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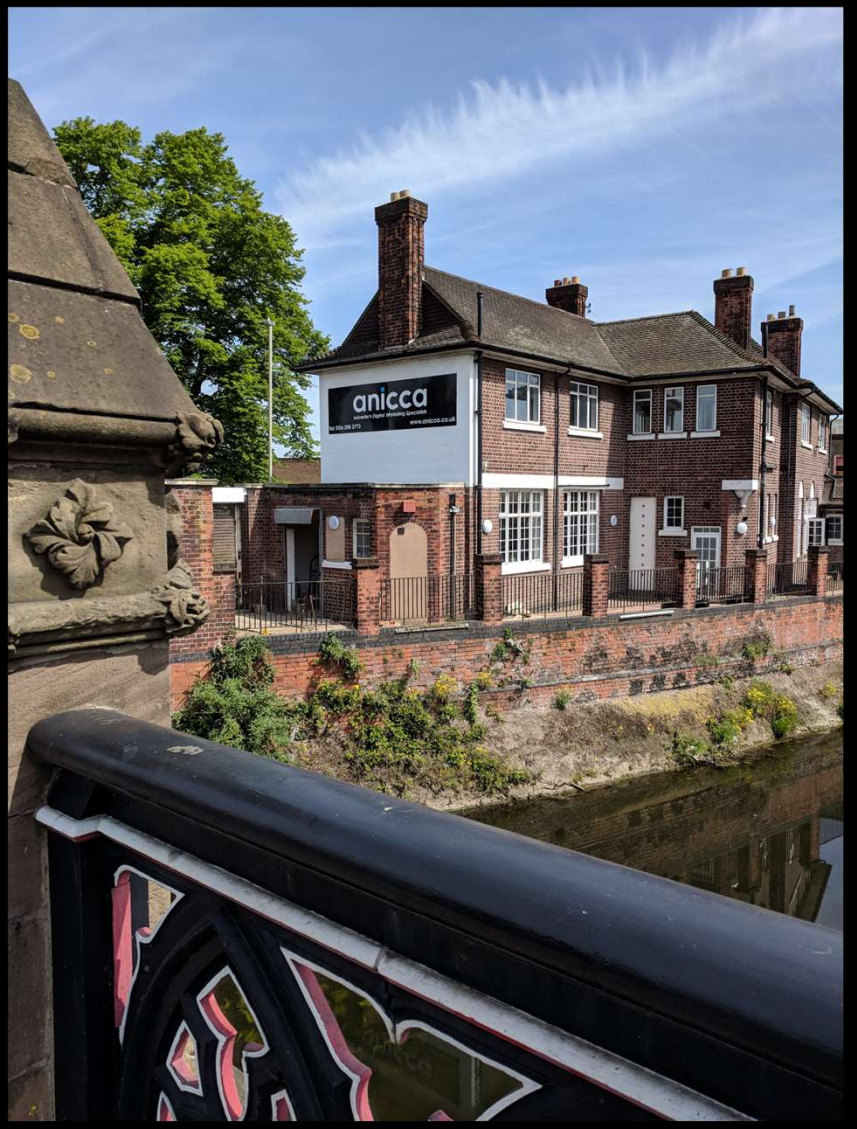
Featured Snippets

The next battle ground for SEO



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What are featured snippets?

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Answer engines, not search engines

Google

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

About this result Feedback

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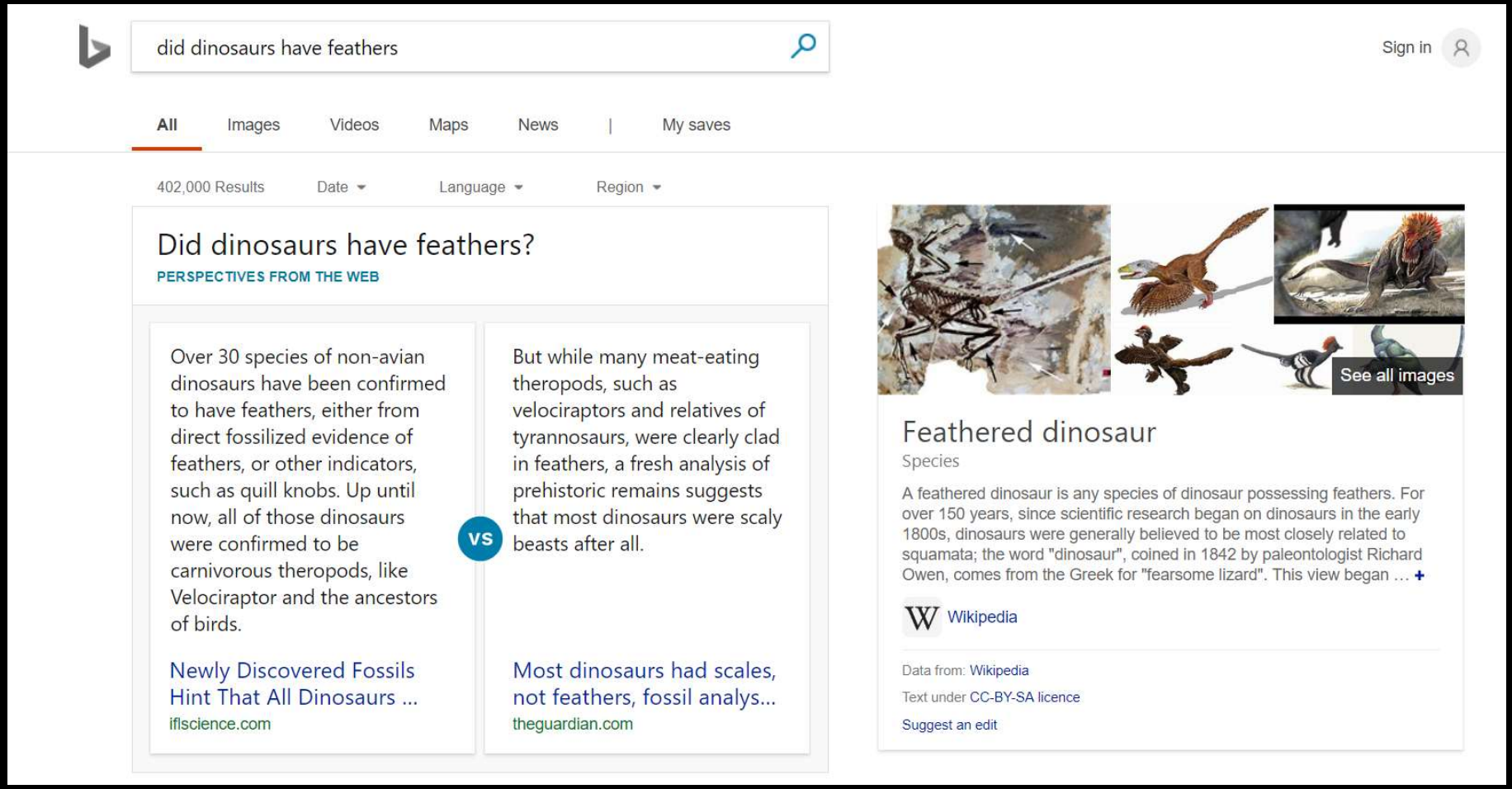
Bing Intelligent Search



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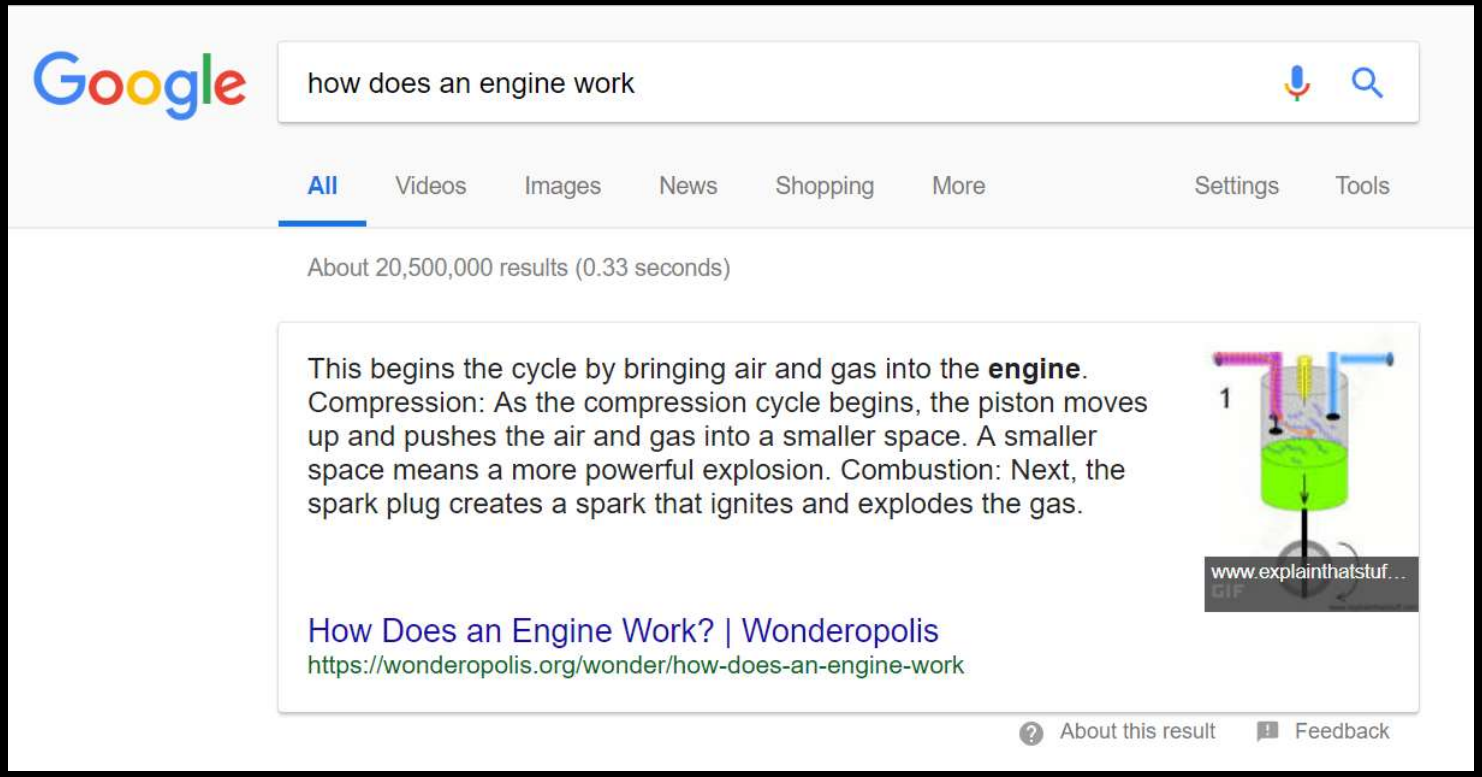
Featured Snippet - Paragraph

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



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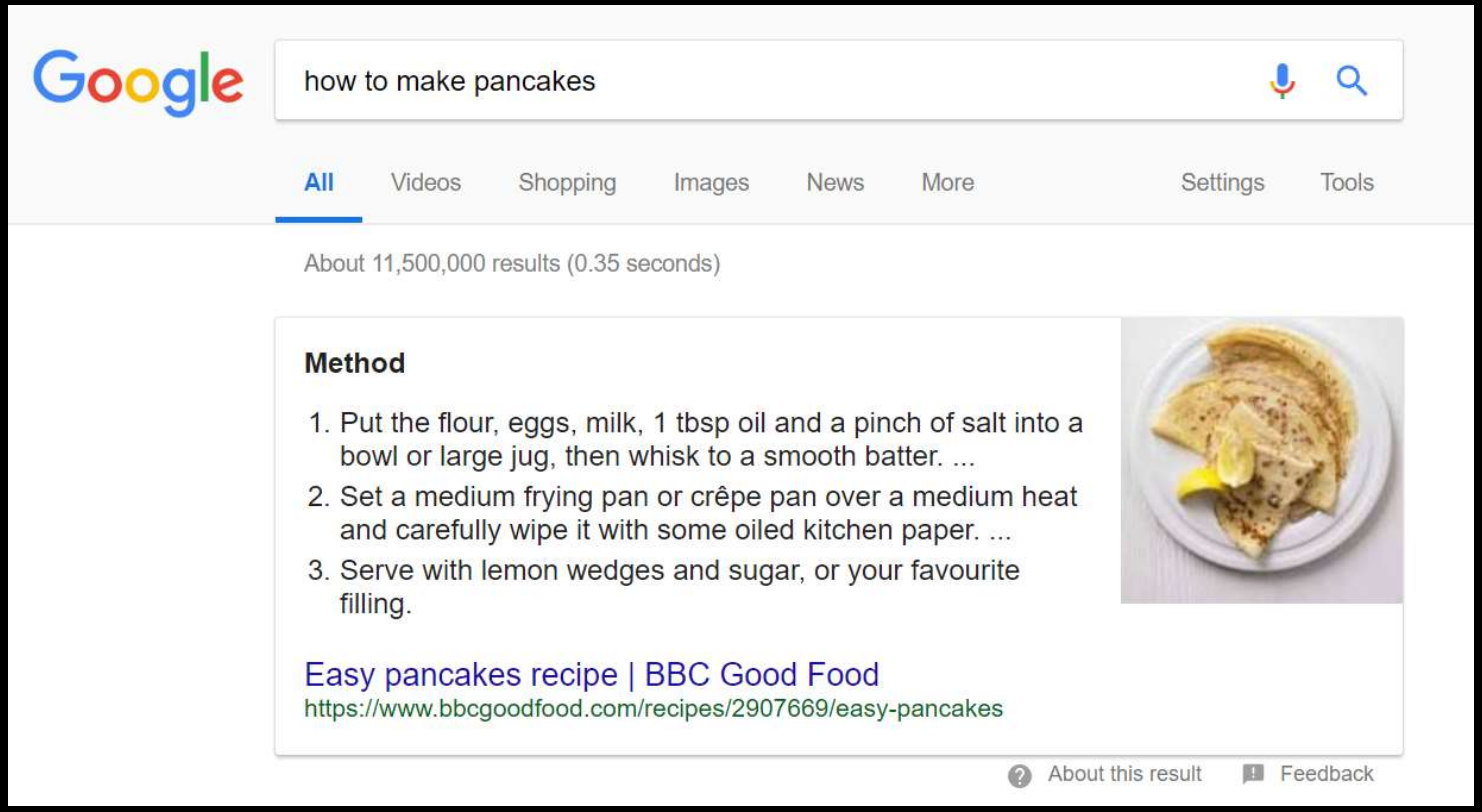
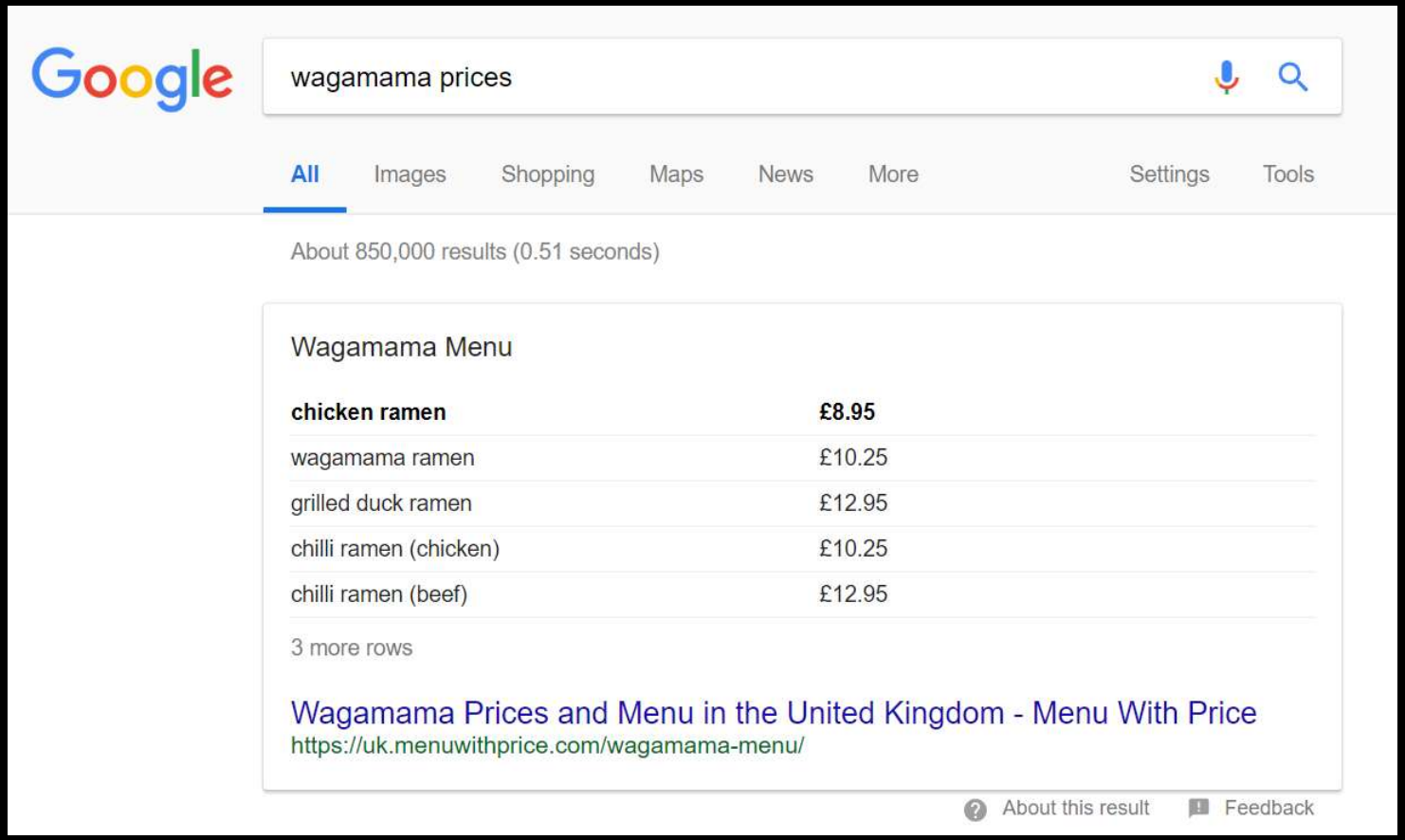
Featured Snippet - Lists

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



Featured Snippet - Table

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



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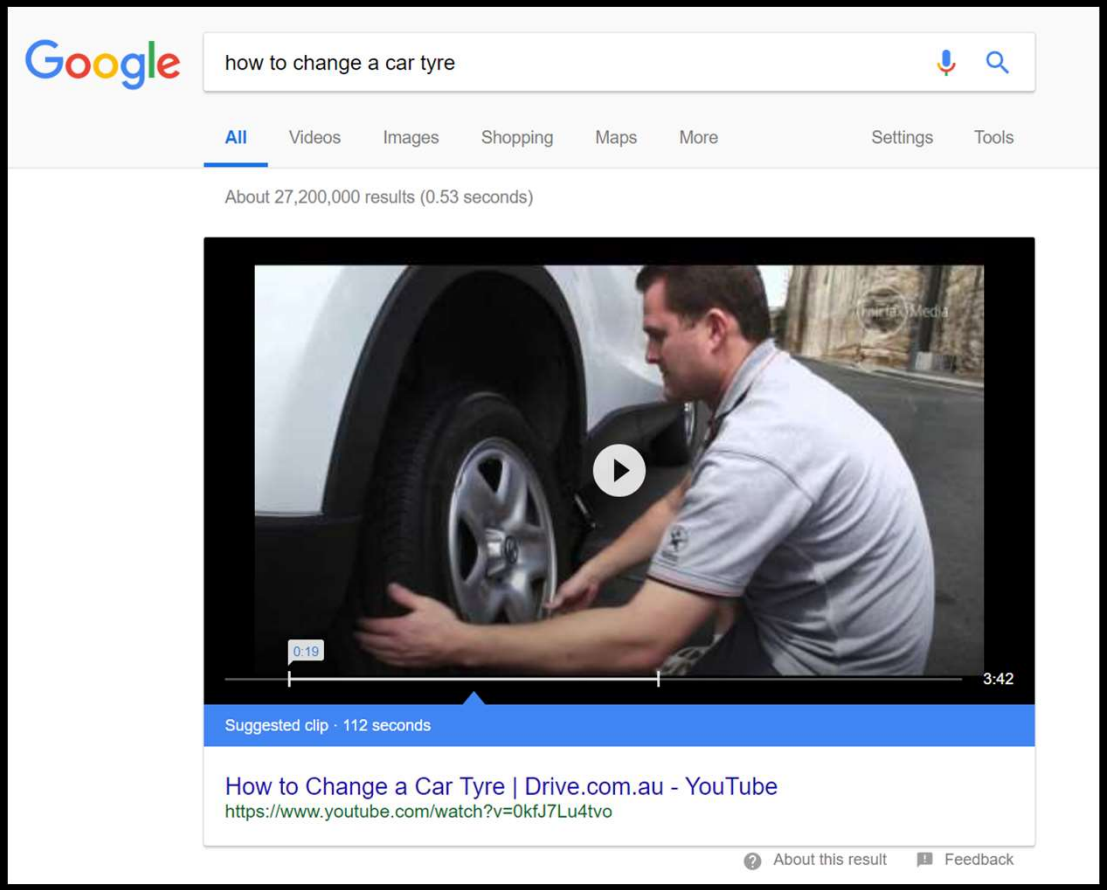
Featured Snippet - Video

- **Video** – almost always from YouTube



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What's the value?

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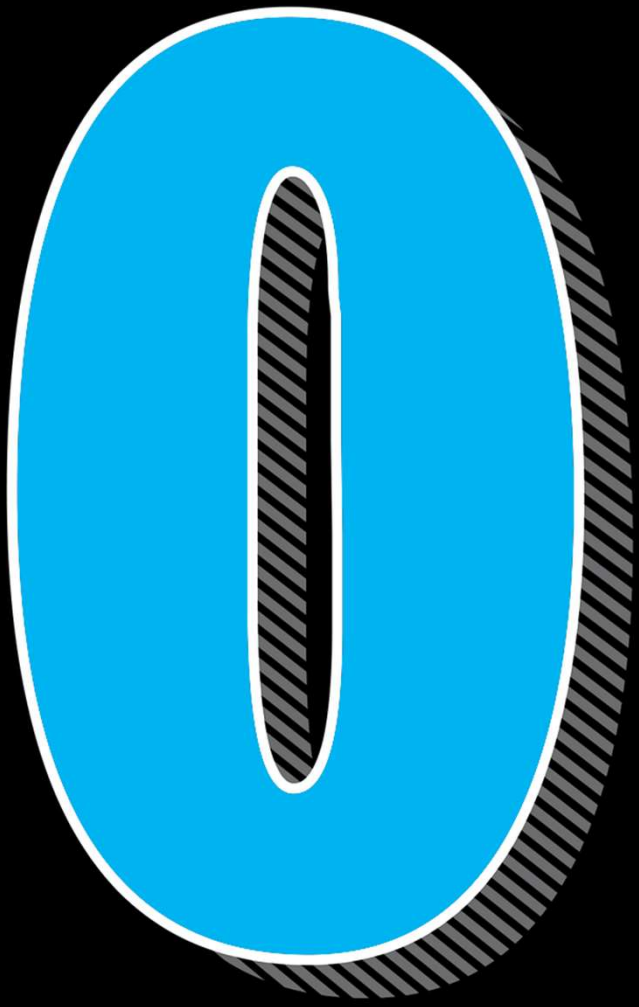
Position Zero

- 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



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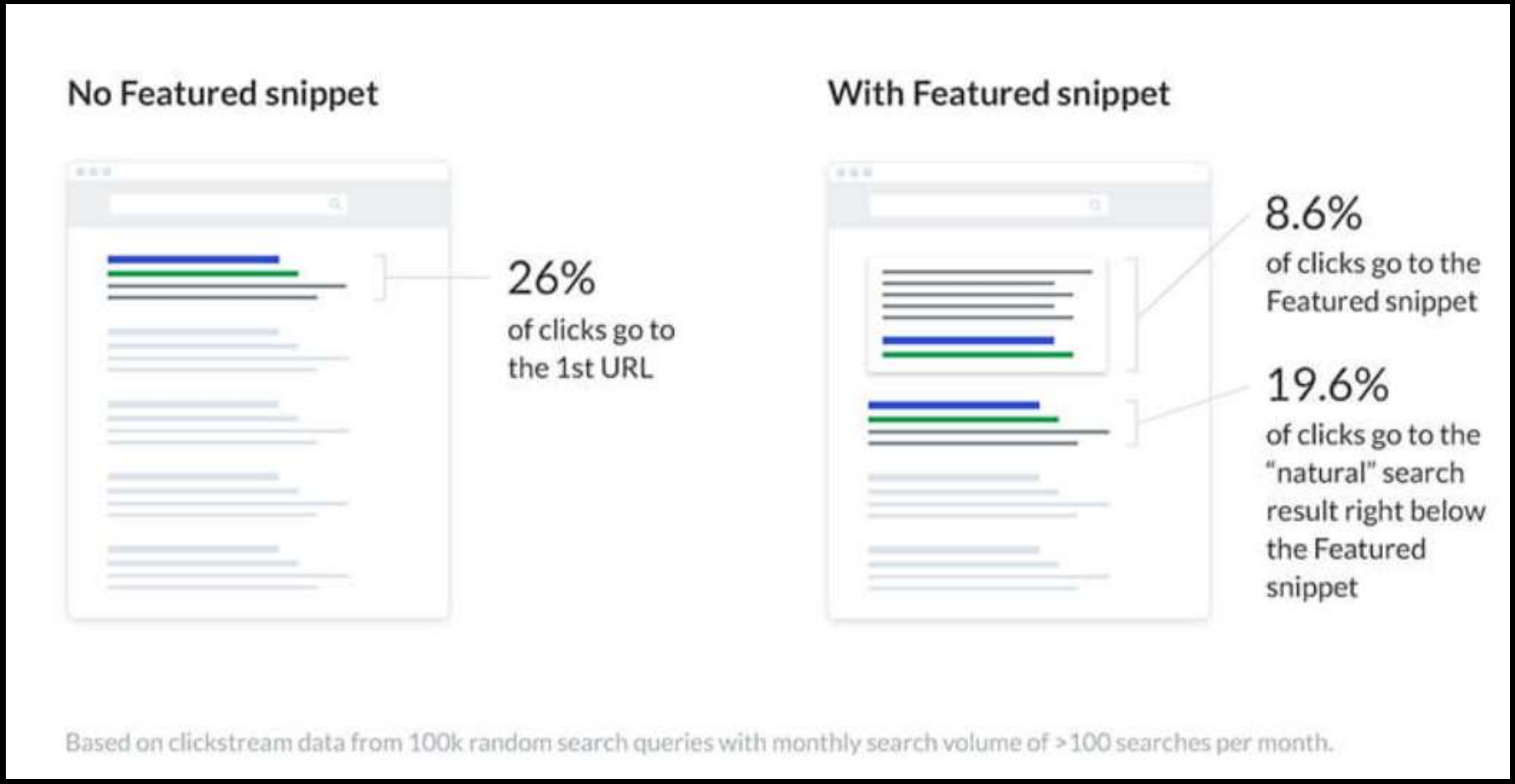
Click through rate



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”

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How to achieve the featured snippet?

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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

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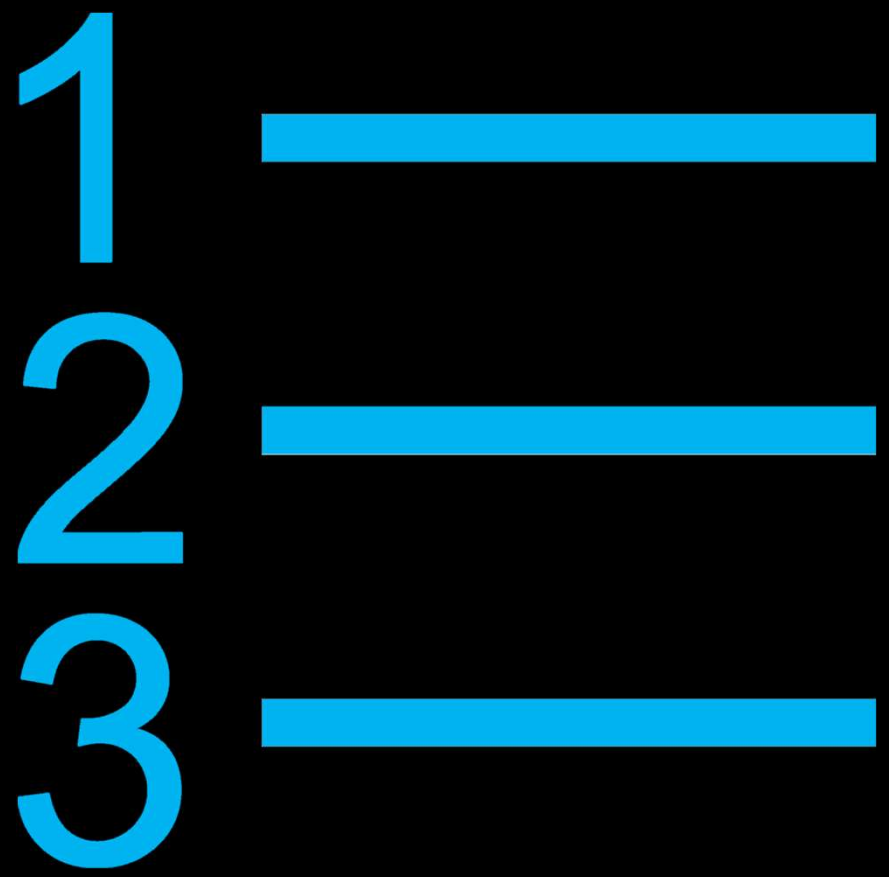
How to achieve the featured snippet?

	Table %	List %	Paragraph %
WHAT	3.52%	11.09%	85.39%
WHO	12.00%	9.00%	79.70%
WHEN	5.00%	6.00%	89.18%
WHERE	3.00%	15.00%	82.42%
WHY	0.00%	0.00%	99.45%
ARE	0.00%	0.00%	100.00%
WAS	0.00%	0.00%	100.00%
WHICH	12.00%	30.00%	57.36%
WILL	0.00%	0.00%	100.00%
HOW	2.00%	42.00%	55.47%
HAVE	25.00%	0.00%	75.00%
DOES	0.00%	0.00%	100.00%
DO	0.00%	1.00%	99.22%
CAN	0.00%	1.00%	99.28%
IS	0.00%	0.00%	99.22%
SHOULD	0.00%	2.00%	98.28%
	3.93%	7.07%	88.97%

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



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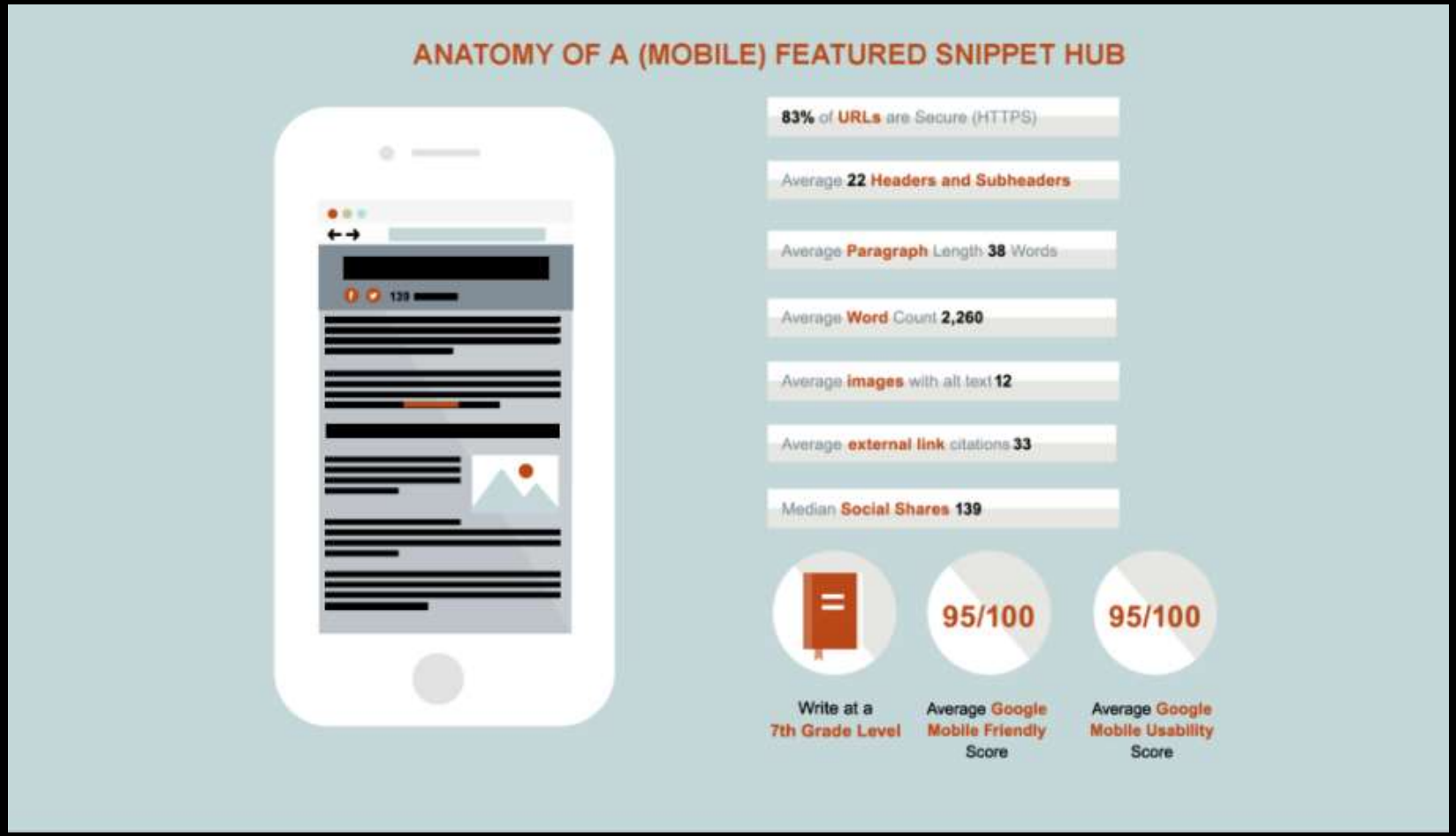
How to achieve the featured snippet?



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

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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

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Thank you

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Migrating or launching a new website

By Sukh Singh
Head of Technical SEO

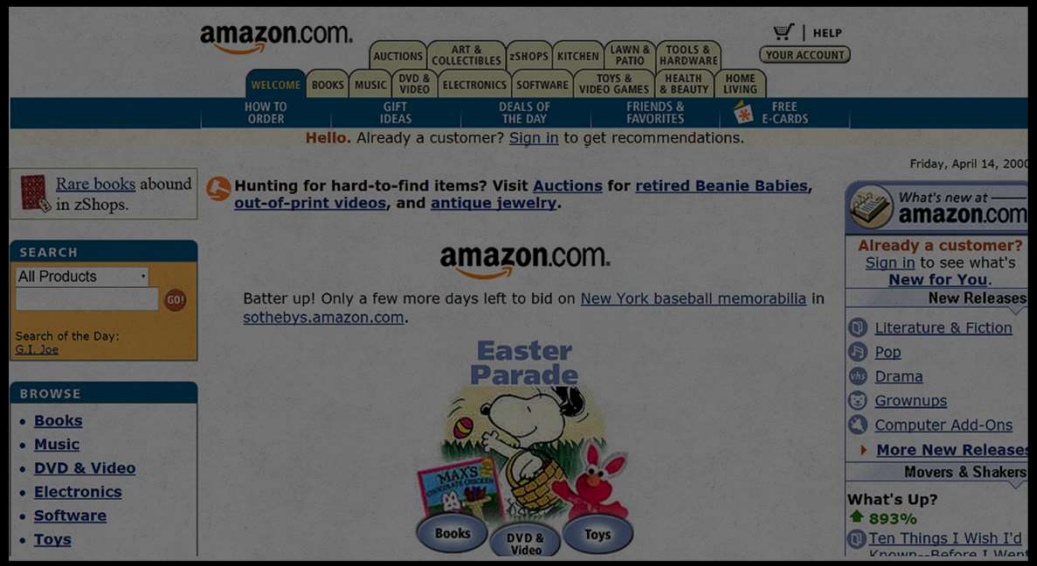
Structure

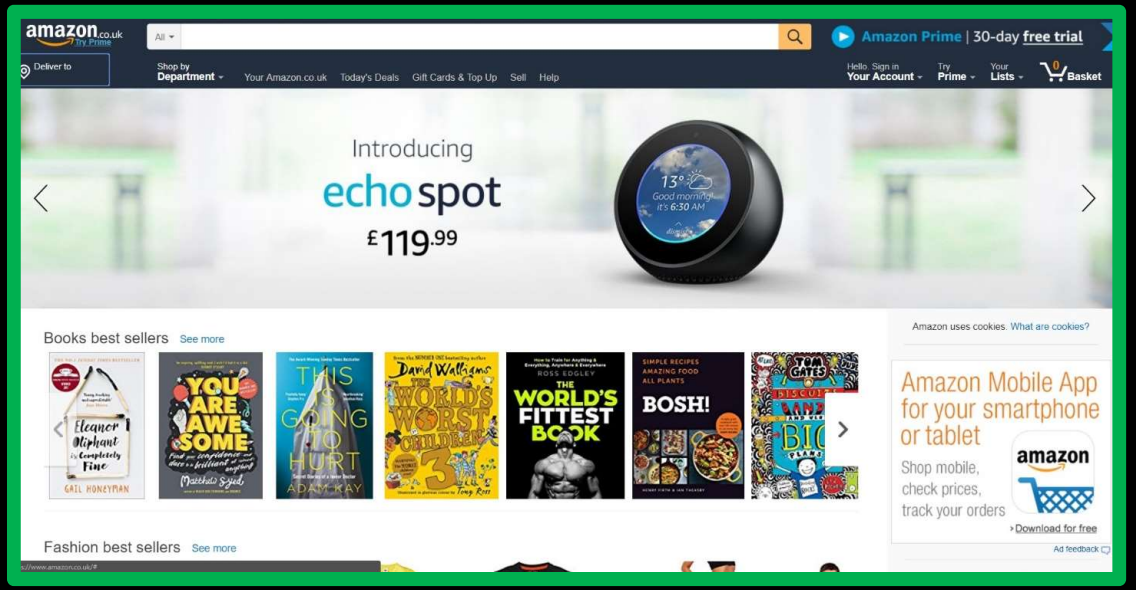
- What's a website migration?
- What could go wrong if you don't plan properly?
  - Launching a new website
- What do we need to consider? Migration and Launch
  - Tracking: What, how, benchmarking performance
  - Mobile usability and User Experience
  - Migrate your content
    - What performs?
    - 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





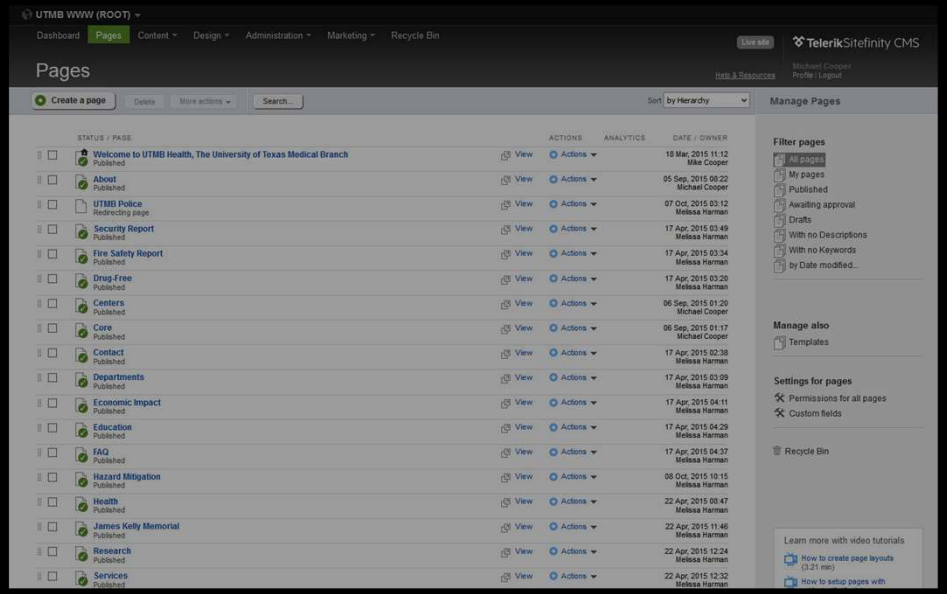
When someone migrates to a new domain name…

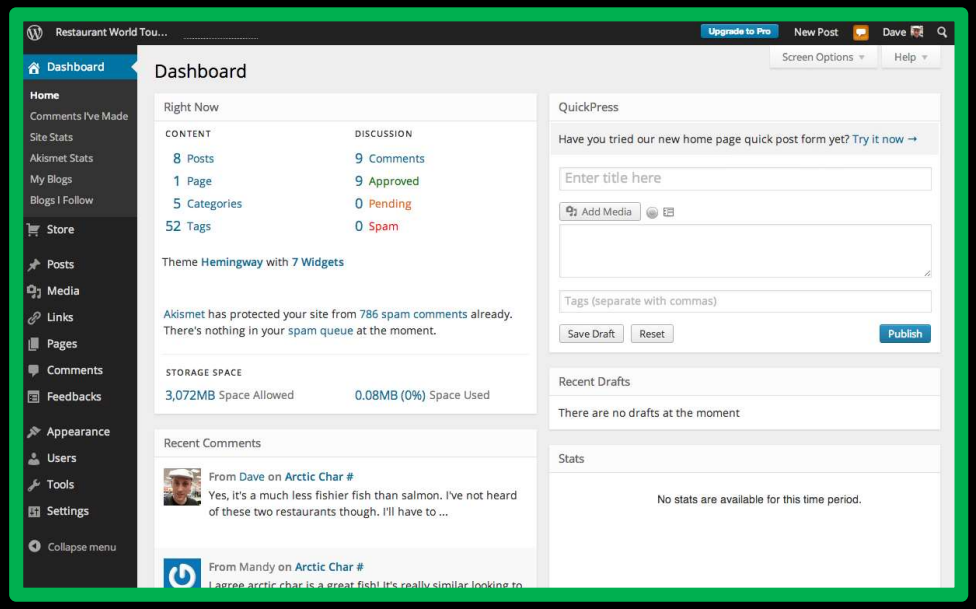
www.old-site.com ➡ **www.new-site.com**

Or move to HTTPS secure site

htttp://www.old-site.com ➡ **https://www.new-site.com**

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

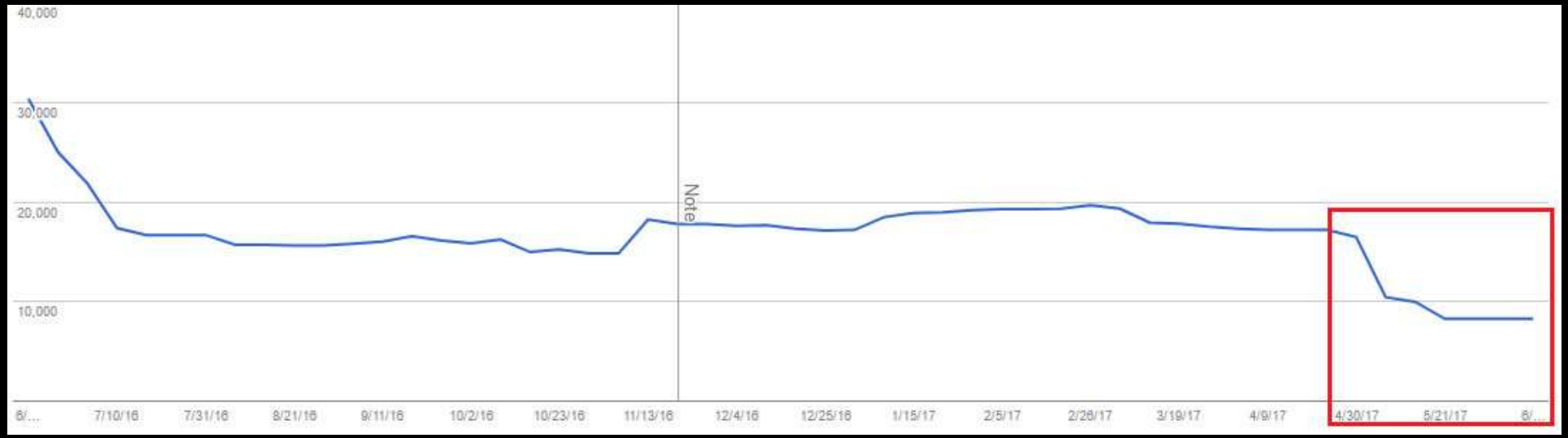




What could go wrong in a migration?

(if you don't do some basic tasks)

Example: A reduction in indexed pages

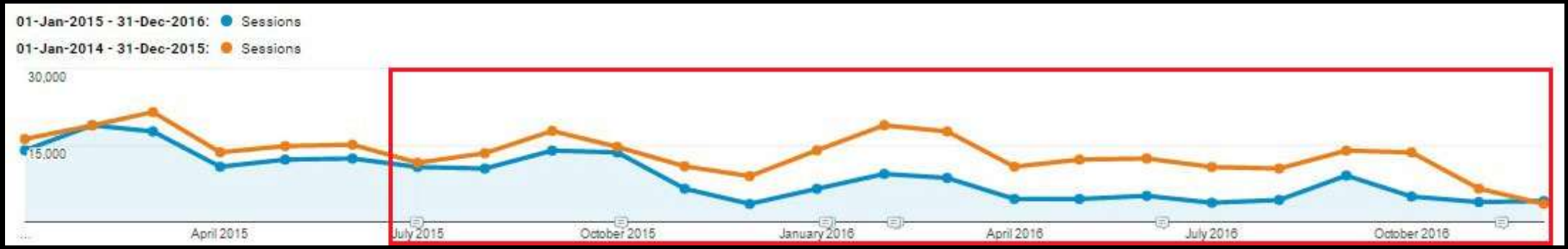


(Google Search Console, “index status” report)

Example: Increase in 404 errors reported

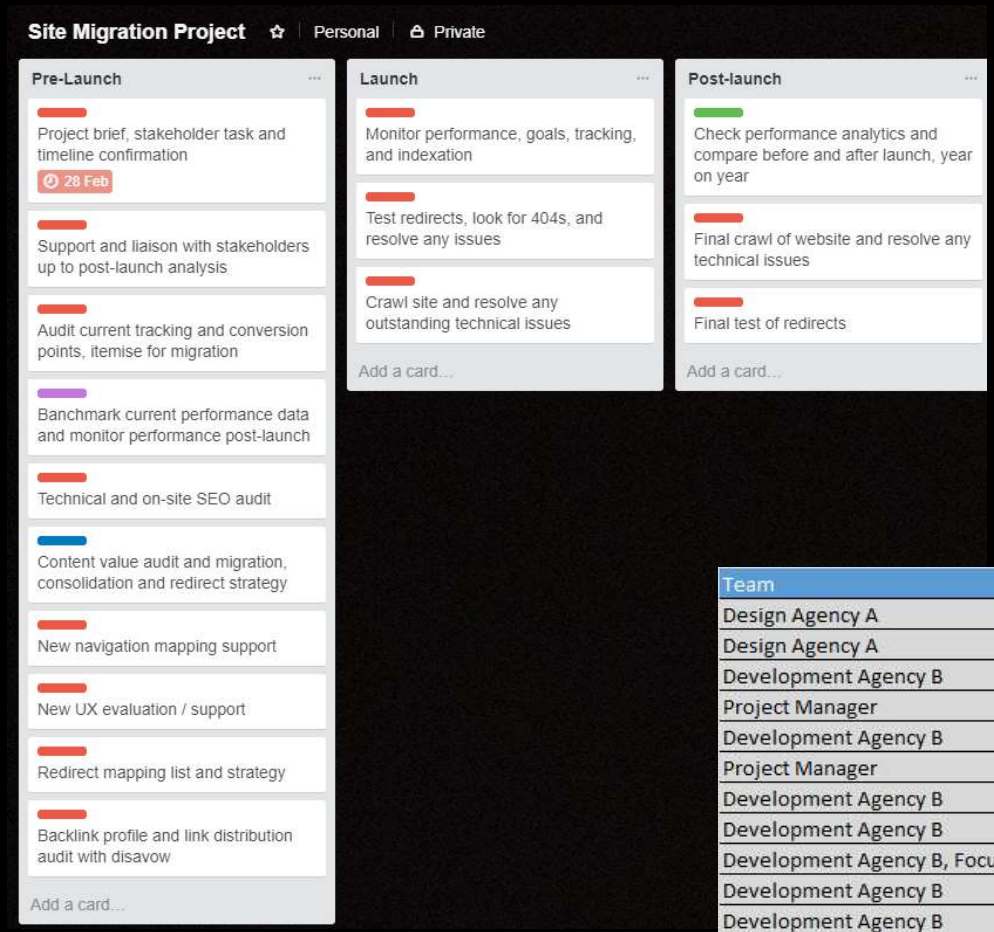
(Google Search Console, "crawl errors" report)

Example: Reduction in organic traffic and keyword visibility



(Google Analytics, SEO Monitor)

Plan, test and be agile



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
http://www.website.com/	200	1050	975	482	181	14	5317	74.67%	3970	61.82%	2	109	0.17%	9
http://www.website.com/hire	200	464	389	969	167	13	1305	40.15%	524	16.70%	6	281	0.08%	1
http://www.website.com/hire/dance-floors	200	389	314	488	146	9	430	82.56%	355	40.70%	3	106	1.86%	8
http://www.website.com/our-work/exhibitions	200	1083	1008	486	177	9	224	89.29%	200	53.57%	3	86	0.89%	2
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
http://www.website.com/hire/staging	200	523	448	488	143	9	165	86.67%	143	65.45%	2	78	0.00%	0
http://www.website.com/our-work/festivals	200	1200	1125	486	177	9	162	86.42%	140	64.20%	2	61	0.62%	1
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
http://www.website.com/hire/sound/speakers	200	463	388	488	156	9	108	84.26%	91	55.56%	4	84	0.00%	0
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
http://www.website.com/led-champagne-table	200	396	321	64	142	7	105	89.52%	94	80.95%	2	21	0.00%	0
http://www.website.com/hire/led-furniture	200	853	778	488	203	9	100	61.00%	61	40.00%	3	136	0.00%	0
http://www.website.com/white-dance-floor	200	579	504	4	127	7	98	84.69%	83	71.43%	2	35	0.00%	0
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
http://www.website.com/black-dance-floor	200	562	487	4	128	7	82	90.24%	74	81.71%	1	9	1.22%	1
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
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
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
http://www.website.com/led-cube	200	486	411	88	153	7	60	73.33%	44	78.33%	2	74	1.67%	1
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
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
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
http://www.website.com/3d-visuals	200	886	811	969	176	9	51	45.10%	23	60.78%	3	225	0.00%	0
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
http://www.website.com/hire/drape-starcloth	200	404	329	488	138	9	50	86.00%	43	34.00%	4	129	0.00%	0
http://www.website.com/hire/video/projectors	200	536	461	488	143	9	50	90.00%	45	40.00%	3	194	0.00%	0
http://www.website.com/l-acoustics-kara	200	471	396	103	129	8	50	92.00%	46	74.00%	2	71	0.00%	0
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
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
http://www.website.com/hire/lighting/outdoor	200	462	387	488	143	9	41	70.73%	29	31.71%	3	83	0.00%	0
http://www.website.com/hire/structure/lecterns	200	331	256	488	131	9	41	92.68%	38	46.34%	3	70	0.00%	0
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
http://www.website.com/led-bubble-chair	200	455	380	37	147	7	41	95.12%	39	68.29%	2	36	0.00%	0
http://www.website.com/chiavari-chair-limewash	200	364	289	16	111	7	39	82.05%	32	71.79%	2	119	0.00%	0
http://www.website.com/hire/structure/truss	200	527	452	488	157	9	38	76.32%	29	39.47%	3	144	0.00%	0

(Content value audit)

Redirect mapping

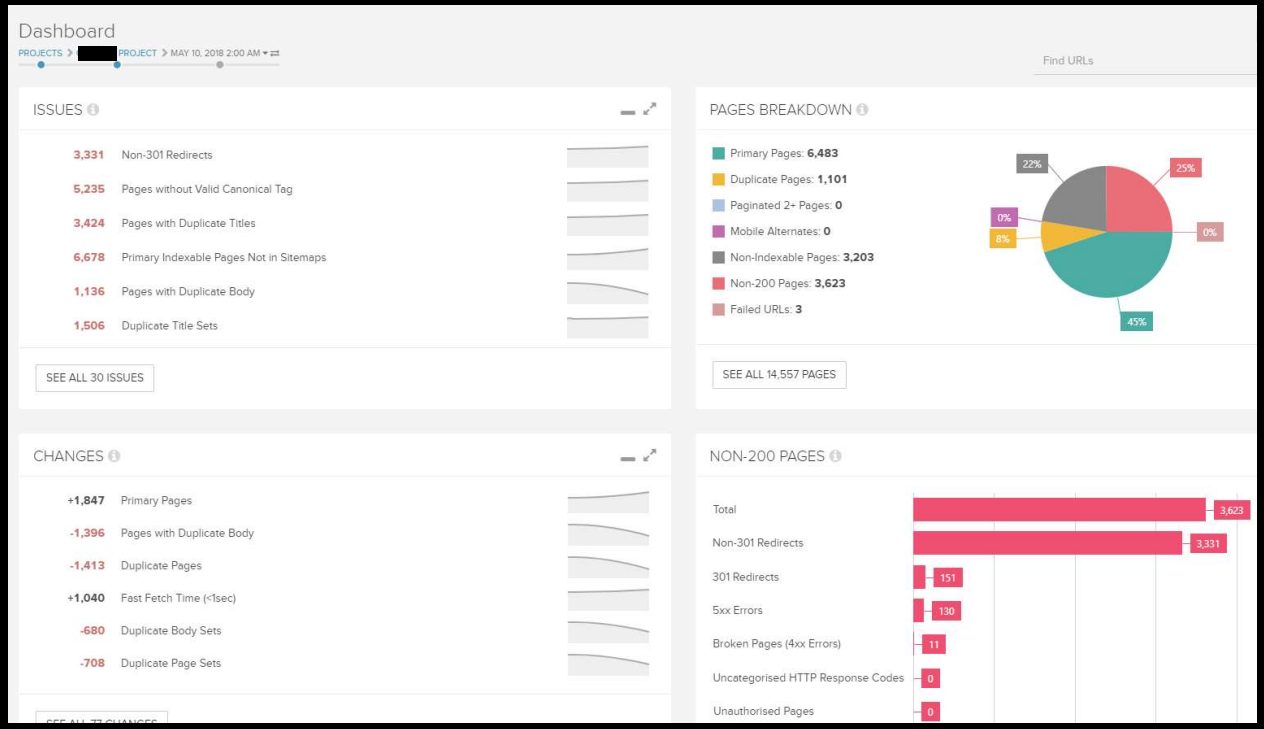
1. You could use a content value audit to inform this
2. Ensure you list ALL old pages and map to new locations
3. Test redirects before launch or a testing server
4. Test again after launch and monitor 404 errors

	Old URL	New Chosen URL
2	http://website.com	https://website.com/event-management/
3	http://website.com/about-us/	https://website.com/why-premier/
4	http://website.com/about-us/csr-framework/	https://website.com/why-premier/csr-framework/
5	http://website.com/about-us/meet-the-team/	https://website.com/why-premier/our-team/
6	http://website.com/about-us/testimonials/	https://website.com/journal/
7	http://website.com/about-us/why-premier/	https://website.com/event-management/
8	http://website.com/case-studies/	https://website.com/journal/
9	http://website.com/corporate/	https://website.com/event-management/
10	http://website.com/corporate/awards-ceremonies/	https://website.com/events/areas-of-work/award-ceremonies/
11	http://website.com/corporate/conferences/	https://website.com/events/areas-of-work/conferences/
12	http://website.com/corporate/exhibition-stands/	https://website.com/events/areas-of-work/exhibitions/
13	http://website.com/corporate/fashion-shows/	https://website.com/events/areas-of-work/fashion-shows/
14	http://website.com/corporate/product-launches/	https://website.com/events/areas-of-work/product-launches/
15	http://website.com/corporate/reward-incentive-events/	https://website.com/event-management/reward-incentive-travel/
16	http://website.com/event-management/	https://website.com/event-management/
17	http://website.com/event-management/branding-print-services/	https://website.com/event-management/branding-print-services/
18	http://website.com/event-management/consultancy/	https://website.com/event-management/consultancy/
19	http://website.com/event-management/delegate-management/	https://website.com/event-management/delegate-management/
20	http://website.com/event-management/event-design/	https://website.com/event-management/event-design-production/
21	http://website.com/event-management/event-planning/	https://website.com/event-management/event-planning-support/
22	http://website.com/event-management/event-technology/	https://website.com/event-management/event-technology/
23	http://website.com/event-management/event-travel/	https://website.com/event-management/travel-accommodation-logistics/
24	http://website.com/event-management-icc-birmingham/	https://website.com/event-management-icc-birmingham/
25	http://website.com/event-management-website/	https://website.com/event-management/
26	http://website.com/get-in-touch/	https://website.com/contact-us/
27	http://website.com/meet-vicky/	https://website.com/meet-vicky/
28	http://website.com/niche-magazine-interview-premier/	https://website.com/niche-magazine-interview/
29	http://website.com/private-parties/	https://website.com/event-management/private-parties/
30	http://website.com/venue-finding/	https://website.com/event-management/venue-finding/
31	http://website.com/weddings/	https://website.com/weddings/wedding-planning-co-ordination/
32	http://website.com/weddings/full-wedding-planning/	https://website.com/weddings/wedding-planning-co-ordination/full-wedding-planning/
33	http://website.com/weddings/on-the-day-coordination/	https://website.com/weddings/wedding-planning-co-ordination/on-the-day-coordination/
34	http://website.com/weddings/partial-wedding-planning/	https://website.com/weddings/wedding-planning-co-ordination/partial-wedding-planning/
35	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

By Sukh Singh
Head of Technical SEO
sukh@anicca.co.uk

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