

←

1/44

→

3:14:40

Snippets

[plain, featured, 'rich']

• •

Snippets in Google Search

In 1998, Google introduced *Snippet*, a short description of, or excerpt from, a website which appears in Google search results. Snippets are created automatically based on the site's content and the query terms

key query terms are highlighted:

number

x-

y-intercepts

quadratic

functions

notice that

have and **may** are also in bold

The screenshot shows a Google search results page. The search bar contains the query: "what is the number of x- and y-intercepts that quadratic functions may have". The results are filtered for the "Web" category and show 1 - 10 of about 38,000 results.

The first result is a snippet from a page titled "Pre-Calculus Advanced >> Quadratic Functions >> Intercepts, Zeroes ...". The snippet includes the text: "A quadratic function will have at most two x-intercepts. ... Notice that this corresponds to the number of solutions a quadratic equation can have (2, 1 or 0). ... As with y-intercepts, it may sometimes be difficult to read the ...". Below the snippet is the URL: www.wsd1.org/waec/math/Pre-Calculus%20Advanced/Quadratic%20Functions/Intercepts/interintro.htm and the file size: 9k. There are links for "Cached" and "Similar pages".

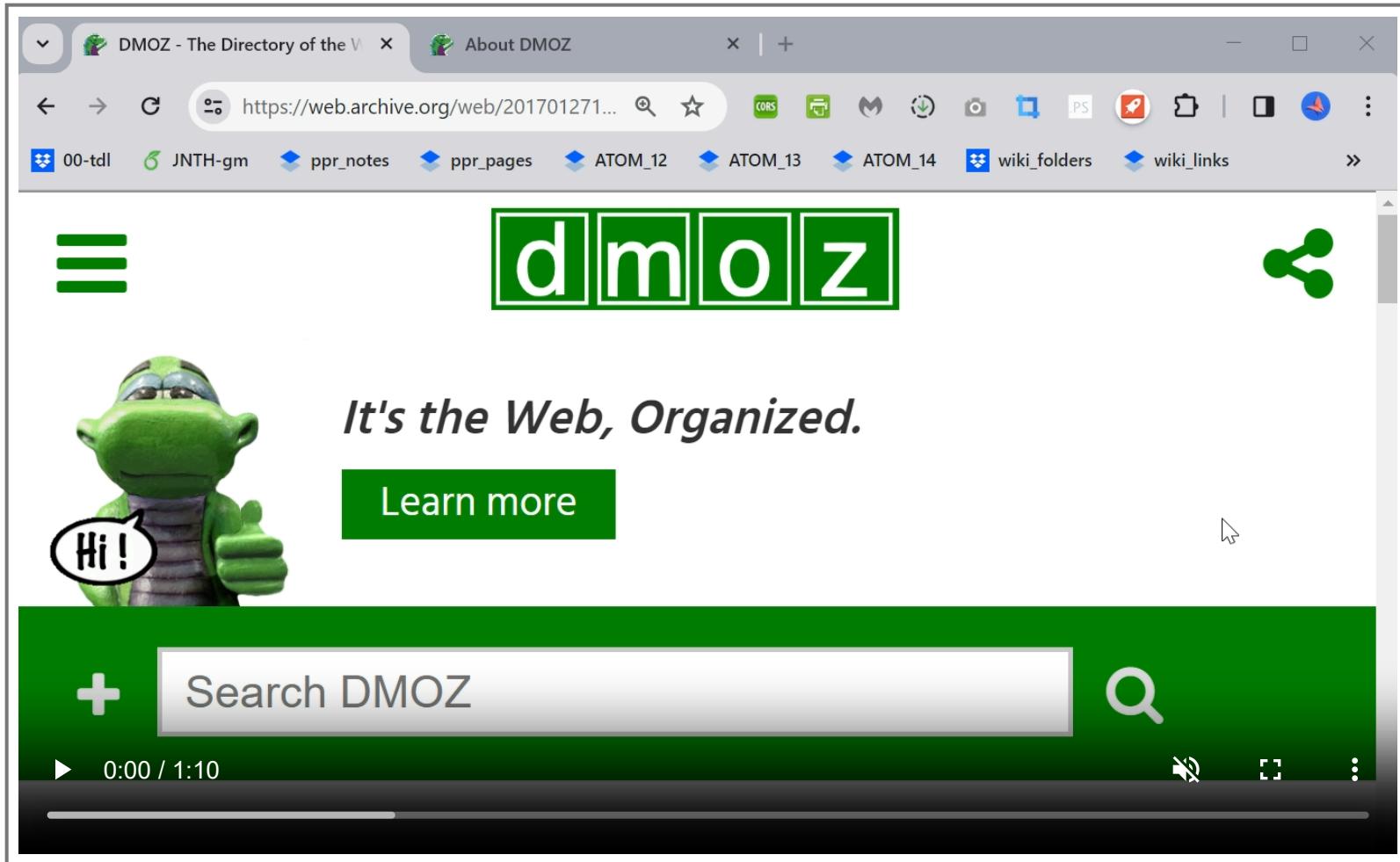
The second result is a snippet from "Yahoo! Canada Answers - What is the number of x-and y-intercepts ...". The snippet includes the text: "quadratic functions have exactly 1 y-intercept and no more than 2 x- ... The highest power of x, shows the maximum number of x-intercepts it 'could' have. ...". Below the snippet is the URL: answers.yahoo.ca/question/index?qid=20080428215000AAU30GI and the file size: 38k. There are links for "Cached" and "Similar pages".

The third result is a snippet from "Quadratic Functions(General Form)". The snippet includes the text: "27 Nov 2007 ... You may change the values of coefficient a, b and c and observe the graphs obtained. ... When you graph a quadratic function, the graph will either have a maximum ... The x intercepts of the graph of a quadratic function f given by ... Use the applet window to check the y intercept for the quadratic ...". Below the snippet is the URL: [Quadratic Functions\(General Form\)](#) and the file size: 38k. There are links for "Cached" and "Similar pages".

Some Elementary Facts About Google Snippets

- if the snippet begins with ellipses (. . .) that indicates the snippet was excerpted from a larger body of text and text preceding the ellipses was omitted
- when ellipses follow at the end of the snippet, the snippet was truncated
- the maximum length of a snippet is 156 characters
 - As we saw earlier, Google has played with the size
- Google uses the meta description (if there is one) as the default for a snippet
- if there is an Open Directory Project listing for a website, Google uses its meta description over the meta description in the web page
 - <http://www.dmoz.org/>
 - The Open Directory Project that uses human editors to organize websites closed as of March, 2017

DMOZ(RIP!) looked like this:

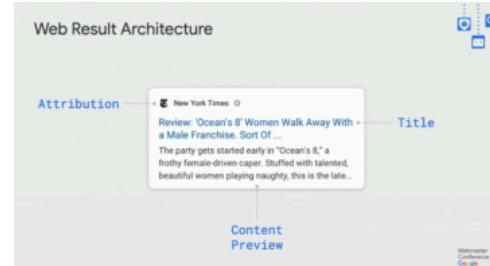


••

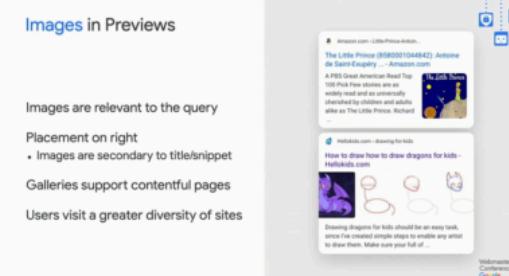
Google Snippet Lifecycle Changes

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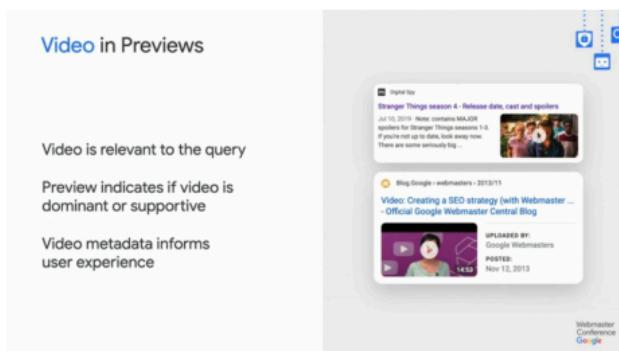
Classic snippet



Adding images in 2016



Adding videos in 2018



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Google Snippet Lifecycle Changes

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Adding Sitelinks to snippets

Sitelinks in Previews

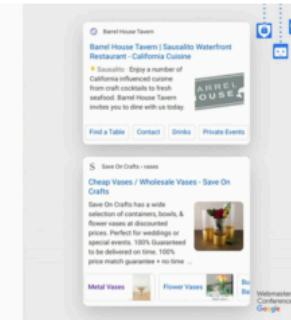
Links are relevant to query

Links extracted algorithmically

- Menus, Site-structure
- Drives traffic into a diverse set of sites

Sitelink-images help users

- Pithy links are better understood



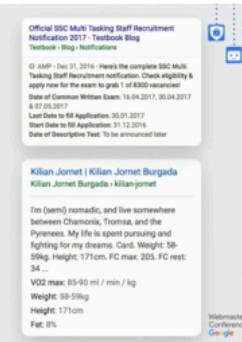
Adding Entity Facts

Entity Facts in Previews

Relevance to needs around the entity

Facts extracted algorithmically

- Tables, Lists



Adding Tables and Lists

<https://youtu.be/ezLO7yC4aFo>, an 8 minute video
Discussing Titles, Snippets and Result Previews

Tables & Lists as Previews

Pages with dominant Tables/Lists

Helps users contrast content

Structure and position on the page guides the preview



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More Facts on Snippets

- **Snippets are computed at query time**
 - They vary depending upon the query
 - the content that ends up in the text snippet can come from anywhere on your page. First sentence, last sentence, footer, call out box
- **If Google determines your site is a discussion forum, in gray text they put out**
 - "[number] posts – [number] authors – Last post: [some date]"

Google search results for "TESLA DISCUSSION FORUM autopilot accident". The snippet shows:

NTSB Wants Information on Tesla Autopilot Accident | Tesla Motors Club
<https://teslamotorsclub.com> · General Forum · Autonomous Vehicles

Jan 23, 2018 - 20 posts - 15 authors

A Model S using Autopilot crashed into a firetruck near Los Angeles on Monday prompting inquiry from the U.S. National Transportation Safety Board, according to a report from Bloomberg. The Tesla driver was reportedly traveling at 65 mph when he rear-ended the truck. There were no injuries in the crash.

Autopilot worked for me today and saved an accident 20 posts Dec 12, 2016
AutoPilot Crash today-Tesla response less than stellar? 20 posts Nov 7, 2016
Tesla In Pasadena Accident: Driver Fled 20 posts Oct 7, 2016
My friend's model X crashed using AP yesterday 20 posts Jul 10, 2016

More results from teslamotorsclub.com

- **If Google determines your site is a scholarly article, in gray text they put out**
 - "*by J. Smith – 2010*" or "*by J. Smith – Cited by 1 – Related articles*"

Snippets Can Vary for a Single Site Depending Upon the Query

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A screenshot of a Google search results page for the query "what cholesterol levels mean". The search bar shows the query. Below it, a snippet from a Cleveland Clinic page is displayed: "HDL (high-density lipoprotein) cholesterol is also called "good" cholesterol. HDL protects against heart disease by taking the bad cholesterol out of your blood and keeping it from building up in your arteries. Your HDL cholesterol number is: Low (and considered a risk factor) if it is less than 40." Below the snippet is a "People also ask" section with several questions like "What is a normal cholesterol level?" and "What foods are high in cholesterol?".

**Result for the query
“what cholesterol levels mean”**

**A long snippet, and a
PAA**

Google uses the meta description

A screenshot of a Google search results page for the query "cholesterol cleveland clinic". The search bar shows the query. Below it, a snippet from a Cleveland Clinic page is displayed: "Understanding Your Cholesterol Numbers | Cleveland Clinic https://my.clevelandclinic.org/health/.../11920-cholesterol-numbers-what-do-they-mean... When trying to interpret your cholesterol numbers, terms like HDL and LDL can be very confusing. ... Your total blood cholesterol is a measure of the cholesterol components LDL (low-density lipoprotein) cholesterol, HDL (high-density lipoprotein) cholesterol, and VLDL (very low ...)"

**A different query
“cholesterol Cleveland Clinic”
produces the same first result
but a different snippet**

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Snippets are an Instance of Summarization

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- **Automatic summarization** by computer is a traditional subject of *information retrieval*
- Automatic summarization is also part of *machine learning* and *data mining*
- Document summarization tries to create a representative summary or abstract of the entire document, by finding the most informative sentences
- There are two general approaches to automatic summarization:
 - *extraction* Extractive methods work by selecting a subset of existing words, phrases, or sentences in the original text to form the summary
 - *abstraction* abstractive methods build an internal semantic representation and then use natural language generation techniques to create a summary that is closer to what a human might express
 - Research to date has focused primarily on extractive methods, which are appropriate for documents, images, and videos



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Featured Snippets

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- Featured snippets are Google's attempt to answer the query right on the search results page.
 - *Introduced in 2016, Google wants to give the user an immediate answer so they don't have to search the actual results.*
 - *Featured snippets **show up above the #1 ranked spot**, and typically appear above the fold.*
 - *Google pulls snippet answers from pages that rank on Page 1 of the results for that query (spots #1 through #10) - but the page that wins the featured snippet isn't necessarily the #1 result. Google picks the excerpt from the page that best answers the query in a simple, concise format .*

Three Types of *Featured Snippets*

1. Paragraph featured snippet

Marketing automation refers to the software that exists with the goal of automating marketing actions. Many **marketing** departments have to **automate** repetitive tasks such as emails, social media, and other website actions. The technology of **marketing automation** makes these tasks easier.

What is Marketing Automation? - HubSpot
<https://www.hubspot.com/marketing-automation-information>

[About this result](#) [Feedback](#)

2. List featured snippet

14 of the Best College Websites

- University of Maryland. ...
- University of Notre Dame. ...
- Bucknell University. ...
- University of Chicago. ...
- University of Michigan. ...
- Rhode Island School of Design. ...
- George Washington University. ...
- Middlebury College.

[More items...](#)

14 of the Best College Websites (And Why They're So Awesome)

<https://blog.hubspot.com/marketing/best-college-websites>

[About this result](#) [Feedback](#)

3. Table featured snippet

Google aviation jobs

Date	ID #	Job Title
7/12/2016	4187	Project Engineer / AOD
7/1/2016	4185	Propulsion Engineer
6/29/2016	4184	A & P Technician
6/29/2016	4183	Accessory Shop Technician

About 47,600,000 results (0.37 seconds)

Latest 15 Job Listings

27 more rows, 1 more column

[Aviation Jobs](#) | [Aviation Job Seekers](#) | [Aviation Careers](#) | [Aviation ...](#) [jobs aviationweek.com/](#) Aviation Week & Space Technology

[About this result](#) [Feedback](#)

For a fourth type see: <https://www.semrush.com/blog/featured-snippets/>

Modifying Your Page to Produce a *Featured Snippet*

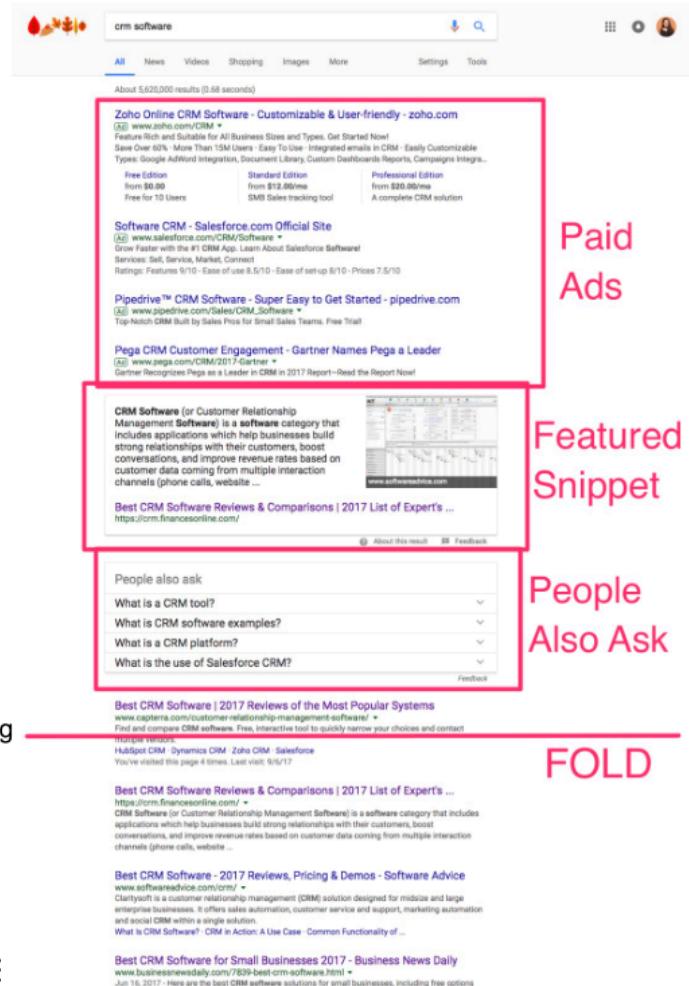
- Becoming a featured snippet can be achieved by simple on-page adjustments that very clearly define the topic to users
 - One of the goals of the featured snippet is to fuel voice search
 - *Create your text so it would answer a query clearly if read back on voice search?*
1. Look for a place in your content to add a "What Is [Keyword]" heading tag.
 - *This sends clear signals to Google that the following text could be used for the featured snippet*
 2. Use the "is statement" e.g.
 - *"Agile methodology is a type of project management process, mainly used for software development..."*
 3. Define the topic in 2 or 3 sentences
 4. Match the featured snippet format: paragraph, bulleted or numbered list, table
 5. Don't use first person, e.g. "Our avocados have many health benefits . . . "
- For more details see
 - <https://searchengineland.com/featured-snippets-the-9-rules-of-optimization-342627>

TOO LONG DIDN'T READ (TLDR)

Internet slang

For the query “CRM software”, which is a very popular query term, above the fold there are:

- 4 paid ads
 - A featured snippet paragraph
 - People Also Ask
 - A portion of the #1 ranking organic result
- **Conclusion:** it is harder than ever to be found in the organic search results



Above the **fold** refers to a **search engine results page** ranking on the first **page** that is visible without having to scroll down

Extracting a Snippet is Not Always Easy

A screenshot of a web browser window titled "Ellis". The address bar shows the URL <https://www.google.com/webhp?sourceid=chrome-ntp&q=tesla+announces+quarter>. The main content area displays a news snippet from the New York Times about Apple and Tesla reporting earnings. The snippet includes a photo of Elon Musk, the headline "Apple and Tesla to Report Earnings", the source "New York Times - 17 hours ago", and a brief summary of the news.

query: "Tesla reports financial results"

one search result
and its snippet

portions of the article used to
create the snippet; note how long
the article is; "financial results"
equates to "earnings"

A screenshot of a web browser window titled "Ellis". The address bar shows the URL http://www.nytimes.com/2016/10/24/business/apple-and-tesla-to-report-earnings.html?_r=1. The main content area displays the full article from the New York Times. The headline is "Apple and Tesla to Report Earnings". The article begins with the sentence "A loss is likely for Tesla, despite popularity." and continues with a detailed analysis of Tesla's financial situation and market prospects.

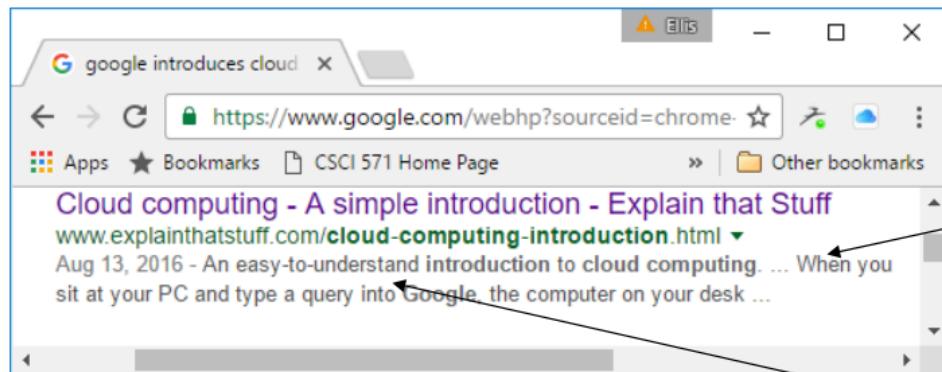
A screenshot of a web browser window titled "Ellis". The address bar shows the URL http://www.nytimes.com/2016/10/24/business/apple-and-tesla-to-report-earnings.html?_r=1. The main content area displays another section of the New York Times article. It includes the sentence "Economists predict rise in orders for durable goods." and a paragraph about the Commerce Department's release of durable goods data.

Growth is expected to improve.

On Friday, the **Commerce** Department will release its initial estimate of economic growth in the third quarter. After **lackluster gains** in the first half of 2016 — 0.8 percentage point in the first quarter and 1.4 percent in the second — economists think the economy expanded at an annual rate of 2.5 percent in the July-to-September period.

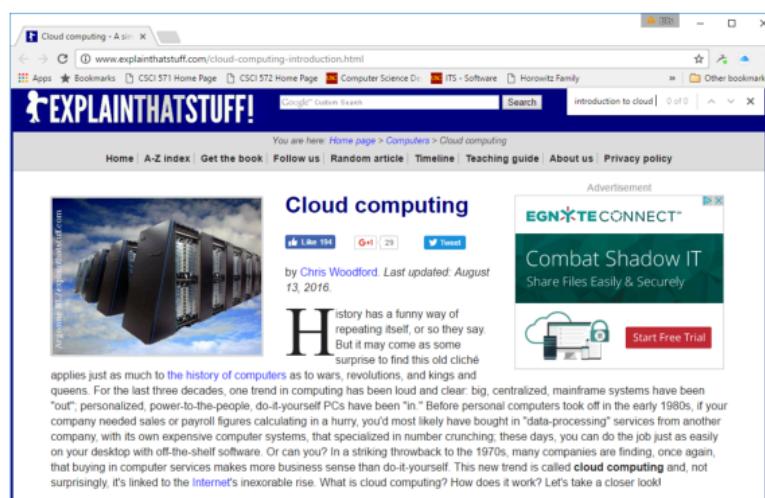
Extracting a Snippet is Not Always Easy Nor Obvious

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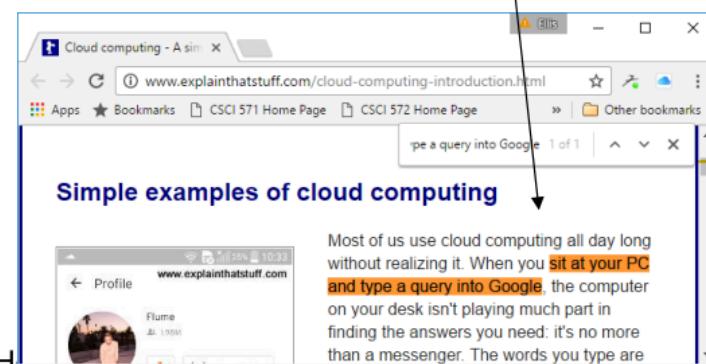


query: "cloud computing"

one search result
and its snippet



"An easy-to-understand introduction"
occurs nowhere in the article
It is in the meta-description
"sit at your PC" occurs lower in the article



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How Does Google Generate Snippets?

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One way to find out is to go to patents.google.com and search for all patents with the term “snippets” assigned to Google

Many are patent applications still being reviewed by the patent office

Some are already awarded

The screenshot shows a Google Patents search interface. The search bar contains "snippets" and "Google". The search results page displays several patent documents. Three arrows point from the text above to specific snippets in the search results:

- An arrow points to the first result, which is a patent application titled "G06F17/30861? Retrieval from the Internet, e.g. browsers". It describes generating snippets for prominent users for information retrieval queries.
- An arrow points to the second result, which is a patent application titled "Expanded snippets A system provides a list of search results, where one of the ...". It describes expanded snippets where one search result includes a snippet from a corresponding search result document.
- An arrow points to the third result, which is a patent application titled "Variable length snippet generation A method and system are disclosed that ...". It describes variable length snippets for search requests.
- An arrow points to the fourth result, which is a patent application titled "Local Search Using Address Completion A local search server receives ...". It describes a local search system using address completion.
- An arrow points to the fifth result, which is a patent application titled "Document search engine including highlighting of confident results A search ...". It describes a search engine that highlights confident results.
- An arrow points to the sixth result, which is a patent grant titled "System and method for personalized snippet generation Snippets of text ...". It describes a system for generating personalized snippets based on user profiles.

At the bottom of the search results page, there are links for "About", "Send Feedback", "Terms", and "Privacy Policy".

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Lets take a closer look US Patent 8,145,617

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Title:

Generation of document snippets based on queries and search results

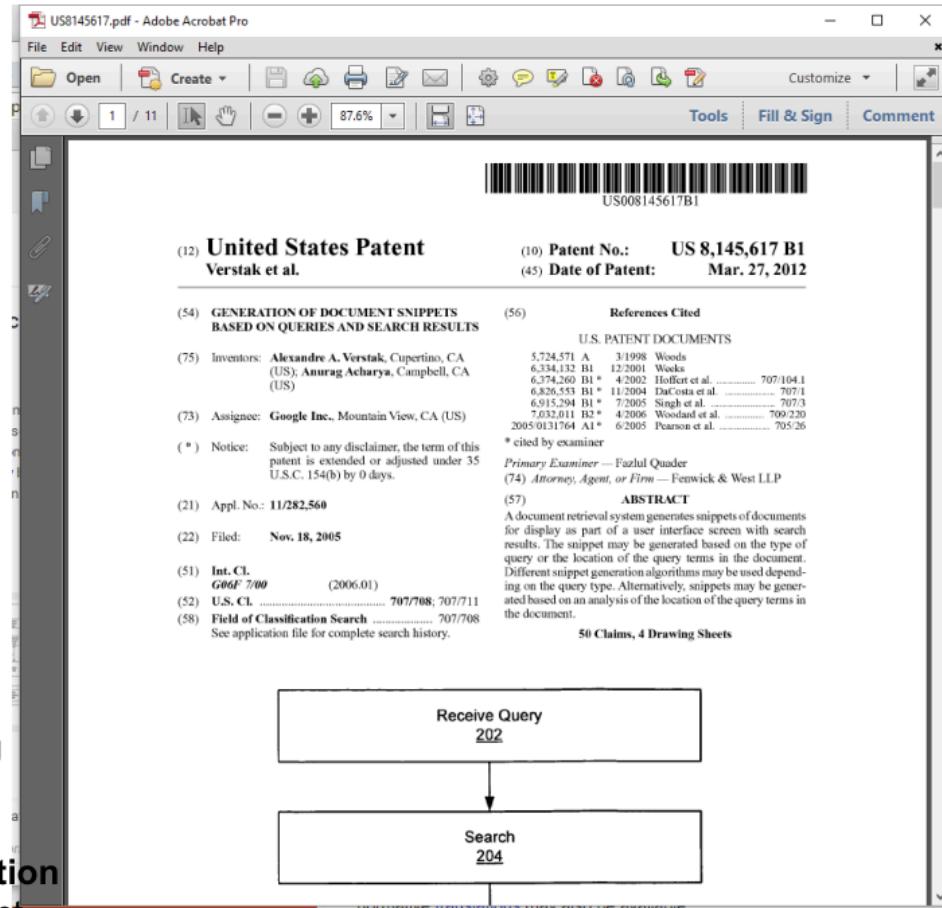
filed: 2005

awarded: 2012

Abstract

A document retrieval system generates snippets of documents for display as part of a user interface screen with search results. The snippet may be generated *based on the type of query or the location of the query terms in the document*.

Different snippet generation algorithms may be used depending on the query type. Alternatively, snippets may be generated **based on an analysis of the location of the query terms in the document**



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Some Guidelines for Snippet Generation

- **Location Based Rules**
 - based on the location of the query terms in page. A paragraph or a portion of a paragraph might be chosen as search results snippets based on the length and distance of the paragraph from the start or end of pages.
 - Every paragraph that includes the query terms is given a score based on the length of the paragraph and the distance of the paragraph from a predetermined location in the document, such as the beginning or the end of the document.
 - documents that include abstracts, executive summaries or comprehensive introductions are identified and used to create a snippet
 - Similarly, the ends of pages can be used if they include a conclusion or summarization
- **Language Dependent Rules**
 - How much of the paragraph are punctuation characters
 - Whether the paragraph ends with punctuation or proposition
 - Whether any of the words in the paragraph is overly long
 - The number of bold or italicized words in the paragraph
- **Rejection rules**
 - Are shorter than a certain threshold
 - Are mostly punctuation, or have punctuation above a certain threshold
 - Contain italicized or bold words above a certain threshold

US Patent 8,145,617 Defines an Algorithm for Snippet Generation

- **The algorithm**
 1. Identify the paragraphs that include the query terms
 2. Score the paragraphs as described below determining the paragraph with the highest score
 3. *Return the phrase in that paragraph that includes the query terms*

← Quoting from the Detailed Description

- The snippet algorithm selects a paragraph that is near the **beginning** of the document if there is an abstract, executive summary, or long introduction. The **end** of the document is used when there is a conclusion or summarization at the end
- **Scoring includes:**

paragraphs shorter than threshold score 0;

k-th paragraph from the start gets a score of



kth-positionFactor + max(actual paragraph length, maxParagraphLen)

The paragraph with the highest score is selected for the snippet

US Patent 8,631,006

Snippets can be based on a User's Profile

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System and Method for Personalized Snippet Generation

Filed: April 14, 2005

Awarded: Jan. 14, 2014

Abstract:

Snippets of text are generated based in part on a user's profile. An item, such as a document, is examined to identify terms related to the user's profile. A term profile for an identified term is compared to a user's profile. The more closely related the identified term is to the user's profile, the higher a similarity score will be. Alternatively, terms found in a document may have a user profile score which may be obtained by looking the term up in the user's profile. Terms having high profile similarity scores or high user profile scores are used in identifying snippets which may be relevant to a user. The high scoring terms may be added to search terms and provided to a snippet generator.



US008631006B1

(12) **United States Patent**
Haveliwala et al.

(10) **Patent No.:** **US 8,631,006 B1**
(45) **Date of Patent:** **Jan. 14, 2014**

(54) **SYSTEM AND METHOD FOR PERSONALIZED SNIPPET GENERATION**

(75) Inventors: **Taher H. Haveliwala**, Mountain View, CA (US); **Se Randolph D. Kamvar**, San Francisco, CA (US)

(73) Assignee: **Google Inc.**, Mountain View, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1650 days.

(21) Appl. No.: **11/107,490**

(22) Filed: **Apr. 14, 2005**

(51) **Int. CL.**
G06F 7/00 (2006.01)
G06F 17/30 (2006.01)

(52) **U.S. CL.**
USPC **707/732; 707/722; 707/723**
(58) **Field of Classification Search**
USPC 707/3, 5, 722, 723, 732
See application file for complete search history.

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2004/0034652 A1 *	2/2004	Hofmann et al.	707/102
2004/0236721 A1 *	11/2004	Pollack et al.	707/2
2004/0267723 A1	12/2004	Bhambhani et al.	707/4
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2006/0074882 A1 *	4/2006	Teevan et al.	707/3
2006/0012070 A1 *	5/2006	Holt et al.	707/3
2006/0248059 A1 *	11/2006	Chi et al.	707/3

* cited by examiner

Primary Examiner — Apu Mofiz

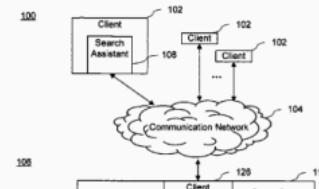
Assistant Examiner — Jared Bibbee

(74) Attorney, Agent, or Firm — Morgan, Lewis & Bockius LLP

(57) **ABSTRACT**

Snippets of text provided are generated based in part on a user's profile. An item, such as a document, is examined to identify terms related to the user's profile. A term profile for an identified term is compared to a user's profile. The more closely related the identified term is to the user's profile, the higher a similarity score will be. Alternatively, terms found in a document may have a user profile score which may be obtained by looking the term up in the user's profile. Terms having high profile similarity scores or high user profile scores are used in identifying snippets which may be relevant to a user. The high scoring terms may be added to search terms and provided to a snippet generator.

13 Claims, 6 Drawing Sheets



Featured Snippets Results in Google Web Search: An Exploratory Study – Strzelecki, Rutecka

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Table 1. Type of featured snippet.

featured type	frequency	percentage
paragraph	114465	70,05%
list	46509	28,46%
table	2438	1,49%

Paragraph snippets are the overwhelming type

Table 2. Ranking position for featured snippet

position	frequency	percentage
0	485	0,30%
1	79867	48,87%
2	30618	18,74%
3	20878	12,78%
4	14469	8,85%
5	9582	5,86%
6	2860	1,75%
7	1909	1,17%
8	1319	0,81%
9	860	0,53%
10	554	0,34%

Position 1, the second position on the SERP is most common

<https://www.nwsdigital.com/Blog/What-is-the-Zero-Position#>

Table 3. Other snippets displayed along with featured snippet

params	frequency	percentage
image thumbs	102934	62,99%
site links	41348	25,30%
brand	24214	14,82%
wiki	18675	11,43%
ads	3148	1,93%
name	2850	1,74%
map	1807	1,11%
city	1062	0,65%
news	107	0,07%



Google's People Also Ask (PAA) Feature Introduced in 2015 for desktop and mobile



how does google generate snippets	
All	Videos
News	Images
Shopping	More
Settings	Tools
About 3,830,000 results (0.49 seconds)	
Rich Snippets & Star Ratings Display Reviews & Increase CTR	
www.yotpo.com/Rich_Snippet (646) 655-8389	
Get high quality traffic from your paid & organic search results. Get a Demo!	
Anatomy Of A Google Snippet - Search Engine Land	
https://searchengineland.com/anatomy-of-a-google-snippet-38357	
Mar 18, 2010 · This is a crucially important detail: snippets are determined query-time; in other words, they vary depending on the keyword being searched on, ... price, size, style, manufacturer) would be gathered together — since it would otherwise be unlikely that a Google-generated snippet would capture all of this ...	
How Google Might Generate Snippets for Search Results	
www.seobysthesea.com › Search Engine Optimization (SEO)	
Feb 25, 2013 · A document retrieval system generates snippets of documents for display as part of a user interface screen with search results. The snippet may be generated based on the type of query or the location of the query terms in the document. Different snippet generation algorithms may be used depending on the query type.	
You've visited this page 3 times. Last visit: 10/25/17	
Google's Featured Snippets: How to Get Your Content to Appear	
contentmarketinginstitute.com/2017/03/google-featured-snippets/	
Mar 27, 2017 · The primary thing you need to understand about featured snippets is that they do not bypass Google's complex ranking system. They are among the topic organic results for a query. Because of this, it's critical to keep all the standard ranking requirements in mind as you create featured content. This means ...	
People also ask	
How does Google select featured snippets?	
What is a snippet in Google?	
What is the use of snippets SEO?	
What is snippet generation?	

PAA result for query “how does google generate snippets”

In one study, the “People Also Ask” box appeared on 364 keywords out of 1,788, 20%.

People also ask

How does Google select featured snippets?

Here are a few simple steps I've used to create content that ranks in the snippets.

1. Create content specifically to answer questions. Provide in-depth answers. ...
2. Know the questions your readers are asking. ...
3. Create truly high-quality content. ...
4. Work to provide the best answer. ...
5. Use question-and-answer pages.

Google's Featured Snippets: How to Get Your Content to Appear
contentmarketinginstitute.com/2017/03/google-featured-snippets/

Search for: How does Google select featured snippets?

What is a snippet in Google?

Rich Snippets is the term used to describe structured data markup that site operators can add to their existing HTML, which in turn allow search engines to better understand what information is contained on each web page.

A Beginner's Guide to Rich Snippets | Unamo Blog
<https://unamo.com/blog/seo/beginners-guide-rich-snippets>

Search for: What is a snippet in Google?

What is the use of snippets SEO?

What is snippet generation?

What is a featured snippet?

What is a snippet of a song?

What is the code snippet?

Expansion of People Also Ask

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People Also Ask (PAA) is Growing Fast

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- The “People Also Ask” box is a Google universal SERP result that answers questions related to the searcher’s initial query.
- It is a cousin of the featured snippet
- Each PAA box contains anywhere from one to four related questions which expand to reveal answers that Google has pulled from other websites
- The site’s URL appears below each answer, along with a “Search for” link, which guides the user to a Google SERP of the PAA question.



Use of PAAs are growing faster than snippets according to
<https://moz.com/blog/infinite-people-also-ask-boxes>
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Rich Snippets

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- In 2009, Google announced *Rich Snippets*, a mechanism **for website developers** to include information that Google's results algorithm will *display as a snippet*
- The mechanism calls for *embedding structured data in web pages* with the objective of displaying the structured data to a user in a visually outstanding way.
- Rich Snippets give users a convenient summary information about their search results at a glance.

For example,
the results for Club
Deluxe includes
internal data such as:
address _____
hours _____
directions _____

club deluxe san francisco

Search

About 277,000 results (0.20 seconds)

Advanced search

Club Deluxe - Pizza & Jazz Club

[Place page](#)

1511 Haight Street
San Francisco, CA 94117-2912
(415) 552-6949
Public transit: Cole St & Carl St
[Get directions - Is this accurate?](#)

Open Weekdays 4pm-2am; Weekends 2pm-2am

29 reviews - [Write a review](#)

[Club Deluxe - Haight-Ashbury - San Francisco, CA](#)

★★★★★  Price range: \$\$

214 Reviews of Club Deluxe "This is like my own little hidden GEM in the Haight. I swear I had walked by this place hundreds of times before I finally ...

www.yelp.com/biz/club-deluxe-san-francisco - 8 hours ago - Cached - Similar

Rich Snippets Examples: People Snippets

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pravir gupta

About 13,400 results (0.28 seconds)

Search

Advanced search

Everything
More

Show search tools

[Pravir Gupta | Facebook](#) ☆

Friends: Sam Tyagi, Geeta Shroff, Siddarth Jain, Shradha Balakrishnan, Richa Kumar
Pravir Gupta is on Facebook. Join Facebook to connect with Pravir Gupta and others you may know. Facebook gives people the power to share and makes the ...
www.facebook.com/pravigupta - Cached

[Home \(pravir\)](#) ☆

Pravir Gupta. ... attachment removed by Pravir Gupta. edited by Pravir Gupta ... created by Pravir Gupta. Home. created by Pravir Gupta ...
pravigupta.com/ - Cached - Similar

[Pravir Gupta - Knol: a unit of knowledge](#) ☆

Pravir Gupta. Verify Name. Agra, India. Public activity feed. Sort by: ... byPravir Gupta. We are continuously looking at enabling sites. ...
knol.google.com/k/pravir-gupta/-3phlmrwuhfju0 - Cached - Similar

[The Journey is the Reward - a knol by Pravir Gupta](#) ☆

Jul 20, 2009 ... Debut novel by Anil Kumar Gupta which was published in July 2009.
knol.google.com/k/pravir-gupta/the-journey-is-the-reward/...4 - Cached

[Show more results from knol.google.com](#)

[Pravir Gupta - Senior Software Engineer | LinkedIn](#) ☆

San Francisco Bay Area - Senior Software Engineer
View Pravir Gupta's (87 connections) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Pravir ...
www.linkedin.com/pub/pravir-gupta/2/180/a70 - Cached - Similar

[Pravir Gupta - Directory | LinkedIn](#) ☆

View the profiles of professionals named Pravir Gupta on LinkedIn. There are 2 professionals named Pravir Gupta who use LinkedIn to exchange information, ...
www.linkedin.com/pub/dir/Pravir/Gupta/

[Pravir Gupta, Google Inc, Mountain View, CA | Spoke](#) ☆

Pravir Gupta, Google Inc of Google Inc's information - including email, business address, business phone, biography, title, company, jobs and associations, ...
www.spoke.com/info/p90okh/PravirGupta - Cached

here the snippets describe the pages containing the information about the individual:
Facebook,
LinkedIn,
Google

Rich Snippets Examples: Events

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fillmore events

Search

About 1,610,000 results (0.21 seconds)

Advanced search

Everything

More

All results

Timeline

More search tools

[The Fillmore Concert Tickets, Schedule, Seating Chart | Official ...](#) ☆

Get email alerts and never miss your favorite **events** at The Fillmore. Please enter your e-mail address. That is not a valid e-mail address format. ...
www.thefillmore.com/ - Cached - Similar

[The Fillmore San Francisco - The Fillmore Schedule | Eventful](#) ☆

View The Fillmore's upcoming **event** schedule and profile - San Francisco, CA. The Fillmore, also known as Fillmore Auditorium, is located in San ...

[Carolina Chocolate Drops](#) Thu, Jun 24
[Josh Ritter & the Royal City Band](#) Thu, Jun 24
[Robert Earl Keen](#) Sat, Jun 26

eventful.com/san-francisco-venues - Cached - Similar

[Fillmore Events: Events in Fillmore, California](#) ☆

Fillmore Events Directory. Includes listings for Events in Fillmore, California.
www.californiacoast-worldweb.com/Fillmore/Events/ - Cached - Similar

[San Francisco The Fillmore Events, Shows & Things to do - SF Gate](#) ☆

Find 48 San Francisco The Fillmore events and show tickets and more on Zvents. Popular The Fillmore Events are Salsa Festival on the Fillmore, Fillmore Jazz ...
events.sfgate.com/san-francisco-ca/events/the+fillmore - Cached

[New York Fillmore Events Events, Shows & Things to do - NY Daily News](#) ☆

Find 29 New York Fillmore Events events and show tickets and more on Zvents. Popular Fillmore Events Events are On Fillmore Plus Rachel Grimes, ...
events.nydailynews.com/new-york-ny/events/fillmore+events - Cached

[Charlotte Charlotte Fillmore Events, Shows & Things to do - The ...](#) ☆

Find 8 Charlotte Charlotte Fillmore events and show tickets and more on Zvents. Popular Charlotte Fillmore Events are Smashing Pumpkins, Adam Lambert with ...
events.charlotteobserver.com/charlotte-nc/events/charlotte+fillmore - Cached

the Filmore theatre can highlight future concerts by regularly updating their webpage with the latest rich snippet information

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Advantages of *Rich Snippets*

Benefits of Rich Snippets in Google Search ...

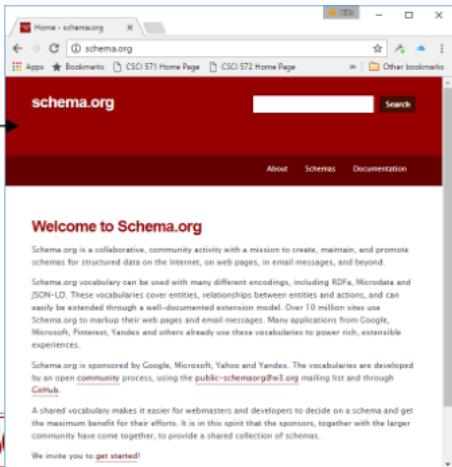
- **Webmasters:** Provides webmasters the ability to add useful information to their web search result snippets to help Google make sense of their bits.
- **Purpose** Provides more information to a user about the content that exists on page so they can decide which result is more relevant for their query.
- Two good reasons for using rich snippets
 - 1. Additional traffic to a webpage** With extra information people tend to rely more on a particular search result with linked data, thus an increasing number of impressions noted on sites with Rich Snippets.
 - 2. Higher Click Through Rate** An increasing number of higher click-through rate for pages with Rich Snippets was experienced as shown in a paper by *Kavi Goel, Pravir Gupta*
 - <http://www.dataversity.net/google-yahoo-and-bing-announce-schema-org/>
- **Easy to add** simple lines of Markup to existing HTML, no affect to visual appearance of the webpage.

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A Joint Effort by Google, Yahoo! And Bing

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- In June, 2011 Google, Yahoo, and Bing agree on a single standard
- They establish the website schema.org which defines the mechanism for creating rich snippets
- They decide to standardize on microdata format
- <https://developers.google.com/structured-data/rich-snippets/>



Google, Yahoo! and Bing Announce Schema.org

By Eric Franzon / June 2, 2011 / 0 Comments



[Revised and re-posted at 4:03pm EST]



In a collaborative effort reminiscent of sitemaps.org, Google, Yahoo! and Bing have announced the launch of schema.org. Perhaps the most significant aspect of this announcement is the particular standard they have focused on, namely, microdata.

In the [Google announcement](#), Kavi Goel and Pravir Gupta of Google's search team say, "Historically, we've supported three different standards for structured data markup: microdata, microformats, and RDFa. We've decided to focus on just one format for schema.org to create a simpler story for webmasters and to improve consistency across search engines relying on the data."

From the [Yahoo! announcement](#) comes this: "Today's announcement offers tremendous opportunity for growth. In addition to consolidating the schemas for the vocabularies we already support, there are schemas for more than a hundred newly created categories including movies, music, organizations, TV shows, products, places and more. We will continue to expand these categories by listening to feedback from the community and will continue publishing new schemas on a regular basis. Don't worry if your site has already added RDFa or microformats currently supported by our Enhanced Displays program, that site will still appear with an Enhanced Display on Yahoo! – no changes required."

And [Bing](#) has this to add: "At Bing we understand the significant investment required to implement markup, and feel strongly that by partnering with Google and Yahoo! on standard schemas webmasters can be more efficient with the time they invest... Bing accepts a wide variety of markup formats today (Open Graph, microformat, etc.) for features like Tiles and will continue to do so, but by standardizing on schema.org we are looking to simplify the markup choices for webmasters and amplify the value the receive in return."

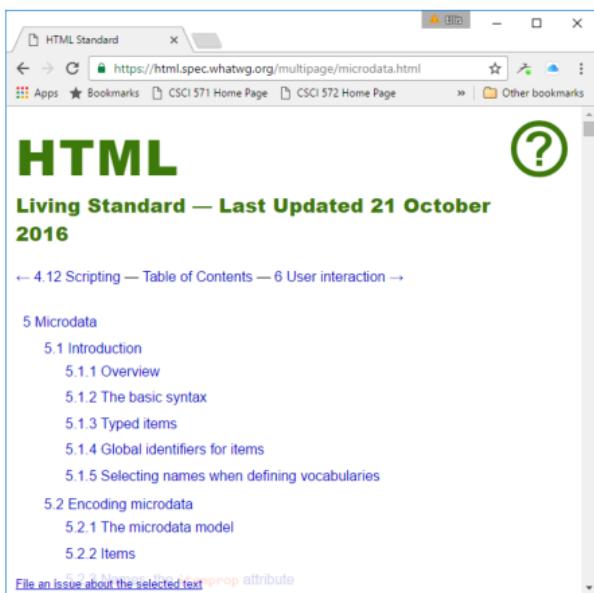
The schema.org site "provides a collection of schemas, i.e., html tags, that webmasters can use to markup their pages in ways recognized by major search providers. Search engines...rely on this markup to improve the display of search results, making it easier for people to find the right web pages."



There is schema.org, and ALSO JSON Schema, AND JSON-LD - all of which can be intermixed. In addition, there is og... They all have to do with enhancing/enriching content with specific keywords, for better (semantic) search and/or better presentation.

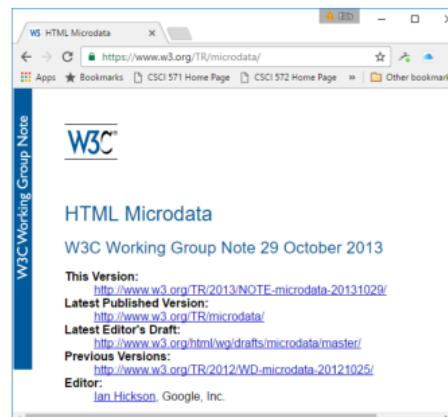
Rich Snippet Technology Definitions

- Google suggests using the microdata formalism for snippets
<http://www.whatwg.org/specs/web-apps/current-work/multipage/microdata.html>



<https://www.w3.org/TR/microdata/>

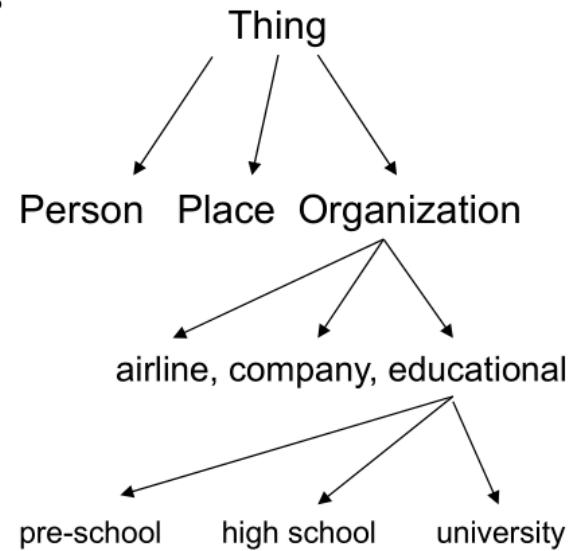
Now goes to
<https://html.spec.whatwg.org/multipage/>



- Two other formalisms for creating rich snippets have been suggested:
- RDFa (Resource Description Framework – in Attributes)
<http://en.wikipedia.org/wiki/RDFa>
- Microformat Encoding
<http://en.wikipedia.org/wiki/Microformat>

Schema.org Vocabulary

- Schema.org defines an object hierarchy
- The most general item type is Thing with properties: name, description, url, and image
 - Person, Place and Organization are types of Things
 - More specific items inherit the properties of their parent
- Some commonly used types include:
 - Creative works: book, movie, music recording, recipe, TV Series
 - Embedded object: image, video
 - Event
 - Organization
 - Person
 - Place, LocalBusiness, e.g. Restaurant
 - Product, Offer, Aggregate Offer
 - Review, AggregateRating



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Entities in *Rich Snippet Encodings*



Entities supported by Google Rich Snippets as of now....

- Software applications
- Breadcrumbs
 - a breadcrumb trail on a page indicates the page's position in the site hierarchy. A user can navigate all the way up in the site hierarchy, one level at a time, by starting from the last breadcrumb in the breadcrumb trail
 - for example, [Books](#) > [Authors](#) > [Ann Leckie](#) > [Ancillary Justice](#)
- Events
- Music
- Businesses and Organizations
- People
- Products
- Recipes
- Review Ratings
- Reviews: should include: item being reviewed, reviewer rating, date
- Videos: Facebook Share

Rich Snippets

- **Microformats** use only existing HTML, e.g. the **class** attribute in HTML tags (often `` or `<div>`) to assign brief and descriptive names to entities and their properties
- **Microdata** extends HTML5 by introducing new attributes like `itemprop`
- **Microformat Example**

```
<div class="vcard">
  
  <strong class="fn">Bob Smith</strong>
  <span class="title">Senior editor</span> at <span class="org">ACME Reviews</span>
  <span class="adr">
    <span class="street-address">200 Main St</span>
    <span class="locality">Desertville</span>, <span class="region">AZ</span>
    <span class="postal-code">12345</span>
  </span>
</div>
```

microformat class attributes in this example include
vcard, photo, title, org, adr, locality, etc

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A MicroData Example: A Web Page About the Movie Avatar

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- **To begin, identify the section of the page that is "about" the movie Avatar. To do this, add the itemscope element to the HTML tag that encloses information about the item, and you can specify the type of item using the itemtype attribute like this:**

```
<div itemscope itemtype="http://schema.org/Movie">  
  <h1>Avatar</h1>  
  <span>Director: James Cameron (born August 16, 1954) </span>  
  <span>Science fiction</span>  
  <a href="../movies/avatar-theatrical-trailer.html">Trailer</a>  
</div>
```

- **By adding itemscope, you are specifying that the HTML contained in the <div>...</div> block is about a particular item.**

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Avatar Example Continued

- The **itemprop** attribute is used to label properties of a movie such as actors, director, ratings.
- For example, to identify the director of a movie, add **itemprop="director"** to the element enclosing the director's name. (There's a full list of all the properties you can associate with a movie at <http://schema.org/Movie>.)

```
<div itemscope itemtype ="http://schema.org/Movie">
<h1 itemprop="name"itemprop="director"itemprop="genre"../movies/avatar-theatrical-trailer.html" itemprop="trailer"
```

Partial List of Movie Properties (Schema.org/Movie)

Property	Expected Type	Description
Properties from Thing		
description	Text	A short description of the item.
image	URL	URL of an image of the item.
name	Text	The name of the item.
url	URL	URL of the item.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
accountablePerson	Person	Specifies the Person that is legally accountable for the CreativeWork.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alternativeHeadline	Text	A secondary title of the CreativeWork.
associatedMedia	MediaObject	The media objects that encode this creative work. This property is a synonym for encodings.
audio	AudioObject	An embedded audio object.
author	Person or Organization	The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably.
award	Text	An award won by this person or for this creative work.
awards	Text	Awards won by this person or for this creative work. (legacy spelling; see singular form, award)
comment	UserComments	Comments, typically from users, on this CreativeWork.
contentLocation	Place	The location of the content.
contentRating	Text	Official rating of a piece of content—for example, 'MPAA PG-13'.
contributor	Person or Organization	A secondary contributor to the CreativeWork.
copyrightHolder	Person or Organization	The party holding the legal copyright to the CreativeWork.

copyrightYear	Number	The year during which the claimed copyright for the CreativeWork was first asserted.
creator	Person or Organization	The creator/author of this CreativeWork or UserComments. This is the same as the Author property for CreativeWork.
dateCreated	Date	The date on which the CreativeWork was created.
dateModified	Date	The date on which the CreativeWork was most recently modified.
datePublished	Date	Date of first broadcast/publication.
discussionUrl	URL	A link to the page containing the comments of the CreativeWork.
editor	Person	Specifies the Person who edited the CreativeWork.
encoding	MediaObject	A media object that encode this CreativeWork.
encodings	MediaObject	The media objects that encode this creative work (legacy spelling; see singular form, encoding).
genre	Text	Genre of the creative work.
headline	Text	Headline of the article.
inLanguage	Text	The language of the content. please use one of the language codes from the IETF BCP 47 standard .
interactionCount	Text	A count of a specific user interactions with this item—for example, 20 UserLikes, 5 UserComments, or 300 UserDownloads. The user interaction type should be one of the sub types of UserInteraction .
isFamilyFriendly	Boolean	Indicates whether this content is family friendly.
keywords	Text	The keywords/tags used to describe this content.
mentions	Thing	Indicates that the CreativeWork contains a reference to, but is not necessarily about a concept.
offers	Offer	An offer to sell this item—for example, an offer to sell a product, the DVD of a movie, or tickets to an event.
provider	Person or Organization	Specifies the Person or Organization that distributed the CreativeWork.
publisher	Organization	The publisher of the creative work.
publishingPrinciples	URL	Link to page describing the editorial principles of the organization primarily responsible for the creation of the

MicroData Markup for “Pirates of the Caribbean”

```
<div itemscope itemtype="http://schema.org/Movie">
<h1 itemprop="name">Pirates of the Caribbean: On Stranger Tides (2011)</h1>
<span itemprop="description">Jack Sparrow and Barbossa embark on a quest to find the elusive fountain of
youth, only to discover that Blackbeard and his daughter are after it too.</span>
Director: <div itemprop="director" itemscope itemtype="http://schema.org/Person">
<span itemprop="name">Rob Marshall</span> </div>
Writers:
<div itemprop="author" itemscope itemtype="http://schema.org/Person">
<span itemprop="name">Ted Elliott</span> </div>
<div itemprop="author" itemscope itemtype="http://schema.org/Person">
<span itemprop="name">Terry Rossio</span> </div> , and 7 more credits
Stars:
<div itemprop="actor" itemscope itemtype="http://schema.org/Person">
<span itemprop="name">Johnny Depp</span>, </div>
<div itemprop="actor" itemscope itemtype="http://schema.org/Person">
<span itemprop="name">Penelope Cruz</span>, </div>
<div itemprop="actor" itemscope itemtype="http://schema.org/Person">
<span itemprop="name">Ian McShane</span> </div>
<div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
<span itemprop="ratingValue">8</span>/<span itemprop="bestRating">10</span> stars from
<span itemprop="ratingCount">200</span> users.
Reviews: <span itemprop="reviewCount">50</span>. </div> </div>
```

	Includes
<h1>	Movie name
	Description
<div director>	Director
<div author>	Author
<div actor>	Actors
	rating

More Examples: Clarifying Hard to Understand Content

- **The <time> element has attributes: dates, times and durations:**
 - <time datetime="2022-04-01">04/01/22</time>
 - <time datetime="2022-05-08T19:30">May 8, 7:30pm</time>
 - <time itemprop="cookTime" datetime="PT1H30M">1 ½ hrs</time>
- **Here is markup for a concert on May 8, 2022**

```
<div itemscope itemtype="http://schema.org/Event">
  <div itemprop="name">Spinal Tap</div>
  <span itemprop="description">One of the loudest bands ever reunites for an unforgettable two-day show.</span>
  Event date:
  <time itemprop="startDate"
        datetime="2022-05-08T19:30">May 8, 7:30pm</time>
</div>
```
- **Here is markup for an enumeration**

```
<div itemscope itemtype="http://schema.org/Offer">
  <span itemprop="name">Blend-O-Matic</span>
  <span itemprop="price">$19.95</span>
  <span itemprop="availability">Available today!</span>
</div>
```

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<https://technicalseo.com/tools/schema-markup-generator/>

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The screenshot shows a web browser window with the title 'Schema Markup Generator (JSON-LD)' from 'technicalseo.com/tools/schema-markup-generator/'. The left sidebar of the tool has a dark theme with the 'MERKLE' logo at the top and several menu items: Crawling, Rendering, Mobile SEO, International SEO, Local SEO, SERP & Ranking, Schema Generator (which is selected), Resources, Docs, Blog, and Dark Mode. The main content area displays a 'Person' schema configuration. It includes fields for Name ('ellis'), URL ('ellishorowitz.com' with a red 'Invalid URL' message), Picture URL ('YouTube'), Job title ('professor'), Company ('USC'), and a URL field. To the right of the form, there is a large block of JSON-LD code corresponding to the entered data. At the bottom right of the main area are three circular icons: Google (red), LinkedIn (blue), and YouTube (orange). A note above the JSON code says: 'and more. Click on the Google icon to test your markup with the Structured Data Testing Tool and/or the Rich Results Test.'

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Person",
  "name": "ellis",
  "url": "ellishorowitz.com",
  "image": "",
  "sameAs": "",
  "jobTitle": "professor",
  "worksFor": {
    "@type": "Organization",
    "name": "USC"
  }
}</script>
```

a web interface tool for
creating a rich snippet

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<https://search.google.com/test/rich-results>

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The screenshot shows two side-by-side results from the Google Rich Results Test tool.

Left Panel: Results for www.usc.edu

- Test URL:** www.usc.edu
- Device Simulation:** Googlebot smartphone
- Test Results:** No loading issues (green checkmark)
- Detected Items - Breadcrumbs:**
 - Unnamed item (type: Website, id: https://www.usc.edu/#website, url: https://www.usc.edu/, name: University of Southern California)

Right Panel: Results for www.cs.usc.edu

- Test URL:** http://www.cs.usc.edu/
- Test Results:** No loading issues (green checkmark)
- Detected Items - Breadcrumbs:**
 - Unnamed item (type: BreadcrumbList, id: https://www.cs.usc.edu/#breadcrumb, itemListElement: ListItem)

Bottom Right: © 2012-2022 Ellis Horowitz

Google's Structured Testing Tool

Section	0 ERRORS	0 WARNINGS	1 ITEM
Restaurant	0 ERRORS	0 WARNINGS	1 ITEM
ViewAction	0 ERRORS	0 WARNINGS	6 ITEMS
BreadcrumbList	0 ERRORS	0 WARNINGS	1 ITEM

<https://search.google.com/structured-data/testing-tool>

Google has created a tool for examining a web site with microformat data and indicating if there are any errors, e.g.

<http://www.urbanspoon.com/r/6/765421/restaurant/Pizza-My-Heart-santa-cruz>

Google's *Rich Snippets Testing Tool*

<https://developers.google.com/structured-data/testing-tool/>

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The screenshot shows the Google Developers Structured Data Testing Tool interface. On the left, there is a code editor window containing the following schema.org markup:

```
1 <!-- Add this code to person page: -->
2   <div itemscope itemprop="author"
3     itemtype="http://schema.org/Person">
4       <meta itemprop="description" content="Dr. Ellis Horowitz is
5         currently Professor of Computer Science and Electrical Engineering
6         at the University of Southern California.
7         The company designed and developed UNIX application
8         software.">
9       <span itemprop="name" style="display:block;"><strong>Ellis
10      Horowitz</strong></span>
11      <span itemprop="member" itemscope
12        itemtype="http://schema.org/Organization"
13        style="display:block;">University of Southern California</span>
14      <span itemprop="jobtitle"
15        style="display:block;">Professor</span>
16      <span itemprop="email"
17        style="display:block;">ehorowitz1@gmail.com</span>
18      <div itemprop="address" itemscope
19        itemtype="http://schema.org/PostalAddress"><span
20          itemprop="postalCode" style="display:block;">90089</span>
21        </div>
```

On the right, the "Results" panel displays the validation results for a "Person" type. It shows one error and the following data:

Property	Value
description:	Dr. Ellis Horowitz is currently Professor of Computer Science and Electrical Engineering at the University of Southern California. The company designed and developed UNIX application software.
name:	Ellis Horowitz
email:	ehorowitz1@gmail.com
jobTitle:	Professor
member [Organization]:	(No value)
address [PostalAddress]:	(No value)
postalCode:	90089

Below the results, there is a "Custom Search Result Filters" section.

Google Introduces New Tags for Snippet Control(1)

- The robots meta tag is added to an HTML page's <head>; here are some new tags:
 - "nosnippet"
This is an existing option to specify that you don't want any textual snippet shown for this page.
 - "max-snippet:[number]"
New! Specify a maximum text-length, in characters, of a snippet for your page.
 - "max-video-preview:[number]"
New! Specify a maximum duration in seconds of an animated video preview.
 - "max-image-preview:[setting]"
New! Specify a maximum size of image preview to be shown for images on this page, using either "none", "standard", or "large".
- They can be combined, for example:

```
<meta name="robots" content="max-snippet:50, max-image-preview:large">
```

Google Introduces New Tags for Snippet Control(2)

- A new way to help limit which part of a page is eligible to be shown as a snippet is the "data-nosnippet" HTML attribute on span, div, and section elements.
 - With this, you can prevent that part of an HTML page from being shown within the textual snippet on the page.
- For example:
- `<p>Harry Houdini is undoubtedly the most famous magician ever to live.</p>`
- **To opt out of featured snippets**
- The [nosnippet tag](#) blocks all snippets (featured snippets and regular snippets) for the tagged page.
- Text marked by the [data-nosnippet tag](#) won't appear in featured snippets (or regular snippets either).
- If both nosnippet and data-nosnippet appear in a page, nosnippet takes priority, and snippets won't be shown for the page.

Summary

- **Snippets can be divided into five categories**
 1. **Regular snippets**, displayed in organic search results
 2. **Rich snippets** come from structured data dictionary schema.org including RDFa, Microdata or JSON
 3. **Google News**, created automatically from news feeds to Google
 4. **Entity types**, come from the KnowledgeGraph, are constructed object and concepts including people, movies, places, events, books, etc
 5. **Features snippets**, determine that a page contains a likely answer to the user's question; the snippet is displayed. In four different forms: paragraph, table, ordered list, unordered list

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Extending Schema.org to handle PAA

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- **QAPage** focuses on a specific question and its answer(s)
- <https://schema.org/QAPage>
- **Question**, a specific question from a user seeking answers online or collected in a FAQ document
- <https://schema.org/QAPage>
- **HowTo**, instructions that explain how to achieve a results by performing a sequence of steps
- <https://schema.org/HowTo>
- Here is an article on infinite PAAs, <https://moz.com/blog/infinite-people-also-ask-boxes>
- **Matt Cutts Discusses Snippets**
 - <https://www.youtube.com/watch?v=vS1Mw1Adrk0>
 - <https://www.youtube.com/watch?v=NlJiLDn9-38>
- Three useful webpages on rich snippets:

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170&topic=21997&ctx=topic>

<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=1093493>