

## Ryte Launches A/B Testing for SEO to Increase Website Effectiveness and Budget Efficiency

**B2B SaaS company sees continued success of its product development with new, first-of-its-kind feature & secures unique selling proposition on the market**

MUNICH/LONDON / Mar. 30, 2021 – Ryte, the award-winning website quality management company, today announced the launch of its new Search Engine Optimization A/B testing feature, a first-of-its-kind to be integrated deeply within a website quality management platform.

Ryte's unique A/B testing feature marks a major step in helping SEO and website professionals become more data-driven. The feature -- sometimes also referred to as "split testing" -- is for comparing two versions of a webpage to determine which one performs better. A/B testing for SEO helps to determine how changes to website content can impact search performance metrics clicks, impressions, CTR or position.

A recent recipient of a growth funding round by UK-based [Octopus Investments](#), Ryte has invested significant resources into product innovation in recent months, with this latest [A/B testing feature](#) announcement coming off the back of a series of recent product developments, including a [revamped high performance crawler](#), [mobile UX reporting](#), [keyword cannibalization](#), and [GDPR features](#).

For SEO professionals, identifying which changes on a website have an impact on search performance remains a challenge, not

least because the algorithms that determine search performance on Google are not public knowledge. As a result, the most common way for evaluating what works best to drive rankings has historically been by a process of trial and error.

"Testing and understanding the impact of SEO changes to a website can have a huge impact on businesses success. That is why we are extremely proud to announce our powerful A/B testing feature, which will help website professionals run tests efficiently and at scale and enable them to roll out the highest-impact SEO changes quickly," said Ryte Co-Founder Marcus Tandler.

In a highly competitive market in which on the first page of Google alone, organic results account for 67.60% of all the clicks (Source: [Zero Limit Web](#)), Ryte's new A/B testing feature now helps close the guesswork gap in the quest to rank highly on Google.

With Ryte's A/B testing feature, SEOs and marketers can easily set up a test to compare the performance of two segments or pages. By comparing the performance of test and control groups, the feature allows users to directly see whether changes had an impact thereby providing greater transparency into

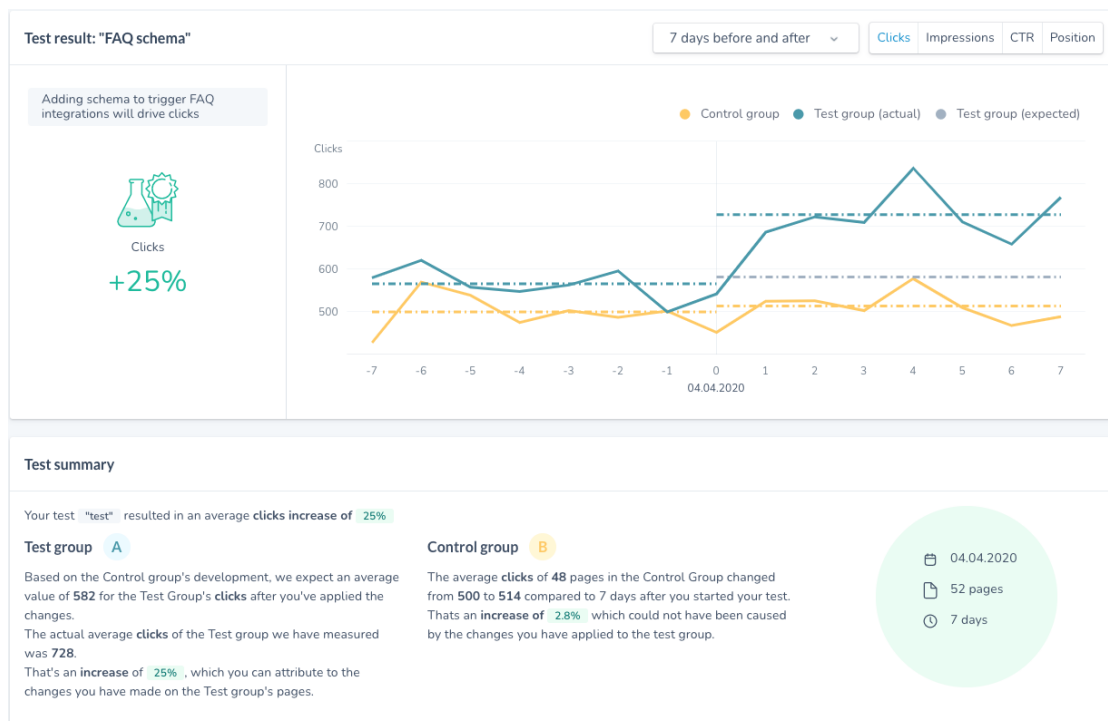
website visibility, conversion rates and budget efficiency.

What you need to know about Ryte's A/B Testing for SEO:

- It uses real Google data rather than scraped data, so users can truly see how their website changes affect their rankings on Google.
- It features a clear and intuitive user interface that makes it quick and easy to

set up a test, view the results, and report the results

- Its smart algorithms mean that natural fluctuations due to Google Updates or marketing campaigns do not impact test results - as the feature calculates the expected value of the test group i.e. what would have happened if no changes had been made.



## About Ryte

Ryte, an award-winning SaaS company with headquarters in Munich, Germany, is one of the fastest-growing technology companies in Europe. Ryte supports companies and agencies in sustainably optimizing their website quality and success in search engines with state-of-the-art software. More than 1 million users worldwide trust in the Ryte Suite. The Ryte Suite is made up of three tools to help users increase traffic and conversion rates of their websites: Website Success, Content Success and Search Success. The product portfolio also includes BotLogs, an innovative alternative to log file analysis, which enables SEOs to easily analyze bot traffic on their website in real-time.

Ryte currently has offices in Munich and Ho Chi Minh City with +100 employees. Globally active companies such as Allianz, Boehringer Ingelheim, Daimler, and Sixt rely on Ryte's technology and innovation to reach their website's full potential.

Further information is available here: [ryte.com](https://ryte.com).

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