



No More Small Talk: How SEOTesting Dialed up BT's CTR by 71%



**Means
Business**

CASE STUDY



Thomas Chetwyn
SEO Content Manager, Digital
[BT Group](#)

“The most significant impact of using SEOTesting has been stakeholder buy-in.

We can now use data from tests to demonstrate the impact of SEO changes, enabling us to deliver SEO projects at scale.”

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CHALLENGES

Thomas Chetwyn is the SEO Content Manager for [BT Group](#), one of the world's leading communications services companies, which provides products and services in around 180 countries.

Thomas's priorities within the BT and EE Business SEO teams are twofold: to validate recommendations and changes alongside the UX and CRO teams, and to test an independent SEO hypotheses for business as usual SEO activity.

Thomas explains the challenges he previously faced in achieving these critical objectives.

Luke-warm stakeholder buy-in for SEO efforts

Thomas recalls that historically, stakeholder buy-in was a struggle due to the lack of concrete SEO data that could be gleaned from manual processes.

"Our efforts were mainly completed manually and with inconsistent processes.

This gave us a weaker position in terms of stakeholder buy-in vs other teams in the business."

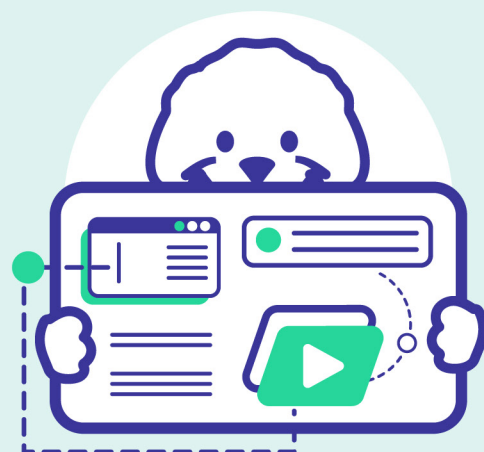


"Inconsistent Processes"

No way to combine live SEO data for comparisons

Previously, there was no efficient way for Thomas's team to consolidate real-time SEO data.

"We desperately needed a platform that could combine live SEO data, like Search Console, that we could compare against UX/CRO derivatives like Adobe Target."



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“Manual Workarounds”

Clunky processes

Prior to using SEOTesting, much of BT’s SEO processes were manual and not straightforward to view the key data.

“Our processes relied on access to API’s via clunky tools like Google Docs, or where data was sometimes hidden behind a paywall, like Supermetrics.”

“Enhanced Collaboration”

SOLUTION & RESULTS

Increased stakeholder buy-in

Thomas highlights the biggest impact of introducing SEOTesting has been on stakeholder buy-in.

“We now use data from tests to show the impact of SEO changes, and to collaborate with additional teams that have independent value streams for SEO testing.”

It enables us to validate recommendations and changes alongside UX & CRO teams.”

Continued acceleration of tool adoption is now high on the priority list for the SEO team at BT, gaining momentum with quarterly reporting using SEOTesting and distributing this throughout their Digital Marketing streams for further buy-in and testing.

“Automated Reporting”

Significant reduction in manual processes

Thomas found that their reliance on access to API’s to gain the data they needed diminished with the introduction of SEOTesting. Trying to find hidden data is a thing of the past.

“Our tests are now simple to set up given the ease of the SEOTesting platform. A quick copy and paste function for URLs and the remaining set up completed via the tool.”

He adds that the automated reporting has also been an invaluable addition to simplifying their processes, whilst enhancing the quality of data.

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A platform that combines live SEO data

When Thomas's team started using SEOTesting, they were impressed they could combine live SEO Search Console data and be able to compare it with ease against UX/CRO derivatives.

“Live data from Search Console and the use of statistical significance have been, and still are, the most powerful aspects of the tool for our team.”



**“71%
increase
in CTR!”**

Decision-making data

“SEOTesting data has enabled us to test independent SEO hypotheses for BAU SEO activity such as Content Changes, Meta Data and Migrations.”

Thomas gives an example of how they used SEOTesting to collaborate with their CRO team to test Brand Iconography on key product pages and add internal links to smartphone brands.

They first tested how adding CTAs affected usability, seeing an 80% increase in CTA interactions compared to control groups. They confirmed these results in Organic Search, with a 71% rise in click-through rate and 82% more clicks per day!

“We use the data from SEOTesting and Google Search Console to report on our tests and outcomes. It's gained continued buy-in from Product teams to deliver SEO projects at scale.” Thomas concludes.



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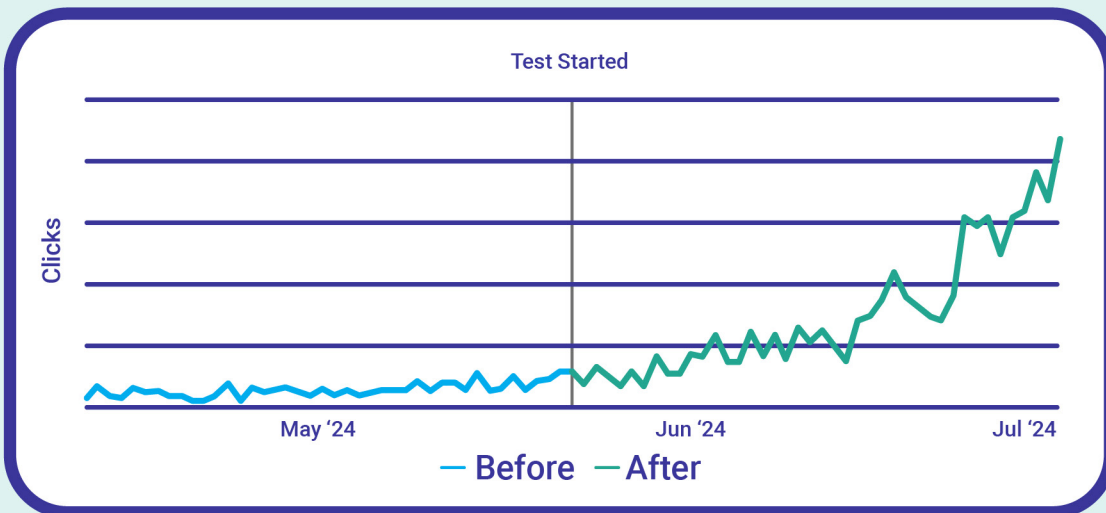
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Before and After example



Clicks per day

+ 593%

Site clicks per day

+ 2.2%

Impressions per day

+ 946%

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