

PBN MAP EMBEDS & TIER LINKS

LOCAL RANKINGS WITH PBN MAP EMBEDS
& T2 LINK X4 BOOST

SEO MAD SCIENTIST
ISSUE #3





TEST HYPOTHESIS

We hypothesize that the Google Maps algorithm can be influenced by incorporating Google Business Profile map embeds, NAP (Name, Address, Phone Number), and anchor text backlinks to enhance rankings for target terms or related terms in Google Maps. We anticipate that ranking fluctuations will be influenced by various on-page elements where the map references are situated. Additionally, we also believe that strengthening the authority of the page within the PBN (Private Blog Network) by building tiered links will further amplify the impact of these strategies.





TEST FACTORS & INFLUENCES

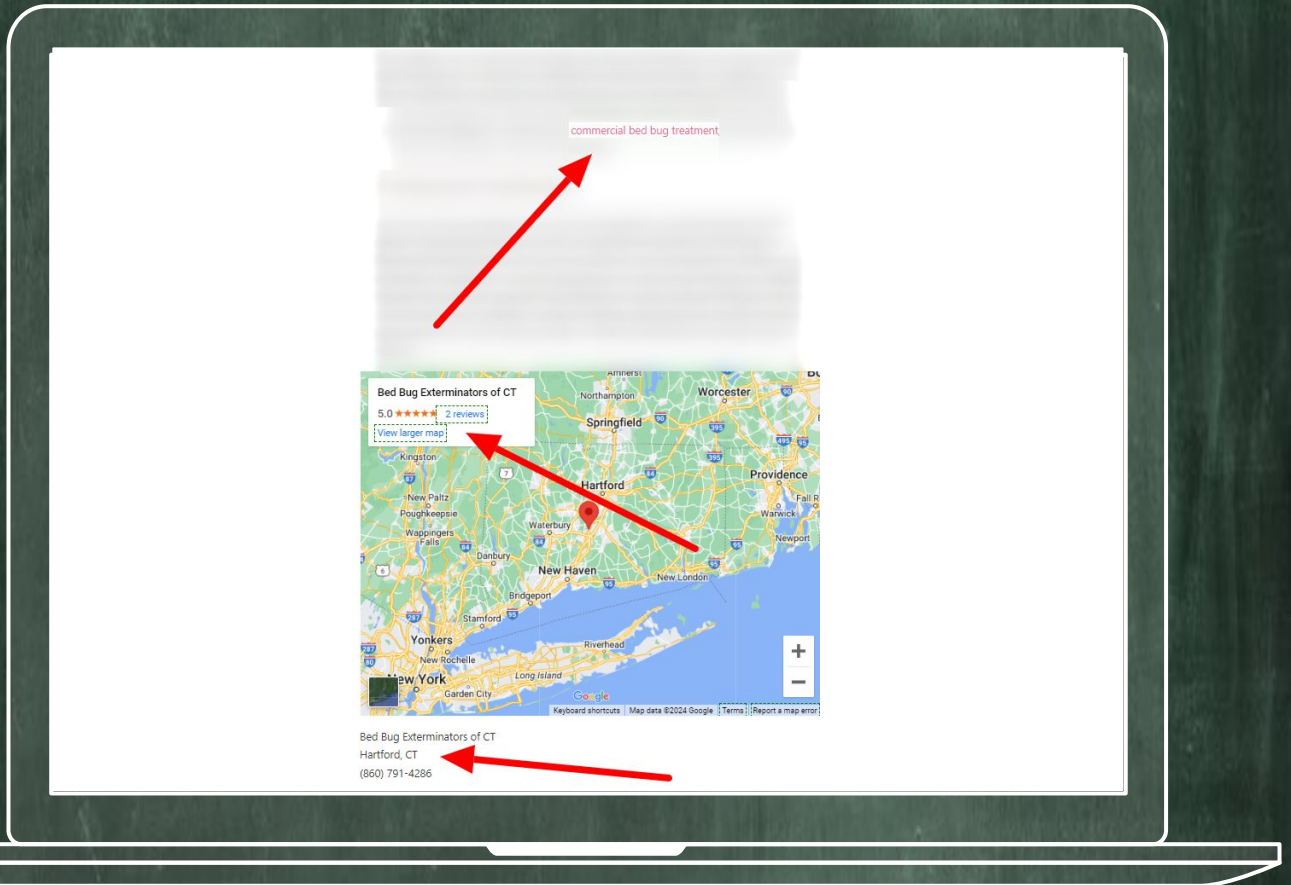
200 PBN MAP EMBEDS & T2 LINKS

We created a GBP & website at the end of 2024. The experiment started on March 12, 2024, when we implemented 200 GBP map embeds and simultaneously constructed backlinks pointing to the GBP's CID URL, all featuring carefully chosen anchor texts to optimize their impact.

On March 26, 2024 we built our Tier 2 links, which aim to enhance the authority of the initial backlinks by pointing to them rather than directly to the GBP.



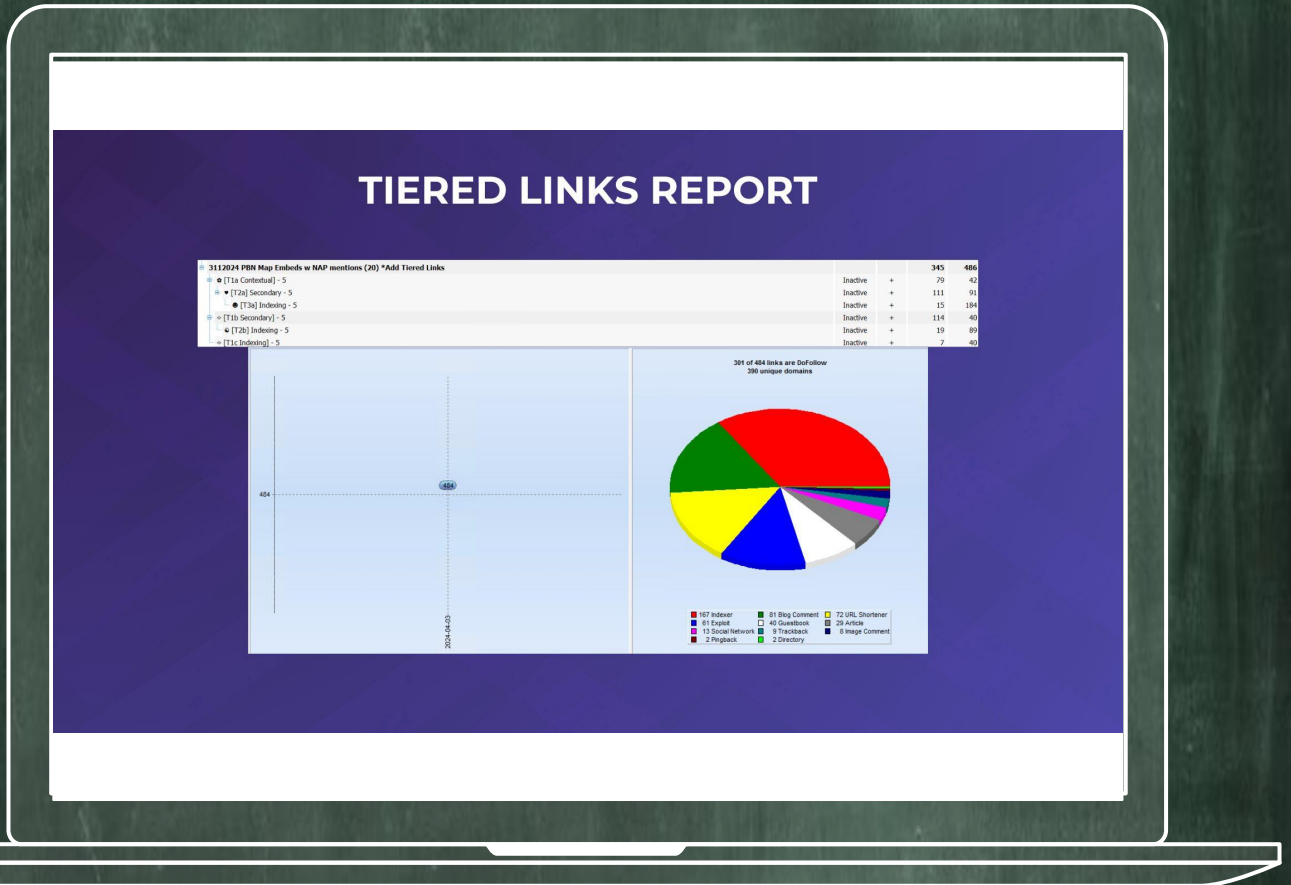
TEST ITEMS



CID Anchor Text Link, GBP Map
Embed, NAP Reference



TEST ITEMS



Tier 2 Links



TEST DETAILS

CID URLs Link Anchor Text:

residential bed bug treatment, residential bed bug service, residential bed bug removal, residential bed bug exterminators, bed bug exterminators, bed bug removal, bed bug service, bed bug treatment, commercial bed bug exterminators, commercial bed bug removal, emergency bed bug exterminators, emergency bed bug removal, emergency bed bug service, emergency bed bug treatment, non-toxic bed bug exterminators, non-toxic bed bug service, non-toxic bed bug treatment, commercial bed bug service, commercial bed bug treatment, bed bug removal service

PBN Map Embed titles:

residential bed bug treatment, residential bed bug service, residential bed bug removal, residential bed bug exterminators, bed bug exterminators, bed bug removal, bed bug service, bed bug treatment, commercial bed bug exterminators, commercial bed bug removal, emergency bed bug exterminators, emergency bed bug removal, emergency bed bug service, emergency bed bug treatment, non-toxic bed bug exterminators, non-toxic bed bug service, non-toxic bed bug treatment, commercial bed bug service, commercial bed bug treatment, bed bug removal service





TEST TIMELINE

3/09/2024

200 PBN MAP EMBEDS
& T2 LINKS

5/09/2024

Final Update

Review the final results of our
GBP map embeds and T2 links

MAR

APR

MAY

4/16/2024

1 Month Update

We observe the first impacts of
our GBP Map embeds before
and after T2 Links.

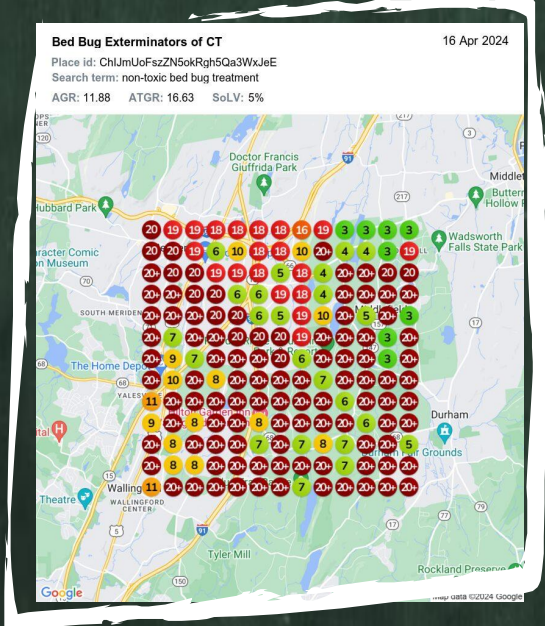
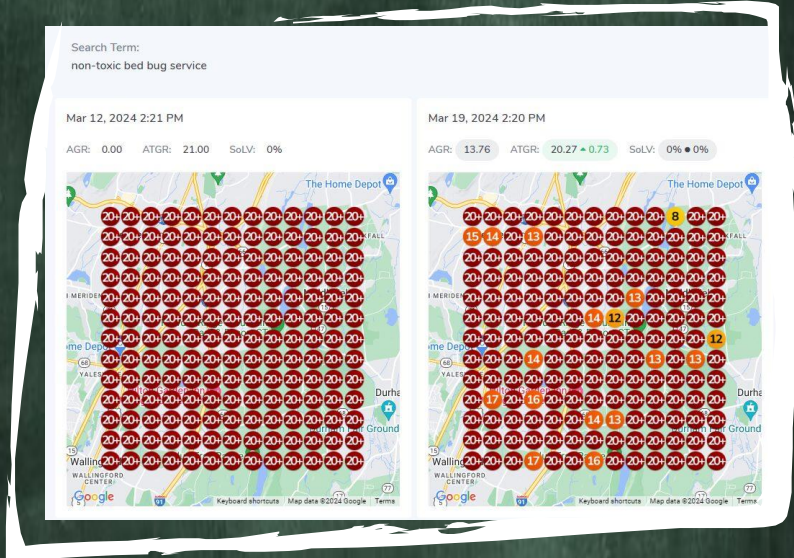




1 MONTH UPDATE

4/16/2024:

Within the first week of starting the PBN links we can start to see slight movement on almost all the long tail keywords.



After running the T2 links to the embeds, it appears we may have seen an initial slight dip, but as of 1 month in since we started, we can see clear improvements from the starting rankings.

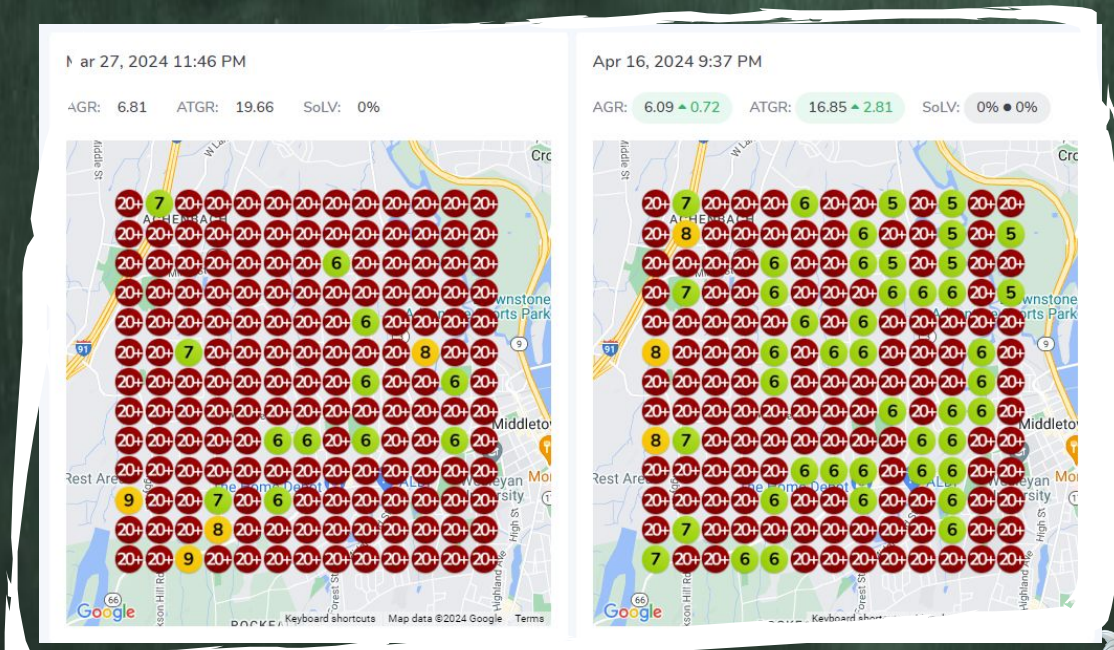




1 MONTH UPDATE (CONTINUED)

We were doing our last updates we were noticing a higher concentration of ranking in creases in the North East part of our geo grids. So we adjusted our grid position and started tracking grids in another area as well.

From Mid April to the end of April we see a significant increase in rankings in the North East area

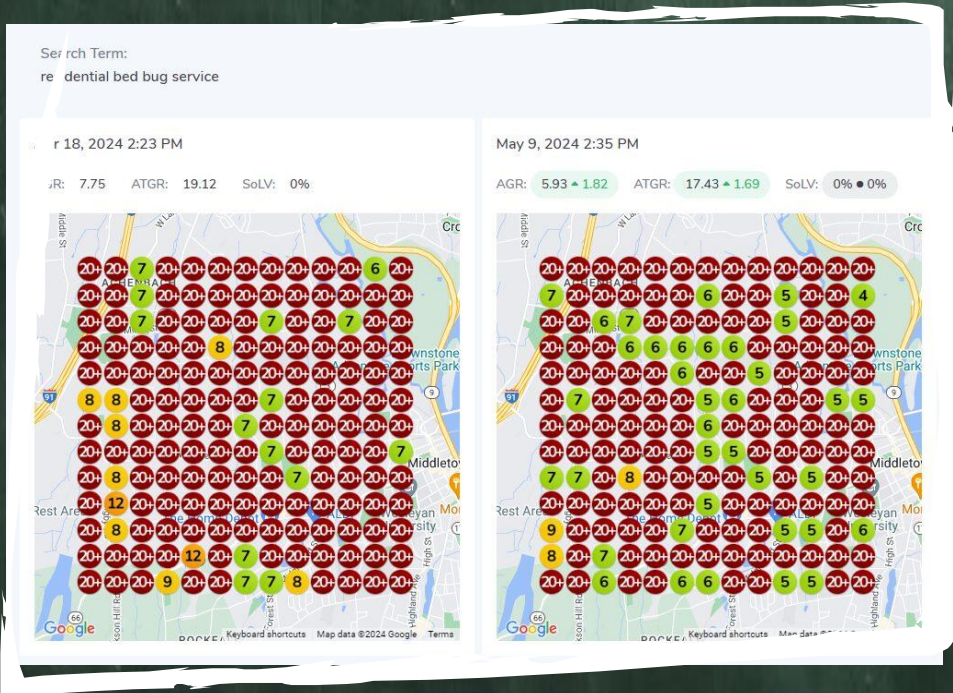
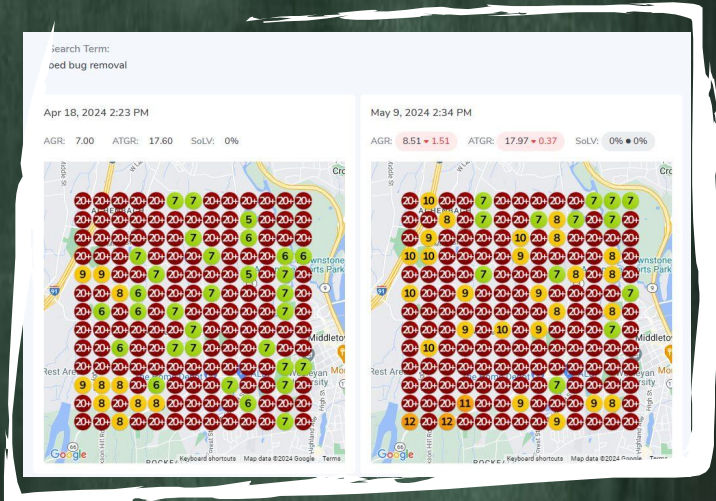




FINAL UPDATE

5/09/2024:

As of this update. We are seeing additional gains overall since the previous update, but some terms have had some slight pullback.



FINAL CONCLUSIONS & THEORY

From these findings we do believe there is a larger initial push from the PBN links and they may have a diminishing effect.

Based on our first PBN map embed test, we would have expected to see a bigger push with this test.

This leads us to believe that the compounding effects of these signals diminished and they they may have worked much better in lower numbers being dripped out over time.

Stay tuned for another Map embed test coming soon.





THE SEO MAD SCIENTIST!

More Test Updates

WEB20ranker.com/SEO-Mad-Scientist

