

# SEO Experiment Tracker (Free)

Run SEO experiments without guessing — plan, track, learn

**2026 Edition**

[SEORAF.com](https://seoraf.com)

No spam. Practical templates only.

# How to Use (Quick Start)

1. Pick one SEO experiment
2. Write a hypothesis
3. Choose pages (test vs control)
4. Log the exact change + date
5. Track KPIs weekly
6. Decide: ship / iterate / rollback

## **Success rule**

Only test ONE variable per experiment.

# Experiment Brief Template (Fillable)

Use one brief per test. Keep it short, specific, and easy to review.

**Experiment name**

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**Category (CTR / Internal links /  
Content refresh / Schema /  
Technical / Programmatic)**

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**Goal KPI (primary +  
secondary)**

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**Page set (URLs)**

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**Control method (control group  
/ before-after baseline)**

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**Start date / End date**

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**Owner / Reviewer**

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**Risk level (low/med/high)**

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**Rollback trigger**

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# Hypothesis Library (25 SEO experiments)

Pick one idea. Copy it into your tracker and write a clear hypothesis before you launch.

## Titles/CTR (5)

- Value-first title rewrite — CTR, clicks
- Intent-match title language — CTR, impressions
- Shorten titles to reduce truncation — CTR
- Add specificity (numbers/timeframe) — CTR, clicks
- Snippet alignment intro rewrite — CTR, engagement (GA4)

## Internal linking (4)

- Hub-to-spoke contextual links — impressions, clicks
- Rewrite anchors for clarity — impressions, rankings
- Reduce link depth for priority pages — crawl frequency, impressions
- Add related-pages module (strict relevance) — impressions breadth, clicks

## Content refresh (4)

- Update stats/examples + add update note — impressions, clicks
- Expand missing subtopics (PAA gaps) — impressions
- Improve above-the-fold scannability — CTR, engagement
- Merge cannibalized pages — clicks, rankings

## Schema (4)

- Add/clean FAQ markup (eligible pages) — CTR, impressions
- Fix invalid structured data errors — rich result eligibility
- Strengthen breadcrumbs consistency — snippet clarity, CTR
- Add Organization/Author signals — brand queries, trust

## Technical (4)

- Resolve canonical conflicts — indexation, clicks
- Segment sitemaps by content type — indexation rate
- Reduce redirect chains — crawl efficiency, speed
- Improve CWV on top landing pages — conversions, engagement

## Programmatic (4)

- Add unique value block to pSEO pages — CTR, conversions
- Reorder template sections (answer first) — CTR, engagement
- Publish in batches with indexation gates — indexation quality
- Automate internal links using entities — impressions breadth, clicks

# KPI Tracker Sheet (Weekly)

Track results weekly. Compare test vs control to reduce noise.

Week	Date range	Test pages clicks	Test CTR	Test impressions	Control clicks	Control CTR	Notes
1							
2							
3							
4							
5							
6							
7							
8							



# QA Checklist + Rollback Checklist

Run QA before you measure. Roll back fast if the data shows risk.

## QA Checklist

- Titles updated correctly
- Internal links working (no 404)
- Canonicals correct
- Noindex not accidentally applied
- Page loads fast (no layout shift)
- Structured data valid (if used)

## Rollback Checklist

- Confirm performance drop vs control
- Revert change to last stable version
- Re-crawl key pages
- Monitor GSC coverage
- Document what failed + why

# Want us to run your SEO experiments?

## Here's what we'll deliver

- Advanced SEO audit baseline
- KPI dashboard + reporting
- Experiment roadmap (30/60/90)

[Get an Audit](#)

<https://www.seoraf.com/advanced-seo-audit-checklist/>

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