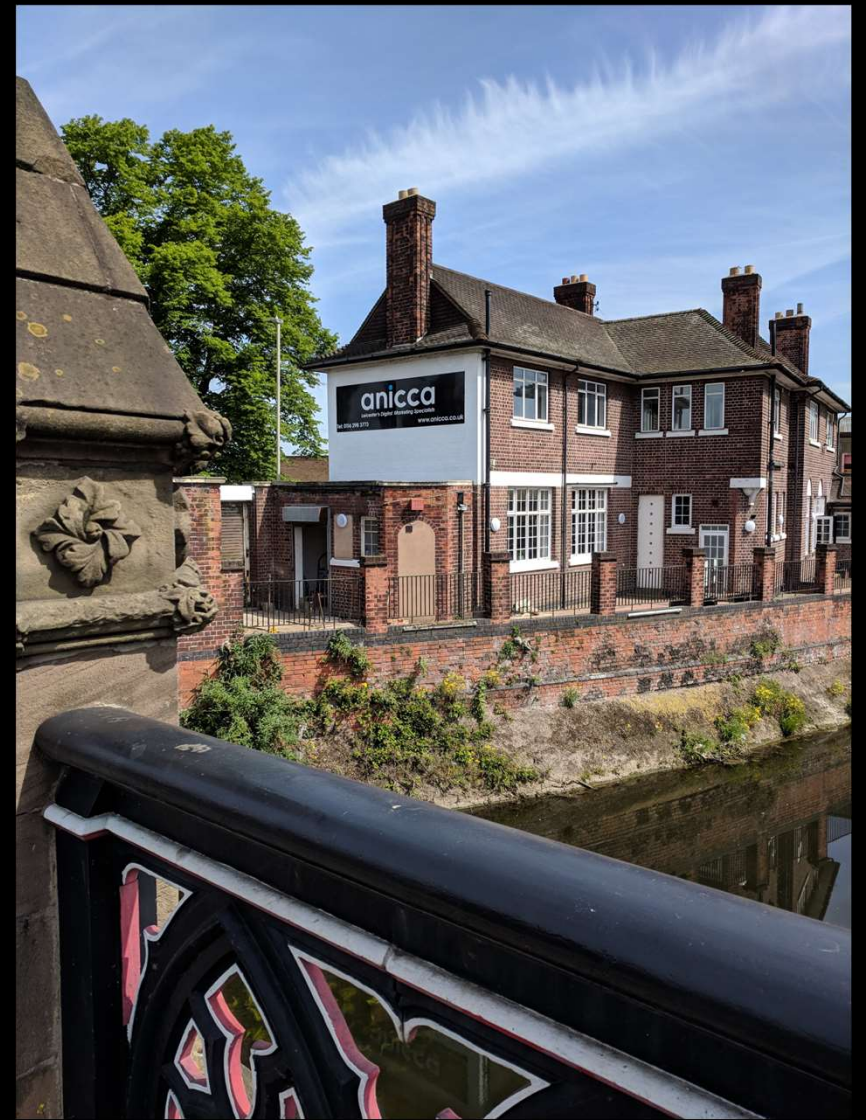


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Featured Snippets  
The next battle ground for SEO



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What are featured snippets?

# Answer engines, not search engines



what are featured snippets



All

Images

Videos

News

Shopping

More

Settings

Tools

About 3,400,000 results (0.41 seconds)

**Featured snippets** are selected search results that are **featured** on top of Google's organic results below the ads in a box. **Featured snippets** aim at answering the user's question right away (hence their other well-known name, "answer boxes"). 23 Aug 2017



[How to Optimize for Google's Featured Snippets to Build More Traffic ...](https://moz.com/blog/optimize-featured-snippets)

<https://moz.com/blog/optimize-featured-snippets>

? About this result

! Feedback

# Bing Intelligent Search

The screenshot shows a Bing search page for the query "did dinosaurs have feathers". The search bar is at the top left, and the results are displayed below. The search results are categorized into "All", "Images", "Videos", "Maps", "News", and "My saves". The "All" category is selected, showing 402,000 results. The search results are filtered by Date, Language, and Region. The main search result is a featured snippet titled "Did dinosaurs have feathers?" with the sub-heading "PERSPECTIVES FROM THE WEB". The snippet is divided into two columns by a "VS" icon. The left column contains text from iflscience.com, and the right column contains text from theguardian.com. To the right of the featured snippet is a "Feathered dinosaur" section with a "Species" heading and a Wikipedia link. The "Feathered dinosaur" section includes a description of feathered dinosaurs and a link to the Wikipedia page. Below the "Feathered dinosaur" section are links for "Data from: Wikipedia", "Text under CC-BY-SA licence", and "Suggest an edit".

did dinosaurs have feathers

Sign in

All Images Videos Maps News | My saves

402,000 Results Date Language Region

## Did dinosaurs have feathers?

PERSPECTIVES FROM THE WEB

Over 30 species of non-avian dinosaurs have been confirmed to have feathers, either from direct fossilized evidence of feathers, or other indicators, such as quill knobs. Up until now, all of those dinosaurs were confirmed to be carnivorous theropods, like Velociraptor and the ancestors of birds.

VS

But while many meat-eating theropods, such as velociraptors and relatives of tyrannosaurs, were clearly clad in feathers, a fresh analysis of prehistoric remains suggests that most dinosaurs were scaly beasts after all.

Newly Discovered Fossils Hint That All Dinosaurs ...  
iflscience.com

Most dinosaurs had scales, not feathers, fossil analys...  
theguardian.com

## Feathered dinosaur

Species

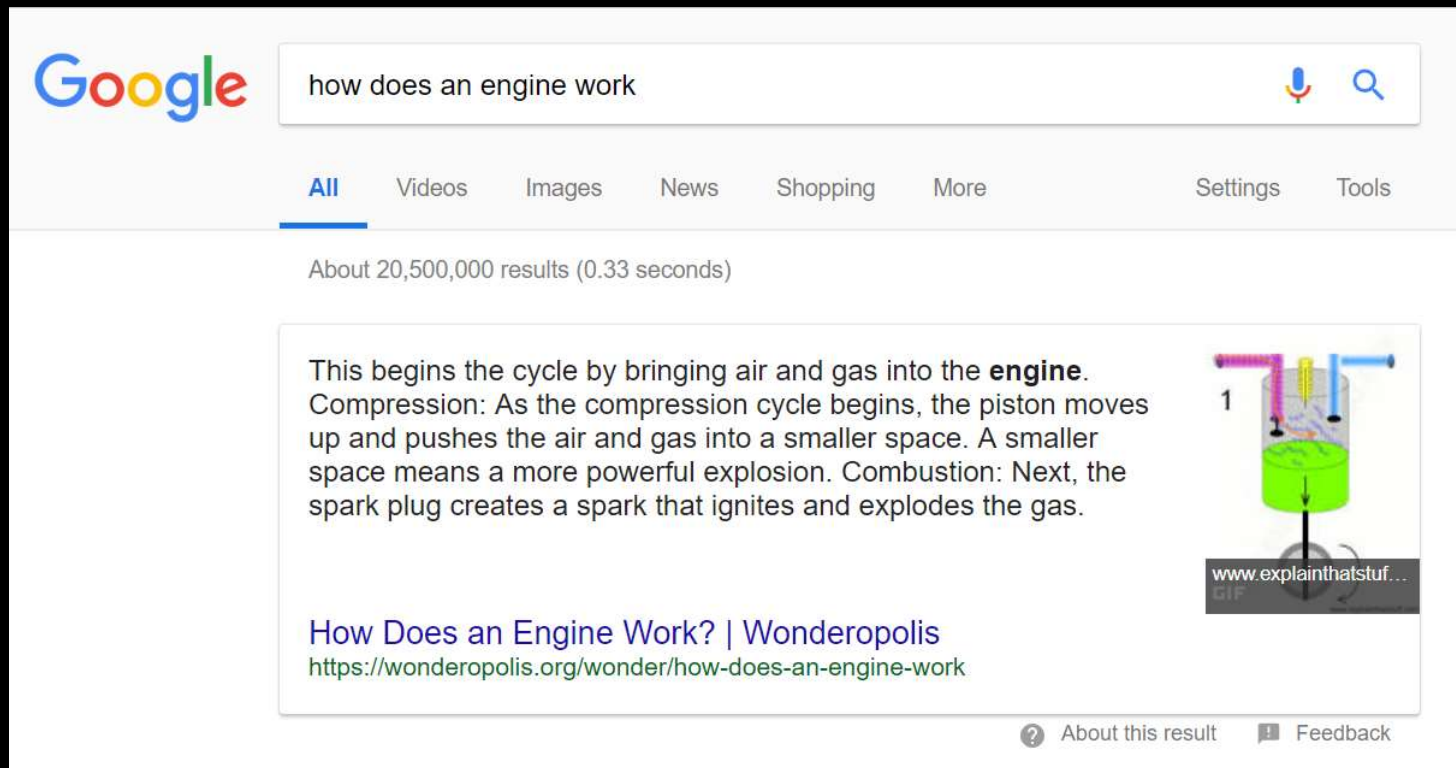
A feathered dinosaur is any species of dinosaur possessing feathers. For over 150 years, since scientific research began on dinosaurs in the early 1800s, dinosaurs were generally believed to be most closely related to squamata; the word "dinosaur", coined in 1842 by paleontologist Richard Owen, comes from the Greek for "fearsome lizard". This view began ... +

Wikipedia

Data from: Wikipedia  
Text under CC-BY-SA licence  
Suggest an edit

# Featured Snippet - Paragraph

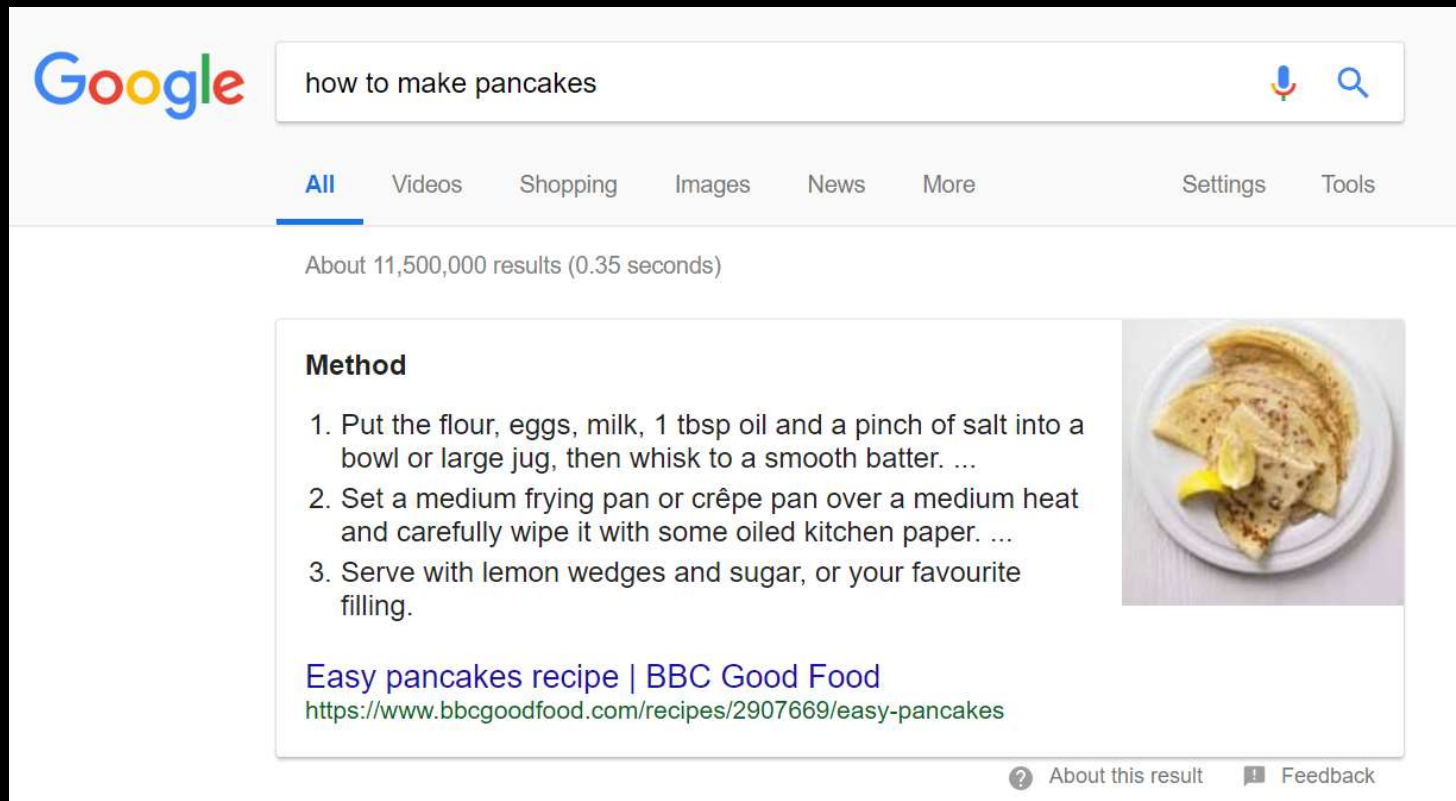
- **Paragraph** – text answer, often with accompanying picture



The image shows a Google search interface. The search bar contains the text "how does an engine work". Below the search bar, the "All" tab is selected. The search results show "About 20,500,000 results (0.33 seconds)". A featured snippet is displayed, containing the following text: "This begins the cycle by bringing air and gas into the **engine**. Compression: As the compression cycle begins, the piston moves up and pushes the air and gas into a smaller space. A smaller space means a more powerful explosion. Combustion: Next, the spark plug creates a spark that ignites and explodes the gas." To the right of the text is a diagram of an engine cylinder with a piston and spark plug, labeled with the number "1". Below the diagram is a small GIF player with the URL "www.explainthatstuf...". Below the featured snippet, the source is listed as "How Does an Engine Work? | Wonderopolis" with the URL "https://wonderopolis.org/wonder/how-does-an-engine-work". At the bottom right of the search results, there are links for "About this result" and "Feedback".

# Featured Snippet - Lists

- **List** – list answer, either ordered or bullet pointed. Often with accompanying picture



Google


how to make pancakes

All Videos Shopping Images News More Settings Tools

About 11,500,000 results (0.35 seconds)

**Method**

1. Put the flour, eggs, milk, 1 tbsp oil and a pinch of salt into a bowl or large jug, then whisk to a smooth batter. ...
2. Set a medium frying pan or crêpe pan over a medium heat and carefully wipe it with some oiled kitchen paper. ...
3. Serve with lemon wedges and sugar, or your favourite filling.

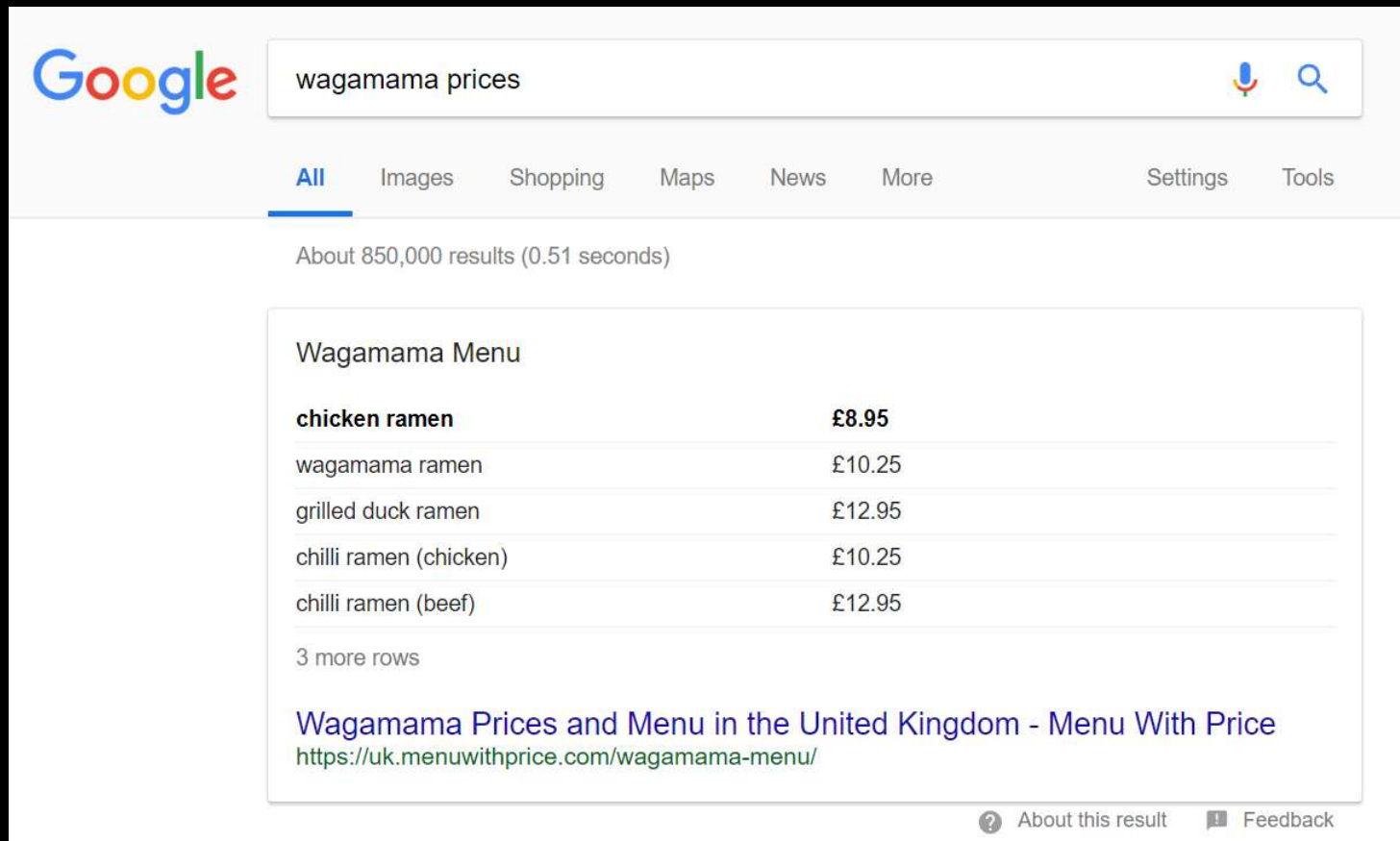


[Easy pancakes recipe | BBC Good Food](https://www.bbcgoodfood.com/recipes/2907669/easy-pancakes)  
<https://www.bbcgoodfood.com/recipes/2907669/easy-pancakes>

About this result Feedback

# Featured Snippet - Table

- **Table** – multiple data sets sorted into a table



The image shows a Google search result for the query "wagamama prices". The search bar at the top contains the text "wagamama prices" and a search icon. Below the search bar, the "All" tab is selected, and the search results show "About 850,000 results (0.51 seconds)". A featured snippet is displayed, titled "Wagamama Menu". It contains a table with two columns: the item name and the price in British pounds (£). The table lists five items: "chicken ramen" (£8.95), "wagamama ramen" (£10.25), "grilled duck ramen" (£12.95), "chilli ramen (chicken)" (£10.25), and "chilli ramen (beef)" (£12.95). Below the table, it says "3 more rows". At the bottom of the snippet, there is a link to "Wagamama Prices and Menu in the United Kingdom - Menu With Price" with the URL "https://uk.menuwithprice.com/wagamama-menu/". At the bottom right of the snippet, there are links for "About this result" and "Feedback".

Wagamama Menu	
<b>chicken ramen</b>	<b>£8.95</b>
wagamama ramen	£10.25
grilled duck ramen	£12.95
chilli ramen (chicken)	£10.25
chilli ramen (beef)	£12.95

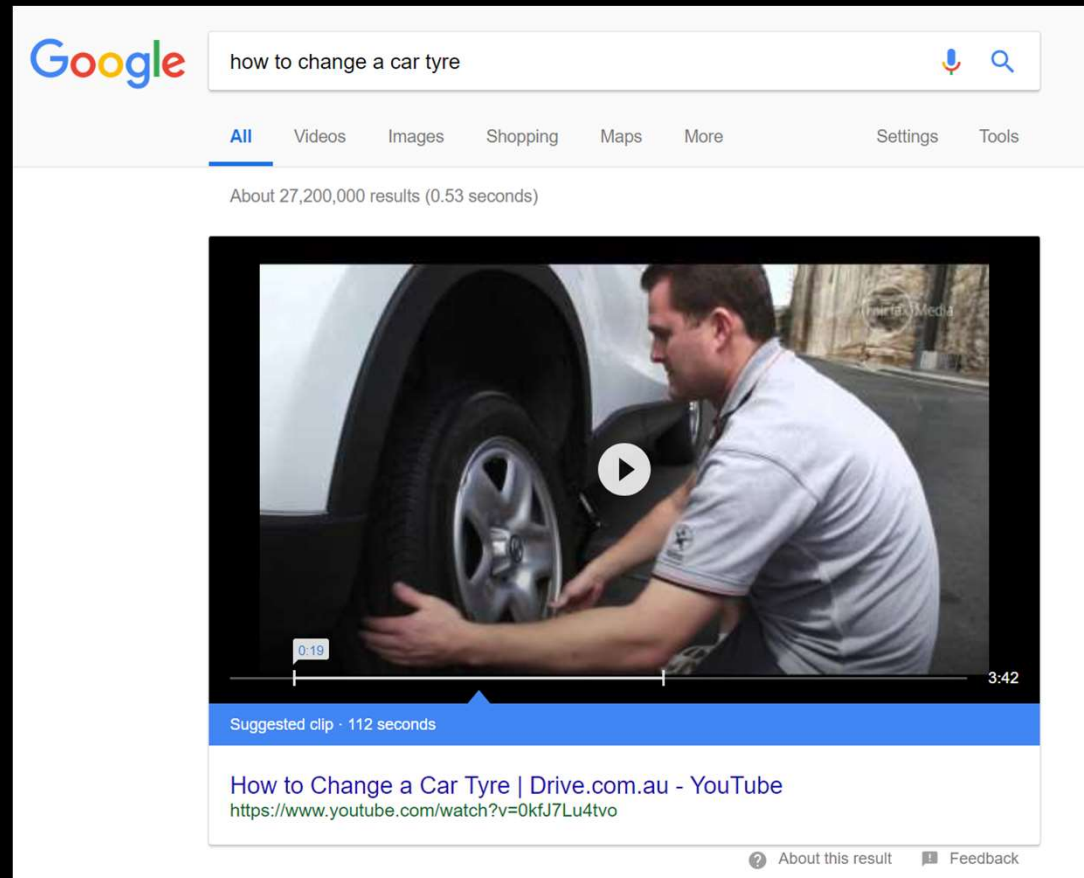
3 more rows

[Wagamama Prices and Menu in the United Kingdom - Menu With Price](https://uk.menuwithprice.com/wagamama-menu/)  
<https://uk.menuwithprice.com/wagamama-menu/>

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

# Featured Snippet - Video

- **Video** – almost always from YouTube



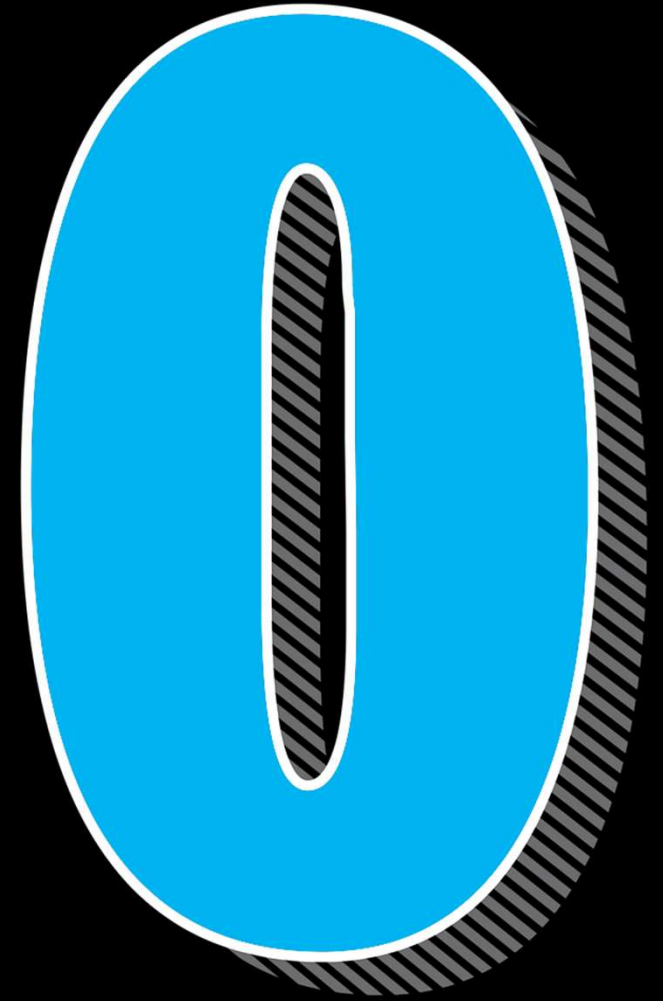
The image shows a Google search interface. The search bar contains the text "how to change a car tyre". Below the search bar, there are tabs for "All", "Videos", "Images", "Shopping", "Maps", and "More". The "All" tab is selected. Below the tabs, it says "About 27,200,000 results (0.53 seconds)". The main content area displays a video featured snippet. The video thumbnail shows a man in a white shirt working on a car tire. A play button is overlaid on the center of the video. Below the video, there is a blue bar that says "Suggested clip · 112 seconds". Underneath that, the text reads "How to Change a Car Tyre | Drive.com.au - YouTube" and provides the URL "https://www.youtube.com/watch?v=0kfJ7Lu4tvo". At the bottom right of the snippet, there are links for "About this result" and "Feedback".



What's the value?

# Position Zero

- Served above all other results
- Appears to users to be the definitive answer to the searches' questions
- Rank twice on page one
- Can have huge impact on click through rate



# Click through rate

## No Featured snippet



26%  
of clicks go to  
the 1st URL

## With Featured snippet



8.6%  
of clicks go to the  
Featured snippet

19.6%  
of clicks go to the  
"natural" search  
result right below  
the Featured  
snippet

Based on clickstream data from 100k random search queries with monthly search volume of >100 searches per month.

<https://ahrefs.com/blog/featured-snippets-study>

# Click through rate

- 12.29% of searches have featured snippets
- 99.58% of the featured snippets are already in the top 10 positions in Google
- The vast majority of featured snippets are triggered by long-tail keyphrases
- Featured snippets often change sources

<https://ahrefs.com/blog/featured-snippets-study>

# Click through rate

- Holding the featured snippet spot can drive significant increase in click through rate
- Has also been observed that results containing featured snippets increase the number of searches where no result is clicked – “answer engine”



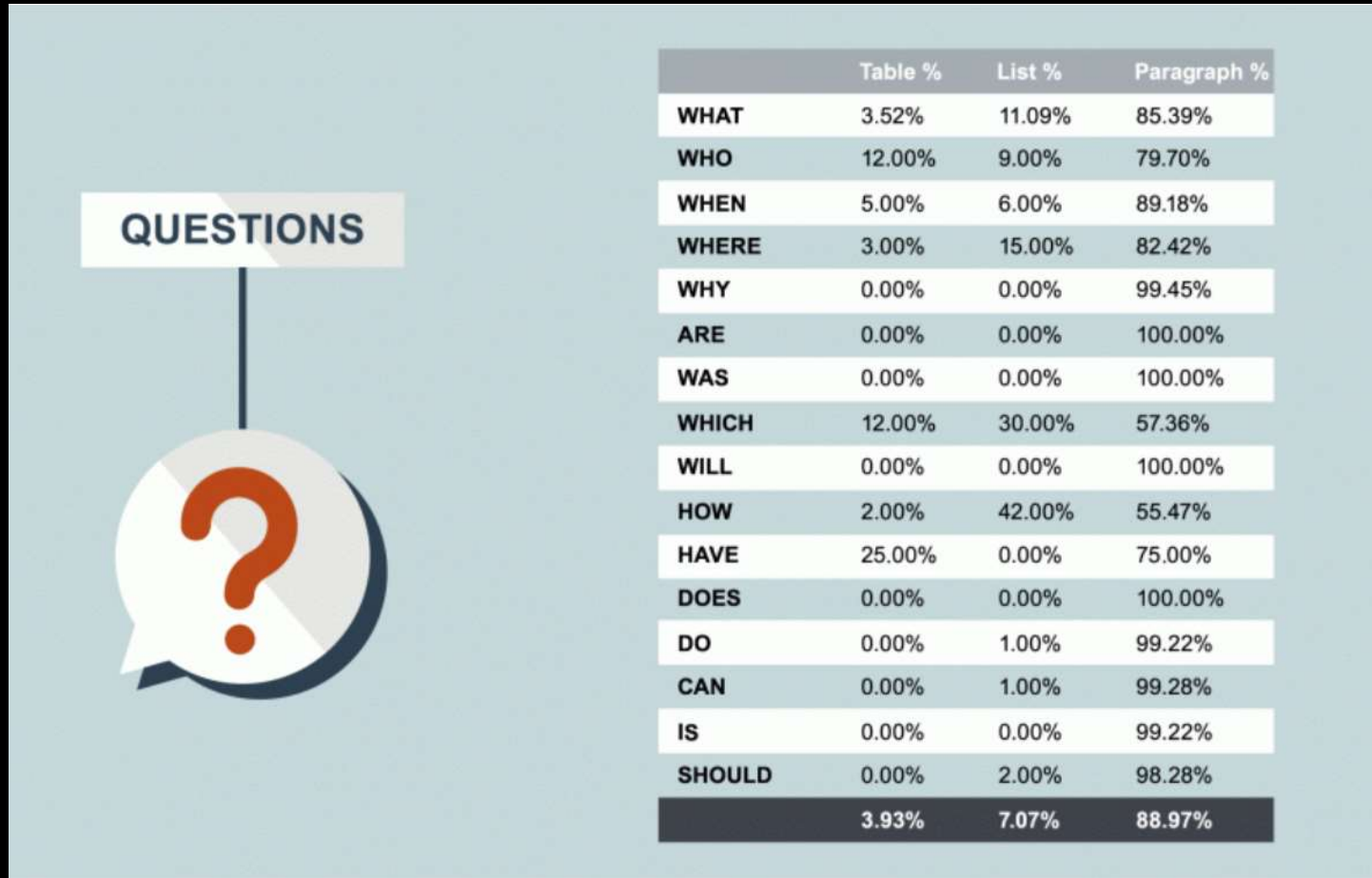
# How to achieve the featured snippet?

# How to achieve the featured snippet?

- Target very specific long-tail informational searches, especially questions
- Create content that satisfies that query
- Content needs to be structured to suit featured snippet style



# How to achieve the featured snippet?

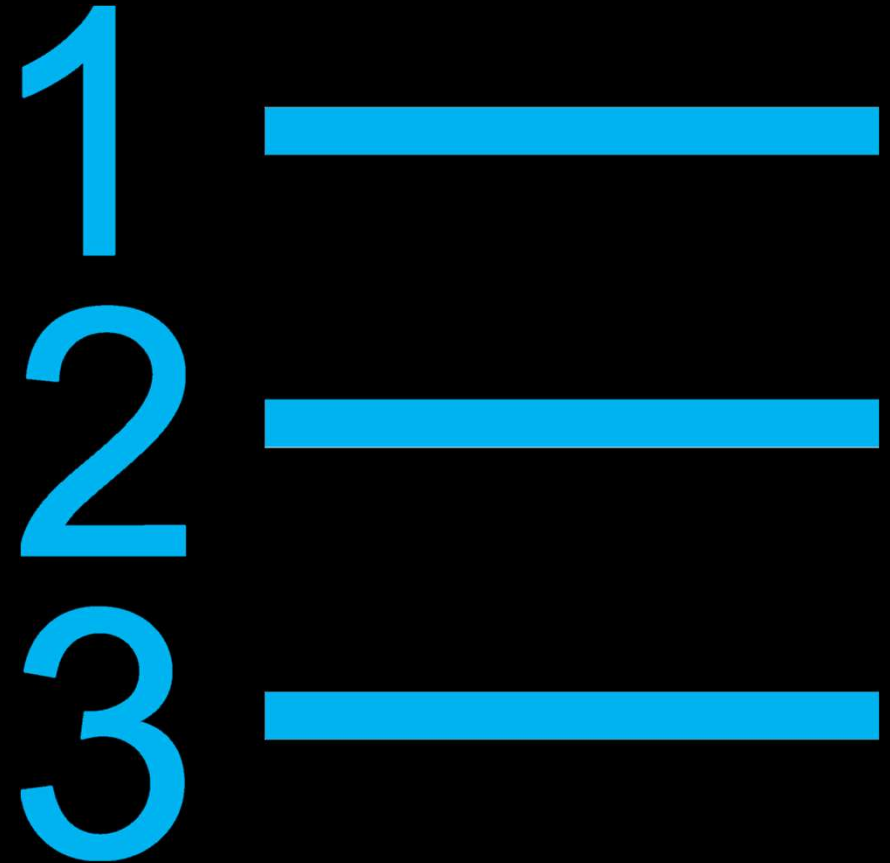


<https://www.semrush.com/blog/how-to-earn-google-featured-snippets-mobile-study/>

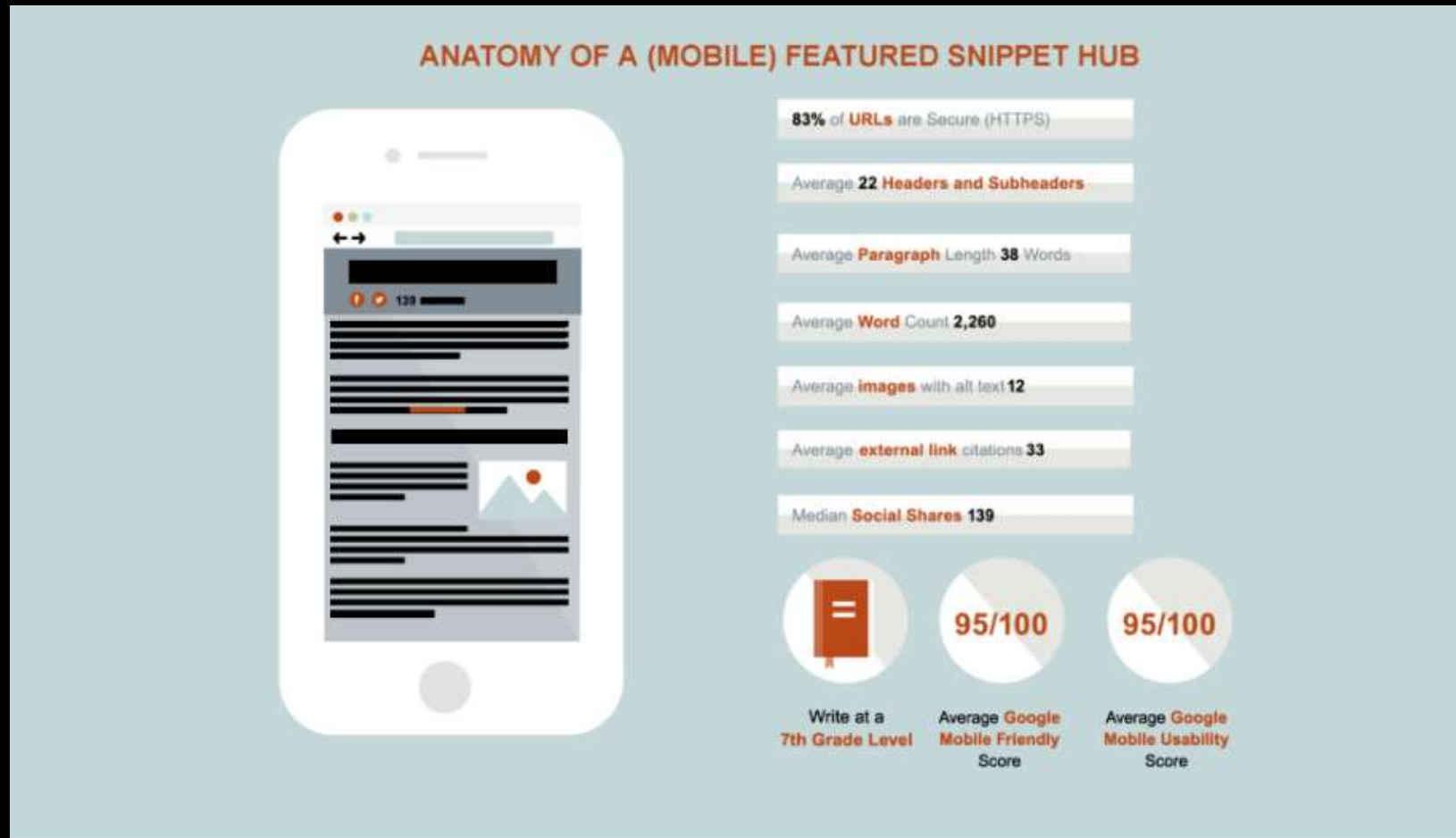


# Content structure

- How to? – Create content as an ordered list
- Answer question in the first 50-60 words and then add depth
- Properly structure and format content



# How to achieve the featured snippet?



<https://www.semrush.com/blog/how-to-earn-google-featured-snippets-mobile-study/>

# Key requirements

- Need to be in top ten organic positions – 94% come from top 5
- Format titles appropriately
- Structure content to match the type of featured snippet
- Be the best answer to the question



Thank you

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# Migrating or launching a new website

**By Sukh Singh**  
Head of Technical SEO



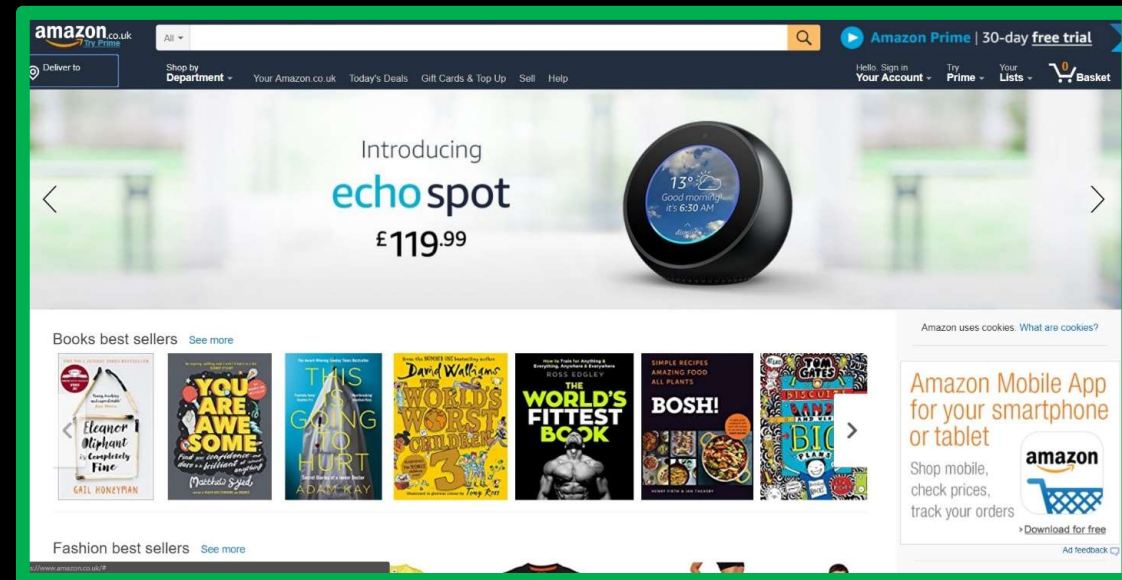
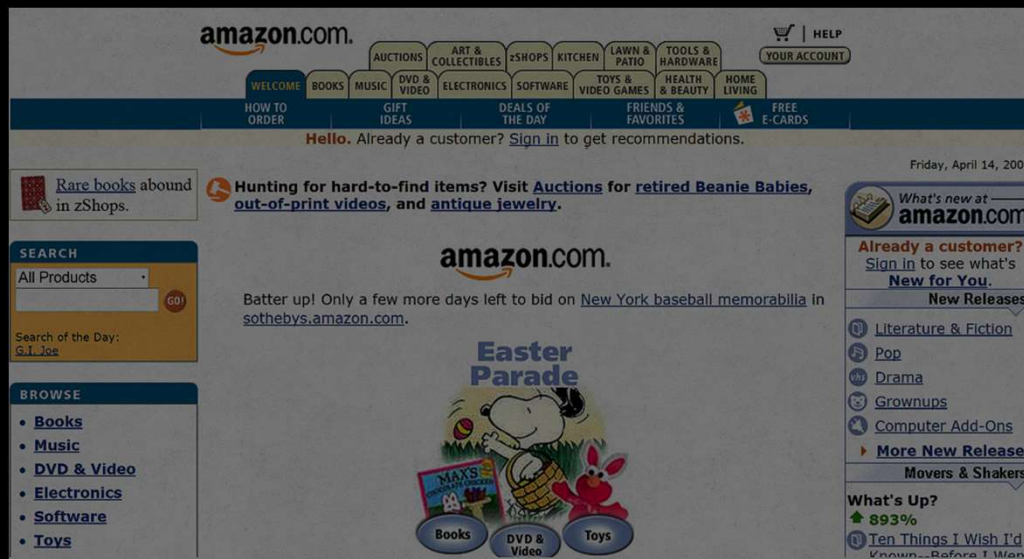
# Structure

- What's a website migration?
- What could go wrong if you don't plan properly?
  - Launching a new website
- What do we need to consider? Migration and Launch
  - Tracking: What, how, benchmarking performance
  - Mobile usability and User Experience
  - Migrate your content
    - What performs?
    - Can we consolidate?
    - Can we improve?
  - Technical/on-page SEO issues
    - Essential quick fixes
    - More detailed, post-launch fixes
  - Redirect
    - What to redirect?
    - How to redirect
    - Testing before and after

What is a site migration?

# When someone redesigns their site...

New layout, navigation structure, mobile responsive, tracking change





When someone migrates to a new domain name...

[www.old-site.com](http://www.old-site.com) → [www.new-site.com](http://www.new-site.com)

Or move to HTTPS secure site

<http://www.old-site.com> → <https://www.new-site.com>

# Moving from old to new CMS\* (Content Management System)

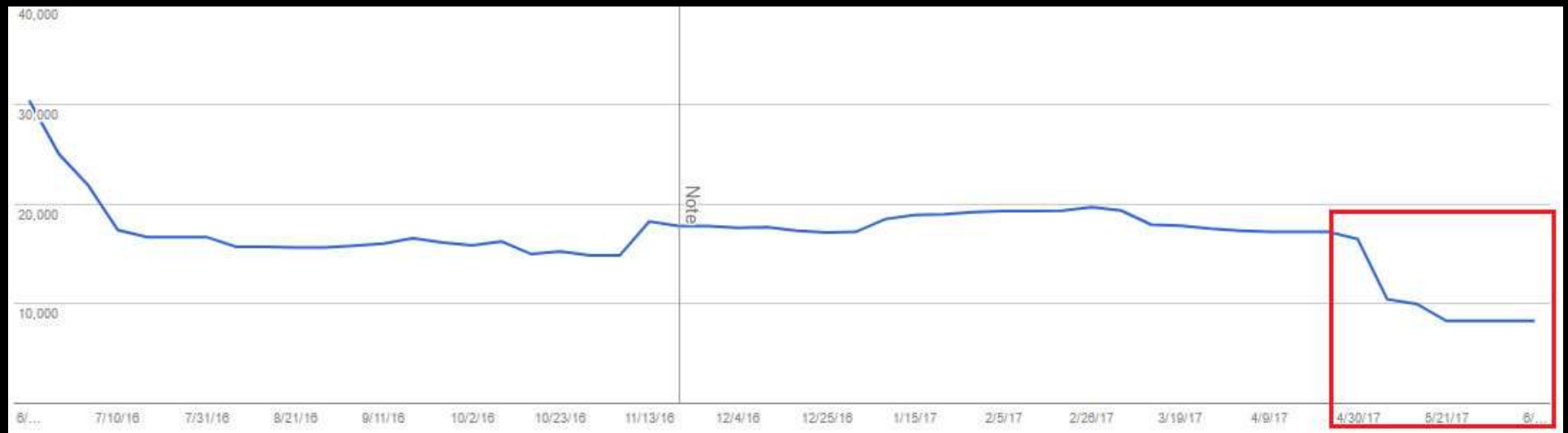
The screenshot shows the 'Pages' management interface of the old TelerikSitefinity CMS. The top navigation bar includes 'Dashboard', 'Pages', 'Content', 'Design', 'Administration', 'Marketing', and 'Recycle Bin'. The main area displays a table of pages with columns for 'STATUS / PAGE', 'ACTIONS', 'ANALYTICS', 'DATE / OWNER', and 'Filter pages'. The table lists various pages such as 'Welcome to UTMB Health, The University of Texas Medical Branch', 'About', 'UTMB Police', 'Security Report', 'Fire Safety Report', 'Drug Free', 'Centers', 'Core', 'Contact', 'Departments', 'Economic Impact', 'Education', 'FAQ', 'Hazard Mitigation', 'Health', 'James Kelly Memorial', 'Research', and 'Services'. Each row includes a 'View' link and an 'Actions' dropdown menu. The right sidebar contains options for 'Manage also' (Templates), 'Settings for pages' (Permissions for all pages, Custom fields), and 'Recycle Bin'.

The screenshot shows the 'Dashboard' interface of the new WordPress CMS. The top navigation bar includes 'Upgrade to Pro', 'New Post', 'Dave', and 'Help'. The main area displays a dashboard with sections for 'Right Now', 'CONTENT', 'DISCUSSION', 'STORAGE SPACE', and 'Recent Comments'. The 'CONTENT' section shows 8 Posts, 1 Page, 5 Categories, and 52 Tags. The 'DISCUSSION' section shows 9 Comments, 9 Approved, 0 Pending, and 0 Spam. The 'STORAGE SPACE' section shows 3,072MB Space Allowed and 0.08MB (0%) Space Used. The 'Recent Comments' section shows a comment from Dave on 'Arctic Char #'. The right sidebar contains sections for 'QuickPress', 'Recent Drafts', and 'Stats'.

# What could go wrong in a migration?

(if you don't do some basic tasks)

# Example: A reduction in indexed pages



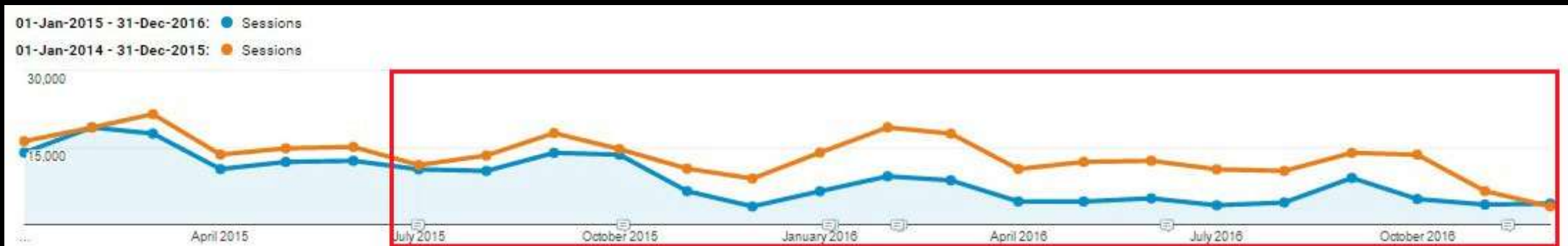
(Google Search Console, "index status" report)

# Example: Increase in 404 errors reported



(Google Search Console, "crawl errors" report)

# Example: Reduction in organic traffic and keyword visibility



(Google Analytics, SEO Monitor)

# Plan, test and be agile

**Site Migration Project** ☆ Personal Private

**Pre-Launch**

- Project brief, stakeholder task and timeline confirmation
- Support and liaison with stakeholders up to post-launch analysis
- Audit current tracking and conversion points, itemise for migration
- Benchmark current performance data and monitor performance post-launch
- Technical and on-site SEO audit
- Content value audit and migration, consolidation and redirect strategy
- New navigation mapping support
- New UX evaluation / support
- Redirect mapping list and strategy
- Backlink profile and link distribution audit with disavow

**Launch**

- Monitor performance, goals, tracking, and indexation
- Test redirects, look for 404s, and resolve any issues
- Crawl site and resolve any outstanding technical issues

**Post-launch**

- Check performance analytics and compare before and after launch, year on year
- Final crawl of website and resolve any technical issues
- Final test of redirects

1. Set (realistic) targets and stick to them
2. Plan every element over a timeline with stakeholders **signed-off**
3. Account for “buffer time” (in case stuff goes wrong!)
4. Keep communication lines open between all stake-holders

Team	Task	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17
Design Agency A	Research	█					
Design Agency A	Design Layout		█				
Development Agency B	Design Web Templates			█			
Project Manager	Confirm Designs			█			
Development Agency B	Migrate Content				█		
Project Manager	Create redirect plan				█		
Development Agency B	Create .htaccess re-write rules				█		
Development Agency B	Migrate tracking				█		
Development Agency B, Focus group, customers	Beta Testing A/B					█	
Development Agency B	Launch						█
Development Agency B	Testing						█

Tasks to consider when Migrating or  
Launching a new site



# Tracking and Analytics

1. Account for all tracking properties
  - Google Analytics, AdWords, HotJar (and other tools)
2. Account for all goals, event tracking, e-commerce tracking
3. Opportunity to consolidate all tracking in Google Tag Manager and improve tracking settings

# Migrate your content

1. Check which sections are performing
2. Decide to migrate, consolidate or just redirect
3. Account for all on-site SEO elements
4. Look for opportunities to improve content during migration

- Low engagement
- Low conversion rates
- Low traffic
- High page exits

	Address	Status Code	Word Count	Actual Word Count	Inlinks	Outlinks	PA	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conv. Rate	Goal Completion
2	http://www.website.com/	200	1050	975	482	181	14	5317	74.67%	3970	61.82%	2	109	0.17%	9
3	http://www.website.com/hire	200	464	389	969	167	13	1305	40.15%	524	16.70%	6	281	0.08%	1
4	http://www.website.com/hire/dance-floors	200	389	314	488	146	9	430	82.56%	355	40.70%	3	106	1.86%	8
5	http://www.website.com/our-work/exhibitions	200	1083	1008	486	177	9	224	89.29%	200	53.57%	3	86	0.89%	2
6	http://www.website.com/hire/sound/dj-playback	200	364	289	488	143	9	177	87.01%	154	33.90%	3	129	0.00%	0
7	http://www.website.com/hire/staging	200	523	448	488	143	9	165	86.67%	143	65.45%	2	78	0.00%	0
8	http://www.website.com/our-work/festivals	200	1200	1125	486	177	9	162	86.42%	140	64.20%	2	61	0.62%	1
9	http://www.website.com/hire/ex-hire-sales	200	489	414	488	125	9	115	68.70%	79	81.74%	2	44	0.00%	0
10	http://www.website.com/hire/sound/speakers	200	463	388	488	156	9	108	84.26%	91	55.56%	4	84	0.00%	0
11	http://www.website.com/blog/led-bar-hire-london	200	1226	1151	1	176	8	106	91.51%	97	68.87%	2	60	0.94%	1
12	http://www.website.com/led-champagne-table	200	396	321	64	142	7	105	89.52%	94	80.95%	2	21	0.00%	0
13	http://www.website.com/hire/led-furniture	200	853	778	488	203	9	100	61.00%	61	40.00%	3	136	0.00%	0
14	http://www.website.com/white-dance-floor	200	579	504	4	127	7	98	84.69%	83	71.43%	2	35	0.00%	0
15	http://www.website.com/our-work/venue-av-hire-support	200	919	844	486	176	9	93	89.25%	83	61.29%	2	76	0.00%	0
16	http://www.website.com/black-dance-floor	200	562	487	4	128	7	82	90.24%	74	81.71%	1	9	1.22%	1
17	http://www.website.com/why-premier/our-team	200	701	626	485	207	9	76	48.68%	37	44.74%	3	155	0.00%	0
18	http://www.website.com/hire/drape-starcloth/black-drape	200	492	417	488	139	9	71	94.37%	67	84.51%	1	11	0.00%	0
19	http://www.website.com/blog/stage-hire-leicester	200	916	841	1	176	8	62	77.42%	48	66.13%	2	97	0.00%	0
20	http://www.website.com/led-cube	200	486	411	88	153	7	60	73.33%	44	78.33%	2	74	1.67%	1
21	http://www.website.com/km-round-base-speaker-stand	200	347	272	33	127	7	59	35.59%	21	89.83%	1	5	0.00%	0
22	http://www.website.com/blog/red-carpet-hire-leicester	200	866	791	1	176	8	58	91.38%	53	55.17%	4	134	1.72%	1
23	http://www.website.com/hire/sound/mics-dis	200	468	393	488	170	9	56	80.36%	45	41.07%	5	182	1.79%	1
24	http://www.website.com/3d-visuals	200	886	811	969	176	9	51	45.10%	23	60.78%	3	225	0.00%	0
25	http://www.website.com/blog/l-acoustics-pa-hire	200	1010	935	4	180	8	50	62.00%	31	68.00%	3	130	0.00%	0
26	http://www.website.com/hire/drape-starcloth	200	404	329	488	138	9	50	86.00%	43	34.00%	4	129	0.00%	0
27	http://www.website.com/hire/video/projectors	200	536	461	488	143	9	50	90.00%	45	40.00%	3	194	0.00%	0
28	http://www.website.com/l-acoustics-kara	200	471	396	103	129	8	50	92.00%	46	74.00%	2	71	0.00%	0
29	http://www.website.com/blog/battery-powered-led-uplighter-hire	200	1121	1046	1	176	9	47	85.11%	40	78.72%	2	67	2.13%	1
30	http://www.website.com/studio-due-space-flower-3000	200	394	319	13	114	7	43	86.05%	37	79.07%	1	22	0.00%	0
31	http://www.website.com/hire/lighting/outdoor	200	462	387	488	143	9	41	70.73%	29	31.71%	3	83	0.00%	0
32	http://www.website.com/hire/structure/lecterns	200	331	256	488	131	9	41	92.68%	38	46.34%	3	70	0.00%	0
33	http://www.website.com/l-acoustics-sb18-subwoofer	200	428	353	20	126	7	41	92.68%	38	63.41%	2	46	0.00%	0
34	http://www.website.com/led-bubble-chair	200	455	380	37	147	7	41	95.12%	39	68.29%	2	36	0.00%	0
35	http://www.website.com/chiavari-chair-limewash	200	364	289	16	111	7	39	82.05%	32	71.79%	2	119	0.00%	0
36	http://www.website.com/hire/structure/truss	200	577	452	488	157	9	38	76.32%	29	39.47%	3	144	0.00%	0

(Content value audit)

# Redirect mapping

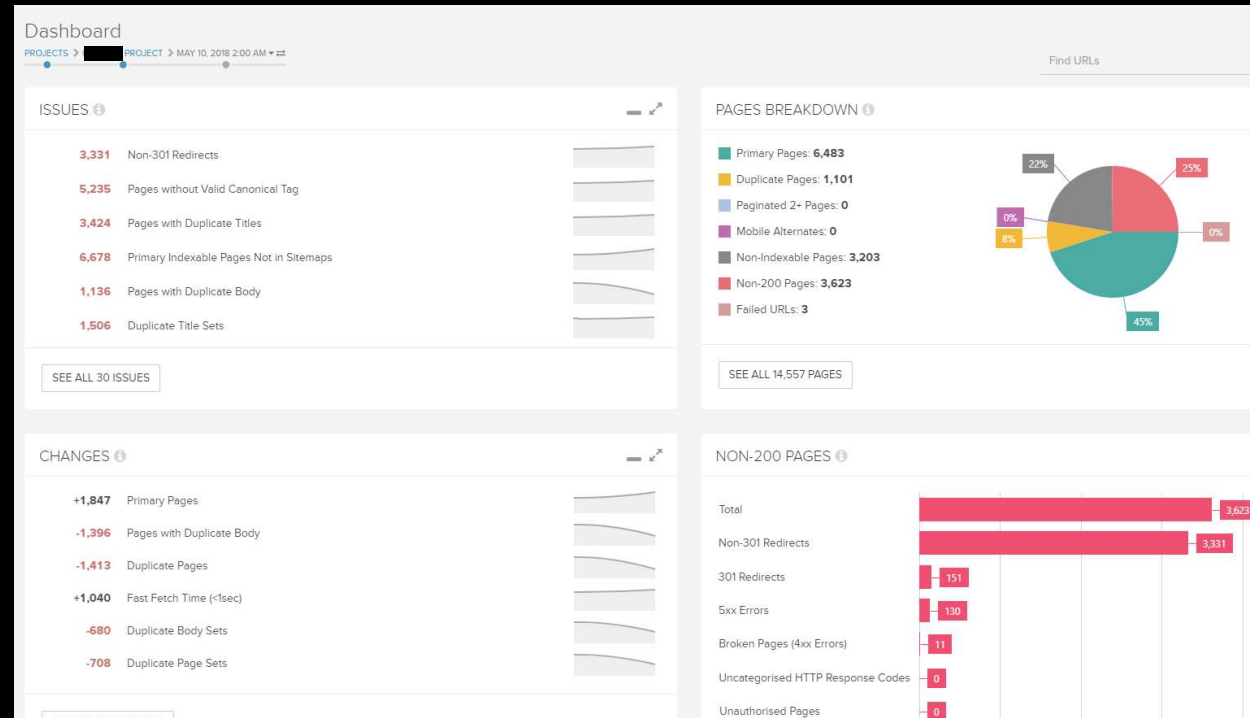
1. You could use a content value audit to inform this
2. Ensure you list ALL old pages and map to new locations
3. Test redirects before launch on a testing server
4. Test again after launch and monitor 404 errors

Old URL	New Chosen URL
http://website.com	https://website.com/event-management/
http://website.com/about-us/	https://website.com/why-premier/
http://website.com/about-us/csr-framework/	https://website.com/why-premier/csr-framework/
http://website.com/about-us/meet-the-team/	https://website.com/why-premier/our-team/
http://website.com/about-us/testimonials/	https://website.com/journal/
http://website.com/about-us/why-premier/	https://website.com/event-management/
http://website.com/case-studies/	https://website.com/journal/
http://website.com/corporate/	https://website.com/event-management/
http://website.com/corporate/awards-ceremonies/	https://website.com/events/areas-of-work/award-ceremonies/
http://website.com/corporate/conferences/	https://website.com/events/areas-of-work/conferences/
http://website.com/corporate/exhibition-stands/	https://website.com/events/areas-of-work/exhibitions/
http://website.com/corporate/fashion-shows/	https://website.com/events/areas-of-work/fashion-shows/
http://website.com/corporate/product-launches/	https://website.com/events/areas-of-work/product-launches/
http://website.com/corporate/reward-incentive-events/	https://website.com/event-management/reward-incentive-travel/
http://website.com/event-management/	https://website.com/event-management/
http://website.com/event-management/branding-print-services/	https://website.com/event-management/branding-print-services/
http://website.com/event-management/consultancy/	https://website.com/event-management/consultancy/
http://website.com/event-management/delegate-management/	https://website.com/event-management/delegate-management/
http://website.com/event-management/event-design/	https://website.com/event-management/event-design-production/
http://website.com/event-management/event-planning/	https://website.com/event-management/event-planning-support/
http://website.com/event-management/event-technology/	https://website.com/event-management/event-technology/
http://website.com/event-management/event-travel/	https://website.com/event-management/travel-accommodation-logistics/
http://website.com/event-management-icc-birmingham/	https://website.com/event-management-icc-birmingham/
http://website.com/event-management-website/	https://website.com/event-management/
http://website.com/get-in-touch/	https://website.com/contact-us/
http://website.com/meet-vicky/	https://website.com/meet-vicky/
http://website.com/niche-magazine-interview-premier/	https://website.com/niche-magazine-interview/
http://website.com/private-parties/	https://website.com/event-management/private-parties/
http://website.com/venue-finding/	https://website.com/event-management/venue-finding/
http://website.com/weddings/	https://website.com/weddings/wedding-planning-co-ordination/
http://website.com/weddings/full-wedding-planning/	https://website.com/weddings/wedding-planning-co-ordination/full-wedding-planning/
http://website.com/weddings/on-the-day-coordination/	https://website.com/weddings/wedding-planning-co-ordination/on-the-day-coordination/
http://website.com/weddings/partial-wedding-planning/	https://website.com/weddings/wedding-planning-co-ordination/partial-wedding-planning/
http://website.com/weddings/rescue-service/	https://website.com/weddings/wedding-planning-co-ordination/rescue-service/

(Redirect strategy)

# Resolve Technical / On-Page SEO issues

1. Ensure key on-site SEO elements are in place
2. Use opportunity to fix any existing issues (avoid migrating them)
3. Issues may include:
  - Missing or multiple H1 tags
  - Duplicate content
  - Missing title / meta description tags
  - Non-indexable pages
  - Redirect chains
  - Slow load speeds (mobile/desktop)
  - Usability issues (mobile/desktop)



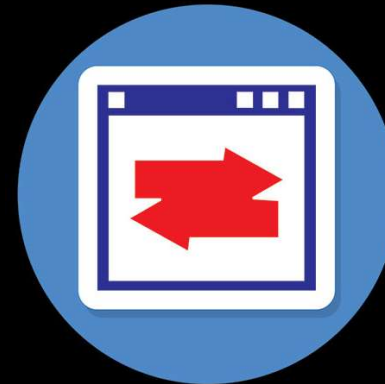
(DeepCrawl, Technical SEO tool)

We can help!

# Website Launch and Migration Service

## Pre-launch activities:

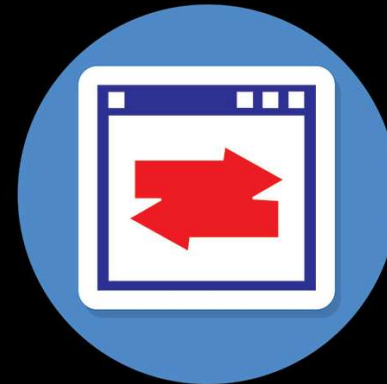
- Set-up website tracking and/or establish benchmark using current data
- Technical and on-page SEO audit of current and/or new site with clear recommendations
- Backlink profile and link distribution audit
- Content value audit for migration, consolidation or redirect strategy
- Detailed redirect strategy
- New navigation mapping
- New UX evaluation and support
- Set up and manage task list with stake-holders against expectations and timeline



# Website Launch and Migration Service

## Launch and post-launch activities:

- Monitoring of site performance against benchmark results
- Monitoring of search engine indexation
- Technical and on-page SEO re-audit, supporting outstanding technical website changes
- Thorough redirect testing and resolution support
- Final sign-off of project against initial goals and discussion of next steps



# Resources

- <https://anicca.co.uk/blog/website-launch-and-migration-guide/>
- <https://anicca.co.uk/blog/technical-seo-audit-guide/>
- <https://anicca.co.uk/seo/technical-seo/site-migration/>



# Thank you

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