Test 425: Retest – Keyword Placement in the Beginning/Middle/End of the Title

By James Goldsmith

Background Information: The positioning of keywords in the title has been a long debated point in SEO. The SIA ran a few tests on it some time ago. I thought that it would be a good time to retest it.

Test Setup: I created 10 test pages, indexed and gave them a few days to settle into ranking position before editing the position of the keyword to the middle and end for the middle two ranking pages.

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KW End

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Results: The results of the test are:

February 26, 2020:

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February 27, 2020:

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February 29, 2020 – March 3, 2020:

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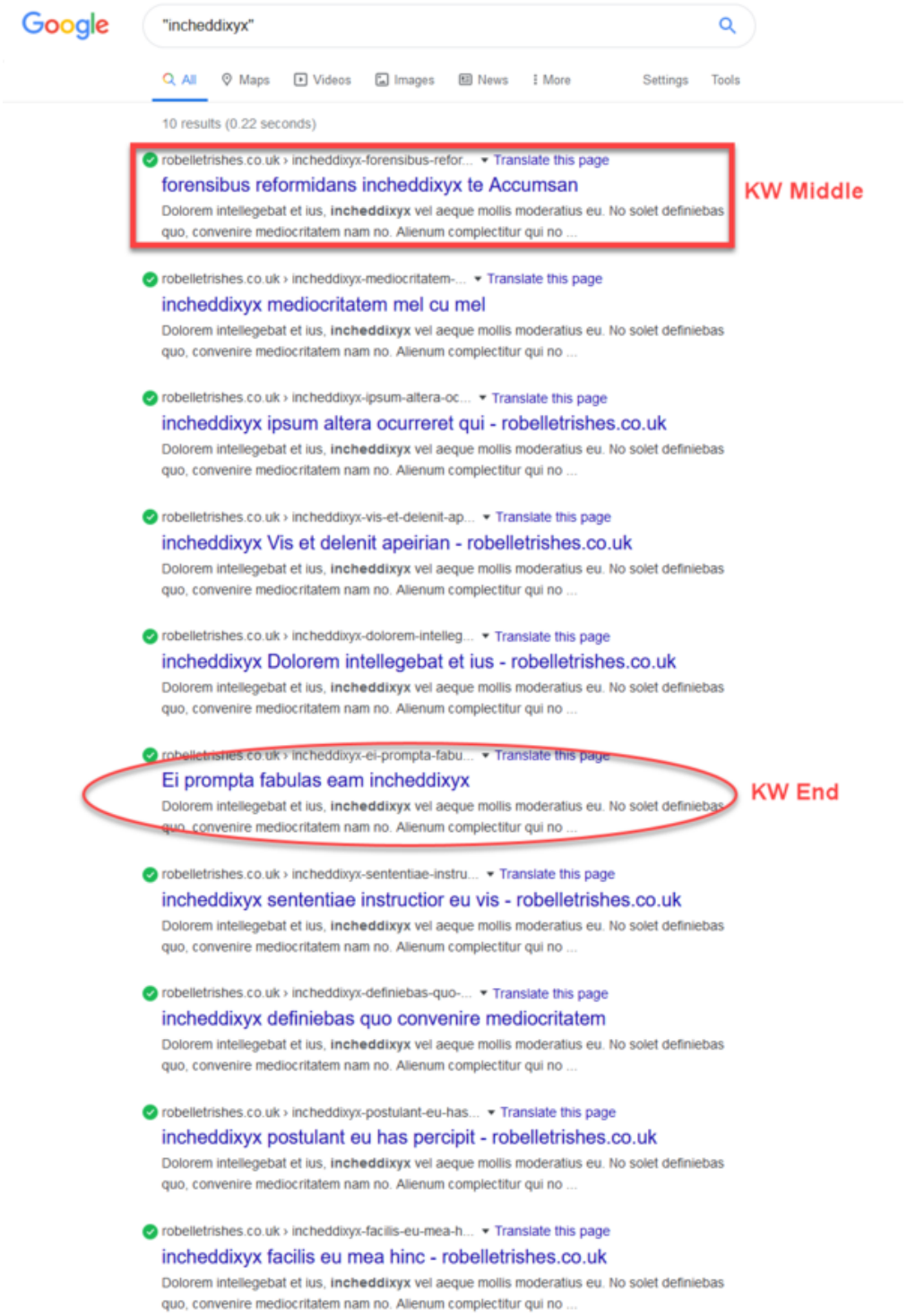
March 4, 2020:



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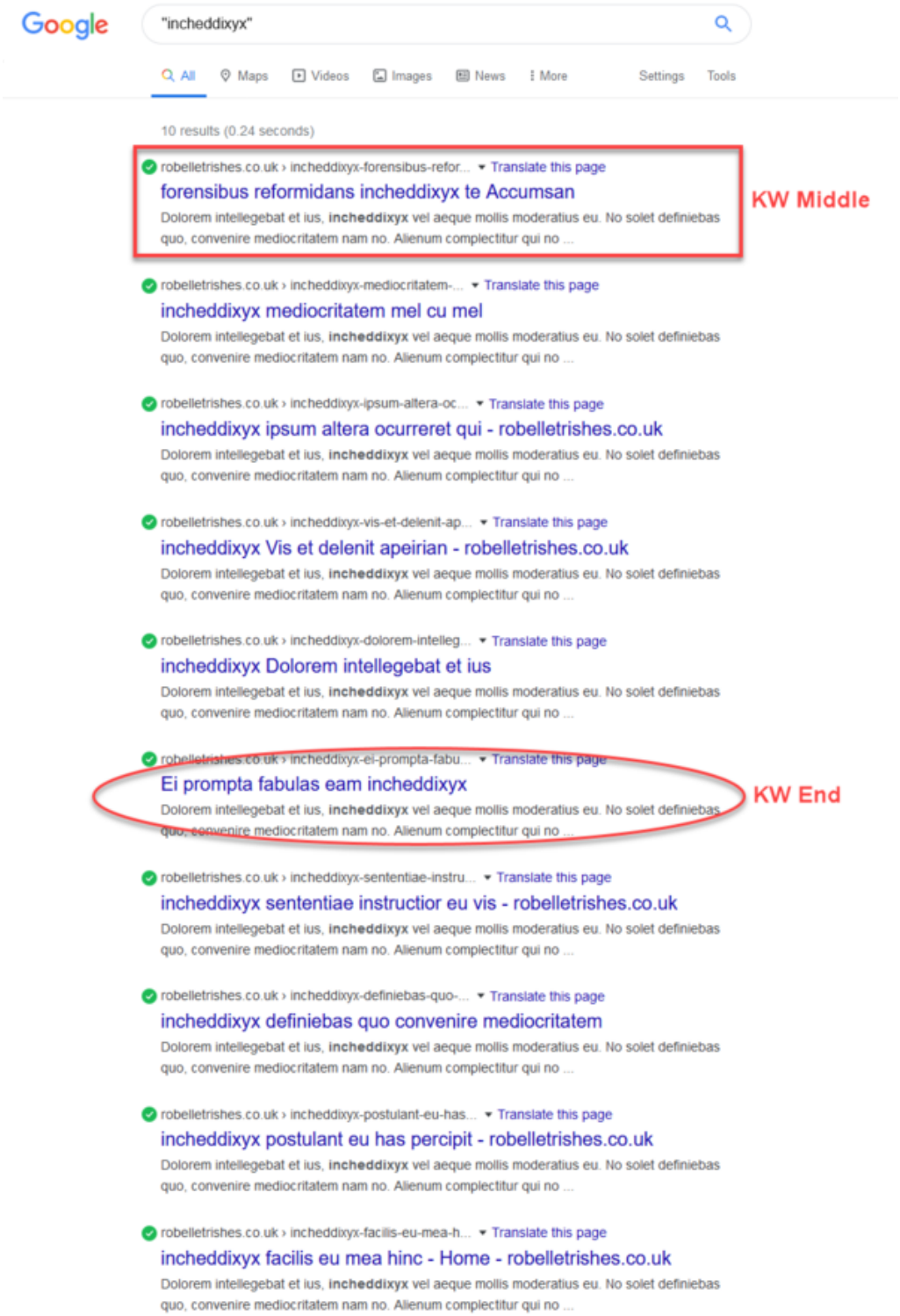
March 2020

March 5, 2020:



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March 6, 2020:

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March 7, 2020:

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March 8, 2020:

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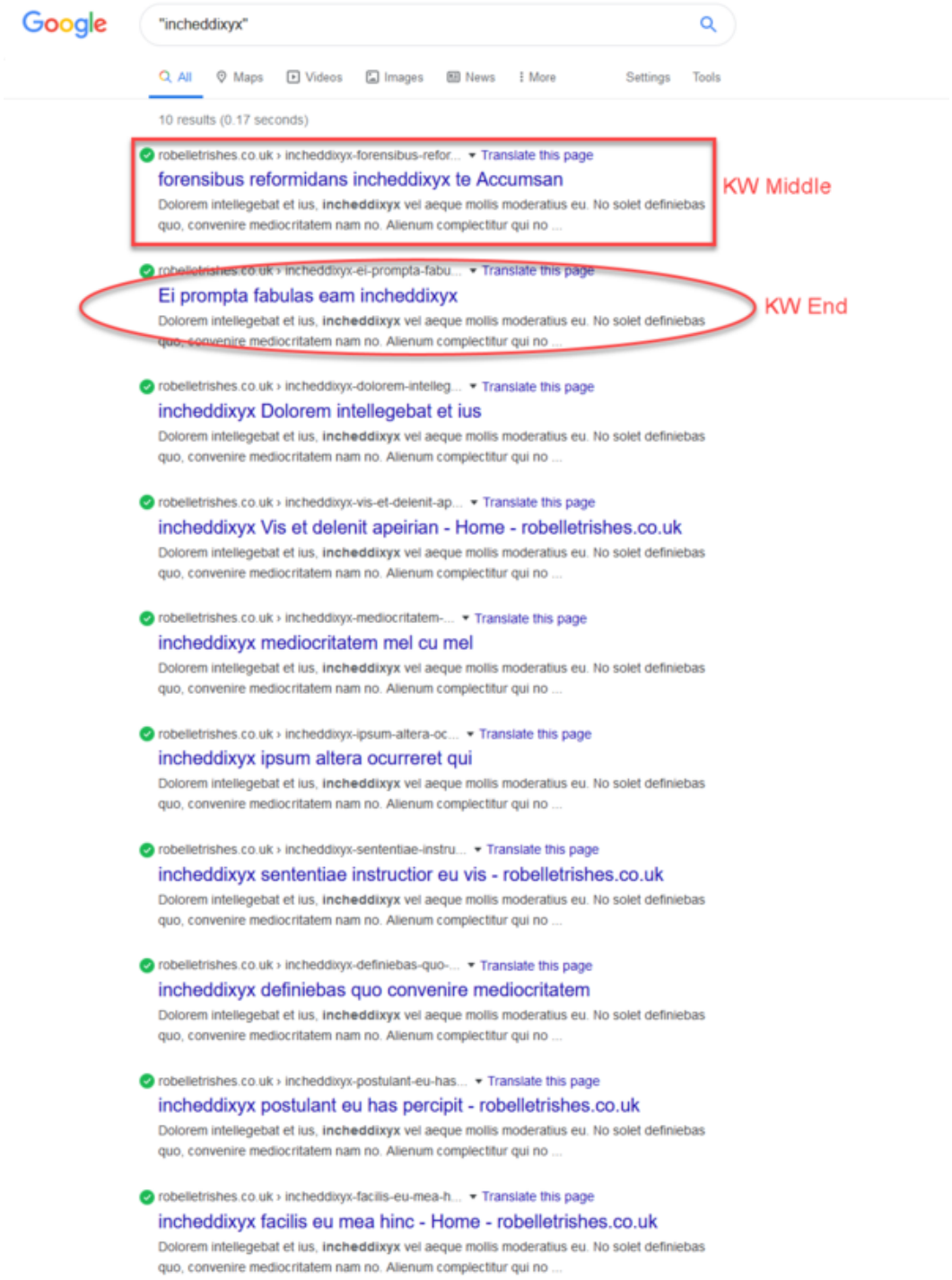
March 9, 2020:



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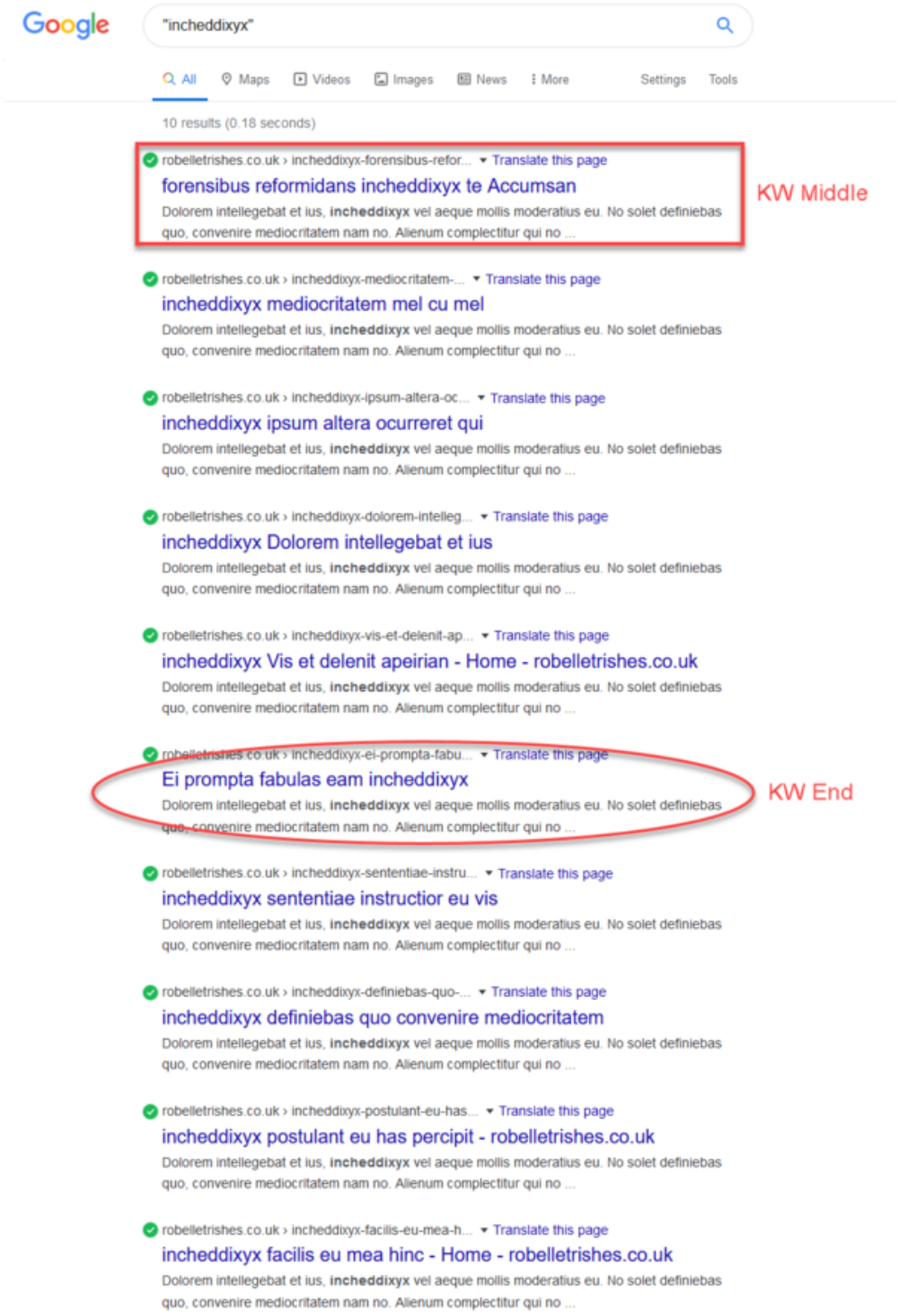
March 11, 2020:



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March 12, 2020:

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March 13 – 16, 2020:

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March 18, 2020:

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March 19 – 21, 2020:

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Analysis/Implications/Application: This test points to the idea that keywords should go in the middle or the end. I would say, however, that I don't believe that it is too important as previous tests have given a variation of results.

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