# seotesting

# Impressing clients with truly great SEO results

**candour**

## CASE STUDY

"Clients are impressed that we are able to quantify and forecast SEO results prior to full-scale implementation."

**Jack Chambers-Ward**
Marketing & Partnerships Manager, Candour

**Tom Spencer-Livingstone**
Senior SEO Specialist, Candour

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# CHALLENGES

## Lack of certainty in measurable impact

Jack Chambers-Ward is the Marketing & Partnerships Manager at Candour, a leading creative digital agency based in England. Together with Tom Spencer-Livingston, Senior SEO Specialist, they both lead client accounts across a variety of industries. Their key priorities within SEO are on-page testing of content, page titles, and heading changes for their clients.

Jack explains how it wasn't previously straightforward to decipher whether their SEO work made a difference to client sites.

**"It was difficult to say with complete certainty at times, whether a test had a measurable impact."**

Additional manual correlation and p-values analysis were often still needed.

**"On top of this, it was challenging to separate the test results from the wider site."**

This meant extra work for Jack's team in checking whether positive test results were actually due to an overall site increase.

**"Very loose approximations"**

## Painstaking manual tracking

Prior to having SEOTesting, a great deal of the team's work was spent on labour-intensive tasks. Jack explains:

**"A lot of manual tracking was involved in our work, painstakingly via exports".**

He explains that this tracking was also really only carried out at the beginning and end of a testing period, with very little oversight in the middle.

This combination resulted in **"a lot of additional hours in the testing process"**, as well as much less effectiveness in interpreting results for their clients.

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# SOLUTION & RESULTS

## Bye Bye Manual Processes

By using SEOTesting, Jack describes how setting up tests is now a straightforward and quick process, especially for their favourite function of split-testing.

**"The ease of setting up rigorous and representative tests is impressive, without all the manual work that went into it before."**

They have also been impressed with the ease with which they can now provide clients with an accurate overview of results.

**"The reports automatically generated give 'snapshots' of site performance."**

Candour has found the automatic features of SEOTesting save considerable time and provide valuable insights.

### Automated reports

## Decisions Based on Data

Tom explains how they now find it much easier to conclude whether their tests have a measurable impact.

**"SEOTesting allows us to easily determine statistical significance and make decisions based on the data, rather than approximations."**

They are also very happy that they can easily isolate the tests and results from other factors, something they couldn't do with ease before.

**"We can now clearly manage tests and their results",** Tom adds.
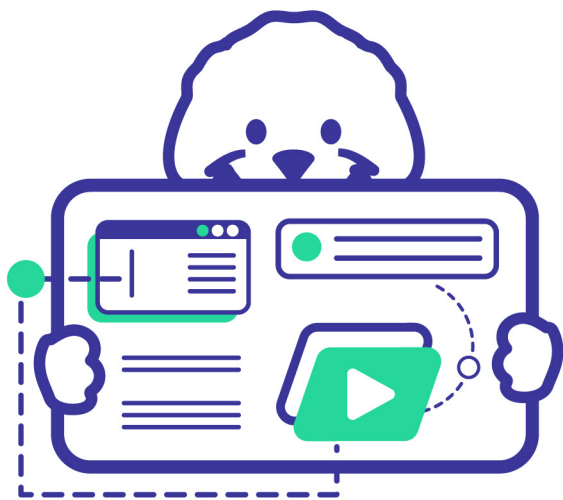
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## Impressing Clients with Big Results

Tom describes how they can now attribute their efforts to significant increases in clicks.

**"In some cases, we've been able to specifically attribute changes to over 100% increases in clicks, thanks to SEOTesting!"**

With one client, they saw a 20% increase in clicks after rolling out very targeted page title changes. This was first tested using SEOTesting on a small subsection before wider implementation.

Elsewhere, they've seen 5-10% increases after testing relatively minor changes like H2 edits. These are things which previously Candour was not able to properly track and attribute beyond very broad trends and after high-resource rollouts.

Jack explains how clients they have used the tests on are always very interested in the results.

**"Clients are impressed that we are able to quantify and forecast results before full-scale implementation."**

He adds that even being able to show negative results to clients can be useful.

**100% increase in clicks!**

## "Recommendations based on data"

## An effective process for client optimisations

Candour's organised approach has reaped the rewards of SEOTesting to its fullest. Jack explains how he ensures there is time at 2-month intervals to plan and set up new tests while collating results from the previous tests.

**"We now have a constant, iterative process for client optimisations."**

Jack also reveals that from the get-go, results were almost instant after setting up tests After their first 6-week tests were finalised, he describes:

**"We were immediately able to action recommendations found from the tests with a much greater degree of certainty around results!"**

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# Track and demonstrate the results of your SEO tests

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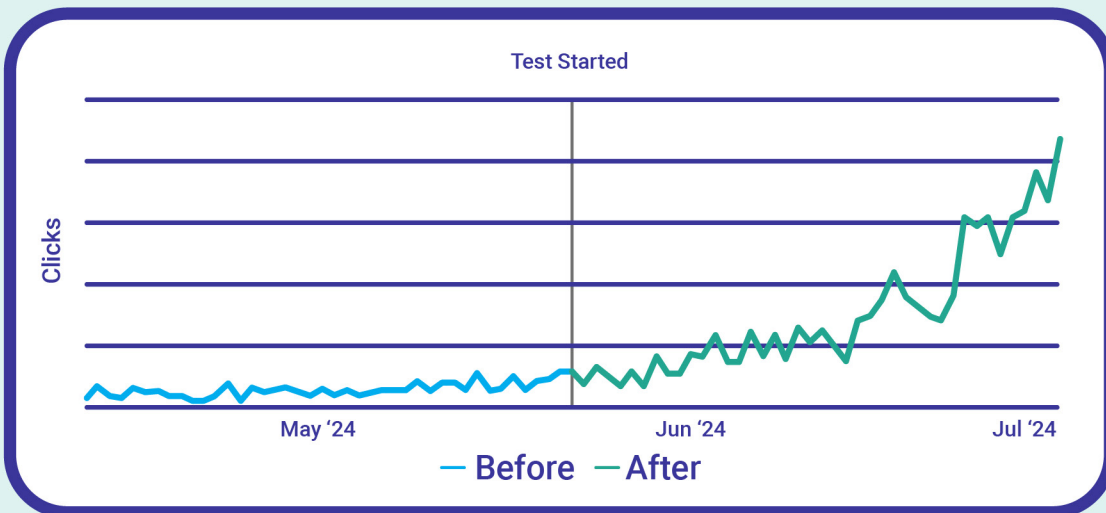
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## Before and After example



Clicks per day
**+ 593%**

Site clicks per day
**+ 2.2%**

Impressions per day
**+ 946%**

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