

## **seiunamicone test: PDF indexing and ranking test**

*This test has been made for understanding search engine algorithms interest against a well-optimized PDF.*

This is a document made for test to understand how Google and other search engine (Yahoo!, Ask, Bing) react to a PDF document potentially optimized.

All the documents made for this test has been wrote using Microsoft Word®.

This specific version of the document contains the header made using Word's styles.

The content of every document is supposed to be almost similar for testing purposes. I'm not interested into duplicate content filter at this stage.

The PDF has been generated using the Mac feature Print as a PDF.

For the main four search engines, the main test page has been submitted manually to the submit form; in addition the page has been included into the sitemap.

This version contains:

- Header 1 made with same char size of the rest of the document + bold
- Header 2 made with same char size of the rest of the document + italic
- Unique research key used twice (header 1, at the bottom)
- No Properties optimization

Unique research key: seiunamicone