

Нулев резултат в Google {Featured Snippets}

Кога, как и какво е важно за него?

Никола Минков – Serpact





БИВШ ФУТБОЛИСТ
{не от най-добрите}



МАЛЪК ЕКИП {9 ЧОВЕКА}
≈ **МАЛКО КЛИЕНТИ**
≈ доволни клиенти {специално внимание} ≈ познаваме бизнеса им



БИВШ КЛИЕНТ НА SEO АГЕНЦИЯ
{не от най- послушните}



СЕРТИФИЦИРАН ЗА:
Двудневен стаж в Stone Temple → Boston
Google AdWords {5}
Google Analytics {1}
Google дигитален гараж {1}
Bing {1}
Seocertification.org {1}
Inbound {3}
DoubleClick {1}



САМОУБИЙСТВЕНА ОПТИМИЗАЦИЯ
{сам 2 години → фалит}



SEO ЕКСПЕРТ
{по On-Page SEO и Off-Page SEO с над 6 годишен опит}



УЧАСТНИК НА #SMX2017 + #SMX2018
Google AMP Munich
в San Jose, CA, USA, Munich Germany и по възможност на всички конференции в България и чужбина



СОБСТВЕНИК НА SEO АГЕНЦИЯ SERPACT
{ serpact.com | serpact.bg }



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F: nikola.t.minkov

About me



ЗНАНИЕТО И КОНТАКТИТЕ ОПРЕДЕЛЯТ СЛЕДВАЩАТА СЪПКА



СЪДЪРЖАНИЕ:

1. Какво печелим
2. Данни
3. Как изглежда
4. Видове резултати
5. Каква е разликата
6. Топ заявки
7. Voice Search
8. Как да влезем
9. Structure Data
10. Artificial Intelligence
11. Инструменти за тест
12. Api.ai
13. Източници
14. Това беше



Аксиоматична теория на вероятностите

Теорията на вероятностите е приложна математическа дисциплина, която изучава оценката за възможността да се случи дадено събитие. Формално вероятност се дефинира като функция, която съпоставя на всеки възможен изход от даден експеримент число между 0 и 1.

Източник: Wikipedia, Андрей Николаевич Колмогоров (руски математик)





Featured Snippets

Featured Snippets > Нулев результат в google



КАКВО ПЕЧЕЛИМ?

1. Трудно можем да ги игнорираме
2. Имат специално SERP третиране
3. Могат да ни донесат огромен трафик
4. Възможно е да имате два резултата с една и съща страница за една и съща заявка
5. Драстично по-висок CTR
6. Google третира съдържанието ви като изключително полезно
7. Изключително важен и ключов елемент за Voice Search





МАЛКО ДАНИИ?

Featured Snippets > Нулев резултат в google



GOOLE ASSITANT връща за последната година над
100M Featured Snippets резултата





Featured Snippets > Нулев результат в google



СПОРЕД MOZ **ОКОЛО 15%** ОТ ВСИЧКИ
РЕЗУЛТАТИ ВКЛЮЧВАТ FEATURED SNIPPETS



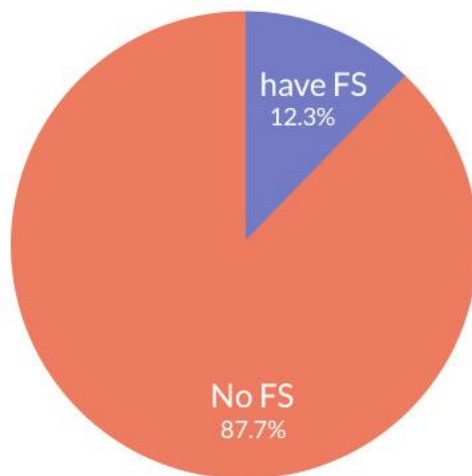
Източник: <https://moz.com/blog/knowledge-graph-eats-featured-snippets>

Featured Snippets > Нулев резултат в google



СПОРЕД ПРУЧВАНЕ НА AHREFS ОТ ОКОЛО **112M**
ЗАЯВКИ **14M** ВКЛЮЧВАТ FEATURED SNIPPETS

Amount of search queries with a Featured Snippet



Total queries: ~112 million
Queries with FS: ~14 million

*data from Ahrefs

ahrefs

Източник: <https://ahrefs.com/blog/featured-snippets-study/>

Featured Snippets > Нулев резултат в google







КАК ИЗГЛЕЖДАТ?

Featured Snippets > Нулев резултат в google






how much beats headphones cost  


All Images News Videos More Settings Tools

About 889,000 results (0.48 seconds)



According to The New York Times, reports that according to headphone experts, a pair of Beats could cost as little as \$14 to make. Yep, even while the cheapest price you can pay for a pair is **\$199.99**, and the most expensive is available for \$699.99. Mar 23, 2015




www.beatsbydre.com

How Much Do "Beats by Dre" Headphones Really Cost? | Radio Now ... 


<https://radionowhouston.com/8119/how-much-does-beats-by-dre-headphones-really-cost/>

 About this result  Feedback

People also ask


How much does it cost for them to make beats? 

Beats By Dre Cost Less Than **\$10** To Manufacture, But This One Trick Fools People Into Spending \$200. In-depth analysis over on the website Medium has shed some light on why Beats Headphones that retail for \$200 cost only **\$9.82** to manufacture (the case Beats come in costs only **\$7** to build).

Beats By Dre Cost Less Than \$10 To Manufacture, But This One Trick ... 

brobible.com/gear/article/truth-behind-beats-by-dre-headphones-overpriced-garbage/

Search for: How much does it cost for them to make beats?

How much do wireless beats cost? 

Featured Snippets > Нулев результат в google



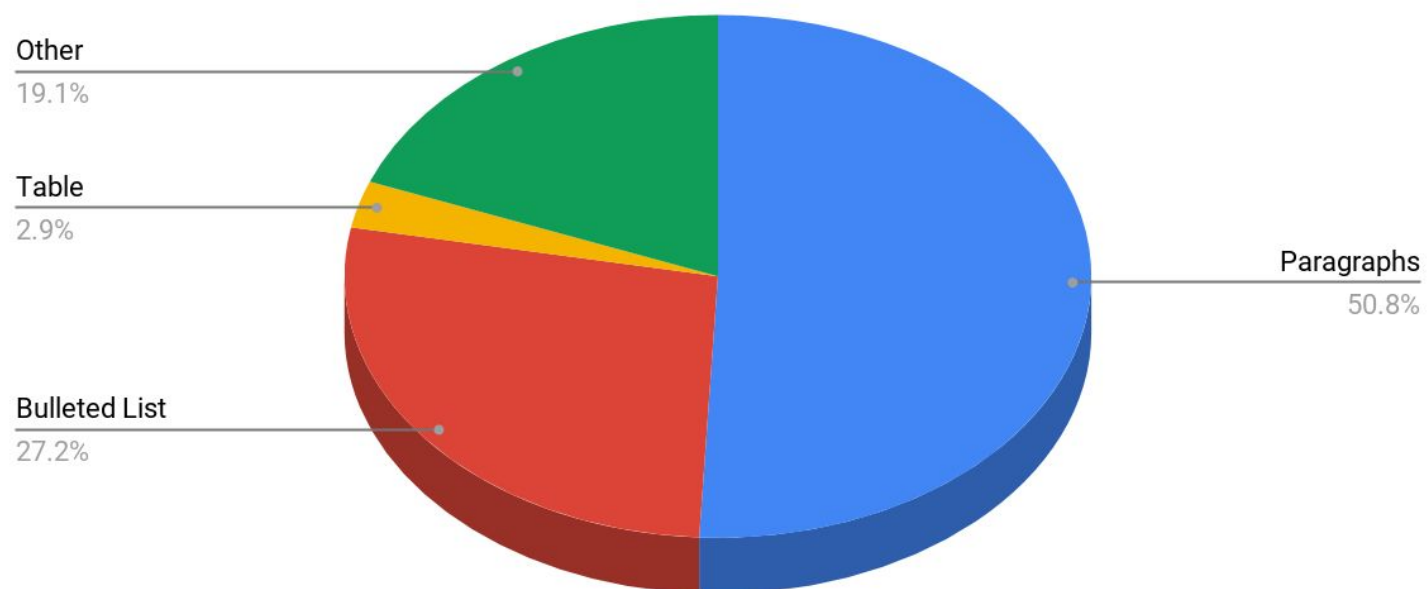


ВИДОВЕ РЕЗУЛТАТИ

Featured Snippets > Нулев резултат в google



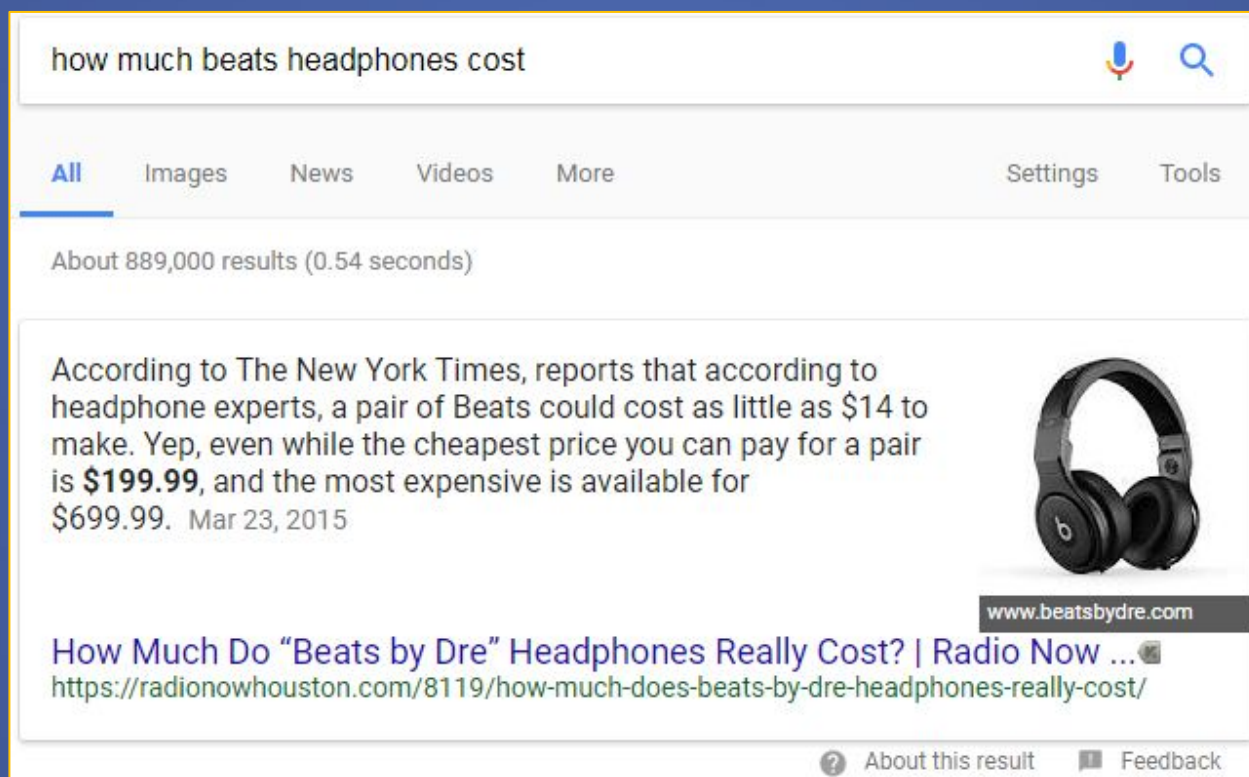
Кодираща конструкция на съдържанието на Featured Snippets



50.80%

ВИДОВЕ В SERP

Paragraph snippets




how much beats headphones cost

All Images News Videos More Settings Tools

About 889,000 results (0.54 seconds)

According to The New York Times, reports that according to headphone experts, a pair of Beats could cost as little as \$14 to make. Yep, even while the cheapest price you can pay for a pair is **\$199.99**, and the most expensive is available for \$699.99. Mar 23, 2015



www.beatsbydre.com

How Much Do "Beats by Dre" Headphones Really Cost? | Radio Now ...
<https://radionowhouston.com/8119/how-much-does-beats-by-dre-headphones-really-cost/>

About this result Feedback

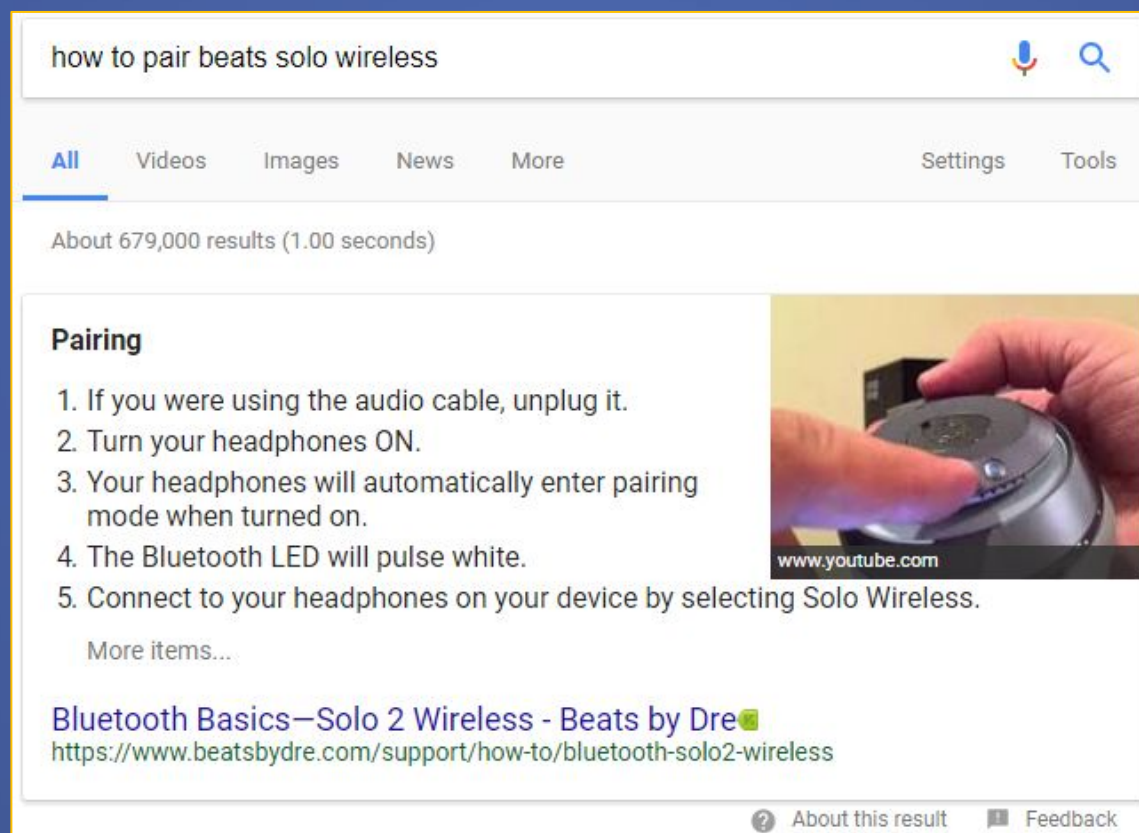
Featured Snippets > Нулев резултат в google



27.20%

ВИДОВЕ В SERP

Bulleted List



how to pair beats solo wireless

All Videos Images News More Settings Tools

About 679,000 results (1.00 seconds)

Pairing

1. If you were using the audio cable, unplug it.
2. Turn your headphones ON.
3. Your headphones will automatically enter pairing mode when turned on.
4. The Bluetooth LED will pulse white.
5. Connect to your headphones on your device by selecting Solo Wireless.

More items...

Bluetooth Basics—Solo 2 Wireless - Beats by Dre
<https://www.beatsbydre.com/support/how-to/bluetooth-solo2-wireless>

About this result Feedback

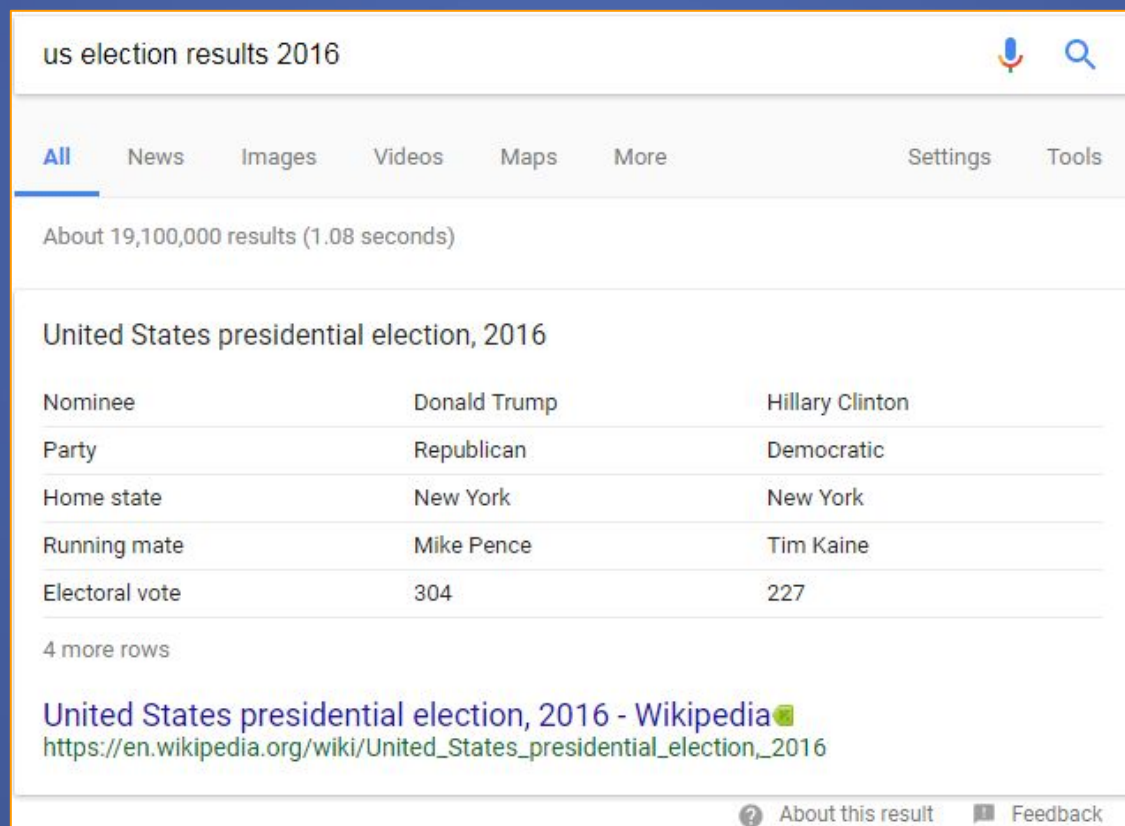
Featured Snippets > Нулев резултат в google



2.90%

ВИДОВЕ В SERP

Table snippets



us election results 2016

All News Images Videos Maps More Settings Tools

About 19,100,000 results (1.08 seconds)

United States presidential election, 2016

Nominee	Donald Trump	Hillary Clinton
Party	Republican	Democratic
Home state	New York	New York
Running mate	Mike Pence	Tim Kaine
Electoral vote	304	227

4 more rows

[United States presidential election, 2016 - Wikipedia](https://en.wikipedia.org/wiki/United_States_presidential_election,_2016)

https://en.wikipedia.org/wiki/United_States_presidential_election,_2016

About this result Feedback

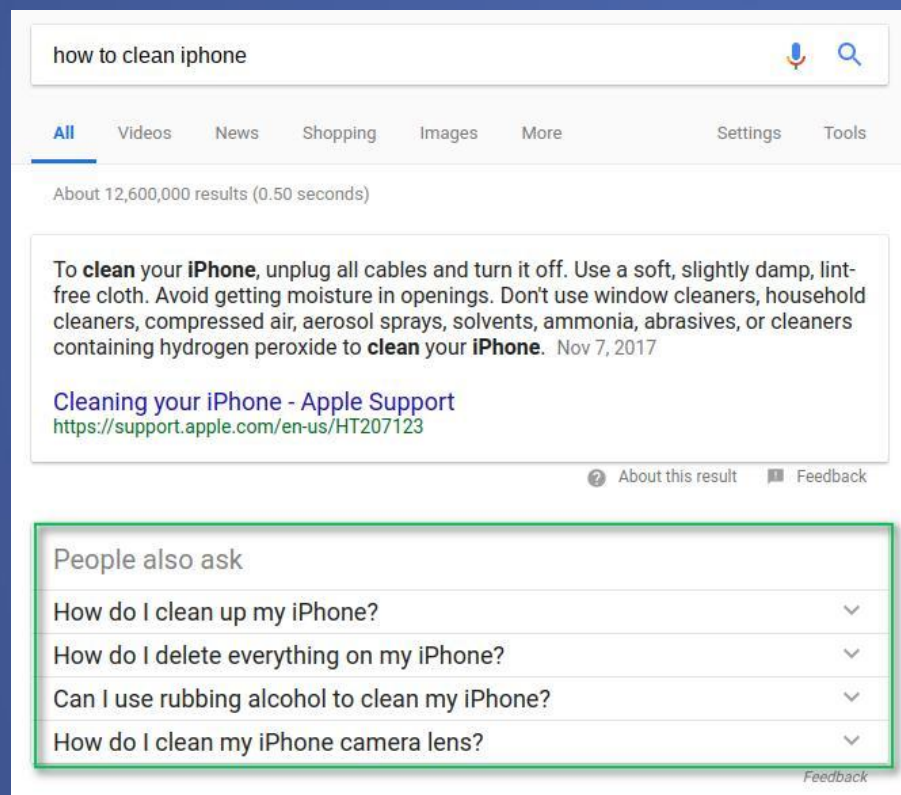
Featured Snippets > Нулев резултат в google



Част от / 19.10%

ВИДОВЕ В SERP

Other



how to clean iphone

All Videos News Shopping Images More Settings Tools

About 12,600,000 results (0.50 seconds)

To **clean** your **iPhone**, unplug all cables and turn it off. Use a soft, slightly damp, lint-free cloth. Avoid getting moisture in openings. Don't use window cleaners, household cleaners, compressed air, aerosol sprays, solvents, ammonia, abrasives, or cleaners containing hydrogen peroxide to **clean** your **iPhone**. Nov 7, 2017

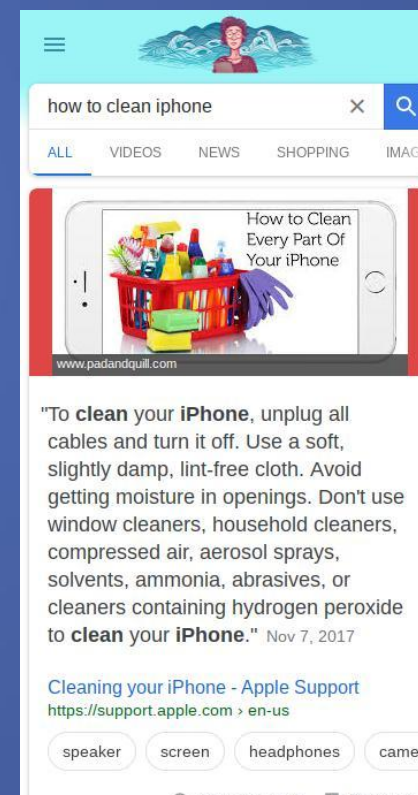
[Cleaning your iPhone - Apple Support](https://support.apple.com/en-us/HT207123)
<https://support.apple.com/en-us/HT207123>

About this result Feedback

People also ask

- How do I clean up my iPhone? ▾
- How do I delete everything on my iPhone? ▾
- Can I use rubbing alcohol to clean my iPhone? ▾
- How do I clean my iPhone camera lens? ▾

Feedback



how to clean iphone

ALL VIDEOS NEWS SHOPPING IMAGE

How to Clean Every Part Of Your iPhone

www.padandquill.com

"To **clean** your **iPhone**, unplug all cables and turn it off. Use a soft, slightly damp, lint-free cloth. Avoid getting moisture in openings. Don't use window cleaners, household cleaners, compressed air, aerosol sprays, solvents, ammonia, abrasives, or cleaners containing hydrogen peroxide to **clean** your **iPhone**." Nov 7, 2017

[Cleaning your iPhone - Apple Support](https://support.apple.com/en-us)
<https://support.apple.com/en-us>

speaker screen headphones camera

About this result Feedback

Featured Snippets > Нулев резултат в google



Част от / 19.10%

ВИДОВЕ В SERP

Other

A screenshot of a search engine results page for the word "sorry". The search bar contains "sorry" and the search button is visible. Below the search bar, there are tabs for "ALL", "VIDEOS", "IMAGES", "MAPS", and "NEWS". The "ALL" tab is selected. The results are categorized under "DICTIONARY". The word "sorry" is entered into a dictionary search box. The definition for "sor·ry" is shown, including the phonetic transcription /särē,shōrē/ and the part of speech "adjective". Two definitions are listed: 1. feeling distress, especially through sympathy with someone else's misfortune. 2. in a poor or pitiful state or condition. Synonyms and a "Full lyrics" link are also visible.

A screenshot of a music video player for Justin Bieber's song "Sorry". The video title is "Sorry" by Justin Bieber. The video player shows a group of people holding a sign that says "SORRY". The video duration is 3:26. The lyrics are displayed below the video player.

A screenshot of a Twitter search result for "Wikipedia (@Wikipedia) · Twitter". The tweet text is: "The longest officially recognized place name in an English-speaking country is Taumatawhakatangihangakoauauotamateapokaiwhenuakitanatahu (57 letters), which is a hill in New Zealand. (The name is in the Māori language.) en.wikipedia.org/wiki/L...". The tweet is from 7 hours ago. There are two other tweets visible in the search results, both from 17 and 21 hours ago, with similar text about the longest place name.

Featured Snippets > Нулев резултат в google

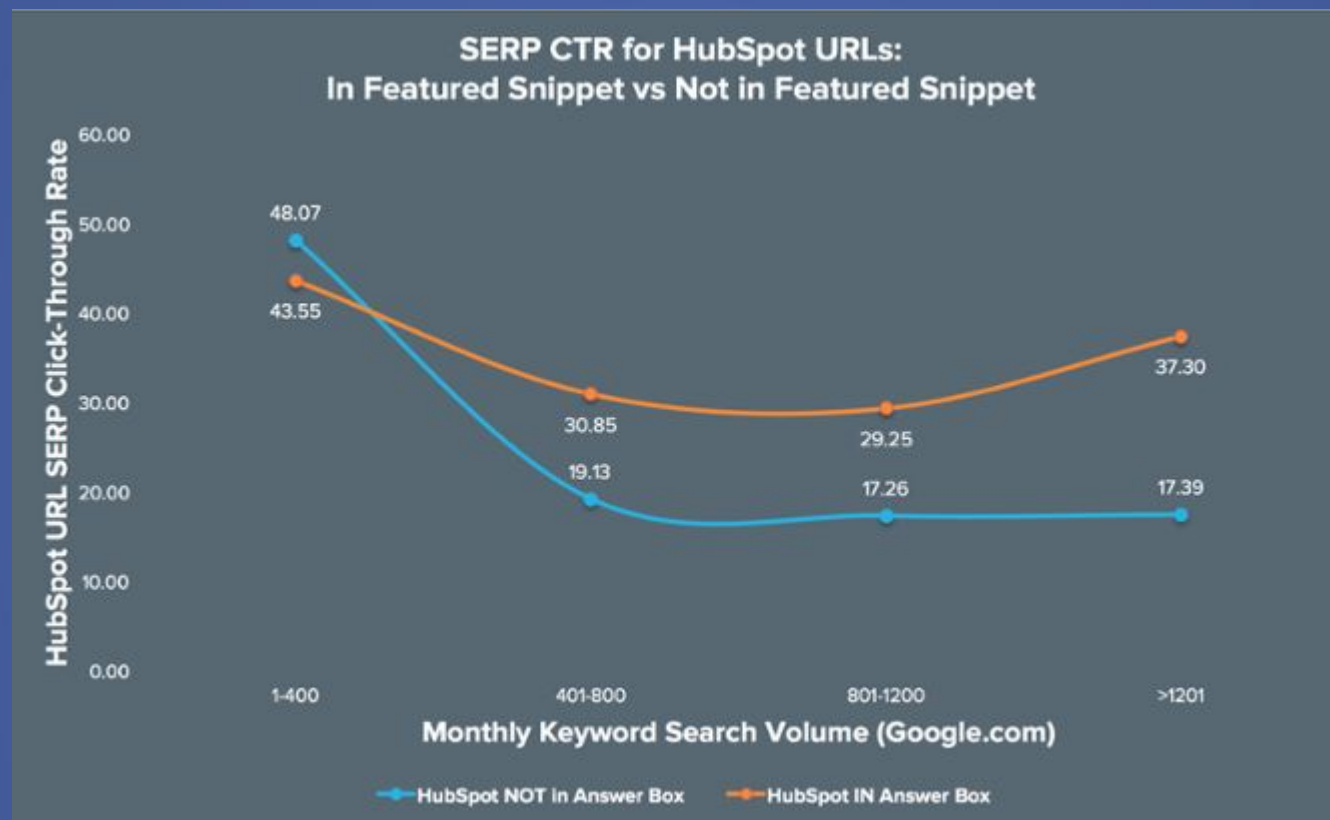




КАКВА Е РАЗЛИКАТА?

Featured Snippets > Нулев резултат в google





Источник: <https://blog.hubspot.com/marketing/how-to-featured-snippet-box>

Featured Snippets > Нулев результат в google



Average CTR of Featured Snippets

No Featured snippet



26%
of clicks go to
the 1st URL

With Featured snippet



8.6%
of clicks go to the
Featured snippet

19.6%
of clicks go to the
"natural" search
result right below
the Featured
snippet

Based on clickstream data from 100k random search queries with monthly search volume of >100 searches per month.

ahrefs

Источник: <https://ahrefs.com/blog/featured-snippets-study/>


Featured Snippets > Нулев результат в google



ТОП ЗАЯВКИ

Featured Snippets > Нулев результат в google





Recipe / Рецепти → 2.3%
Best / Най → 2.3%
VS / Срещу → 1.4%
Make / Направи → 1.3%
Definition / Дефиниция → 1.3%
Can / Мога → 1.2%
Windows / Прозорци → 1.1%
Get / Вземи → 1.0%
Number / Номер → 0.9%
Cost / Струва → 0.9%

Meaning / Значение → 0.8%
Price / Цена → 0.8%
Chicken / Пиле → 0.8%
iPhone → 0.7%
List / Списък → 0.7%
Much / Много → 0.7%
New / Нов → 0.7%
Phone / Телефон → 0.7%
Top / Топ → 0.6%
Salary / Заплата → 0.6%

Time / Време → 0.6%
Review / Отзив → 0.6%
Many / Много → 0.6%
Name / Име → 0.6%
Long / Дълъг → 0.5%
Code / Код → 0.5%
Schedule / Програма → 0.5%
Reviews / Ревюта → 0.5%
Change / Промяна → 0.5%
Size / Размер → 0.5%





VOICE SEARCH / КАКВО ОБЩО ИМА?

Featured Snippets > Нулев резултат в google

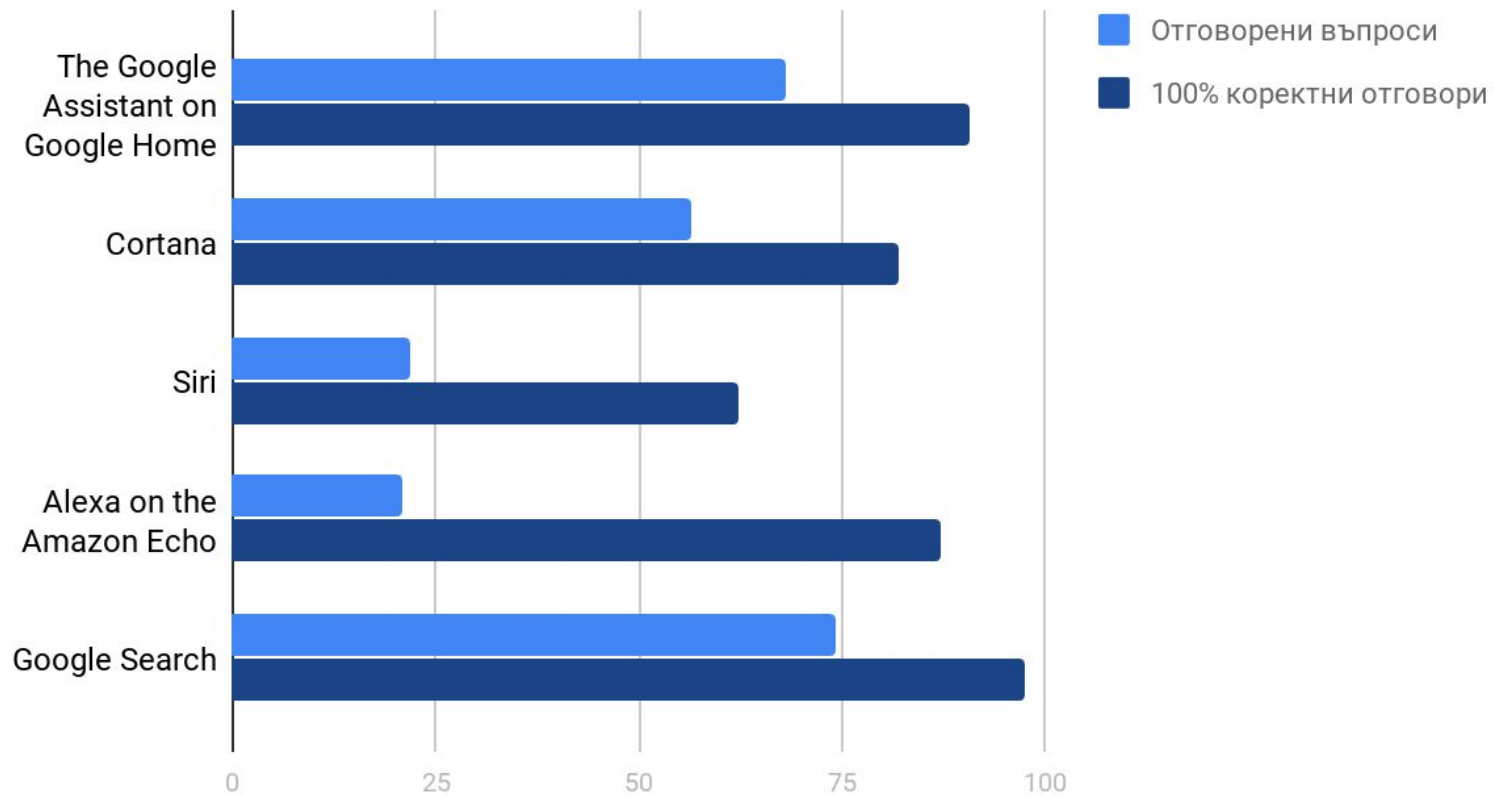




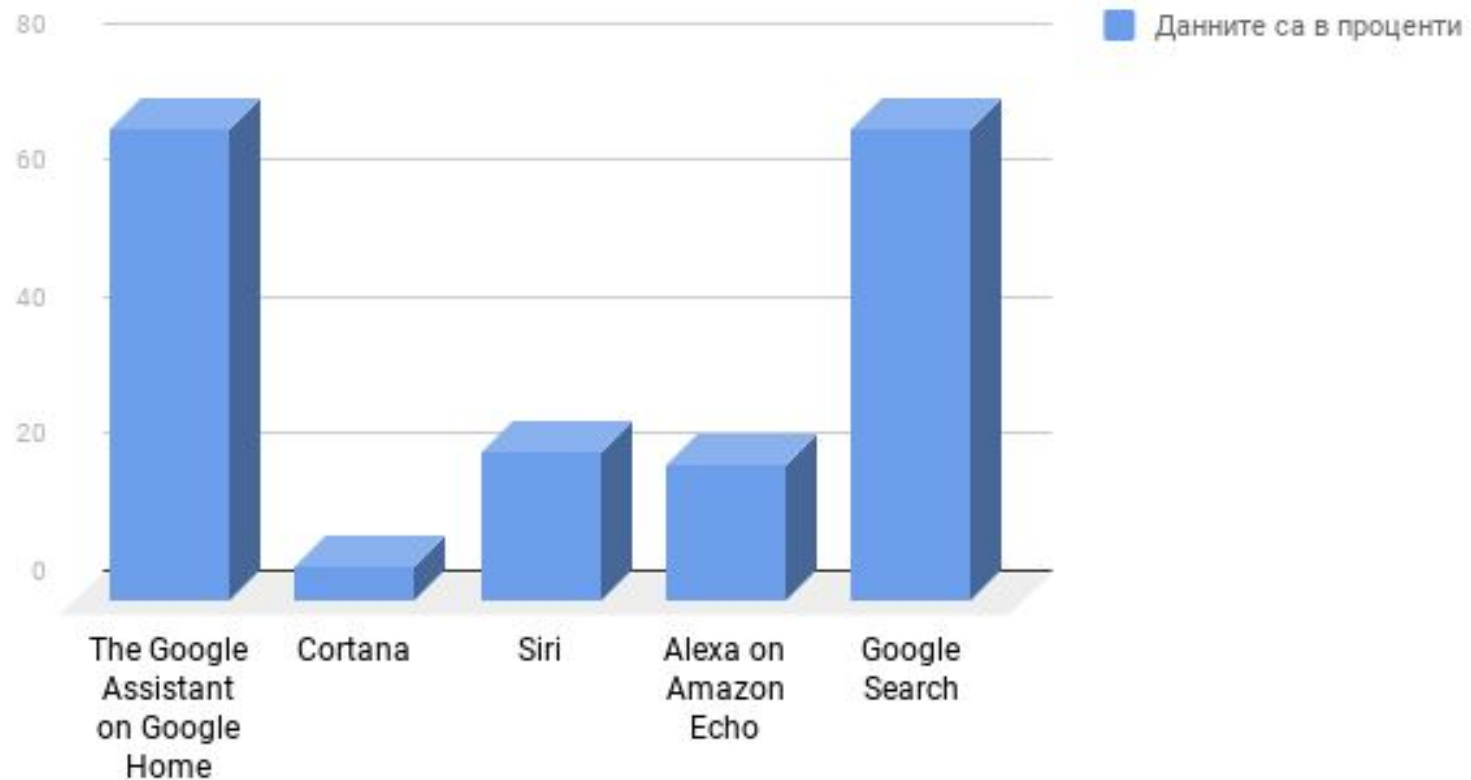
 Cortana



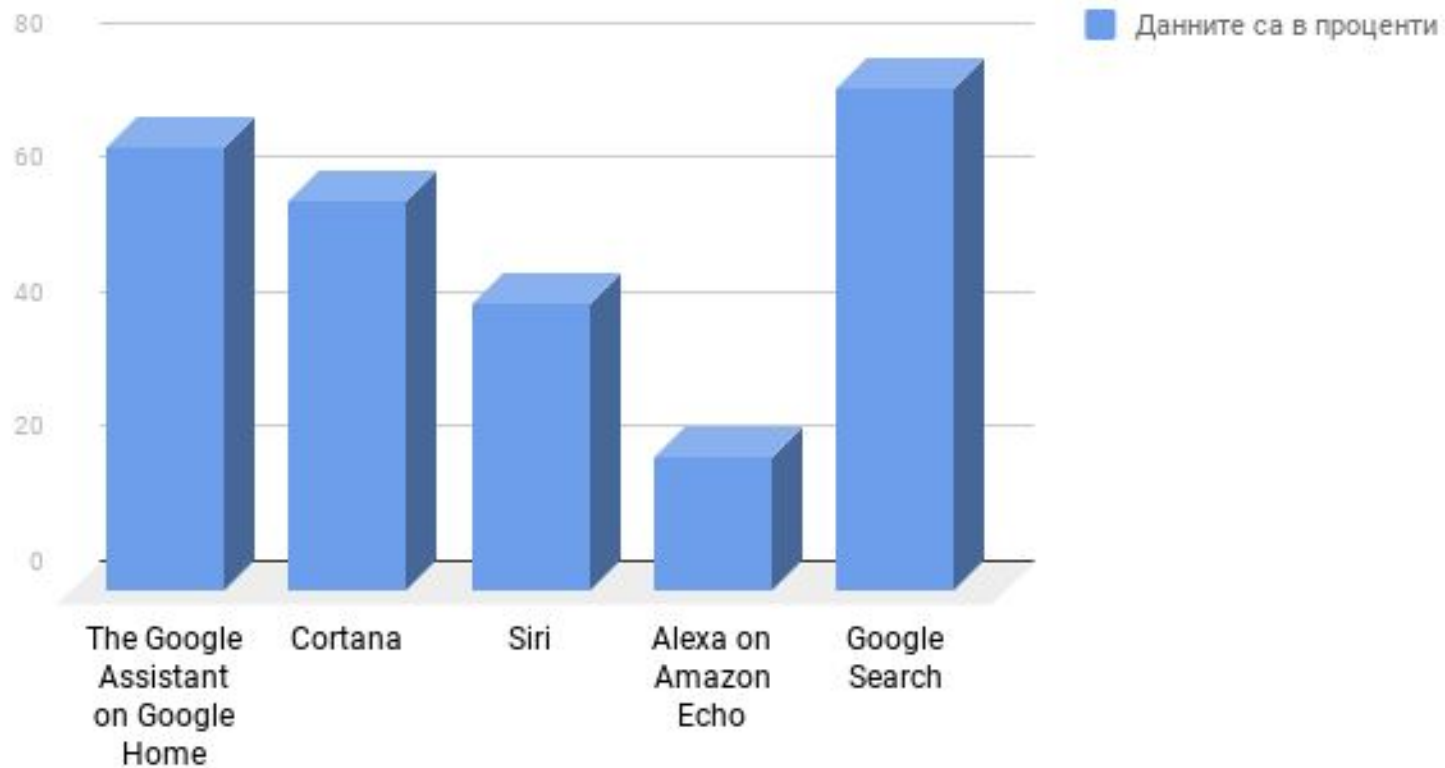
Асистенти за Voice Search или търсачка



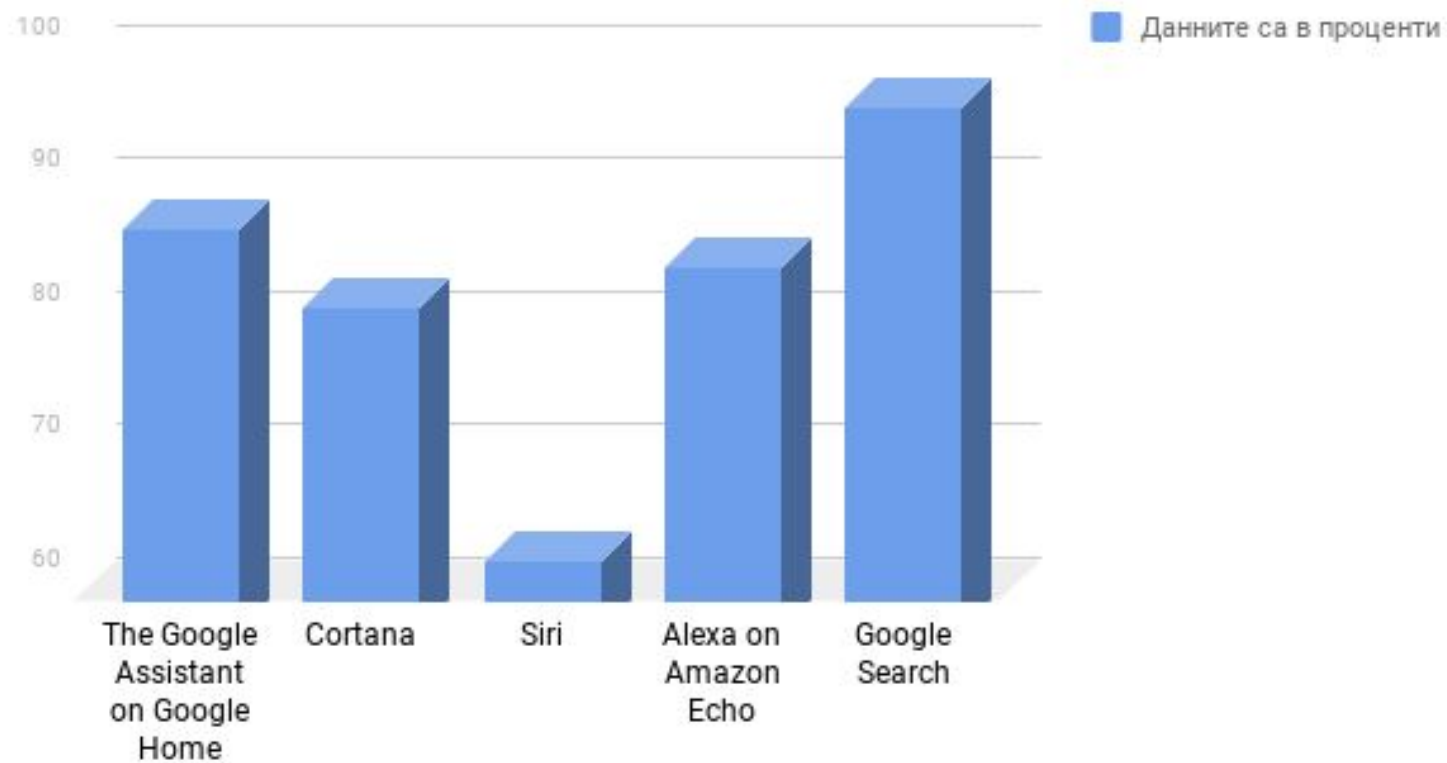
Отговори на въпроси / устно



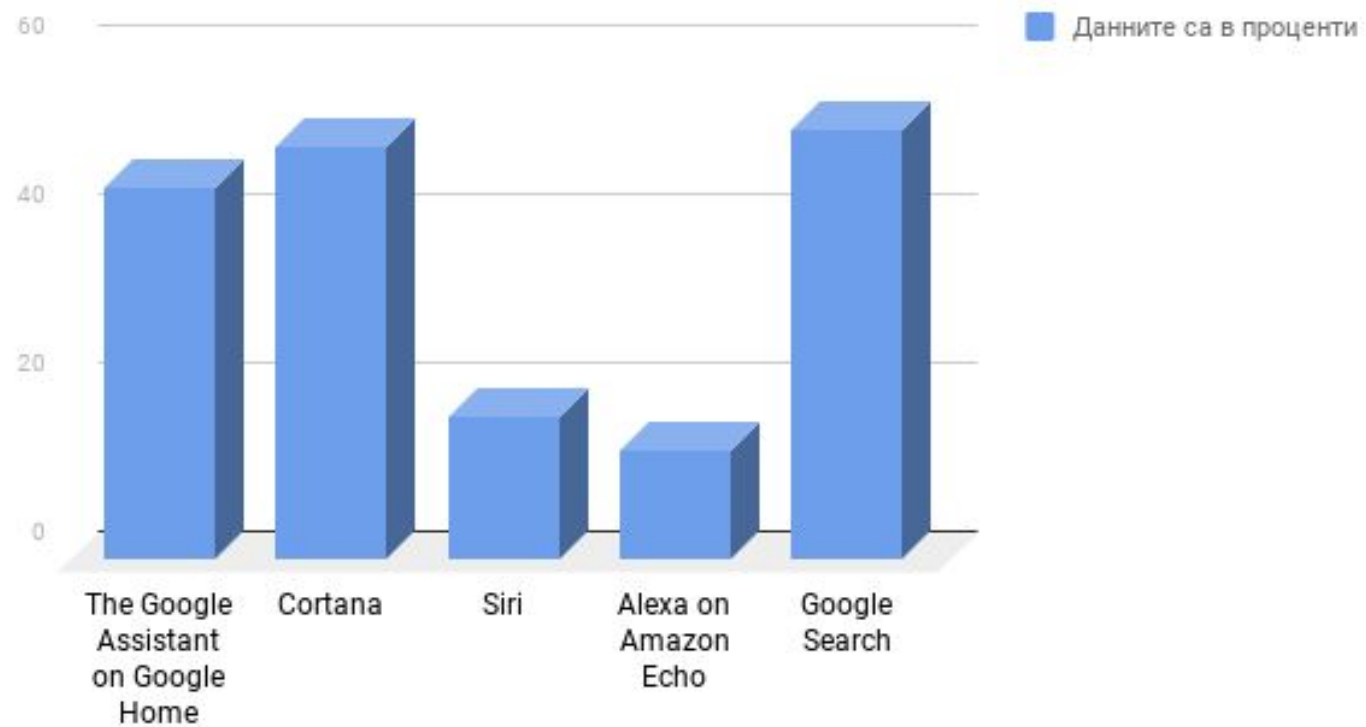
Опити за отговори



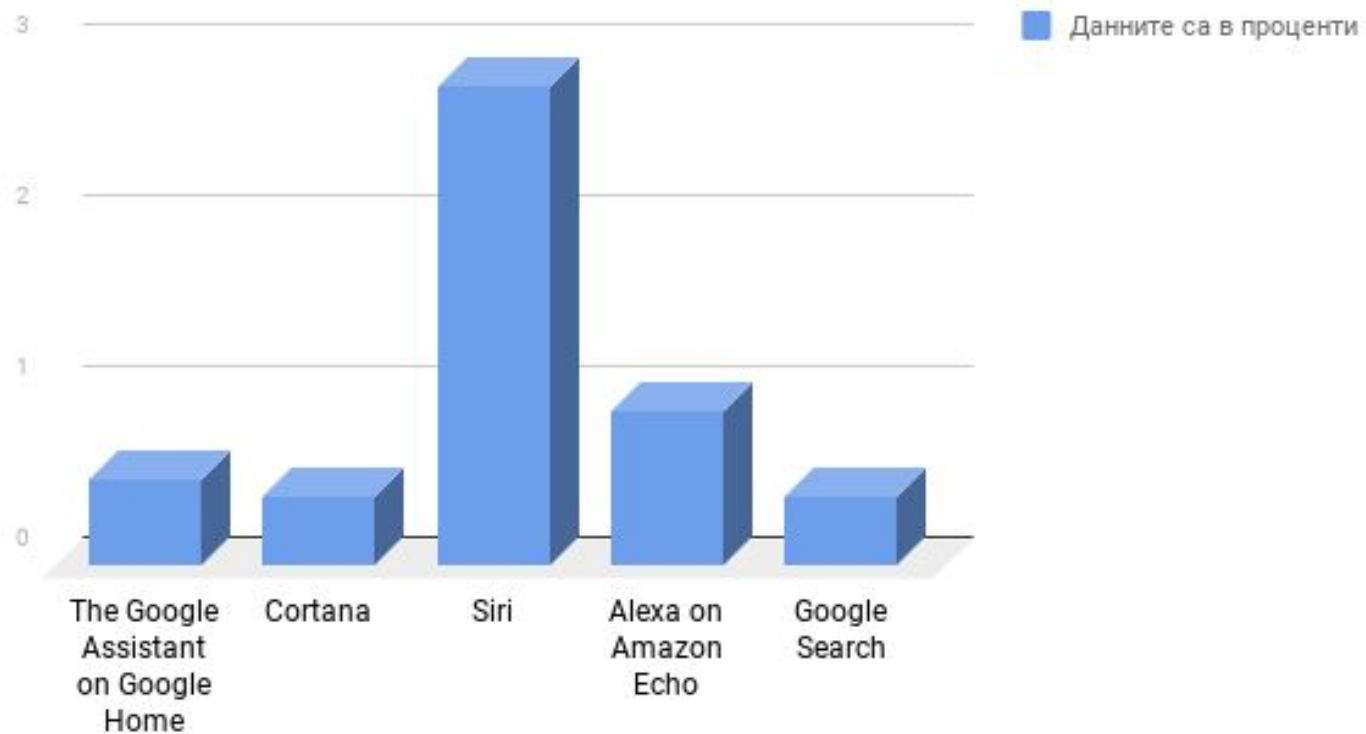
Коректни отговори



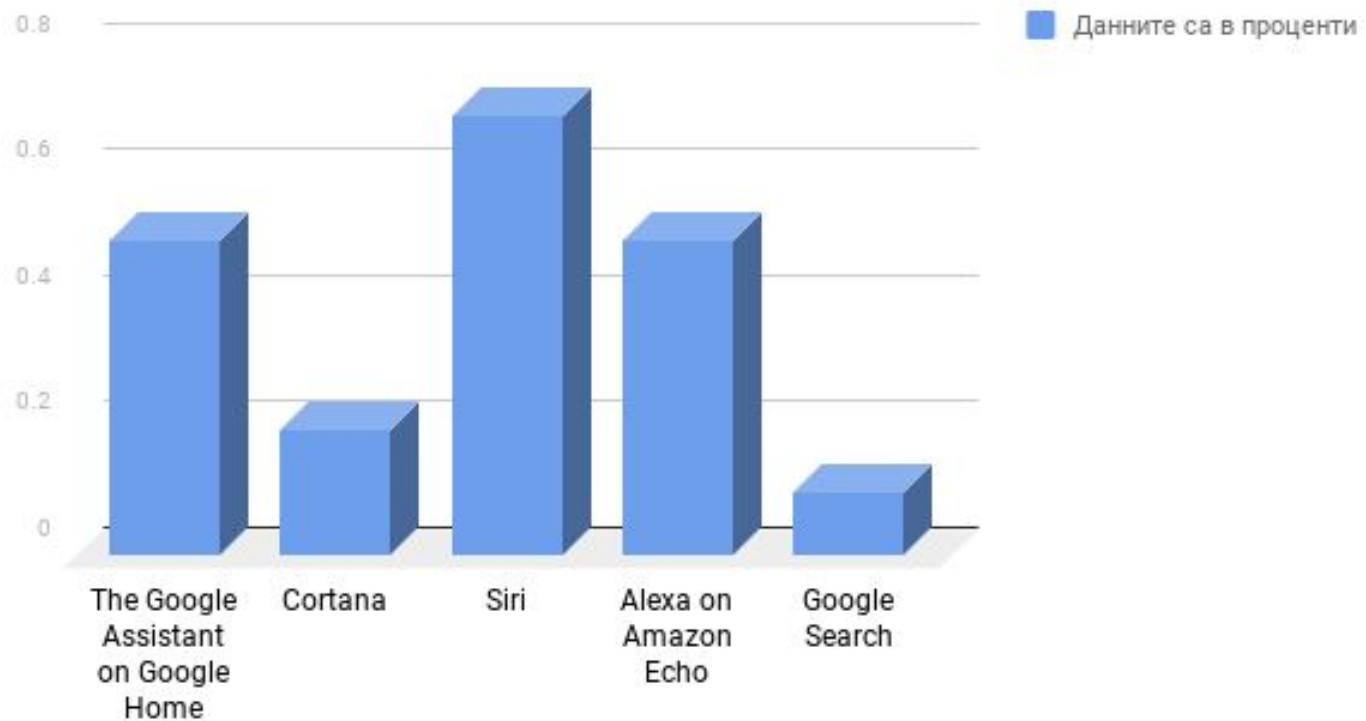
Брой Featured Snippets



Грешни отговори



Брой на шеги

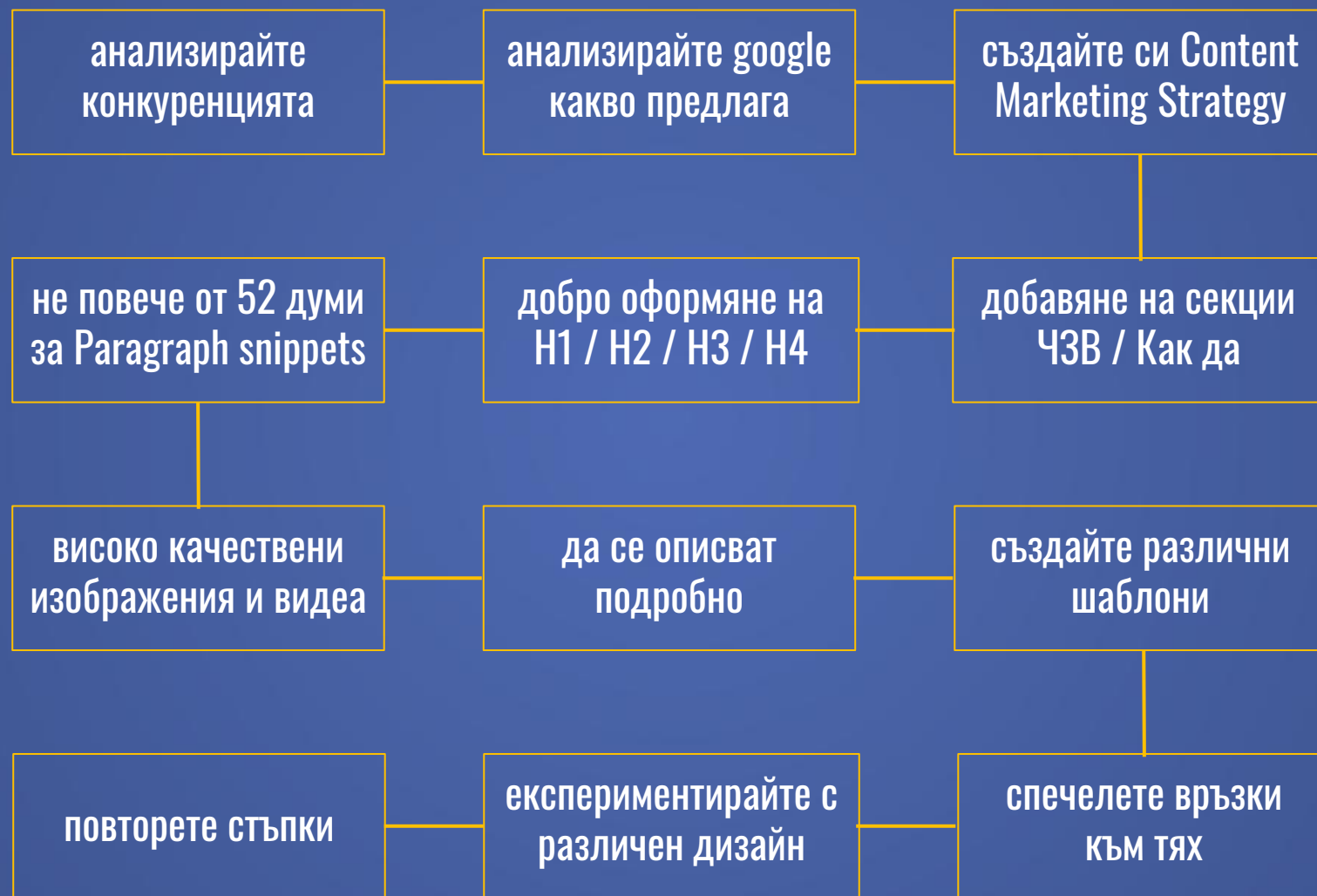




КАК ДА ВЛЕЗЕМ?

Featured Snippets > Нулев резултат в google







SCHEMA.ORG **ПОМАГА ЛИ?**

Featured Snippets > Нулев резултат в google





Bill Slawski 

@bill_slawski

Следване



Will Google start using Structured Data such as Data Tables and Schema Markup as sources for answers to questions? That is what a recently granted patent from Google appears to tell us.

 Преведи от английски



Answering Questions with Structured Data - Go Fish Digital

Only the Facts, Fast Back in 2005, The Official Google Blog published a post called, Just the Facts, Fast. Recently, Google has been showing single result answers to queries that has ca...
gofishdigital.com

16:22 ч. - 20.03.2018 г.


29 ретуита 47 харесвания



 29

 47





Някои въпроси от заявки в SERP на факти се обслужват добре от факти, които са изброени в структурирани данни, като например таблица с факти.

А някои таблици сервирани като *Featured Snippets* идват с помощ на маркиране чрез таблици на структурни данни.



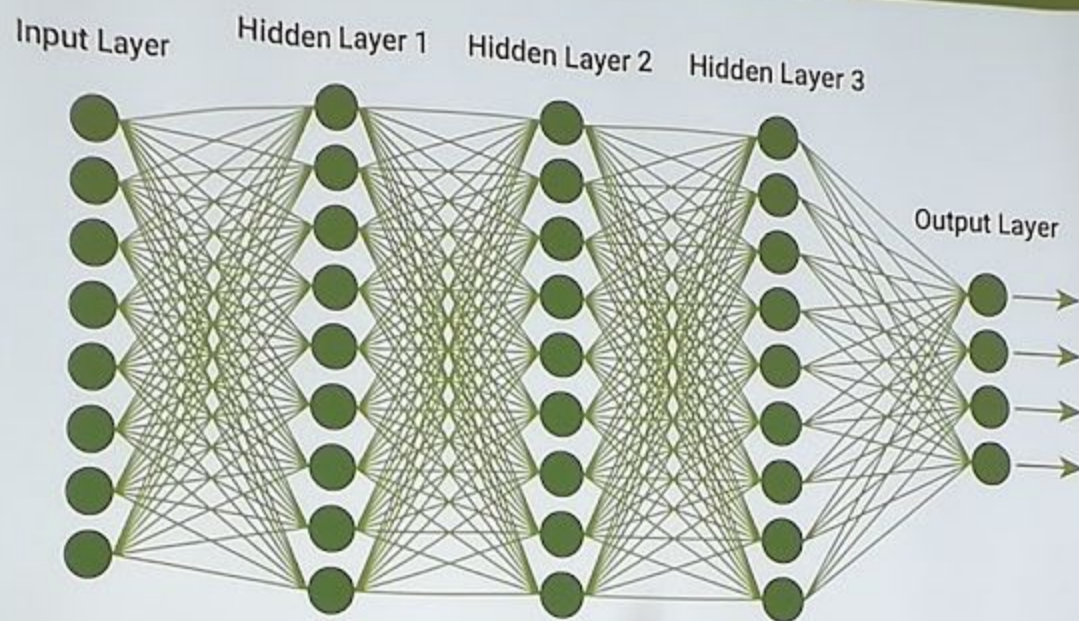


ARTIFICIAL INTELLIGENCE {AI}

Featured Snippets > Нулев результат в google



Now, Want to Try This One?



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Eric Enge / @stonetemple



ИЗТОЧНИК: <https://www.stonetemple.com/featured-snippets-new-Insights-new-opportunities/>

Featured Snippets > Нулев результат в google



They Look Something Like This

$$h_{\Theta}(\chi) \in \mathbb{R}^K \quad (h_{\Theta}(\chi))_i = i^{\text{th}} \text{ output}$$
$$J(\Theta) = -\frac{1}{m} \left[\sum_{i=1}^m \sum_{\kappa=1}^K y_{\kappa}^{(i)} \log(h_{\Theta}(\chi^{(i)}))_{\kappa} + (1 - y_{\kappa}^{(i)}) \log(1 - (h_{\Theta}(\chi^{(i)}))_{\kappa}) \right]$$
$$+ \frac{\lambda}{2m} \sum_{l=1}^{L-1} \sum_{i=1}^{\delta_l} \sum_{j=1}^{\delta_{l+1}} (\Theta_{ji}^{(l)})^2$$

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Eric Enge / @stonetemple



Источник: <https://www.stonetemple.com/featured-snippets-new-Insights-new-opportunities/>

Featured Snippets > Нулев результат в google



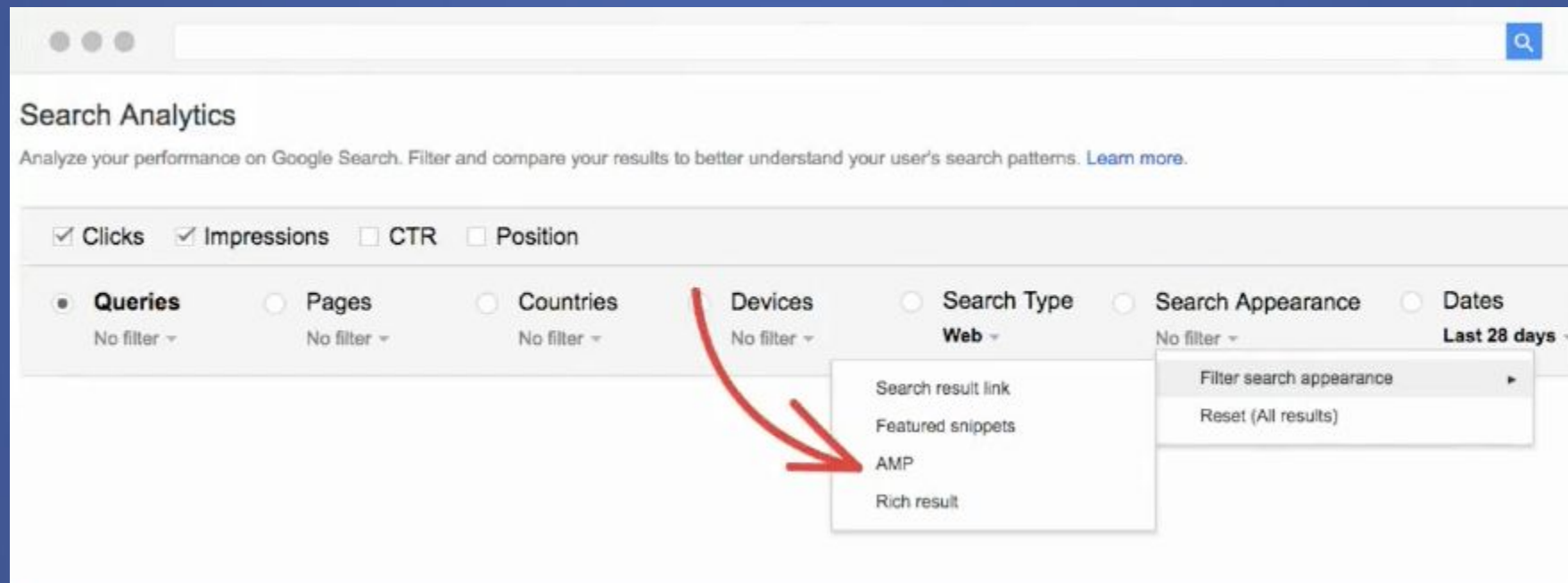


ИНСТРУМЕНТИ ЗА ТЕСТ

Featured Snippets > Нулев резултат в google



GSC?



Источник: <https://www.seroundtable.com/google-featured-snippets-search-analytics-filter-gone-23821.html>

Featured Snippets > Нулев результат в google



SERPSTAT

Keyword Selection / Keyword Selection

Keywords

US 92.6K | Google UK 5.1K | Google AU 4.4K | Google CA 2.2K | Google ZA 646 | Google DE 571 | Google FR 327 | Google KZ 264 | Google Other 336

Filter: Special elements in SERP Includes Knowledge Graph

Apply filter Remove All Select or Save Filtering: Enter filter name Save filter

#	Keyword	Keyword difficulty	Volume Google	Volume (last month)	Cost, \$	Competition in PPC	Results	Social domains
1	apples crisp	18.54	110 000	49 500	0.27	14	33.4M	w @
2	benefits of apple cider vinegar	32.74	49 500	49 500	0.12	19	10.2M	@ w @
3	apple id login	35.84	49 500	49 500	3.60	0	10.3M	w @
4	apple tv apps	41.51	40 500	40 500	0.32	21	17.8M	w
5	apple carplay	27.49	27 100	27 100	0.53	79	7.2M	w @
6	dutch apple pie	16.14	22 200	22 200	0.25	3	1.5M	f w @
7	apple calories	11.82	22 200	22 200	2.63	0	29.7M	@
8	apple stocks	76.52	22 200	22 200	4.83	1	42.2M	w @
9	apples calories	16.05	22 200	18 100	1.75	1	37.2M	w
10	calories in apple	7.16	14 800	14 800	0.85	1	30.8M	w

Featured Snippets > Нулев результат в google



SEMRUSH



Featured Snippets > Нулев результат в google



AHREFS

Organic Keywords ⁱ

Position ▾ Volume ▾ KD ▾ CPC ▾ Traffic ▾ Number of words ▾ SERP features: 1 X Search in results

🇺🇸 96 🇬🇧 13 🇦🇺 9 🇵🇭 6 More ▾ 96 results

Keyword		Volume ⁱ	KD ⁱ	CPC ⁱ	Traffic [↓] ⁱ	Position ⁱ
...	3	150	0	7.00	3.4	3
...	3	80	33	—	0.20	20
...	3	300	0	2.50	0.15	20
...	4	300	12	—	0.04	29 ↑45
...	4	10	13	—	0.04	19 ↑9
...	2	20	2	5.00	0.03	23
...	5	60	26	—	0.02	29 ↑8
...	5	70	11	4.50	0.02	30
...	2	30	0	—	0.01	30 ↓1
...	3	10	1	—	0.01	25
...	5	60	12	—	0.01	33 ↑2
...	2	100	1	—	0.01	36
...	3	20	12	2.00	0.00	30 ↑37

Featured Snippets > Нулев резултат в google

<https://goo.gl/1BfEbA>
1 000 Featured Snippets





Api.ai / Dialogflow

Voice Search

Featured Snippets > Нулев результат в google



READ TELL MORE

Book a flight
from Los Angeles
to Hawaii for less
than \$300

You got it!

```
...a9f2-9c88f05572e...
{id": "4f932df9-50...
timestamp": "2017-05-2612...88Z...
lang": "en",
result": {
source": "agent",
action": "flight.book", "parameters": {"geo-city": "Los Angeles",
geo-state-us": "Hawaii", "price": {"amount": 300, "currency": "USD"},
contexts": [{"name": "flightbook", "parameters": {
geo-state-us.original": "Hawaii",
price": {
amount": 300,
currency": "USD"
},
geo-city": "Los Angeles",
price.original": "$300",
geo-state-us": "Hawaii",
```

Гласови команди

JSON-LD

65% от мобилните
търсения през 2021
година ще бъдат през
Voice Search

Автоматични
отговори

Анализ на въпросите
чрез CMS / LSI



ADD JSON-LD

```
{
  "id": "17a362d9-3d06-4bee-ba3e-0d072a4dfc57",
  "timestamp": "2017-11-29T14:58:00.622Z",
  "lang": "en",
  "result": {
    "source": "agent",
    "resolvedQuery": "what is the cost of SEO",
    "action": "url",
    "actionIncomplete": false,
    "parameters": {
      "OpenSerpact": "https://serpact.com"
    },
    "contexts": [],
    "metadata": {
      "intentId": "3a277849-dcee-4edf-ac30-edcfe977f286",
      "webhookUsed": "false",
      "webhookForSlotFillingUsed": "false",
      "intentName": "what is the cost of SEO?"
    },
    "fulfillment": {
      "speech": "Between 200$ and 1000$",
      "messages": [
```

```
    {
      "type": 0,
      "speech": "Between 200$ and 1000$"
    }
  ],
  "score": 1
},
"status": {
  "code": 200,
  "errorType": "success",
  "webhookTimedOut": false
},
"sessionId": "c19c41f9-97bd-49ba-9311-203717431004"
}
```

Dialogflow / ПОЛЕЗНО

<https://goo.gl/PhgpF7>
Dialogflow





ВЪПРОСИ.

БЛАГОДАРЯ ВИ!



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