

## Flix Content Boosts Page 1 Keyword Rankings by up to 81%!

New testing by NOVOS, one of the UK's largest e-commerce SEO agencies, reveals significant benefits for our retailers thanks to Flixmedia's content syndication service. NOVOS examined how our INpage content affects SEO rankings across leading retailers. The results show that Flixmedia's content services boost page 1 keyword rankings by **up to 81%**. This means that Flixmedia can now bring shoppers to the page and help convert them, all thanks to branded content.

NOVOS analysed keyword rankings for 19,000 URLs belonging to some of the largest retailers in their respective industries. We measured to statistical significance the impact Flixmedia's INpages on Keyword rankings versus pages without any delivered content. The result: The number of keyword rankings increased immediately and significantly for all tested retailer pages.

### ➤ Improvement in Page 1 Keyword Rankings with Flixmedia Content

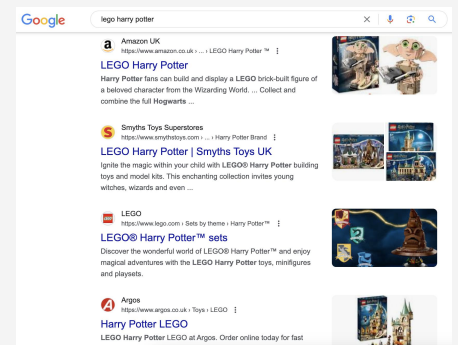
- Leading toy retailer **+73%**
- Leading department store retailer **+81%**

### ➤ Additional long-term effect: increase of keyword ranking by 71%

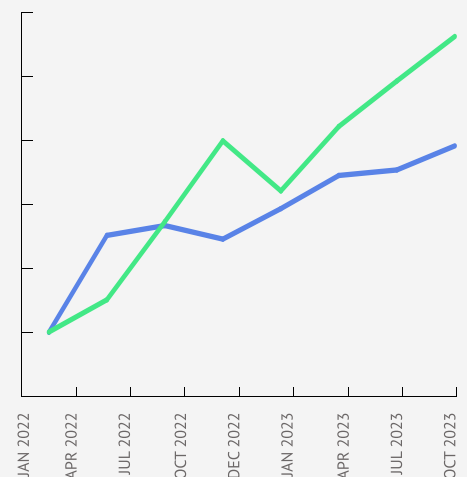
Flixmedia was also interested in understanding the long-term effects of INpage content on keyword rankings. We analysed a major global retailer to compare the year-on-year keyword performance from October 2022 to October 2023 for pages featuring Flixmedia content versus those without.

Over time, Flixmedia INpage content has significantly improved keyword rankings **by 71%**. (We continue to run tests to achieve statistical significance.)

### ➤ Acquire more shoppers from search and increase sales conversion at a product detail page level with Flixmedia!



### ➤ Year-on-year ranking improvements



- PDPs with content **107%**
- PDPs without content **36%**

# ➤ Flixmedia SEO Case Study

## ➤ Minimal Impact on Load Speed

NOVOS's analysis concluded that INpage content has negligible effects on the load speed of retailers' websites. Increasing your revenue does not come at the expense of slower page speeds.



- Flixmedia's state-of-the-art cloud-based platform delivers lightweight content rapidly on-page.
- Minified JS code ensures a light-touch integration.
- Lazy-loaded content means we only load content when the shopper needs it.

By delivering stunning visual content to the Product Detail Page (PDP), Flixmedia supports both sides of the coin: acquiring new shoppers through improved page 1 keyword rankings and then converting those shoppers with sales-boosting rich content experiences.

For a consolidated approach to SEO and content syndication, get in touch with Flixmedia & NOVOS.

“

*Our collaboration with Flixmedia to analyse the impact of their INpages on keyword search rankings has yielded insightful results. The data clearly demonstrate that Flixmedia's product pages not only enhance the shopping experience across e-commerce platforms but also significantly boost keyword rankings. This study confirms that Flixmedia's syndicated content effectively increases SEO visibility without adversely affecting the load speed of PDPs.*

**TOM GANDHI**  
HEAD OF SEO AT NOVOS



“

*We are delighted with the outcomes of the various tests conducted by Novos across multiple leading retailers. Flixmedia's services not only enhance ATC uplift but also boosts page one keyword rankings by up to 81%. Customers asked us repeatedly how we integrate into their SEO strategy. Our content proves to be crucial for enhanced keyword ranking and does not compromise page load speeds.*

**TOM CLARKE**  
RETAIL DIRECTOR



**Flix content is vital for boosting your revenue and should be a key component of your comprehensive SEO strategy**

[LEARN MORE](#)

