

treatment		Y ₁ admission + = promoter	Y ₂ =Δrank + = promoter	Y ₃ =rank_post - = promoter	joint category
T5	topical comp.	+0.0366 ***	-0.5303 ***	-0.2995 ***	mixed direction
T6	freshness	-0.0047 ***	-0.0608 ***	+0.0051	admit + 1 rank stage
T2	Q-headings	+0.0156 ***	+0.1359 ***	-0.0408 *	admit + 1 rank stage
T3	schema (JSON-LD)	-0.0141 ***	-0.0506 *	+0.0949 ***	admit + 1 rank stage
T4	citation authority	+0.0009	-0.0234 **	-0.0154 *	none (after Bonferroni)
T1	stats density	-0.0005	-0.0027	-0.0015	none (after Bonferroni)