The Impact of Syndicated Link Earning Strategies on SEO Outcomes

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stacker

Abstract:

It's widely accepted in SEO that attracting new inbound dofollow links to your domain will result in positive organic outcomes, provided that these links are of high quality and are built legitimately.

However, there is skepticism over the value of links earned using content syndication (appearing on pages with rel=canonical tags). Additionally, proving the impact of links is difficult when that impact is being mediated by Google algorithms.

Stacker Studio seeks to investigate the relationship between earned syndicated links and organic performance.

Key Findings:

Stacker Studio clients saw strong median total growth across traffic, traffic value, and positional metrics after partnering with Stacker Studio.

Paired T-test analyses found **statistically significant levels of lift for all SEO metrics after partnership**, meaning that Stacker Studio has a positive impact on client SEO that can't easily be explained through random chance.

This is very strong proof that syndicated link earning has a measurably positive impact on SEO outcomes.

Sampling & Data Collection

Eligibility criteria:

- **Active or previously active Stacker Studio client**
- **At least one link report created**
    - Client has participated in at least one Stacker Studio distribution cycle and received reporting materials from it.
- **Valid data pull from Ahrefs**
    - Domain-level data must be intact and valid for the comparison period

Sample characteristics:

See Appendix A for a more thorough breakdown of client characteristics.

- **Maximum sample size: 71 domains meeting the eligibility criteria above.**
    - Outliers and clients with incomplete data excluded from some analyses.
    - “All client” charts available for all comparisons in Appendix C.
- **Median Days of Partnership**: 297 Days
- **Median Number of Stacker Stories Published per Client:** 5 Stories

Data collection

Interactive Source Data

In the spreadsheet linked above, we’ve included all source data used to create this case study, as well as display the methods and formulas being used.

Reviews and critiques of our data and methodologies are welcome and encouraged.

Data Source: Ahrefs

Organic outcome data, sliced daily, was collected from Ahrefs over the week of 2/20/2023.

- Organic Traffic
- Organic Traffic Value
- Organic Pos. 1-3
- Organic Pos. 4-10

Experimental Intervention:

The experimental intervention in this design is **the use of Stacker Studio's content syndication services**, with the goal of attracting large numbers of syndicated, dofollow backlinks to a client's domain.

The focus of this study will be to investigate whether there is a significant relationship between Stacker Studio partnership and future organic performance as measured by organic traffic, traffic value, Keywords in Pos. 1-3, and Keywords in Pos. 4-10.

To this end, we'll compare descriptive statistics and perform paired T-tests among equivalent periods pre- and post- Stacker Studio partnership (e.g., comparing 196 days since first partnership to a 196 day period prior to partnership).

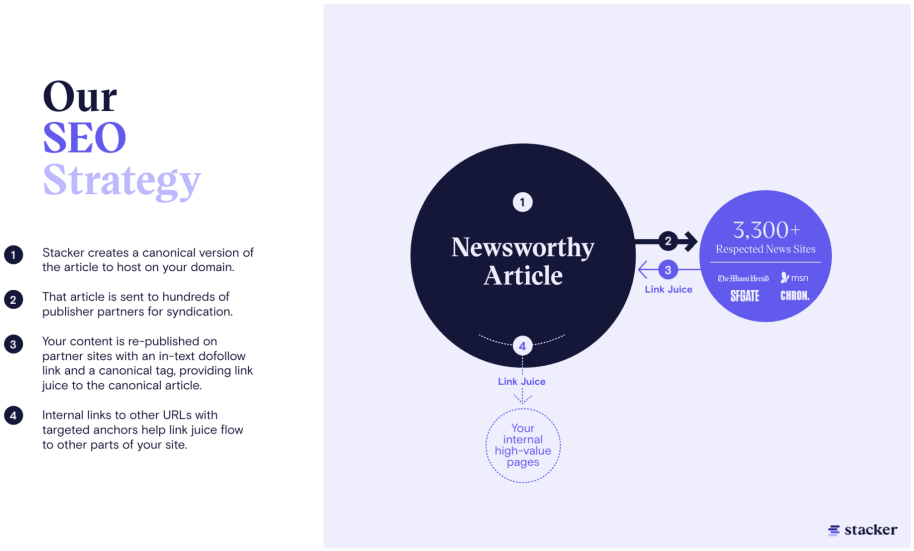
Stacker Studio's methods:

Stacker Studio helps brands build authority in their space through high-quality earned media and distribution by creating authoritative, relevant data journalism content, and by distributing this content through a proprietary newswire of 3,000+ news outlets.

This results in a large number of syndicated 'pickups' of this content, with these pickups providing rel=canonical tags and backlinks back to client domains as the original content publisher.

A more thorough description of Stacker Studio services is available in Appendix D.

Figure 1: Stacker Studio's Syndicated Link Earning Strategy



Hypotheses:

For the purposes of statistical analysis, the “null” hypothesis (predicting that Stacker Studio partnership will have **no** impact on client outcomes) is used.

We then seek to reject this null hypothesis in our statistical analyses.

A rejection of the null hypothesis ($p<0.05$) indicates that Stacker Studio has statistically significant impacts on client outcomes.

Null Hypothesis:

There will be no statistically significant differences as a result of Stacker Studio partnership on the following client outcome metrics:

- Organic Traffic
- Traffic Value
- Organic Positions 1-3
- Organic Positions 4-10

The alternative hypothesis seeks to identify whether Stacker Studio partnership has a statistically provable impact on client’s SEO outcomes.

Methods

1. Descriptive statistics

a) Identify “Pre” and “Post” periods
    i) Equivalent periods of days before and after first Stacker Studio publish date for each client
b) Calculate pre/post geometric mean of total
c) Calculate pre/post median of total
d) Calculate pre/post total
e) Calculate pre/post deltas (post - pre) for geometric means, medians, and totals
f) Calculate rate of change
    i) Totals during “Pre” vs. “Post” period, divided by number of days in each period

2. Paired t-tests

Paired T-Tests: Interactive Data

g) Total organic traffic for Pre period
    i) Sum of organic traffic for all dates within the “Pre” period for each client
h) Total organic traffic for Post period
    i) Sum of organic traffic for all dates within the “Post” period for each client
i) Take the log of these values to standardize the range of total organic traffic for each client.
    i) The log transformation normalizes all of the clients to the same measuring scale, allowing comparison of clients regardless of differences in starting sizes.
j) Take the difference of the transformed values for Pre & Post periods
k) Calculate the average of the differences for each client to get the sample mean
l) Calculate the standard deviation of the differences for each client.
    i) The standard deviation tells us how much a data point differs from its mean.
m) Calculate the standard error of the differences.
    i) *The standard error estimates the level of variability across sample groups.*
n) Calculate the T-Statistic (Sample Mean / Standard Error)
o) Calculate the p-value
    i) The probability of obtaining a given result when the null hypothesis is true
        (1) $p<0.05$ = Statistically significant

Controlling for client sample differences

Stacker Studio uses logarithmically transformed total values for all statistical analysis to control for size differences amongst clients.

To compare clients of different sizes, the data is logarithmically transformed, meaning the values are adjusted to a logarithmic scale, which lowers the variance and improves the approximation to a normal distribution. Non-transformed values can be found in Appendix C.

Providing multiple viewpoints into the data

Medians, Arithmetic Means, and Geometric Means:

Total & Arithmetic Mean values can be found in Appendix C.

The *median* and *geometric mean* of the total values tell us if overall performance improved after Stacker Studio partnership across all clients. The *median* is an extremely conservative measure of performance because it is not affected by outliers or skew. The *arithmetic mean* is not a valid way to summarize our data because the values have too large of a range and high variability. Hence, the *geometric mean* is a good compromise between the median and arithmetic mean because the skew and outliers are still accounted for without having inflated values.

If the median is higher than the geometric mean, that means there are a significant amount of small data points “bringing down” the average. If the median is lower than the geometric mean, that means there are a significant amount of large data points “bringing up” the average. Hence, displaying both measures provides a fuller picture of our outcome trends.

1. To calculate **Median Total values**, we:
    a. Take the sum of daily estimated totals for: organic traffic, organic traffic value, organic positions 1-3, and organic positions 4-10, for an equivalent period of days before and after partnering with Stacker Studio
        i. Logarithmically transform the values
        ii. Calculate the median of the logarithmically transformed values
        iii. Use the median value as an exponent of base 10 to get the median total value
    b. The geometric mean is calculated using these same methods, using average values instead of median values

Table A contains the clients in the samples used to conduct the paired t-tests. Clients that contain extreme outlier values or do not have data for the performance measure are excluded.

This helps us reduce outlier skew, and results in a more conservative estimate of Stacker performance than “all client” values, visible in Appendix C.

Average Total Daily Measures, Total Additional Value Added per Story and per Month:

The average total daily measures help us understand how clients in the sample data performed **per day**, as opposed to total overall performance since partnered with Stacker (i.e. Table A). Hence, this offers a side-by-side comparison of clients' daily performance before and after partnering with Stacker. The median and geometric values are both displayed for comparison.

1. To calculate **average total daily value**, we:
    a. Take the sum of daily estimated totals for: organic traffic, organic traffic value, organic positions 1-3, and organic positions 4-10, for an equivalent period of days before and after partnering with Stacker Studio
        i. Divide the totals by the number of days in the period
        ii. Logarithmically transform the values
        iii. calculate the median of the logarithmically transformed values,
        iv. and use the median value as an exponent of base 10 to get the median total.
    b. The geometric mean is calculated using these same methods, using average values instead of median values.

The total additional value added per story and per month serve as indicators of how much *extra* traffic, traffic value, keywords in positions 1-3, and keywords in positions 4-10 clients received after partnering with Stacker. The median and geometric values are both displayed for comparison.

1. To calculate **total additional value added per story**, we
    a. Take the sum of daily estimated totals for: organic traffic, organic traffic value, organic positions 1-3, and organic positions 4-10, for an equivalent period of days before and after partnering with Stacker Studio
        i. Subtract the total values in the pre period from the post period, and divide that by the number of stories
        ii. Take the median and average of those values to understand aggregate performance of all clients in the sample dataset
    b. Total additional value added per month is calculated the same way, except instead of dividing by stories, divide by the number of months
        i. (i.e. Number of Days Partnered with Stacker Studio / 30 Days).

Results:

DESCRIPTIVE STATISTICS

Table A: Descriptive Statistics, Median and Geometric Mean Totals

All-client (outliers included) values can be found in Appendix C.

TABLE A: MEDIAN AND GEOMETRIC MEAN TOTAL GROWTH									
Performance Measures	**N**	**Before (PRE)**		**After (POST)**		**Delta**		**% Change**	
		Median	**Geometric Mean**	**Median**	**Geometric Mean**	**Median**	**Geometric Mean**	**Median**	**Geometric Mean**
Organic Traffic	66	78,581	67,950	96,876	120,521	+18,296	+52,571	**+23%**	**+77%**
Traffic Value	62	$78,684	$80,452	$130,080	$124,966	+$51,396	+$44,513	**+65%**	**+55%**
Pos. 1-3	65	18,559	16,583	30,002	32,119	+11,443	+15,536	**+62%**	**+94%**
Pos. 4-10	64	30,333	38,479	52,259	65,504	+21,926	+27,025	**+72%**	**+70%**

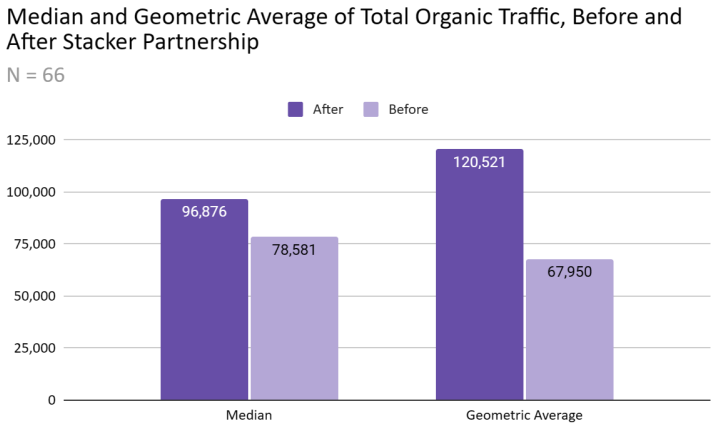
Stacker Studio partnership results in substantial median total and average total growth across traffic, traffic value, and organic rankings.

Table B: Organic Traffic Summary Metrics

Organic Traffic: Before & After Stacker Studio Partnership

Median and Geometric Average Values of Total Organic Traffic				
N=66	**Before (PRE):**	**After (POST):**	**Delta:**	**Percent Change:**
Organic Traffic, Median Total Values	78,581	96,876	**+18,296**	**+23%**
Organic Traffic, Geometric Mean Total Values	67,950	120,521	**+52,571**	**+77%**
Average Total Daily Organic Traffic				
N=66	**Before (PRE):**	**After (POST):**	**Percent Change:**	
Median of Average Total Daily Organic Traffic	236	392	**+66%**	
Geo. Average of Average Total Daily Organic Traffic	263	467	**+77%**	
Total Additional Clicks per Story				
Median	**+5,526**			
Arithmetic Average	**+174,399**			
Total Additional Traffic per Month of Partnership				
Median	**+1,901**			
Arithmetic Average	**+85,367**			

Figure 1: Median and Geometric Average of Total Organic Traffic Before & After Stacker Studio Partnership, Aggregate



This chart shows a significant improvement to organic clicks after partnering with Stacker Studio, **increasing from a median total value of 78,581 to 96,876 clicks (+22% growth; a more conservative measure than the geometric mean)** across the entire client sample.

The significantly higher geometric mean growth in total organic traffic (**+77%**) can be explained by the distribution of the data in the pre and post periods (see histogram below).

The significantly higher geometric mean growth in total organic traffic (**+77%**) can be explained by the range of the data in the pre and post periods (see boxplot below). The box plot in the pre period is slightly skewed to the left; this tells us that the range of values *varies more* for clients with lower total organic traffic. The maximum total organic traffic in the post period is higher than the maximum in the pre period; hence, the average is being “pulled up” by the high maximum value.

Hence, the geometric average captures the distribution of the data, while the **median value is a more conservative measure of change** in organic traffic in the pre and post time.

Figure 2: Boxplot of Total Organic Traffic by Group

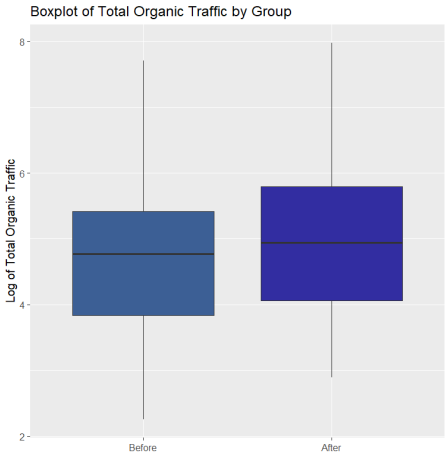
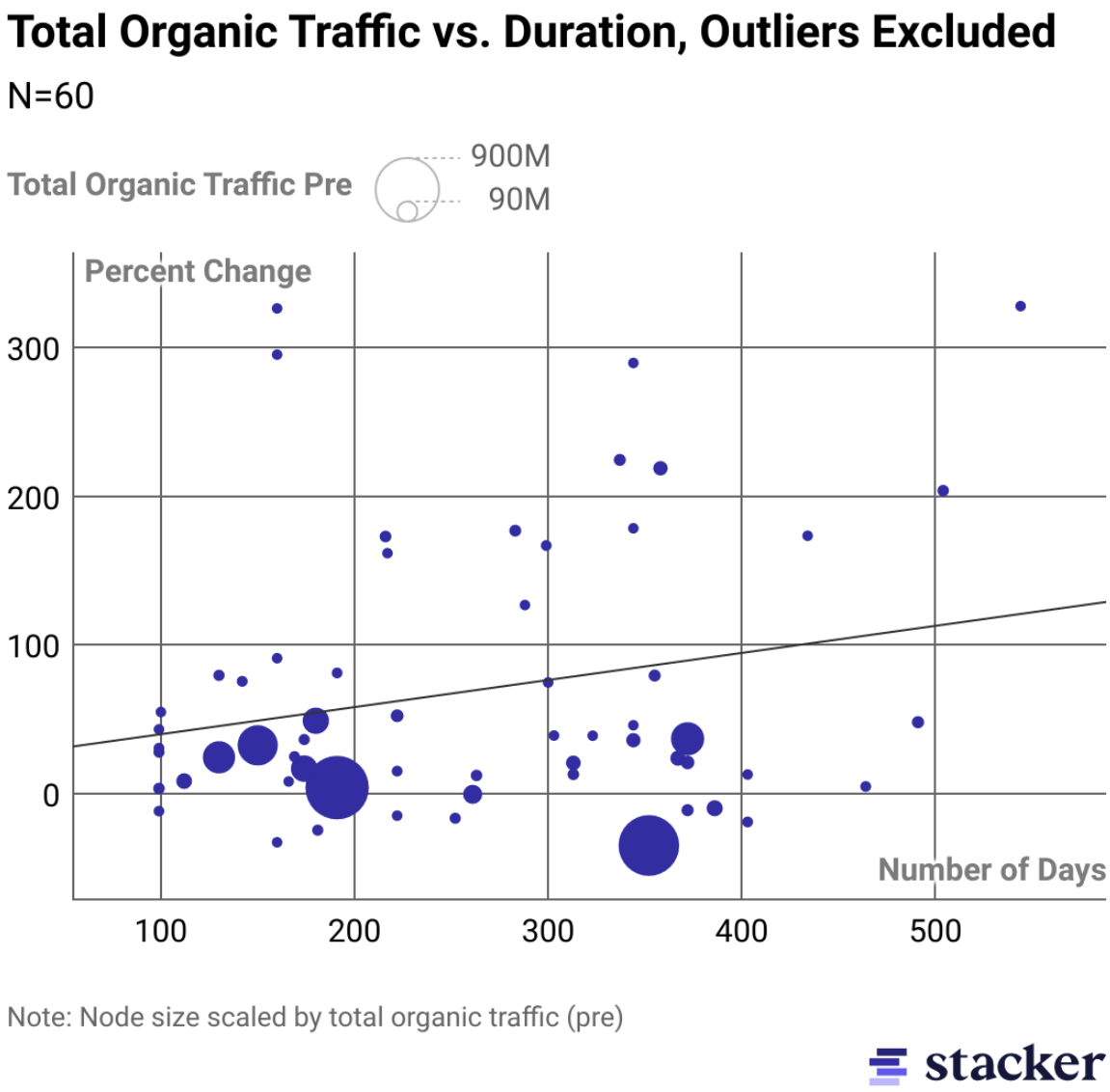


Figure 3: Total Organic Traffic Percent Growth Scatterplot

Severe outliers 7 (percent growth > 400%) excluded to reduce scaling effects.
Severe outliers 3 (Total Organic Traffic Pre = 0) excluded to reduce variability in the Pre group.
Severe outliers 1 (Number of Days > 500) excluded to reduce scaling effects.
Full chart available in Appendix C.

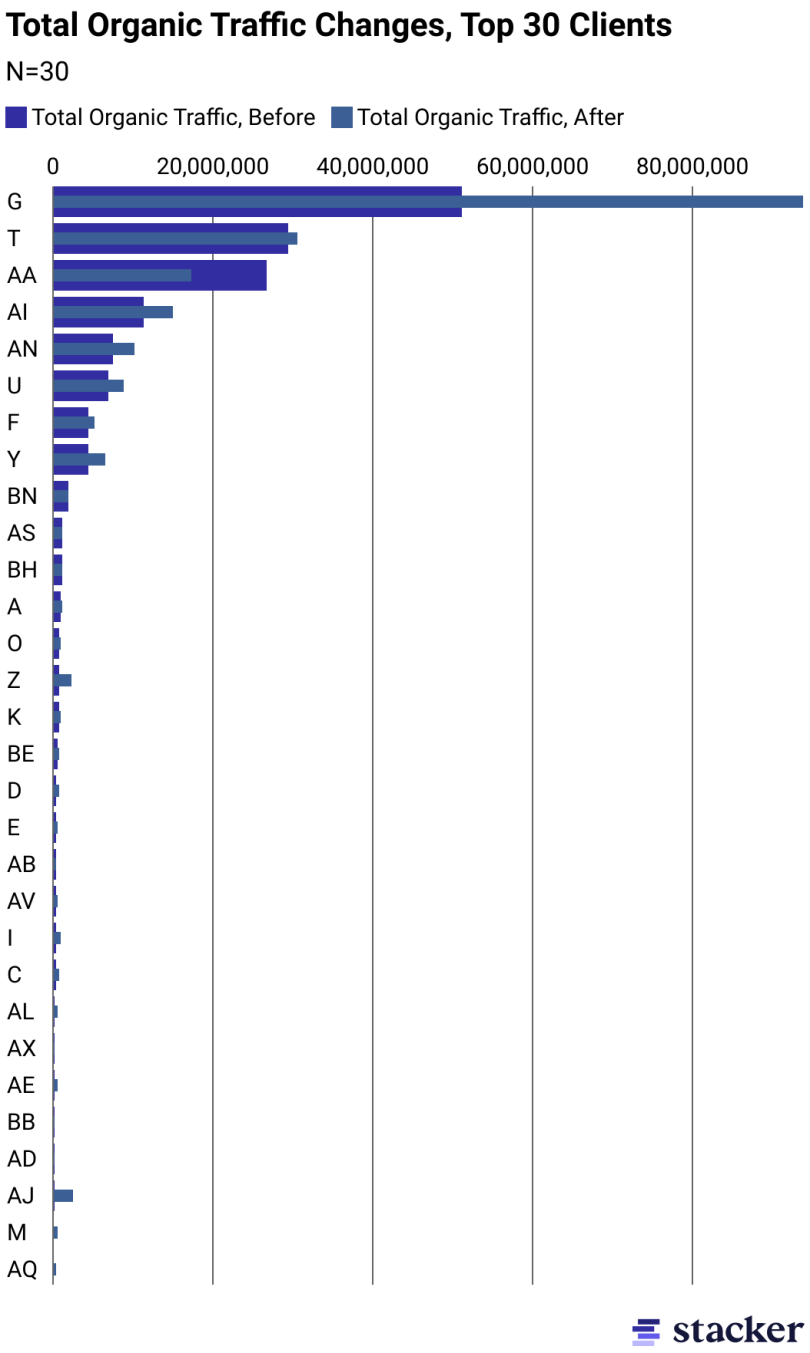


Duration of Stacker Studio partnership has a positive effect on client traffic, as indicated by the positive linear trendline in the chart above.

Figure 4: Total Organic Traffic Growth by Client

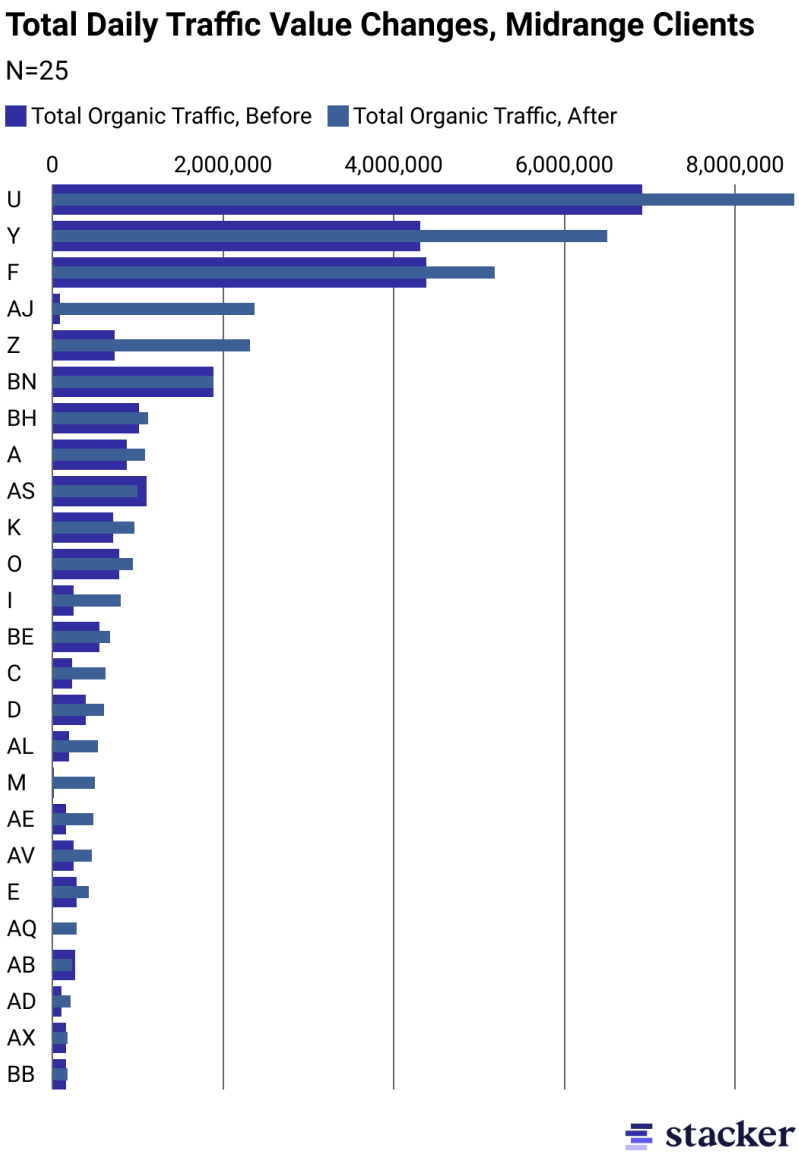
Table limited to 30 rows due to size & scaling effects.
Full chart available in Appendix C.

A consistent trend of growth in the Post period at the client level helps demonstrate Stacker Studio impact, although scaling effects from the largest clients make it difficult to see mid-range client performance.



Below, we've removed the top 5 largest clients to make it easier to compare impact to mid-sized clients:

Figure 5: Total Organic Growth, Top 5 Excluded

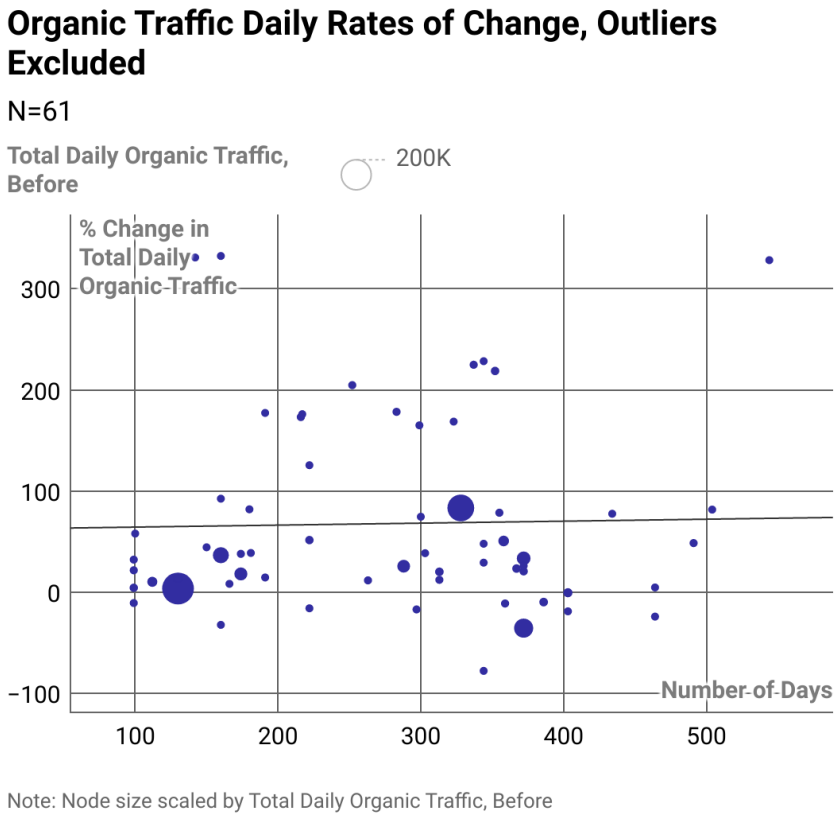


Total Daily Organic Traffic Change, Before & After Partnership

Total daily organic traffic change was calculated by taking the sum of each day during the “pre” and “post” comparison period, dividing the total values by the number of days in each comparison period, and calculating the percent change between the “pre” and “post” periods. This allows us to look into differences in total daily organic traffic during pre- and post- periods.

Figure 6: Organic Traffic Rate of Change, Outliers Excluded

5 clients excluded due total organic traffic in pre period = 0. (DIV/0 Errors)
4 severe outliers excluded due to change rate % exceeding 500%.
Severe outliers 1 (Number of Days > 500) excluded to reduce scaling effects.
Full chart available in Appendix 3.



Looking at changes in total organic traffic during pre- and post- periods shows that there is a definite positive trend, indicating that Stacker Studio partnership results in more rapid growth.

Stacker Studio clients see a median +66% increase in growth velocity after partnership, with growth rates increasing with partnership duration.

Stacker Studio clients see faster growth after partnership, with the rate of organic growth increasing by +66%.

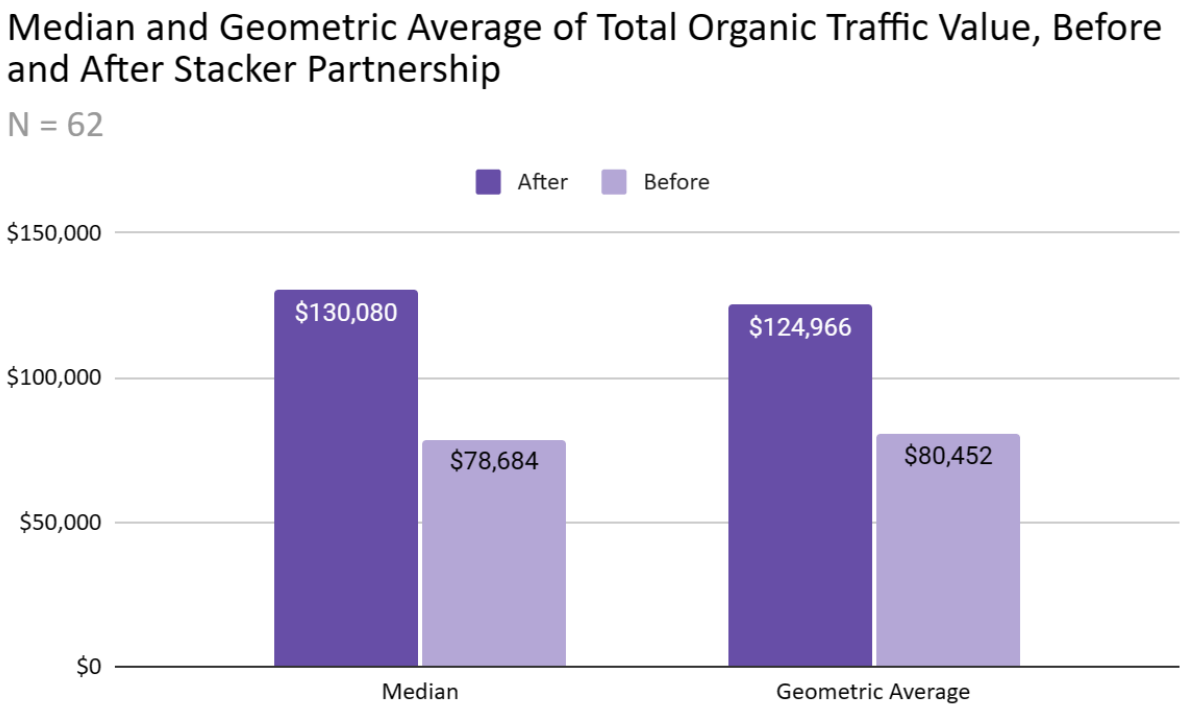
Table C: Traffic Value & ROI descriptive statistics table

Traffic Value: Before & After Stacker Studio partnership

Median and Geometric Average Values of Total Traffic Value				
N=62	**Before (PRE):**	**After (POST):**	**Delta:**	**Percent Change:**
Traffic Value, Median Total Values	$78,684	$130,080	**+$51,396**	**+65%**
Traffic Value, Geometric Average Total Values	$80,452	$124,966	**+$44,513**	**+55%**
Average Total Daily Organic Traffic Value				
N=62	**Before (PRE):**	**After (POST):**	**Percent Change:**	
Median of Average Total Daily Organic Traffic Value	371	379	**+2%**	
Geo. Average of Average Total Daily Organic Traffic Value	319	495	**+55%**	
Total Additional Traffic Value per Story				
Median	**+$3,822**			
Arithmetic Average	**+$308,225**			
Total Additional Traffic Value per Month of Partnership				
Median	**+$2,034**			
Arithmetic Average	**+$111,897**			

Traffic value estimates the amount you'd need to spend on paid advertising to get the same traffic that your domain gets via organic traffic - i.e., how much the organic traffic is worth if you had to pay for it. It is an excellent indicator of keyword quality, as keywords with higher costs-per-clicks (CPCs) tend to be lower-funnel, higher-converting keywords with steeper levels of competition.

Figure 7: Median and Geometric Mean Total Organic Traffic Value, Pre/Post comparison



A steep increase to median total organic traffic value indicates that Stacker Studio assists clients not only in driving traffic, but driving traffic from valuable and competitive keywords.

Median total organic traffic values increased substantially after Stacker Studio partnership, with **median total organic traffic values increasing from $78,684 to $130,080 (+65%) after partnership.**

The lower geometric mean growth in total organic traffic value (+55%) can be explained by the distribution of the data in the post period (see boxplot below). The normal distribution of the box plot in the pre period explains why the geometric mean and median values are so close to one another (78,684 median, $80,452 average). The post period's box plot is slightly skewed to the left due to the wider range in values, and "pulls down" the geometric average.

Hence, the geometric average of total organic traffic value is a more conservative measure of growth compared to the median due to the wider range of values below the median in the post period.

Figure 8: Boxplot of Total Organic Traffic Value by Group

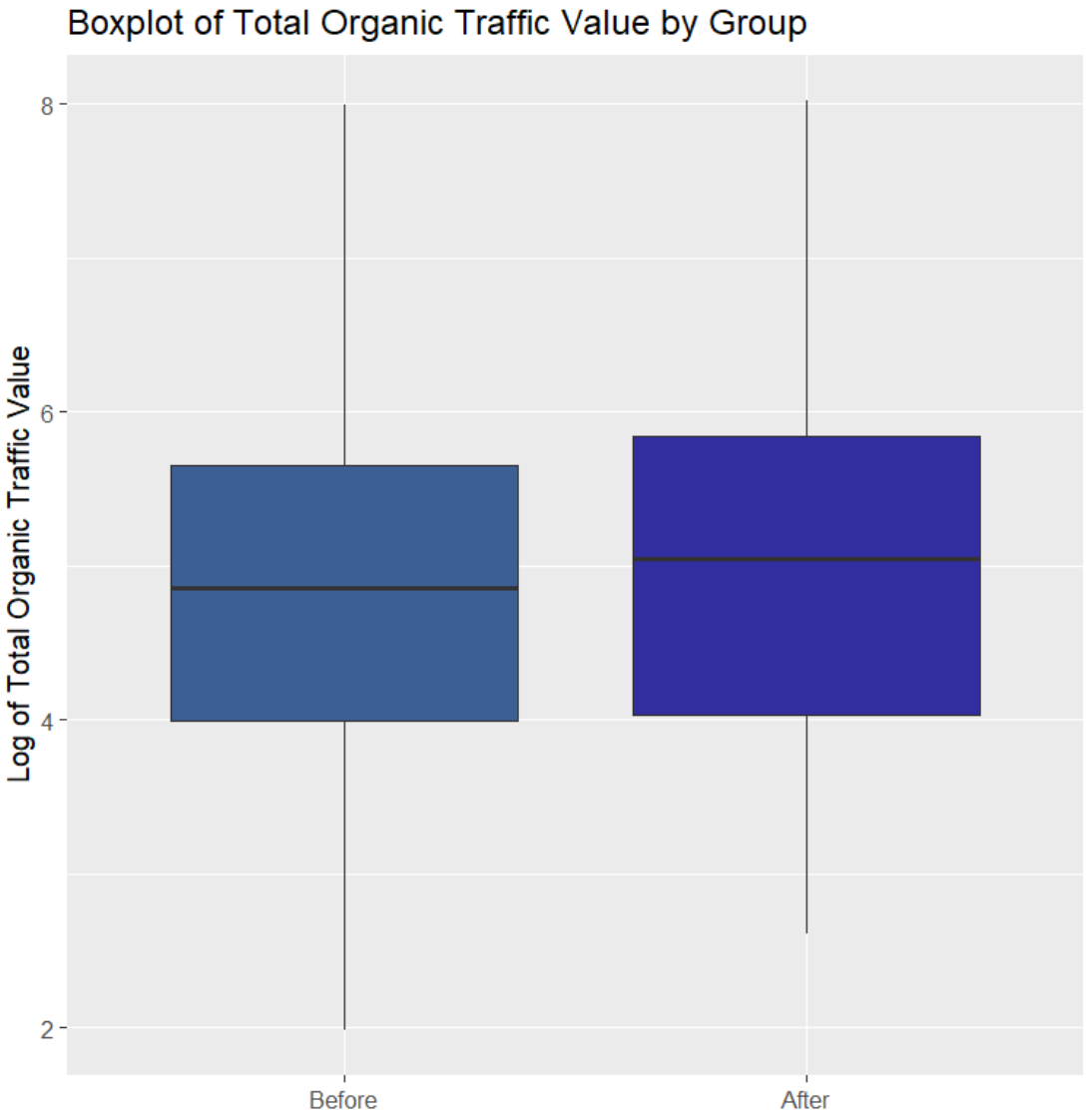
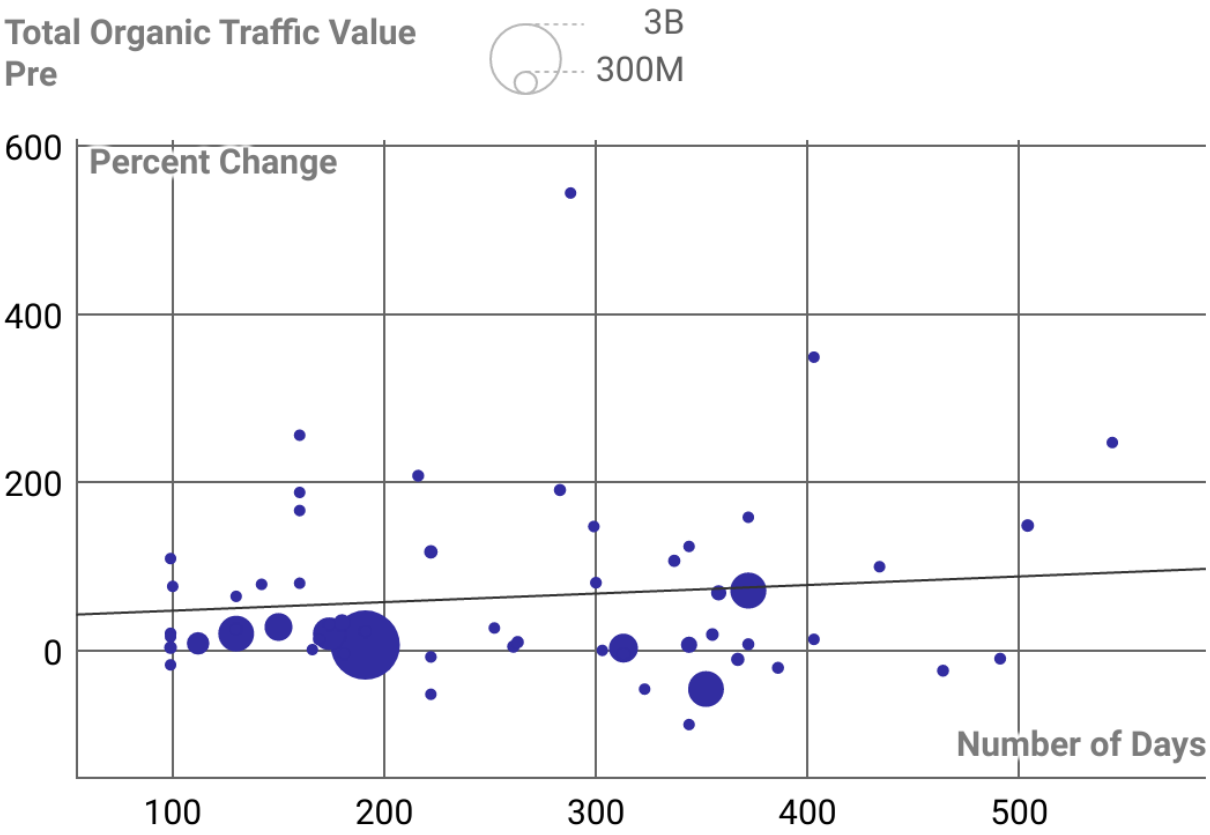


Figure 9: Total Organic Traffic Values by Client, Outliers Excluded

Severe outliers 5 (percent growth > 1,500%) excluded to reduce scaling effects.
Severe outliers 6 (Total Organic Traffic Value Pre = 0) excluded to reduce variability in the pre group.
Severe outliers 1 (Number of Days > 500) excluded to reduce scaling effects.
Severe outliers 1 (Total Organic Traffic Value Pre > 9M) excluded to reduce variability in the pre group.
Full chart available in Appendix C.

Total Organic Traffic Value vs. Duration, Outliers Excluded

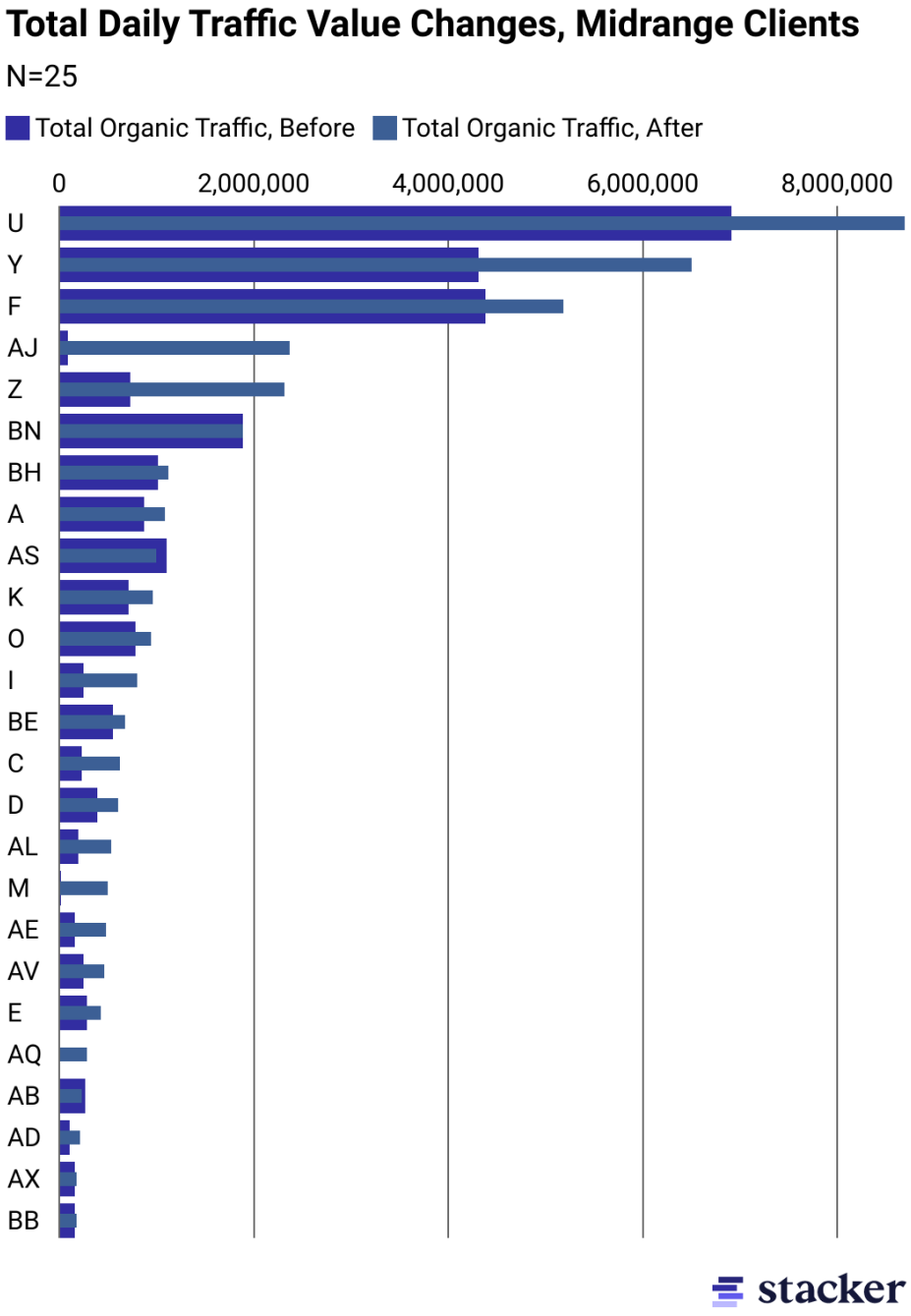
N=58



Note: Node size scaled by total organic traffic value (pre)

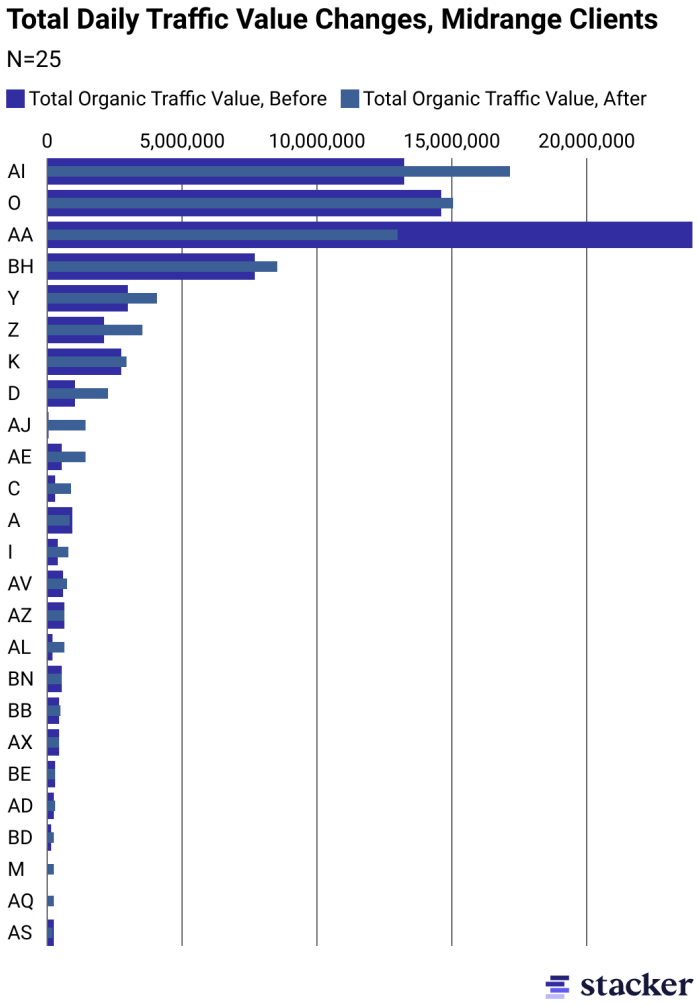
Traffic values show a noticeable growth trend estimate, with clients experiencing a median **+65%** traffic value growth after partnership.

Figure 10: Total Organic Traffic Values by Client, Top 30



Scaling effects from a few exceedingly large clients make it difficult to see performance among the midrange. We've excluded the top 5 clients from this visualization below to better illustrate median growth across the midrange of clients.

Figure 11: Total Organic Traffic Values by Client, Top 5 Excluded



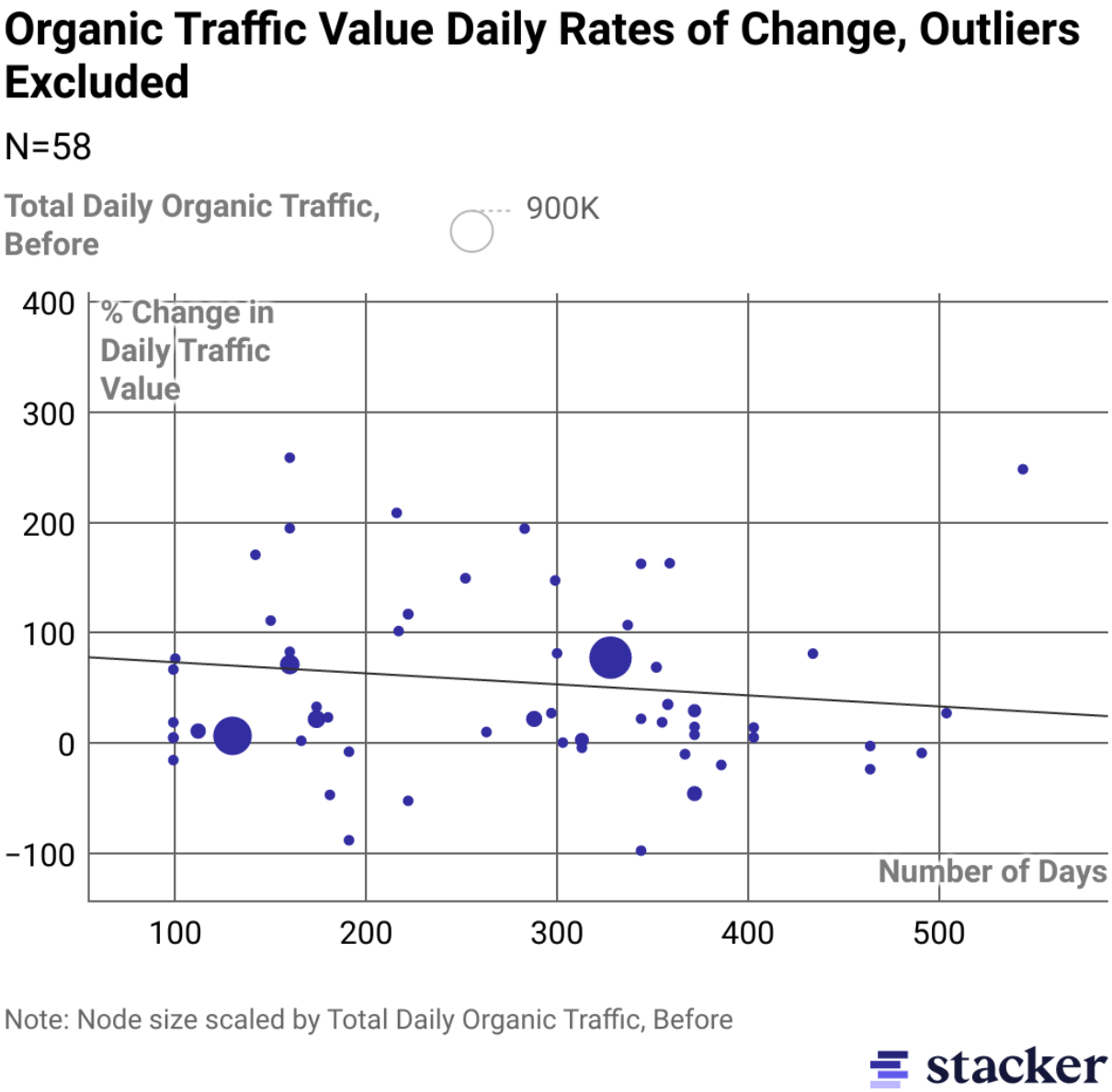
Total Daily Organic Traffic Value Change: Before and After Stacker Partnership

Looking at total daily organic traffic value change between pre- and post- partnership periods shows a **+2% median daily growth rate** (55% average lift) after partnership.

This indicates that clients show significantly higher growth velocities after partnering with Stacker Studio.

Figure 12: Traffic Value Rates of Growth, Pre/Post

7 clients excluded due total organic traffic value in pre period = 0. (DIV/0 Errors)
5 extreme outliers (Percent change greater than 500%) excluded to reduce scaling effects.
1 extreme outlier (Days greater than 700) excluded to reduce scaling effects.



Note: Node size scaled by Total Daily Organic Traffic, Before

This scatterplot of traffic value growth after partnership shows **period-over-period traffic value growth among the majority of clients**, with a slight trend of decrease seen in the linear average trendline.

The downward trend in the linear average trendline is partially due to a large number of clients showing very high growth rates over a very short period of time, ‘dragging’ the growth rate up

significantly during the period from 0-300 days. **This indicates that a majority of Stacker Studio clients see strong, rapid traffic value growth shortly after partnership**.

Low sample rates after 300 days contribute to a downward trend in the linear average trendline displayed above, and are not indicative of a negative correlation between partnership duration and outcomes.

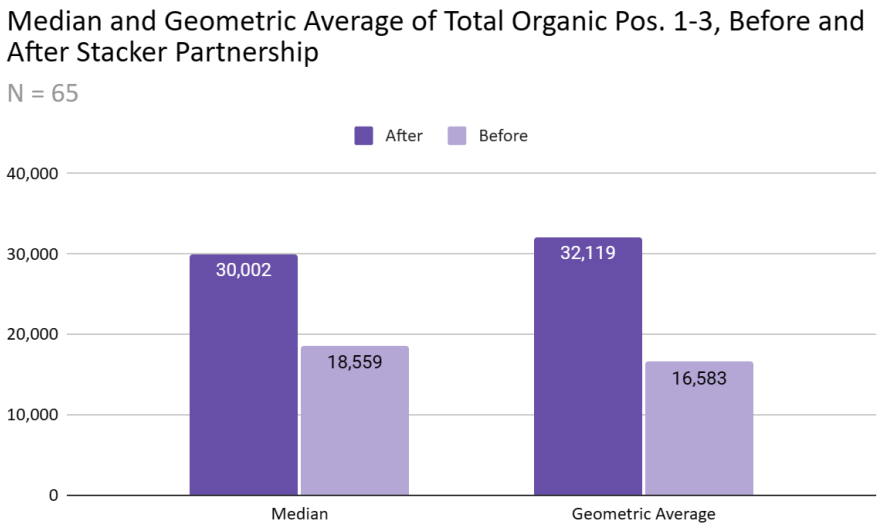
Traffic values trend strongly up after Stacker Studio partnership, with partners seeing +$51,396 (+65%) in traffic value growth.

Keywords Ranking in Pos. 1-3:

Table D: Total Keywords in Pos. 1-3 Descriptive Statistics

Median and Geometric Mean Values of Total Keywords Pos. 1-3				
N=65	**Before (PRE):**	**After (POST):**	**Delta:**	**Percent Change:**
Pos. 1-3, Median Total Values	18,559	30,002	**+11,443**	**+62%**
Pos. 1-3, Geometric Average Total Values	16,583	32,119	**+15,536**	**+94%**
Average Total Daily Organic Pos. 1-3				
N=65	**Before (PRE):**	**After (POST):**	**Percent Change:**	
Median of Average Total Daily Pos. 1-3	74	111	**+52%**	
Geo. Average of Average Total Daily Pos. 1-3	65	125	**+94%**	
Total Additional Keywords 1-3 per Story				
Median	**+913**			
Arithmetic Average	**+12,670**			
Total Additional Keywords 1-3 per Month				
Median	**+426**			
Arithmetic Average	**+5,216**			

Figure 13: Median and Geometric Average Total Keywords Ranking in Pos. 1-3, Before & After Stacker Studio Partnership



The median number of keywords ranking in Pos. 1-3 increased significantly after partnership, **up +11,443 keywords (+62%; a more conservative measure than the geometric mean)**.

The significantly higher geometric mean growth in total organic pos. 1-3 (**+94%**) can be explained by the distribution of the data in the pre and post periods (see boxplot below). The box plot in the pre period is slightly skewed to the left; this tells us that the range of values *varies more* for clients with lower total number of keywords ranking 1-3. The boxplot in the post period is normally distributed which explains why the median and geometric average values are so close together (30,002 median, 32,119 geometric average).

Hence, the geometric average captures the distribution of the data, while the median value is a more conservative measure of change in organic pos. 1-3 in the pre and post periods.

Figure 14: Boxplot of Total Organic Keywords Pos. 1-3 by Pre/Post Group

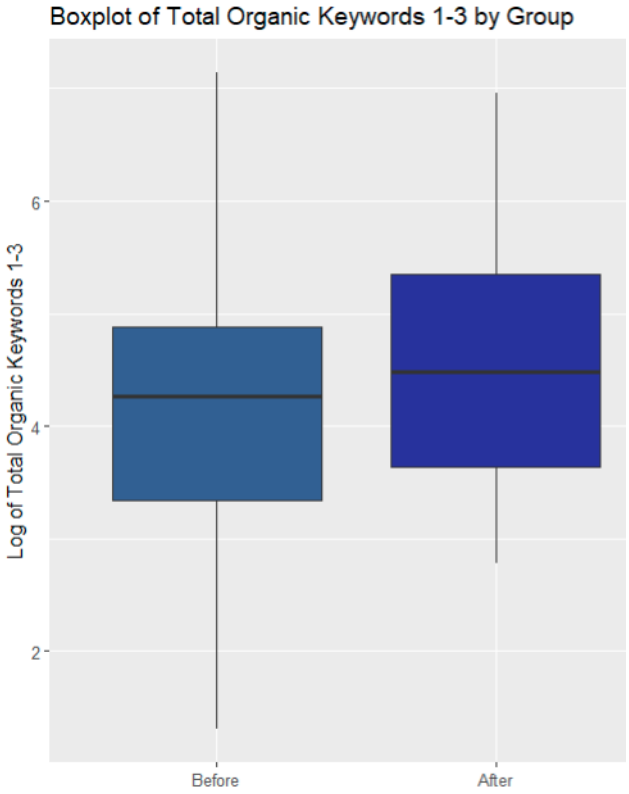
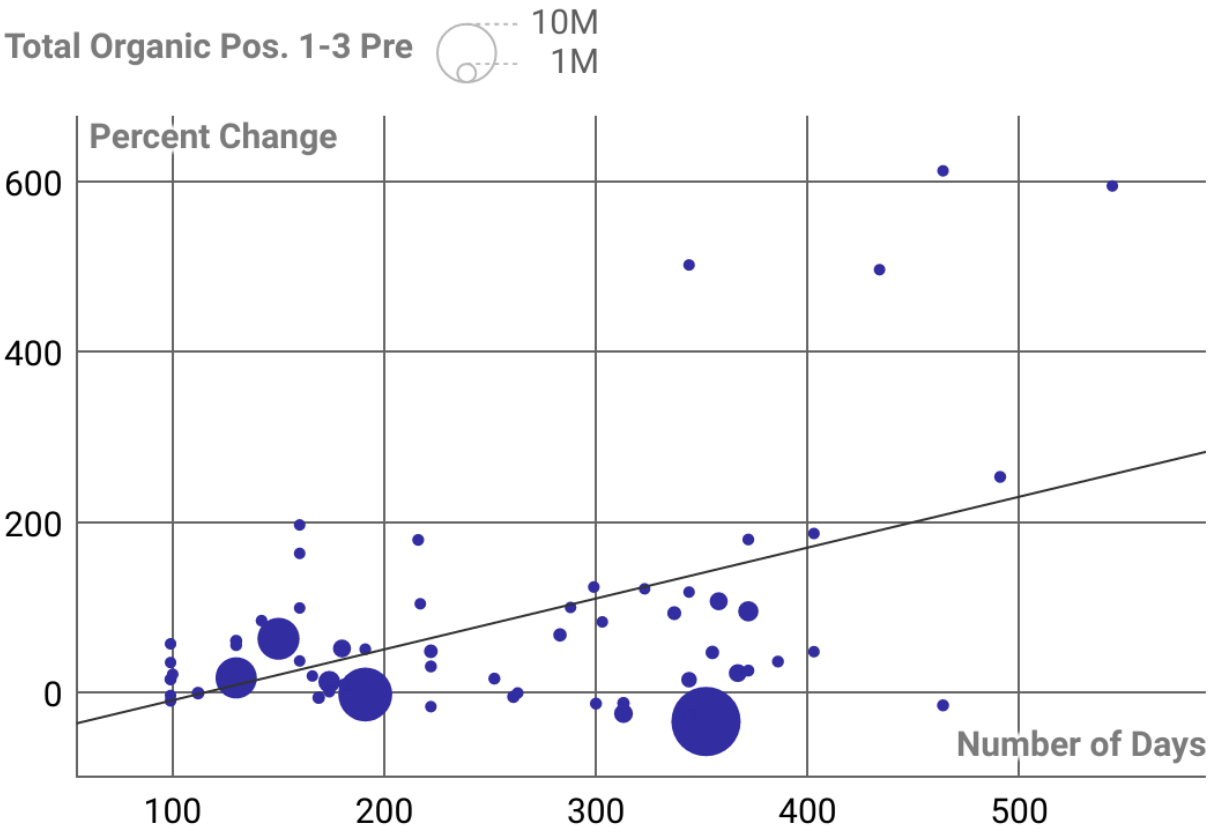


Figure 15: Total Organic Pos. 1-3 Rankings vs. Duration, Outliers Excluded

Severe outliers 5 (percent growth > 1,000%) excluded to reduce scaling effects.
Severe outliers 5 (Total Organic Pos. 1-3 Pre = 0) excluded to reduce scaling effects.
Severe outliers 1 (Number of Days > 500) excluded to reduce scaling effects.
Full chart available in Appendix C.

Total Organic Pos. 1-3 Change vs. Duration, Outliers Excluded

N=60



Note: Node size scaled by total pos. 1-3 values (pre)

Figure 16: Total Organic Pos. 1-3 Rankings, Top 30

Results limited to 30 to reduce length. Full chart can be seen in Appendix C.

Total keyword rankings in Pos. 1-3 show strong growth at the individual level.

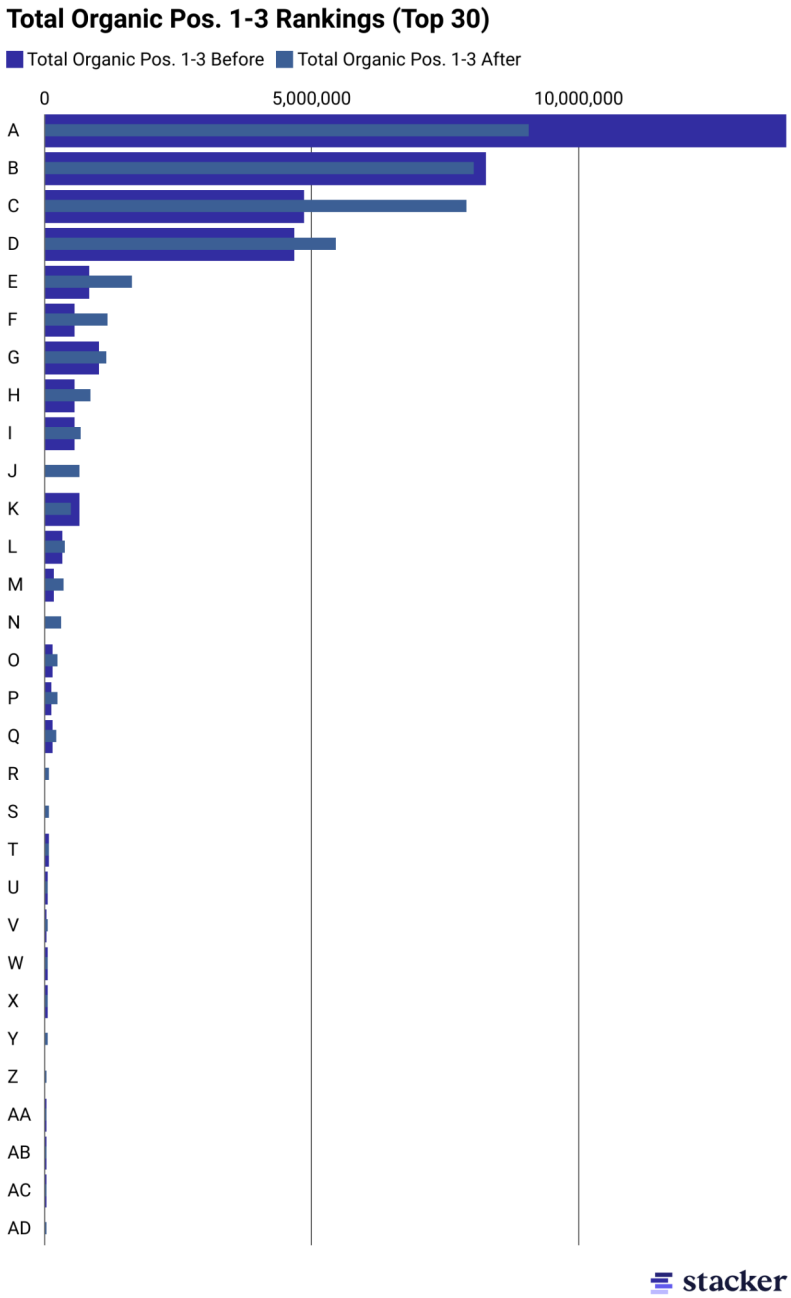


Figure 17: Total Organic Pos. 1-3 Rankings, Top 5 Excluded

Top 5 values removed to reduce scaling effects. A full chart can be seen in Appendix C.

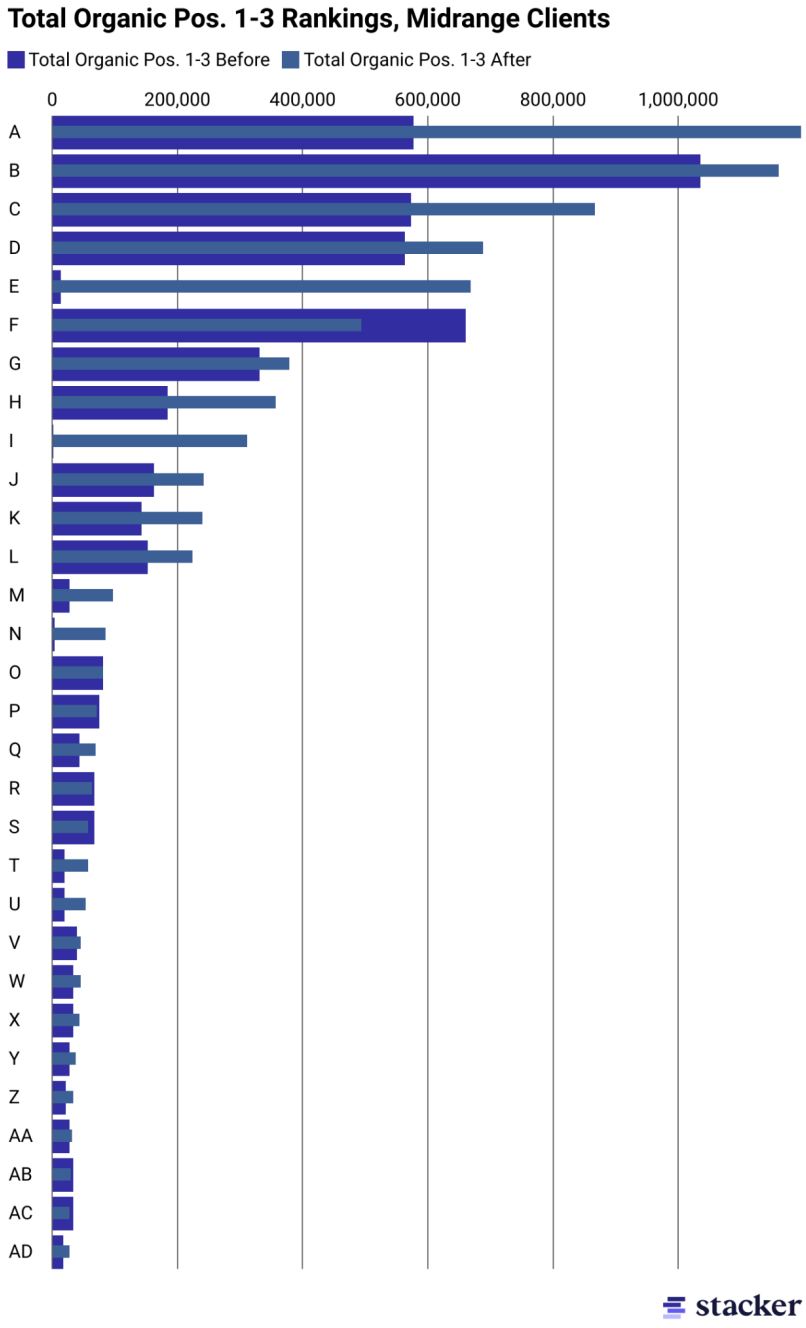
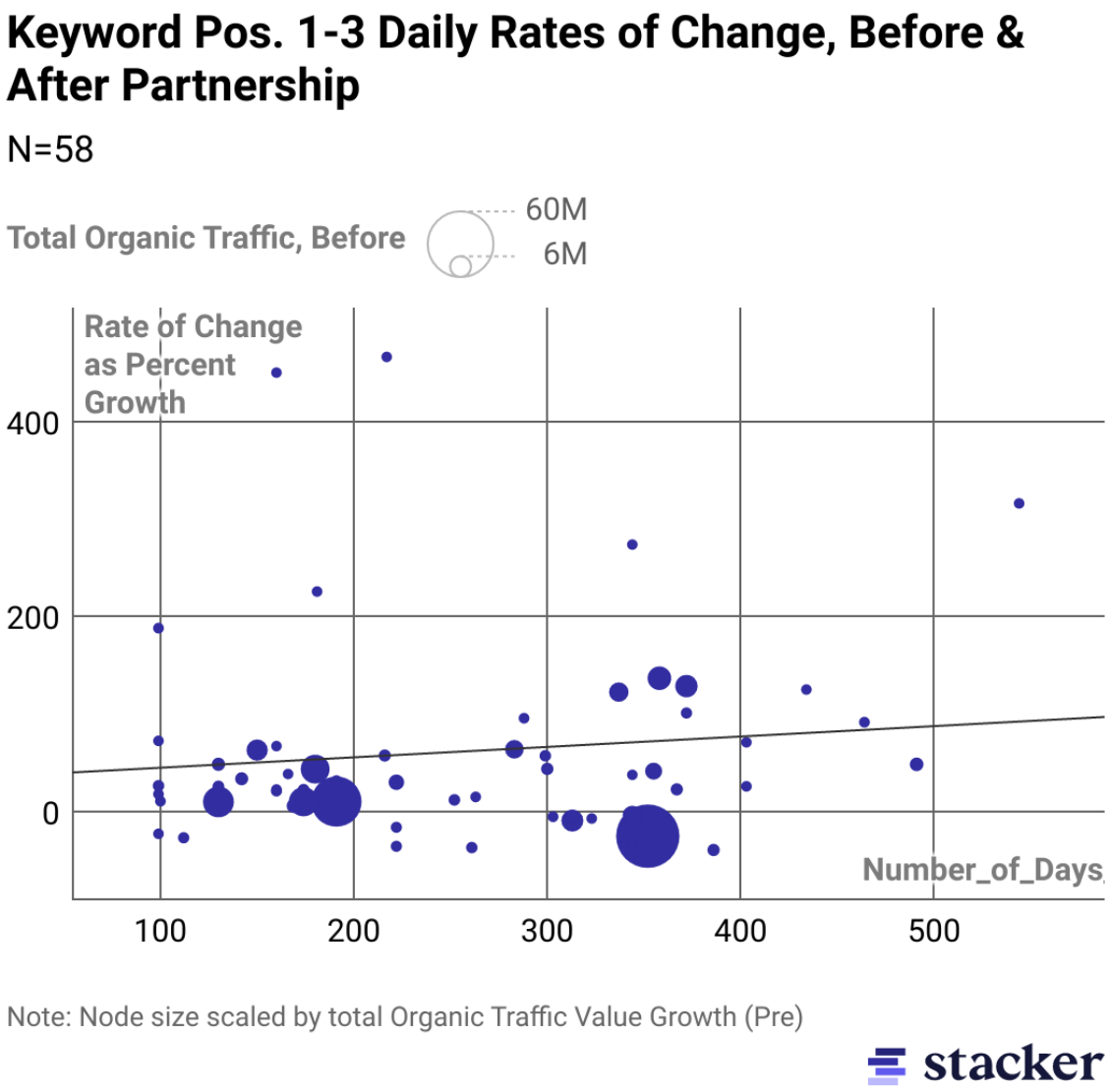


Figure 18: Daily Rate of Change, Keyword Pos. 1-3, Outliers Excluded

7 outliers with percent growth values greater than 500% removed to reduce scaling effects.
Severe outliers 5 (Total Organic Pos. 1-3 Pre = 0) excluded to reduce scaling effects.
Severe outliers 1 (Number of Days > 600) excluded to reduce scaling effects.

Full chart available in Appendix C.



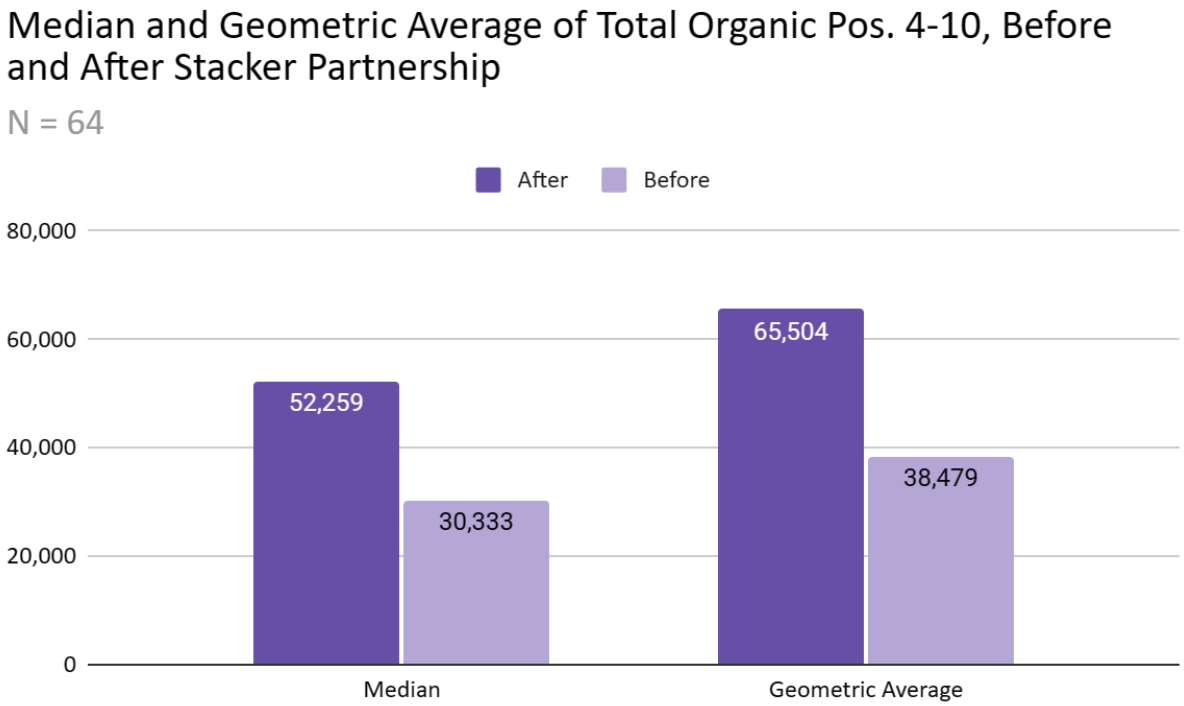
Organic rankings improved significantly after Stacker Studio partnership, with a median total +11,443 new keywords ranking in the top three positions (+62% growth).

Organic Keywords Pos. 4-10:

Table E: Organic Keywords Pos. 4-10 Descriptive Statistics Summary Table

Median and Geometric Average Values of Total Keywords Pos. 4-10				
N=64	**Before (PRE):**	**After (POST):**	**Delta:**	**Percent Change:**
Pos. 4-10, Median Total Values	30,333	52,259	**+21,926**	**+72%**
Pos. 4-10, Geometric Average Total Values	38,479	65,504	**+27,025**	**+70%**
Average Total Daily Organic Pos. 4-10				
N=64	**Before (PRE):**	**After (POST):**	**Percent Change:**	
Median of Average Total Daily Organic Pos. 4-10	130	245	**+89%**	
Geo. Average of Average Total Daily Organic Pos. 4-10	156	266	**+70%**	
Total Additional Organic Positions 4-10 per Story				
Median	**+2,000**			
Arithmetic Average	**+170,224**			
Total Additional Organic Positions 4-10 per Month				
Median	**+647**			
Arithmetic Average	**+36,864**			

Figure 19: Median and Geometric Average of Total Keywords Ranking in Pos. 4-10, Before & After Stacker Studio Partnership



The median total number of keywords ranking in Pos. 4-10 increased significantly after partnership, **up +21,926 keywords (+72%)**.

The lower geometric mean growth in total organic pos. 4-10 (**+70%**) can be explained by the distribution of the data in the pre and post periods (see boxplot below). Both box plots are slightly skewed to the right which tells us that the range of values *varies more* for clients with higher total number of keywords ranking 4-10. This also explains why the geometric average values are slightly larger than the median values.

Hence, the geometric average of total organic pos. 4-10 is a more conservative measure of growth compared to the median.

Figure 20: Boxplot of Total Organic Keywords 4-10 by Pre/Post Group

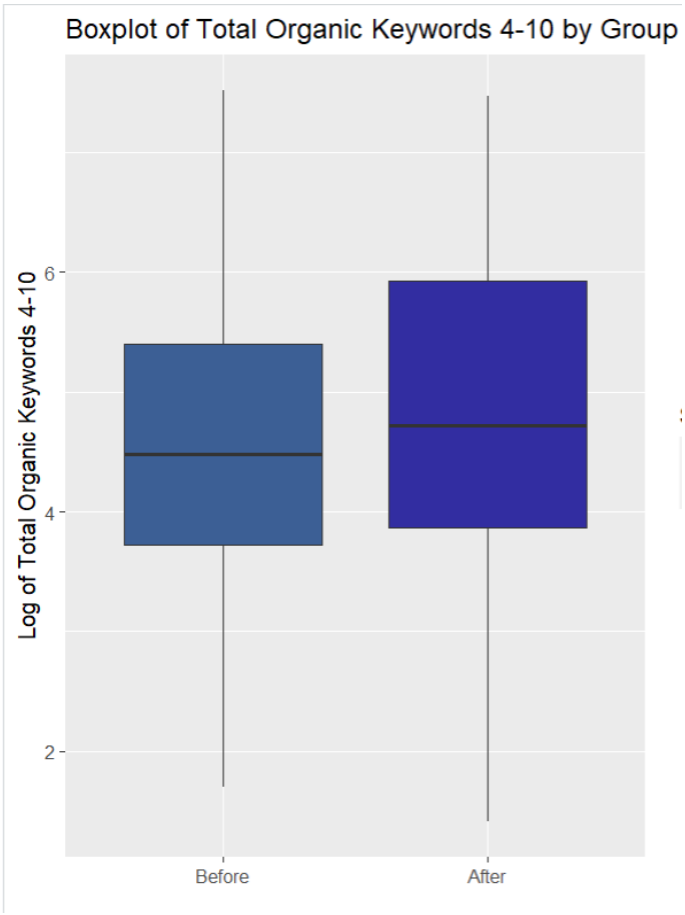


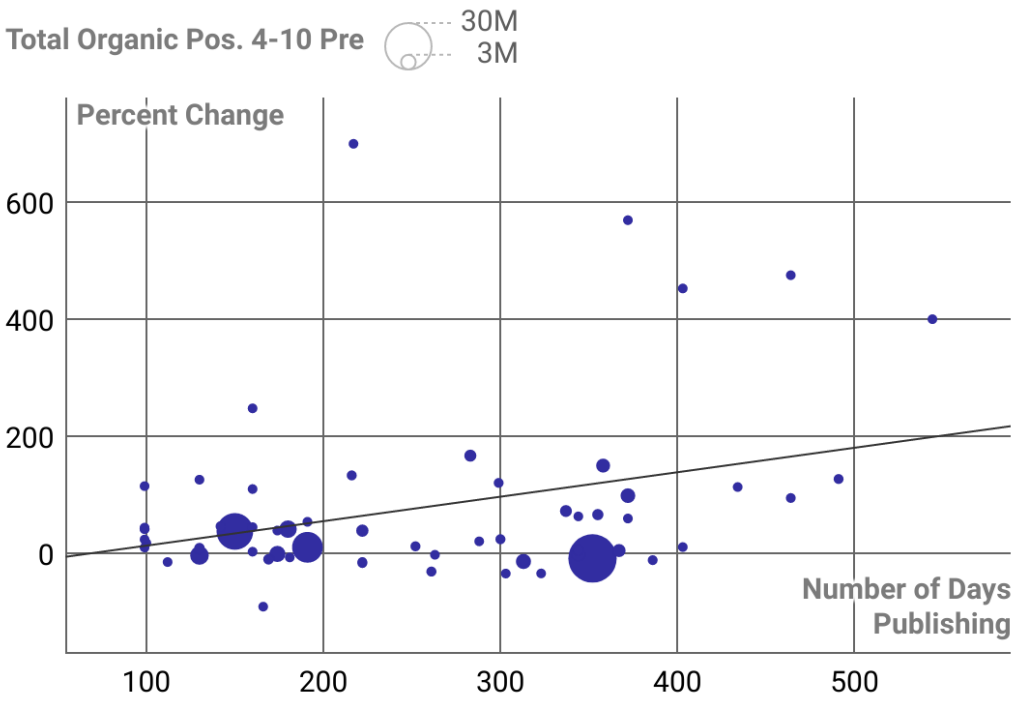
Figure 21: Total Organic Pos. 4-10 Growth, Outliers Excluded

Severe outliers 5 (percent growth > 1,000%) excluded to reduce scaling effects.
Severe outliers 5 (Total Organic Pos. 4-10 Pre = 0) excluded to reduce variability in the Pre group.
Severe outliers 1 (Number of Days > 500) excluded to reduce scaling effects.
Severe outliers 1 (Total Organic Pos. 4-10 Pre > 160M) excluded to reduce variability in the Pre group.
Full chart available in Appendix C.

stacker

Total Organic Pos. 4-10 Change vs. Duration, Outliers Excluded

N=59



Note: Node size scaled by total pos. 4-10 values (pre)

stacker

Figure 22: Total Organic Keywords Pos. 4-10, Top 30

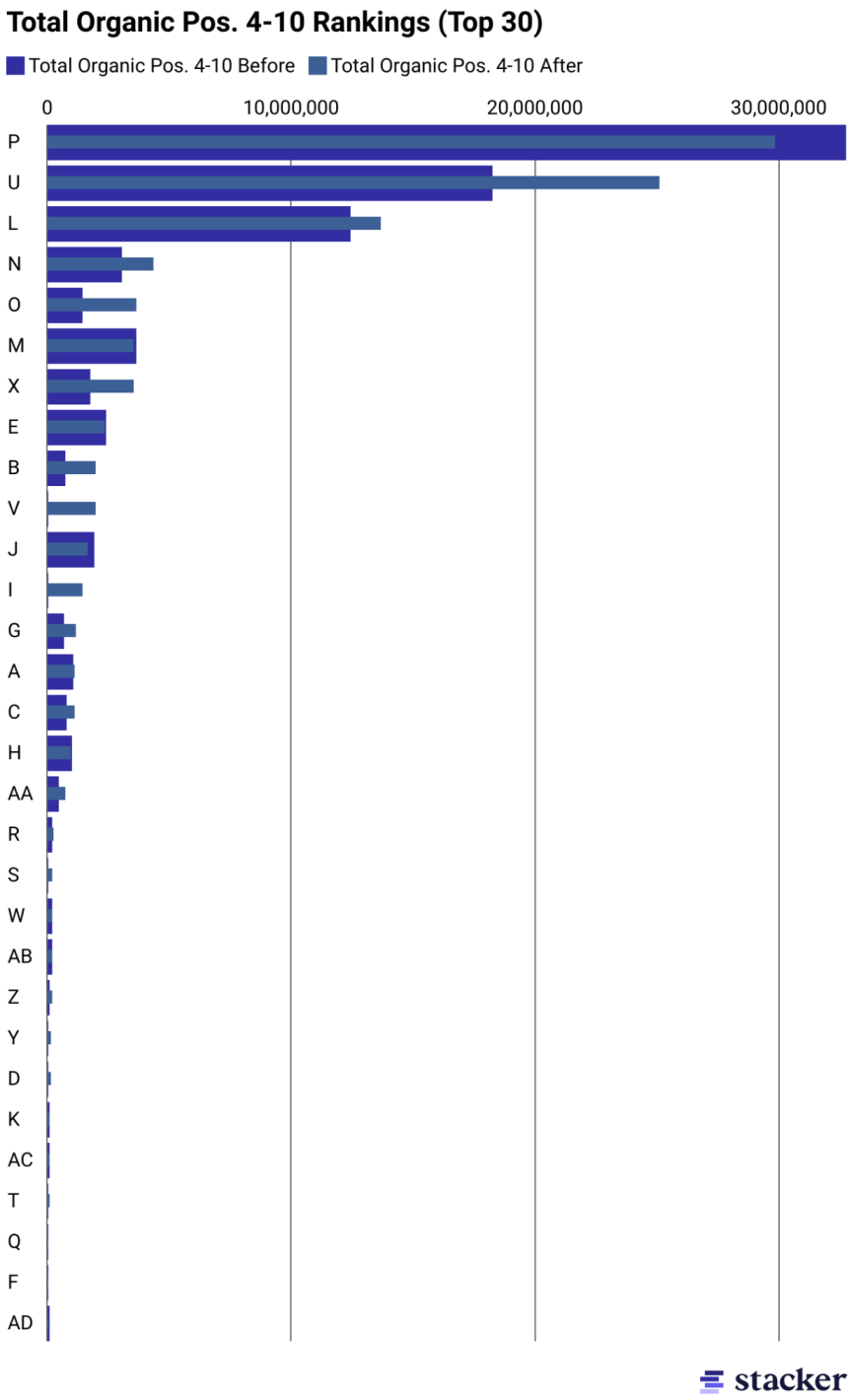
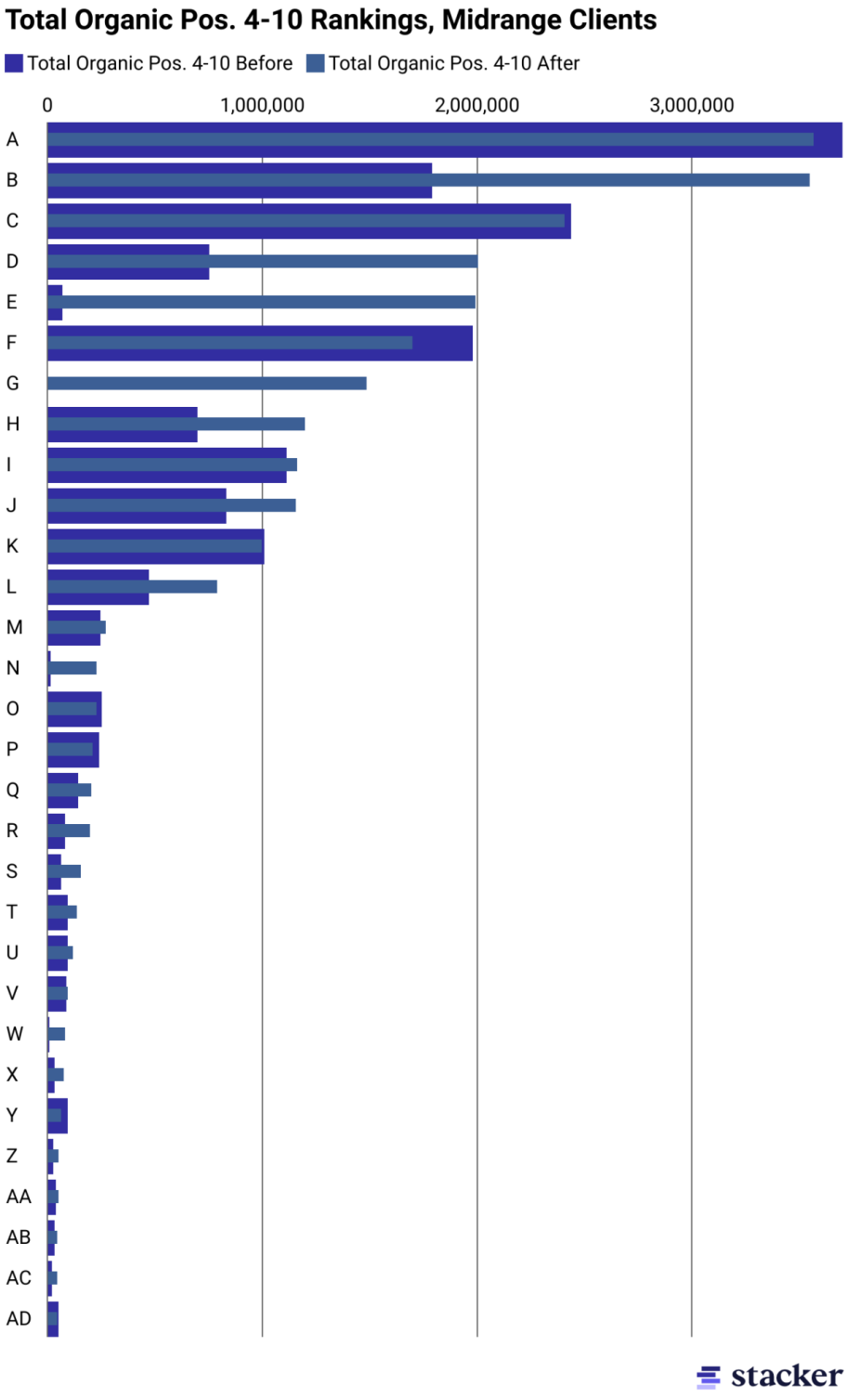


Figure 23: Total Organic Keywords Pos. 4-10, Top 5 Excluded

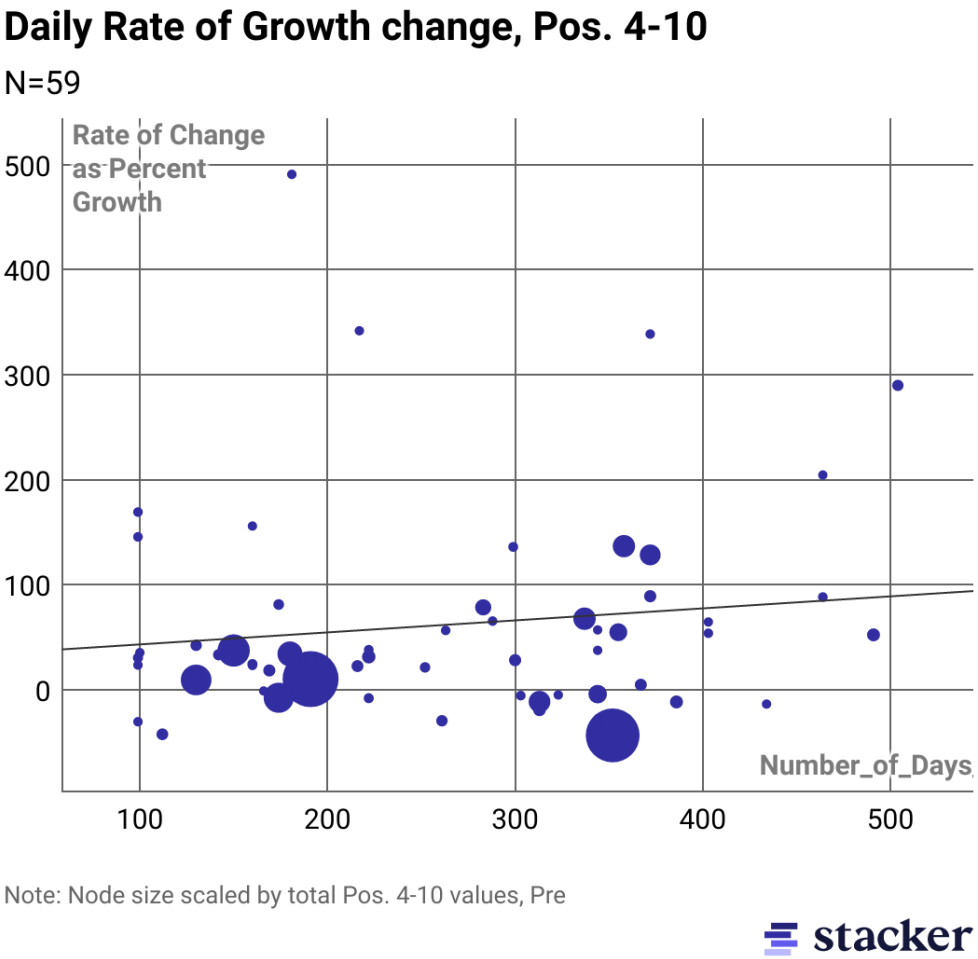


Daily Rate of Growth Changes: Keywords Pos. 4-10

Figure 24: Daily Rate of Growth, Pos. 4-10, Outliers Excluded

6 outliers with daily-rate-of-change growth greater than 500% excluded to reduce scaling effects.
Severe outliers 5 (Total Organic Pos. 4-10 Pre = 0) excluded to reduce variability in the Pre group.
Severe outliers 1 (Total Organic Pos. 4-10 Pre > 160M) excluded to reduce variability in the Pre group.

Full chart available in Appendix C



Rankings below the fold on Page 1 improved significantly after Stacker Studio partnership, with a total +21,926 new keywords ranking in Pos. 4-10 (+72% growth).

PAIRED T-TESTS

*Do Stacker Studio clients show **significant** growth?*

Paired T-Test Results: Total Organic Traffic

A paired t-test was conducted to compare the **total organic traffic** *before* and *after* clients started using Stacker Studio's content creation services.

The sample consisted of 66 clients.

The **null** hypothesis is that the average difference in total organic traffic before and after the client started using Stacker Studio is 0 (i.e. d represents the difference in means in organic traffic).

H_0: $\mu_d = 0$

The **alternative** hypothesis is that the average difference in total organic traffic before and after the client started using Stacker Studio is not 0 (i.e. d represents the difference in means in organic traffic).

$H_{1:}$ $\mu_d \neq 0$

The geometric mean of total organic traffic *before* clients started using Stacker Studio's services was approximately 67,950 (4.83 logarithmically transformed). The geometric mean of total organic traffic *after* clients started using Stacker Studio's services was approximately 120,521 (5.08 logarithmically transformed).

Table F: T-Test Summary Chart, Organic Traffic

Group	N	Approx. Geometric Mean	Log Mean	Standard Deviation (Log)
Before	66	67,950	4.83	1.28
After	66	120,521	5.08	1.19

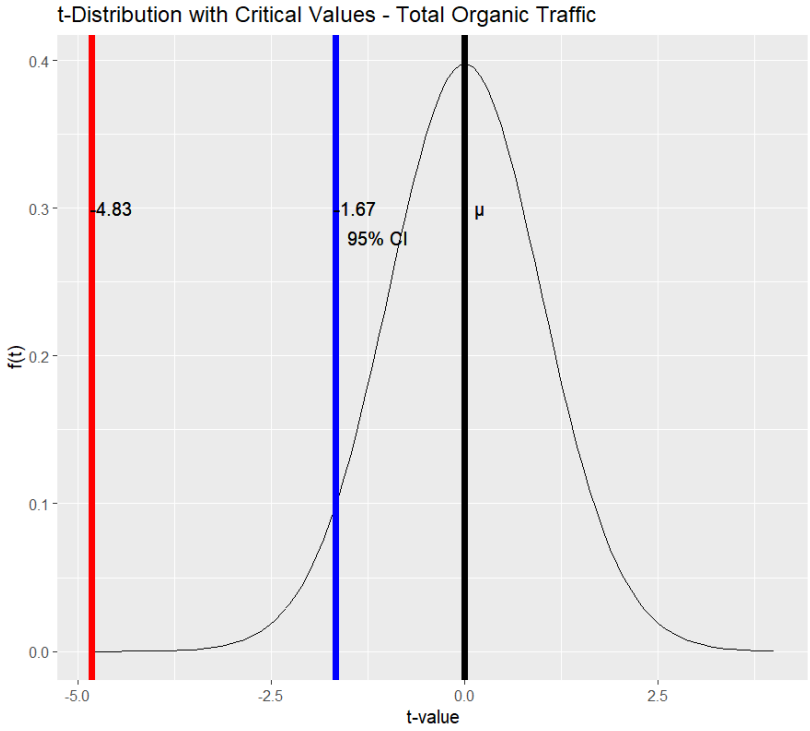
For assumptions, see Appendix B.
The geometric mean difference in log values between the 2 groups was (-0.25 logarithmically transformed), the **t-statistic was -4.83** with dF = 65, **and the p-value was 0.000004300 (*p<0.05*)**.

The negative mean difference and negative t-statistic indicate that the before group is smaller than the after group, **showing that there is statistically sufficient evidence to support that clients grew after partnering with Stacker Studio.**

Table G: T-Test Results Table, Organic Traffic

Geometric Mean Log Difference	-0.25
T-Statistic	-4.83
dF	65
p-value	0.000004300
Significance Level	0.05
Statistically Significant?	YES
95% Confidence Interval	(-Inf, -0.163)

Figure 25: T-Distribution, Organic Traffic



If you look at the t-distribution above, the area under the curve represents the probability of the null hypothesis holding true. As the t-stat gets further from 0 (the hypothesized mean difference between the before and after groups), the *lower* the probability of the null hypothesis holding true.

The **red** line represents our t-statistic, -4.83, and the **blue** line represents the critical value, -1.67. Given that our t-stat is less than the critical value, **we can reject null hypothesis** that clients see no significant impact to organic traffic after partnering with Stacker Studio.

There is statistically significant (p<0.05) evidence that clients see increased organic traffic growth after partnering with Stacker Studio.

Paired T-Test Results: Total Organic Traffic Value

A paired t-test was conducted to compare the **total organic traffic value** *before* and *after* clients started using Stacker Studio's content creation services.

The sample consisted of 62 clients.

The **null** hypothesis is that the average difference in total organic traffic value before and after the client started using Stacker Studio is 0 (i.e. d represents the difference in means in organic traffic value).

H_0: $\mu_d = 0$

The **alternative** hypothesis is that the average difference in total organic traffic value before and after the client started using Stacker Studio is not 0 (i.e. d represents the difference in means in organic traffic value).

$H_{1:}$ $\mu_d \neq 0$

The geometric mean of total organic traffic value *before* clients started using Stacker Studio's services was approximately $80,452 (4.91 logarithmically transformed). The geometric mean of total organic traffic value *after* clients started using Stacker Studio's services was approximately $124,966 (5.10 logarithmically transformed).

Table H: T-test summary chart, Traffic Value

Group	N	Approx. Geometric Mean	Log Mean	Standard Deviation (Log)
Before	62	$80,452	4.91	1.42
After	62	$124,966	5.10	1.35

For assumptions, see Appendix B.

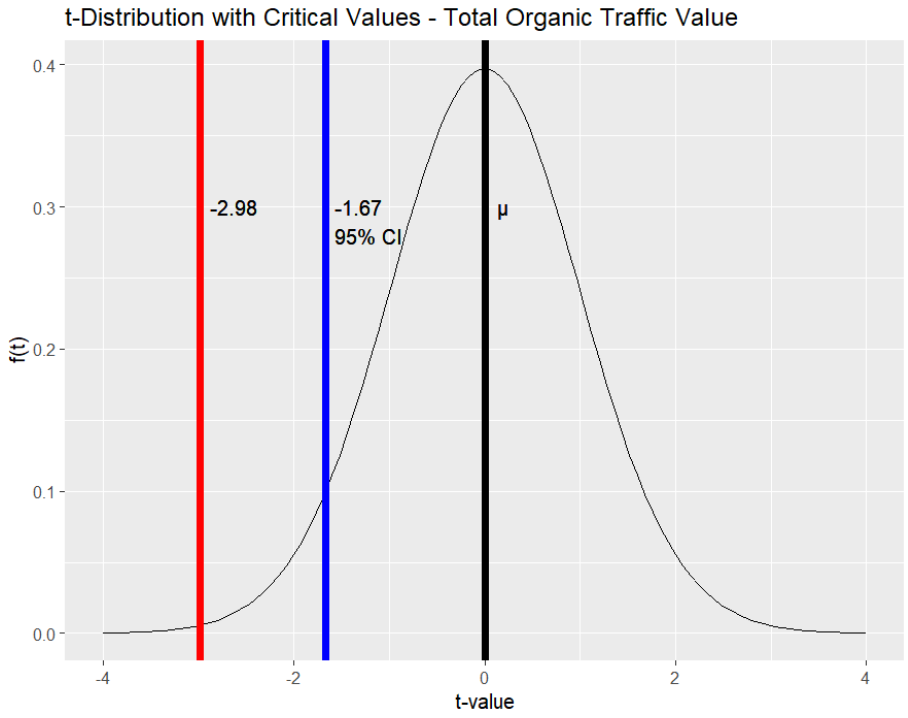
The geometric mean log difference between the 2 groups was (-0.19 logarithmically transformed), the **t-statistic was -2.98** with dF = 61, **and the p-value was 0.00205 (*p<0.05*)**.

The negative mean difference and negative t-statistic indicate that the before group is smaller than the after group, **showing that there is statistically sufficient evidence to support that clients grew after partnering with Stacker Studio.**

Table I: T-Test Results Chart,

Geometric Mean Log Difference	-0.19
T-Statistic	-2.98
dF	61
p-value	0.00205
Significance Level	0.05
Statistically Significant?	YES
95% Confidence Interval	(-Inf, -0.0841)

Figure 26: T-Distribution, Traffic Value



If you look at the t-distribution above, the area under the curve represents the probability of the null hypothesis holding true. As the t-stat gets further from 0 (the hypothesized mean difference between the before and after groups), the *lower* the probability of the null hypothesis holding true.

The **red** line represents our t-statistic, -2.98, and the **blue** line represents the critical value, -1.67. Given that our t-stat is less than the critical value, **we can reject the null hypothesis 1**, that clients see no significant impact to traffic value after partnership.

There is statistically significant ($p < 0.05$) evidence that clients see increased traffic value growth after partnering with Stacker Studio.

Paired T-Test Results: Total Organic Keywords 1-3

A paired t-test was conducted to compare the **total organic keywords 1-3** *before* and *after* clients started using Stacker Studio's content creation services.

The sample consisted of 65 clients.

The **null** hypothesis is that the average difference in total organic keywords 1-3 before and after the client started using Stacker Studio is 0 (i.e. d represents the difference in means in organic keywords 1-3).

$$H_0: \mu_d = 0$$

The **alternative** hypothesis is that the average difference in total organic keywords 1-3 before and after the client started using Stacker Studio is not 0 (i.e. d represents the difference in means inorganic keywords 1-3).

$$H_{1:} \mu_d \neq 0$$

The geometric mean of total organic keywords 1-3 *before* clients started using Stacker Studio's services was approximately 16,583 (4.22 logarithmically transformed). The geometric mean of total organic keywords 1-3 *after* clients started using Stacker Studio's services was approximately 32,119 (4.51 logarithmically transformed).

Table J: T-Test Summary Table, Keywords Pos. 1-3

Group	N	Approx. Geometric Mean	Log Mean	Standard Deviation (Log)
Before	65	16,583	4.22	1.22
After	65	32,119	4.51	1.10

For assumptions, see Appendix B.

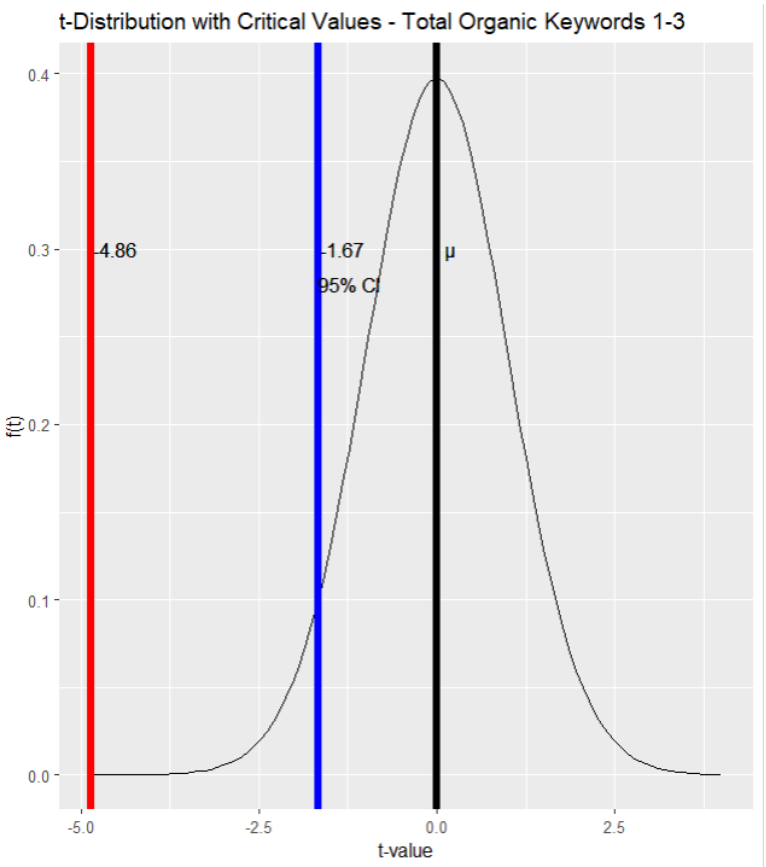
The geometric mean log difference between the 2 groups was (-0.29 logarithmically transformed), the **t-statistic was -4.86** with dF = 64, **and the p-value was 0.000004039992 (*p<0.05*)**.

The negative mean difference and negative t-statistic indicate that the before group is smaller than the after group, **showing that there is statistically sufficient evidence to support that clients grew after partnering with Stacker Studio.**

Table K: T-Test Results Table, Keywords Pos. 1-3

Geometric Mean Log Difference	-0.29
T-Statistic	-4.86
dF	64
p-value	0.000004039992
Significance Level	0.05
Statistically Significant?	YES
95% Confidence Interval	(-Inf, -0.188)

Figure 27: T-Distribution, Organic Keywords Pos. 1-3



If you look at the t-distribution above, the area under the curve represents the probability of the null hypothesis holding true. As the t-stat gets further from 0 (the hypothesized mean difference between the before and after groups), the *lower* the probability of the null hypothesis holding true.

The **red** line represents our t-statistic, -4.86, and the **blue** line represents the critical value, -1.67. Given that our t-stat is less than the critical value, **we can reject the null hypothesis that** Stacker Studio partnership will have no impact on organic rankings.

There is statistically significant ($p < 0.05$) evidence that clients see increased growth in the numbers of keywords ranking in Positions 1-3 after partnering with Stacker Studio.

Paired T-Test Results: Total Organic Keywords 4-10

A paired t-test was conducted to compare the **total organic keywords 4-10** *before* and *after* clients started using Stacker Studio's content creation services.

The sample consisted of 64 clients.

The **null** hypothesis is that the average difference in total organic keywords 4-10 before and after the client started using Stacker Studio is 0 (i.e. d represents the difference in means in organic keywords 4-10).

H_0: $\mu_d = 0$

The **alternative** hypothesis is that the average difference in total organic keywords 4-10 before and after the client started using Stacker Studio is not 0 (i.e. d represents the difference in means inorganic keywords 4-10).

$H_{1:}$ $\mu_d \neq 0$

The geometric mean of total organic keywords 4-10 *before* clients started using Stacker Studio's services was approximately 38,479 (4.59 logarithmically transformed). The geometric mean of total organic keywords 4-10 *after* clients started using Stacker Studio's services was approximately 65,504 (4.82 logarithmically transformed).

Table L: T-Test Summary Table, Keywords Pos. 4-10

Group	N	Approx. Geometric Mean	Log Mean	Standard Deviation (Log)
Before	64	38,479	4.59	1.25
After	64	65,504	4.82	1.25

For assumptions, see Appendix B.

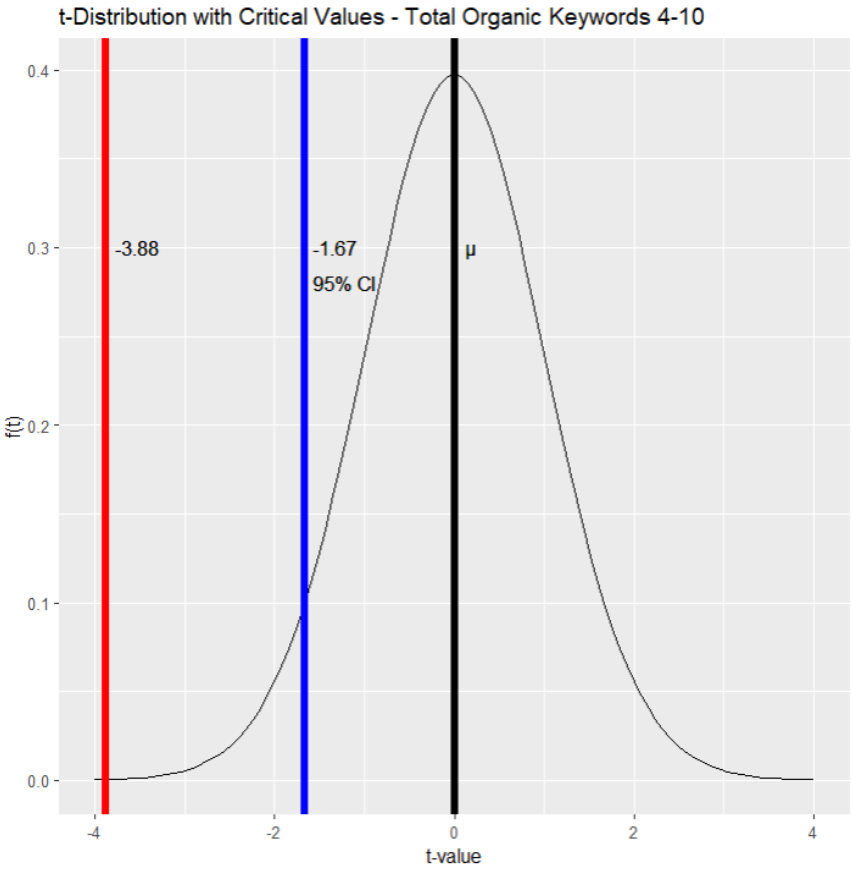
The geometric mean log difference between the 2 groups was (-0.23 logarithmically transformed), the **t-statistic was -3.88** with dF = 63, **and the p-value was 0.0001243765 (*p<0.05*)**.

The negative mean difference and negative t-statistic indicate that the before group is smaller than the after group, **showing that there is statistically sufficient evidence to support that clients grew after partnering with Stacker Studio.**

Table M: T-Test Results Table, Keywords Pos. 4-10

Geometric Mean Log Difference	-0.23
T-Statistic	-3.88
dF	63
p-value	0.0001243765
Significance Level	0.05
Statistically Significant?	YES
95% Confidence Interval	(-Inf, -0.132)

Figure 28: T-Distribution, Organic Keywords Pos. 4-10



If you look at the t-distribution above, the area under the curve represents the probability of the null hypothesis holding true. As the t-stat gets further from 0 (the hypothesized mean difference between the before and after groups), the *lower* the probability of the null hypothesis holding true.

The **red** line represents our t-statistic, -3.88, and the **blue** line represents the critical value, -1.67. Given that our t-stat is less than the critical value, we can **reject the null hypothesis** that there will be no impact to rankings in Pos. 4-10 after Stacker Studio partnership.

There is statistically significant ($p < 0.05$) evidence that clients see increased growth in the numbers of keywords ranking in Positions 4-10 after partnering with Stacker Studio.

Conclusions

The results of our paired t-tests confirm that the growth we're seeing is statistically significant. For organic traffic and organic rankings, $p<0.001$, meaning that there is less than a one-in-one-thousand chance that clients would see this level of growth due to chance.

The strength of these results, combined with the large sample size and varying time-frames, provide extremely strong evidence that Stacker Studio intervention has a positive impact on client SEO outcomes.

This level of confidence in results is virtually unique among SEO providers or products - Stacker Studio is unaware of any other SEO provider able to prove statistically significant lift to SEO outcome metrics, especially at this level of scale, variety of measures used, and strength of results.

This analysis proves with a very high level of certainty that earning syndicated links has a significantly positive impact on SEO outcomes.

Stacker Studio clients see statistically significant growth, proving that syndicated link earning has a positive impact on SEO.

Appendix A: Additional client characteristics

All values below are from clients' first publication dates (baseline).

Sample set characteristics varied widely in terms of domain age, maturity of SEO program, pre-existing traffic and authority levels, niche, and business type.

DR:

Below are the Ahrefs Domain Rating (DR) characteristics of the sample set:
Average DR: 49
Median DR: 53
Lowest DR: 3
Highest DR: 91

Organic Traffic Estimates:

Below are the Ahrefs daily organic traffic estimates:
Average Organic Traffic: 290,955
Median Organic Traffic: 8,774
Lowest Organic Traffic: 41 clicks per month
Highest Organic Traffic: 4.5M+ clicks per month

Keywords Ranking in Pos. 4-10

Average Rankings in Pos. 4-10: 28,312
Median Rankings in Pos. 4-10: 1,161
Lowest Rankings in Pos. 4-10: 0
Highest Rankings in Pos. 4-10: 1M+ ranking keywords

Keywords Ranking in Pos. 1-3

Below are the total numbers of keywords ranking in Ahrefs in Pos. 1-3.
Average Rankings in Pos. 1-3: 24,752
Median Rankings in Pos. 1-3: 767
Lowest Rankings in Pos. 1-3: 0
Highest Rankings in Pos. 1-3: 855K+ ranking keywords

Days of Partnership:

Number of days between client's First Publication (Baseline) date, and data pull date (
Average: 287 days
Median: 297 days
Shortest: 99 days
Longest: 648 days

Number of Stories Published:

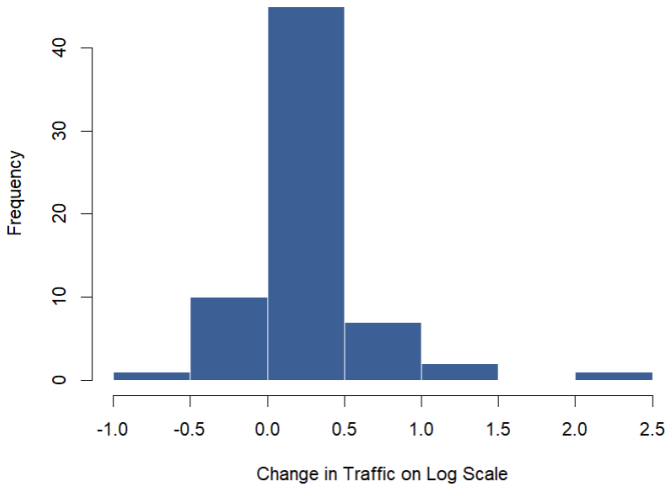
The number of partner stories published by clients during the duration of Stacker Studio partnership.

Average: 5
Median: 4
Most stories published: 63
Fewest stories published: 1

Appendix B: Statistical assumptions

Assumptions - Organic Traffic Paired T-Tests

✅The logarithmic differences in organic traffic data is slightly skewed to the right. Given that we have a large sample size, N = 66, slight skewness will not impact the validity of the test results (i.e. the Central Limit Theorem).



✅Samples being compared are independent. All of the clients in the sample are independent of one another, and are not related in any way.

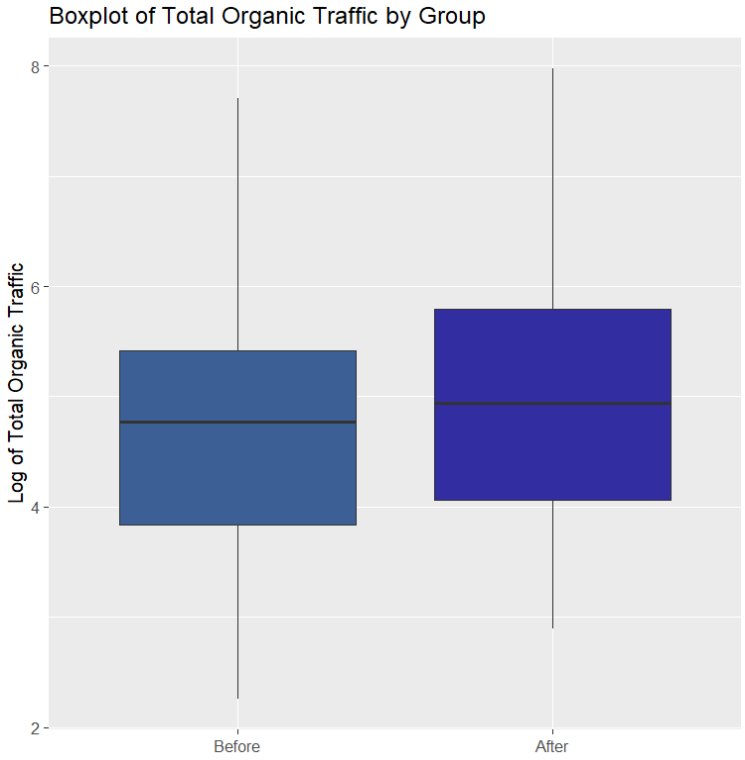
✅The two samples are related. The clients in the before group are the same as the after group.

✅The variances for the two test groups are close to equal. The p-value of 0.7093071 (p-value > 0.05) indicates that there is *not* statistically sufficient evidence to support that the variances of the two samples are unequal.

Group	Standard Deviation (Log)	p-value
Before	1.28	0.7093071

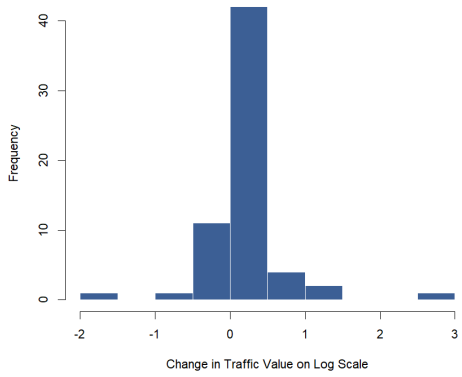
After	1.19	

✅There are no outliers in the data.



Assumptions - Traffic Value Paired T-Tests

✅The logarithmic differences in organic traffic value data is slightly skewed to the right. Given that we have a large sample size, N = 62, slight skewness will not impact the validity of the test results (i.e. the Central Limit Theorem).



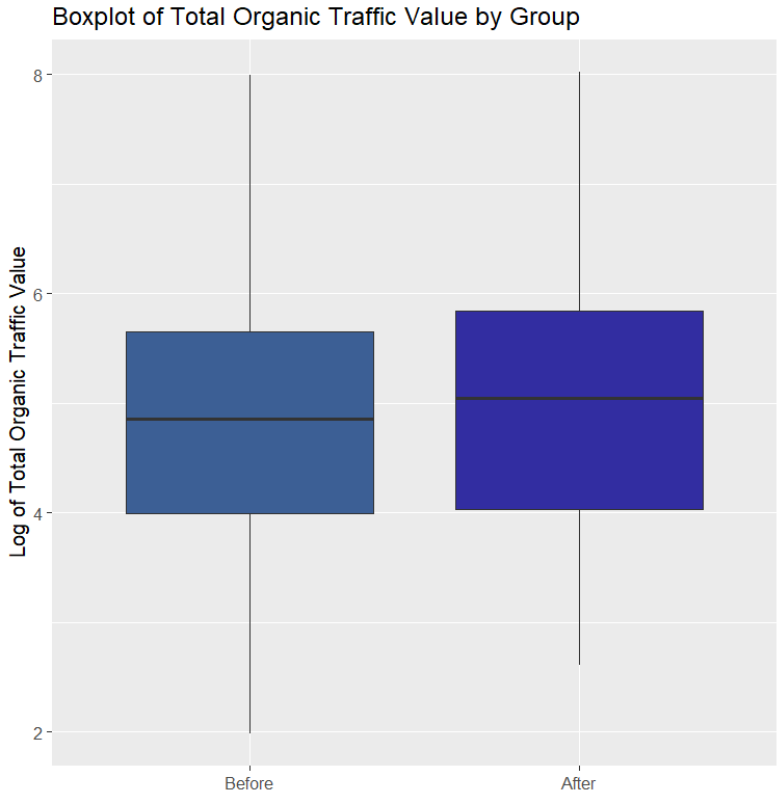
✅Samples being compared are independent. All of the clients in the sample are independent of one another, and are not related in any way.

✅The two samples are related. The clients in the before group are the same as the after group.

✅The variances for the two test groups are close to equal. The p-value of 0.7792695 (p-value > 0.05) indicates that there is *not* statistically sufficient evidence to support that the variances of the two samples are unequal.

Group	Standard Deviation (Log)	p-value
Before	1.42	0.7792695
After	1.35	

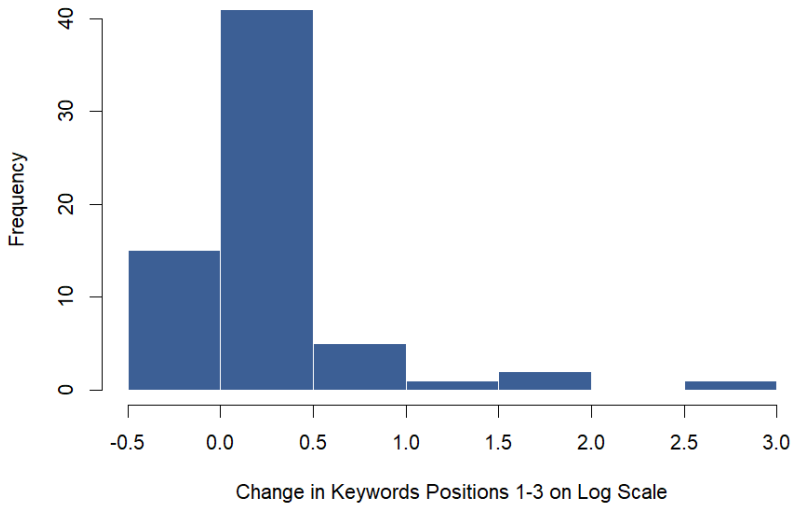
✅There are no outliers in the data.



Assumptions - Organic Positions 1-3 Paired T-Tests

✅The logarithmic differences in organic keyword positions 1-3 data is skewed to the right. Given that we have a large sample size, N = 65, skewness will not impact the validity of the test results (i.e. the Central Limit Theorem).

For absolute certainty that the results of the paired t-test were not affected by the skew of the data, we ran a Wilcox matched pairs test. The results were consistent with the paired t-test indicating there is sufficient evidence for a difference in keyword positions 1-3 before and after Stacker partnership, with a p-value of 0.00000002997.



✅Samples being compared are independent. All of the clients in the sample are independent of one another, and are not related in any way.

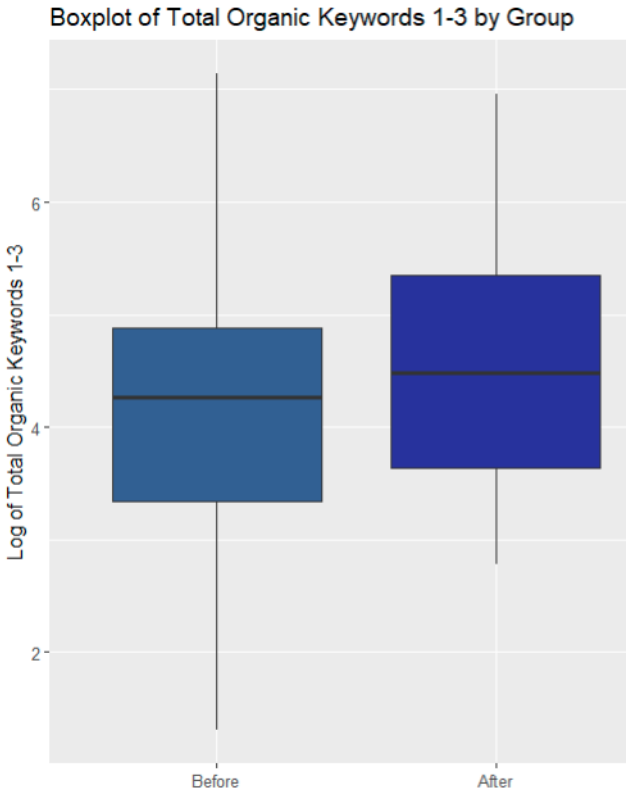
✅The two samples are related. The clients in the before group are the same as the after group.

✅The variances for the two test groups are close to equal. The p-value of 0.5474097 (p-value > 0.05) indicates that there is *not* statistically sufficient evidence to support that the variances of the two samples are unequal.

Group	Standard Deviation (Log)	p-value
Before	1.10	0.5474097

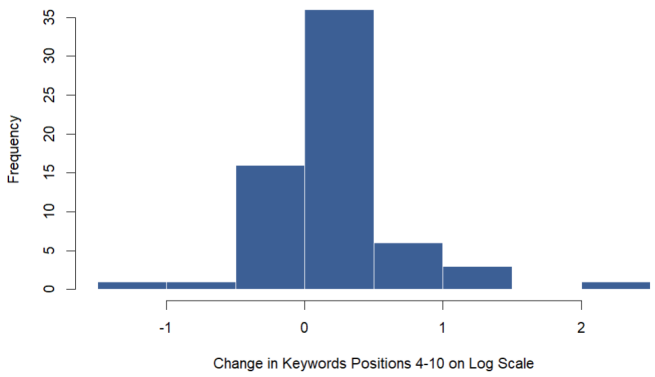
After	1.22	

✅There are no outliers in the data.



Assumptions - Organic Positions 4-10 T-Tests

✅The logarithmic differences in organic keyword positions 4-10 data is slightly skewed to the right. Given that we have a large sample size, N = 64, skewness will not impact the validity of the test results (i.e. the Central Limit Theorem).



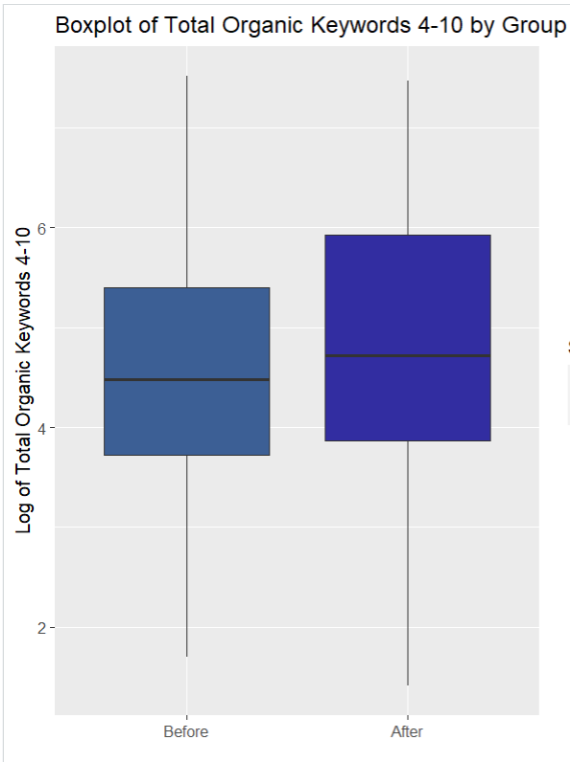
✅Samples being compared are independent. All of the clients in the sample are independent of one another, and are not related in any way.

✅The two samples are related. The clients in the before group are the same as the after group.

✅The variances for the two test groups are equal. The p-value of 0.9610867 (p-value > 0.05) indicates that there is *not* statistically sufficient evidence to support that the variances of the two samples are unequal.

Group	**Standard Deviation (Log)**	**p-value**
Before	1.25	0.9610867
After	1.25	

✅There are no outliers in the data.


Boxplot of Total Organic Keywords 4-10 by Group
Log of Total Organic Keywords 4-10
6
4
2
Before
After

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Appendix C: Expanded Results

Table N: **Median** and **Geometric Mean** Total Growth, Outliers **Included**

Only clients with incalculable data (div/0 issues) were excluded.

TABLE B: MEDIAN AND GEOMETRIC MEAN TOTAL GROWTH ACROSS CLIENT SAMPLE OUTLIERS INCLUDED									
Performance Measures	**N**	**Before (PRE)**		**After (POST)**		**Delta**		**% Change**	
		Median	**Geometric Mean**	**Median**	**Geometric Mean**	**Median**	**Geometric Mean**	**Median**	**Geometric Mean**
Organic Traffic	66	78,581	67,950	96,876	120,521	+18,296	+52,571	**+23%**	**+77%**
Traffic Value	64	$78,684	$77,526	$130,080	$136,949	+$51,396	+$59,423	**+65%**	**+77%**
Pos. 1-3	66	18,919	18,657	31,651	35,990	+12,731	+17,333	**+67%**	**+93%**
Pos. 4-10	66	30,333	37,832	52,259	71,667	+21,926	+33,835	**+72%**	**+89%**

Table O: **Arithmetic Average** Total Growth Table, Outliers **Excluded**

TABLE C: ARITHMETIC AVERAGE TOTAL GROWTH ACROSS CLIENT SAMPLE OUTLIERS EXCLUDED					
Performance Measures	**N**	**Before (PRE)**	**After (POST)**	**Delta**	**% Change**
Organic Traffic	66	2,314,814	3,122,036	+807,222	**+35%**
Traffic Value	62	$3,876,630	$4,449,703	+$573,073	**+15%**
Pos. 1-3	65	580,904	617,023	+36,120	**+6%**
Pos. 4-10	64	1,325,543	1,584,903	+259,360	**+20%**

Table P: **Arithmetic Average** Total Growth Table, Outliers **Included**

Only clients with incalculable data (div/0 issues) were excluded.

TABLE C: ARITHMETIC AVERAGE TOTAL GROWTH ACROSS CLIENT SAMPLE OUTLIERS INCLUDED					
Performance Measures	**N**	**Before (PRE)**	**After (POST)**	**Delta**	**% Change**
Organic Traffic	66	2,314,814	3,122,036	+807,222	**+35%**
Traffic Value	64	$8,475,386	$12,685,973	+$4,210,587	**+50%**
Pos. 1-3	66	1,172,694	1,496,379	+323,686	**+28%**
Pos. 4-10	66	3,729,105	3,520,521	-208,584	**-6%**

Table Q: **Total** Growth Table, Outliers **Excluded**

TABLE E: TOTAL GROWTH ACROSS CLIENT SAMPLE OUTLIERS EXCLUDED					
Performance Measures	**N**	**Before (PRE)**	**After (POST)**	**Delta**	**% Change**
Organic Traffic	66	152,777,707	206,054,355	+53,276,648	**+35%**
Traffic Value	62	$240,351,070	$275,881,585	+$35,530,515	**+15%**
Pos. 1-3	65	37,758,732	40,106,504	+2,347,772	**+6%**
Pos. 4-10	64	84,834,746	101,433,761	+16,599,015	**+20%**

Table R: **Total** Growth Table, Outliers **Included**

TABLE F: TOTAL GROWTH ACROSS CLIENT SAMPLE

OUTLIERS INCLUDED					
Performance Measures	**N**	**Before (PRE)**	**After (POST)**	**Delta**	**% Change**
Organic Traffic	66	152,777,707	206,054,355	+53,276,648	**+35%**
Traffic Value	64	542,424,701	811,902,247	+269,477,546	**+50%**
Pos. 1-3	66	77,397,772	98,761,020	+21,363,248	**+28%**
Pos. 4-10	66	246,120,919	232,354,366	-13,766,553	**-6%**

Table S: **Median and Geometric Average of Measure Changes in Pre and Post Periods**, Outliers **Included**

TABLE G: MEDIAN AND AVERAGE TOTAL CHANGE IN DAILY GROWTH ACROSS CLIENT SAMPLE OUTLIERS INCLUDED							
Performance Measures	**N**	**Before (PRE)**		**After (POST)**		**% Change**	
		Median	**Geometric Average**	**Median**	**Geometric Average**	**Median**	**Geometric Average**
Organic Traffic	66	236	263	392	467	**+66%**	**+77%**
Traffic Value	64	373	305	379	539	**+2%**	**+77%**
Pos. 1-3	66	74	72	112	139	**+50%**	**+93%**
Pos. 4-10	66	130	150	237	284	**+82%**	**+89%**

Figure 29: Total Organic Traffic Changes by Client, All Clients

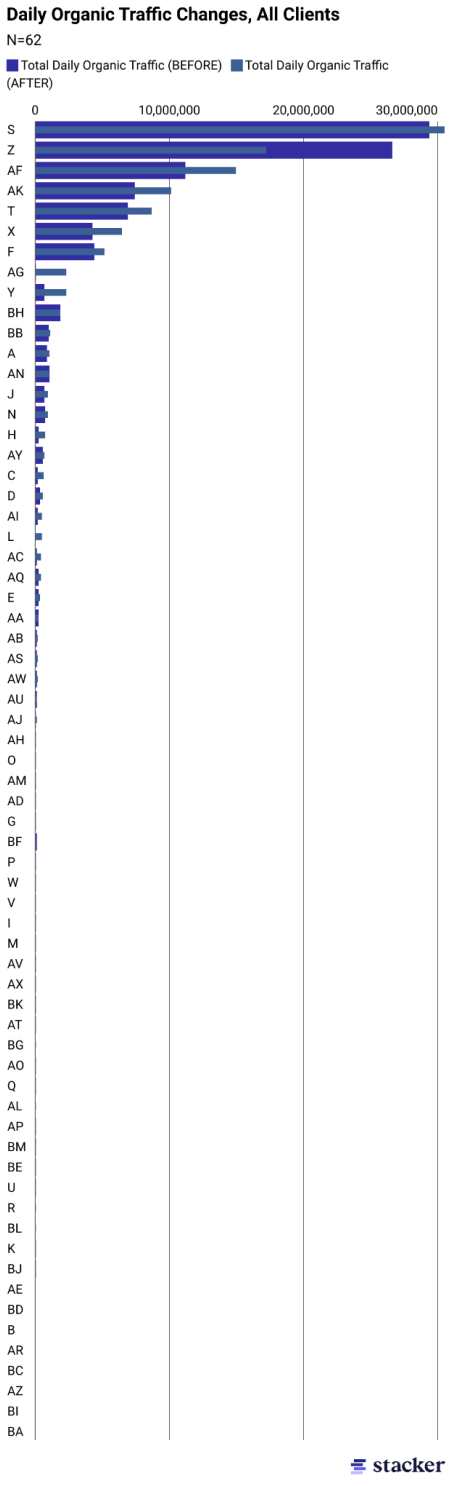
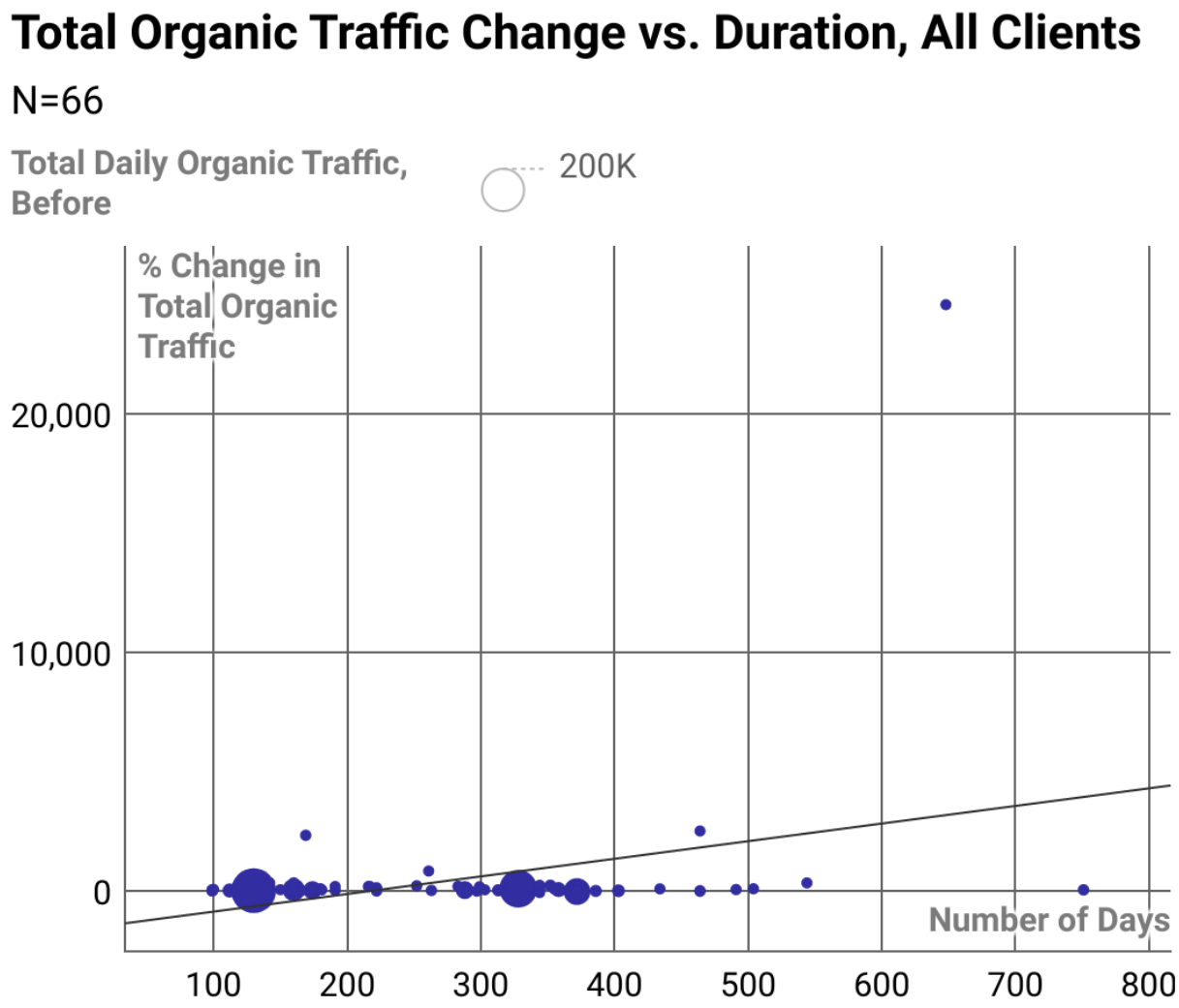


Figure 30: Total Organic Traffic Percent Changes vs. Duration, All Clients

5 clients excluded due to total organic traffic in the pre period = 0



Note: Node size scaled by Total Daily Organic Traffic, Before

Figure 31: Total Organic Traffic Bullet Chart, All Clients:

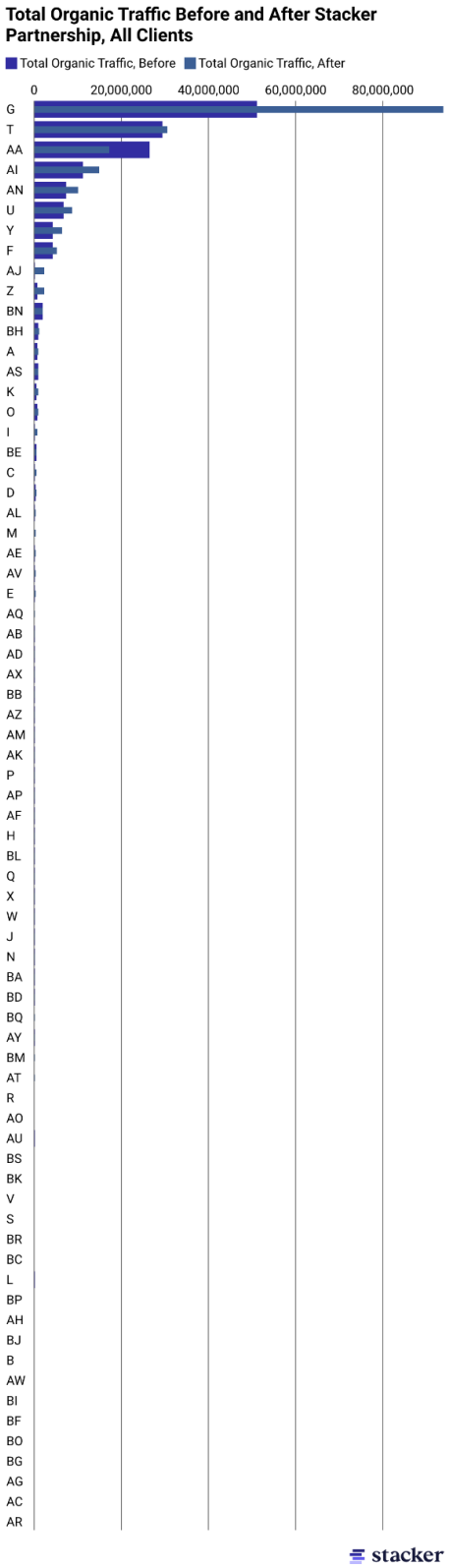
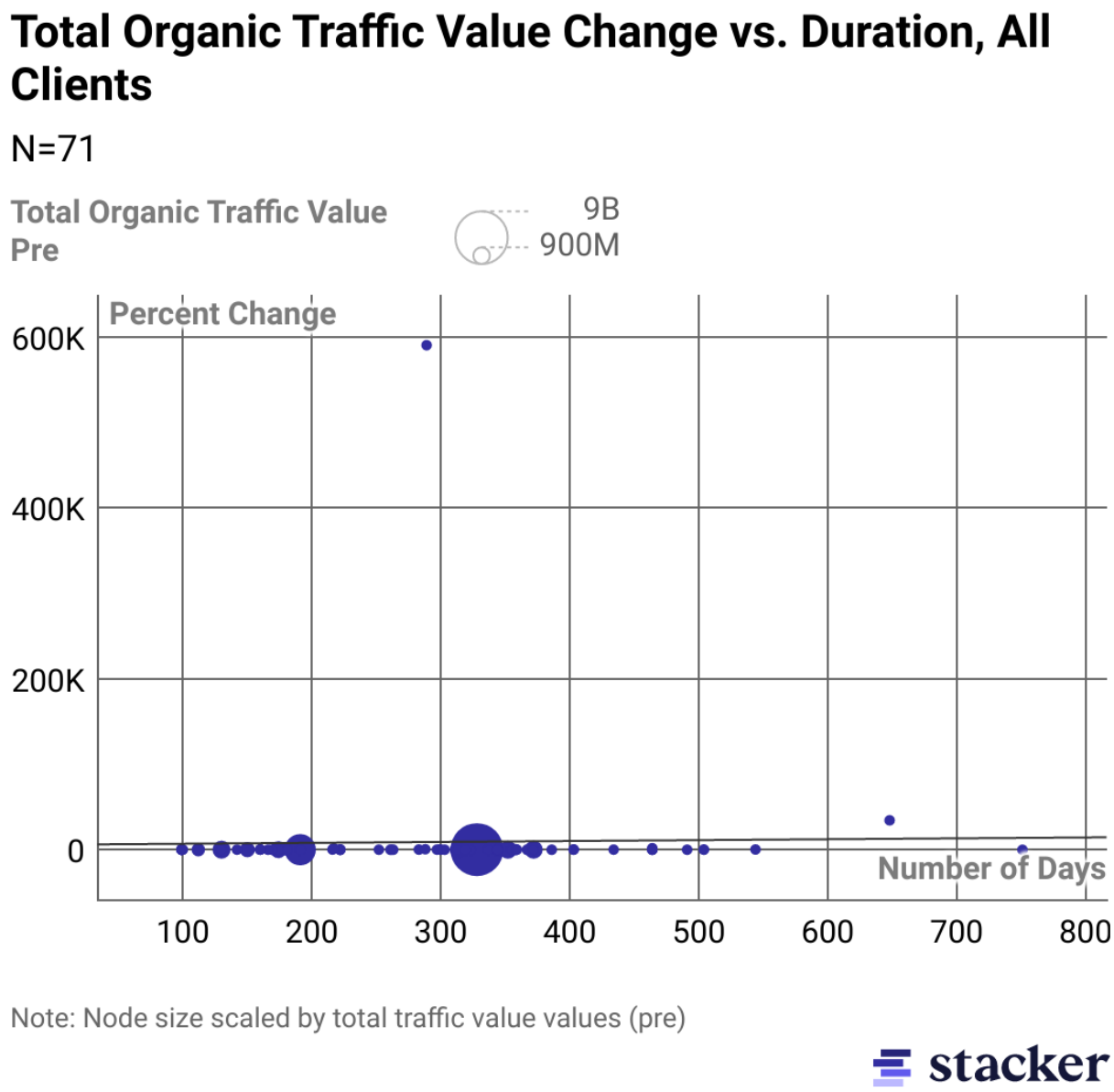
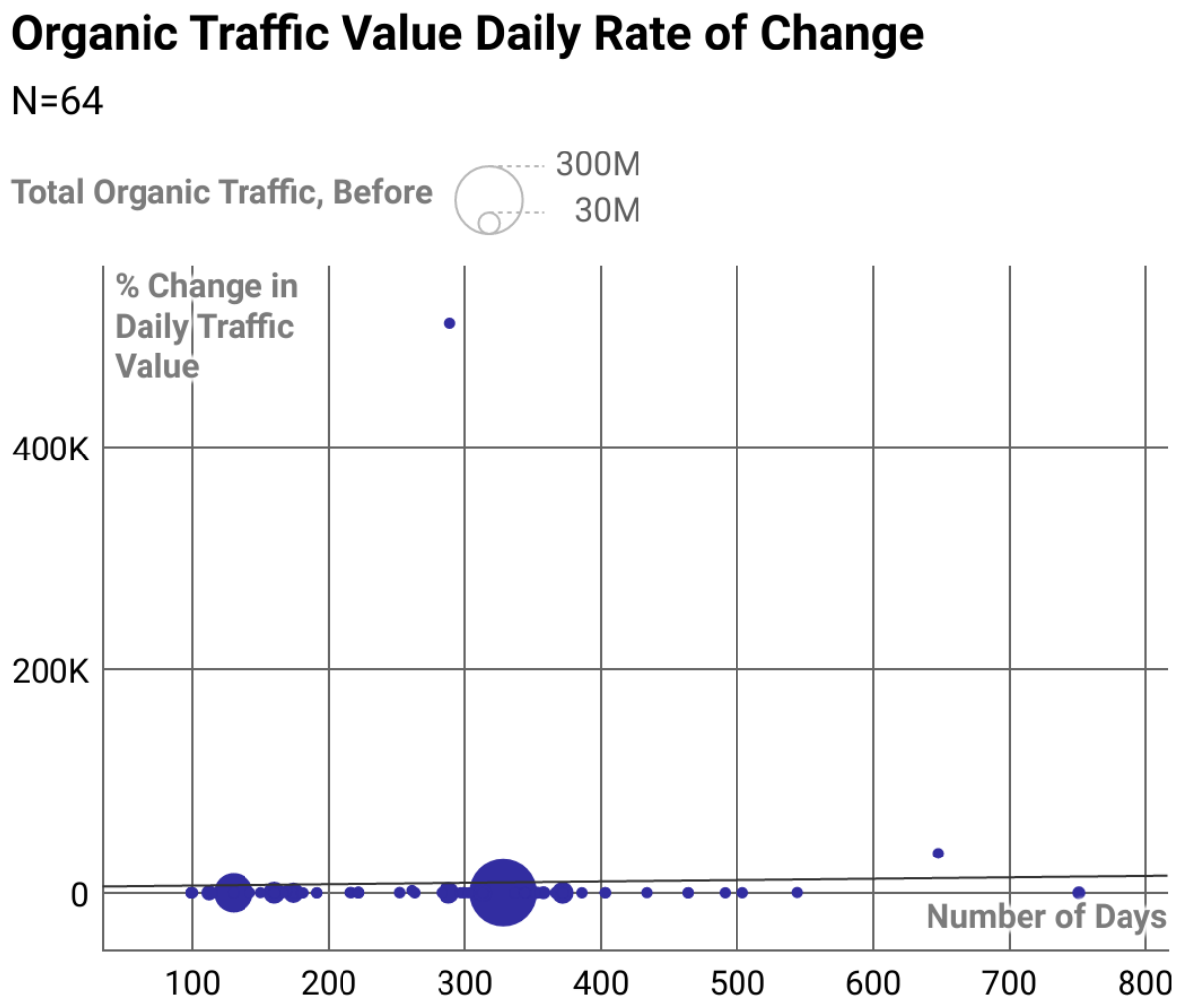


Figure 32: Total Organic Traffic Value Values by Client, All Clients



Note: Node size scaled by total traffic value values (pre)

Figure 33: Pre/Post Daily Rates of Change, Traffic Value, All Clients



Note: Node size scaled by Total Organic Traffic Value Growth (Pre)

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Figure 34: Total Organic Traffic Values by Client Bullet Chart, All Clients

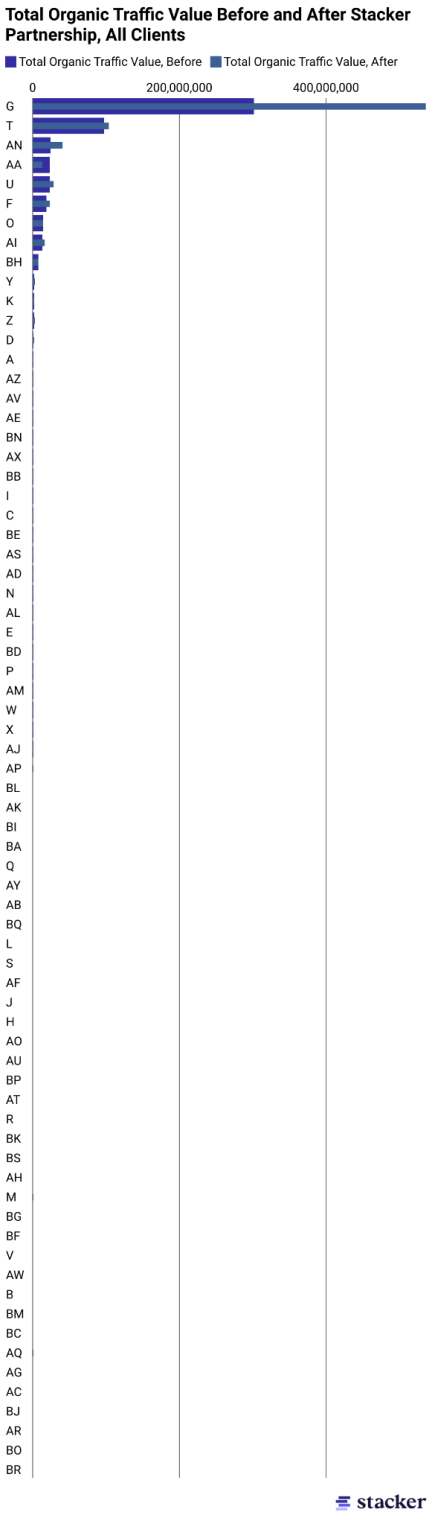
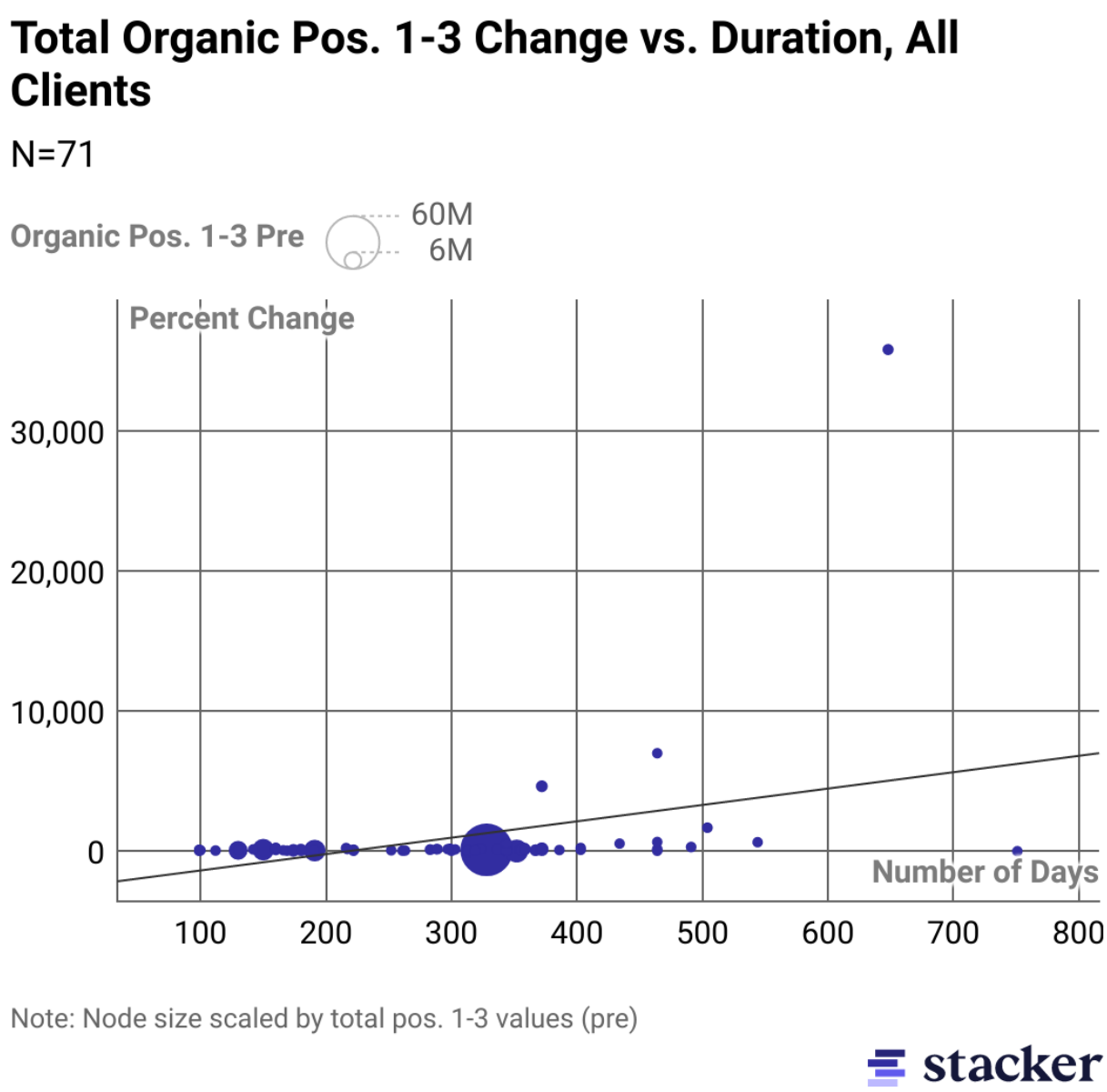


Figure 35: Total Organic Pos. 1-3 Growth, All Clients



Note: Node size scaled by total pos. 1-3 values (pre)

Figure 36: Total Organic Pos. 1-3 Bullet Graph, All Clients

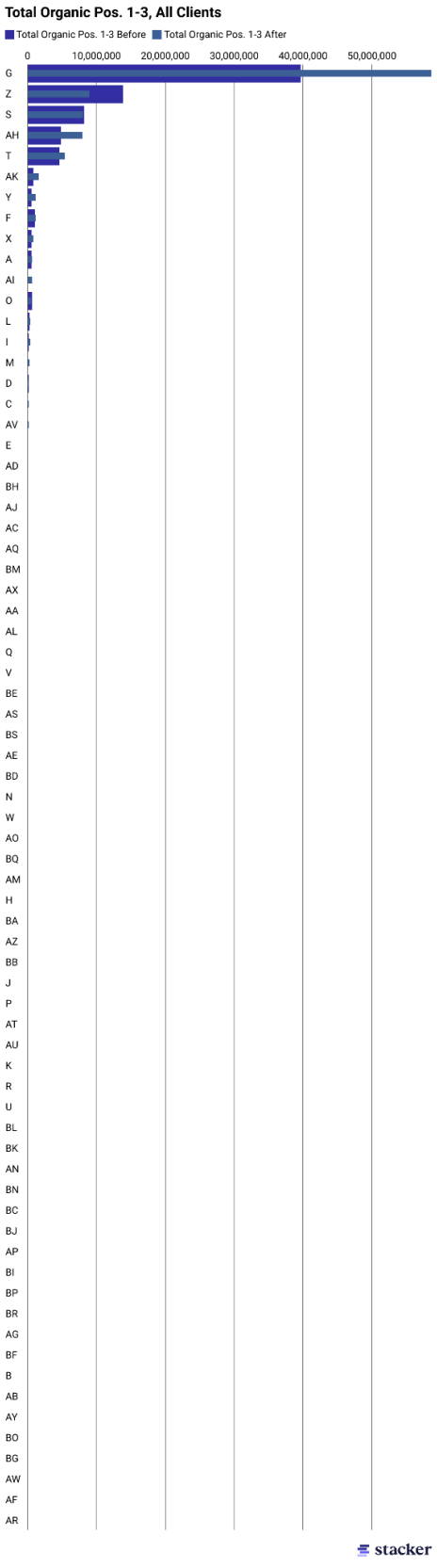
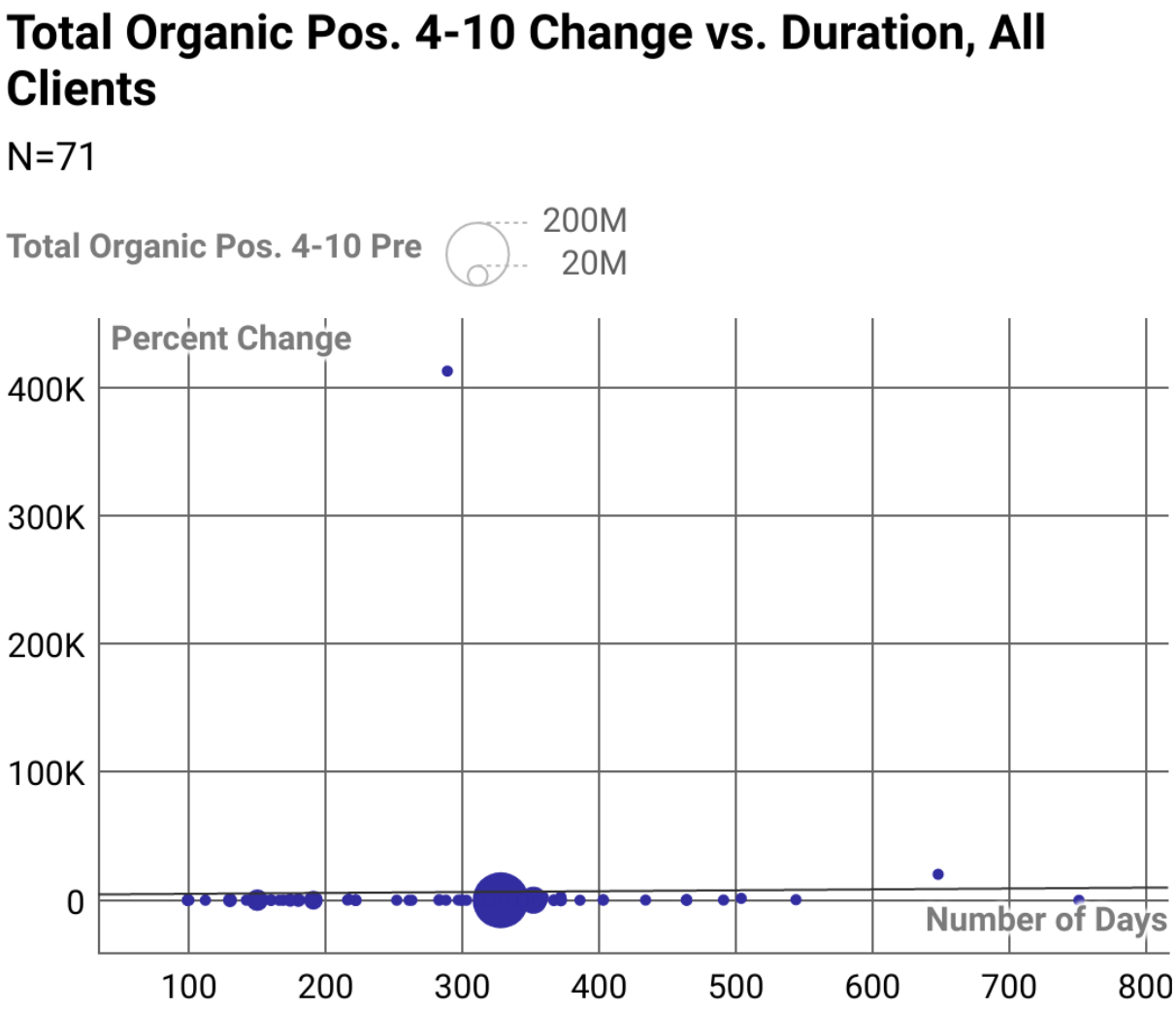


Figure 37: Total Organic Keyword Pos. 4-10 Growth, All Clients



Note: Node size scaled by total organic pos. 4-10 values (pre)

Figure 40: Total Keyword Pos. 4-10 Bullet Chart, All Clients

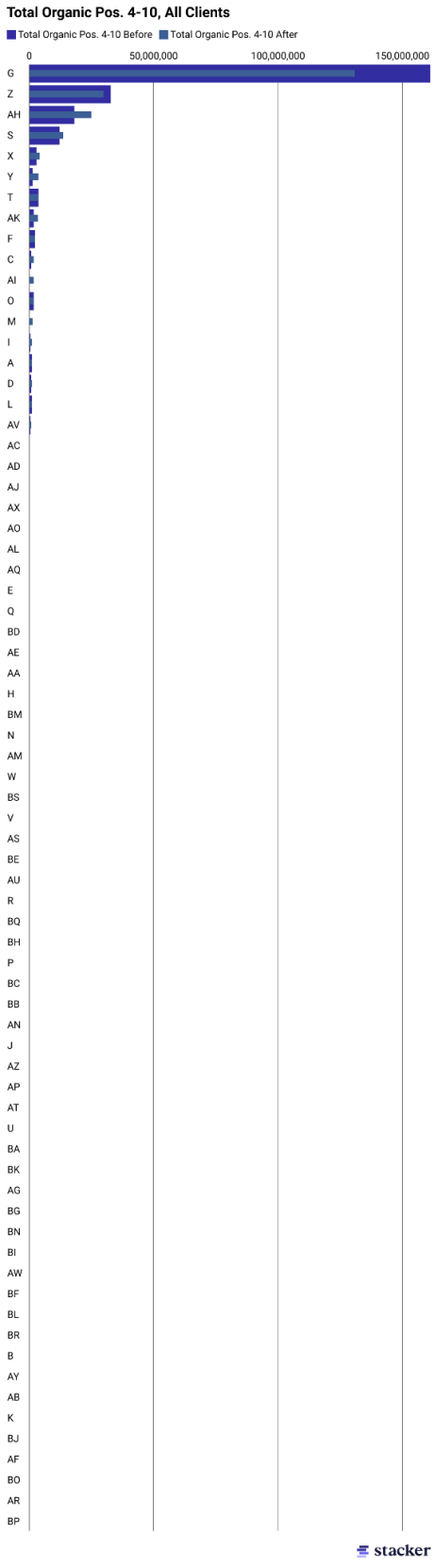
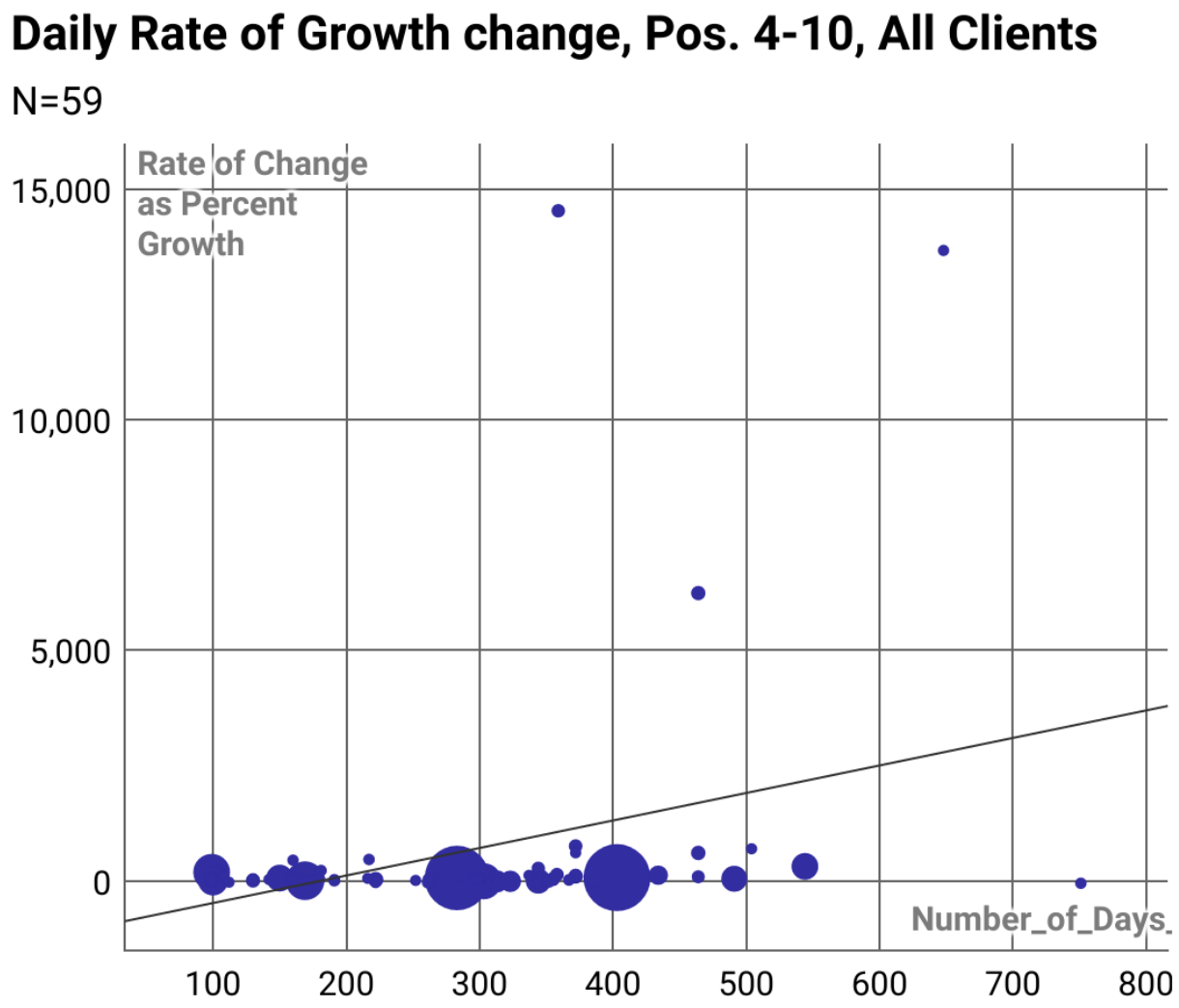


Figure 41: Daily Rate of Change, Pos. 4-10, All Clients



Note: Node size scaled by total Pos. 4-10 values, Pre

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Appendix D:

Stacker Studio Studio Methodology, Continued

What is Stacker Studio?

Stacker Studio is a newsroom and distribution service, and the client-facing part of the larger Stacker news team.

Stacker Studio opens our content creation and distribution channels up to clients. Stacker Studio will use client- or publicly-sourced data to create a high-quality, newsworthy piece of content, then we share it out through our proprietary distribution network. Our distribution network consists almost entirely of news sites, including 3,500+ news sites at the national, state, county, and local levels.

Because the client has contracted us to create an article on their behalf, they are able to upload the content to their domain first. After distribution, they are given primary credit for the publication of the article, with Stacker Studio listed as contributor/partner.

What makes Stacker Studio different from linkbuilding services?

Stacker Studio does not:

- **Have the ability to directly place any links on a client's behalf.**
    - Instead, we excel at getting content in front of newsrooms around the country. Reporters / writers at each publication will decide whether or not to resyndicate or write custom content based on their audience's needs.
- **Pay for any link placements, or engage in any transactionary behavior of any kind with publishers.**
    - Stacker does not, and will not ever, pay for or trade links, or build links in any way inconsistent with current Google and industry best practices.
    - Stacker gets content placed by offering a free, high-quality stream of data-driven content which newsrooms have adopted into their content flows over time. In exchange, we get attribution to client sites as the original publishers of content, which generates authority signals (backlinks and rel=canonical tags) for client domains.
- **Allow promotional or product links.**
    - We allow attributive links only, pointing back to client homepages, source data, or data interfaces. We do not allow links to product pages, the use of product anchors, or anything else that might damage the editorial integrity of our content.

It's believed that the unique, human-mediated nature of our link earning services make it a unique offering within the industry, scalable and effective while remaining entirely consistent with Google linkbuilding practices.

When a Stacker pickup is created, it's because a journalist in a newsroom somewhere saw it, liked it, and decided to republish it.

How is SEO authority transferred to client domains?

When Stacker creates a piece of content, the client publishes it on their domain before distribution to our newswire.

Stacker then waits for the client's hosted version to be crawled, then distributes the article through our newswire.

When a news publication decides to re-publish a piece of Stacker Studio content, they will include an in-text, dofollow backlink to the client's homepage, as the original creator and publisher of the content. They will also include a rel=canonical tag back to the originally-published article on the client's domain.

To maximize the value of the campaign, we recommend that clients use internal links on their hosted articles to direct this authority to other high-value pages on their domain.

Figure 42: Stacker SEO Strategy