

candour

Types of search result

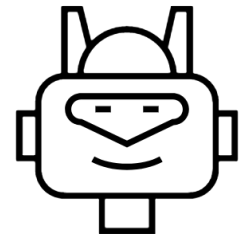
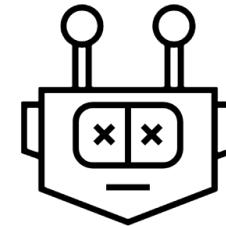
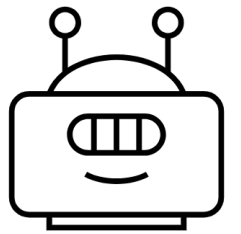
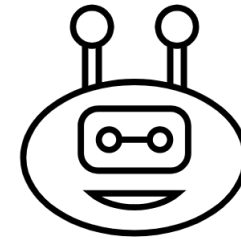
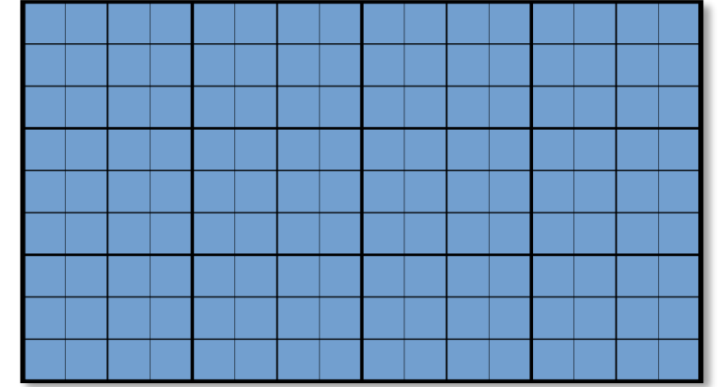


Trainer:

Mark Williams-Cook
Candour



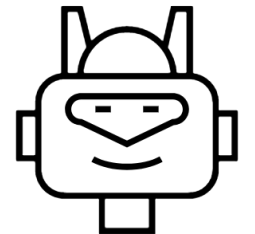
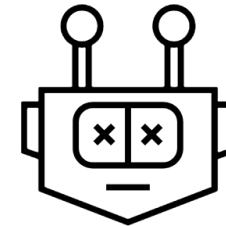
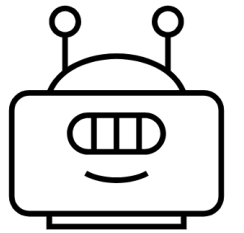
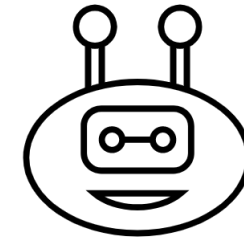
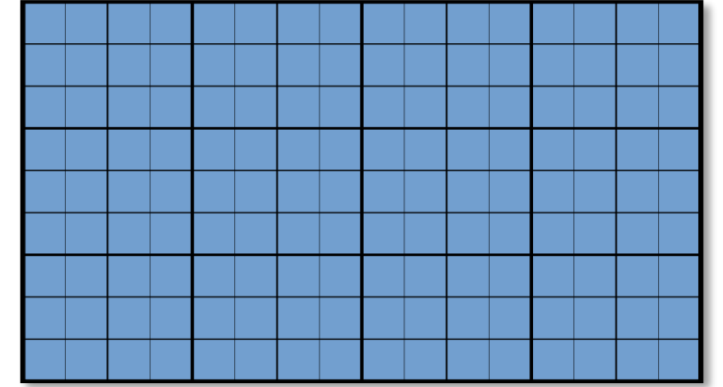
What's in a SERP?



Types of search result

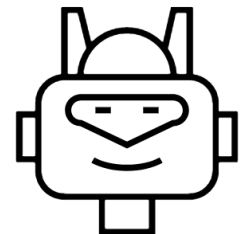
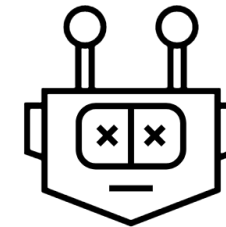
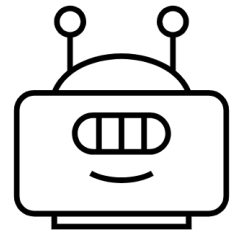
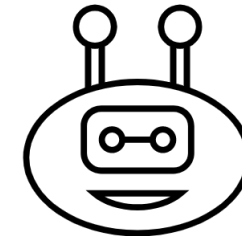
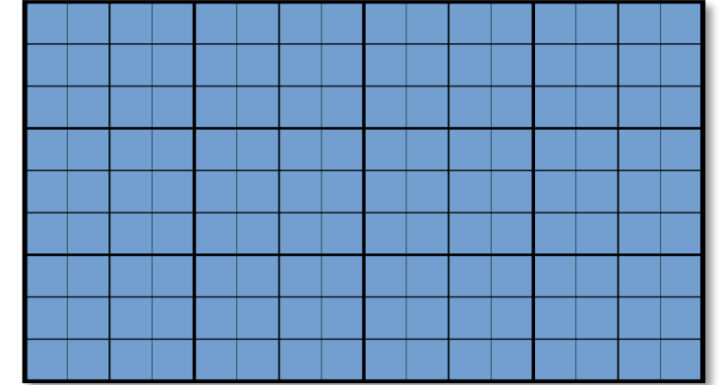
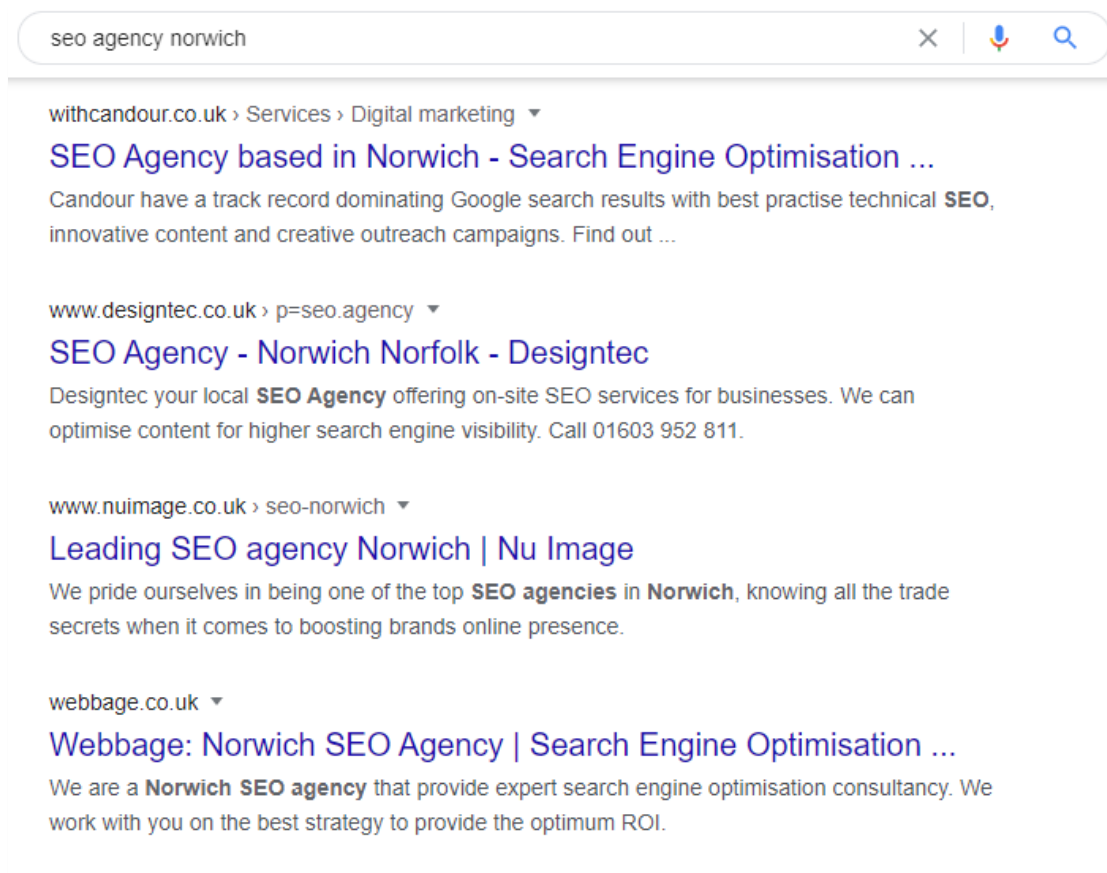
What's in a SERP?

Search Engine Results Pages (SERPs)



Types of search result

What's in a SERP?

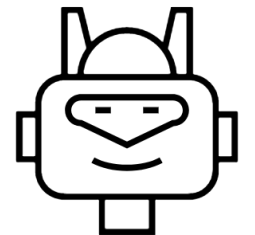
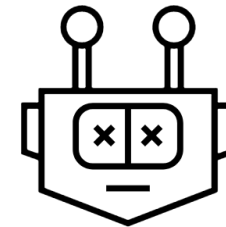
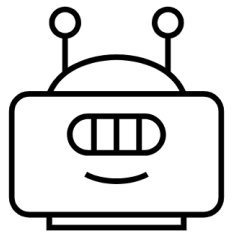
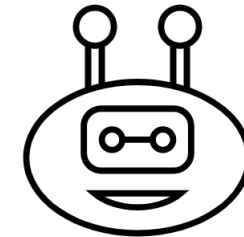
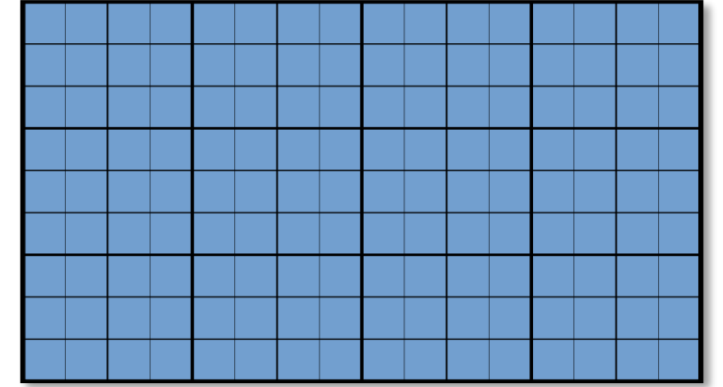


Types of search result

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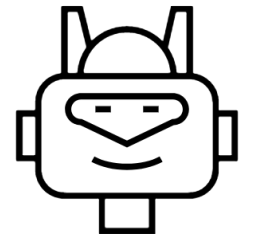
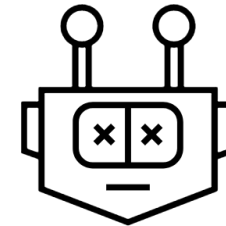
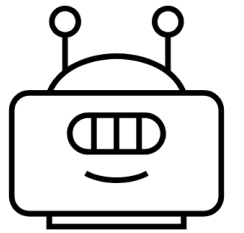
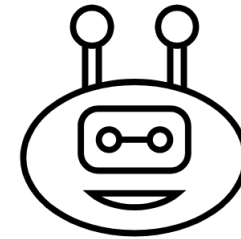
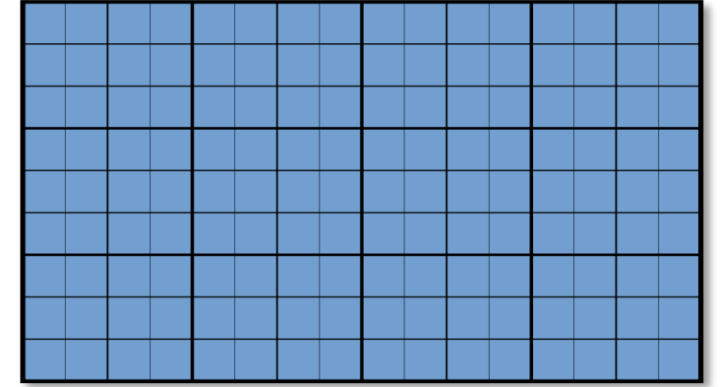
Search Engine Results Pages (SERPs)

contain organic and paid listings



Types of search result

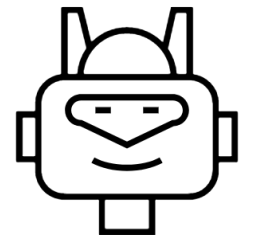
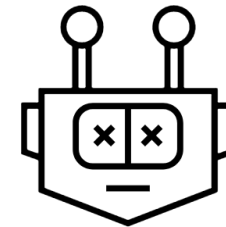
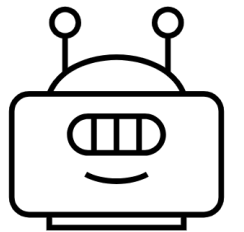
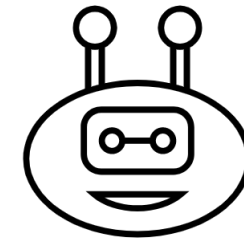
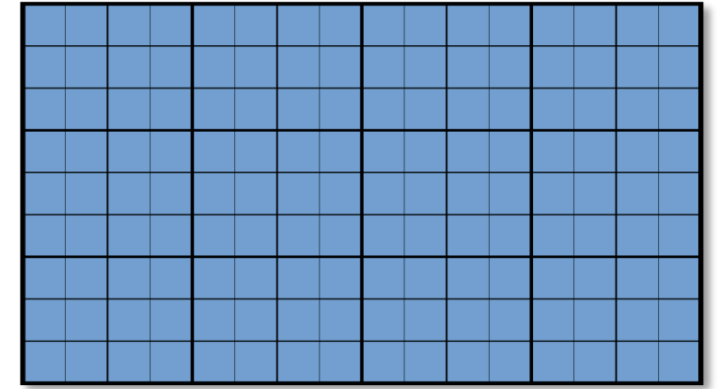
Organic and paid listings



Types of search result

Organic and paid listings

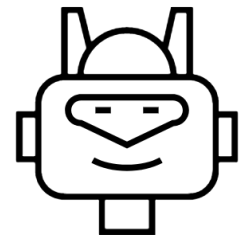
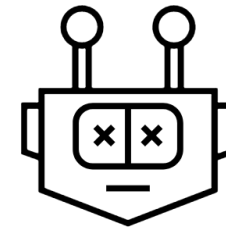
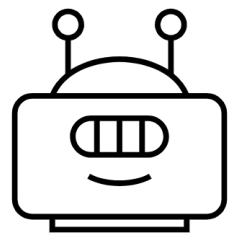
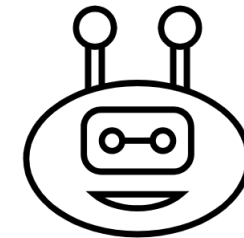
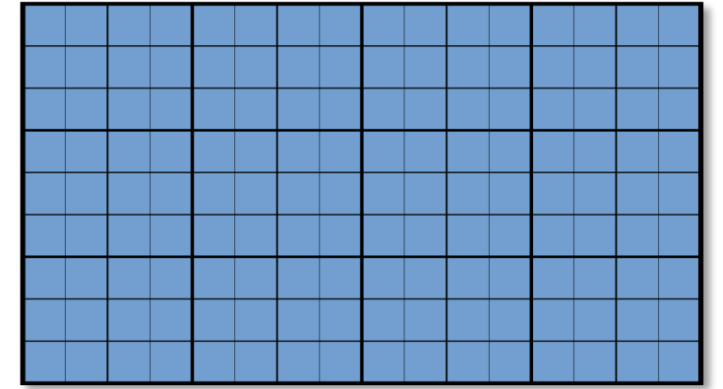
Organic listings: Are listings which Google's algorithm have decided are the most relevant pages or answers to the user's query. They are also known as "natural" listings.



Organic and paid listings

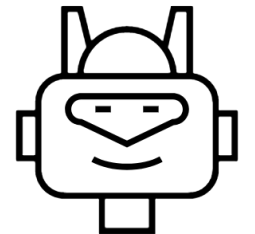
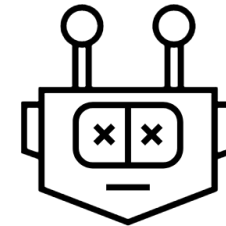
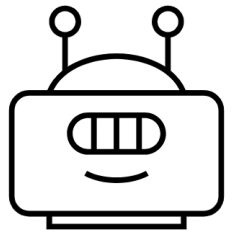
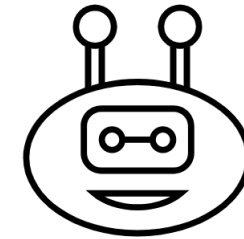
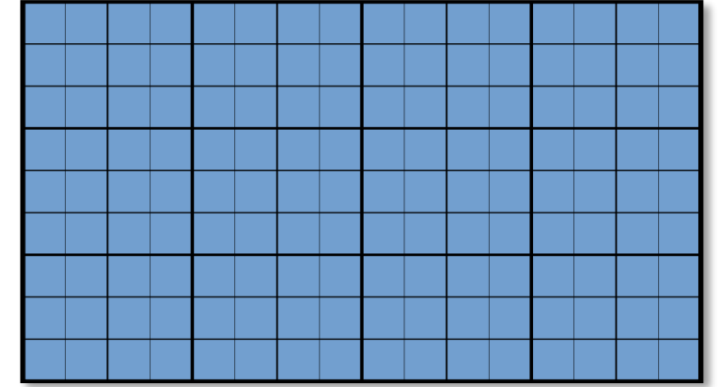
Organic listings: Are listings which Google's algorithm have decided are the most relevant pages or answers to the user's query. They are also known as "natural" listings.

Paid listings: Can be placed by anyone in a variety of places in the SERP and usually operate on a "cost per click" basis.



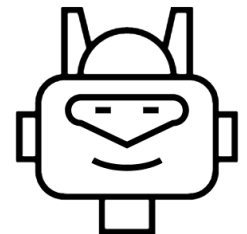
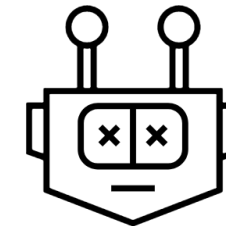
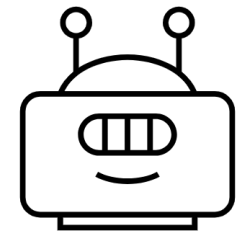
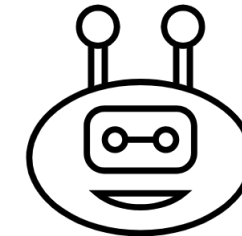
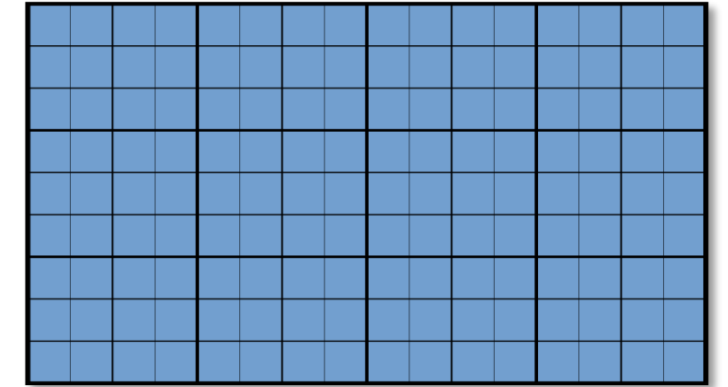
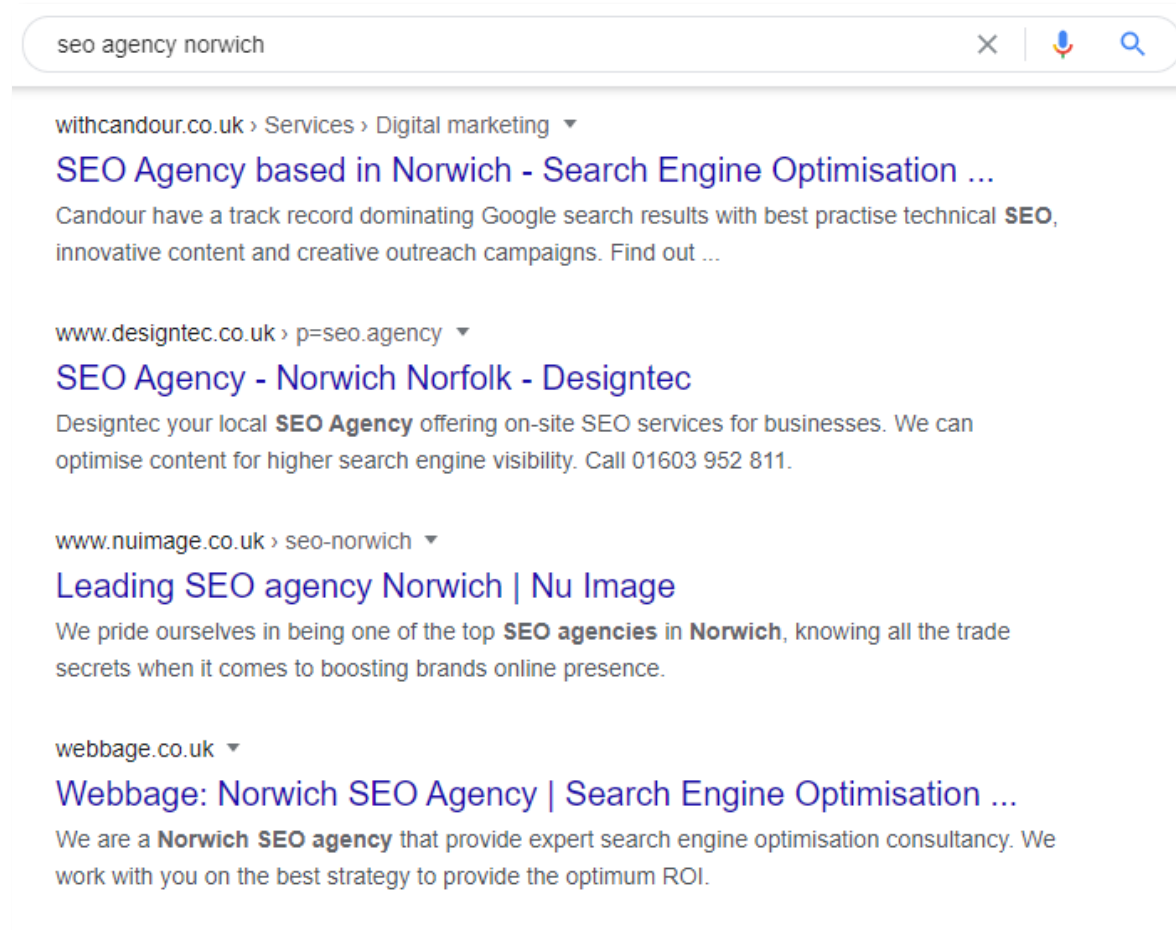
Key concept

Paid and organic listings
do not directly affect each other



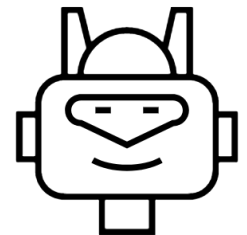
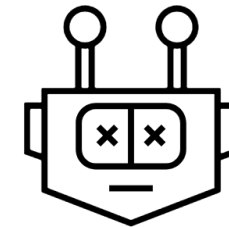
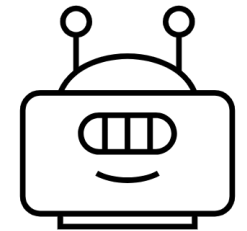
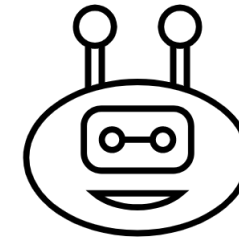
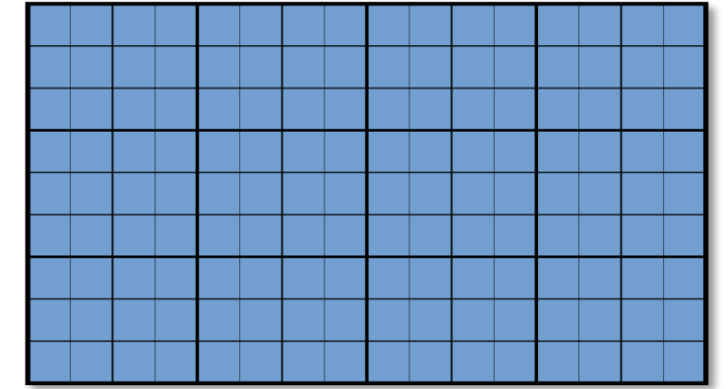
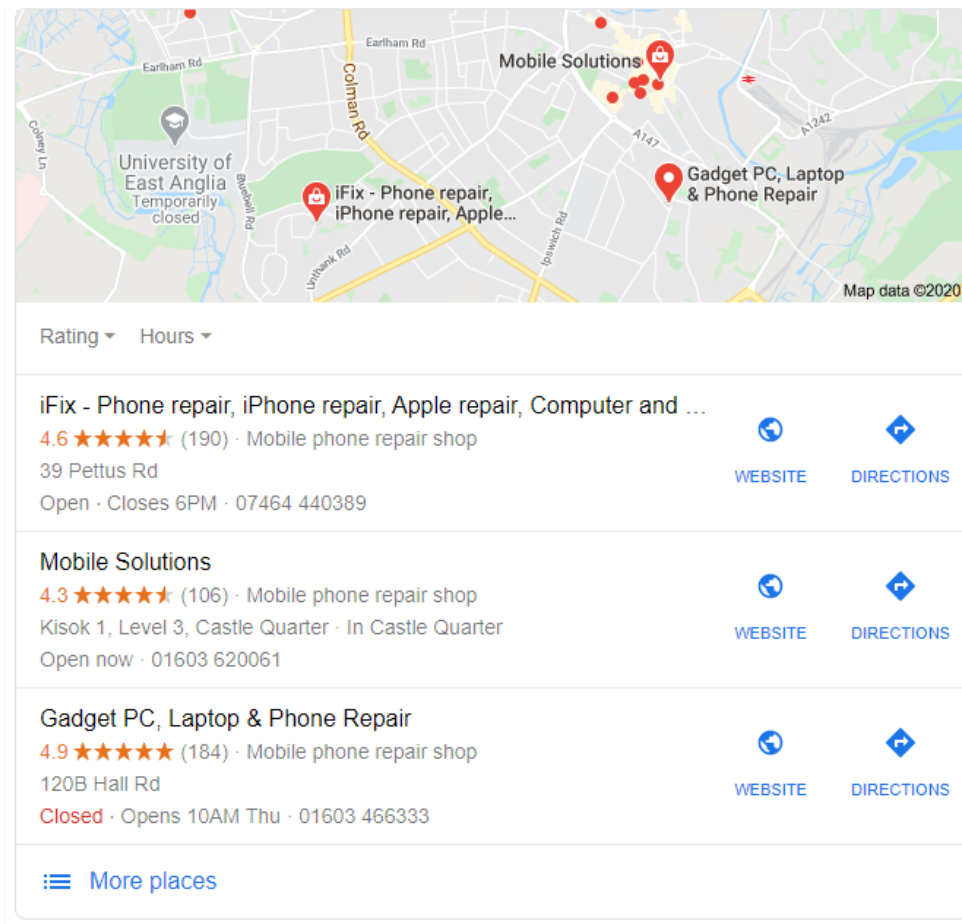
Types of search result

Standard web links



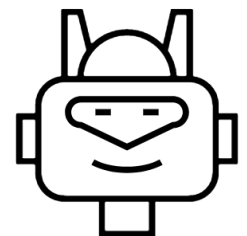
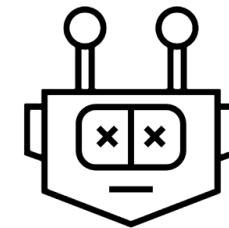
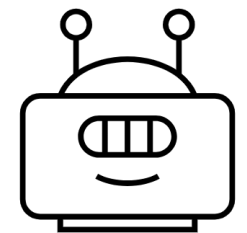
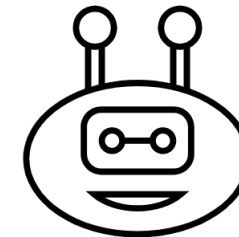
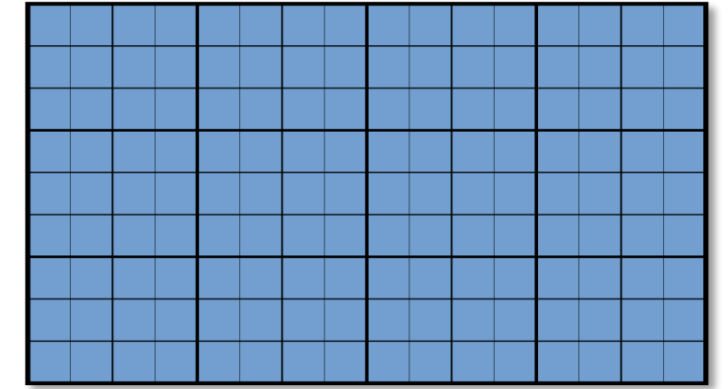
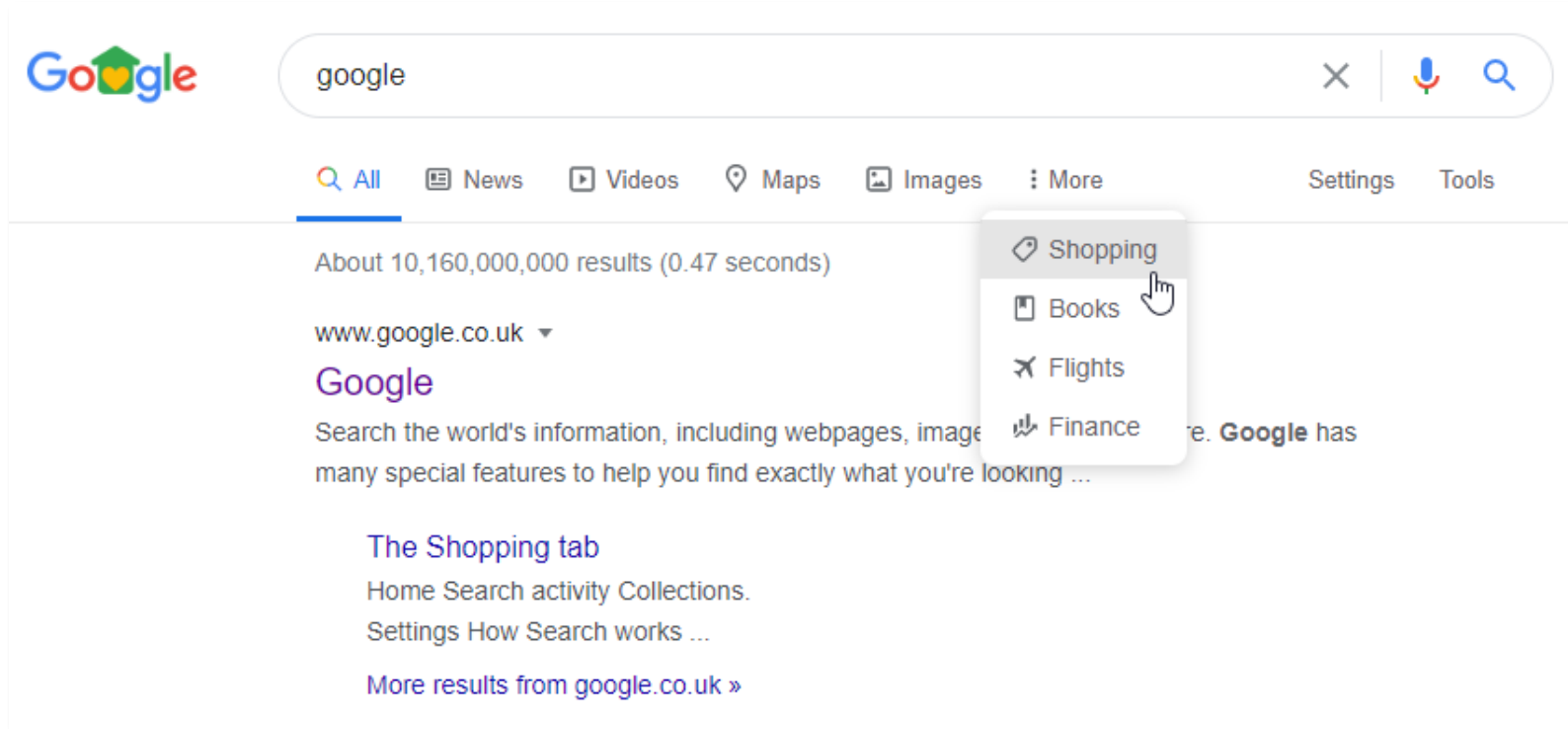
Types of search result

Local / map pack listings



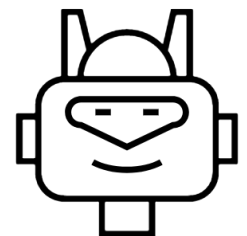
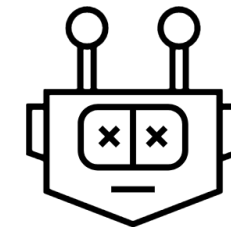
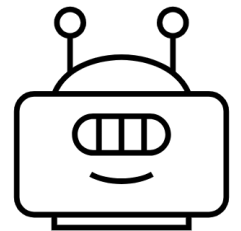
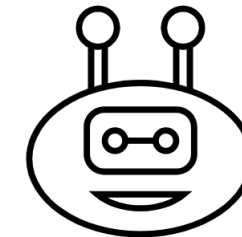
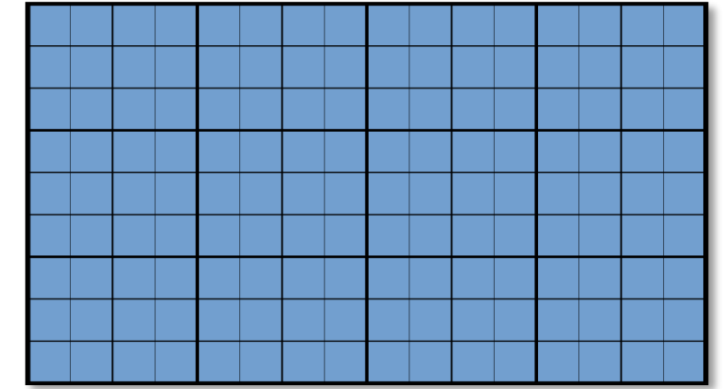
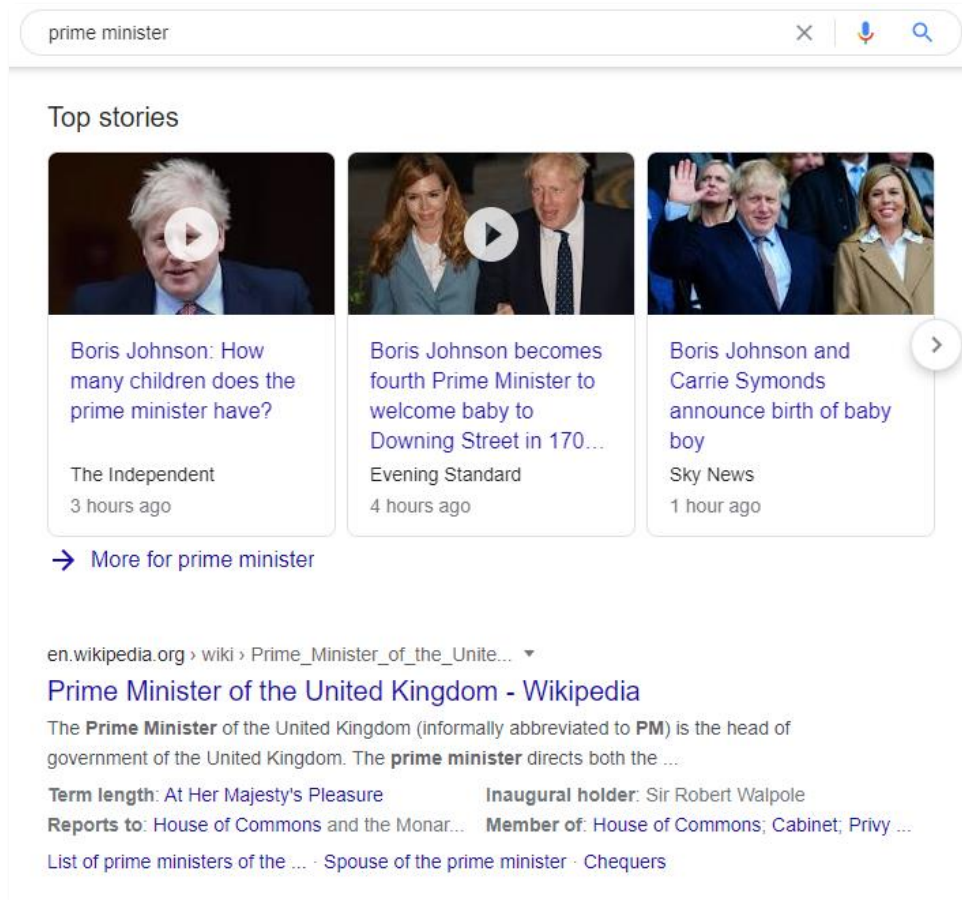
Types of search result

Search verticals



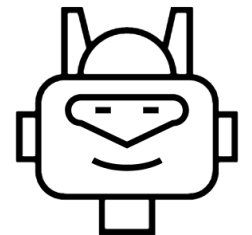
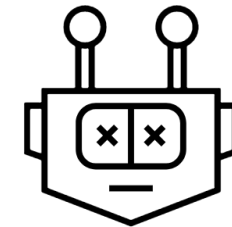
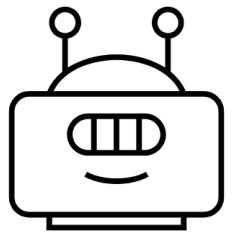
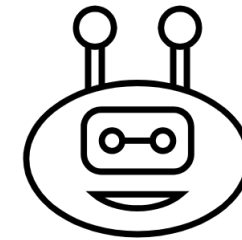
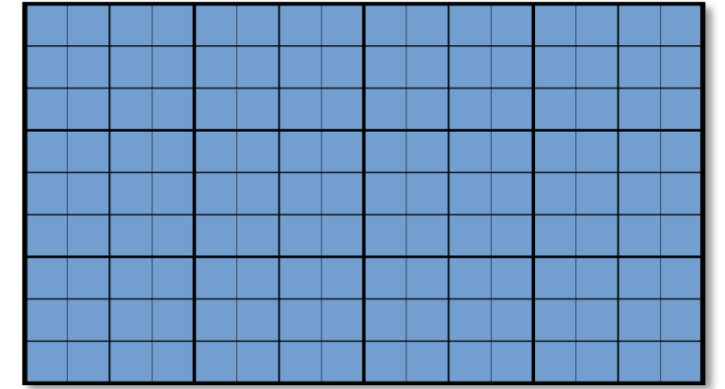
Types of search result

Top stories (News)



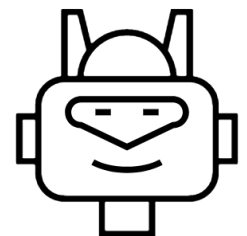
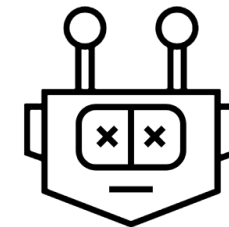
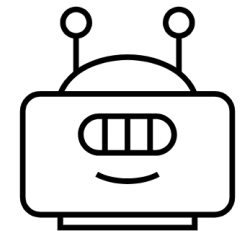
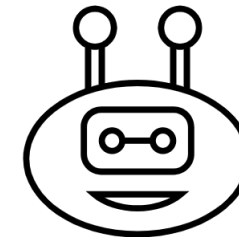
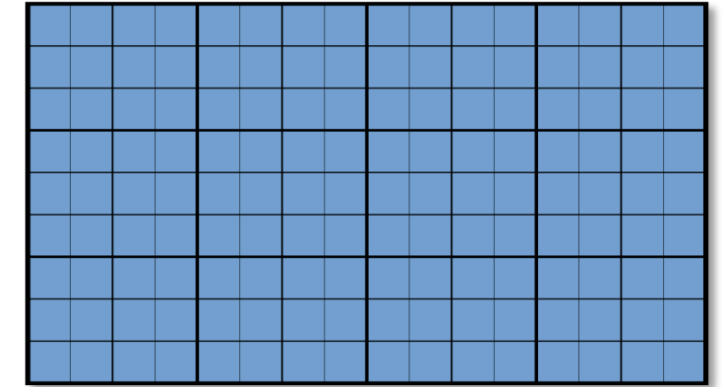
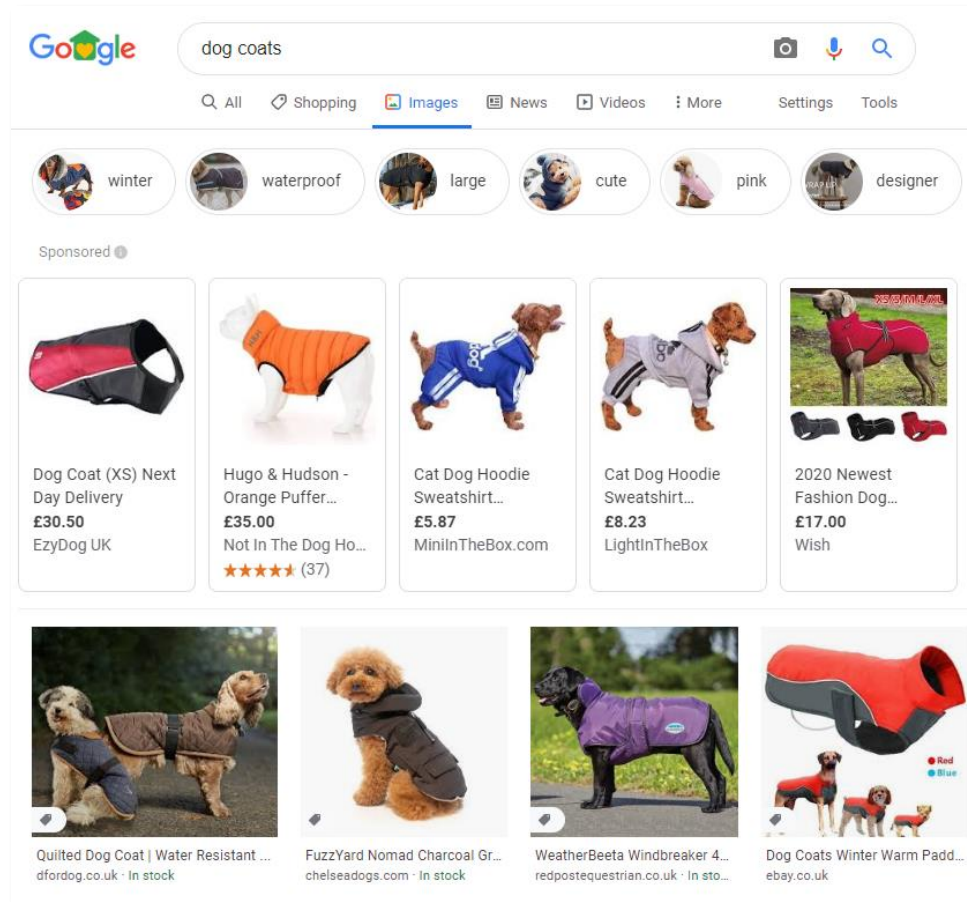
Types of search result

Google Images



Types of search result

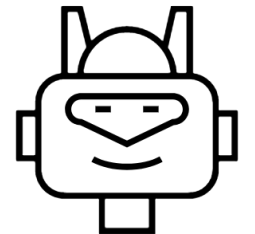
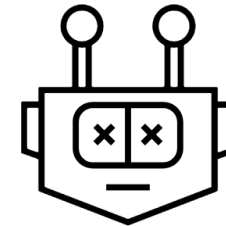
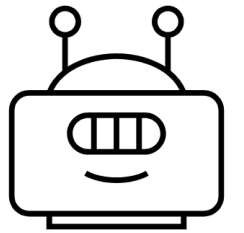
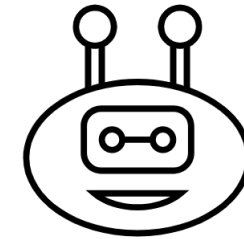
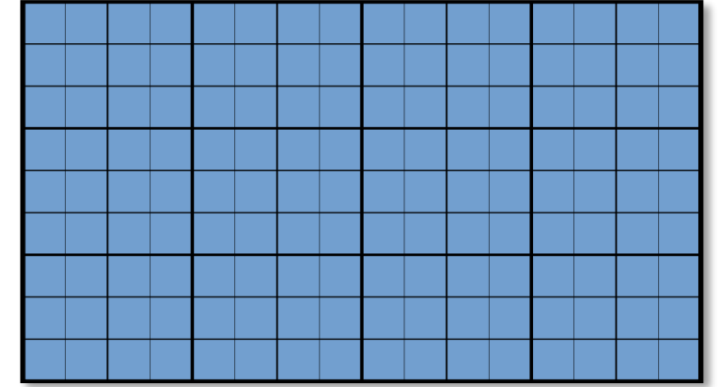
Google Images



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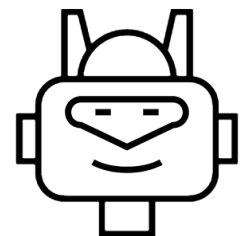
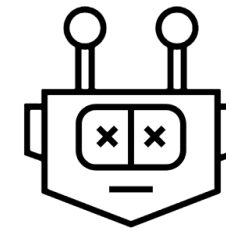
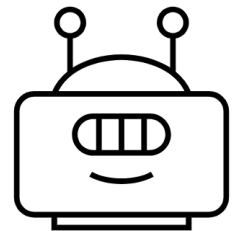
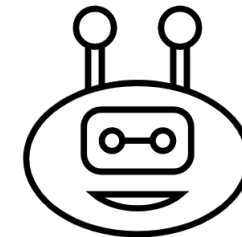
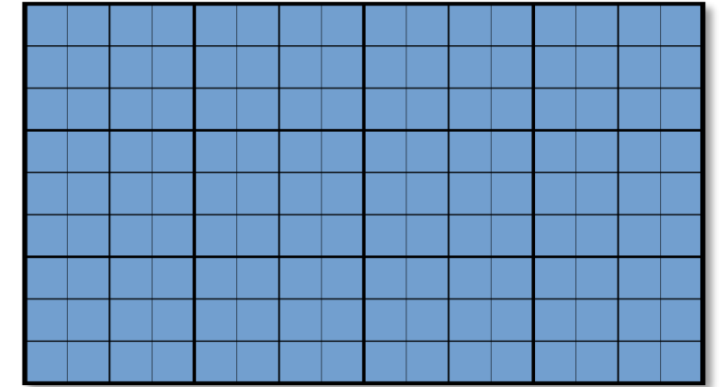
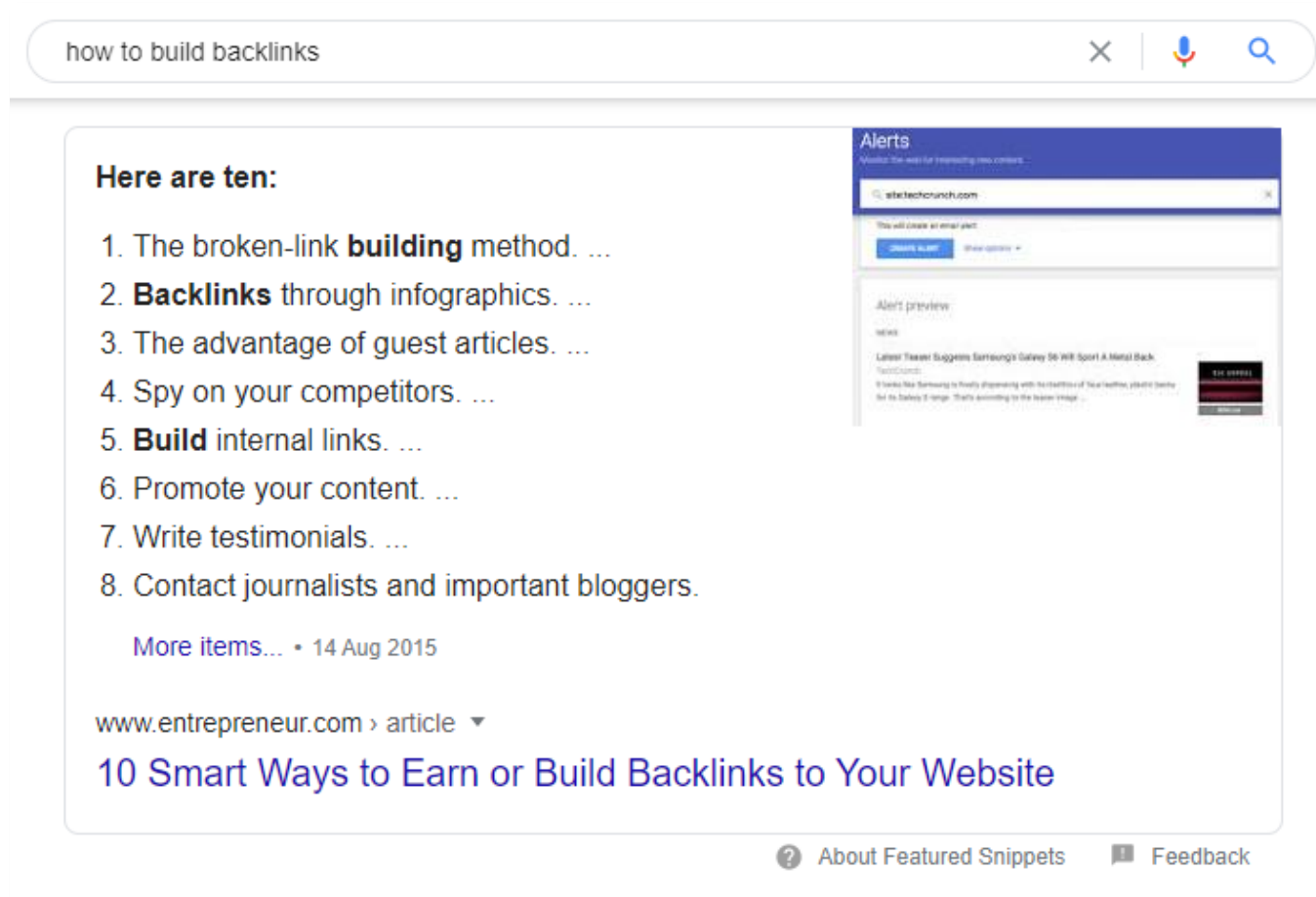
Key concept

Different types of search result can contain multiple **features**



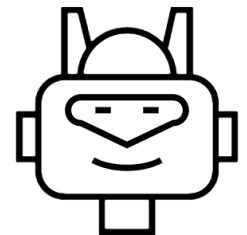
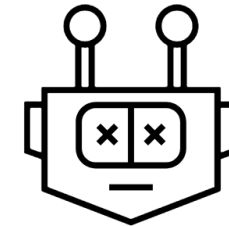
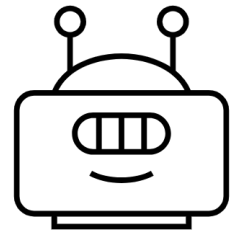
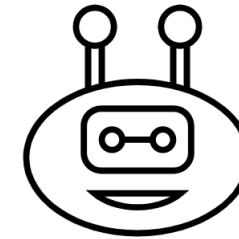
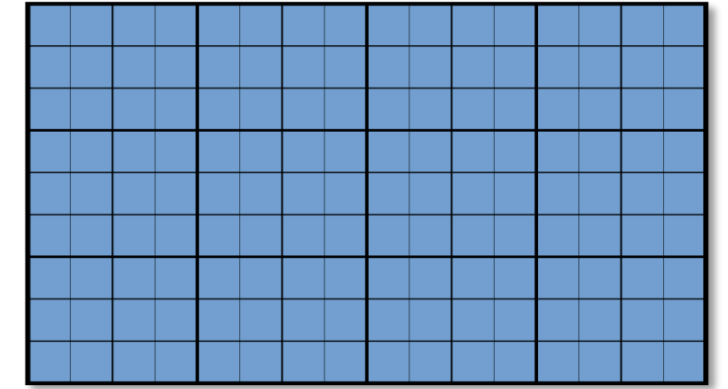
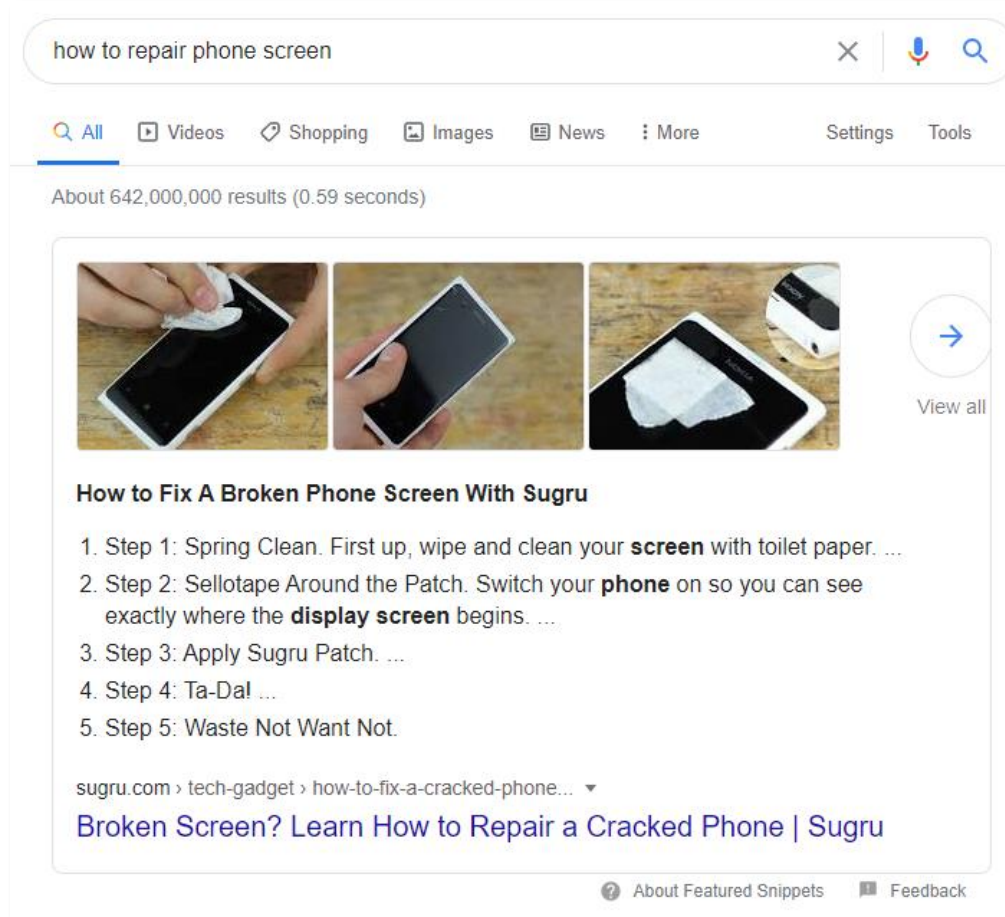
Types of search result

Featured snippets



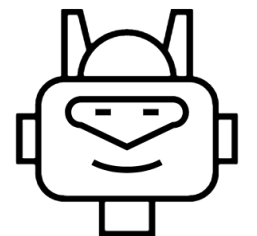
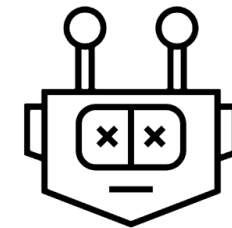
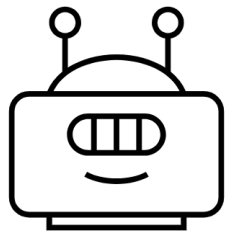
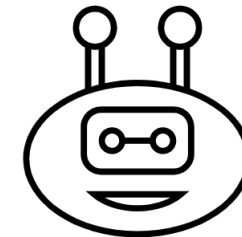
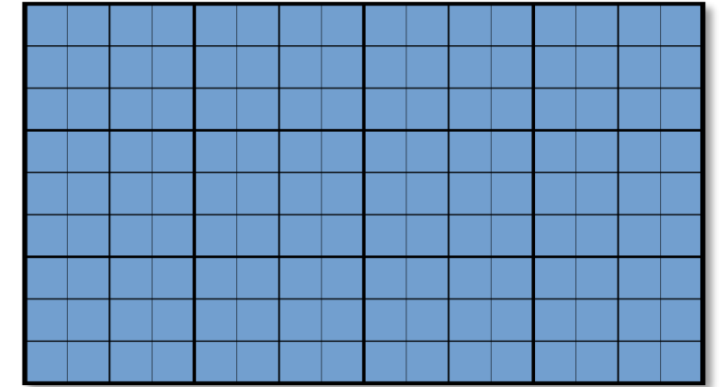
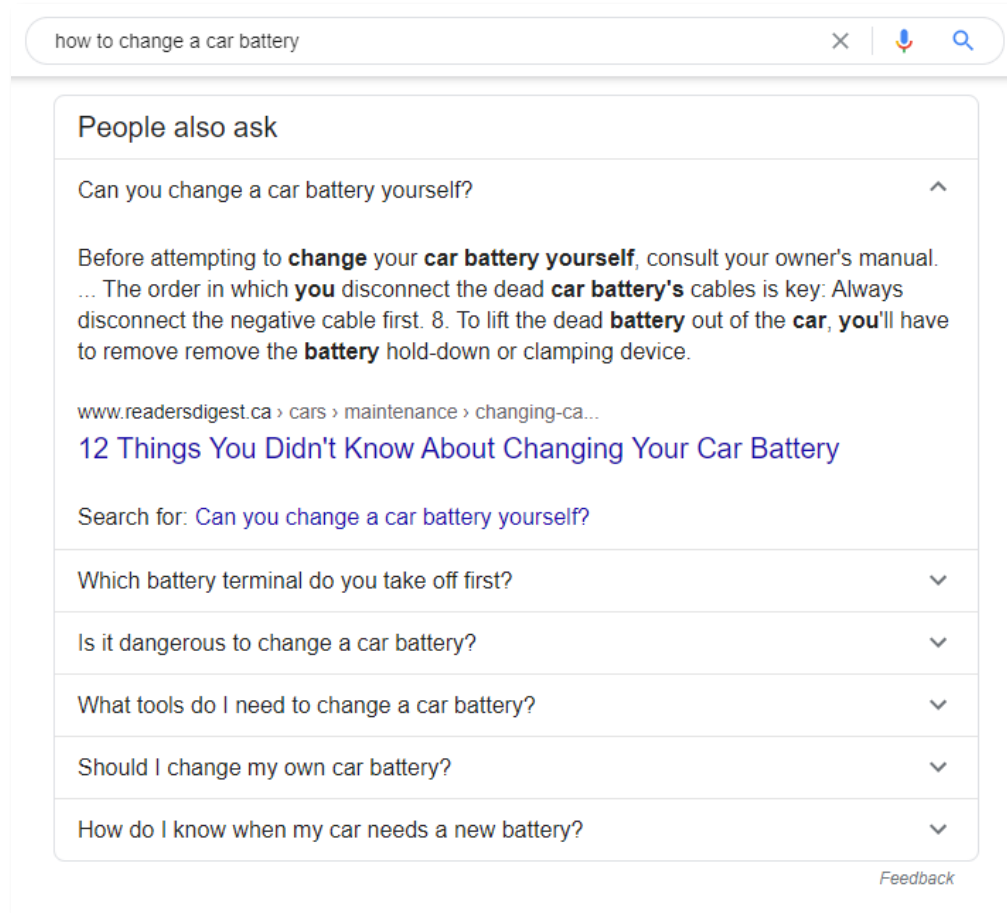
Types of search result

Featured snippets



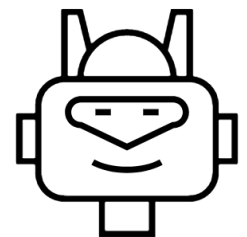
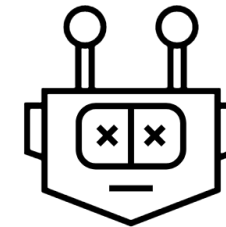
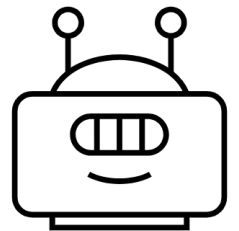
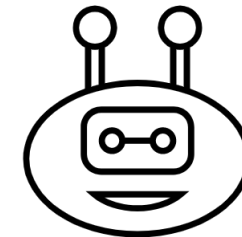
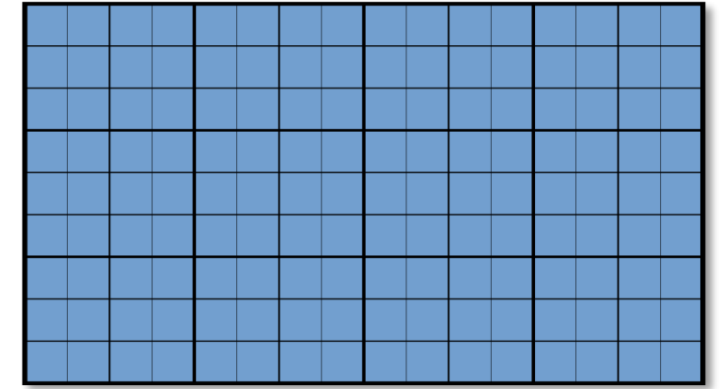
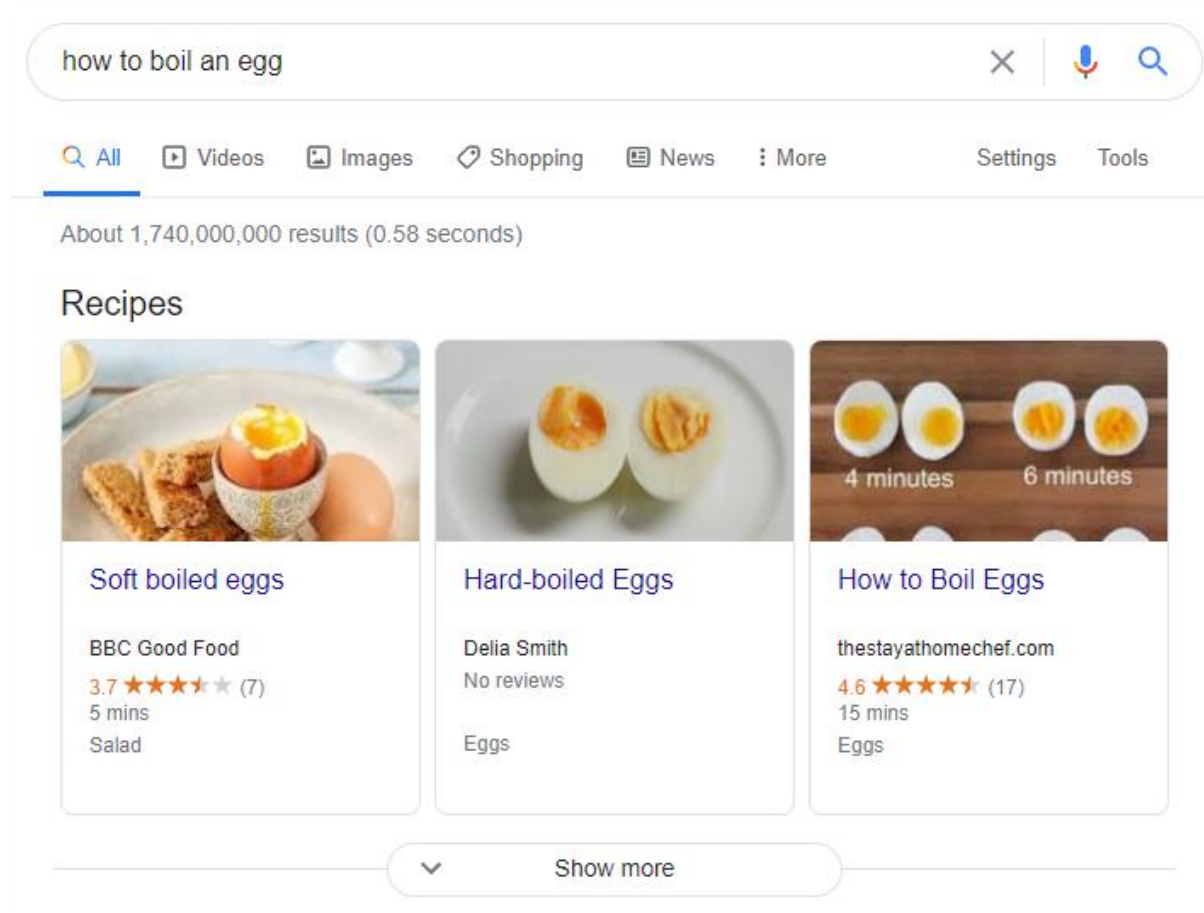
Types of search result

People Also Asked



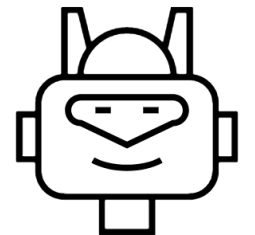
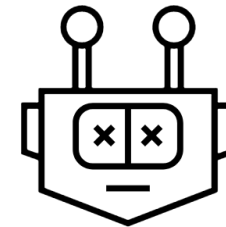
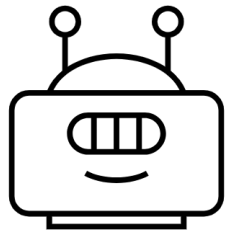
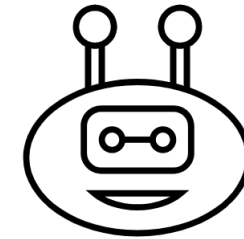
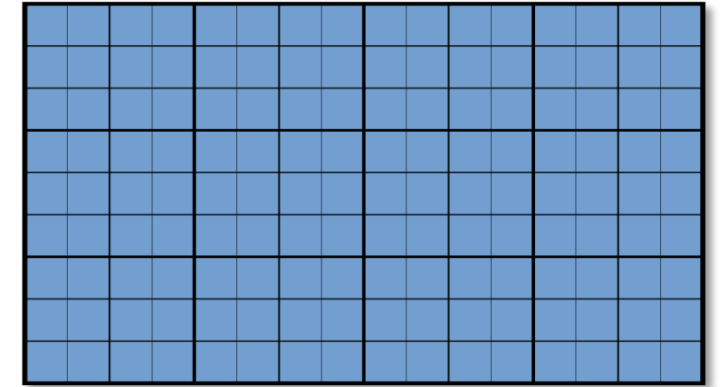
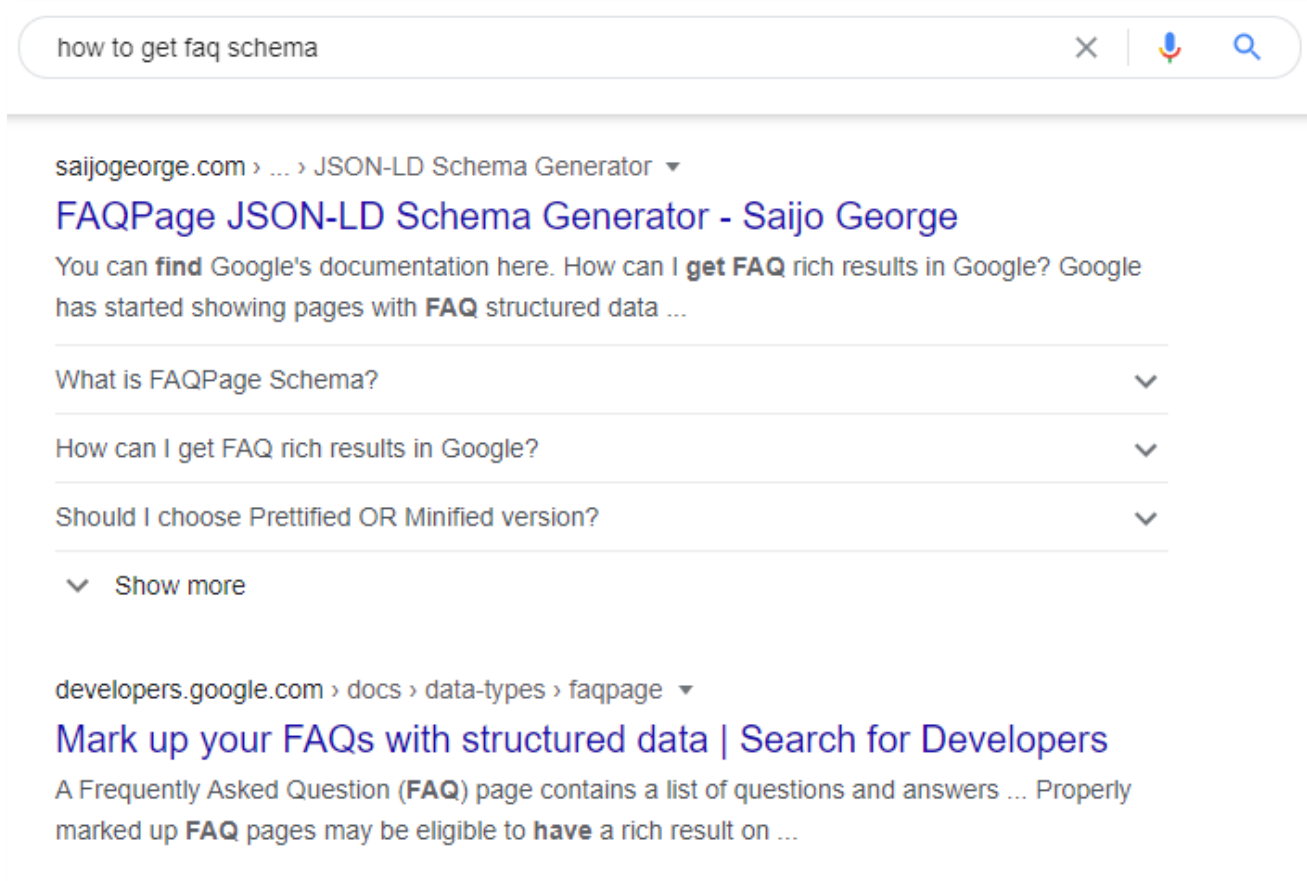
Types of search result

Recipes



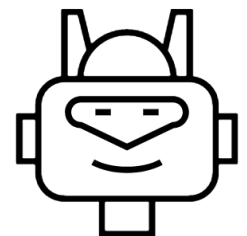
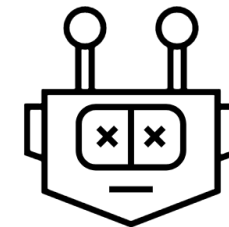
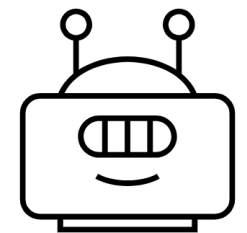
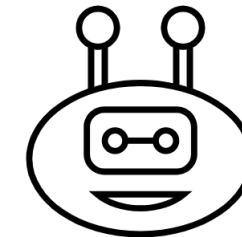
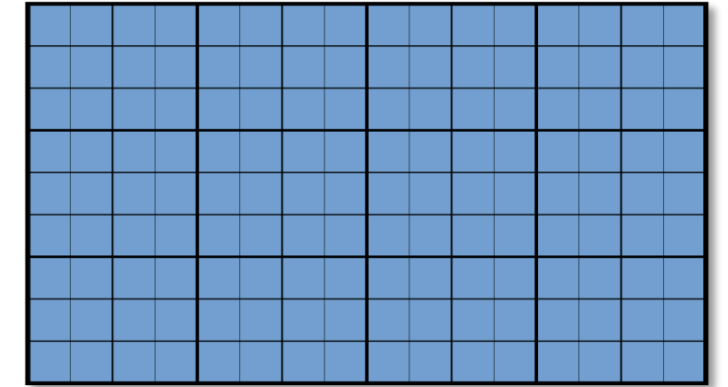
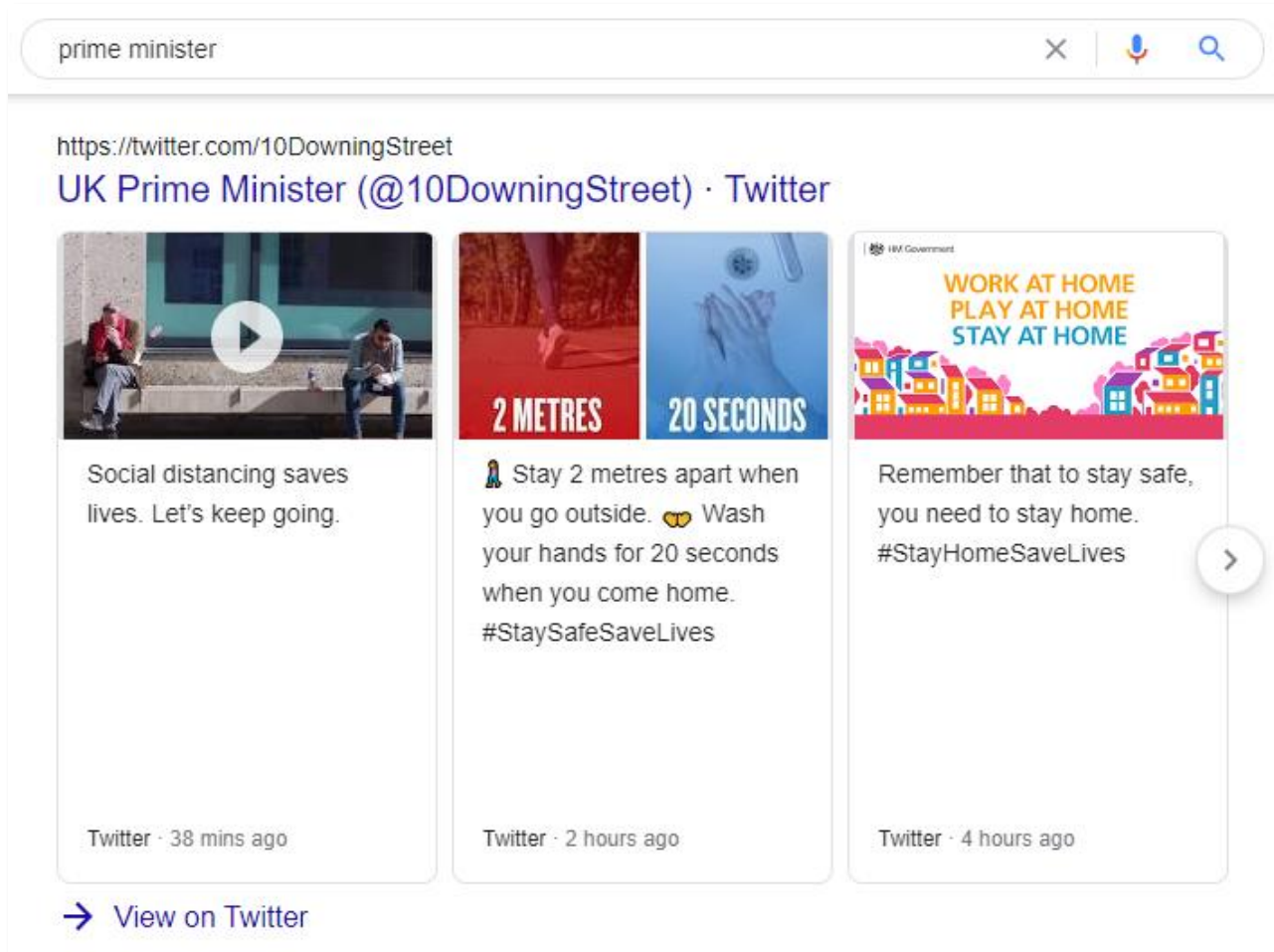
Types of search result

FAQs



Types of search result

Twitter



Types of search result

Key concept

There are different types of Google results and different search features within those results.

Specific strategies exist to rank in particular types of result and to be eligible for certain features.

