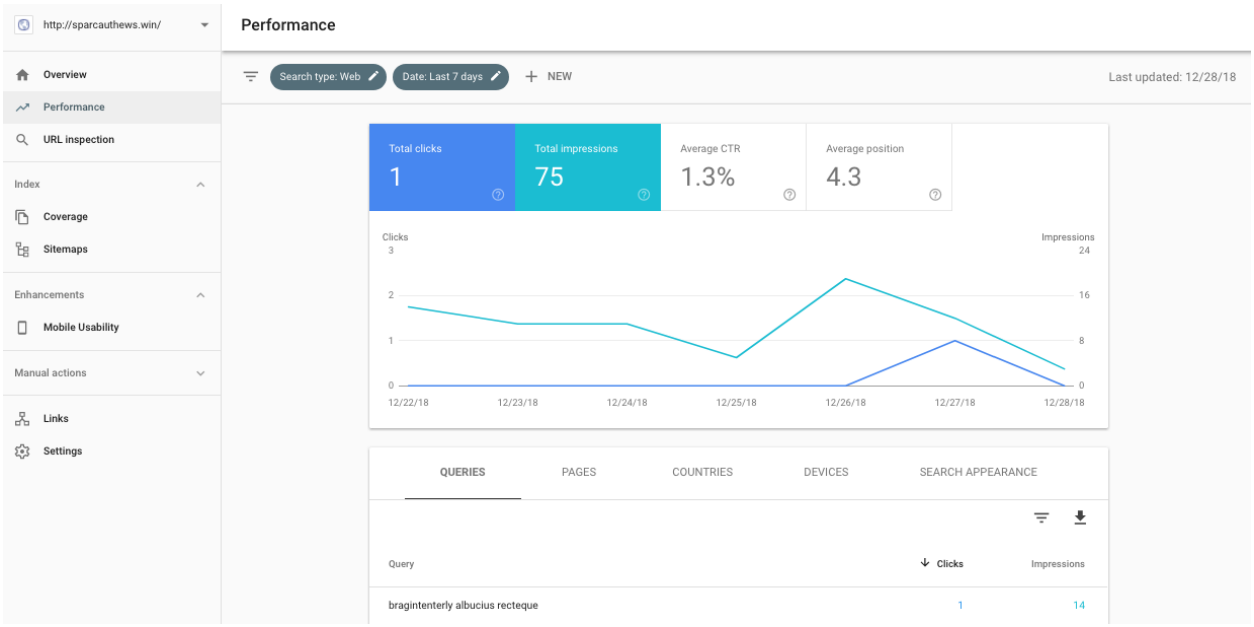
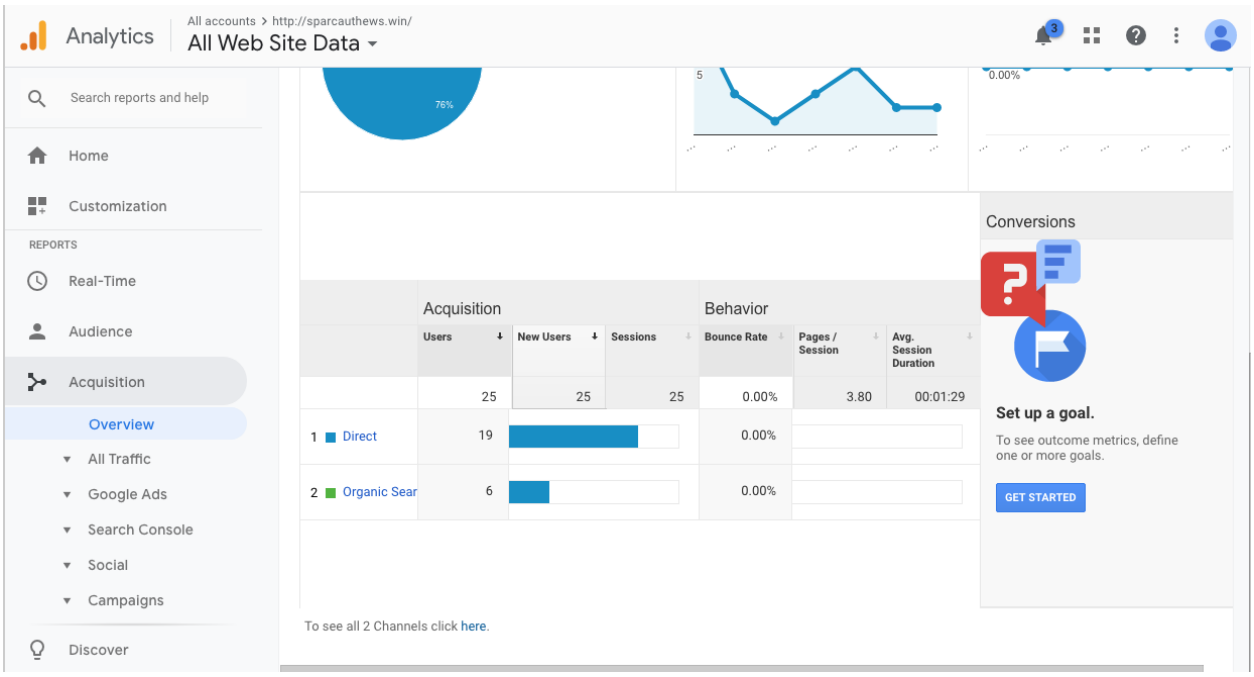
Google Search Console and Analytics:





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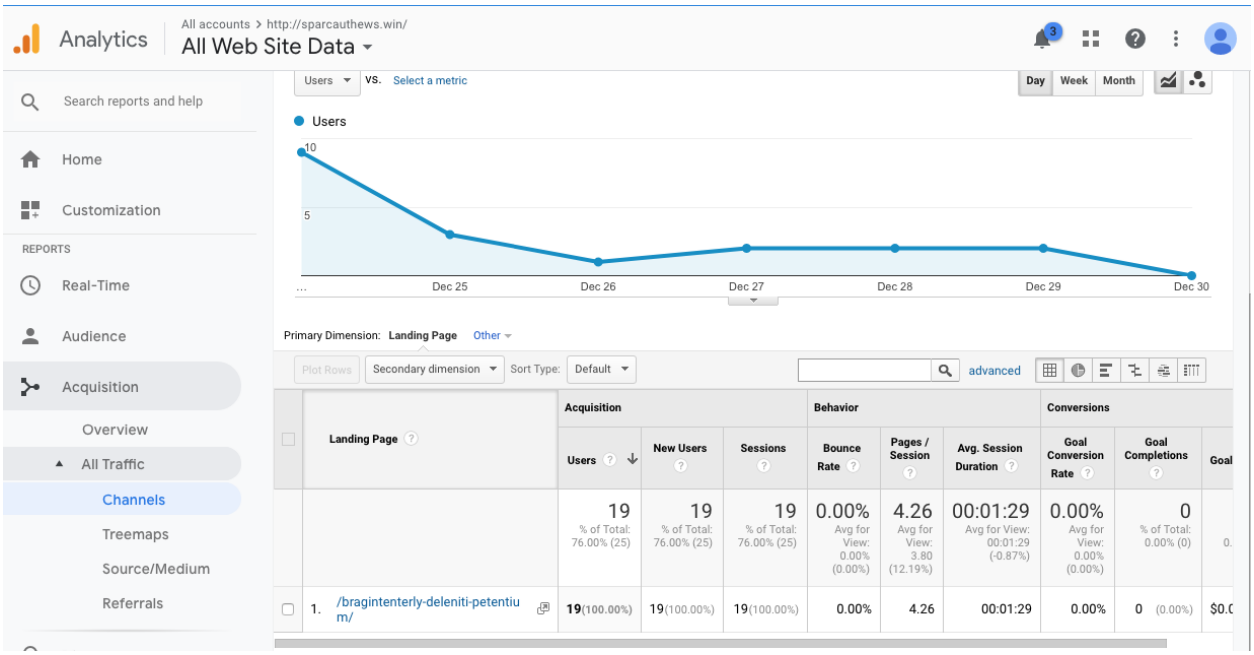
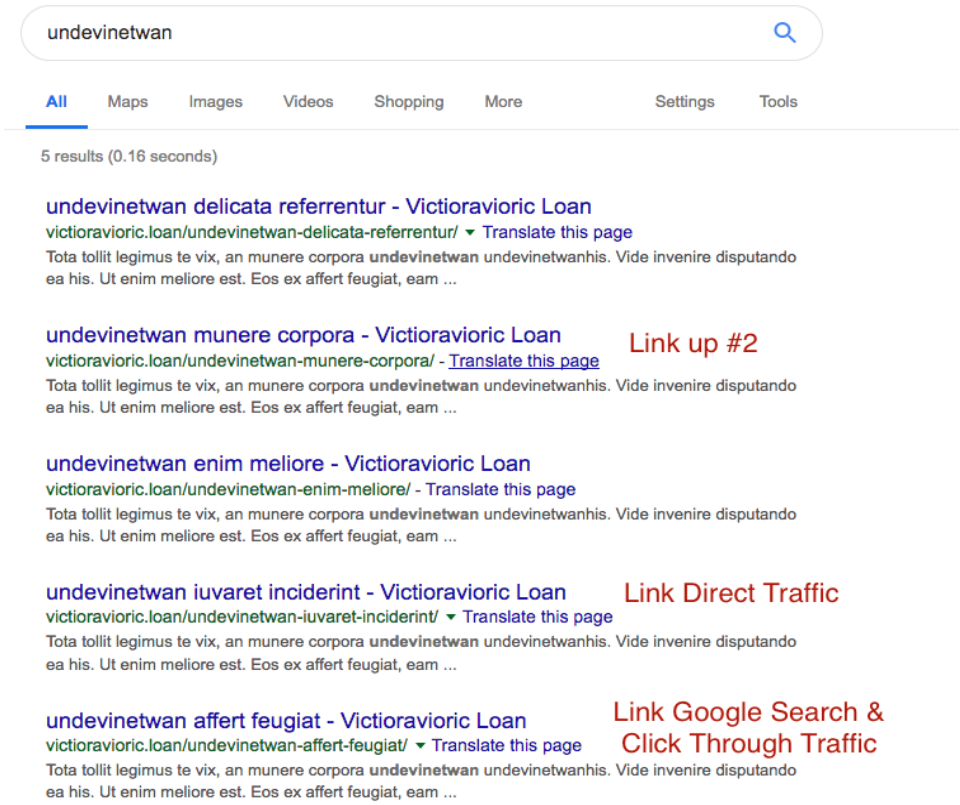


6th of January 2019 (Link with no traffic up 2 positions):



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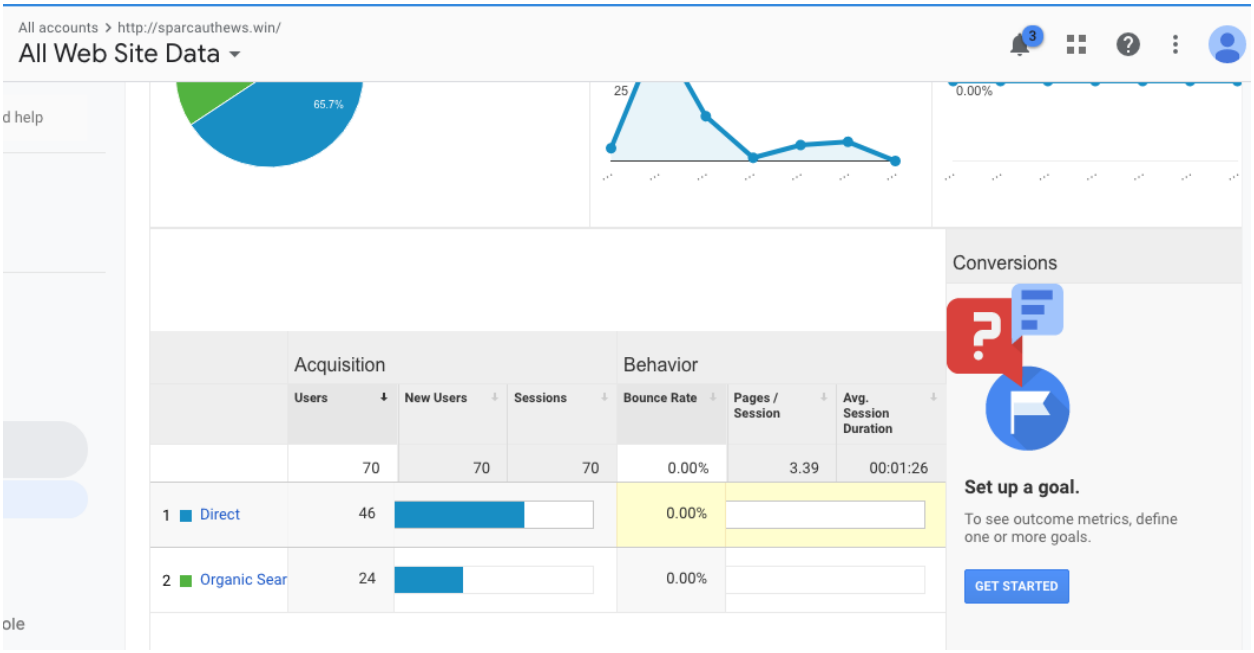
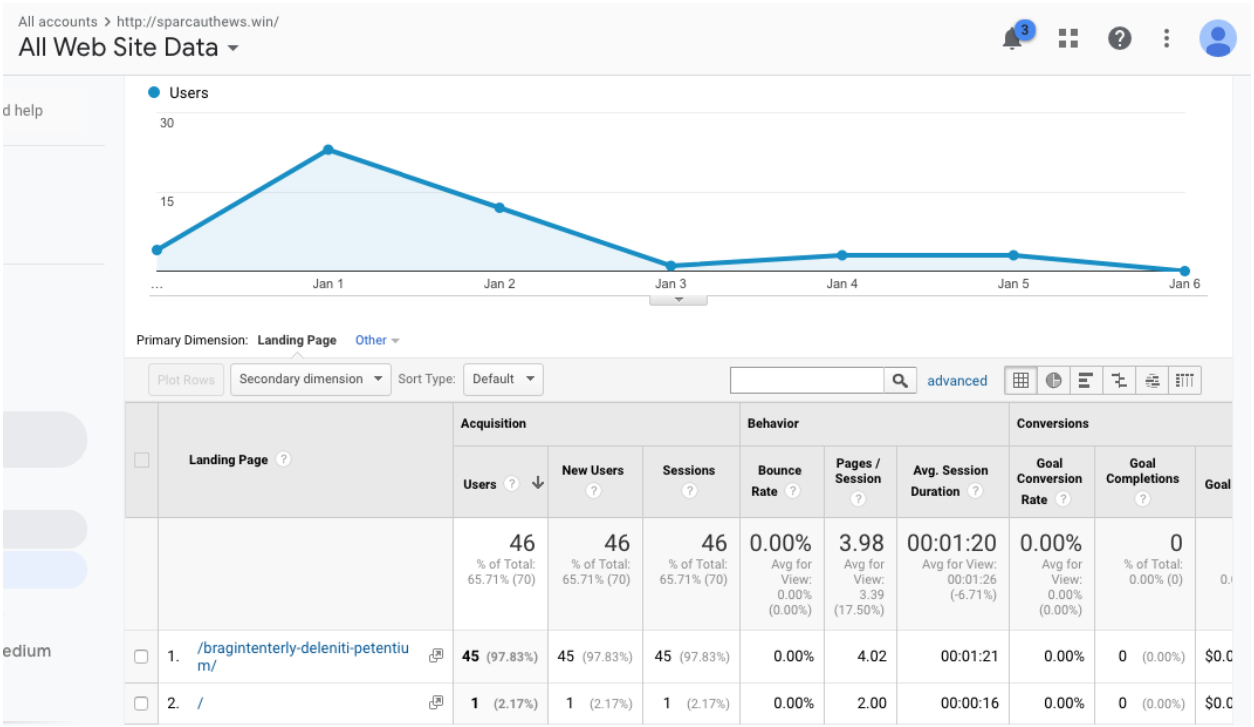
Google Search Console and Analytics:





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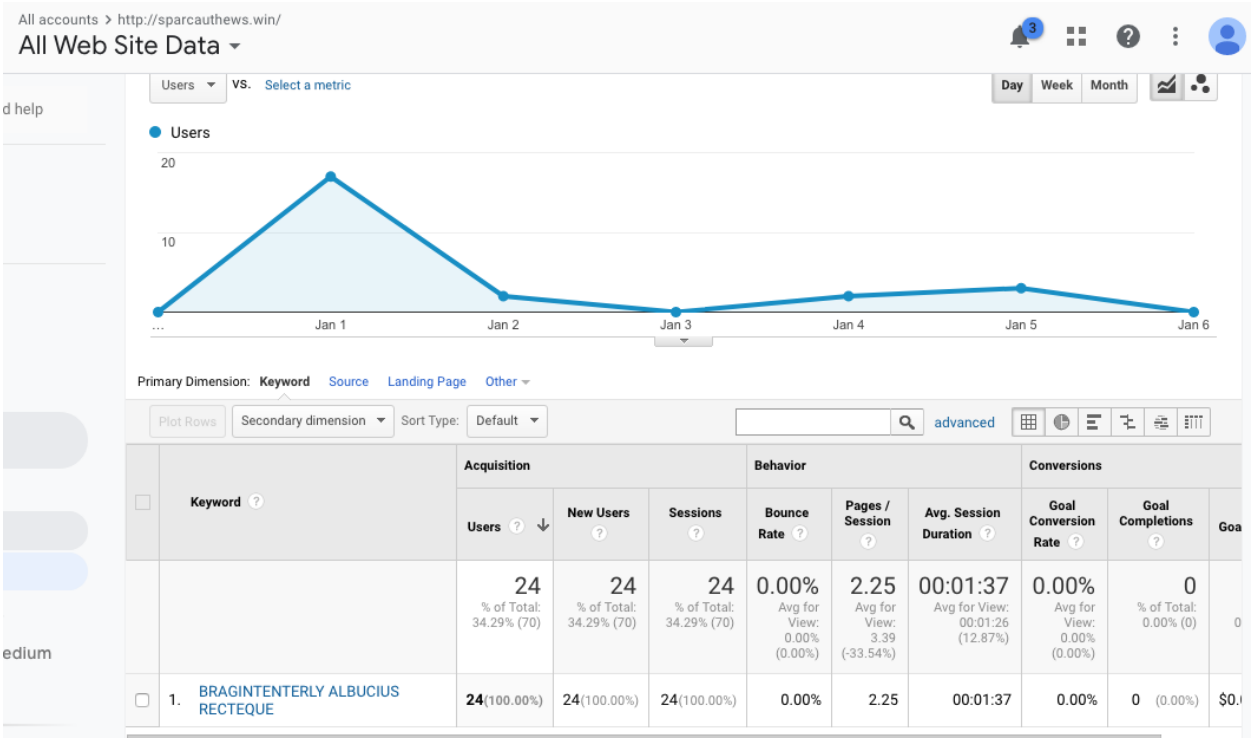
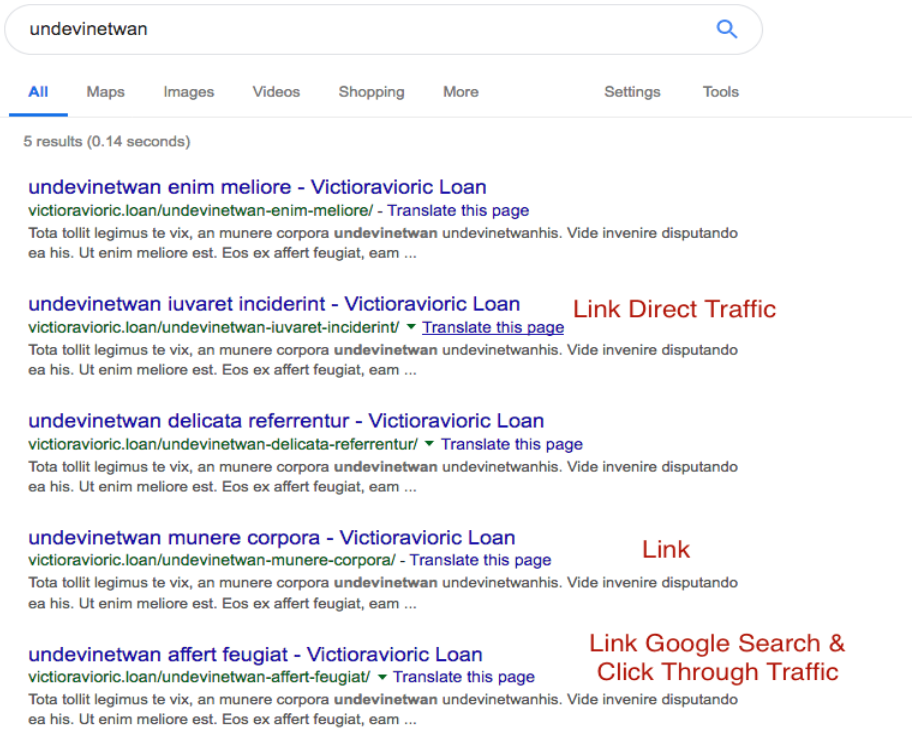


23rd of January 2019 (Link with direct traffic up to position #2. Link without traffic down to position #4.)



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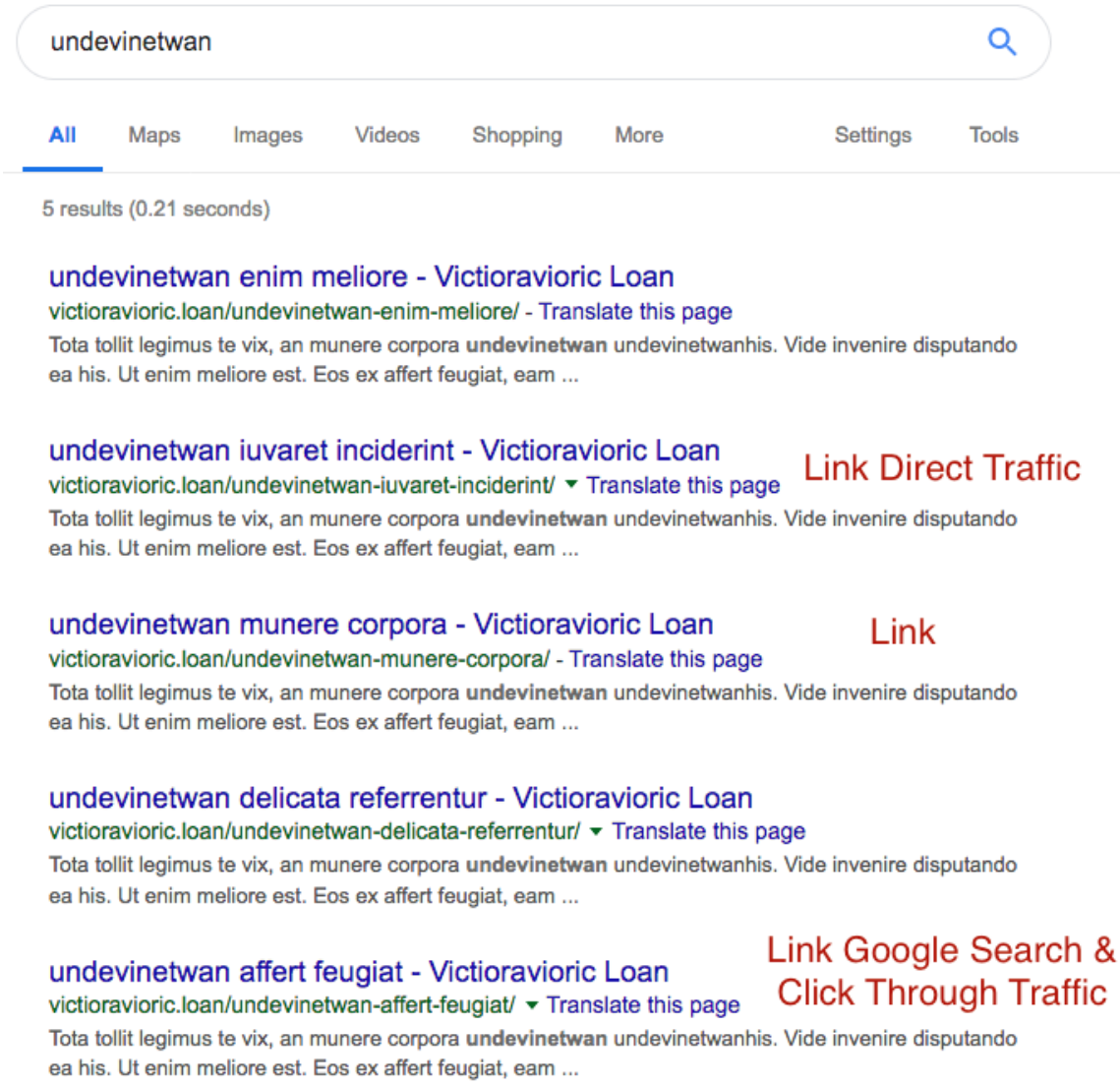
28th of January 2019 (Link with direct traffic up to position #2):



Analysis/Implications/Application: Some observations from these results:

1) In previous tests, a link from a new post would send the target page to #1. In this test, none of the pages that received links ever reached #1. Is Google further devaluing the effectiveness of links?

2) Initial movement upwards was for the page that received a link, but with no traffic. Subsequent to this, the #4 result which had a link that received direct traffic moved into the #2 result. Sending direct traffic to a page that links to your page appears to boost the strength of that link. This corroborates previous SIA tests.

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3) There was no movement for #5 page. Google search and click through traffic to a page that links to the target page appears to have no impact at all. It's possible that Google is seeing this as bot traffic and is discounting the link altogether.

With links taking more than 30 days to see any impact, we were hoping that with this test, we would find a way to get Google to recognize the value of the link quicker. Although this test does support that sending direct traffic can give a slight boost, we were disappointed to see that the links took a long time to see any movement and had an only marginal effect.

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