

Optimizing Your Website for Rich Results





What are rich results?



What are SERPs?

SERPs (Search Engines Results Pages) are Google's response to a user's search query.

SERPs can include:

- Organic results
- Paid ads
- Featured snippets
- Knowledge graphs
- Rich results

>5%

The majority of SERPs include some type of rich results.

Less than 5% of search results have no SERP features at all.

(Source: SEMrush sensor data)

Take a look at these two SERPs side-by-side.

Google

iphone 12

×

🔍

🔍 All

🛒 Shopping

📰 News

🖼️ Images

📺 Videos

⋮ More

⚙️ Settings

🔧 Tools

About 3,390,000,000 results (1.51 seconds)

Ad · [www.verizon.com/](#) · (888) 767-9212

The Beautiful iPhone 12 on Us - When You Switch

W/ select trade-in & select Unlimited plans. Add'l terms apply. Enjoy free 2-day shipping. Experience iPhone 12 with an edge-to-edge OLED display. Find great deals at Verizon. Ceramic Shield. 6.1" XDR Display. Up to 256GB. 5G Speed. Night Mode Camera.

📍 Cambridge · 20 locations nearby

Verizon Business iPhone

Get iPhone 12 with Verizon 5G. The fastest 5G network for business

Verizon Unlimited Plans

Mix & match, only pay for what you need, get the best in entertainment

Ad · [www.apple.com/](#) ·

iPhone 12 - Apple Official Site

5G speed. Blast past fast. Buy now. Special AT&T offer available at apple.com. Super Retina XDR display. A14 Bionic chip. 5G. Ceramic Shield. Night mode.

Ad · [www.att.com/](#) · (844) 565-0183

New iPhone 12 with 5G on AT&T® - Get Yours Now For \$100

Learn How to Get the Brand New iPhone 12 with 5G For \$100 with AT&T. Both New and...

[www.apple.com](#) · [iphone-12](#) ·

iPhone 12 and iPhone 12 mini - Apple

Meet the new iPhone 12 and iPhone 12 mini. 5G speed. A14 Bionic. Super Retina XDR display. Ceramic Shield. And Night mode on every camera.

Buy

Get iPhone 12 or iPhone 12 mini for an amazing price with ...

[More results from apple.com >](#)

iPhone 12 and iPhone 12 mini

iPhone 12 and iPhone 12 mini. 5G. A14 Bionic. Super Retina XDR ...

Google

Sign in

Google

comparison of iphone 12 models

×

🔍

🔍 All

🖼️ Images

🛒 Shopping

📰 News

📺 Videos

⋮ More

⚙️ Settings

🔧 Tools

About 42,500,000 results (0.95 seconds)

[www.apple.com](#) · [iphone](#) · [compare](#) ·

iPhone - Compare Models - Apple

Compare features and technical specifications for the iPhone 12 Pro, iPhone 12 Pro Max, iPhone 12, iPhone 12 mini, iPhone SE, and many more.

[www.theverge.com](#) · [circuitbreaker](#) · [apple-iphone-12-](#)...

How to choose between all the new iPhone 12 models - The ...

Oct 14, 2020 — The 12 Pro has a stainless steel body, compared to aluminum on the regular 12. While both phones have a 6.1-inch display, the iPhone 12 Pro is ...

[www.cnet.com](#) · [news](#) · [iphone-12-vs-12-pro-vs-12-pr-](#)...

iPhone 12's four models compared: Differences between ...

Feb 21, 2021 — In general, the iPhone 12 and 12 Mini are the two most affordable phones in the lineup and have dual rear cameras. The two Pro models are the highest-end and priciest iPhones. In addition to a third telephoto camera, they also have a lidar scanner for modeling and object detection.

People also ask

What are the differences in the iPhone 12 models?

What is the best iPhone 12 to buy?

What is the difference between the iPhone 12 and 12 pro?

Feedback

[www.tomsguide.com](#) · [news](#) · [iphone-12-vs-iphone-12-](#)...

iPhone 12 vs. iPhone 12 Pro: What's different? | Tom's Guide

3 days ago — One of the biggest differences between the iPhone 12 and iPhone 12 Pro models comes down to display size. ... The iPhone 12 and iPhone 12 Pro both feature 6.1-inch, 2532 x 1170 displays, while the iPhone 12 Pro Max has the biggest iPhone display yet at a massive 6.7 inches and 2778 x 1284 resolution.

Apple iPhone 12

★★★★★ 6,304 reviews

Details

Reviews

Stores

Shop now

Carrier

Storage Capacity

Color

\$979.00 · Apple

256 GB storage · Unlocked · Black

Free shipping

\$0.00 now · AT&T

64 GB storage · AT&T · Blue

Free shipping

\$0.00 now · T-Mobile

64 GB storage · T-Mobile · Green

Free shipping

\$0.00 now · Verizon

128 GB storage · Verizon · PRODUCT(RED) Special Edition

Free shipping

\$0.00 now · U.S. Cellular

256 GB storage · Unlocked · White

Free shipping

→ Compare prices

New Buy iPhone 12

[apple.com](#) · Manufacturer

What are rich results?

Visually enhanced search results that provide supplemental information to the title, URL, and meta description of a web page.

Common rich results to optimize for include:

- Image packs
- Local packs
- Reviews
- Recipes
- Site links

Image pack



nike shoes



Images for nike shoes



air max



white



womens



black



red



men



Report images



View all

Image optimization best practices:

- Include a descriptive file name and detailed alt text.
- Make sure your image URL is readable.
- Optimize image size.
- Include a title attribute.

Local pack



acupuncture in seattle



[All](#)

[Images](#)

[Maps](#)

[News](#)

[Shopping](#)

[More](#)

[Settings](#)

[Tools](#)

About 2,510,000 results (0.60 seconds)

COVID-19 safety info



Rating

Hours



Seattle Acupuncture Wellness Center

5.0 ★★★★★ (55) · Acupuncture clinic

7+ years in business · 10564 5th Ave NE UNIT 404 · In FIFTH AVENUE PROFES...

Closed · Opens 9AM Sat



Website

Directions

north seattle community acupuncture

5.0 ★★★★★ (10) · Acupuncture clinic

10+ years in business · 11329 Pinehurst Way NE · (206) 524-6428

Open · Closes 7:30PM



Website

Directions

Washington State Acupuncture And Chinese Medicine Center

4.6 ★★★★★ (10) · Acupuncture clinic

7+ years in business · 663 S King St · (206) 292-9646

Open · Closes 6PM



Website

Directions



View all

Reviews

www.nikonusa.com › [nikon-products](#) › [product](#) › [d5600](#) ⋮

Nikon D5600 Digital SLR Camera | Interchangeable Lens ...

Nikon's EXPEED image processor combined with an outstanding autofocus system and the ability to shoot at ISO 25,600, and an expanded ISO sensitivity of 6,400 in Night Landscape mode, ensures low-light scenes and difficult lighting situations are handled with ease making the **D5600** a low-light powerhouse.

Resolution: 24.2

★★★★★ Rating: 4.8 · 91 votes · \$699.95 to \$1,099.95

[18-55mm VR Lens Kit](#) · [Two Lens Kit](#) · [18-140mm VR Lens Kit](#)

Recipes

Recipes ⋮



Best Chocolate Chip Cookies

Allrecipes

4.6 ★★★★★ (18K)

Brown sugar, chocolate chips, eggs, baking soda, hot water



The Best Chocolate Chip Cookie Recipe Ever

JoyFoodSunshine

5.0 ★★★★★ (1.4K)
30 min

Brown sugar, chocolate chips, white, eggs, baking soda



Chewy Chocolate Chip Cookies

Sallys Baking Addiction

4.9 ★★★★★ (361)
3 hr 22 min

Dark brown sugar, sweet chocolate chips, baking soda,



Show more

Site links

<https://www.girlfriend.com> :

Girlfriend Collective — Ethically Made Activewear

Don't make waste, wear it. **Girlfriend Collective** makes activewear out of recycled materials because trash looks better on you than it does polluting the planet.

Leggings

Compressive Mid-Rise Legging. All the soft, sweat-wicking ...

Bras

Black Paloma Bra - Black Topanga Bra - Ivory Dylan Bra - Dylan Bra

Shorts & Skorts

FLOAT High-Rise Run Short. For sprints, running, or finding a ...

[More results from girlfriend.com »](#)

Shop All

Leggings - Tanks & Tees - New Arrivals - Sweats & Joggers - Bras

New Arrivals

The Bucket Hat. Made with a breezy mix of recycled and ...

Shop

R&R Collection · Black R&R Hoodie · Black R&R Long ...

**Optimizing your
website for rich results
can help improve your
click-through rate.**



Four decorative circles of varying sizes and shades of teal are arranged vertically on the left side of the slide.

What is structured data?



What is structured data?

A standardized format for providing information about a page and classifying the page content.

"Google uses structured data that it finds on the web to understand the content of the page, as well as to gather information about the web and the world in general."

Google Search Central



What is Schema.org?

Schema.org is the organization that creates the standardized language and rules used for structured data.

What is JSON-LD?

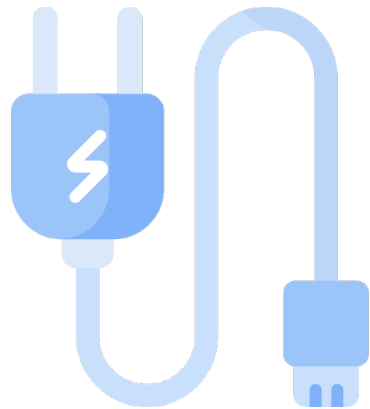
JSON-LD is a script that can be placed within a web page to communicate structured data to search engines.

Three ways to implement structured data:

- Work with a developer
- Use a plugin
- Add it manually

Add structured data markup to your site using plugins.

If you use WordPress as your CMS, there are multiple plugins available that allow you to add structured data to your pages automatically.



Steps to add structured data to a page:

1. In the head HTML of your web page, add a script element set to JSON-LD.
2. Inside the script element, tell Google you're using Schema.org structured data.
3. Based on the type of content you're describing, tell Google which kind of structured data you're using.
4. Add all the required and recommended properties to give Google more information about the content being described.

Here's an example of completed schema markup.

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type" : "LocalBusiness",
  "@id" : "http://www.schemaexample.co.uk",
  "name" : "Your Company Name",
  "logo" : "http://www.schemaexample.co.uk/your-company-logo.jpg",
  "telephone" : "01234567891",
  "email" : "info@schemaexample.co.uk",
  "url" : "http://www.schemaexample.co.uk/",
  "sameAs" : [ "https://www.facebook.com/facebook-url/",
    "https://twitter.com/twitter-url/" ],
  "address" : {
    "@type" : "PostalAddress",
    "streetAddress" : "101 Your Street",
    "addressLocality" : "Your Location",
    "addressRegion": "Your Region",
    "postalCode" : "Post code"
  }
}
</script>
```

Source: Rice Media

Test your structured data

Make sure to test your page by using Google's Rich Results Test and Structured Data Testing Tool.

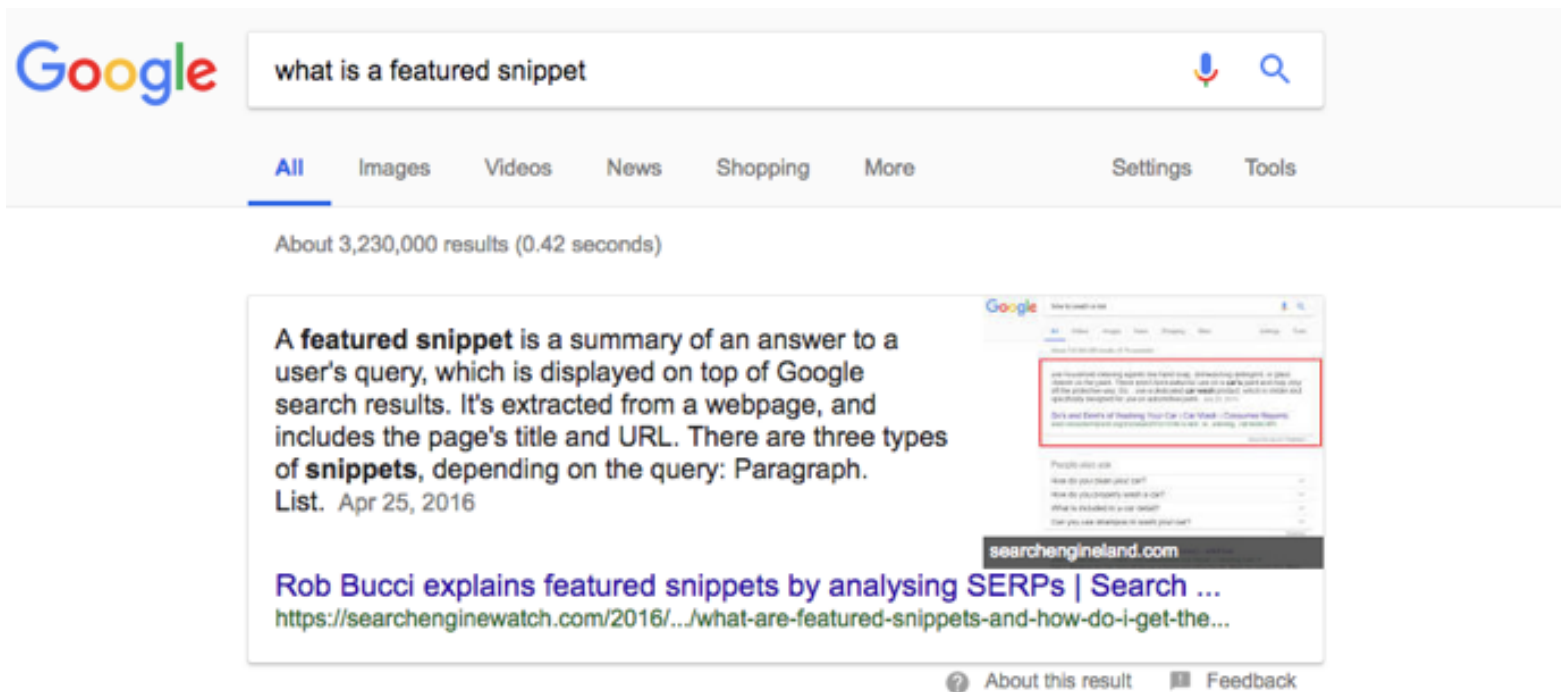


A vertical column of five circles on the left side of the slide. From top to bottom: a large light blue ring, a medium light blue solid circle, a small light blue ring, a small light blue solid circle, and a medium light blue solid circle.

Optimizing Featured Snippets



What is a featured snippet?



The image shows a Google search interface. The search bar contains the text "what is a featured snippet". Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 3,230,000 results (0.42 seconds)".

The featured snippet is a summary of an answer to a user's query, displayed at the top of Google search results. It is extracted from a webpage and includes the page's title and URL. The snippet is titled "A featured snippet is a summary of an answer to a user's query, which is displayed on top of Google search results. It's extracted from a webpage, and includes the page's title and URL. There are three types of snippets, depending on the query: Paragraph. List. Apr 25, 2016".

The source of the snippet is "searchengineland.com". The snippet is titled "Rob Bucci explains featured snippets by analysing SERPs | Search ...". The URL is "https://searchenginewatch.com/2016/.../what-are-featured-snippets-and-how-do-i-get-the...".

Below the snippet, there are links for "About this result" and "Feedback".

how to write an email

All Images Videos Books News More Settings Tools

About 468,000,000 results (0.50 seconds)

Tips for Writing Emails in English with a Strong Structure

1. Use the subject line. It's surprising how many people don't do this. ...
2. Start with an appropriate greeting. ...
3. Pay attention to punctuation. ...
4. Consider where to put "small talk" ...
5. Start with the end in mind. ...
6. Put spaces between paragraphs. ...
7. Use an appropriate closing.

[How to Write an Email in English: 18 Important Tips and 3 Sample ...](https://www.fluentu.com/blog/english/how-to-write-an-email-in-english/)
<https://www.fluentu.com/blog/english/how-to-write-an-email-in-english/>

www.bbc.co.uk

About this result Feedback

**Featured snippets rank
above the #1 spot.**

4 Ways to Write a Formal Email - wikiHow

<https://www.wikihow.com/Write-a-Formal-Email>

Method 2. Writing Your Message. Use a proper salutation. Always open a formal email with a salutation. Introduce yourself in the first paragraph (if necessary). Prioritize the most important information. Get to the point. Keep it brief. Use formal language. Use a proper form of closing.

How to Write an Email in English: 18 Important Tips and 3 Sample ...

<https://www.fluentu.com/blog/english/how-to-write-an-email-in-english/>

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how to write an email



All

Images

Videos

Books

News

More

Settings

Tools

About 468,000,000 results (0.50 seconds)

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This featured snippet was pulled from the #2 spot.

Content that isn't in the #1 spot can actually appear above the #1 spot. That means it pays to know how to optimize your content.

There are three reasons to care about featured snippets:

1. They show up for a lot of the terms your target customers are searching for.
2. They often show up first in voice search results.
3. You need an effective strategy for capturing how customers are changing the way they search.

71%

Featured snippets often show up first for voice search results.

71% of search queries that triggered featured snippets on desktop led to the featured snippet result showing up first in voice search results.

Optimize posts that already rank number 1 - 5.



Follow these 11 tips for emails that will captivate your readers:

1. Write fast. Because that's how your enthusiasm and personality come through.
2. Keep it short. ...
3. Ask questions. ...
4. Don't follow a strict formula. ...
5. Add a personal touch. ...
6. Don't automate your greeting. ...
7. Use the word you. ...
8. Develop a natural voice.

[More items...](#)

[37 Tips for Writing Emails that Get Opened, Read, and Clicked ...](https://www.copyblogger.com/37-email-marketing-tips/)

<https://www.copyblogger.com/37-email-marketing-tips/>

 About this result  Feedback

[How to Write a Marketing Email: 10 Tips for Writing Compelling Email ...](https://blog.hubspot.com/.../the-9-must-have-components-of-compelling-email-copy.a...)

<https://blog.hubspot.com/.../the-9-must-have-components-of-compelling-email-copy.a...> ▼

Apr 15, 2016 - Here's a distillation of what you need to know to write some excellent copy. 1) Use actionable language. 2) Personalize when possible. 3) Prioritize clarity, and only then think about "catchiness." 4) Align your subject line copy and email copy. 6) Write in the second person. 7) Talk about benefits, not features.

[37 Tips for Writing Emails that Get Opened, Read, and Clicked ...](https://www.copyblogger.com/37-email-marketing-tips/)

<https://www.copyblogger.com/37-email-marketing-tips/> ▼

Aug 12, 2013 - Follow these 11 tips for emails that will captivate your readers: Write fast. Because that's how your enthusiasm and personality come through. Keep it short. Ask questions. Don't follow a strict

How to optimize posts for the featured snippet:

1. Identify your blog posts that currently rank in positions #1 – #5, and estimate which keywords they're ranking for.
2. See if a featured snippet appears in search for those keywords.
3. Optimize your posts for the featured snippet.
4. Submit the URLs to be re-crawled.
5. Measure your results every day over 4 weeks.

What should you look for in the incognito window?

Rank	Blog Post Title	Keyword	Featured Snippet?
4	Blog Post 1	Keyword 1	x
5	Blog Post 2	Keyword 2	
1	Blog Post 3	Keyword 3	x
1	Blog post 4	Keyword 4	

**Google favors content that
best answers the search query
in a simple, concise format.**



how to motivate your sales team



No search volume

All

Images

Videos

News

Shopping

More

Settings

Tools

About 2,190,000 results (0.47 seconds)

Strategies to motivate your sales team:

1. Build trust with the people on your team.
2. Ask your direct reports how they like to be managed.
3. Understand your direct reports' personal and professional goals.
4. Make sure they're covering the basics.
5. Set daily, weekly, and monthly goals.
6. Figure out where the issue lies.

More items...



How to Motivate Your Sales Team: 8 Tried-and-True Strategies

<https://blog.hubspot.com/sales/motivate-your-sales-team>

This allows Google to identify your list as a snippet.

Keep your list featured snippet short.

List seven steps or fewer as Google will cut you off at eight steps in the snippet.

HubSpot

SALES | 7 MIN READ

How to Motivate Your Sales Team: 8 Tried-and-True Strategies



Written by Ben Tye
@bentye

Software ▾ Pricing Resources ▾ Partners ▾ About ▾



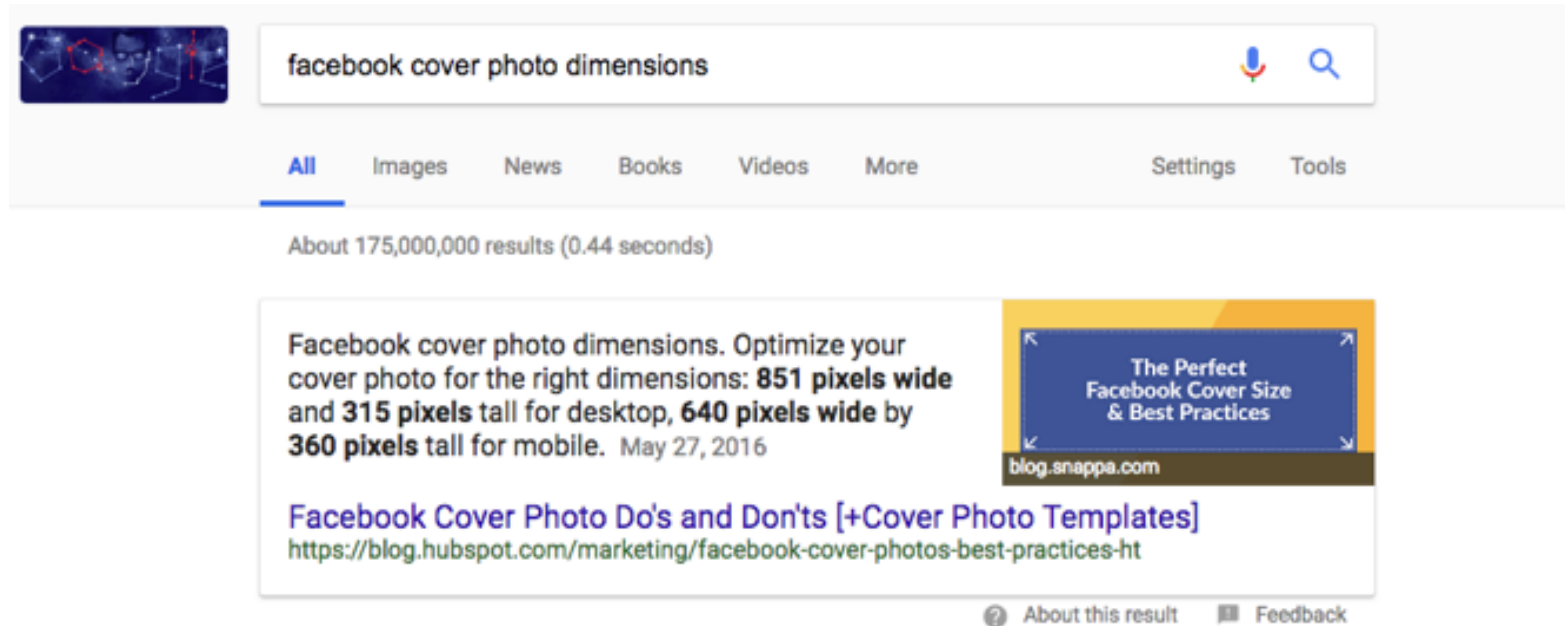
Strategies to motivate your sales team:

1. Build trust with the people on your team.
2. Ask your direct reports how they like to be managed.
3. Understand your direct reports' personal and professional goals.
4. Make sure they're covering the basics.
5. Set daily, weekly, and monthly goals.
6. Figure out where the team lies.
7. Let people pick their own rewards.
8. Give great rewards.

Motivation is more than Vince Lombardi quotes and quirky posters on the wall. It's one of the most important components of sustained sales success over time.

As a sales manager or director, you can only influence your team's sales performance in two dimensions: Their skill set (what they can do), and their motivation (how repeatedly or passionately they do it). Improving

A short paragraph at the top of your post gets your post featured too.



A screenshot of a Google search results page. At the top is the Google logo. Below it is a search bar containing the text "facebook cover photo dimensions". To the right of the search bar are icons for voice search and a magnifying glass. Below the search bar is a navigation bar with tabs for "All", "Images", "News", "Books", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the navigation bar, it says "About 175,000,000 results (0.44 seconds)". The first search result is a snippet from a blog post. The snippet text is: "Facebook cover photo dimensions. Optimize your cover photo for the right dimensions: **851 pixels wide** and **315 pixels** tall for desktop, **640 pixels wide** by **360 pixels** tall for mobile. May 27, 2016". To the right of the text is a thumbnail image of a blue box with white text that says "The Perfect Facebook Cover Size & Best Practices" and the URL "blog.snappa.com". Below the snippet text is a link in blue text: "Facebook Cover Photo Do's and Don'ts [+Cover Photo Templates]" followed by the URL "https://blog.hubspot.com/marketing/facebook-cover-photos-best-practices-ht". At the bottom right of the search results are two links: "About this result" and "Feedback".

facebook cover photo dimensions

All Images News Books Videos More Settings Tools

About 175,000,000 results (0.44 seconds)

Facebook cover photo dimensions. Optimize your cover photo for the right dimensions: **851 pixels wide** and **315 pixels** tall for desktop, **640 pixels wide** by **360 pixels** tall for mobile. May 27, 2016

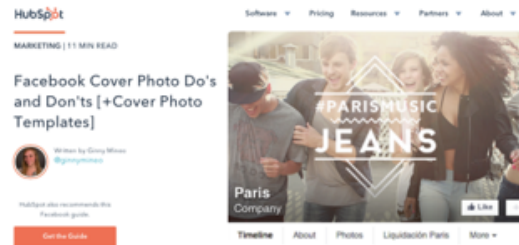
The Perfect Facebook Cover Size & Best Practices
blog.snappa.com

Facebook Cover Photo Do's and Don'ts [+Cover Photo Templates]
<https://blog.hubspot.com/marketing/facebook-cover-photos-best-practices-ht>

About this result Feedback

Write a short answer to your target query.

Put it in a module above the rest of your post. Google tends to prefer when featured snippets are fewer than about 50 words.



**Submit the URLs to be
re-crawled.**