

EXPERIMENT METHODOLOGY

Schema vs Prose Experiments - Test Pack

Six A/B-style experiments you can run on your own pages to measure whether schema markup, structured prose, or hybrid approaches produce more AI Overview citations for your queries.

Experiment 1 - Schema-only vs Prose-only

Pick a fact you want cited (e.g. a price, a date, a method). On page A, present it as JSON-LD ItemList only with no prose. On page B, present it as a prose paragraph with no schema. Measure citation count over 8 weeks.

WORKING HYPOTHESIS

Hypothesis: prose wins for Google AIO; schema wins for Bing AI + Perplexity.

Experiment 2 - Hybrid (schema + prose) vs prose-only

Same fact, page A = prose + schema covering the same facts. Page B = prose only. Measure citation count.

WORKING HYPOTHESIS

Hypothesis: hybrid wins by 30-50% across all engines.

Experiment 3 - Named-entity density

Page A: 5 named entities in 500 words. Page B: 15 named entities in 500 words (same topic, same length).

WORKING HYPOTHESIS

Hypothesis: high-density wins for Bing AI + Perplexity by ~2x; neutral for Google AIO.

Experiment 4 - Q&A heading vs declarative heading

Page A H2: 'How long does SEO take to show results?' Page B H2: 'SEO Result Timelines: 6-9 Months for Most Sites.'

WORKING HYPOTHESIS

Hypothesis: Q&A headings get cited more on voice queries; declarative headings get cited more on text queries.

Experiment 5 - Inline source citations

Page A: every claim links to a source domain (with sameAs in Author schema). Page B: same claims, no inline sources.

WORKING HYPOTHESIS

Hypothesis: inline-cited pages get cited 2-3x more across all engines.

Experiment 6 - Update cadence

Page A: published once, never updated. Page B: same content, updated quarterly with a visible 'last updated' date and revision-history block.

WORKING HYPOTHESIS

Hypothesis: updated page gets cited 1.5-2x more after each update event, especially on Google AIO.

How to run an experiment cleanly

1. Pick a query you genuinely want to win - not a vanity term.
2. Set up tracking on day 0 (Otterly / Peec / weekly manual logging).
3. Don't change other variables on the page during the test.
4. Run for at least 8 weeks; AIO is too noisy to measure on shorter windows.
5. Document the result publicly (Monday Report style) - your network learns + Google sees you as iterating.