

Effective
FS {Featured Snippets}
in the
VS {Voice Search}
era

About Serpact

- More than 80 international certificates
- Over 40 lectures in Bulgaria
- More than 15 lectures abroad
- Over 15 years of professional experience
- More than 20 interviews for Bulgarian and international medias
- The only Bulgarian SEO agency with a presentation at a Google event
- Officially accredited by Stone Temple



European Search Awards winner

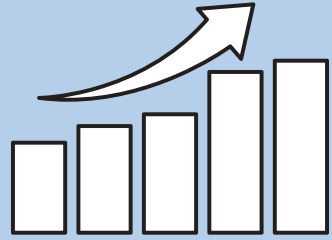


Why are Featured Snippets important?

FS {Featured Snippets}

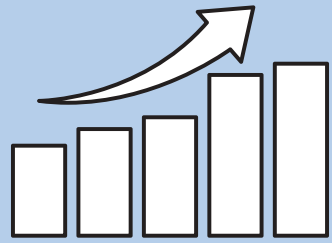


Why are Featured Snippets important?

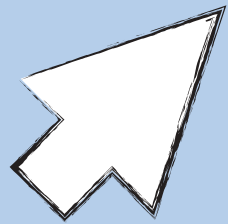


More traffic

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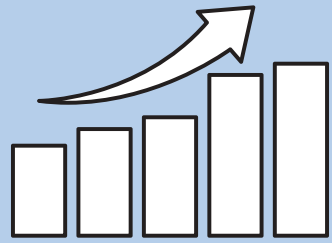


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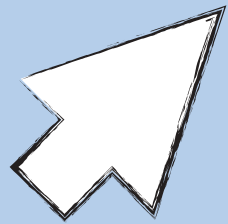


CTR improvement

Why are Featured Snippets important?



More traffic

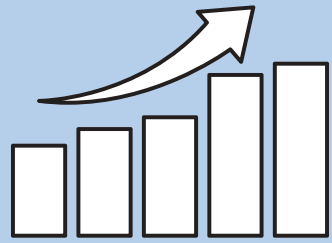


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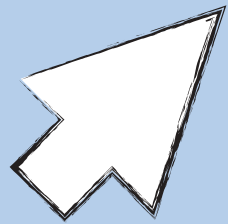


More opportunities for sales and income

Why are Featured Snippets important?



More traffic



CTR improvement



More opportunities for sales and income



They are used for VS {Voice Search}

Types of Featured Snippets

There are 3 types that we are going to review



Types of Featured Snippets

Paragraph
FS {Featured Snippets}

The screenshot shows a Google search for "how to download 1xbet mobile". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for "All", "Videos", "News", "Images", and "More". The search results show "About 2,990,000 results (0.51 seconds)".

The featured snippet is titled "Download and install 1xbet app on Android". The text reads: "Just follow the instructions listed below: Step 1: First of all, you need to visit the 1xbet website at 1xbet.com/en/mobile/ for downloading the application. Step 2: Once you have downloaded the application (.apk file), tap on the android button to install the app. 31 Aug 2017". To the right of the text is a small image of a smartphone displaying the 1xbet app interface.

Below the featured snippet is a link: "1xbet Mobile App - Download and Install for Android & iOS (2019)" with the URL "https://efirbet.com > 1xbet-mobile-app".

At the bottom right of the featured snippet area are links for "About Featured Snippets" and "Feedback".

Below the featured snippet is a "People also ask" section with four questions, each with a dropdown arrow on the right:

- How do I download 1xbet app?
- How do I download 1xbet on my Iphone?
- How do I get a 1xbet promo code?
- Which country owns 1xbet?

At the bottom right of the "People also ask" section is a "Feedback" link.

Types of Featured Snippets

List FS {Featured Snippets}

Google search for "how to install titanbet app". The featured snippet provides a list of steps for installing the app on iOS devices. Below the snippet, there are links to more items and a link to the Titanbet app page. At the bottom, there is a list of related questions with expandable answers.

Google

how to install titanbet app

All Videos News Images More Settings Tools

About 208,000 results (0.40 seconds)

How to download and install Titanbet app for iOS (iPhone and iPad devices)

1. Step 1: Go to your device's browser and search for **Titanbet's** website.
2. Step 2: On the website, create a **Titanbet** account. ...
3. Step 3: After logging in, go to your **App** Store and type "**Titanbet app**" on the search box.

More items... • 7 Feb 2018

[Download & Install Titanbet App for your Android or iOS device \(2...\)](https://efirbet.com/titanbet-mobile-app)
[https://efirbet.com > titanbet-mobile-app](https://efirbet.com/titanbet-mobile-app)

About Featured Snippets Feedback

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★★★★★ Rating: 4.1 - Review by Maria Kostadinova

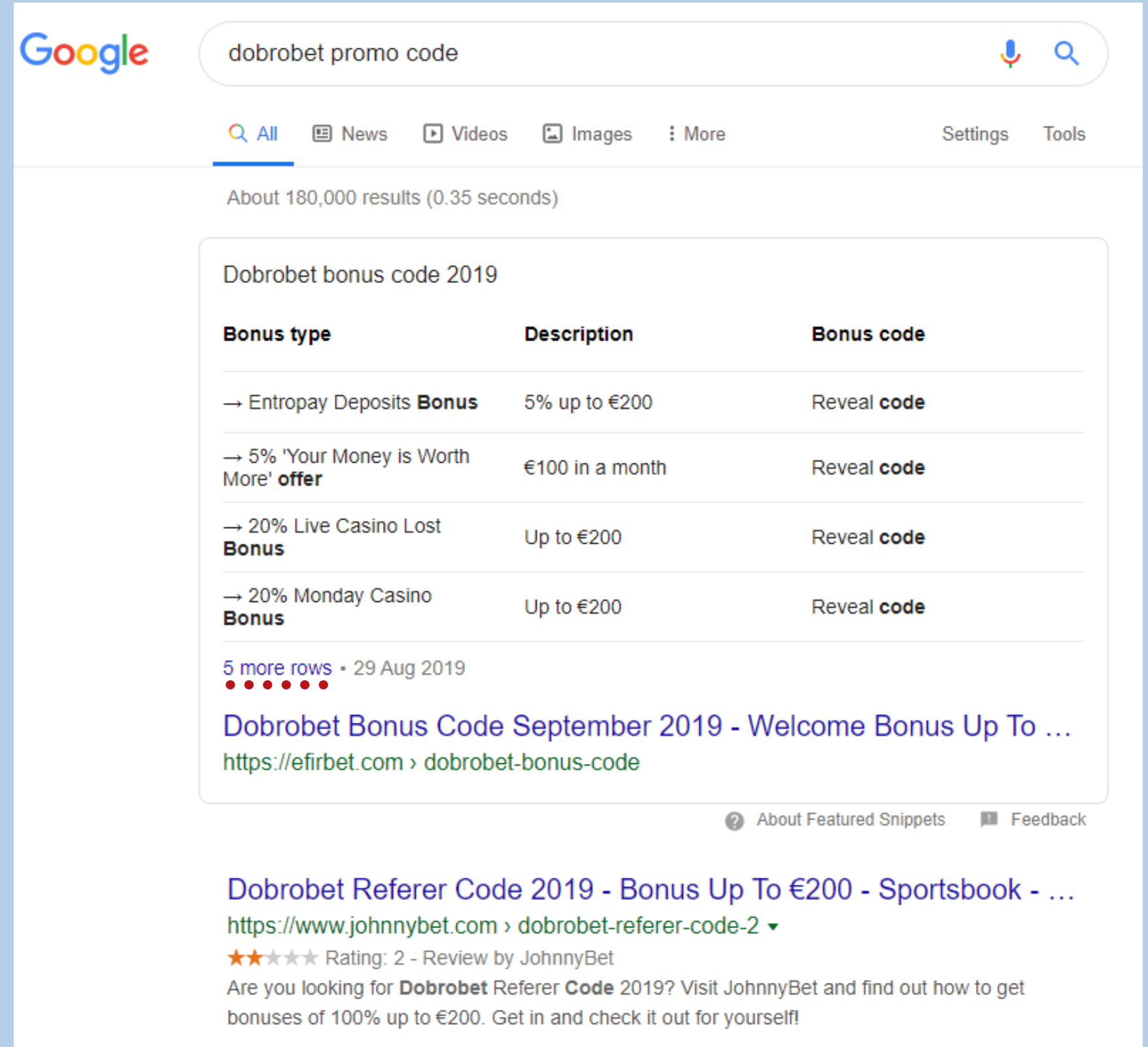
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- What is the difference between Titanbet iOS and Titanbet Android?
- Is it possible for me to download an app on my Blackberry device?
- I have a mobile phone with Windows OS. Is it possible for me to download the app?

Show more

Types of Featured Snippets

Table FS {Featured Snippets}



Google dobrobet promo code

About 180,000 results (0.35 seconds)

Dobrobet bonus code 2019

Bonus type	Description	Bonus code
→ Entropay Deposits Bonus	5% up to €200	Reveal code
→ 5% 'Your Money is Worth More' offer	€100 in a month	Reveal code
→ 20% Live Casino Lost Bonus	Up to €200	Reveal code
→ 20% Monday Casino Bonus	Up to €200	Reveal code

5 more rows • 29 Aug 2019

[Dobrobet Bonus Code September 2019 - Welcome Bonus Up To ...](https://efirbet.com/dobrobet-bonus-code)
[https://efirbet.com > dobrobet-bonus-code](https://efirbet.com/dobrobet-bonus-code)

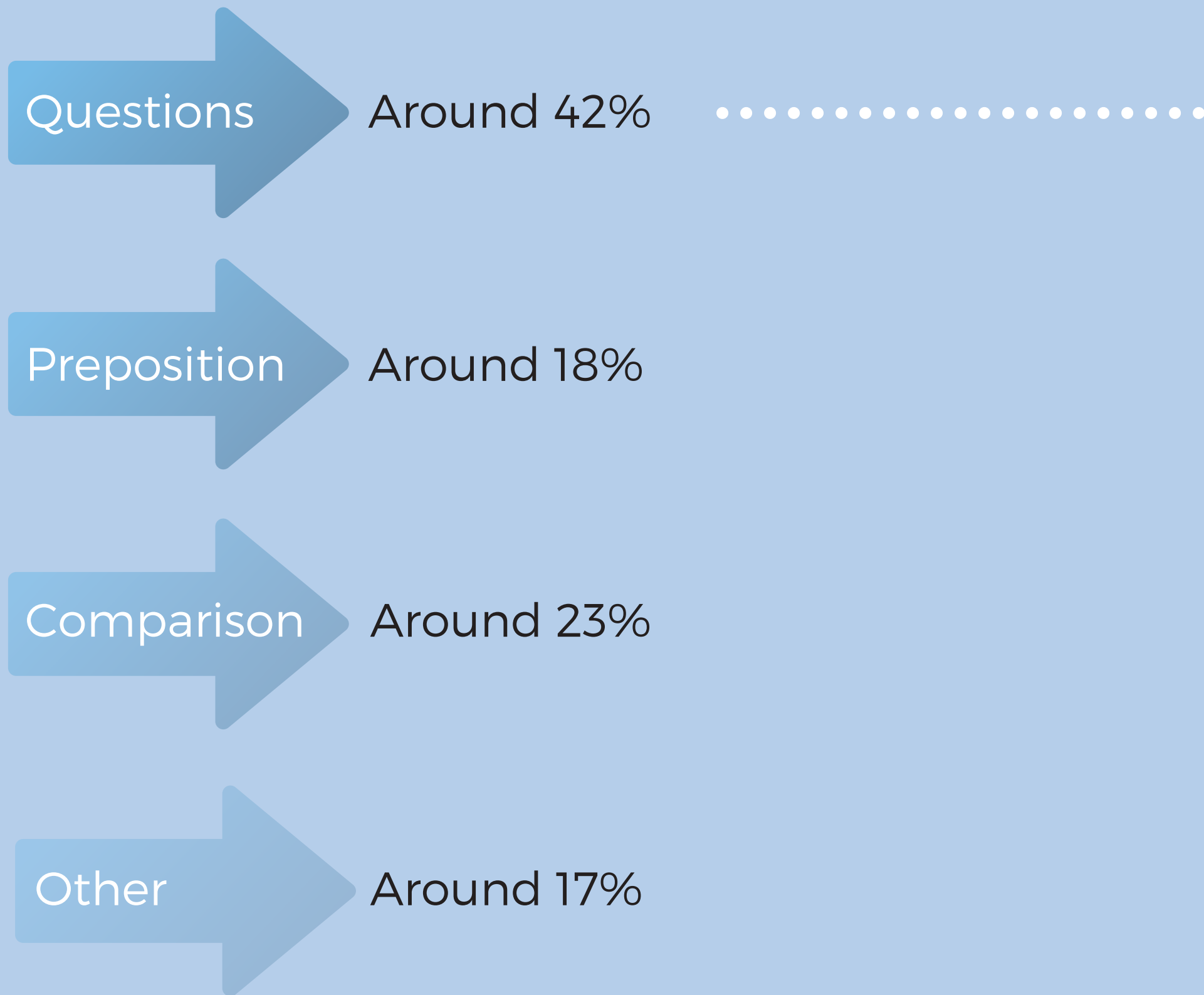
[About Featured Snippets](#) [Feedback](#)

[Dobrobet Referrer Code 2019 - Bonus Up To €200 - Sportsbook - ...](#)
[https://www.johnnybet.com > dobrobet-referrer-code-2](https://www.johnnybet.com/dobrobet-referrer-code-2)
★★★★★ Rating: 2 - Review by JohnnyBet
Are you looking for **Dobrobet Referrer Code** 2019? Visit JohnnyBet and find out how to get bonuses of 100% up to €200. Get in and check it out for yourself!

Featured Snippets Statistics



What keywords fall into the category of FS



Questions FS

Questions Snippets

• **"How to"**
• are wonderful phrases for FS

Questions	TABLE	LIST	PARAGRAPH
How	1.02%	52.20%	44.75%
Why	0.01%	0.39%	99.47%
Will	0.62%	0.48%	98.88%

• **%**

• 40% of the questions have FS

Preposition Snippets

• **"Preposition"**
• are wonderful options for list optimization

Prepositions	TABLE	LIST	PARAGRAPH
For	6.77%	45.55%	47.47%
Like	1.31%	34.41%	64.06%
To	4.14%	44.22%	50.97%



• comprehensive and universal

Comparison FS

Comparison Snippets

• **"Comparison"**
• provides opportunity for realizations

Comparison	TABLE	LIST	PARAGRAPH
Compare	6.70%	21.47%	71.57%
Pricing	19.45%	2.83%	77.68%
Price	37.93%	4.11%	57.87%
Comparing	10.53%	23.68%	65.79%

• **\$**

• grater chance for conversions

How to win a FS?

Building a good strategy is the basis of a successful campaign



SERP analysis

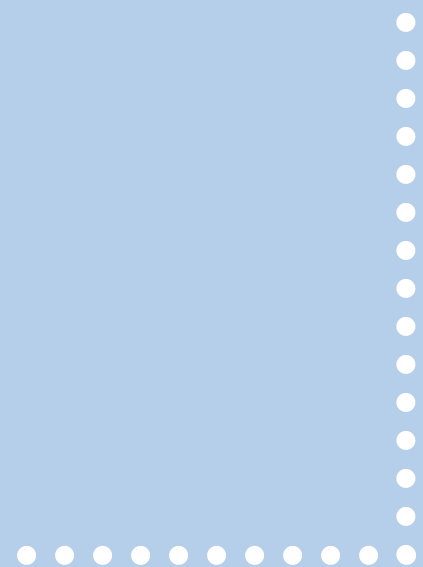
Analyze
SERP

.....

- - KWR with long tail filtration
- - Grouping all long tail phrases
- - Mark all which are suitable for FS

.....

- - Mark all phrases that contain FS
- - Mark all other phrases which still don't have FS
- - Check manually if that's so or by using SemRush and Ahrefs



SERP analysis

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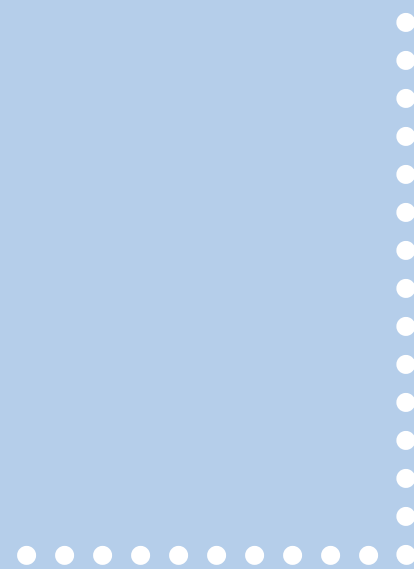
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- - Create a list for each group of FS for what type of content helps for winning a FS, like Heading Tags, phrases, paragraphs, synonymous, homonyms, co occurrence phrases..

Create a plan / strategy

Adequate and
realistic

- - Do not focus on the most complex phrases with a high KD
 - - At the beginning, avoid big competitors and brands
 - - Assess your capabilities
-
- - Create a realistic plan after completing the above mentioned filtration
 - - Follow it strictly, it wont happen easily
 - - Use frequent, smaller tasks

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 - - Use high quality images +1200px
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- Change the responsible person for each task on every 3 months
- Use the most creative people in your team
- Be a detective, every detail matters

Advises from experts - Eric Enge / 1

Eric Enge

<http://serp.ac/2>

- There is a lot of information about it on the internet. But
- unfortunately a large part of it is untrue as it's based on the
- emotional beliefs of the people about how featured
- snippets should work. The short answer is there is a way to
- increase the chances for your website to be shown as a
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The first thing you should do is to find the most common questions about your business and your activity.

It's about informational questions. (With the purpose of finding information, not navigation or order/buy). You won't get a featured snippet in a commercial search. You should focus on an informational search.

Advises from experts - Eric Enge / 2

Eric Enge

<http://serp.ac/2>

.....
• Then you should ask yourself the question what is the right way to create your content. Make content that is based not only on one question but on other questions related to it.
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• Answer a direct question but also answer the question coming after it. This is the best content as it has the highest chance to be ranked as a featured snippet.
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FAQ pages can be ranked as featured snippets, the long answer is – this rarely happens. We have analyzed more than 1.5 million results in Google. A total of 400 000 from them were featured snippets. FAQ pages were few.

What else?

For
advanced

- - Use **PAA** {People Also Ask}
- - Use **PAS** {People Also Search}
- - Use **Suggest**
- - Use **QA** {Question Answer} models

- **NLP:** uses machine learning in order to analyse the structure and the meaning of the text. You can gather information about people, places and events. NLP allows you to analyse the text and also to integrate it

One trick

A gift from Serpact

- Check in Google the phrase for FS
- For example you get the following result: www.site-1.com with FS
- Add in the search field after the phrase -www.site-1.com- This result will disappear and the next one will show up which deserves to win FS
- You can add as many websites as FS there are, in order to estimate your chances and see where you are on that list...

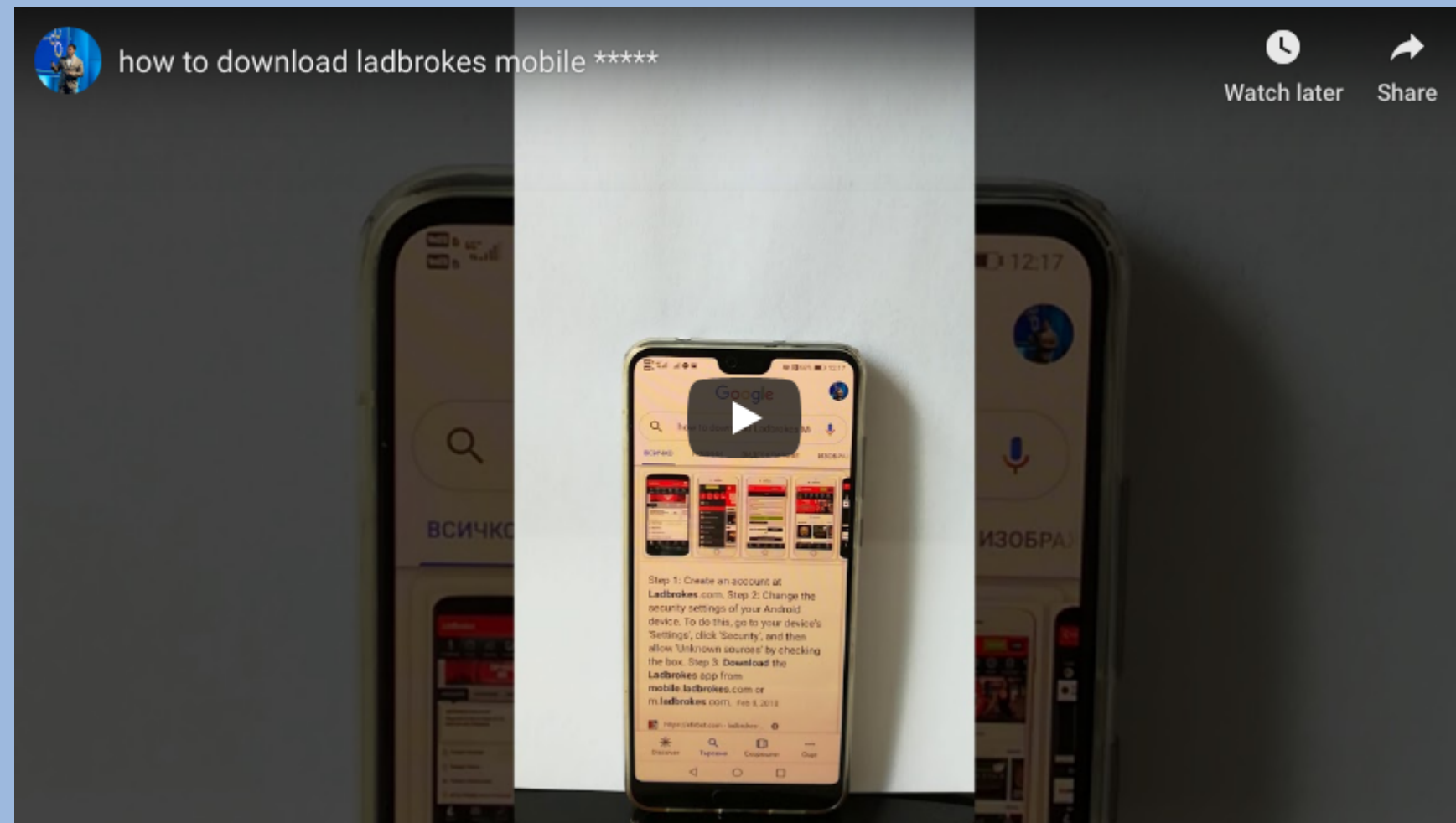
What's the effect of FS with VS

VS {Voice Search} with FS {Featured Snippets} result = VSFS result



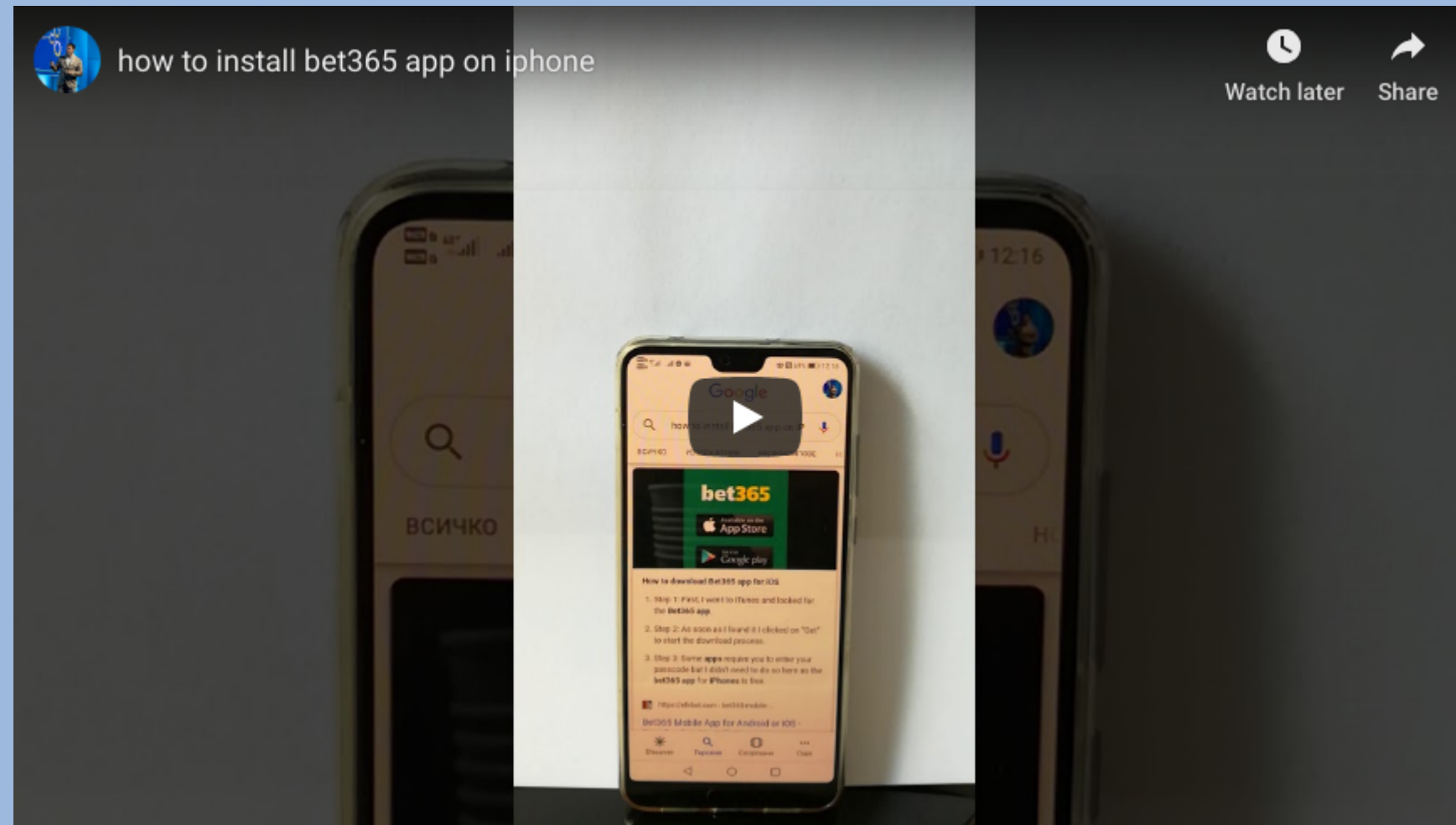
VSFS result

How to download ladbrokes mobile app



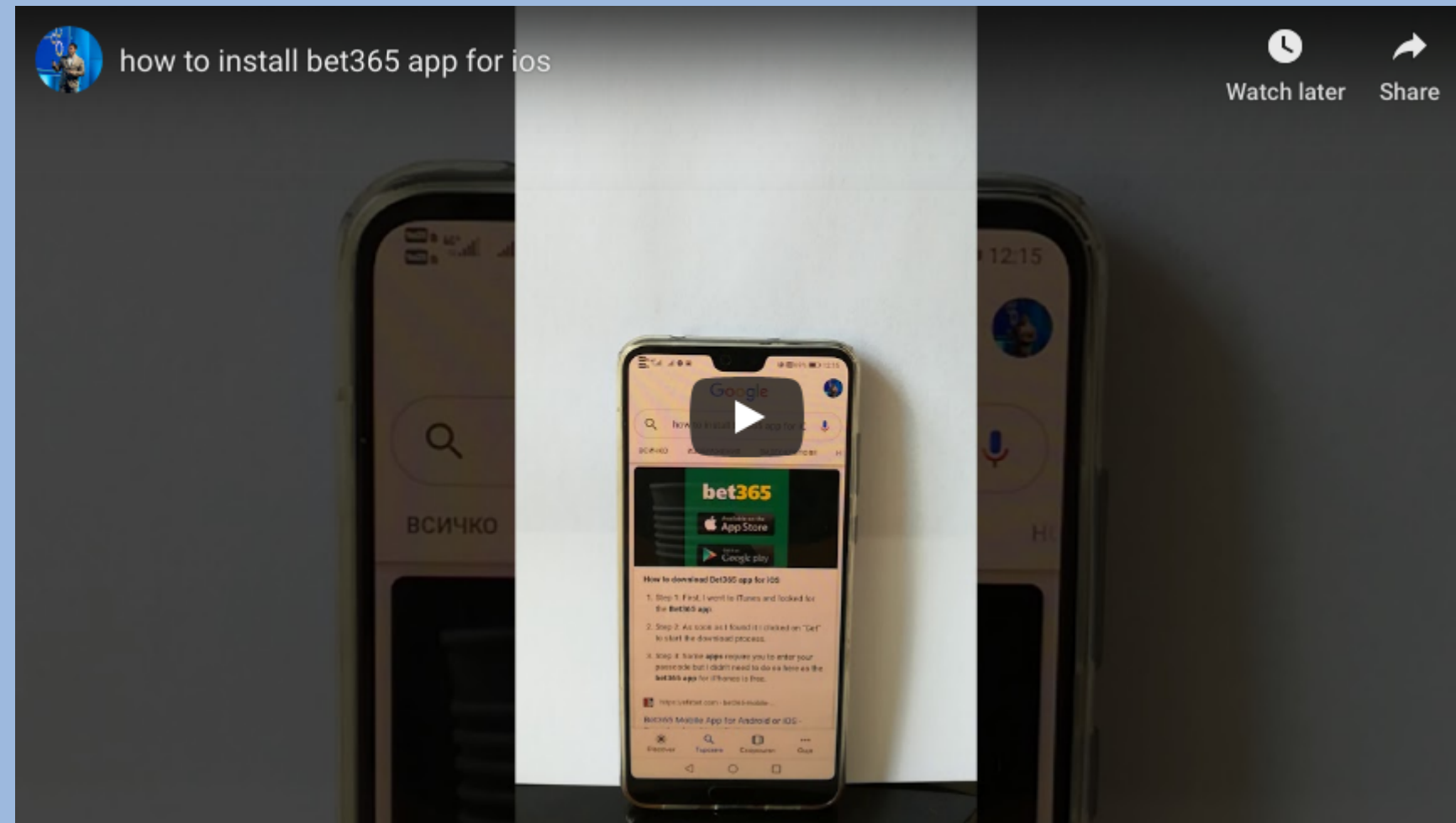
VSFS result

How to install bet365 app on iphone



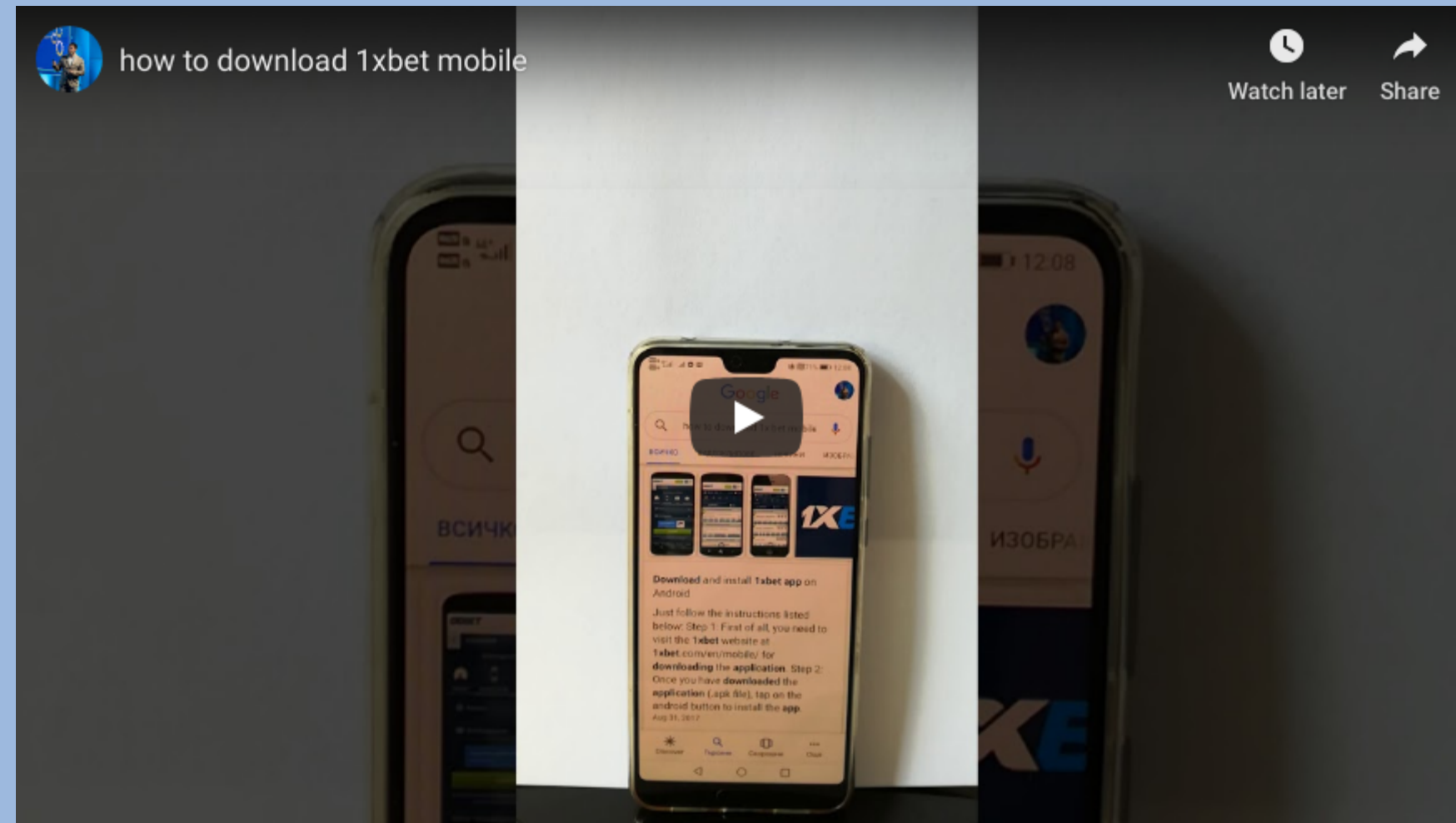
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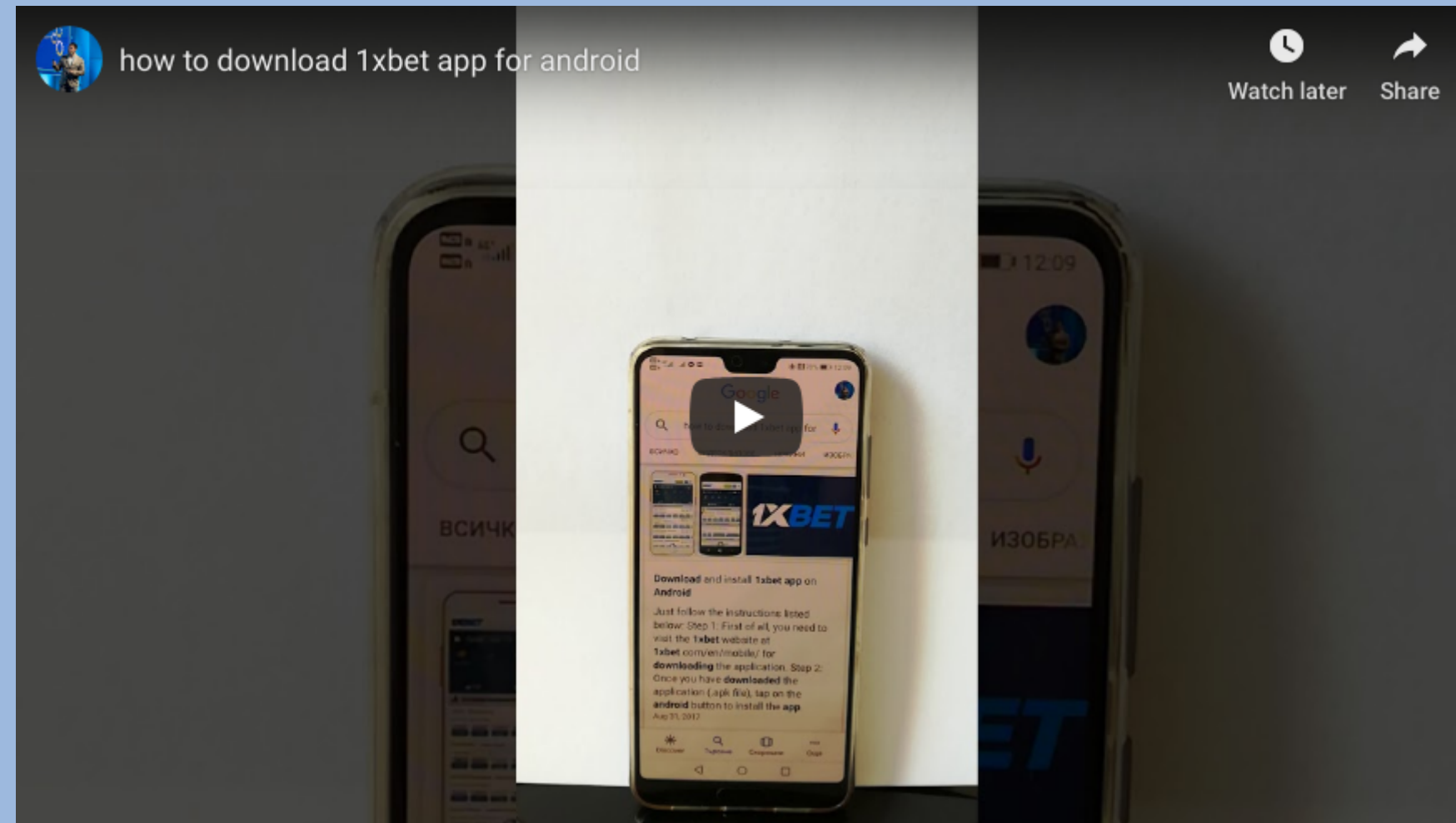
VSFS result

How to download 1xbet mobile



VSFS result

How to download 1xbet app for android



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