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The analysis concerns

Fibbl

The following material contains an SEO analysis executed by Pineberry AB

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Background

Fibbl helps e-commerce brands elevate their customer experiences by incorporating 3D and augmented reality (AR) viewers into their product pages. Pineberry, a specialist agency in SEO, SEM, and Paid Social, has been tasked with assessing whether Fibbl's AR service impacts SEO rankings on product detail pages (PDPs)—positively, negatively, or not at all.

Loading times and user signals, such as bounce rate and engagement time, are known SEO ranking factors that could theoretically be affected by AR features. If Fibbl's AR viewer influences these metrics, it may, in turn, affect the PDPs' rankings.

Problem Statement

Does Fibbl's AR/3D solution for e-commerce PDPs **impact SEO rankings negatively, positively, or not at all?**

Definitions

Engagement rate
The percentage of sessions that involved meaningful interactions, such as scrolling, clicking, or spending a certain amount of time on a page. A higher engagement time is preferred.

Bounce rate
The percentage of single-page sessions where users leave the site without engaging further. A lower bounce rate is preferred.

Page speed
The measurement of how quickly a web page loads and displays content for users. A higher score is preferred.

PDP
A specific page dedicated to providing detailed information, images, and specifications for a particular product.

Keyword
A specific word or phrase that represents the main topic or intent, used to improve search engine visibility.

Site wide
Refers to elements, settings, or data that apply across an entire website, rather than individual pages.

Methodology

As a first step, we selected a total of 18 URLs, specifically focusing on 6 products across 3 different brands.
For each brand, we analyzed 3 products with the AR solution and 3 products without it, with a focus on:

1. Ranking variations upon implementing AR functionality.
2. Differences in loading times for products with and without AR functionality.
3. Variations in user signals:
    - Engagement time
    - Bounce rate

Data Collection

- Data is compiled in the following Google Sheets document.
- For bounce rate and engagement time, we used a 90-day period.
- We focused on mobile traffic, as these types of products are considered “mobile-first” by Google.
- For page speed, we used Google’s Page Speed Insights tool.
- We’ve exclusively evaluated products with"3D-first" functionality – meaning that the 3D tool loads and renders directly without the users themselves having chosen to view the product in 3D.
- For ranking data, we used the third-party SEO tool, Ahrefs.

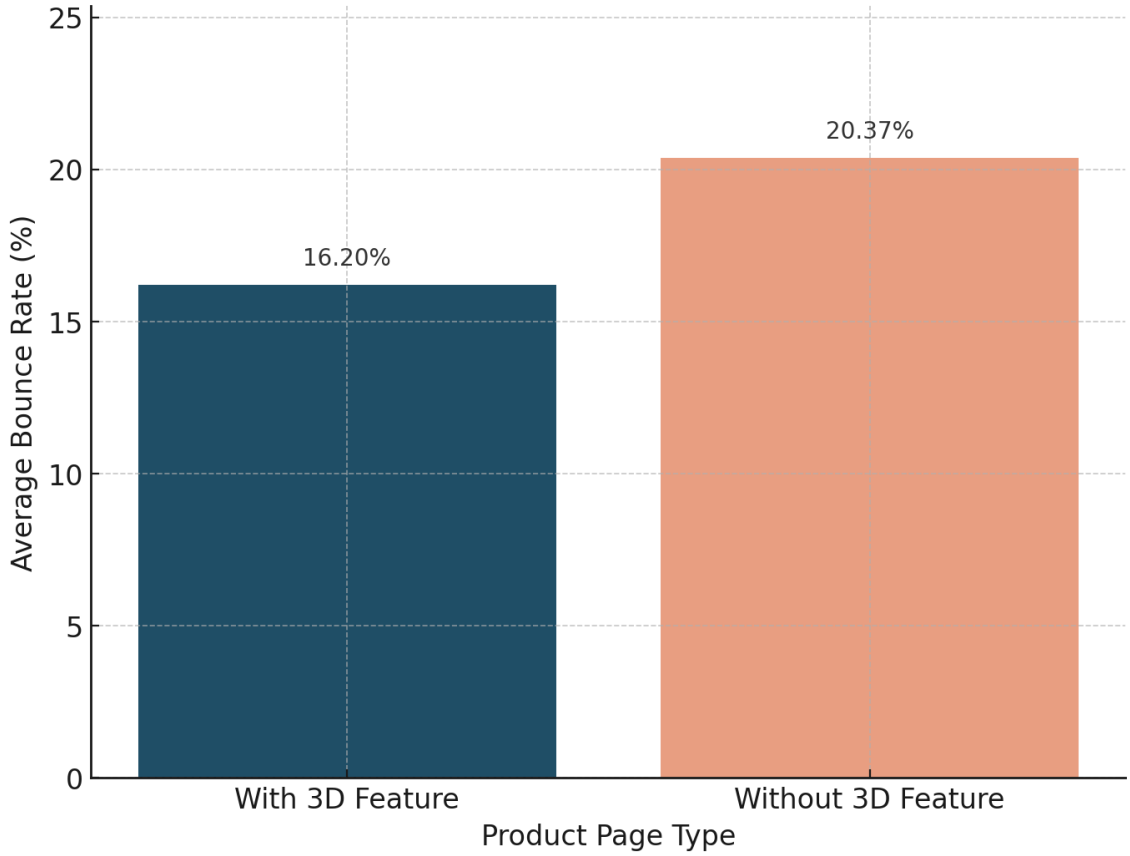
Brand	URL	Produkt med 3D	Datum för implementering	GA-access	Page speed score	Bounce rate	Engagement time
[redacted]	[redacted]	☑	7/8 2024		35		
[redacted]	[redacted]	☑	5/8 2024		34		
[redacted]	[redacted]	☑	5/8 2024		36		
[redacted]	[redacted]	☐		Nej	36		
[redacted]	[redacted]	☐			38		
[redacted]	[redacted]	☐			37		
[redacted]	[redacted]	☑			31		
[redacted]	[redacted]	☑			31		
[redacted]	[redacted]	☑			31		
[redacted]	[redacted]	☐		Nej	30		
[redacted]	[redacted]	☐			31		
[redacted]	[redacted]	☐			35		
[redacted]	[redacted]	☑	26/6 2024		45	15.4	34
[redacted]	[redacted]	☑	26/6 2024		38	7.7	9
[redacted]	[redacted]	☑	26/6 2024		46	18.5	9
[redacted]	[redacted]	☐			46	11.8	24
[redacted]	[redacted]	☐			45	50.0	3
[redacted]	[redacted]	☐		Ja	43	7.4	6
[redacted]	[redacted]	☑	26/6 2024		41	13.5	21
[redacted]	[redacted]	☑	26/6 2024		45	26.7	8
[redacted]	[redacted]	☑	26/6 2024		46	15.4	34
[redacted]	[redacted]	☐			52	6.7	7
[redacted]	[redacted]	☐			40	13.0	14
[redacted]	[redacted]	☐			52	33.3	7

Conclusion

Based on the historical data, ranking trends, and single variables analyzed, we see **no differences in ranking for individual keywords** when comparing before and after the implementation of AR/3D functionality.

Breaking it down by individual metrics, we observe the following:

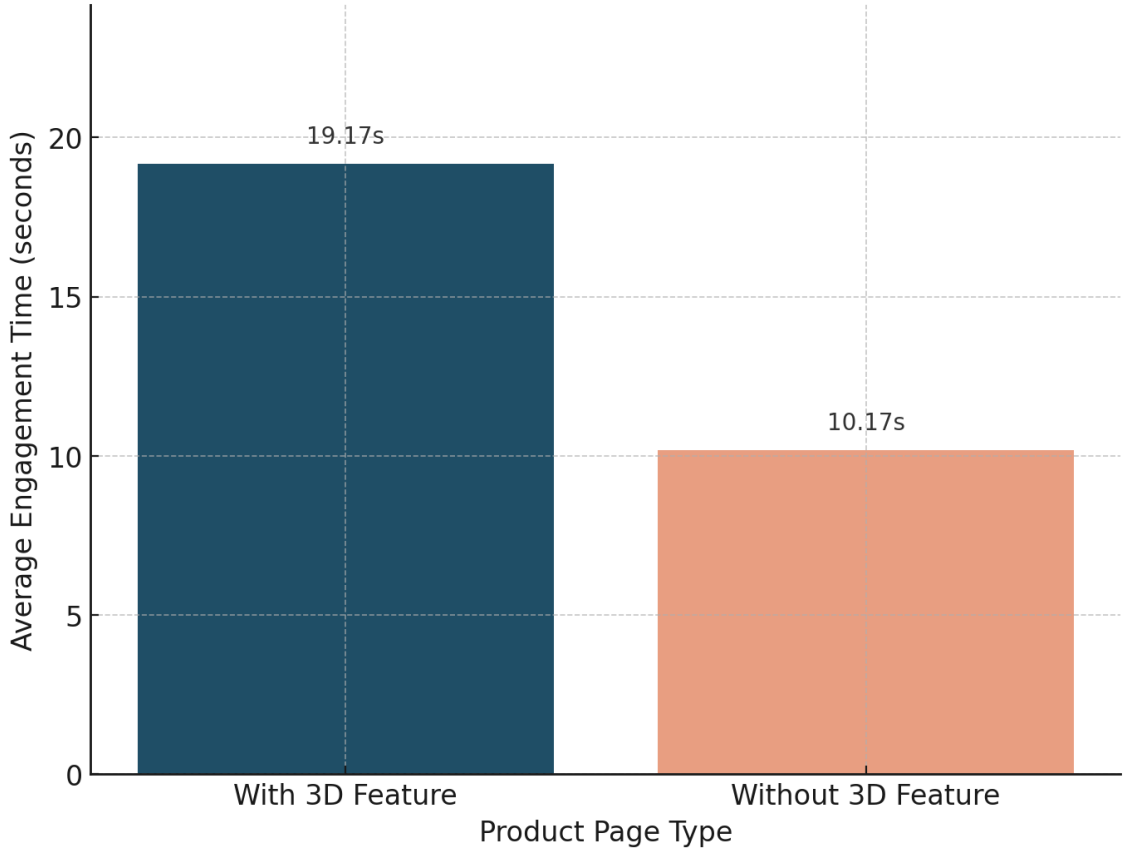
Bounce rate



- **A lower bounce rate for pages with the 3D feature** could indicate that users are more engaged with these pages, potentially spending more time viewing the product in 3D.
- **A higher bounce rate on pages without the 3D feature** could suggest that users find these pages less interactive or informative, leading them to leave the site more quickly.

Explanation: Bounce rate, as an SEO ranking factor for product detail pages (PDPs) using Fibbl's 3D product features, is unlikely to negatively impact performance. On the contrary, based on this single variable, it may potentially have a positive effect as the PDP:s with the feature have a **-26.7% lower bounce rate.**

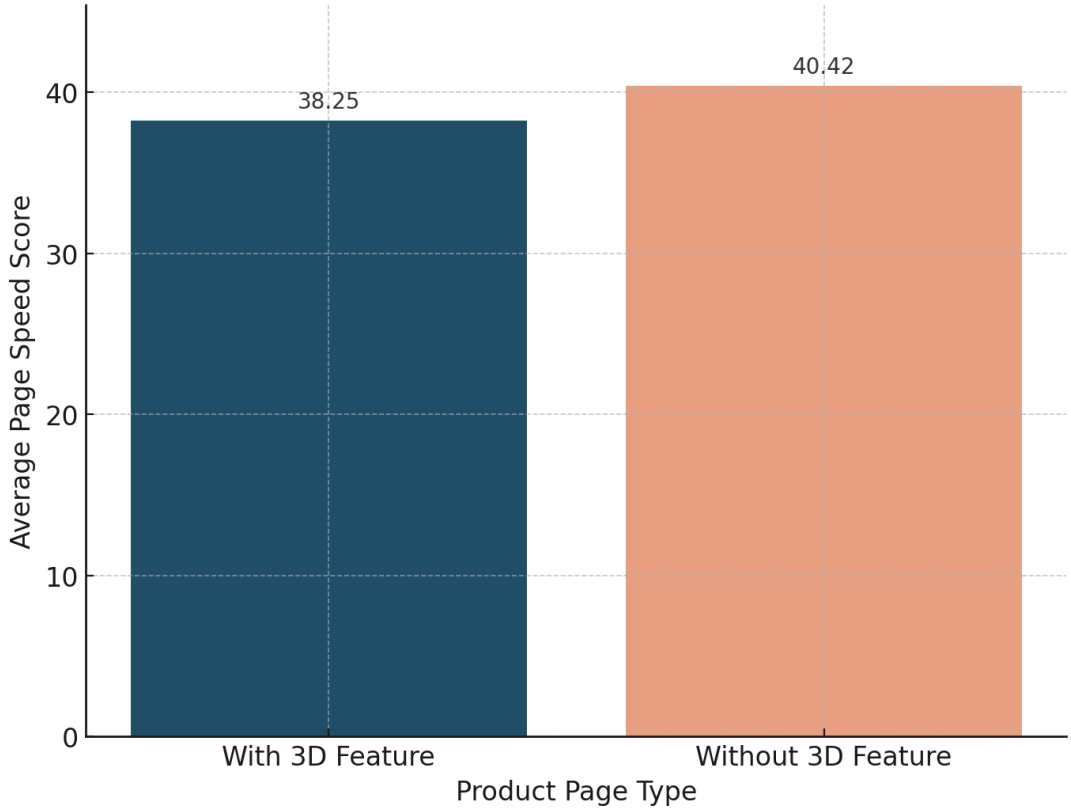
Engagement time



- **Higher engagement time** on pages with the 3D product feature would suggest that users spend more time exploring pages with interactive or detailed product visuals.
- **Lower engagement time** on pages without the 3D feature could imply that these pages are less engaging or that users don't need as much time to view the static content.

Explanation: Engagement time, as an indicator of user interest on product detail pages (PDPs) featuring Fibbl's 3D product capabilities, suggests a positive impact on user interaction. The **+88.7% increase in engagement time** highlights the potential of 3D features to foster deeper engagement, which may, in turn, benefit the page's SEO performance.

Page speed



- **Higher page speed scores** indicate faster loading times, which generally lead to better user retention, as slow pages often drive users to leave before engaging fully.
- **Lower page speed scores** on pages with 3D features might suggest that these visuals, while engaging, can *slightly* slow down loading times, which could potentially impact user experience and search rankings.

Explanation

The difference in page speed between pages with and without 3D features is minimal, suggesting that the use of 3D visuals has a negligible impact on load times. **This slight variation of -5.56%** is unlikely to affect SEO performance significantly.

Ranking Trends

For ranking trend graphs, we've done random samples for individual keywords that rank for these 18 particular URL:s.

At the PDP level, no significant ranking movements (positive or negative) were identified upon implementation of the AR/3D functionality.

At site-wide level (the entire website), the organic traffic has increased for 2 out of 3 the brands since the implementation. This is most likely due to other SEO efforts, but further anchors our conclusion that Fibbls product has **no negative impact on SEO performance for e-commerce websites**.