

SERP Features 101 and Your Site's SEO

Online searches have doubled over the last few months and companies are quickly strengthening their SEO marketing strategies. SERP Features 101 has changed significantly and educating yourself is a must.

The entire world is transitioning into a new online market now. Keeping up the pace is imperative in order to stay ahead of your competition.

Let's talk Search Engine Results Page (SERP), SEO and your site!

SEO, SERP and Your Site

This isn't your grandmother's SERP.

Google rules the kingdom and your SEO marketing strategy needs a new game plan.

How does your site rank in 2020? Are you positioning your site to land at the top of your industry's page?

Ask yourself these five questions:

- Do you know [your website's Quality Score](#)?
- Have you audited your site's content?
- Are you employing [authentic content](#)?
- Is your site 100% mobile-responsive?
- Are you including highly engaging images and video content?

The best and most effective marketing approach includes extensive [E-A-T, Expert, Authoritative and Trustworthy content](#).

The SEO vs. SEM Challenge

The algorithm is a constantly changing beast. Billions of pages of content are accessed every day. Gone are the days where your website simply gains the #1 rank by just existing.

Google makes you work for it now more than ever.

Let's first define our major players.

What is SEO?

SEO stands for search engine optimization.

SEO ranks your site organically by [utilizing content marketing](#), optimizing your focus keywords as well as attaching backlinks.

What is SEM?

SEM stands for search engine marketing.

SEM is simple. Your ad dollars pay for listings and advertisements boosting your site right up there to the first page of results.

You pay to play in this space.

Now that we've defined our options, let's talk SERP!

SERP Features 101

SERP has a new face in 2020.

Along with the typical organic listing, Google has now added special features for optimum results. Each new feature simplifies the viewer's access to your content and sitelinks.

Distinct visible details shape this space now.

The good news – These features along with a fierce SEO strategy will take you right into SERP fantasy land!

New SERP 101 Features:

Rich Answer: These results are quick and easy facts placed at the top of the page. "What time is it in Alaska?" or "what is the capital of New York?" generate rich answers.

Rich Results: Rich results are viewed a lot like the normal Google search listing – title, meta description and URL. [Customer ratings and reviews](#) are also displayed below the listing.

Rich Cards (Mobile Sites): Rich Cards are simply "rich results" viewable on your mobile phone.

Knowledge Cards: Google derives these results from hard data/statistics. "How many people live in Los Angeles?" is one example of a knowledge card listing.

Knowledge Graph: Knowledge Graphs are shown in the top right corner above the organic search results. Queries such as "Miami, Florida" might generate a knowledge graph depicting images, maps and related facts.

Knowledge Panel: Similar to Knowledge graphs, knowledge panels are specifically tailored for businesses and organizations.

Local 3-Pack: The Local 3-Pack produces three local business results along with a location map for each company.

Image Packs: Simply put, these top search results display a row of images. "Modern red couch" or "short brunette hairstyle" may return a set of Image Pack results.

Videos: Want to learn how to make the best guacamole? "How to" videos top these featured listings.

Sitelinks: Sitelinks dive right into your website. Along with your organic SERP display, Google adds actual links within your website allowing easy access for the viewer.

Vertical Search: Typically related to locations and places, these view from left to right at the top of the page. "Museums in Seattle" or "Mexican restaurants in Dallas" return vertical search results containing titles and images.

People Also Ask: Google displays an array of similar questions for you to consider as they relate to your current search topic.

Twitter: When you want to see the current conversations, your SERP comes to the rescue with the latest Tweet.

Top Stories: This feature displays top stories from the latest breaking news and current affairs. Three of the latest news reports appear with the related image in addition to the date and time of the events.

Featured Snippets: Featured snippets typically answer questions such as “who,” “what,” “when,” “where,” and “how.” Google pulls this information from sites on the first page of organic listings.

Snippet types:

- Paragraph
- Numbered
- Bulleted
- Table
- YouTube

Scholarly Articles: Scientific information, research publications and expert articles deliver these results. For example, “diabetes medication” may return a list of scholarly article sites.

Related Searches: Last but certainly not least, we scroll on down to the bottom of the page. And, what do we find? More searches related to your current search.

The Takeaway

If your head is spinning, you are not alone. These new SERP features are incredibly detailed and dig in heavily to your site’s content. Utilize these features to bring your page to the top.

Google may control the algorithm, but your leading-edge SEO strategy wins the game!

Meta Information

Focus Keyword(s): SERP, features, 101, SEO, site

Secondary Keywords (WordPress Tags): results, links, content, Google, rank, website