A bold new approach to SEO testing

SearchPilot's SEO A/B testing platform helps marketing teams deliver significant uplifts to search traffic, with a measurable impact on ROI.

You'll be able to test faster, get better insights, and outpace your competition.

So, what are you waiting for? It's time to do SEO differently.

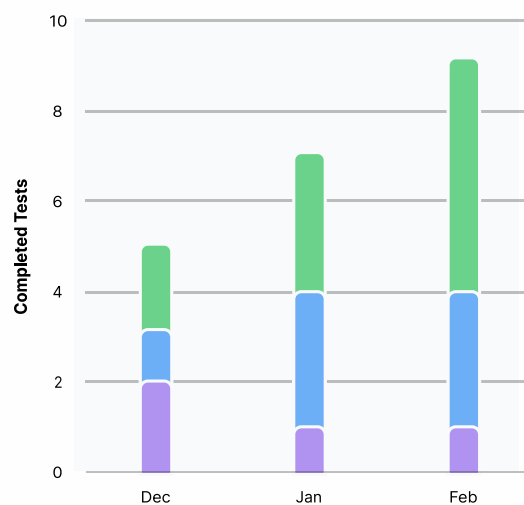**Total Won Sessions**

14,680 monthly

[•⚪] **Include price in title**

[⚪•] **Add alt tag to images**

[•⚪] **Update meta description**

Completed Tests Summary

🟢 Positive   🔵 Inconclusive   🟣 Negative

Completed Tests

10

8

6

4

2

0

Dec   Jan   Feb

Tackling your testing challenges

Seeking ways to boost your search traffic has its risks — especially for larger websites.

With a vast range of ranking factors to contend with, unexpected outcomes can easily catch you out. And with developer time at a premium, you'll want any website changes to have a rock-solid business case before you give the go-ahead.

But if your testing process isn't up to scratch, that's easier said than done.

Browse 3,765 accounting jobs in New York

Related links

- Update H1
- Update title tag
- Add "Related links" module
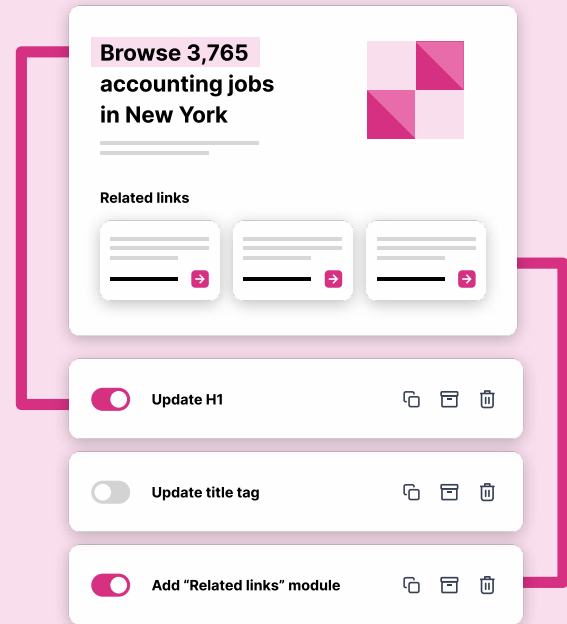
⚠ Strategic failures

If you can't measure the impact of your changes, you won't know what works and what doesn't. You can't build on your successes, or avoid repeated mistakes.
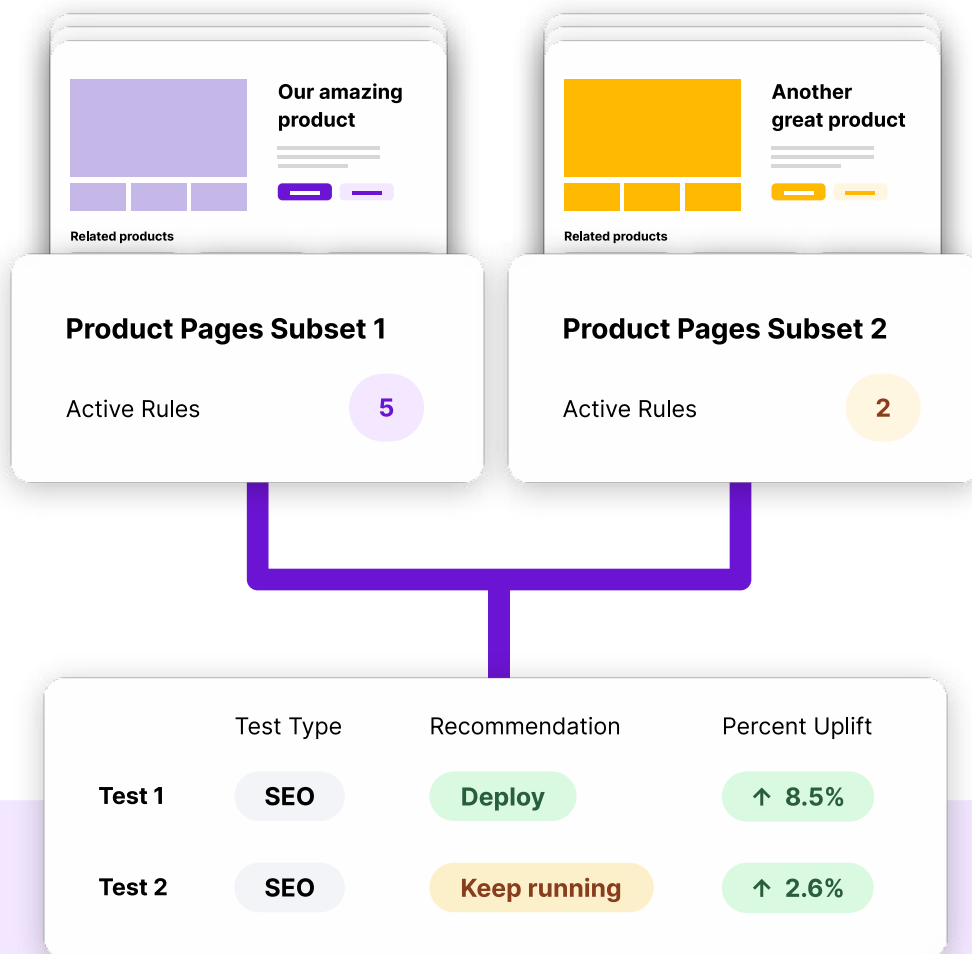
⚠ Poor ROI

Spending your budget on changes that don't move the needle will leave you struggling to show strong returns. And if you're losing the top rankings to competitors, revenue is guaranteed to take a hit.

⚠ Falling behind competitors

Without the ability to test quickly and at scale, you're forced to play it safe. While your competitors take advantage of bold experiments, you'll be wondering which changes are worth the risk.

⚠ Wasted resource

Having engineering teams deploy complex changes across your website is resource-intensive and can take months. If it doesn't lead to the uplift you hoped for, all that work is wasted.

⚠ Lack of accountability

You need clear and verifiable data to prove the value of specific initiatives — and of your SEO strategy as a whole. If you can't demonstrate your impact, your work will be undervalued, and your budget harder to justify.

Does any of this sound familiar?

If so, you need a more reliable way to test and track your SEO initiatives. And that means SEO A/B testing.

	Test Type	Recommendation	Percent Uplift
Test 1	SEO	Deploy	↑ 8.5%
Test 2	SEO	Keep running	↑ 2.6%

Product Pages Subset 1 — Active Rules: 5

Product Pages Subset 2 — Active Rules: 2

Our amazing product — Related products

Another great product — Related products

What is SEO A/B testing?
(And why should you care?)

SEO A/B testing is the only way to do *true* SEO testing. It splits pages on your site into comparable buckets and then lets you implement changes to a subset of similar pages.

By comparing the performance of the pages you've changed with those that stayed the same, you can get a clear view of the impact. And you'll have the data to back it up, too.

SEO A/B testing lets you **prioritize the most impactful changes and avoid costly errors.**
It'll transform your approach to SEO, giving you insights to deliver tangible results for your business.

SearchPilot

The benefits

For your SEO team

✔ **Increased testing capacity**
Test thousands of pages at once by applying rules-based changes across your site — all without engineering support. You'll be able to validate the impact of proposed changes faster and get more data to support your case.

✔ **Faster implementation**
SearchPilot acts as a meta-CMS in your tech stack. Once you've proven your changes result in an uplift, you can deploy them across your website with ease.

✔ **Greater flexibility**
SearchPilot allows you to change any part of the HTML on pages across your website, as well as their HTTP headers. Without the restrictions of a simplistic CMS, you can design the optimal tests for your purpose.

✔ **Clearer insights**
Your tests will deliver verifiable results, backed by the analytical power of SearchPilot's custom-built neural network. With a clearer view of what worked and what didn't, you can refine your testing further and target key improvements.

✔ **Better business cases**
SearchPilot generates clear and persuasive data on the results you're achieving, helping you secure buy-in from key stakeholders — and get the recognition you deserve, while you're at it!

For your business

✔ **Faster time-to-value**
Scaling up your SEO testing helps you identify the most impactful changes and push them to the front of the queue. You can turn your initial hypothesis into attributable ROI in record time.

✔ **Lower costs**
With the engineering team spending less time deploying changes — or reversing ones that didn't work — the total cost of your SEO strategy will be substantially lower.

✔ **Decreased risk**
Don't bet on best guesses — get the data instead. The negative results from your SEO tests are just as valuable as the positive ones, helping you avoid harmful deployments.

✔ **Stronger accountability**
With easy-to-understand metrics on the effect of specific changes, you'll have a granular picture of how your SEO team is performing.

✔ **Improved conversion rates**
SearchPilot's full-funnel testing capabilities allow you to pivot seamlessly from SEO to CRO testing. This means you can boost traffic and conversions in the same testing program.

SearchPilot

searchpilot.com

How the SearchPilot platform works

Drawing on 15+ years of SEO experience, we built the SearchPilot platform with a clear goal in mind: making SEO testing faster, simpler, and more precise.

Easy implementation

SearchPilot is platform agnostic and can be adapted to the most complex tech stack. It integrates directly with your existing analytics tools, too. And with a user-friendly interface, your team will be running a high volume of tests in no time.

Effective analysis

SearchPilot uses an advanced neural network model to analyze the results of your initiatives. This model automatically screens out external factors like seasonality or algorithm updates. Meaning you can focus on the signal and forget about the noise.

Security and stability

SearchPilot is ISO 27001 certified and HIPAA compliant. We don't store or cache your pages, so any customer data remains fully secure. We've handled really high volumes of business-critical traffic for major companies, so you can rest assured there's no risk to your operations.

CDN integration

SearchPilot integrates with your CDN to deliver bulk changes to statistically similar pages without getting your engineering team involved. You can run tests on thousands of pages simultaneously, without impacting load times.

SearchPilot in action

SearchPilot empowers companies across many industries to transform their approach to SEO — and to deliver substantial revenue increases as a result.
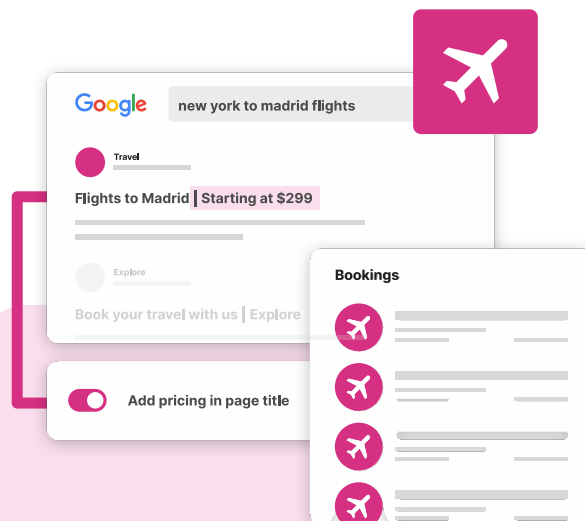
Travel

The travel search company Skyscanner wanted to recover their organic traffic to pre-pandemic levels — and then to exceed them.

With our help, they ran over a thousand tests across a four-year period and identified changes that delivered significant traffic uplifts. By 2022, their organic traffic was up 27 percent on 2019 — a recovery that far outpaced that of the wider travel industry.

See it for yourself

Don't take our word for it — **sign up for a SearchPilot demo** and see what we can do for your business. One of our experts will give you full insight into how SEO A/B testing will deliver proven, attributable results.