



# Populizr

Social SEO Automation Platform

# Populizr Case Study

*This case study highlights the ranking effect of using our new Social SEO Automation Platform - **Populizr**. We've utilized it, with other tools, to boost social activity, and this study evaluates:*

- The impact of Social activity on Google rankings.
- The less-variable effects on rankings of Social activity when compared to backlinking.
- Some other thoughts we have :)

We would be happy to receive your feedback and thoughts.

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For the purposes of this case study we've analyzed a website created not long ago. With the owner's permission, we've tracked the rankings of a website which was in quite a popular niche.

The site initially had some content, few backlinks, and some social signals.

After a while, we measured the status of the website...

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After a few weeks, we measured the status of the website.  
The initial rankings before our active social media campaign were:

- Keyword #1: 47
- Keyword #2: 57
- Keyword #3: 40
- Keyword #4: 61
- Keyword #5: 71

The initial number of social signals on the homepage were:

- 3000 Facebook likes
- 100 Twitter retweets
- 50 Google+
- Few LinkedIn and Pinterest shares.

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Our goal:

- **100.000** Facebook likes
- **2000** Twitter retweets
- **100** Google+
- More **LinkedIn** and **Pinterest** shares

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Using our tools, we were planning to obtain these signals very quickly (in a few weeks), sending signals to the website as fast as possible.

There is a lot of discussion about whether or not social signals matter for SEO. ***Well, let's see!*** Personally, we don't think that Google will be able to ignore something that received 100k social signals. But read until the end and you will see the results.

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## After research...

We've started with only one question in mind, **can we rank a website with social signals?**

There are thousands of forum posts and website articles discussing whether or not social signals have impact on SEO. Some people are thinking, "There is no way that Google doesn't take social signals into consideration...it is 2017."

Other people believe that social signals don't have influence on rankings, because they are no-follow links. We decided to do test and see what is true.

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The initial status was:

- 3000 Facebook likes
- 100 Twitter signals
- 50 Google+ signals

And, after 5 weeks using our platform, we have finished the study with:

- **100234** Facebook likes
- **4196** Twitter signals (measured inside our platform)
- **1135** Google+ signals
- More than **500 signals** from Pinterest & LinkedIn



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## Our initial rankings when we started:

- Keyword #1: 47
- Keyword #2: 57
- Keyword #3: 40
- Keyword #4: 61
- Keyword #5: 71

## Current rankings:

- Keyword #1: **15** +32
- Keyword #2: **12** +45
- Keyword #3: **15** +25
- Keyword #4: **18** +43
- Keyword #5: **14** +57

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So our conclusion is **YES**, *social signals have a big influence on rankings!*

When we first started building ONLY the social signals, rankings of our site were going up constantly. Then we've decided to throw some relevant manual backlinks from our web 2.0 profiles.

We wanted to make it look natural as much as possible, because having 100.000 social signals and 0 backlinks can be considered as a huge **red flag**.

So, rankings were going up for this site, but we've decided to start building 1-2k signals to few other clients' sites. As we predicted, their rankings all went up as well. You can even notice increase in rankings while building signals only to 1 post.

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Our other conclusion was that social signals give you an authority, and that it passes some “**social juice**” to other posts as well, meaning other posts started to get likes, shares etc.

Another more important thing that we’ve realized is that, social signals can give you huge tolerance - for **backlinks**.

We are talking about relevant MANUAL backlinks with zero spam score! But when you are building backlinks you can always see Google “dance”.

Your rankings can go from 20th to 150th spot for 2 or 3 days and then return with better rankings.

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That is not case the when you have social signals. We have over 10 clients' websites, so we were experimenting a little.

None of niches of the clients that was blasted with social signals saw the Google "dance." Even after sending some backlinks to them they are improving slowly, but they never drop in rankings.

However, that's not the case if you are building a big spam of backlinks with automated SEO backlinks tools (you will get penalized eventually regardless of your social signals!)

Depending on your niche, you will get results in Google SERPs after a few days, but the social SEO takes time. So, if you continue with your social campaigns, Google will re-rank your site much better.

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The Takeaway from our case study: With social signals you can rank your website on 1st page on Google, even it's only 1 month old. But, you need to know that SEO requires time and patience, and you need to be okay with that.

Also, we need to mention that building signals to Tier 1 backlinks, such as Web 2.0 properties, has BIG influence on your rankings.

We have tried this on 2 niches of our clients and the improvement in rankings was great: from an average of 70th position to 20th position. We can say that's pretty impressive.

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We can wrap up our case study by concluding that you can boost your website rankings as long as you have a quality content and a lot of social activity (social signals) pointing to it. Remember that it is important that all social signals are REAL. **Forget buying fake likes or shares.** It may be counter-productive!

That's why we advise you to start your social campaigns today using our **Populizr** platform and see how your rankings go up!

Get Your Populizr Account Today!