



# Retail SEO Testing Pack



**20 cards inside**

# Unwrap **20** Experiments

**15 Proven  
Winners Inside!**





Hi, I'm Will Critchlow, CEO of SearchPilot.

At SearchPilot, our focus has always been on empowering large retail brands to achieve exceptional results through SEO. When I first began exploring the power of SEO testing a decade ago, my ambition was to serve the very largest and most recognizable names in retail. I'm thrilled that we are achieving that ambition.

While the landscape of SEO has evolved, our core mission remains the same. Unlike many others, SEO testing isn't just a part of what we do – it's the only thing we do. This singular focus, coupled with our deep understanding of the enterprise retail and e-commerce sectors, has allowed us to partner with and drive significant value for many leading retail organizations. We're immensely proud of their successes.

This retail testing pack offers a glimpse into the tangible impact of rigorous testing and

data-driven strategies, the very foundation upon which we've built our success. We believe that by sharing these insights, we can help other ambitious retail organizations unlock their full potential in the search landscape.

We invite you to jump into these 20 retail SEO experiments and discover actionable insights that can inform and elevate your SEO strategy.

If you'd like to explore how these principles could work for your business or learn more about our other resources, please get in touch with our team.

Will Critchlow,  
CEO SearchPilot  
2025

We empower SEO teams at...



M&S

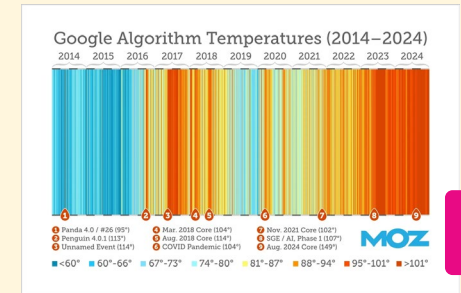
petco

the stepstone group

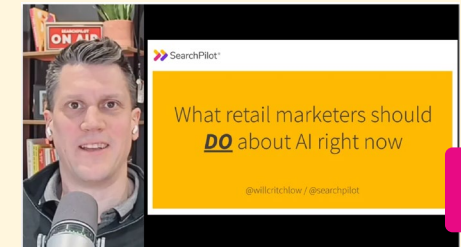
FLIGHT CENTRE

CHOICE HOTELS

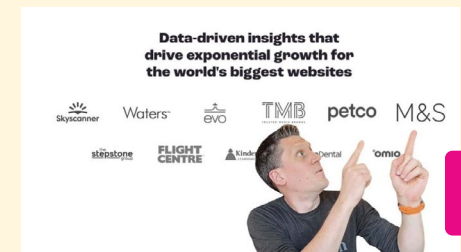
## Online Retail SEO Point of View (PoV) from SearchPilot, February 2025



## What digital retail marketers should DO about AI right now



## Making SEO a Performance Channel for ecommerce



## SEO depreciation - what would happen if you did nothing?



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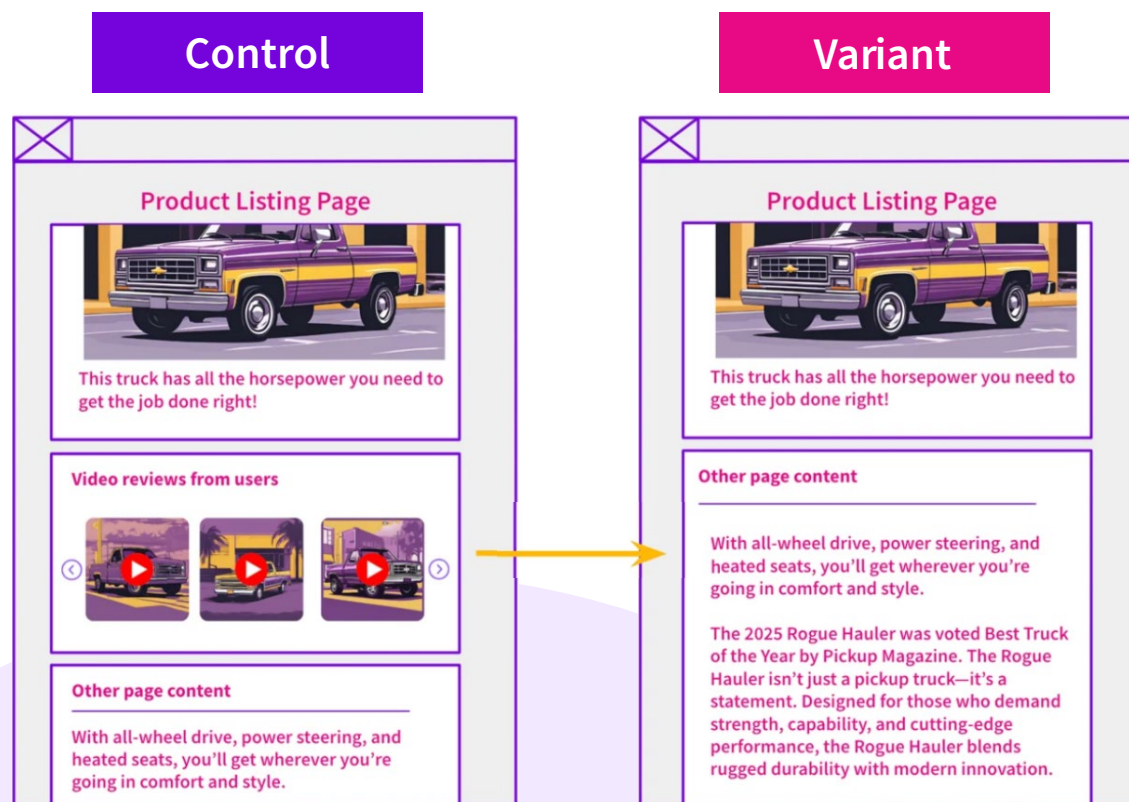
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# We Removed Expert Video Reviews from E-commerce Pages— Organic Traffic Increased 4%

**Impact: Positive**  
(most likely +4.1% organic traffic)

In an unexpected twist, an e-commerce site discovered that removing embedded “expert video review” carousels from their product listing pages significantly boosted SEO performance. Initially meant to enhance user engagement, these YouTube-embedded reviews were actually slowing page load times and potentially hindering organic visibility. By testing their removal, the retailer achieved a surprising 4.1% uplift in organic traffic. A follow-up test confirmed that this benefit was strongest on brand-specific pages, highlighting the importance of optimizing content presentation specifically for SEO. Learn how this strategic simplification not only improved site speed but also drove measurable growth.

[See the full case study here](#)



# FAQ Schema Markup: Does Removing It Affect SEO in E-commerce?

**Impact:** Inconclusive  
(no statistically significant  
change in traffic)

When Google stopped displaying FAQ snippets for most sites, an e-commerce brand tested if keeping FAQ schema markup still mattered. They removed valid FAQ schema from product listing pages to gauge its impact. The results? No significant change in organic traffic. This reveals that, post-update, FAQ markup alone doesn't notably affect SEO performance for e-commerce. Discover why leaving FAQ markup might simplify future site management without risking traffic loss.

[See the full case study here](#)

## Control

```
<div class="faqContent">
<div class="faqBlock" itemscope
itemtype="https://schema.org/FAQPage">
  <div class="faqContent">
    <div itemscope itemprop="mainEntity"
itemtype="https://schema.org/Question" class="faqQuestion">
      <h2 itemprop="name" class="faqQuestionHeader">Why Do
Cats Purrr?</h2>
      <div itemscope itemprop="acceptedAnswer"
itemtype="https://schema.org/Answer">
        <div itemprop="text">
          <p>Cats purr for a variety of reasons, including
contentment, relaxation, and even as a means of
self-soothing.</p>
        </div>
      </div>
    </div>
    <div itemscope itemprop="mainEntity"
itemtype="https://schema.org/Question" class="faqQuestion">
      <h2 itemprop="name" class="faqQuestionHeader">What
Should I Feed My Cat?</h2>
      <div itemscope itemprop="acceptedAnswer"
itemtype="https://schema.org/Answer">
        <div itemprop="text">
          <p>Feeding your cat a balanced diet is essential so
they require a diet high in protein, such as meat.</p>
        </div>
      </div>
    </div>
  </div>
</div>
</div>
</div>
```

## Variant

```
<div class="faqContent">
<div class="faqBlock">
  <div class="faqQuestion">
    <h2 class="faqQuestionHeader">Why Do Cats
Purrr?</h2>
    <div>
      <div>
        <p>Cats purr for a variety of reasons,
including contentment, relaxation, and even as a means
of self-soothing.</p>
      </div>
    </div>
  </div>
  <div class="faqBlock">
    <div class="faqQuestion">
      <h2 class="faqQuestionHeader">What Should I Feed
My Cat?</h2>
      <div>
        <div>
          <p>Feeding your cat a balanced diet is
essential so they require a diet high in protein, such
as meat.</p>
        </div>
      </div>
    </div>
  </div>
</div>
```

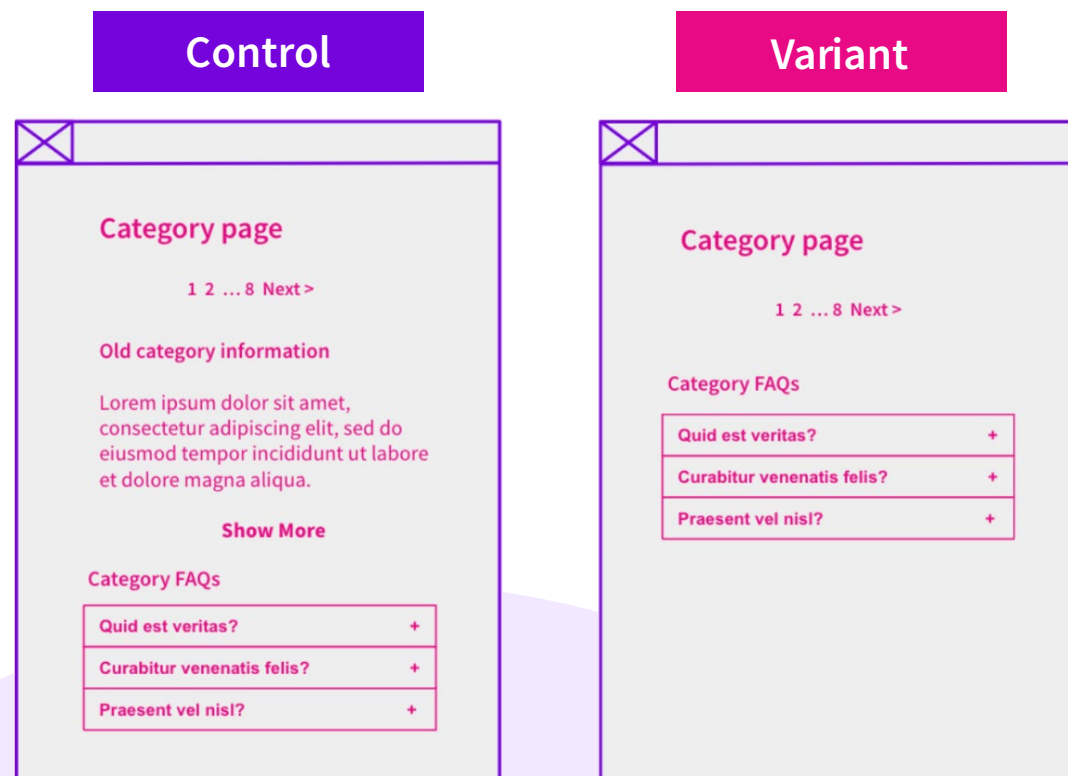


# Less is More: Removing SEO Text Boosted Mobile Organic Traffic

**Impact: Positive**  
(significant uplift on mobile traffic;  
negligible change on desktop)

An online retailer tested removing previously added "SEO content" from the bottom of its category pages, anticipating minimal impact. Surprisingly, the removal significantly improved organic traffic on mobile devices. The shorter pages reduced scrolling, enhancing user experience and positively influencing Google's mobile rankings. While desktop traffic remained stable, mobile organic traffic rose significantly. This result emphasizes the value of prioritizing user experience over outdated SEO content practices. Discover how strategically streamlining page content can lead to measurable growth in mobile visibility and user engagement.

[See the full case study here](#)



# SEO Quick Win:

## How Adding “Best” to Title Tags Boosted Traffic by 11%

**Impact: Positive**  
(+11% organic sessions  
at 95% confidence)

An e-commerce retailer tested the impact of adding the word “best” at the beginning of their product listing pages’ title tags. The hypothesis was that “best” aligns closely with user intent and signals product authority and quality. The results validated this, generating a significant 11% increase in organic traffic. This simple optimization improved both click-through rates and Google’s understanding of page relevance. The experiment highlights the importance of matching title tags with high-intent search queries, encouraging more clicks and greater visibility in search results.

[See the full case study here](#)

### Control

Product Site

<https://product-site.com> › product

**Electric Motors and Engines for sale**

Find your electric motors and engines at product-site today. Shop the best selection...

### Variant

Product Site

<https://product-site.com> › product

**Best Electric Motors and Engines for sale**

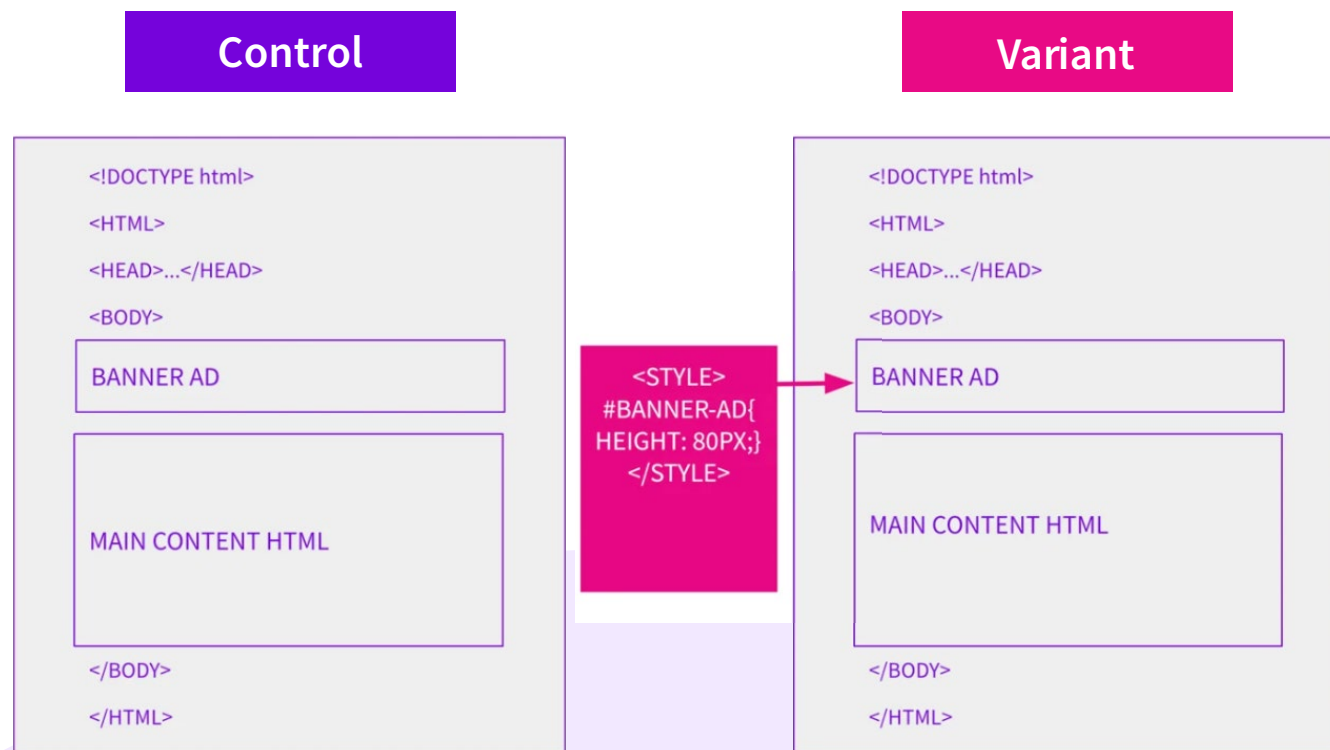
Find your electric motors and engines at product-site today. Shop the best selection...

# Testing Banner Ad Heights for CLS: Does it Improve Organic Traffic?

**Impact:** Inconclusive  
(no significant change)

An e-commerce brand tested if setting a fixed height for banner ads would reduce Cumulative Layout Shift (CLS)—a key Core Web Vitals metric affecting Google's rankings. Ads typically harm CLS scores by shifting page content during load. Surprisingly, predetermining banner heights had no measurable impact on organic traffic in this case. While the CLS score slightly improved, the change wasn't significant enough to boost rankings notably. Despite inconclusive results, implementing this straightforward optimization may yield minor, long-term SEO benefits.

[See the full case study here](#)





# Unexpected Drop: Removing Breadcrumb Links Reduced Organic Traffic by 5.5%

**Impact:** Negative  
(-5.5% organic traffic)

An e-commerce retailer experimented with removing the self-referential breadcrumb link (the final link pointing to the current page itself) from product listing pages. The hypothesis was that simplifying breadcrumbs might streamline the user experience and positively affect SEO. However, the opposite occurred: organic traffic dropped by 5.5%. Further analysis revealed the removal created a mismatch between visible breadcrumbs and their structured data schema, confusing search engines and negatively impacting rankings. This highlights the importance of consistency between visible page elements and structured data for maintaining SEO performance.

## Control

```
<!DOCTYPE html>

<HTML>

<HEAD>...</HEAD>

<BODY>

<OL TYPE="BREADCRUMBLIST">
  <LI><A HREF="/HOME">HOME</A> </LI>
  <LI><A HREF="/MEN">MEN</A> </LI>
  <LI><A HREF="/MEN/SHOES">MEN'S SHOES</A> </LI>
</OL>

</BODY>

</HTML>
```

## Variant

```
<!DOCTYPE html>

<HTML>

<HEAD>...</HEAD>

<BODY>

<OL TYPE="BREADCRUMBLIST">
  <LI><A HREF="/HOME">HOME</A> </LI>
  <LI><A HREF="/MEN">MEN</A> </LI>
  <LI>MEN'S SHOES </LI>
</OL>

</BODY>

</HTML>
```

[See the full case study here](#)

# Boosting Organic Traffic by 24% By Removing “Compare” from Title Tags

**Impact: Positive**  
(+24% organic sessions  
at 95% confidence)

An e-commerce site experimented with removing the keyword “Compare” from their title tags, originally included to target long-tail comparison queries. The goal was to shift towards broader, high-volume keywords and test if a simpler, shorter title could attract more clicks. Results exceeded expectations: the change drove a significant 24% increase in organic traffic. Google respected the shorter titles, likely improving click-through rates. This case underscores how refining title tags to align better with user intent and broad search terms can significantly boost SEO performance.

[See the full case study here](#)

## Control

product-site.com

Wilson Basketball - Compare Prices of Wilson and Baden | Brand

This is a leather basketball unlike any other. Weather resistant and traction for ball control -- compare Wilson basketball prices with other competitors.

## Variant

product-site.com

Wilson Basketball - Price of Wilson and Baden | Brand

This is a leather basketball unlike any other. Weather resistant and traction for ball control -- compare Wilson basketball prices with other competitors.

# Revealing Mobile Content

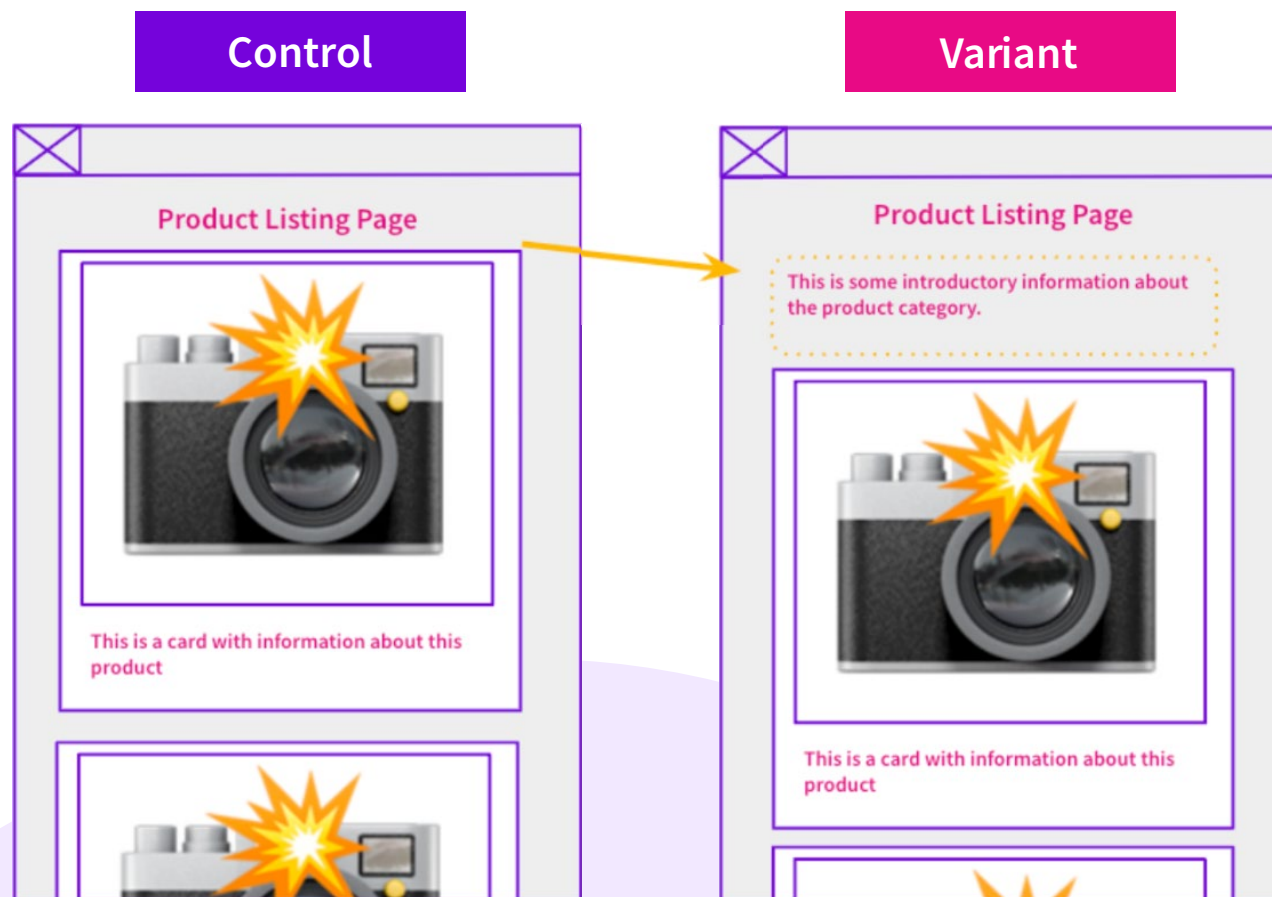
## Increased Organic Traffic by 7.5%

An e-commerce site experimented with showing previously hidden introductory content on mobile views of product listing pages, testing if improved mobile visibility could boost organic traffic across all devices. Google's mobile-first indexing strategy suggests visible mobile content impacts rankings on all platforms. Results showed a positive increase of 7.5% in mobile organic traffic, with a similar uplift of 7.4% across all devices. This confirms that strategically displaying relevant content on mobile views enhances SEO performance sitewide.

[See the full case study here](#)

### Impact: Positive

(+7.5% organic traffic on mobile;  
+7.4% overall at 80% confidence)



# Capitalizing Keywords in Title Tags

## Delivered an 8.5% Organic Traffic Boost

**Impact:** Positive  
(+8.5% organic traffic)

An e-commerce retailer tested capitalizing key product-related keywords in title tags, shifting from sentence case to all caps. The hypothesis was that prominent capitalization would draw attention in search results, increasing click-through rates. Results confirmed this assumption, with pages using capitalized keywords experiencing a significant 8.5% increase in organic traffic. Google largely respected the capitalization, helping listings stand out in competitive search results. This demonstrates a practical method to enhance visibility without risking perceived keyword spamming by Google.

[See the full case study here](#)

### Control

dress-warehouse.com

Party Dresses - (Free Shipping) | Dress Warehouse

Dresses for weddings, birthdays, garden parties, and any other special occasion.

★★★★★ Rating: 4.1/5 - 112 votes

### Variant

dress-warehouse.com

PARTY DRESSES - (Free Shipping) | Dress Warehouse

Dresses for weddings, birthdays, garden parties, and any other special occasion.

★★★★★ Rating: 4.1/5 - 112 votes

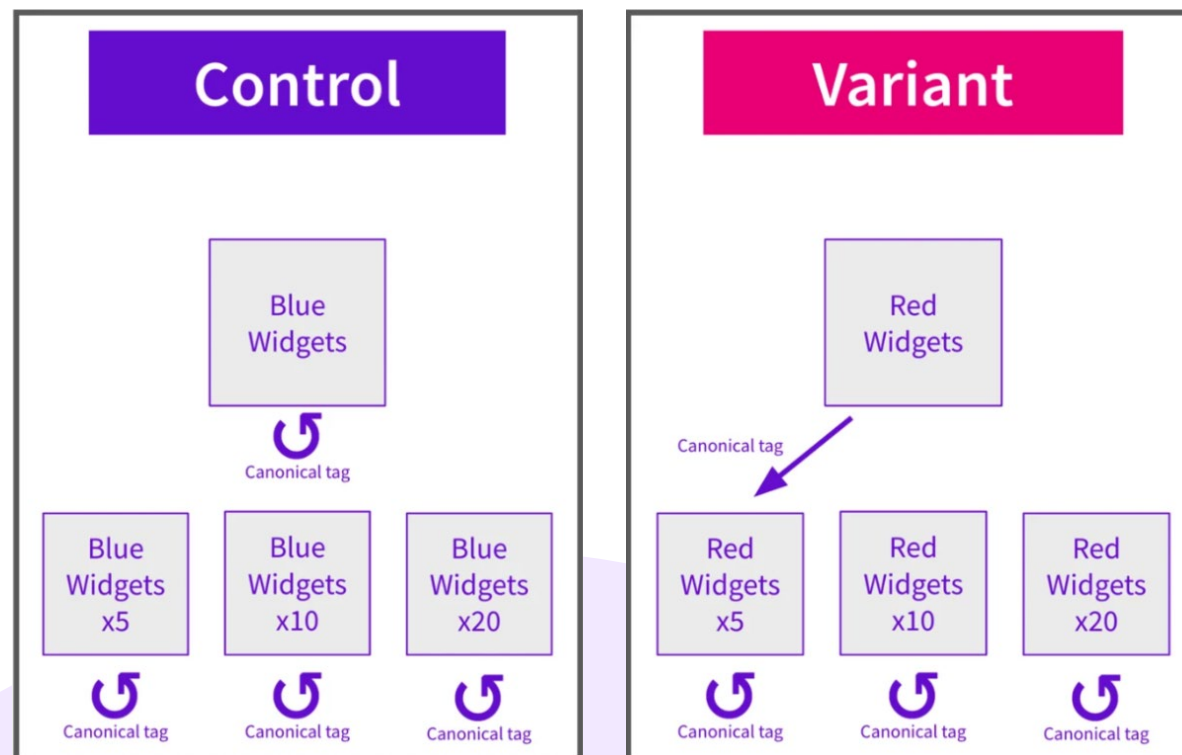
# Canonical Tag Win: Pointing to Specific Product Variations Increased Traffic by 22%

**Impact: Positive**

(+22% organic traffic on variation pages; neutral on main pages)

An e-commerce website tested whether changing canonical tags on general product pages to point at specific product variation URLs would boost organic visibility. Previously, canonical tags were self-referential, limiting variant indexing and ranking potential. Updating canonical tags to point directly to product variations resulted in a significant 22% increase in organic traffic to variation pages, with no negative impact on main product pages. This test highlights the SEO benefit of clearly indicating a primary variant to search engines, thereby increasing visibility of key product variations without compromising overall performance.

[See the full case study here](#)





# Removing Meta Descriptions

## Boosted Organic Traffic by 4.2%

**Impact: Positive**  
(+4.2% organic sessions  
at 90% confidence)

An e-commerce retailer tested removing meta descriptions from listing pages with overly long descriptions, allowing Google to generate its own snippets. The hypothesis was that Google's dynamically generated descriptions would better match user queries, increasing click-through rates. Results supported this idea, showing a 4.2% uplift in monthly organic sessions at 90% confidence. Although not statistically significant at 95%, the findings suggest that in certain scenarios, letting Google rewrite meta descriptions may boost organic traffic by better aligning content with user intent.

[See the full case study here](#)

### Control

```
<!DOCTYPE html>
<HTML>
<HEAD>

<title>The Best Donuts in New York
City - Example Site</title>

<meta name="description"
content="Best Donuts in New York City,
New York: Find 4,047 traveller reviews
of the best Donut">

</HEAD>
</HTML>
```

### Variant

```
<!DOCTYPE html>
<HTML>
<HEAD>

<title>The Best Donuts in New York
City - Example Site</title>

<meta name="description" >

</HEAD>
</HTML>
```

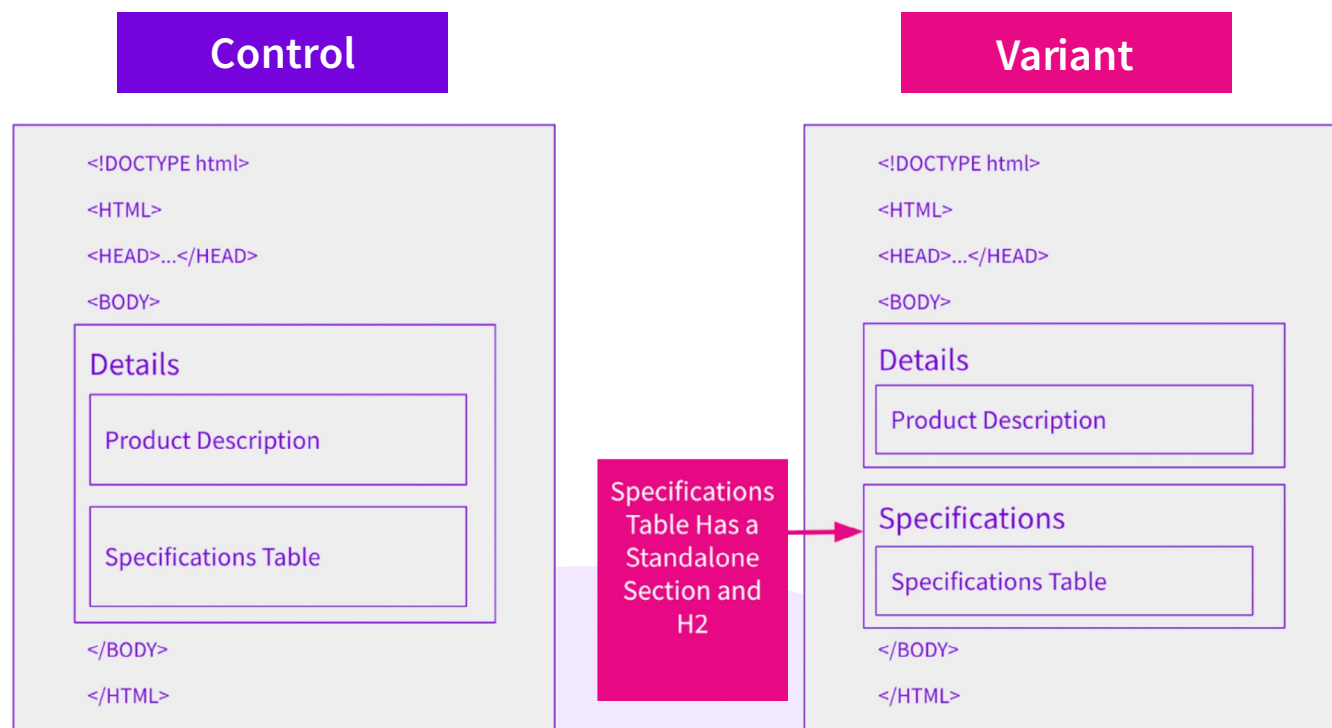
# Highlighting Product Specifications

## Boosted Organic Traffic by 5.5%

An online retailer tested reorganizing their product specifications by moving them from a general “Details” section into a dedicated standalone section marked clearly with an H2 heading. The goal was to highlight important product information more clearly for both users and search engines. This straightforward structural change led to a 5.5% increase in organic traffic. The improvement occurred because clearly structured, prominent content helps Google better understand page content hierarchy, potentially increasing rankings and click-through rates. The case illustrates the power of simple content organization adjustments for SEO success.

[See the full case study here](#)

**Impact: Positive**  
(+5.5% organic traffic at 90% confidence)



# 28% Organic Boost: Removing Category Keywords Improved SEO Visibility

**Impact: Positive**  
(+28% organic traffic)

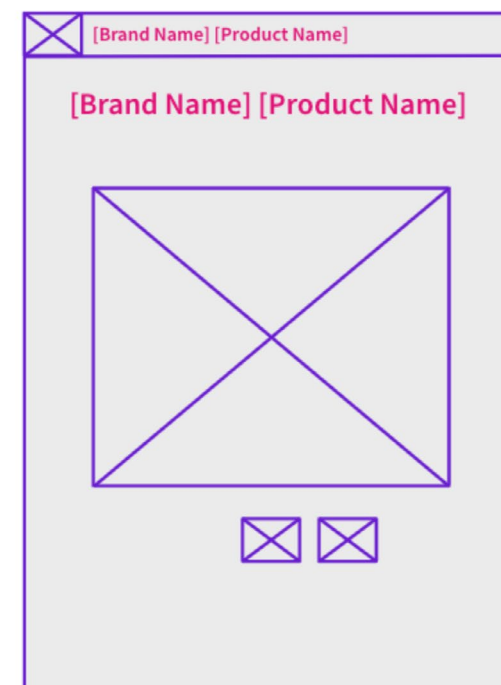
An e-commerce retailer noticed users searching primarily by brand and product names, not category names included in title tags. To align with actual user queries, they tested removing category keywords from titles and H1 tags. The change led to a remarkable 28% increase in organic traffic. This test reinforces the importance of closely matching SEO keyword strategies to real-world search behavior, significantly improving search visibility.

[See the full case study here](#)

## Control



## Variant



# Small Title Tag Tweak Led to Over 5% More Organic Traffic

**Impact: Positive**  
(>5% uplift in organic sessions)

An e-commerce site tested adding a simple question about product cost ("How much does [product] cost?") directly into their title tags. The hypothesis was that matching user search intent more closely would strengthen relevance and increase click-through rates. Despite the minimal adjustment, the test produced an impressive uplift of over 5% in organic sessions. This reinforces that even minor optimizations—particularly those aligning with how customers search—can significantly enhance SEO performance.

[See the full case study here](#)

## Control

examplewebsite.com  
https://www.examplewebsite.com › ... › Category › Coupons  
**{{Product}} Coupons**

## Variant

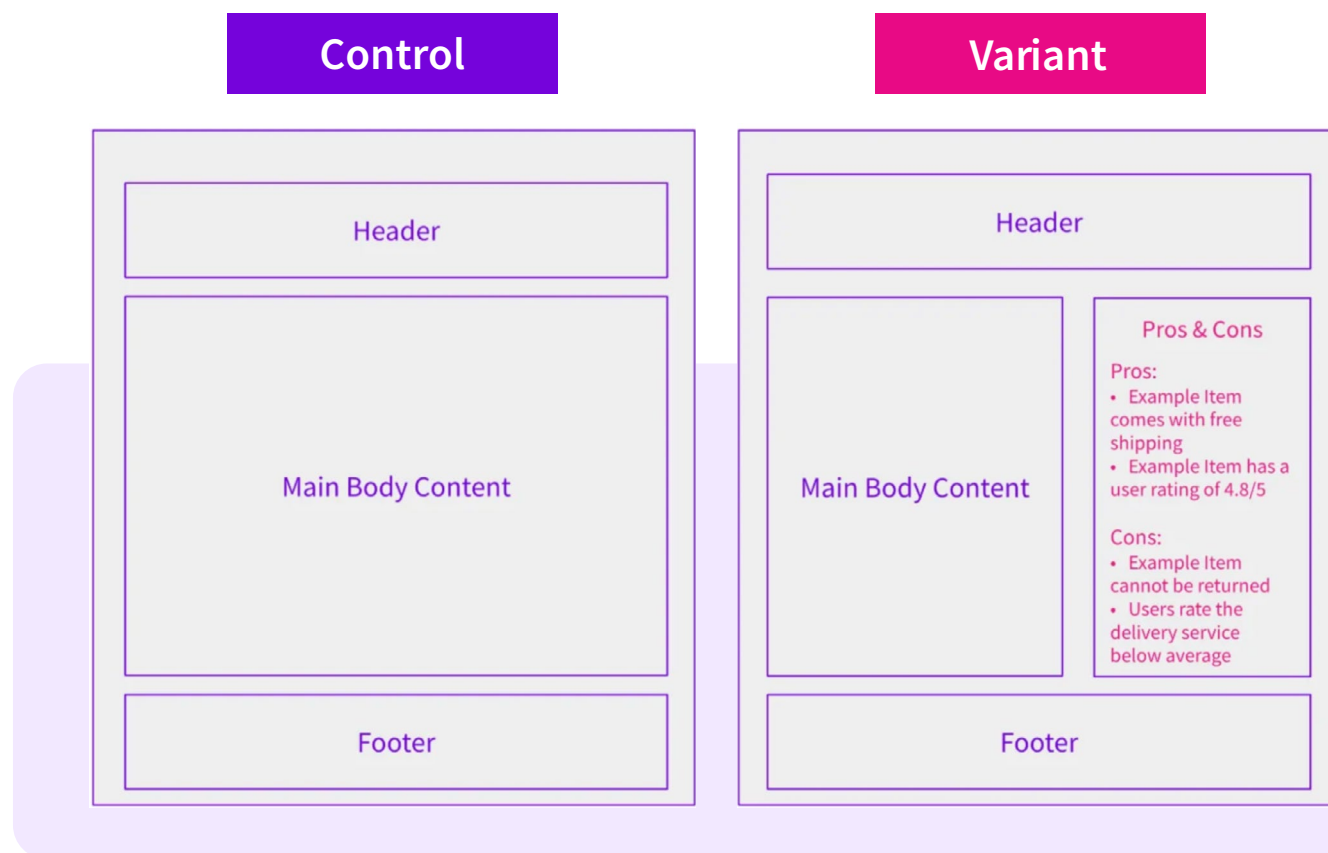
examplewebsite.com  
https://www.examplewebsite.com › ... › Category › Coupons  
**{{Product}} Coupons - How much does {{Product}} cost?**

# Adding “Pros and Cons” Content Skyrocketed Organic Traffic by 50%

**Impact: Positive**  
(+50% organic traffic)

A comparison-site retailer tested adding clearly structured “pros and cons” sections to their product offer pages, aiming to enhance content relevance and user experience. The hypothesis was that this valuable content would positively impact Google’s perception of the pages, improve rankings, and potentially attract more long-tail keyword traffic. The outcome was exceptional: pages with “pros and cons” saw a massive 50% increase in organic traffic purely due to improved rankings. This dramatic uplift demonstrates the SEO power of well-structured, user-focused content enhancements.

[See the full case study here](#)





# Dynamic Prices in Title Tags Outperform Static Prices by 17%

A travel-sector website tested two methods of displaying rental prices in title tags—static versus dynamic. Initially, static prices led to a 7% drop in organic traffic, likely due to pricing inaccuracies and decreased user trust. A subsequent test using dynamic prices—updated in real-time—resulted in a 10% increase in organic traffic. Dynamic pricing accurately reflected current rental costs, enhancing competitiveness and driving more clicks. This demonstrates the importance of accurate, up-to-date information in title tags for improving SEO performance.

[See the full case study here](#)

## Impact: Positive

(+10% organic traffic with dynamic prices;  
-7% with static prices)

### Control

<https://www.boatsrus.com> › rental-boats › Austin:

#### Boat Rentals in Austin, TX | Boats R Us

Excellent and affordable **rentals** starting at \$300. Also offering deals on hot tub boats, sailboats and more! We've been serving...

★★★★★ Rating: 4.5 · 2,567 reviews

### Variant

<https://www.boatsrus.com> › rental-boats › Austin:

#### Boat Rentals in Austin, TX starting at \$345 | Boats R Us

Excellent and affordable **rentals** starting at \$300. Also offering deals on hot tub boats, sailboats and more! We've been serving...

★★★★★ Rating: 4.5 · 2,567 reviews

# Placing Brand First in Title Tags

## Increased Organic Traffic by Over 15%

**Impact: Positive**  
(>15% organic traffic increase)

### Control



Quill & Cortex

<https://www.quillandcortexofficestore.com> › en-us

Office Supplies in Dallas, TX | Quill & Cortex

### Variant



Quill & Cortex

<https://www.quillandcortexofficestore.com> › en-us

Quill & Cortex Office Supplies in Dallas, TX

In this SEO test, a well-known retail brand experimented with moving its brand name from the end of title tags to the front on city-level pages. The hypothesis was that prominently featuring a recognized brand name would attract greater user attention, driving higher click-through rates. Results strongly supported this hypothesis, showing an uplift of over 15% in organic traffic. The powerful effect suggests that for established brands, leading with brand names in title tags can significantly improve visibility and clicks, outweighing any potential drawbacks in generic keyword rankings.

[See the full case study here](#)

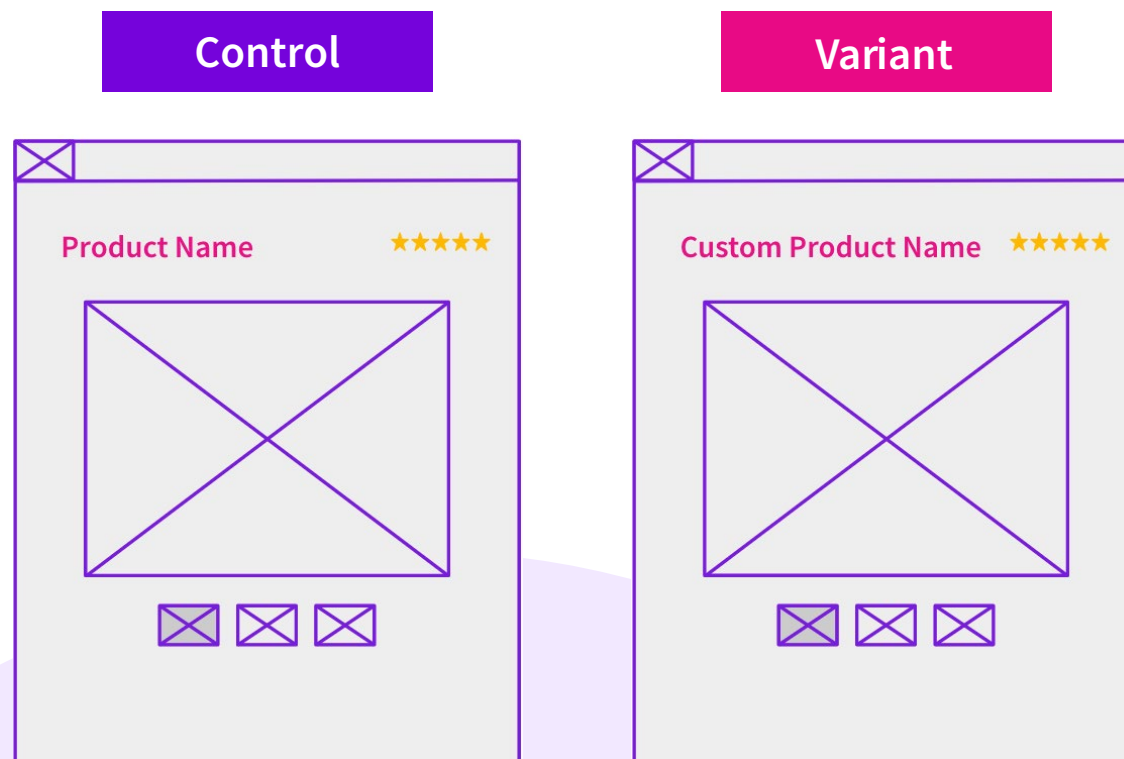
# Adding Keywords to H1 Tags

## Delivered an 8% Boost in Organic Traffic

**Impact: Positive**  
(+8% organic traffic at  
~90% confidence)

An e-commerce company selling customizable products tested whether adding the keyword "Custom" to their H1 tags would enhance organic visibility. Although "custom" already appeared elsewhere on the pages, placing it in the prominent H1 position was hypothesized to help Google better understand content relevance. The test showed an estimated 8% increase in organic traffic, though slightly below the standard 95% confidence level. Despite statistical caution, the clear positive trend justified deploying the change site-wide, showcasing that optimizing H1 tags with key product attributes can still yield meaningful SEO improvements.

[See the full case study here](#)



# Increasing Internal Links

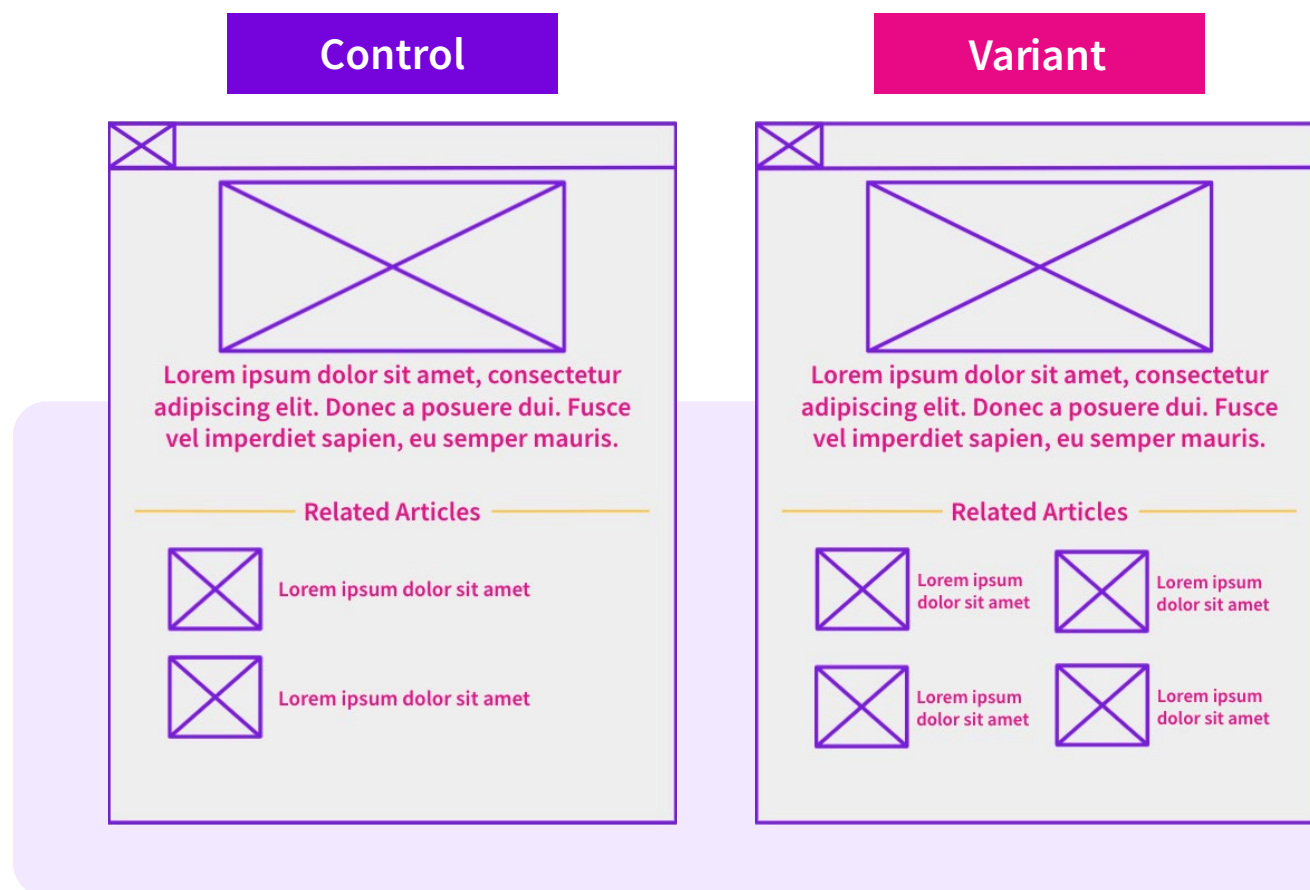
## Boosted Organic Traffic by 11%

An e-commerce content hub tested whether increasing the number of related article links from two to four per page could enhance SEO performance. The test aimed to boost internal link equity, helping Google better understand content relationships and increasing page visibility. Results showed an impressive overall increase of 11% in organic traffic. Notably, donor pages (pages providing the extra links) saw an even more significant uplift of 16%, whereas recipient pages (pages receiving additional links) showed no detectable change. This reveals the broader SEO value of carefully managed internal linking structures.

[See the full case study here](#)

### Impact: Positive

(+11% organic traffic overall;  
+16% on donor pages at 95% confidence)



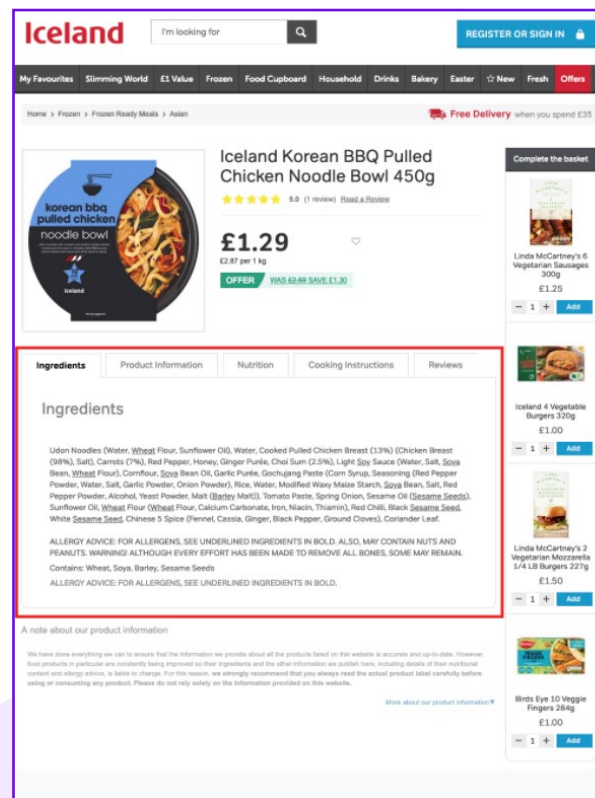
# Revealing Tabbed Content Delivered a 12% Increase in Organic Sessions

**Impact: Positive**  
(+12% organic sessions)

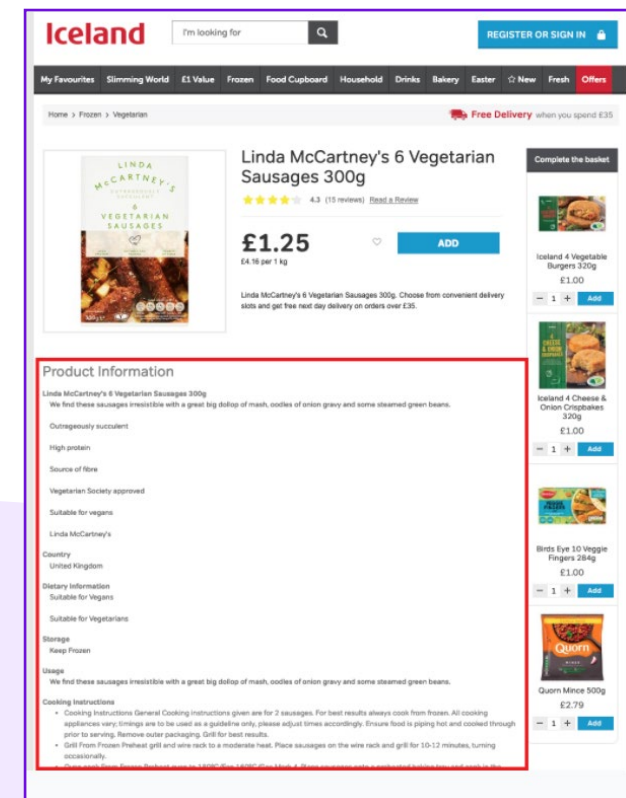
An SEO experiment with Iceland Groceries tested whether content hidden behind tabs and accordions negatively impacts organic visibility. The test made previously hidden product details—such as ingredients and nutritional information—visible immediately on page load. Despite Google's official stance claiming no SEO disadvantage for tabbed content, the results showed a clear 12% uplift in organic sessions when content was fully visible. Notably, mobile devices saw even greater improvements, highlighting that directly visible content can significantly benefit organic performance.

[See the full case study here](#)

Control



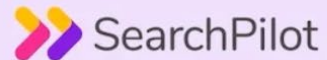
Variant





# Too Busy for a Sales Call? Watch This.

In just 90 seconds, see how SearchPilot helps you test bold SEO ideas,  
avoid bad bets, and finally prove your impact.



## An Introduction to SearchPilot

Dominate Organic Search with Server-Side SEO A/B Testing



Trusted by top performing SEO teams



M&S

petco

the  
stepstone  
group

CHOICE  
HOTELS

FLIGHT  
CENTRE

omio

Waters™