

**Your Website Homepage? It Isn't
Your Homepage Anymore.**

What We'll Cover

- Meet Your New Homepage

What We'll Cover

- Meet Your New Homepage
- How (& Why) to Shift Your SEO Strategy

What We'll Cover

- Meet Your New Homepage
- How (& Why) to Shift Your SEO Strategy
- 3 Tips to Get Into SERP Features

What We'll Cover

- Meet Your New Homepage
- How (& Why) to Shift Your SEO Strategy
- 3 Tips to Get Into SERP Features
- How to Track Your Progress

A large, faint sunburst graphic is centered in the background, consisting of numerous thin, light-colored lines radiating outwards from a central point. The background is a solid, muted orange color.

Meet Your New Homepage



search engine results page



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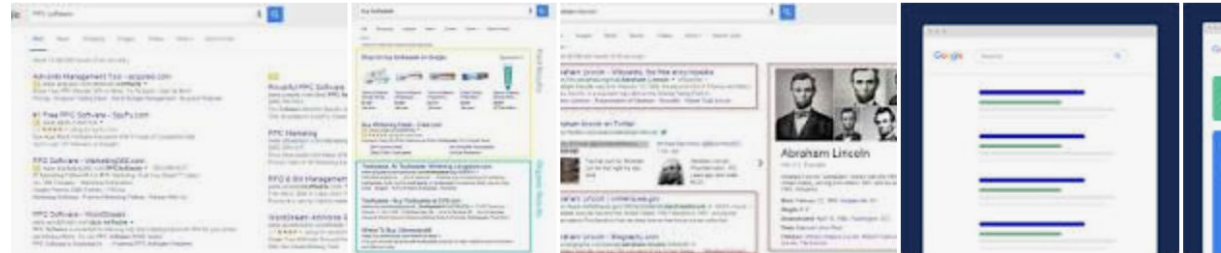
Maps

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About 650,000,000 results (0.63 seconds)



Search Engine Results Pages (SERP) are the **pages** displayed by **search engines** in response to a query by a user. The main component of the SERP is the listing of **results** that are returned by the **search engine** in response to a keyword query. ... The **results** are normally ranked by relevance to the query.

en.wikipedia.org › wiki › Search_engine_results_page

[Search engine results page - Wikipedia](#)

About Featured Snippets

Feedback

www.wordstream.com › serp

What Does SERP Mean? Search Marketing Jargon Explained

Search engine results pages are web pages served to users when they search for something online using a search engine, such as Google. The user enters ...

Source: Google



[Advanced Search](#) [Preferences](#) [Search Tips](#)

Searched the web for google.

Categories: [Google Directory](#) [Computers > Internet > WWW > Searching the Web > Discussion](#)

[Google \(Google[®]\)](#)

Search 1,247,340,000 web pages, ... [Google Web Directory](#) the web organized by topic

New! Try our do-it-yourself advertising program - AdWords. ... 2000 [Google](#).

Description: Lists the results in the order of popularity, determined by the number of links from other sites....

Category: [Computers > Internet > WWW > Searching the Web > Search Engines](#)

[www.google.com/](#) - 3k - [Cached](#) - [Similar pages](#)

[Why Use Google?](#)

Why Use [Google](#)? Because [Google](#) delivers the ... [Google](#) Brings

Order to the Web. [Google](#) is designed to ...

[www.google.com/why_use.html](#) - 8k - [Cached](#) - [Similar pages](#)

[[More results from www.google.com](#)]

[TechNetCast Play](#)

... The Technology Behind [Google](#). By Jim Reese, Chief Operations

Engineer, [Google](#). How to build an internet ...

[technetcast.com/tnc_play_stream.html?stream_id=420](#) - 7k - [Cached](#) - [Similar pages](#)

[Google detailed searching structions - Constructing and ...](#)

... requested. To get to [Google](#) : ... com. Detailed [Google](#) Instructions.

Organized by the following Infoseek Features: ...

[www.lib.berkeley.edu/TeachingLib/Guides/Internet/Google.html](#) - 18k - [Cached](#) - [Similar pages](#)

[Yahoo! Search](#)

... giving easy access to some of the most prominent sites on the Web. [Google](#) technology

- serving as a complement to Yahoo!'s directory and navigational guide. ...

[av.yahoo.com/](#) - 4k - [Cached](#) - [Similar pages](#)

[Google Tales: Google likes directory sites](#)

Hardin MD Notes on the Net. ... Subscribe to Hardin MD Notes.

[Google](#) likes directory sites. Hardin ...

Description: Describes how [Google](#) can be used as a gateway to high-quality, subject-specific search directory sites.

Category: [Computers > Internet > WWW > Searching the Web > Discussion](#)

[www.lib.uiowa.edu/hardin/md/google.html](#) - 12k - [Cached](#) - [Similar pages](#)

Source: [Brafton.com](#)



weather



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About 1,680,000,000 results (0.73 seconds)

Chicago, IL 60641

Wednesday 7:00 AM

Sunny

61 °F | °C

Precipitation: 2%

Humidity: 79%

Wind: 4 mph

Temperature

Precipitation

Wind



Day	8 AM	11 AM	2 PM	5 PM	8 PM	11 PM	2 AM	5 AM
Wed	80° 58°	79° 59°	80° 64°	83° 64°	76° 56°	72° 55°	62° 50°	58° 45°

weather.com

[Feedback](#)

Source: Google



what time is it in cleveland oh



 All

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About 190,000,000 results (1.03 seconds)

8:55 AM

Wednesday, September 23, 2020 (EDT)
Time in Cleveland, OH

Feedback

Source: Google



chase near me



All Maps News Shopping Books More Settings Tools

About 607,000,000 results (0.73 seconds)

locator.chase.com > Illinois > Chicago

Chicago Main | Chase Bank

Find a Chase ATM or branch near you. Search · Illinois · Chicago; Chicago Main. Please enter a ZIP code, or an address, city and state. Submit a Search ...



Hours Your past visits

- A Chase Bank**
4824 N Pulaski Rd
Closed · Opens 9AM · (773) 427-9030
WEBSITE DIRECTIONS
- B Chase Bank**
4854 W Irving Park Rd
Closed · Opens 9AM · (773) 685-3014
WEBSITE DIRECTIONS

Source: Google

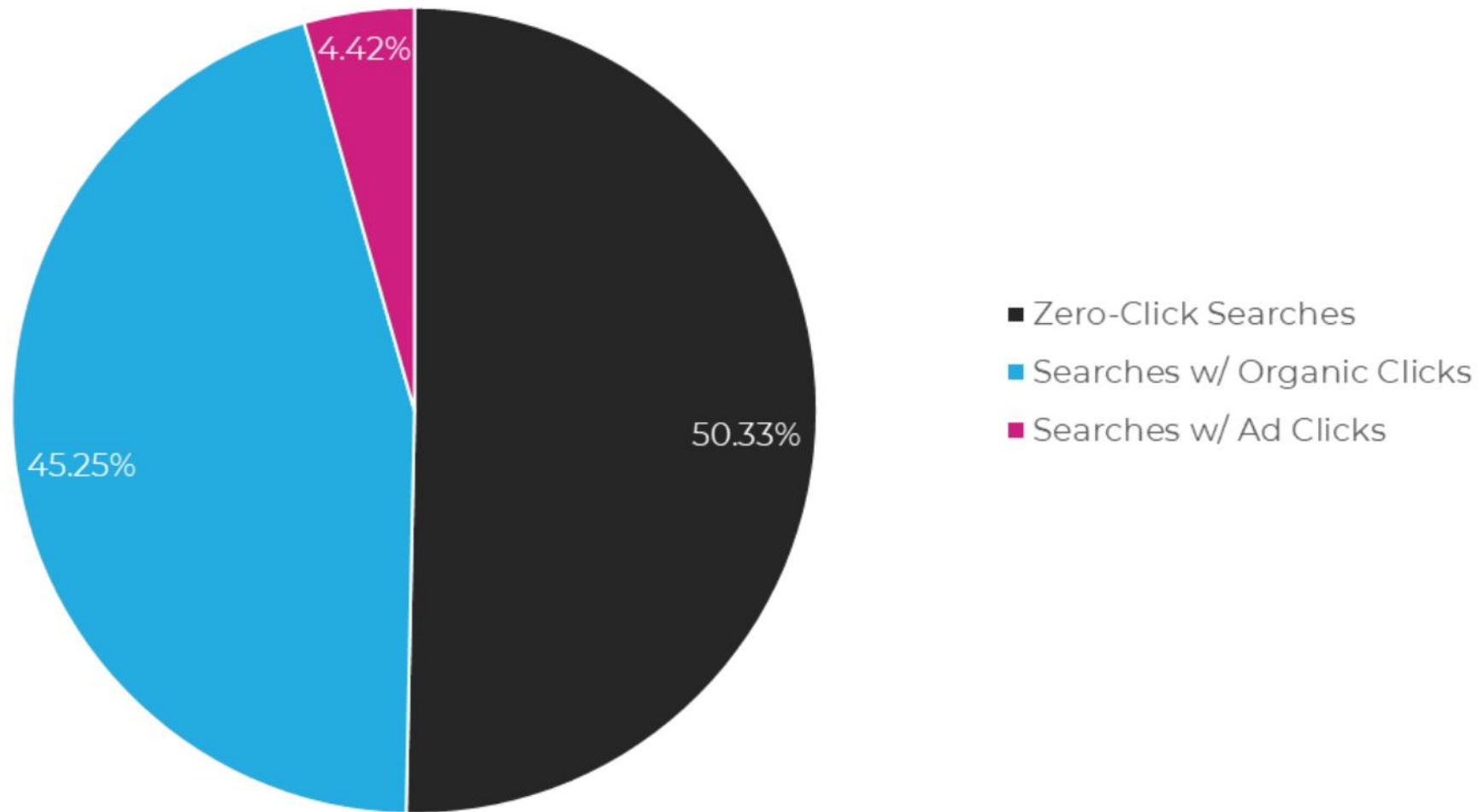
June 2019

For the first time ever, the majority of Google searches (50.33%) resulted in zero-clicks.

Source: SparkToro

Paid, Organic, & Zero-Click Searches in Google (June 2019)

data from 40M+ browser-based searches on millions of desktop & mobile devices in the United States



 jumpshot

 SparkToro

Jan 2020

Google Featured Snippet Algorithm Update

Source: Google



Danny Sullivan 

@dannysullivan



Replying to [@dr_pete](#)

If a web page listing is elevated into the featured snippet position, we no longer repeat the listing in the search results. This declutters the results & helps users locate relevant information more easily. Featured snippets count as one of the ten web page listings we show.

3:28 PM · Jan 22, 2020 · Twitter Web App



best content marketing strategy



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About 947,000,000 results (0.71 seconds)



21 Content Marketing Tactics That'll Skyrocket Your Search Traffic

- Build More Targeted Landing Pages. ...
- Segment Audience to Increase Engagement. ...
- Know Your Audience, and Give Them What They Want. ...
- Focus on Facts and Think Tactically. ...
- Target the millennials with adaptive content. ...
- Leverage the Hedgehog Content Model.

[More items...](#)

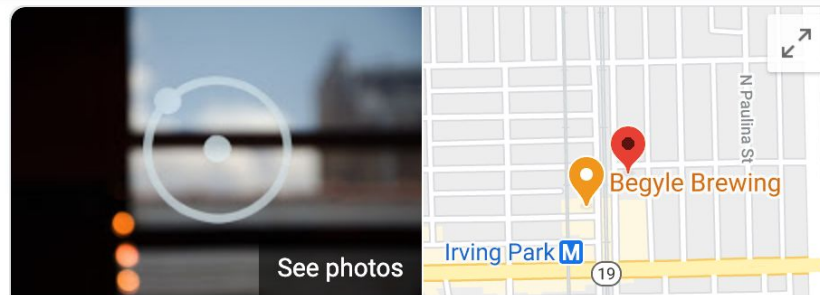
neilpatel.com › Blog › Content Marketing ▾

[21 Content Marketing Tactics That'll Skyrocket Your Search ...](#)

Source: Google

Beyond Featured Snippets

There are all kinds of featured results. You can control some more than others.



Work (Orbit Media Studios)



Website

Directions

Save

Call

4.9 ★★★★★ 28 Google reviews

Website designer in Chicago, Illinois

Address: 4043 N Ravenswood Ave #316, Chicago, IL 60613

Hours: Open · Closes 5:30PM ▾

Phone: (773) 348-4581

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Events

⚠ COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.

[More about COVID-19](#)

Tue, Oct 13

Content Marketing

Source: Google

See photos

Irving Park M

Begyle Brewing

Work (Orbit Media Studios)

Website Directions Save Call

4.9 ★★★★★ 28 Google reviews

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Tue, Oct 13 Content Marketing

We manage this

See photos

Irving Park M 19

Begyle Brewing

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Events

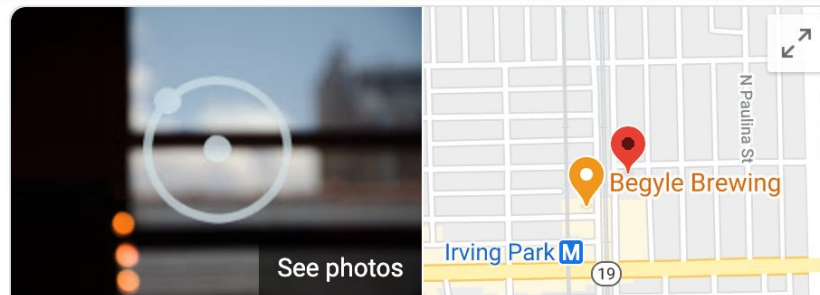
⚠ COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.

[More about COVID-19](#)

Tue, Oct 13 Content Marketing

We monitor this



Work (Orbit Media Studios)



Website

Directions

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4.9 ★★★★★ 28 Google reviews

Website designer in Chicago, Illinois

Address: 4043 N Ravenswood Ave #316, Chicago, IL 60613

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Events

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Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.

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Tue, Oct 13

Content Marketing

This is from CMW!



When is content marketing world



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About 2,650,000,000 results (0.82 seconds)

Content Marketing World / Dates

Tue, Oct 13, 2020 – Fri,
Oct 16, 2020



People also search for



**Brand
ManageCamp**
Sep 15, 2020
– Sep 16,
2020



**Affiliate
Summit West**
Tue, Feb 2,
2021 – Thu,
Feb 4, 2021



**INBOUND
2020**
Tuesday,
September 22,
2020

[→ More about Content Marketing W...](#)

Source: Google

☰ Top stories



 Dawgs By Nature

**Cleveland Browns
Jordan Elliott one of
PFF's highest-graded
rookies**

56 mins ago



BROWNSWIRE 

**Browns continue
practice squad
protection for Garrett
Gilbert, Greg Senat**

2 hours ago



 clevelandbrowns.com

**Browns announce
unofficial depth chart vs.
Washington**

18 hours ago



[View all](#)

Source: Google

The Best Chili Ever Recipe | Serious Eats



Jan 22, 2010 - Ingredients. 1 pound (450g) dried dark red kidney beans. Kosher salt. 4 quarts (3.8L) water. 3 whole ancho, pasilla, or mulato chilies, seeded and torn into rough 1-inch pieces (about 1/2 ounce) 2 whole New Mexico red, California, costeño, or choricero chilies, seeded and torn into rough 1-inch pieces (about 1/8 ounce)

★★★★★ Rating: 4.5 - 36 votes

Recipes



The Best Chili Ever Recipe

Serious Eats

4.5 ★★★★★ (36)

Beef short ribs, sour cream, poblano peppers, red kidney



Pressure Cooker Ground Beef and Bean Chili...

Serious Eats

4.3 ★★★★★ (6)

1 hr

Ground beef, sour cream, red kidney beans, dark chocolate,



Chili Recipe | Cook the Book

Serious Eats

4.0 ★★★★★ (1)

Ground beef, beer, beans, new mexican, red pepper flakes



Show more

Content Marketing Institute



Company

contentmarketinginstitute.com

Headquarters location: [Cleveland, OH](#)

Parent organization: [UBM Technology Group](#)

Founder: [Joe Pulizzi joepulizzi.com](#)

Verify these facts to help others.

Key person

Disclaimer

Profiles



[LinkedIn](#)



[Facebook](#)



[Twitter](#)

People also search for

[View 15+ more](#)



[Convince & Convert, LLC](#)

[TopRank Marketing](#)

[TopRank Marketing](#)

[HubSpot](#)

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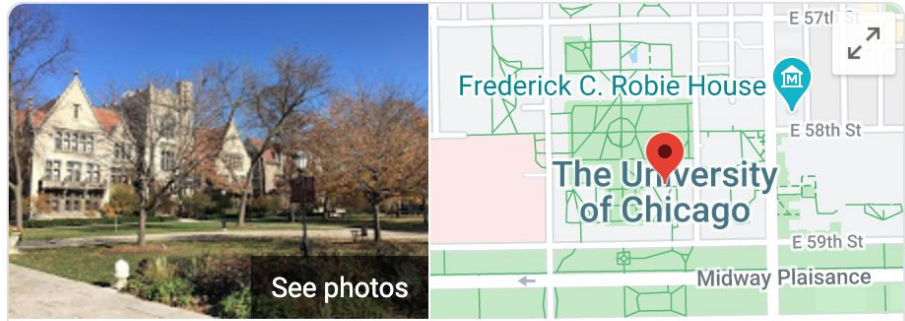
[NewsCred](#)

[NewsCred, Inc.](#)

[CoSchedule](#)

[CoSched... LLC](#)

Source: Google



The University of Chicago



- Website
- Directions
- Save
- Call

Private university in Chicago, Illinois

The University of Chicago is a private research university in Chicago, Illinois. Founded in 1890, its main campus is located in Chicago's Hyde Park neighborhood. It enrolled 16,445 students in Fall 2019, including 6,286 undergraduates and 10,159 graduate students.

[Wikipedia](#)

Avg cost after aid	Graduation rate	Acceptance rate
\$26K	94%	7%

Graduation rate is for first-time, full-time undergraduate students who gr more ▼
Source: US Dept of Education · Learn more

Address: 5801 S Ellis Ave, Chicago, IL 60637

Phone: (773) 702-1234

Undergraduate enrollment: 6,600 (2018–19)

Source: Google

Average annual cost

Before aid	After aid
\$81,531	\$26,160

Aid includes grants and scholarships from the institution, state, and federal government

Source: US Dept of Education (IPEDS) · Learn more

Graduation rate

	Completed within 6 years	Completed within 8 years
First-time full-time	94%	94%
Other full-time	96%	96%

Source: US Dept of Education (College Scorecard) · Learn more

Notable alumni

View 45+ more



Susan Sontag



Milton Friedman



Roger Ebert





Carl Sagan





Katherine Dunham


Rankings

 **2020 Best National Universities**
#6 · [usnews.com](https://www.usnews.com)

 **QS World University Rankings 2020**
#10 · [topuniversities.com](https://www.topuniversities.com)

 **Read our full analysis of the THE World University Rankings 2019 results**
#10 · [timeshighereducation.com](https://www.timeshighereducation.com)

 **World University Rankings 2018-19**
#10 · [cwur.org](https://www.cwur.org)

 **The 100 Most Beautiful College Campuses In America**
#3 · [bestcollegereviews.org](https://www.bestcollegereviews.org)

Cost by household income

Household income

Average cost after aid

Less than \$30,000

\$3,178

\$30,001–48,000

\$6,325

\$48,001–75,000

\$7,933


\$75,001–110,000

\$18,782

More than \$110,001

\$40,853

Source: US Dept of Education (IPEDS) · Learn more

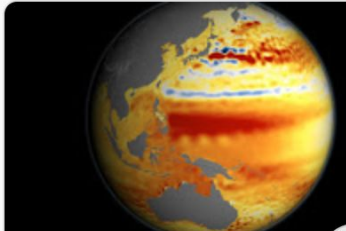
 **The University of Chicago**
on Google



The **Future of Voting** And The 2020 Election—A leading political scholar... [more](#)

2 days ago

Share



How much does **climate change** cost? A new estimate from UChicago geoscientists ... [more](#)

6 days ago

Share

The background of the slide is a solid orange color with a subtle sunburst pattern of thin, light-orange lines radiating from the center. The text is centered and reads:

How (& Why) to Shift Your SEO Strategy

12-24%

of search results include a featured snippet
... and growing

Sources: Ahrefs, Advanced Web Ranking, Moz

Control

how to win featured snippets

Search Query

About 976,000 results (0.63 seconds)

How to win featured snippets

1. Know which **featured snippet** keywords you rank on page one for. So number one is to know which **featured snippet** keywords your site already ranks for. ...
2. Know your searchers' intent. Number two is to know your searchers' intent. ...
3. Provide succinct answers and content. ...
4. Monitor **featured snippet** targets.

Oct 11, 2019

Moz awarded Featured Snippet

moz.com › blog › featured-snippets

Featured Snippets: What to Know & How to Target - Moz

About Featured Snippets Feedback

Variant

how to win featured snippets

How does one earn featured snippets?

1. Research all relevant **Featured Snippet** opportunities and then create priorities based on click-worthiness and achievability. ...
2. Provide top quality content that serves the user's need. ...
3. Structure the content in the most relevant format for the user and for Google.

More items... • May 14, 2019

www.contentkingapp.com › blog › featured-snippets

How to Win Featured Snippets Like a Boss - interview Izzi Smith

About Featured Snippets Feedback

People also ask

ContentKing replaces the Featured Snippet Spot

How do you target a featured snippet?

How do you track a featured snippet?

How can I opt out of featured snippets?

Why are featured snippets important?

Moz now ranks #2

moz.com › blog › featured-snippets

Featured Snippets: What to Know & How to Target - Moz

Oct 11, 2019 - **Featured Snippets: What to Know & How to Target** - Whiteboard Friday: ...

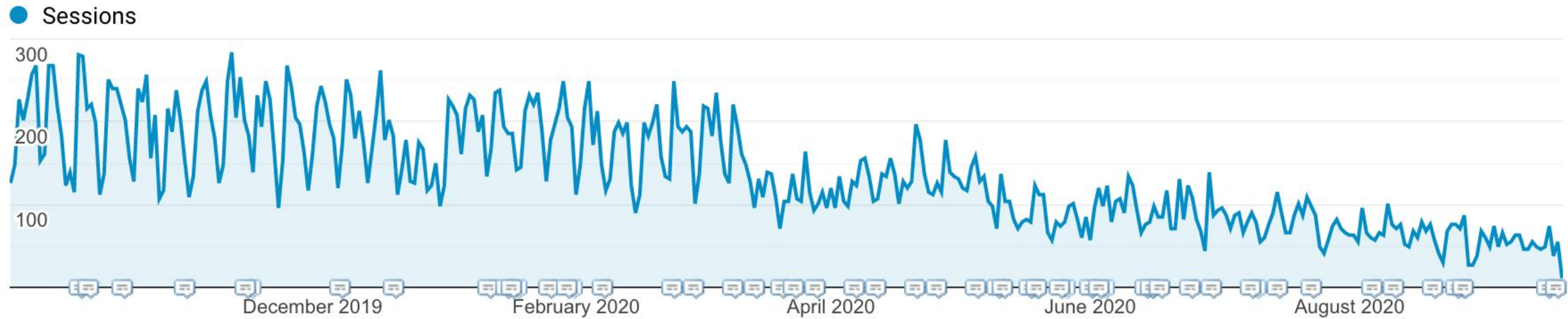
Featured snippets are still the best way to take up primo SERP real estate, and they seem to be changing all the time. Today, Britney Muller shares the results of the latest Moz research into featured snippet ...

Source: Moz

12%

drop in traffic from opting out of featured snippets

Source: Moz



Featured snippet algorithm update

Source: Google Analytics

44%

drop in traffic when beaten by a
competitive featured snippet

“Your customers don’t care about you, your products, or your services. They care about themselves.”



— Joe Pulizzi

A large, faint sunburst graphic is centered in the background, consisting of numerous thin, light-colored lines radiating from a central point. The background is a solid, muted orange color.

3 Tips to Get Into SERP Features

1. Choose Topics Wisely

Play where you can (and should) win.



term I want to rank for



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About 616,000,000 results (0.69 seconds)

www.wordstream.com › blog › 2012/11/14 › how-to-r... ▾

How to Rank for a Keyword in 10 Steps - WordStream

Jul 3, 2020 - Here are the ten steps to **rank for** a keyword in Google. Step 1: Lay the Groundwork. Step 2: Do Your Initial Keyword Research. Step 3: Check Out the Competition. Step 4: Consider Intent. Step 5: Conceptualize the Content. Step 6: Execute. Step 7: Optimize for Your Keyword. Step 8: Publish.

People also ask

How do I know what keywords to rank for? ▾

How do you rank for thousands of keywords? ▾

How does Google rank No 1? ▾

How many keywords should I target per page? ▾

[Feedback](#)

Source: Google



term I want to rank for



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About 789,000,000 results (0.66 seconds)

www.wordstream.com › blog › 2012/11/14 › how-to-r...

How to Rank for a Keyword in 10 Steps - WordStream

Jul 3, 2020 - Here are the ten steps to rank for a keyword in Google. Step 1: Lay the Groundwork. Step 2: Do Your Initial Keyword Research. Step 3: Check Out the Competition. Step 4: Consider Intent. Step 5: Conceptualize the Content. Step 6: Execute. Step 7: Optimize for Your Keyword. Step 8: Publish.

1) PA: 53 337 links / 158 RDs DA: 81 607,810 links / 43,753 RDs Link Analysis

People also ask

How do I know what keywords to rank for?

What is the fastest way to rank a keyword?

How does Google rank No 1?

Why is it important to rank on Google?

Feedback

neilpatel.com › blog › right-keywords-seo

How to Find the Right Keywords to Rank #1 on Google For

I don't offer affiliate marketing services and anyone searching for terms like "SEO ... Now, there is a reason why I rank for these terms and how I attract this traffic.

2) PA: 52 297 links / 101 RDs DA: 88 3,479,798 links / 70,105 RDs Link Analysis

neilpatel.com › blog › rank-for-multiple-keywords

Here's How to Rank for Multiple Keywords with One Piece of ...

In other words, matching the exact phrase is becoming irrelevant, and it's ... But they still have an average of 800 additional keywords ranking on the first page.

3) PA: 47 35 links / 24 RDs DA: 88 3,479,798 links / 70,105 RDs Link Analysis

Source: Google



how to select keywords for my website



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About 479,000,000 results (0.80 seconds)

Ad · www.semrush.com/ (855) 877-3418

Keyword research tool - Try SEMrush for Free - SEMrush.com

Enter any **keyword**. Get millions of **keyword** suggestions organized by groups and subgroups. Try SEMrush advanced tools to beat your online competitors. Sign up now for free. 140+ geo databases. 729+ million domains. Best SEO Tool 2019 Winner.

5 tips for Helping You Choose the right keywords

1. Think like a customer. Identify your target audience and put yourself into **the** shoes of a customer when you create your initial list of **keywords**. ...
2. Study **the** competition. ...
3. Understand **the** long tail **keyword**. ...
4. Use **keyword** research tools. ...
5. Analyze **the** results.

Apr 30, 2020

www.commonplaces.com › blog › 5-tips-on-choosing-the...


5 Tips on Choosing the Right Keywords

About Featured Snippets

Feedback

Source: Google

People also ask

How many keywords can I use for my website? 

According to MOZ, a good number of **keywords** to start with is between one and 15. This depends on the number of pages you have **on your** site, your budget and the type of **keywords** you want to rank for. Remember to include these **keywords** in your page title, meta tags and H1 headers. May 17, 2016

thecontentworks.uk › how-many-keywords

[How Many Keywords Should I Use For My Website? - The Content ...](#)

Search for: [How many keywords can I use for my website?](#)

What should my keywords be? 

What makes a good keyword? 

How do I choose keywords for SEO? 

Can you have too many keywords? 

How do you target keywords? 

How do I choose keywords for my SEM? 

Are keywords still important for SEO? 

Source: Google



keyword planner



keyword explorer



how to select keywords for
research paper



keyword generator



how to **find** keywords



seo keywords **example**

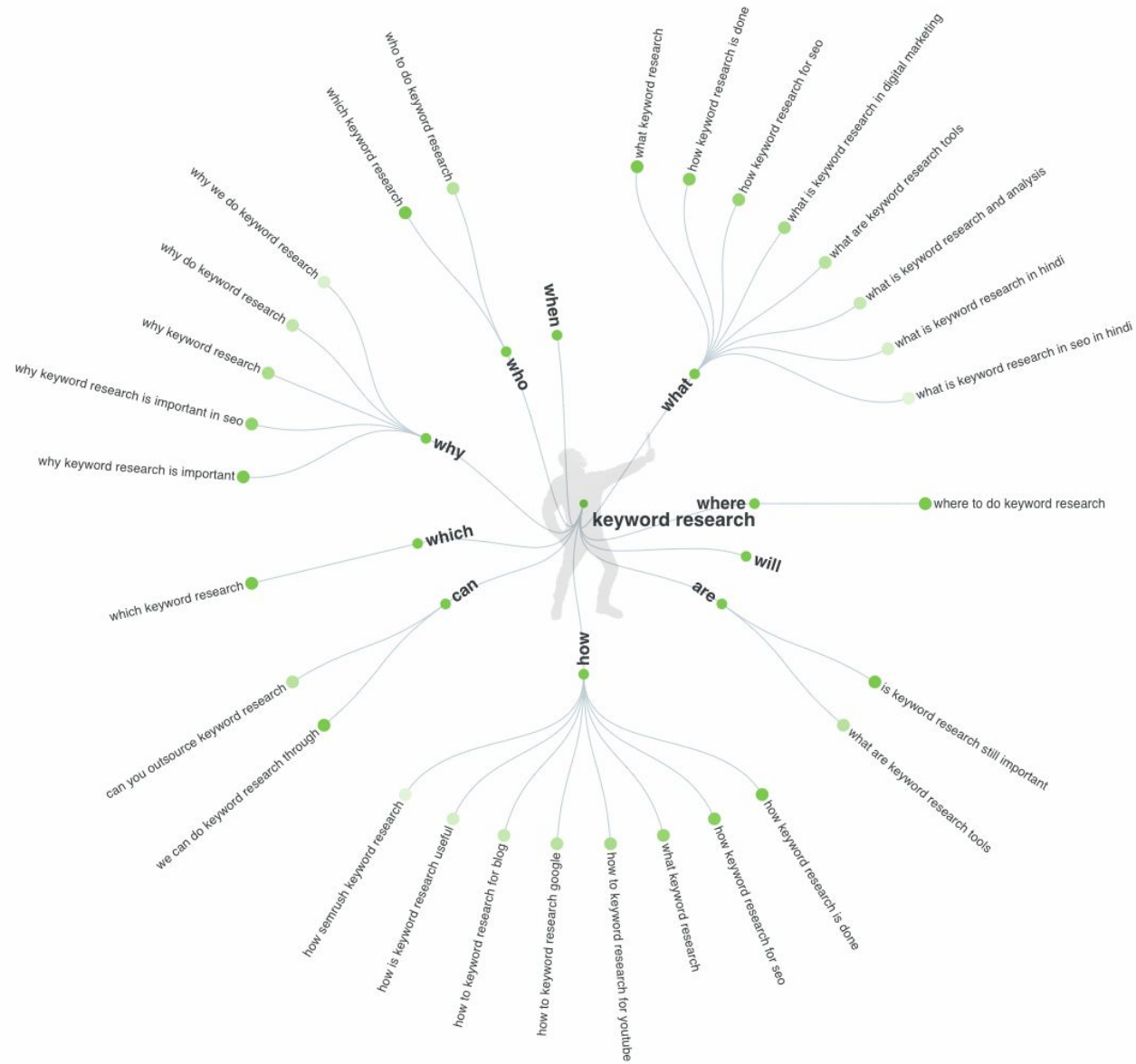


free keyword tool



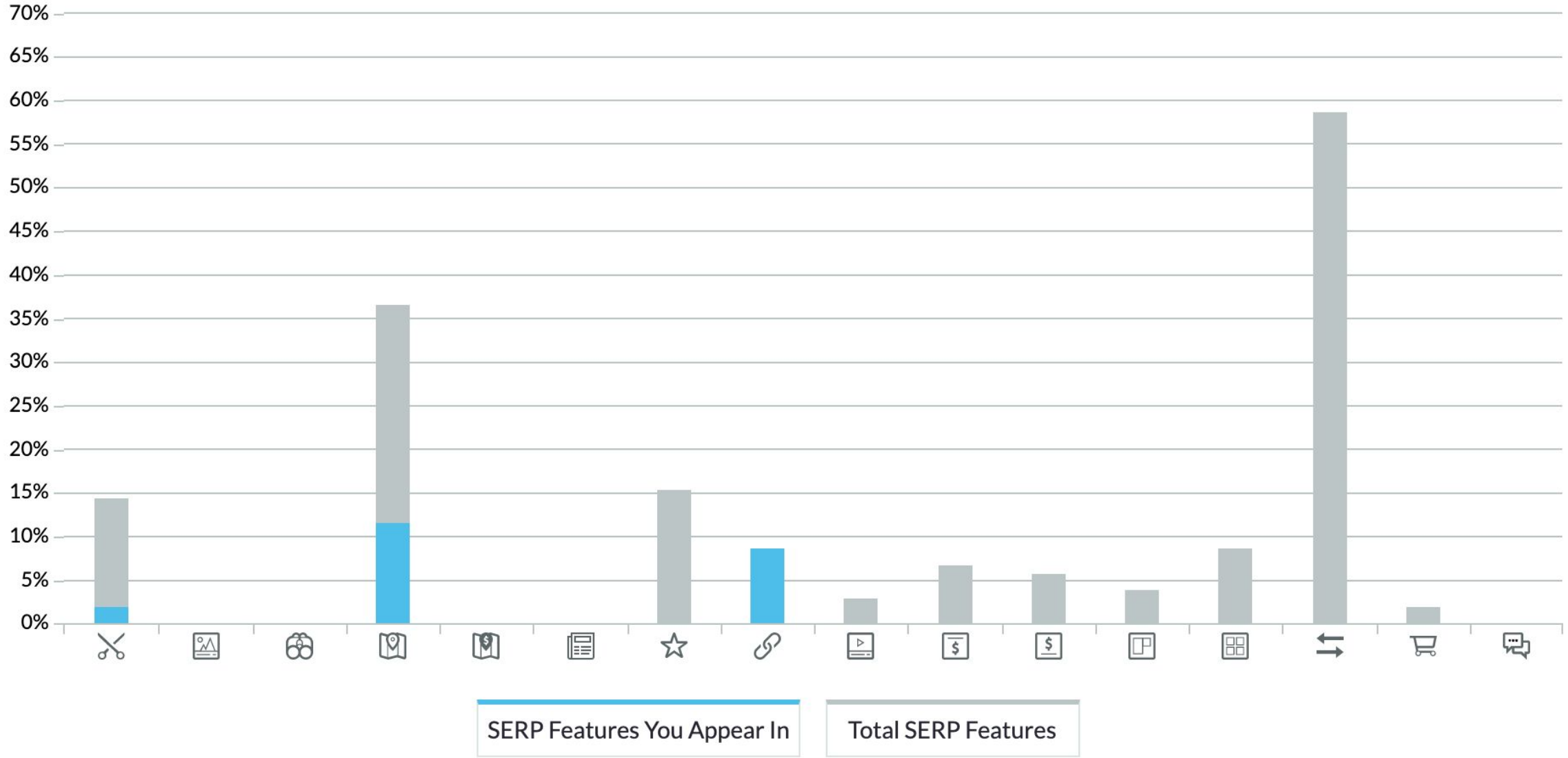
keyword research

Source: Google






















Source: Answer the Public

% of keywords



Source: Moz

Keyword	SERP Features	Rank ⁱ	Insights
<input checked="" type="checkbox"/> Show Labels  National blog posts	 	#3	
National blog posts	  	#4	
National blog posts	  	#4	
National national primary	   	#4	
National primary		#4	
National blog posts		#4	

Source: Moz

Featured Snippet Opportunity



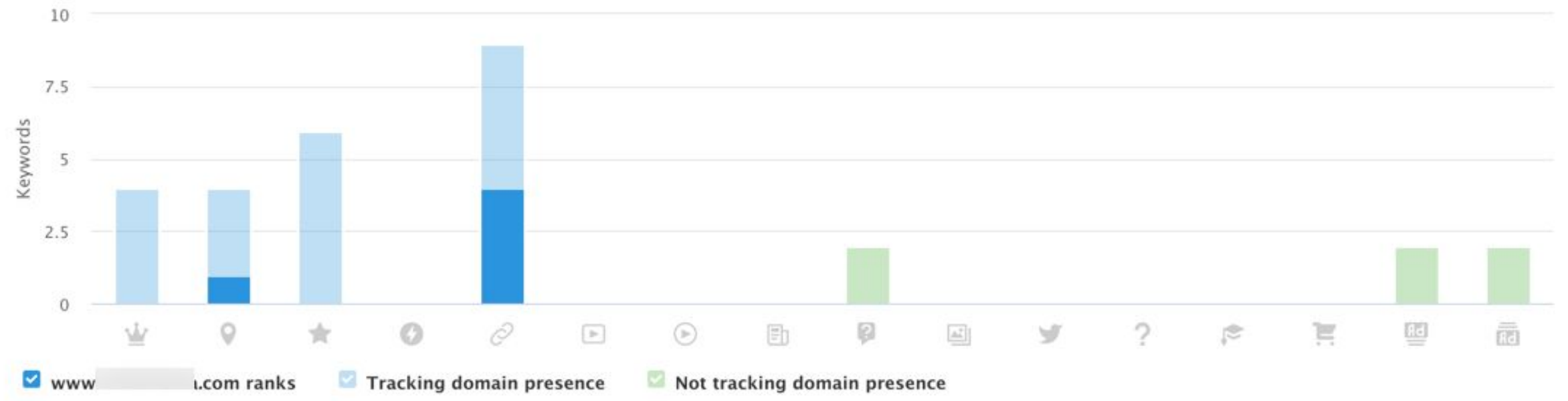
Britney says: "Featured Snippets are organic results that Google visually enhances and places above organic position 1. For this reason they appear more authoritative to users and experience higher click-thru rates. Since you are in the top 5 organic results, you may have a chance to win this Featured Snippet and increase your traffic."

Keyword	Current Winner URL	Your Rank
National	https://www.wordstream.com/blog/ws/2014/08/14/increase-traffic-to-your-website 25 Ways to Increase Traffic to Your Website - WordStream www.wordstream.com › blog › 2014/08/14 › increase-traffic-to-your-website	#5
National	https://www.editage.com/insights/a-young-researchers-guide-to-writing-an-original-research-article A young researcher's guide to writing an original research article www.editage.com › insights › a-young-researchers-guide-to-writing-an-original-research-article	#5
National	https://www.crazyegg.com/blog/increase-your-conversion-rate/ The 13 Most Effective Ways to Increase your Conversion Rate www.crazyegg.com › Blog › Conversion	#5

38 more Featured Snippet Opportunities

Source: Moz

SERP Features ⓘ



Source: SEMrush

Rankings Overview 1 - 9 (9) (i)

	<input type="checkbox"/>	Keyword	SERP	SERP Features	Pos. Sep 17	Pos. Sep 23	Diff	Visibility	Diff	Est. traffic	Diff
>	<input type="checkbox"/>	[blurred]			5	4	↑1	2.170%	+0.494	0.10	+0.02
>	<input type="checkbox"/>	[blurred]			4	4	0	2.170%	0	0.02	0
>	<input type="checkbox"/>	[blurred]			5	5	0	1.676%	0	0.02	0
>	<input type="checkbox"/>	[blurred]			6	6	0	1.126%	0	0.06	0
>	<input type="checkbox"/>	[blurred]			6	6	0	1.126%	0	0.28	0
>	<input type="checkbox"/>	[blurred]			7	7	0	1.044%	0	0.21	0
>	<input type="checkbox"/>	[blurred]			15	15	0	0.343%	0	0.01	0
>	<input type="checkbox"/>	[blurred]			20	21	↓1	0.275%	-0.014	0	0
>	<input type="checkbox"/>	[blurred]			21	23	↓2	0.264%	-0.011	0	0

Source: SEMrush

Featured Snippets (as of September 23, 2020)

4 keywords with Featured snippets on SERP ⓘ

	Keywords	Visibility	Est. traffic
Already featured	0 0.0%	5.7%	0.03
Opportunities	4 100.0%	100.0%	0.72

Featured snippets trend ⓘ

over last 7 days



Opportunities

4/4

Already featured

0/4

New	Lost	New on SERP	Lost from SERP	URL changed
0	0	0	0	0

Keyword	Volume	Est. Traffic potential	You	Featured snippet URL
1	30	+0.35	15	https://fizzle.co/sparkline/81-blog-topic-ideas
2	10	+0.12	21	https://fizzle.co/sparkline/81-blog-topic-ideas
3	10	+0.12	-	https://ducttapemarketing.com/finding-blog-ideas/
4	10	+0.10	5	https://www.piesync.com/blog/12-of-the-best-lead-generation-practices-for-2...

Source: SEMrush

2. Structure Your Content

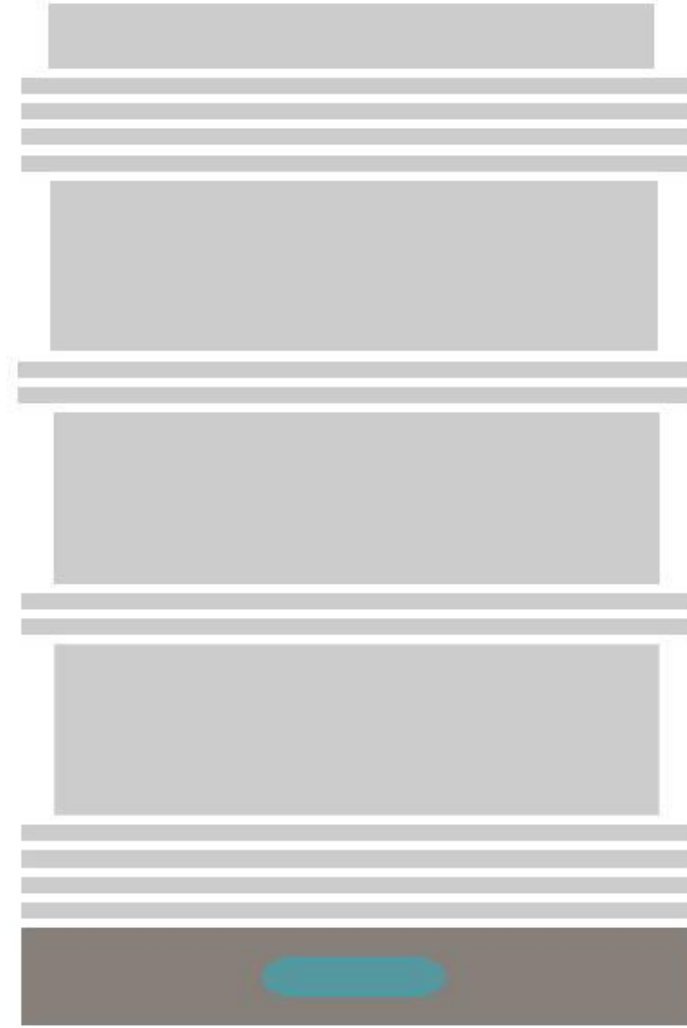
Re-think content creation.
Make friends with your developers.

**“Make the best page on
the internet for your topic.
That’s SEO.”**

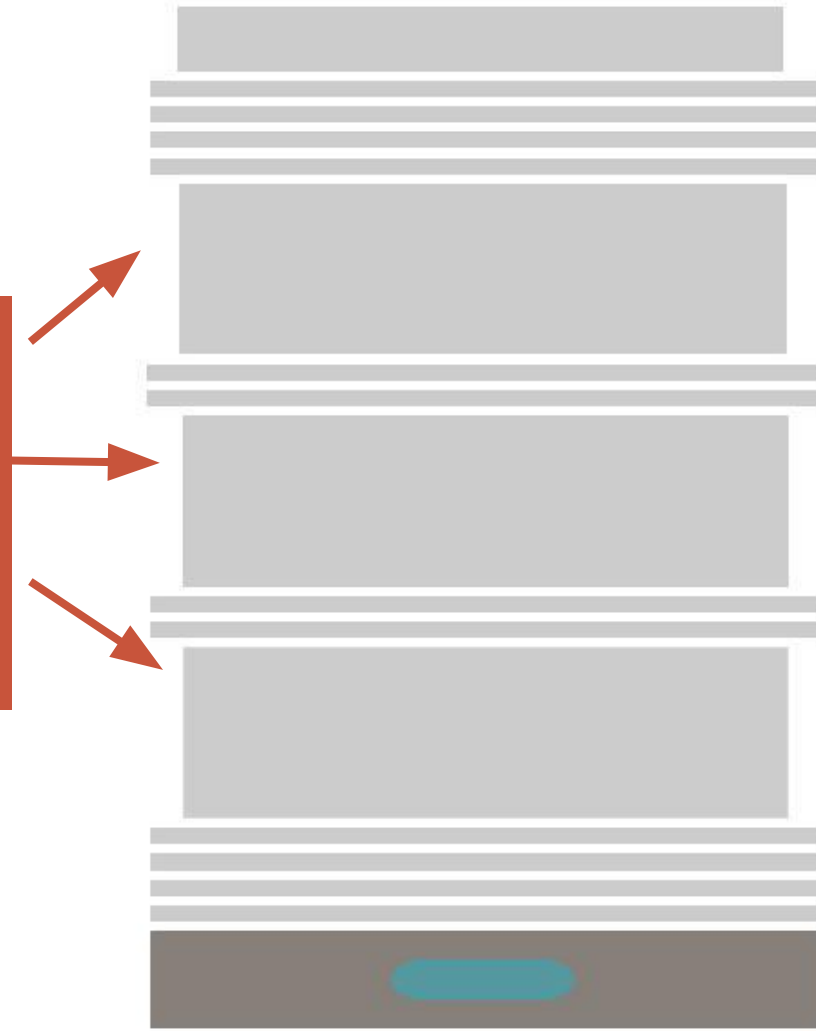


— Andy Crestodina

Cover a TOPIC.
Not a keyword.



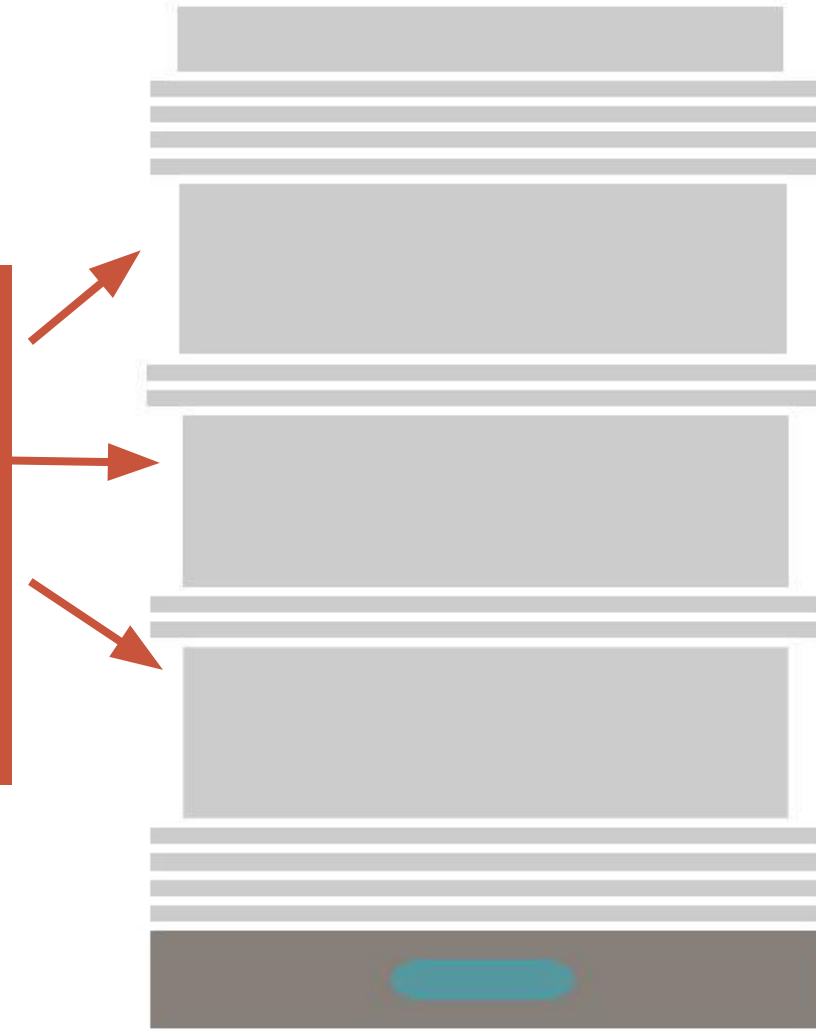
Answer the
search / related
questions
specifically





Include multiple related terms

Formatting matters! It helps humans and robots scan the content.





Title

SEO title

+ Insert snippet variable

How To Improve Your Google Rankings: 9 Steps to Rank Higher Fast Using Analytics

URL

Slug

improve-google-rankings

Meta description

Meta description

+ Insert snippet variable

SEO is slow, but there is one shortcut to rank higher. It's in your Analytics. Here's how to improve your Google rankings and rank higher in nine steps.

 www.searchenginejournal.com › SEO ▾

5 Proven Ways to Increase Your Google Rankings

Apr 2, 2018 - What are the top five areas that you should concentrate on to **improve** your SERP ranking and organic traffic? How long will it take to see SEO ...

 www.orbitmedia.com › blog › improve-google-rankings ▾

How To Improve Your Google Rankings: 9 Steps to Rank ...

Here's the summary again, then we'll go into detail. Find the phrases for which you almost rank high. Find the page in **Google** search results. Confirm the **ranking**. Next, **improve** the page by better indicating the relevance for the phrase. Check back and see if it worked.

You've visited this page 2 times. Last visit: 11/20/19

 www.websolutions.com › blog › 10-google-hacks-to-improve-your-s... ▾

10 Google Hacks to Improve Your Search Rank for Free | Web ...

Jul 24, 2018 - Here are 10 free ways to **improve** your **Google** search rank. **Improve** your website's user experience. Write great content optimized for SEO. Get more backlinks. **Improve** your page speed. Fix broken links. Optimize your images. Use H1 and H2 header tags. Optimize for local search.

[How to Improve Your Website ...](#) · [How to Use Google Posts to ...](#)

 neilpatel.com › Blog › SEO ▾

The Step-by-Step Guide to Improving Your Google Rankings ...

Learn **how to improve** your **Google rankings** through SEO. Follow these instructions to rank your website higher on **Google** and **increase** your SEO.

Recipes

[VIEW ALL](#)



Apple Pie by Grandma

[Example.com](#)

4.8 ★★★★★ 7,462 reviews

1 hr 30 min · 512 calories



Grandma's Apple P

[Example.com](#)

4.8 ★★★★★ 2,055 re

1 hr 30 min · 512 calories

Source: [Developers.Google.com](#)

```
<html>
  <head>
    <title>Apple Pie by Grandma</title>
    <script type="application/ld+json">
      {
        "@context": "https://schema.org/",
        "@type": "Recipe",
        "name": "Apple Pie by Grandma",
        "author": "Elaine Smith",
        "image": "http://images.edge-generalmills.com/56459281-6fe6-4d9d-984f-385c9488d824.jpg",
        "description": "A classic apple pie.",
        "aggregateRating": {
          "@type": "AggregateRating",
          "ratingValue": "4.8",
          "reviewCount": "7462",
          "bestRating": "5",
          "worstRating": "1"
        },
        "prepTime": "PT30M",
        "totalTime": "PT1H30M",
        "recipeYield": "8",
        "nutrition": {
          "@type": "NutritionInformation",
          "calories": "512 calories"
        },
        "recipeIngredient": [
          "1 box refrigerated pie crusts, softened as directed on box",
          "6 cups thinly sliced, peeled apples (6 medium)"
        ]
      }
    </script>
  </head>
</html>
```

Structured data telling Google
this is a recipe for apple pie.

Source: [Developers.Google.com](https://developers.google.com)

Recipes

Voila!

VIEW ALL



Apple Pie by Grandma
Example.com

4.8 ★★★★★ 7,462 reviews

1 hr 30 min · 512 calories

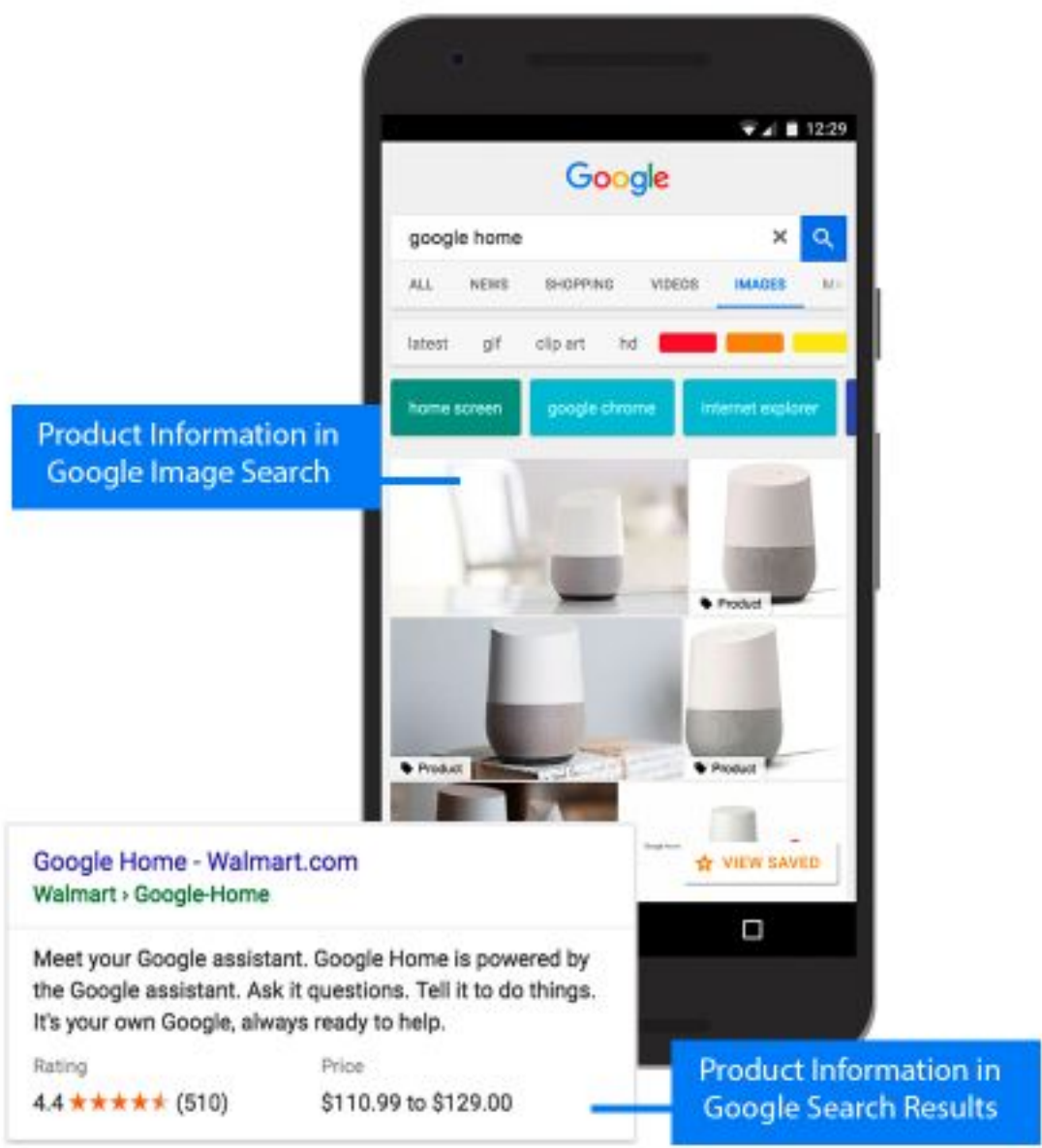


Grandma's Apple P
Example.com

4.8 ★★★★★ 2,055 re

1 hr 30 min · 512 calories

Source: Developers.Google.com



Product Information in Google Image Search

Product Information in Google Search Results

[Google Home - Walmart.com](#)
[Walmart > Google-Home](#)

Meet your Google assistant. Google Home is powered by the Google assistant. Ask it questions. Tell it to do things. It's your own Google, always ready to help.

Rating	Price
4.4 ★★★★★ (510)	\$110.99 to \$129.00

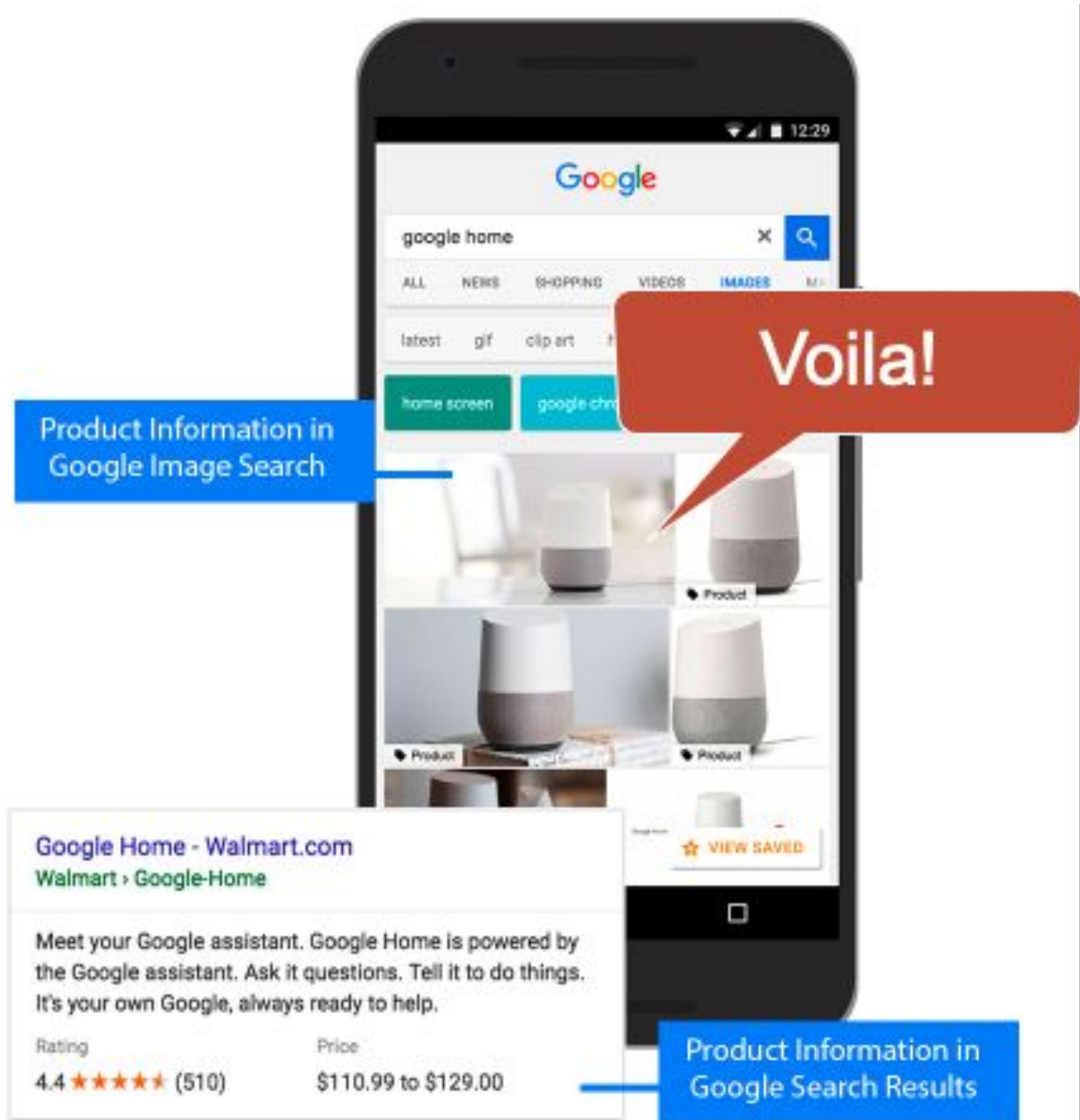
[VIEW SAVED](#)

Source: Developers.Google.com

```
<html>
<head>
<title>Executive Anvil</title>
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Executive Anvil",
  "image": [
    "https://example.com/photos/1x1/photo.jpg",
    "https://example.com/photos/4x3/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
  "description": "Sleeker than ACME's Classic Anvil, the Executive Anvil is perfect for the bus",
  "sku": "0446310786",
  "mpn": "925872",
  "brand": {
    "@type": "Brand",
    "name": "ACME"
  },
  "review": {
    "@type": "Review",
    "reviewRating": {
      "@type": "Rating",
      "ratingValue": "4",
      "bestRating": "5"
    },
    "author": {
      "@type": "Person",
      "name": "Fred Benson"
    }
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.4",
    "reviewCount": "89"
  },
  "offers": {
    "@type": "Offer",
    "url": "https://example.com/anvil",
    "priceCurrency": "USD",
    "price": "119.99",
    "priceValidUntil": "2020-11-20",
    "itemCondition": "https://schema.org/UsedCondition",
    "availability": "https://schema.org/InStock"
  }
}
```

Structured data telling Google
all the product details.

Source: [Developers.Google.com](https://developers.google.com)



Product Information in Google Image Search

Voila!

Google Home - Walmart.com
Walmart > Google-Home

Meet your Google assistant. Google Home is powered by the Google assistant. Ask it questions. Tell it to do things. It's your own Google, always ready to help.

Rating	Price
4.4 ★★★★★ (510)	\$110.99 to \$129.00

Product Information in Google Search Results

Source: Developers.Google.com

3. Incorporate Design, Brand & PR

Get the most from your rankings.



profile picture ideas



All

Images

News

Shopping

Videos

More

Settings

Tools

Facebook

LinkedIn

Insta

Twitter



9 Tips to Nail Your Social Media Profile Picture (plus, research and examples)

- Show your face. ...
- Frame yourself. ...
- Turn up your smile setting. ...
- Use contrasting colors. ...
- Use a simple background. ...
- Test your **profile picture** with a focus group. ...
- Get a bit of your brand into your photo.

[More items...](#)

www.orbitmedia.com › [blog](#) › [perfect-profile-pictures-9-t...](#)

[9 Tips to Nail Your Social Media Profile Picture \(with research ...](#)

Source: Google



percentage of small businesses that fail after a disaster



All

News

Images

Videos

Shopping

More

Settings

Tools

About 91,000,000 results (0.98 seconds)

90%

The United States **Small Business** Administration found that over 90% of **companies fail** within two years of being struck by a **disaster**. That's an alarming **percentage of businesses that fail after a disaster**. Apr 14, 2020



www.accesscorp.com > [access-in-the-news](#) > [study-40-per...](#)

Study: 40 percent of businesses fail to reopen after a disaster

Was this useful?

Yes

No

[? About Featured Snippets](#)

Source: Google

See photos

Begyle Brewing

Irving Park M

Work (Orbit Media Studios)

Website Directions Save Call

4.9 ★★★★★ 28 Google reviews

Website designer in Chicago, Illinois

Address: 4043 N Ravenswood Ave #316, Chicago, IL 60613

Hours: Open · Closes 5:30PM ▾

Phone: (773) 348-4581

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Events

⚠ COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.

[More about COVID-19](#)

Tue, Oct 13 Content Marketing

Control what you can.
Monitor the rest.

Source: Google

> 2,200

Domains feed Knowledge Panels

Source: Kalicube.pro

Vienna Beef

Supermarket company



viennabeef.com

Vienna Beef is the main manufacturer of the hot dog used in the classic Chicago-style hot dog, as well as Polish sausage and Italian beef, delicacies of independent Chicago Style hot dog and beef stands. They also produce a variety of deli meats, some of which are available at Chicago area supermarkets. [Wikipedia](#)

Headquarters: [Chicago, IL](#)

Founded: 1893

Revenue: 130 million USD

Owner: Jim Bodman [chicagobusiness.com](#)

Disclaimer

Profiles



[Instagram](#)



[LinkedIn](#)



[Twitter](#)



[YouTube](#)

People also search for

[View 3+ more](#)



[Portillo's](#)



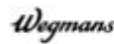
[Gene & Jude's](#)



[Lou Malnati's
Pizza](#)



[Armour
and
Company](#)



[Wegmans](#)

[Claim this knowledge panel](#)

[Feedback](#)

Source: Google



vienna beef



W 23rd Pl
Open · Closes 8PM

[WEBSITE](#) [DIRECTIONS](#)

B Vienna Beef Factory Store
3847 S Morgan St
Open · Closes 5PM · (773) 435-2298
✓ Delivery

[WEBSITE](#) [DIRECTIONS](#)

People also search for

[View 5+ more](#)



Portillo's



Nathan's
Famous



Marathon
Enterpris...
Inc.



Gene &
Jude's

[Claim this knowledge panel](#)

[Feedback](#)

People also ask

Is Vienna Beef going out of business? [▼](#)

Where does Vienna beef come from? [▼](#)

What is a Vienna Beef hot dog? [▼](#)

Who owns Vienna Beef? [▼](#)

[Feedback](#)

What questions to people ask
about your business?

... answer them in your
content.

Source: Google

Google search results for "vienna beef". The page shows search filters, navigation tabs, and search results for "Vienna Beef: Chicago Style Hot Dogs". A knowledge panel on the right provides details about the company, including its website, products, and social media profiles. A "People also ask" section is highlighted with a red box, containing questions such as "Is Vienna Beef going out of business?", "Where does Vienna beef come from?", "What is a Vienna Beef hot dog?", and "Who owns Vienna Beef?". A red arrow points from this section to a text box on the right that says "Take questions from here and answer them in your Google My Business page".

Take questions from here and answer them in your Google My Business page

Source: Google



The University of Chicago



Website

Directions

Save

Call

Private university in Chicago, Illinois

The University of Chicago is a private research university in Chicago, Illinois. Founded in 1890, its main campus is located in Chicago's Hyde Park neighborhood. It enrolled 16,445 students in Fall 2019, including 6,286 undergraduates and 10,159 graduate students.

[Wikipedia](#)

Avg cost after aid

\$26K

Graduation rate

94%

Acceptance rate

7%

Graduation rate is for first-time, full-time undergraduate students who graduate within 6 years. Source: US Dept of Education · Learn more

Source: US Dept of Education · Learn more

Address: 5801 S Ellis Ave, Chicago, IL 60637

Phone: (773) 702-1234

Undergraduate enrollment: 6,600 (2018–19)

Source: Google

Average annual cost

Before aid
\$81,531

After aid
\$26,160

Aid includes grants and scholarships from the institution, state, and federal government

Source: US Dept of Education (IPEDS) · Learn more

Notable alumni

View 45+ more



Susan Sontag



Milton Friedman



Roger Ebert



Carl Sagan



Katherine Dunham

Cost by household income

Household income	Average cost after aid
Less than \$30,000	\$3,178
\$30,001–48,000	\$6,325
\$48,001–75,000	\$7,933
\$75,001–110,000	\$18,782
More than \$110,001	\$40,853

Source: US Dept of Education (IPEDS) · Learn more

Graduation rate

	Completed within 6 years	Completed within 8 years
First-time full-time	94%	94%
Other full-time	96%	96%

Source: US Dept of Education (College Scorecard) · Learn more


Rankings

 **2020 Best National Universities**
#6 · [usnews.com](#)

 **QS World University Rankings 2020**
#10 · [topuniversities.com](#)

 **Read our full analysis of the THE World University Rankings 2019 results**
#10 · [timeshighereducation.com](#)

 **World University Rankings 2018-19**
#10 · [cwur.org](#)

 **The 100 Most Beautiful College Campuses In America**
#3 · [bestcollegereviews.org](#)

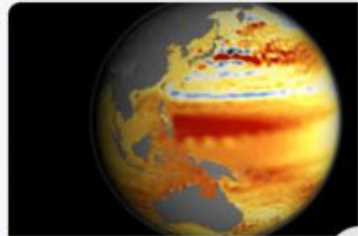
 **The University of Chicago**
on Google



The [Future of Voting](#) And The 2020 Election—A leading political scholar... [more](#)

2 days ago

Share



How much does [climate change](#) cost? A new estimate from UChicago geoscientists ... [more](#)

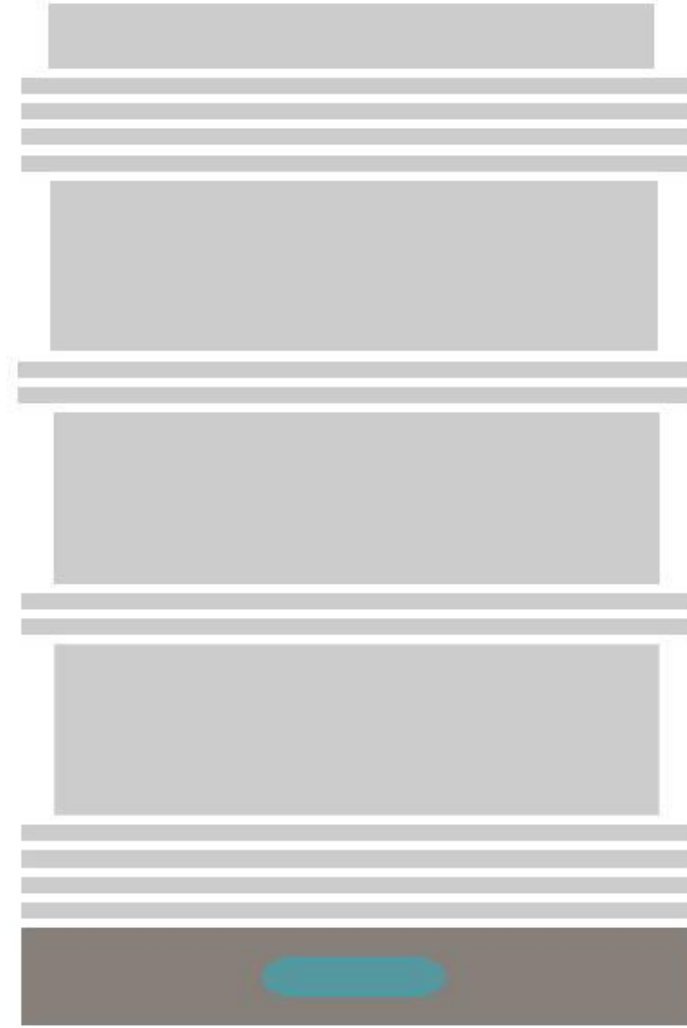
6 days ago

Share

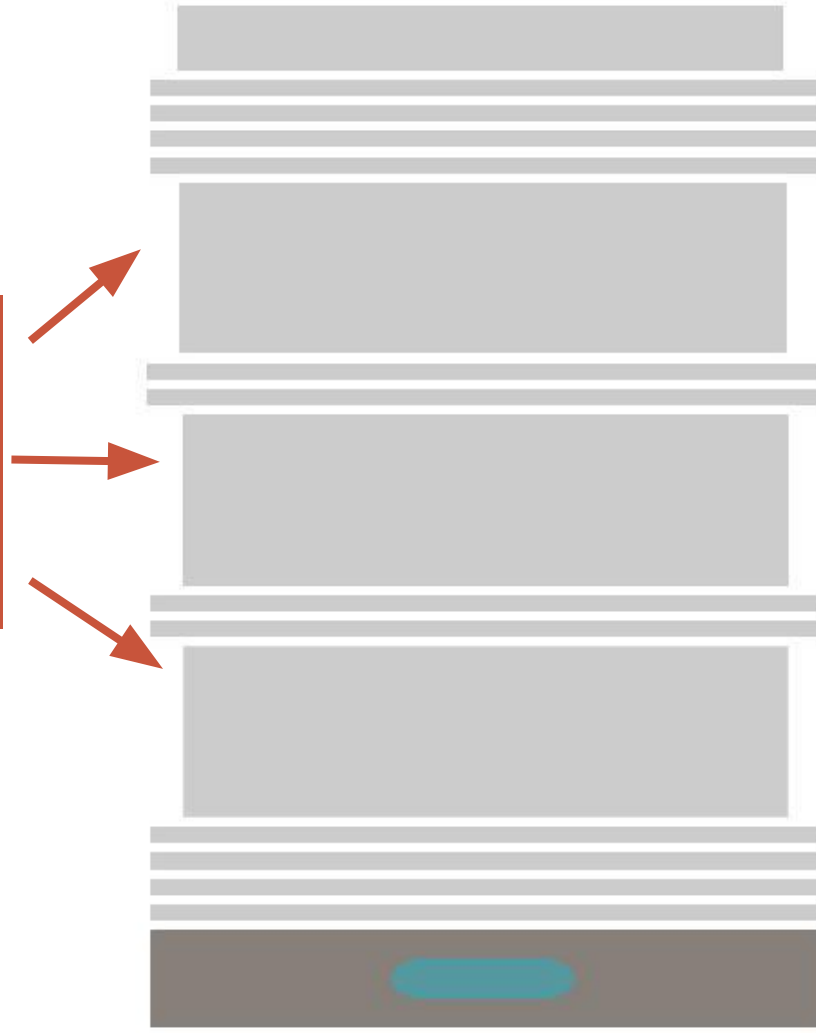
[Insert Generic “Break Down Silos” Image Here]

But really, this is a significant change in
Marketing Operations.

You're not just writing this page.



You're writing all the components of it.





And all the structured / metadata behind it.

The background of the slide is a solid orange color with a sunburst pattern of lighter orange lines radiating from the center. The text is centered in a bold, white, sans-serif font.

How to Track Your Progress



keyword you're targeting



All

Images

News

Videos

Shopping

More

Settings

Tools

About 92,100,000 results (0.71 seconds)

Ad · www.semrush.com/ (855) 814-4510

SEMrush Keyword Research tool - Keyword Difficulty Score

Try the award-winning & most powerful **keyword** research tool with a streamlined interface. 5M users, 20B **keywords**, 800M domains, 142 geo databases. Get your free 7-day trial today! 729+ million domains. Best SEO Tool 2019 Winner. 140+ geo databases.

neilpatel.com › Blog › SEO

How to do Keyword Research the Smart Way: Targeting Interest

You're just here to learn how you might do it better or more effectively. There are quite a few great, thorough **keyword** research guides on the internet (see here, ...

People also ask

What is keyword contextual targeting?



What is a target keyword?



What is keyword targeting in SEO?



How do I choose keywords for my SEM?



Feedback

Source: Google

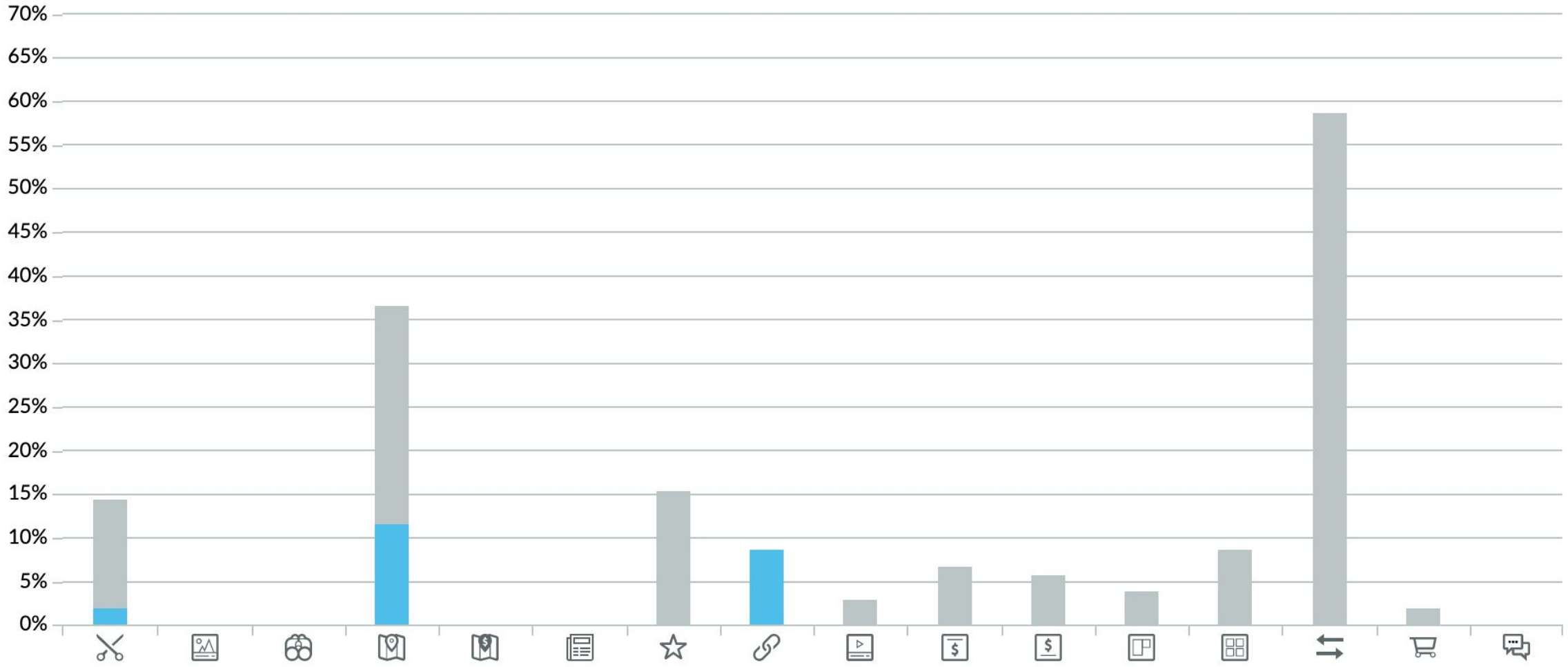
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Google Ads
 - Search Console
 - Landing Pages
 - Countries
 - Devices
 - Queries
 - Social
- Attribution BETA

Search Query ?	Acquisition				Behavior			Conversions Goal 1: Contact Lead		
	Impressions ?	Clicks ? ↓	CTR ?	Average Position ?	Sessions	Bounce Rate	Pages / Session	Contact Lead (Goal 1 Completions)	Contact Lead (Goal 1 Value)	Contact Lead (Goal 1 Conversion Rate)
	1,777,247 <small>% of Total: 19.91% (8,926,072)</small>	7,696 <small>% of Total: 10.64% (72,311)</small>	0.43% <small>Avg for View: 0.81% (-46.55%)</small>	11 <small>Avg for View: 31 (-64.66%)</small>	6,364 <small>% of Total: 6.34% (100,311)</small>	91.31% <small>Avg for View: 83.75% (9.02%)</small>	1.05 <small>Avg for View: 1.27 (-16.94%)</small>	0 <small>% of Total: 0.00% (127)</small>	\$0.00 <small>% of Total: 0.00% (\$127.00)</small>	0.00% <small>Avg for View: 0.13% (-100.00%)</small>
1. [Blurred]	17,982 (1.37%)	332 (8.72%)	1.85%	1.4						
2. [Blurred]	298,798 (22.81%)	266 (6.99%)	0.09%	9.9						
3. [Blurred]	886 (0.07%)	183 (4.81%)	20.65%	1.5						
4. [Blurred]	117,108 (8.94%)	158 (4.15%)	0.13%	9.3						
5. [Blurred]	142,371 (10.87%)	114 (2.99%)	0.08%	10						
6. [Blurred]	515 (0.04%)	68 (1.79%)	13.20%	2.2						
7. [Blurred]	10,638 (0.81%)	67 (1.76%)	0.63%	2.0						
8. [Blurred]	47,892 (3.66%)	62 (1.63%)	0.13%	9.3						
9. [Blurred]	402 (0.03%)	55 (1.44%)	13.68%	1.4						
10. [Blurred]	165 (0.01%)	54 (1.42%)	32.73%	1.2						

Show rows: 10 Go to: 1 1 - 10 of 11454

Source: Google Analytics




















% of keywords



SERP Features You Appear In

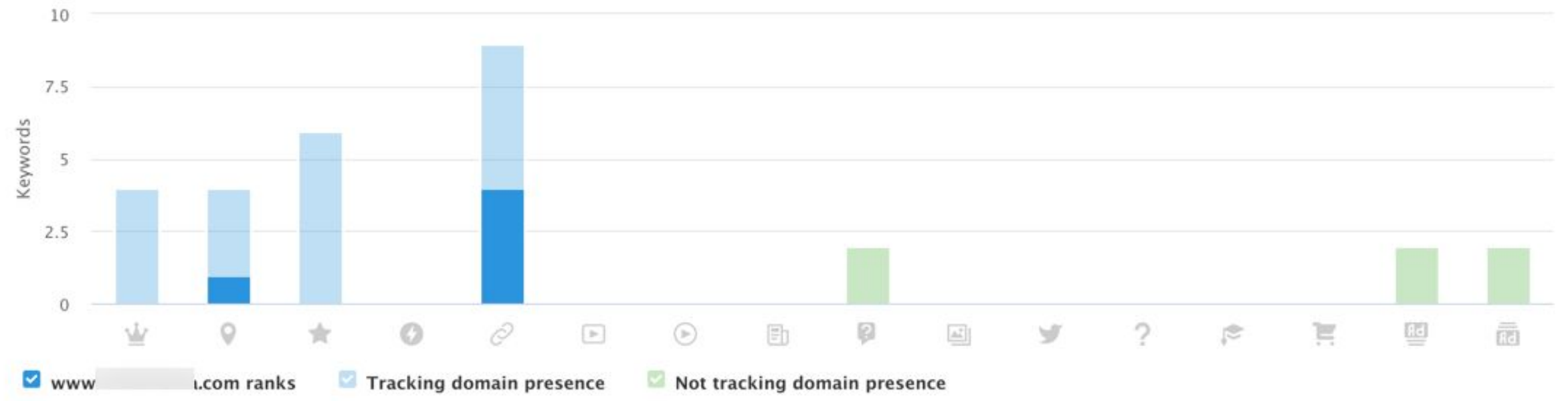
Total SERP Features

Source: Moz

Keyword	SERP Features	Rank ⁱ	Insights
<input checked="" type="checkbox"/> Show Labels  National blog posts	 	#3	
National blog posts	  	#4	
National blog posts	  	#4	
National national primary	   	#4	
National primary		#4	
National blog posts		#4	

Source: Moz

SERP Features ⓘ



Source: SEMrush

Rankings Overview 1 - 9 (9) (i)

	<input type="checkbox"/>	Keyword	SERP	SERP Features	Pos. Sep 17	Pos. Sep 23	Diff	Visibility	Diff	Est. traffic	Diff
>	<input type="checkbox"/>	[Redacted]			5	4	↑1	2.170%	+0.494	0.10	+0.02
>	<input type="checkbox"/>	[Redacted]			4	4	0	2.170%	0	0.02	0
>	<input type="checkbox"/>	[Redacted]			5	5	0	1.676%	0	0.02	0
>	<input type="checkbox"/>	[Redacted]			6	6	0	1.126%	0	0.06	0
>	<input type="checkbox"/>	[Redacted]			6	6	0	1.126%	0	0.28	0
>	<input type="checkbox"/>	[Redacted]			7	7	0	1.044%	0	0.21	0
>	<input type="checkbox"/>	[Redacted]			15	15	0	0.343%	0	0.01	0
>	<input type="checkbox"/>	[Redacted]			20	21	↓1	0.275%	-0.014	0	0
>	<input type="checkbox"/>	[Redacted]			21	23	↓2	0.264%	-0.011	0	0

Source: SEMrush

Iterate & Improve.

Digital Ink is Never Dry.

Key Takeaways

- Featured Results are Here to Stay

Key Takeaways

- Featured Results are Here to Stay
- If You Don't Win them, Your Competitors Will

Key Takeaways

- Featured Results are Here to Stay
- If You Don't Win them, Your Competitors Will
- Effective Digital Content Marketing Requires Changes in Operations and Internal Coordination

Key Takeaways

- Featured Results are Here to Stay
- If You Don't Win them, Your Competitors Will
- Effective Digital Content Marketing Requires Changes in Operations and Internal Coordination
- Published ≠ Done

Let's Chat!



Laurel Miltner

[linkedin.com/in/laurelmiltner](https://www.linkedin.com/in/laurelmiltner)

[@laurelmackenzie](https://twitter.com/laurelmackenzie)