



Test 356: [Topical Test 3] Does A 301 Redirect From a Non-Relevant Topical Site Still Help a Page Rank?

Background Information: This test, again, came from a member of the SIA. We do know that 301 redirects work in helping sites rank, but it has always been thought to be best practice to do this redirect with a site that is in the same niche you are 301ing to.

NOTE: A 301 redirect is a code that tells Google this page or site is no longer here, and to go check out [enter site or site/page url here] as that is also where a user would go when trying to get to the page or site that is being redirected.

Test Setup: Because this is a topical test, we had to use REAL sites. We pulled two sites from the SIA's PBN network. As you can see below, the business site is getting redirected to the Arts/Music site.

#	Item	Topical Trust Flow	Trust Flow	Citation Flow	arts	business
1	francoshea.com	31 Arts / Music	31	21	31	
2	sieddowst-hft-ri-debev.net	26 Business / Business Services	26	16		26

Diagram showing a red box labeled "redirects to" with arrows pointing from the second item (sieddowst-hft-ri-debev.net) to the first item (francoshea.com).

But to measure if the redirect worked or not, we needed to build out 10 test pages on the site that was getting the links and use a fake keyword. Lorem Ipsum was used as content.

We did the redirect at the registrar level and targeted an inner page of the domain:

Forwarding

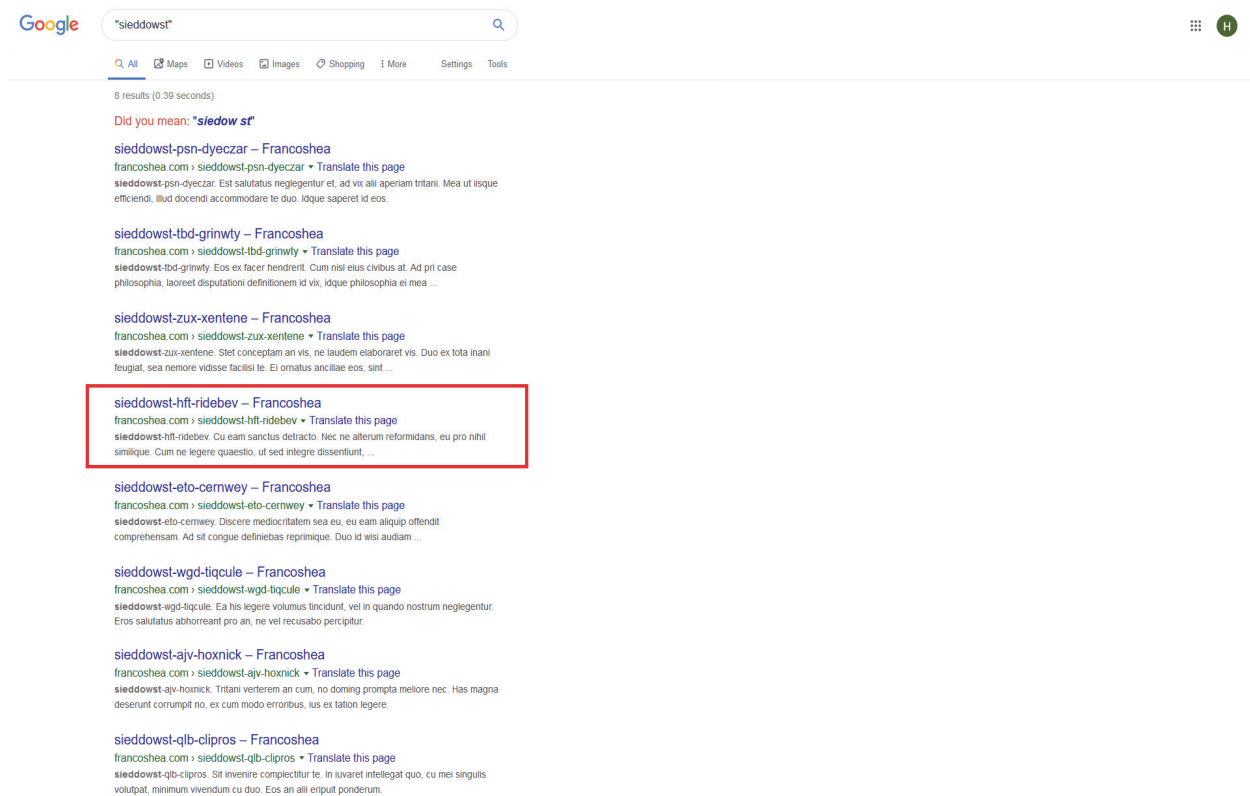
DOMAIN

http://francoshea.com/sieddowst-hft-ri-debev/ 

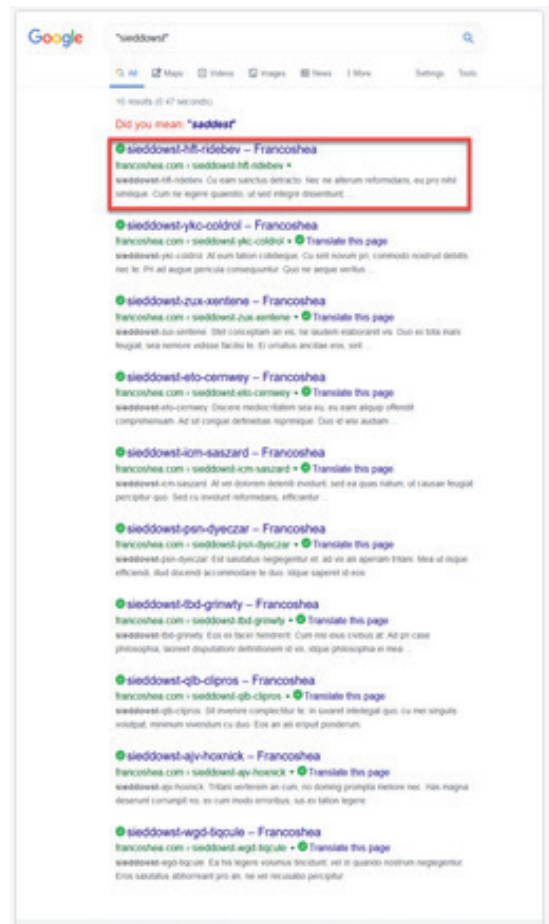
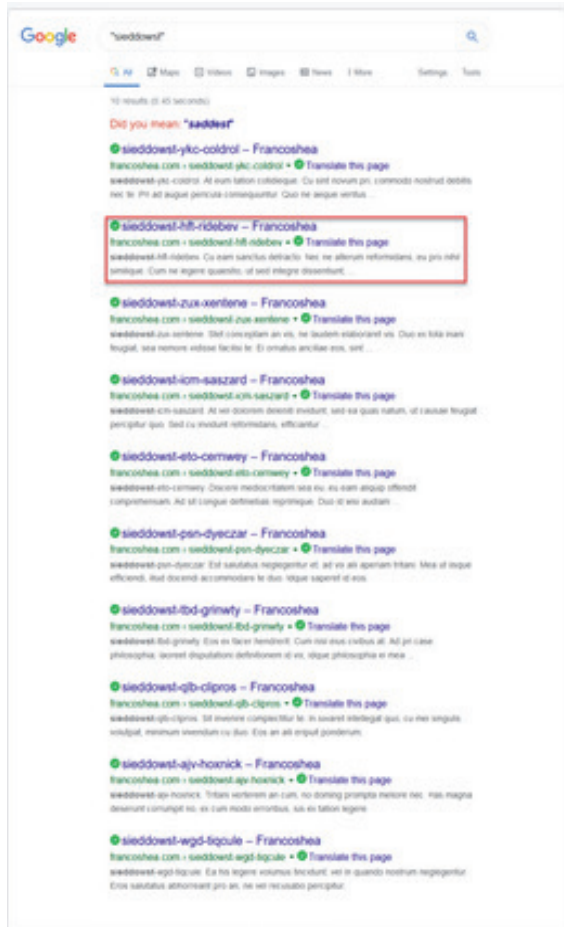
SUBDOMAIN

Not set up [ADD](#)

We redirected it to the page in the middle of the set:



Results: It moved the page up two spots and then three days later, it went to #1 spot where it has stayed until this day.



Analysis/Implications/Application: This is a pretty big win on a couple of different levels. First, it again breaks the myth that links and redirects have to be topical. Second, and Boryslav pointed this out to me, he said - let us go ahead and buy an expired domain for \$8.95, redirect to a page, and get results. You don't have to host this like a PBN so it is a pretty solid link for \$8.95 a year. BAM!

But... I do agree, this test needs to be re-run using topical content on the pages the link is going to. This would take it out of the test environment and into the "wild" as Jo Priest puts it.

But for now, it gives us a little better understanding into topical relations.