# Test 414: Will the Mentions Schema with Wikipedia Links Help Rank a Page?

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**Background Information:** This test was done as a follow-up to one of James Goldsmith's test regarding the value of linking out to Wikipedia and its effect on rankings. Naturally, that test, like all tests, raised some more questions.

With the increasing implementation of schema on websites, we wanted to know if adding mentions schema with the Wikipedia link would result in an increase in rank. This test is one of several where we placed the link into various schema types.

**Test Setup:** The test setup was:

- 20 pages in total were created for this test. Each page had 500 words.
- 2 Separate tests were run.

*Test 1: (10 pages)*

9 pages were control pages. (No Schema)
The last page had the Mentions Schema code on the page.

*Test 2: (10 pages)*

9 pages had the Mentions Schema code on each page.
The last page was a control page. (No Schema)

All of these test pages were created during the setup of the test, we then added all 20 pages to the BulkAddURL indexer.

The test was created on Feb 1st and added to the indexer on the same day. Pages weren't indexed until the 12th (Added to Google Search Console to get indexed).

*Schema added:*

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
```

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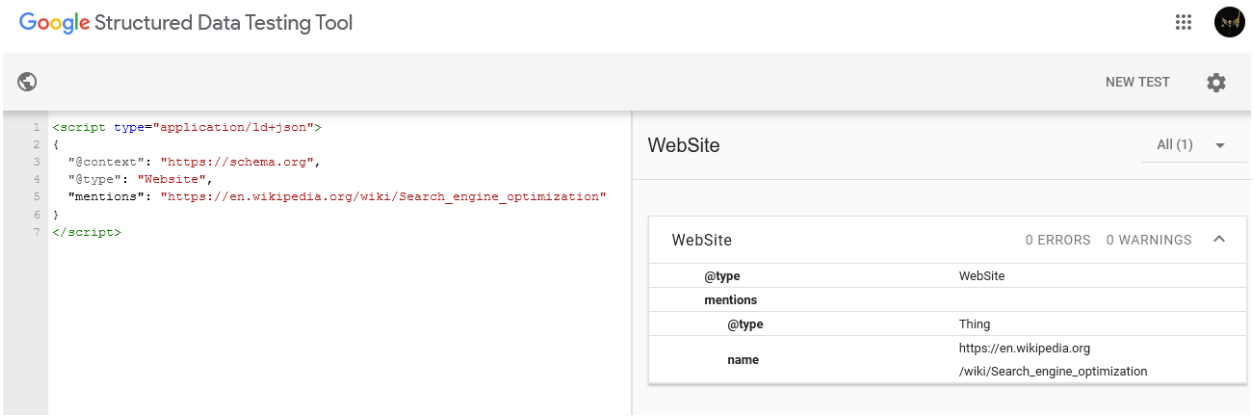
```
  "@type": "Website",
  "mentions": "https://en.wikipedia.org/wiki/Search_engine_optimization"
}
</script>
```

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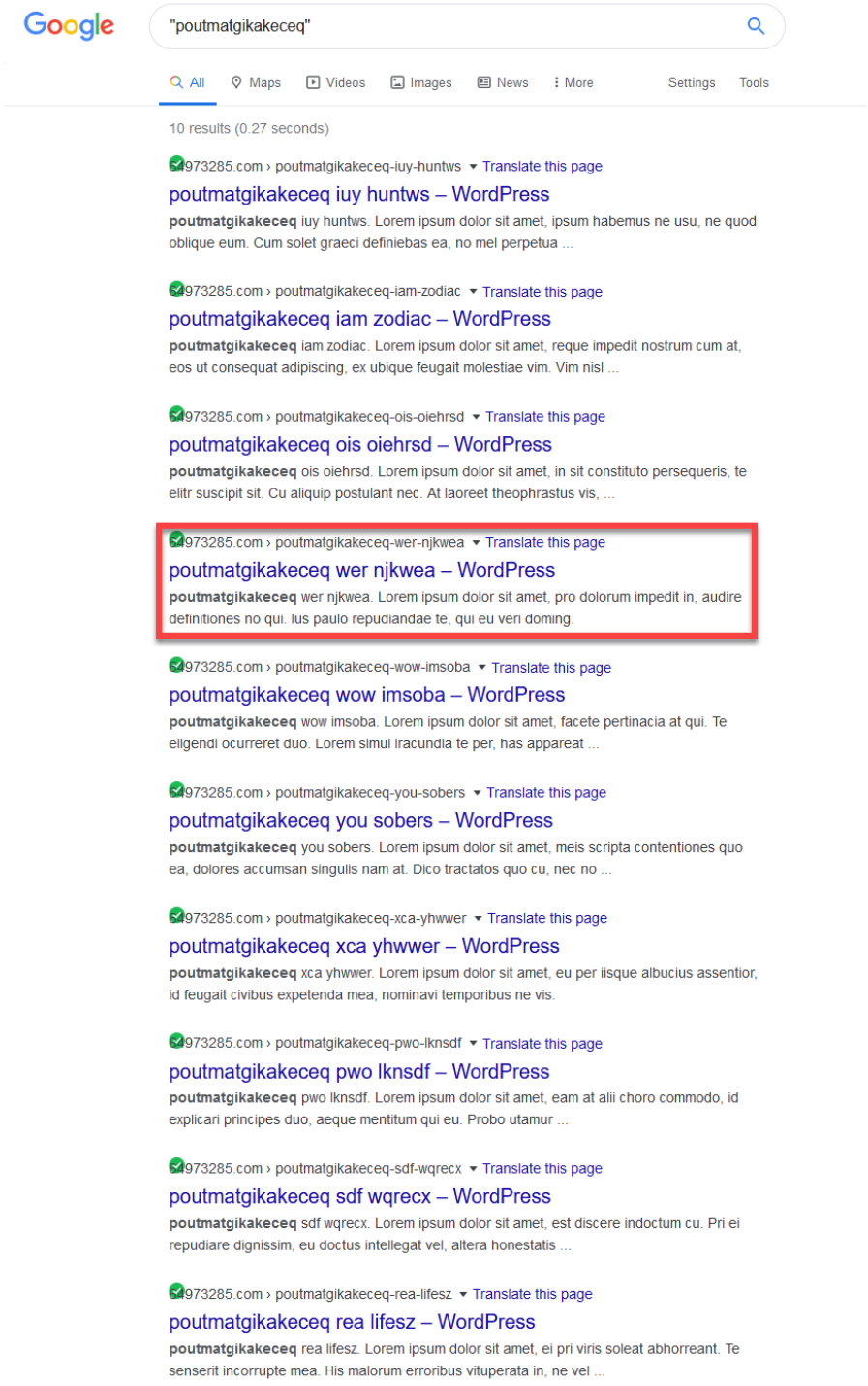
**Results:** The results of the test were:

## Test 1 Initial:

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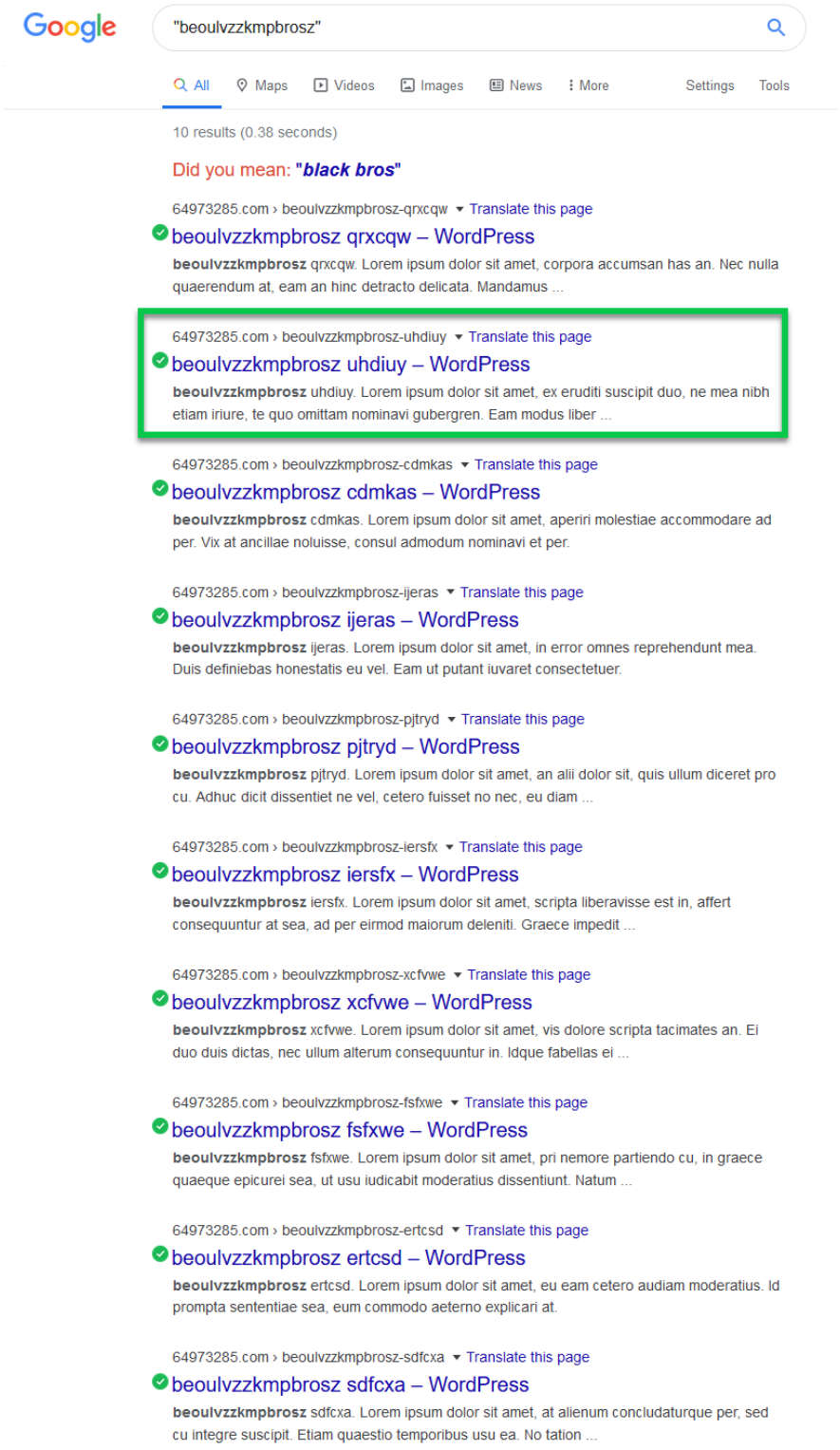
Test 1 Result:

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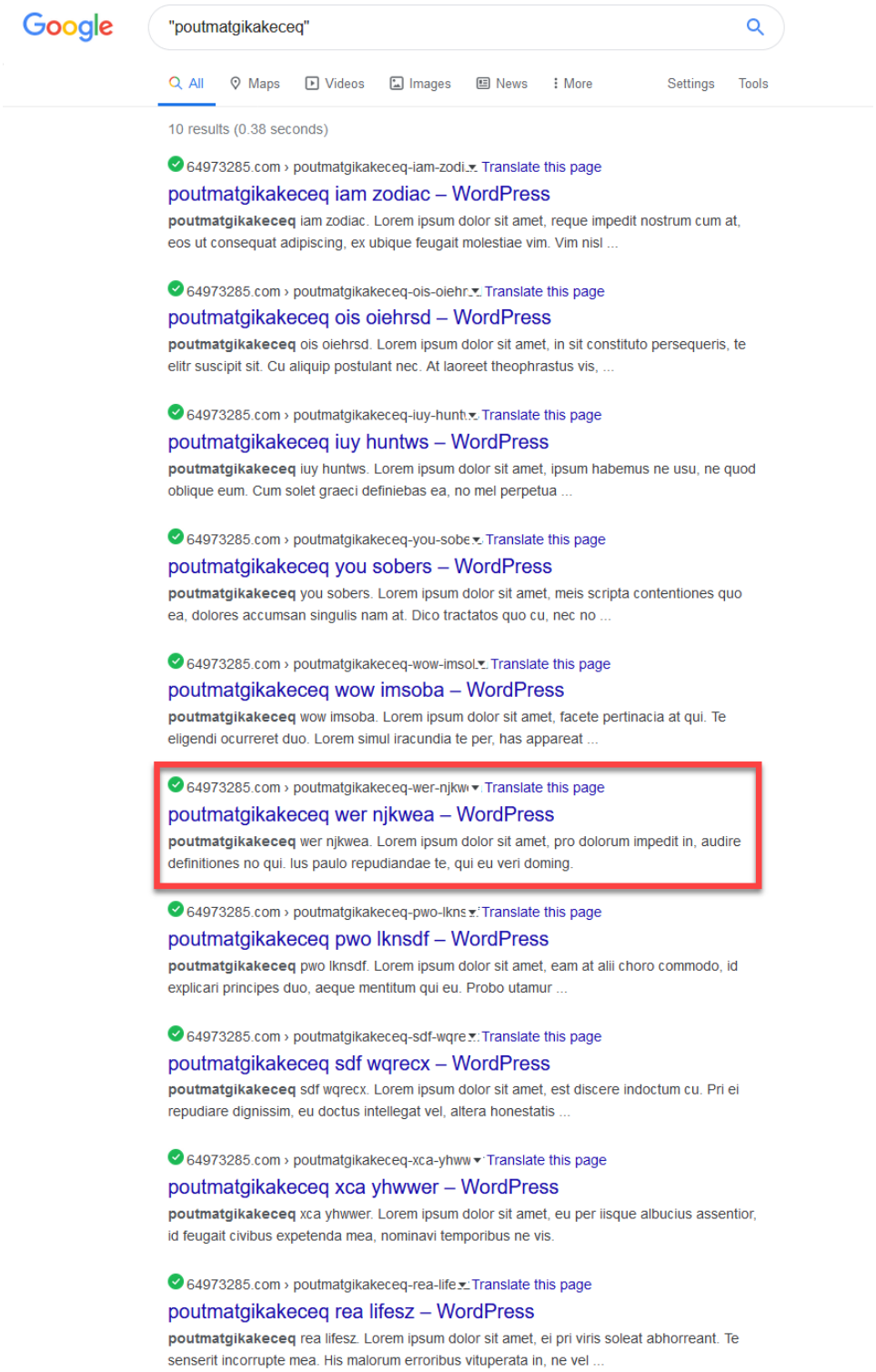
# Test 2 Initial:

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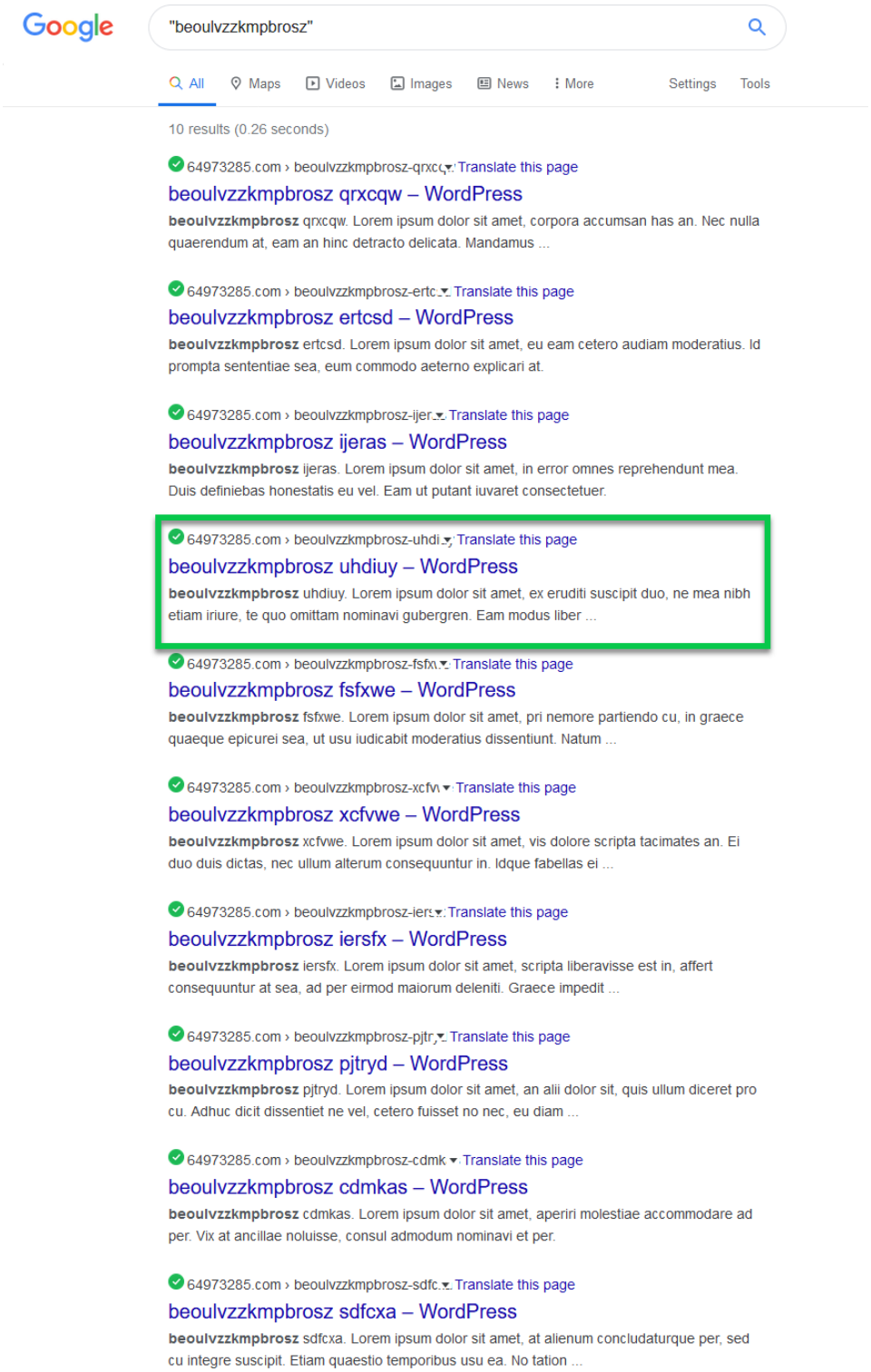
# Test 2 Result:

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**Analysis/Implications/Application:** The test results show that we did get an initial boost in rankings after changing the page, but it didn't beat all the control pages. I'm not too surprised as I have long suspected that the act of putting schema on a page alone isn't why people see a boost when applying it.

This test will lead us into another that I plan on presenting at conferences over the course of 2020 showing why schema is helping and how to leverage it better. SIA will be the initial beneficiaries of that information as all test results will be published here first.

Here is a hint though: keyword density.

If our fake keyword had a Wikipedia page, would that test result be different?

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