



The Value of Featured Snippets

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- Freelance SEO Consultant at Niki Mosier Consulting
- Creator of SEO for NonSEOs course (coming soon)

What We're Talking About



The What

What featured snippets are and why they are valuable

@NikiMosierSEO

Strategy

Learn what a featured snippet strategy should include

Take Action

Walk away with actionable items to start implementing today

#BrightonSEO



What Are Featured Snippets?



are the seagulls in brighton dangerous



[All](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [More](#) [Tools](#)

About 302,000 results (0.54 seconds)

It's no secret that seagulls are a nuisance – especially in Brighton and Worthing. In fact, one survey revealed that Brighton's seafront is the most common place in the UK for seagull attacks...but stealing food isn't the only problem. **Seagulls can carry dangerous bacteria, like listeria and salmonella.**



Pest Stop Boys

<https://peststopboys.co.uk> › [seagull-pest-control-proofing](#) ⋮

Seagull Pest Control & Proofing, Get a FREE Quote

[?](#) About featured snippets • [Feedback](#)

"Position #0"

Google Says...

We display featured snippets when our systems determine this format will help people more easily discover what they're seeking, both from the description about the page and when they click on the link to read the page itself. They're especially helpful for those on mobile or searching by voice.

Types of Featured Snippets

what is the best thing about phoenix



All

Images

News

Shopping

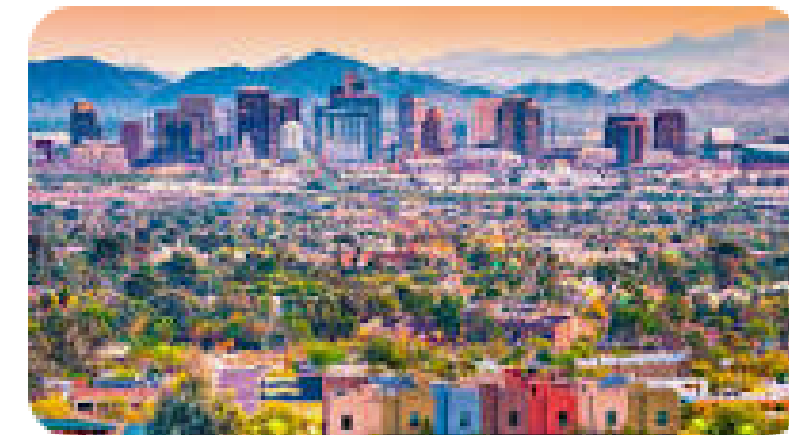
Videos

More

Tools

About 388,000,000 results (0.65 seconds)

Phoenix is best known for its luxury resorts and award-winning golf courses. Visitors from around the world come here to experience the grandeur of some of Arizona's finest hotels and resorts. You can explore the best options in my article about where to stay in Phoenix. 5 days ago



Travel Lemming

<https://travellemming.com> › things-to-do-in-phoenix

[32 Best Things to Do in Phoenix \(in 2023\) - Travel Lemming](#)

About featured snippets • Feedback

SEO report

What is an SEO report? An SEO report is an **overview of important SEO metrics reflecting business growth, performance in search engines, backlink portfolio strength, and website health**. It's the main resource for your clients, managers, or bosses that tracks the progress of your work and its impact. Dec 15, 2021

<https://ahrefs.com> › [blog](#) › [seo-report-template](#) ⋮

Steal Our SEO Report Template (Inspired by SEO Experts)

How to run ^

Create Your SEO Report In 6 Steps

1. Title Card. This is the very first step in your SEO report. ...
2. Table of Contents. As its name suggests, this page is simply a table of contents that'll help you structure your SEO report.
3. Overview. Customize this template and make it your own! ...
4. KPIs. ...
5. Organic Traffic. ...
6. Backlinks.

Jan 5, 2022

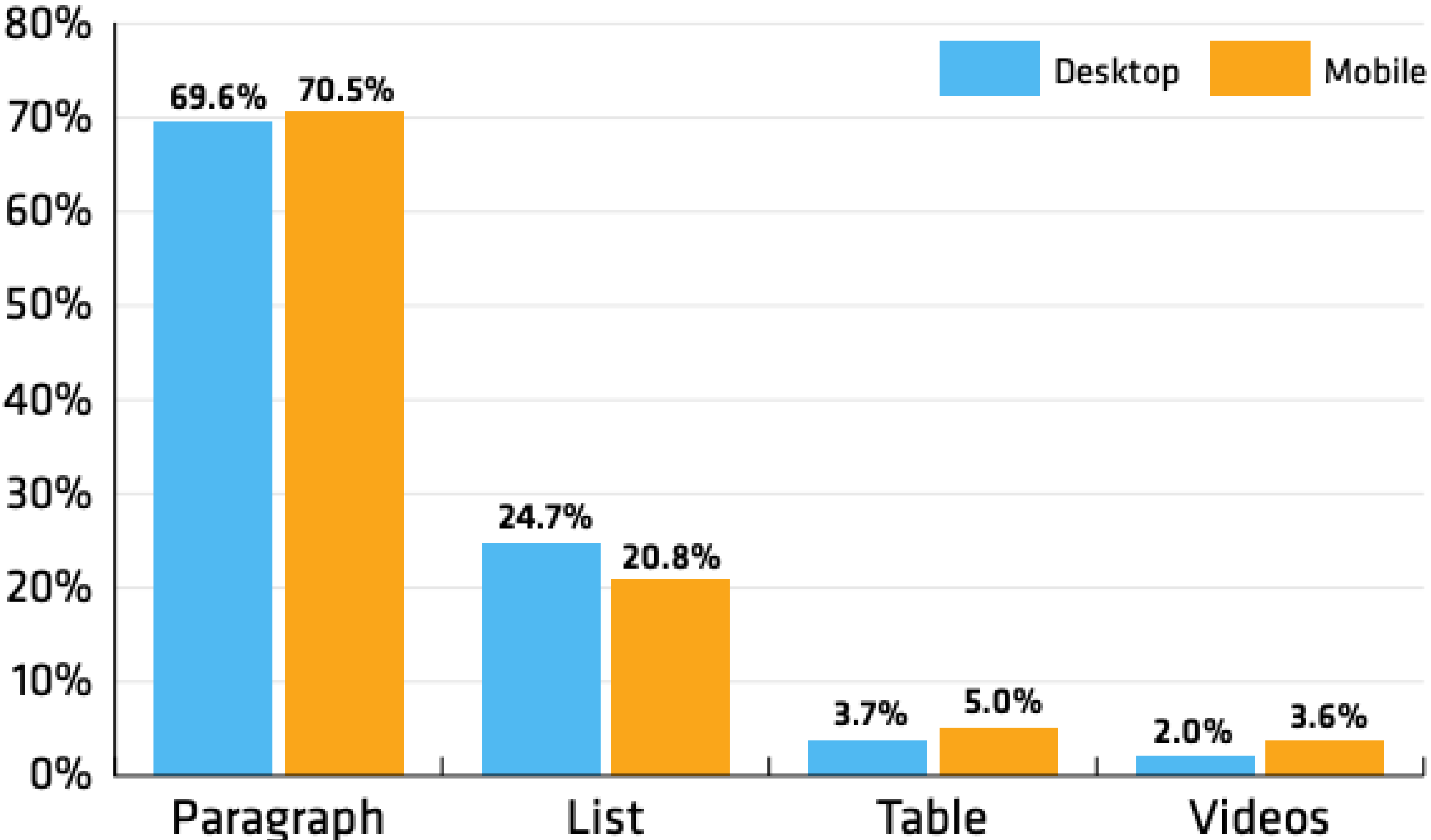
<https://visme.co> › [blog](#) › [seo-report](#) ⋮

How to Create a Simple SEO Report (+ Template) - Visme

Search for: [how to run an seo report](#)

Cost ∨

Featured Snippets by Format



how do I train my dog not to run away



My puppy runs away

1. Start practicing your recall in a really easy environment. ...
2. Show your puppy a treat and back up a few steps. ...
3. Show your puppy a treat and run away from him. ...
4. Gradually take your game into more and more locations.
5. ALWAYS make sure to give your pup a delicious treat for coming!

Jan 21, 2021



SpiritDog Training

<https://spiritdogtraining.com> › [train-dog-to-not-run-away](#) ⋮

How do you train a dog not to run away? - SpiritDog Training



About featured snippets



Feedback

Moon Phases in Order

- New Moon.
- Waxing Crescent Moon.
- First Quarter Moon.
- Waxing Gibbous Moon.
- Full Moon.
- Waning Gibbous Moon.
- Third Quarter Moon.
- Waning Crescent Moon.



Time and Date

<https://www.timeanddate.com> › Sun & Moon › Moon



Phases of the Moon - Time and Date



About featured snippets



Feedback

what are the current interest rates



[All](#)

[News](#)

[Images](#)

[Shopping](#)

[Videos](#)

[More](#)

[Tools](#)

About 1,560,000,000 results (0.37 seconds)

Current mortgage and refinance rates

Product	Interest rate	APR
30-year fixed-rate	6.407%	6.490%
20-year fixed-rate	5.777%	5.902%
15-year fixed-rate	5.611%	5.842%
10-year fixed-rate	5.387%	5.631%

[5 more rows](#)



NerdWallet

<https://www.nerdwallet.com> › Mortgages

Current Mortgage Rates: Compare today's rates - NerdWallet



About featured snippets



Feedback

Featured Snippet vs. Answer Box

how deep is the grand canyon


× | 🗣️ 📷 🔍

[🔍 All](#) [🖼️ Images](#) [🛒 Shopping](#) [📺 Videos](#) [📍 Maps](#) [⋮ More](#) [Tools](#)

About 36,800,000 results (0.49 seconds)

Grand Canyon / Max depth

6,001' 0"



Fun Facts

19%

of SERPS have
Featured Snippets

77%

of questions that
start with *why*

50%

of a mobile screen
is covered with a
featured snippet

70%

of articles were
published no later
than 2-3 years ago



The Value of Featured Snippets





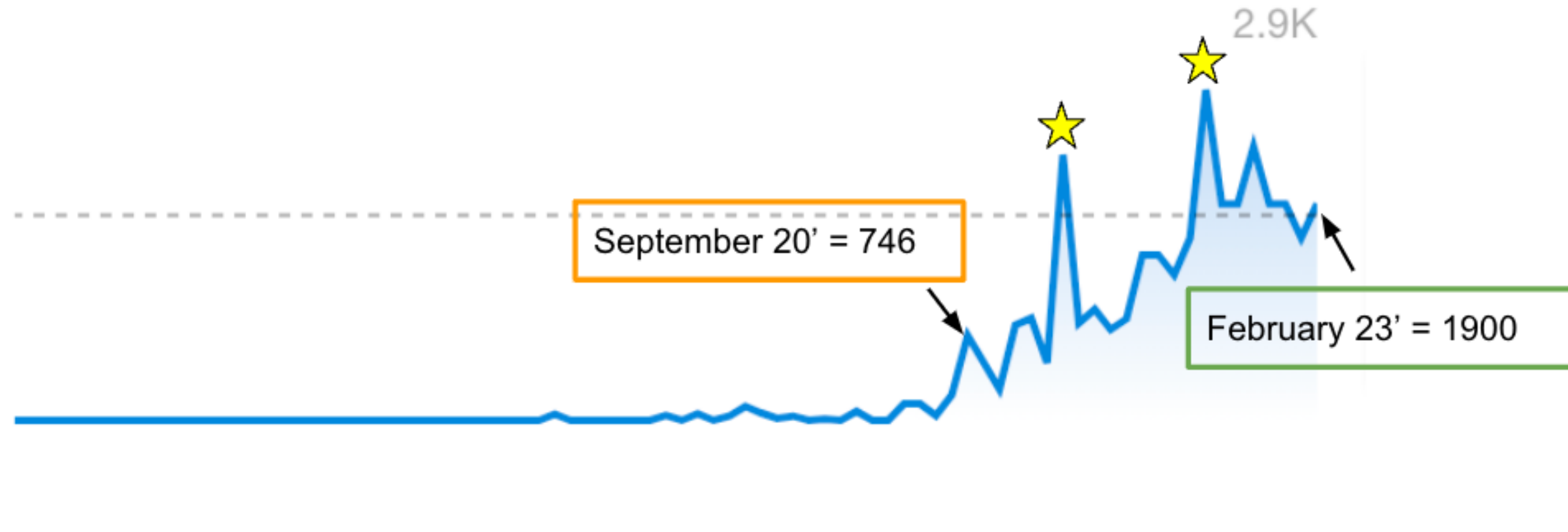
"Position #0"

**Fewer clicks are not
always bad**

Brand Awareness

Volume ?

1.8K



Branded Search Volume

Click Through Rate

when did health insurance start



All

News

Images

Videos

Books

More

Tools

About 1,770,000,000 results (0.49 seconds)

1930s

The first health insurance

Health insurance resembling what we think of today began in the 1930s during the Great Depression. Prior to that, it wasn't so much "health insurance" to pay for the costs of medical treatment, rather it was what we would today call disability income insurance. Oct 26, 2022



AgentSync

<https://agentsync.io> › [blog](#) › [the-history-of-health-insura...](#)

The History Of Health Insurance: Past, Present, And Future



About featured snippets

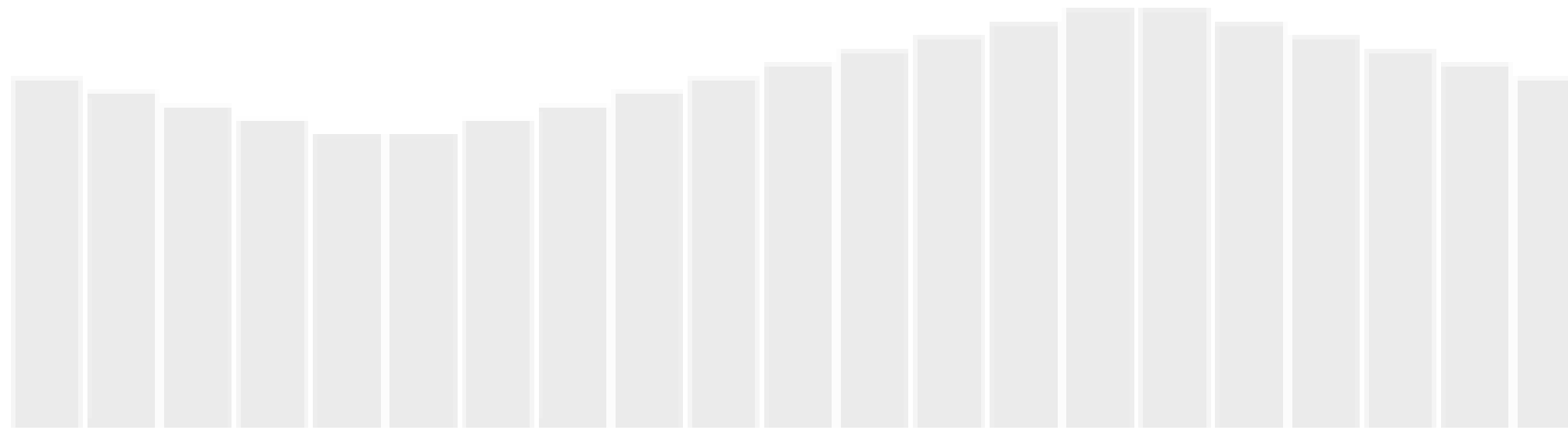


Feedback

Volume ?



400



Clicks ?

298

Cost per click ?

\$0.60

Clicks per search ?

0.74

A quick win



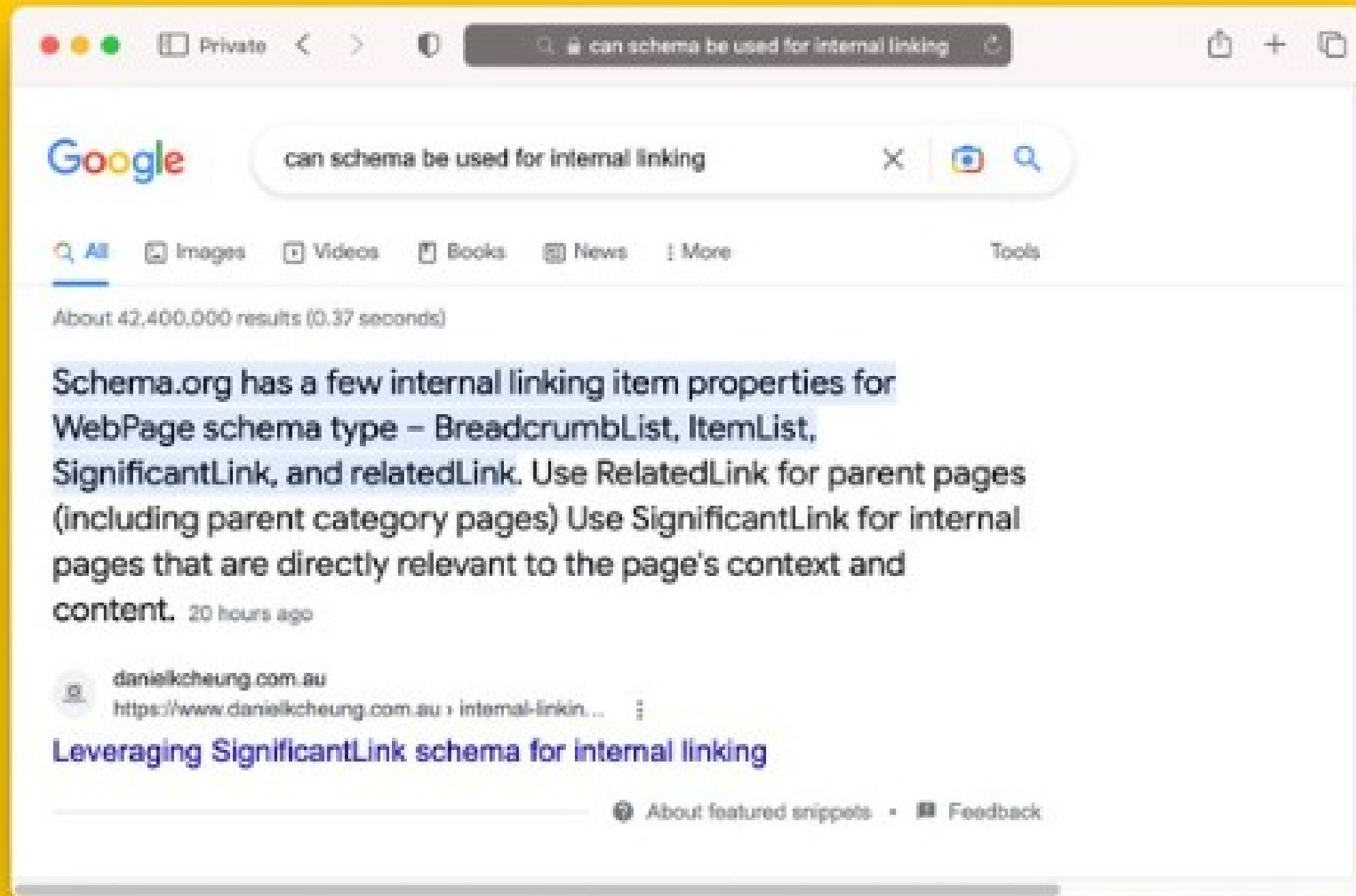


Daniel K Cheung

@danielkcheung



Featured snippet within 24-hours of publishing.



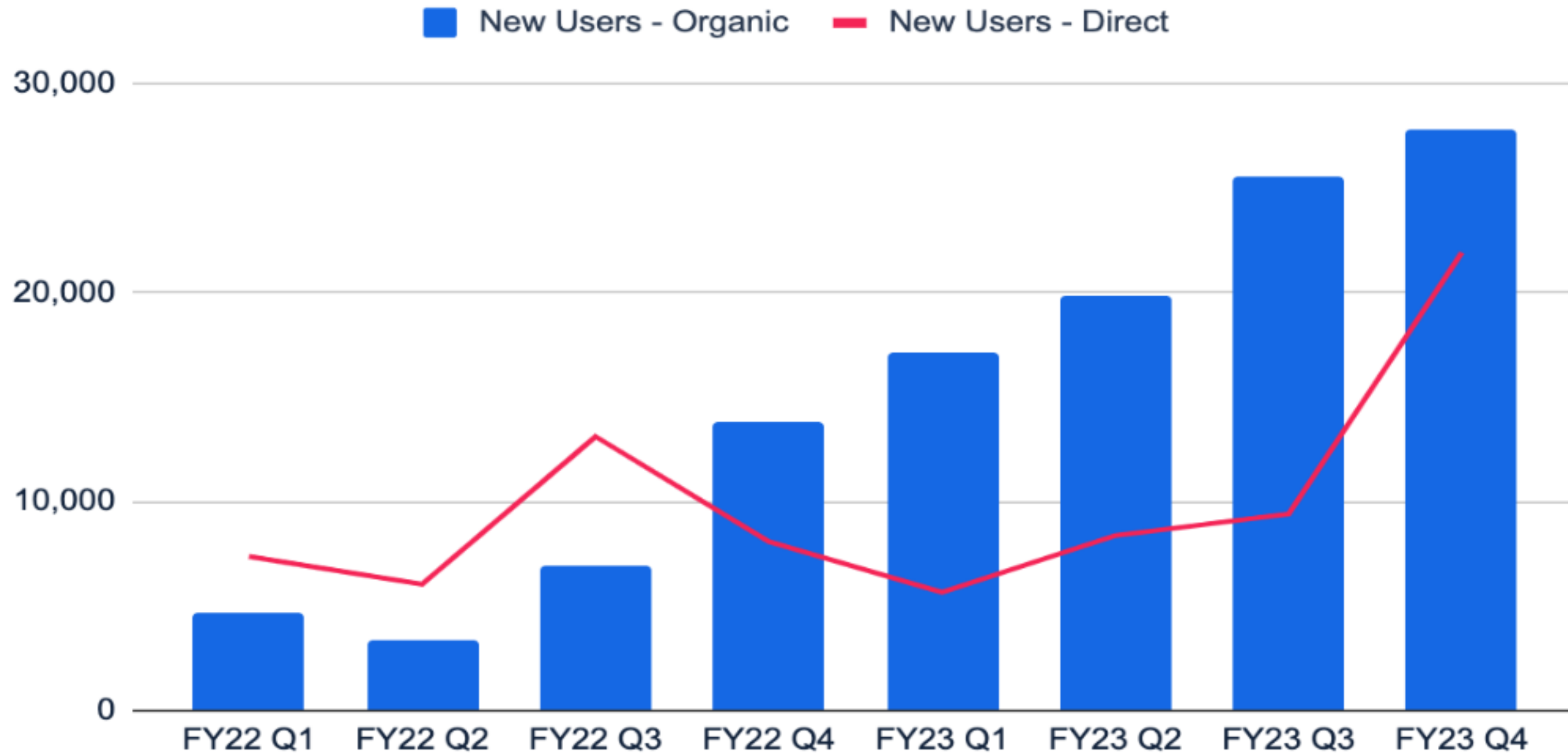
ALT

Share of Voice

Authority

Benefit other channels

Organic and Direct New Users



Direct Traffic

Your Screenshots Mean Nothing



I'm Waiting For More Proof.

Traffic wins

14% of blog page views came from a URL with a featured snippet

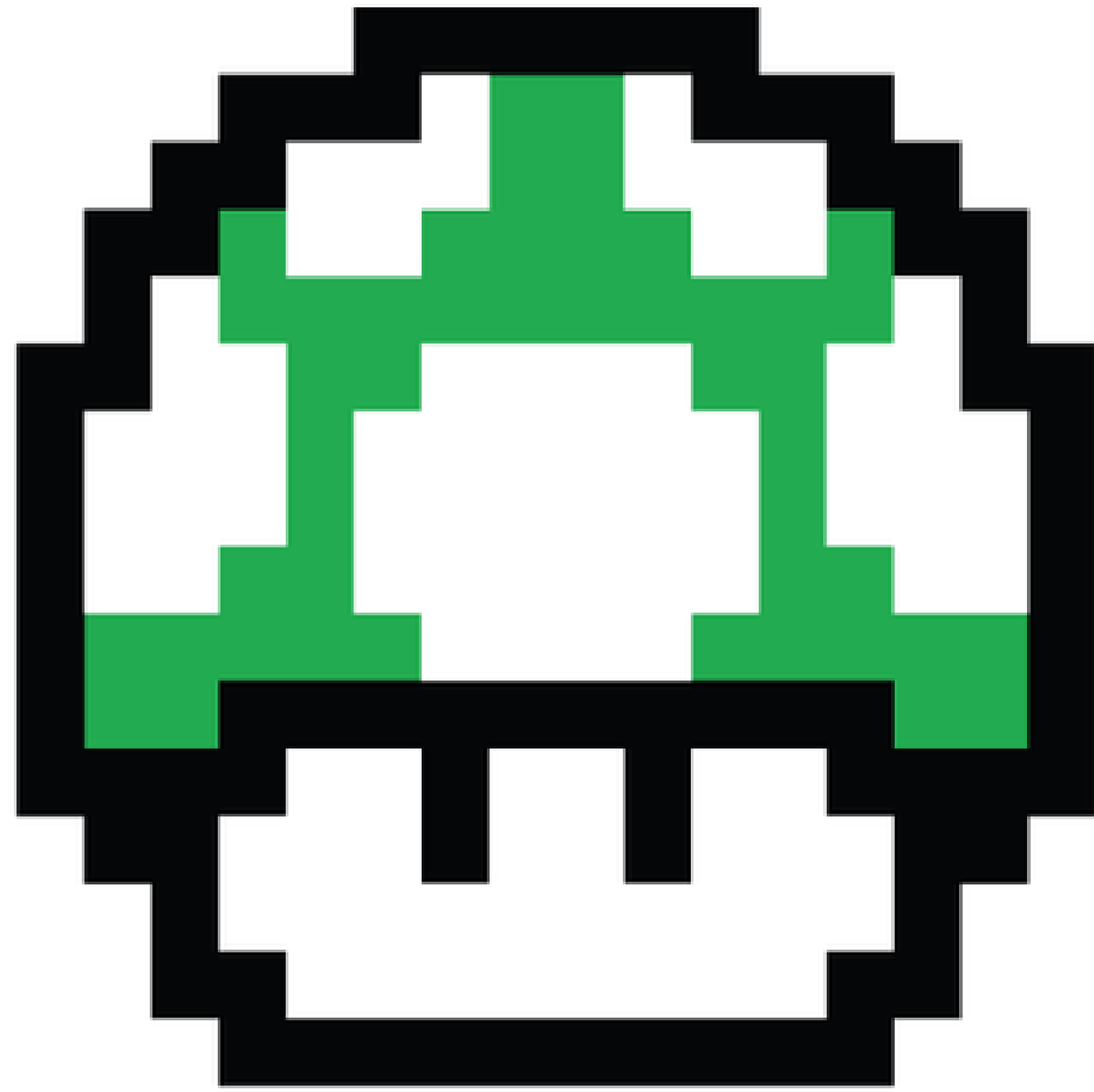
Average CTR is 1.8% – top URL with a featured snippet has a CTR of 5.8%

17% of clicks came from a URL with a featured snippet



Building a Featured Snippet Strategy





WIP

Keyword Research

A	B	C	D
Keyword	Current Postion	Related Topics	Subheadings
can you see the milky way in colorado	10	stargazing in colorado	
			where can you see the milky way in colorado
			best time of the year to see the milk way in colorado

<https://bit.ly/featured-snippet-planning>

Look at already ranking keywords

Keyword	Intent	SF	Pos. Mar 14	Pos. Mar 20	Diff
astrophotography experience astrophotography X	I	4	1	1	0
colorado astrophotography astrophotography X	N	4	1	1	0
night photography cheat sheet resource X	I	4	4	4	0
best place to see stars in colorado colorado X	C	5	6	6	0
stargazing in colorado colorado X	I	3	7	6	↑1
astrophotography classes near me astrophotography X	T	4	7	7	0
best place to stargaze in colorado colorado X + add tag	C	3	6	7	↓1
best places to see the stars in colorado colorado X	C	4	7	7	0
best places to stargaze in colorado colorado X	C	3	7	7	0

Narrow the focus

- Positions 2-5
- Higher search volume

Filter by keyword



Pos: #2-10



Volume



KD



Intent



SF: On SERP



Advanced filters



Organic Search Positions 1 - 100 (16,732)

<input type="checkbox"/>	Keyword	Intent	SF	Positio...	Diff.	Traffic %	Volume	KD %
> <input type="checkbox"/>	best yosemite valley hikes >>		<u>7</u>	2 → 2	0	< 0.01	30	59
> <input type="checkbox"/>	how to store kayaks >>		<u>6</u>	2 → 2	0	< 0.01	260	46
> <input type="checkbox"/>	how long should my paddle board be >>		<u>5</u>	2 → 2	0	< 0.01	40	24
> <input type="checkbox"/>	how long should i train for a marathon >>		<u>6</u>	2 → 2	0	< 0.01	140	37




Focus on question searches


Queries starting with the six "Ws" had featured snippets roughly half the time across both desktop and mobile

[Source: STAT Search Analytics](#)

“Why” questions make up 70% of featured snippets

[Source: STAT Search Analytics](#)

Search type: Web 

Date: Last 3 months 

Query: +what 

+ New

QUERIES

PAGES

COUNTRIES

DEVICES

Top queries

what is astrophotography

what to bring stargazing date

what moon phase is best for stargazing

what time is the blood moon in colorado

what is light painting in photography

what is painting with light


what time is the milky way visible

what lens to use for astrophotography

Query

FILTER

COMPARE

Queries containing 

what

CANCEL

APPLY



Investopedia

<https://www.investopedia.com/>

Organic Search Positions 1 - 100 (2,053,806)

+ Add to keyword list

Manage columns 11/15

<input type="checkbox"/> Keyword	Intent	Positions	SF	Traffic %	Volume	KD %	CPC	URL
> <input type="checkbox"/> investing activities cash flow statement >>	I	1	3	< 0.01	40	51	8.9	www.investopedia.com/terms/c/cashflowinvestingactivities.asp
> <input type="checkbox"/> what do i do with my 1099 form >>	I	1	6	< 0.01	30	67	2.2	www.investopedia.com/financial-edge/0110/10-things-you-should-know-about-1099s.aspx
> <input type="checkbox"/> what were liberty bonds >>	I	1	7	< 0.01	140	49	0	www.investopedia.com/terms/l/liberty-bond.asp
> <input type="checkbox"/> private equity or venture capital >>	I	1	7	< 0.01	20	45	7.3	www.investopedia.com/ask/answers/020415/what-difference-between-private-equity-and-venture-capital.asp
> <input type="checkbox"/> understanding option spreads >>	I	1	5	< 0.01	20	49	3.3	www.investopedia.com/terms/s/spreadoption.asp
> <input type="checkbox"/> after tax contribution to traditional ira >>	I	1	4	< 0.01	90	60	5.5	www.investopedia.com/terms/a/aftertaxcontribution.asp
> <input type="checkbox"/> a b c always be closing >>	I T	1	3	< 0.01	320	38	0	www.investopedia.com/terms/a/always-be-closing.asp
> <input type="checkbox"/> company voucher >>	I	1	4	< 0.01	20	42	4.7	www.investopedia.com/terms/v/voucher.asp
> <input type="checkbox"/> good asset turnover ratio >>	I	1	7	< 0.01	210	50	0	www.investopedia.com/terms/a/assetturnover.asp

200K+

Liberty Bond

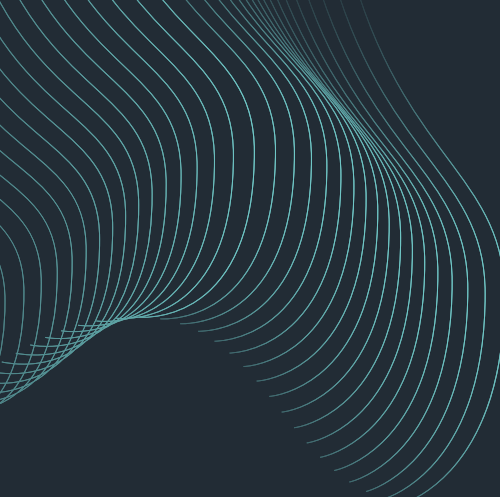
By JAMES CHEN Updated June 06, 2022

Reviewed by JEFREDA R. BROWN

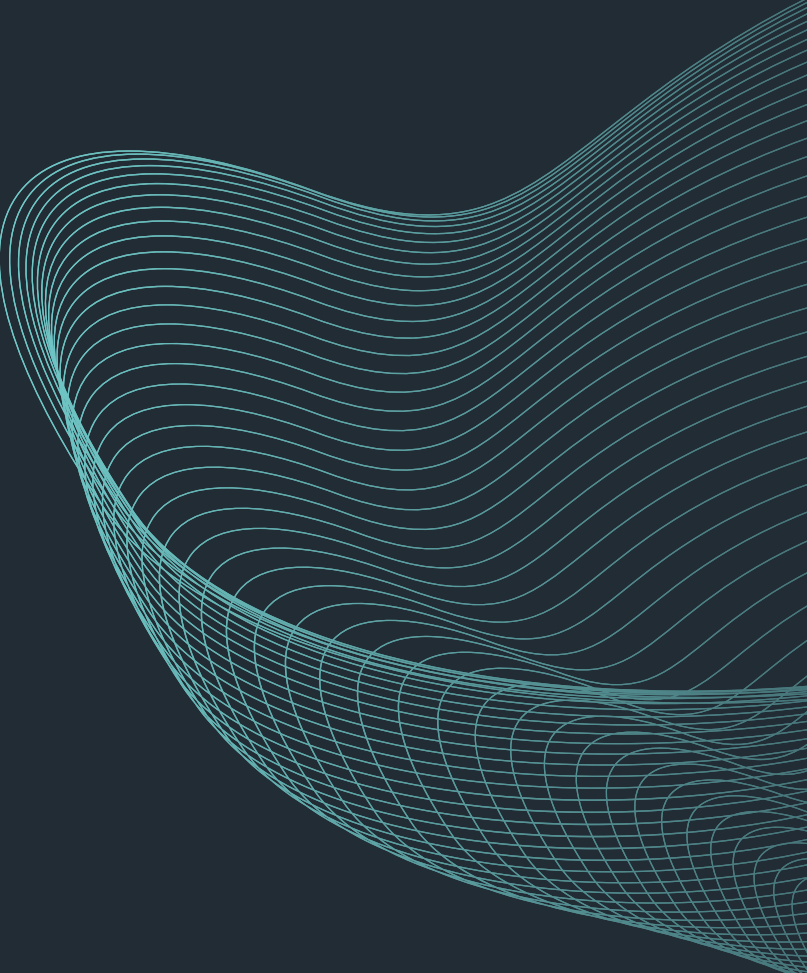
Fact checked by SUZANNE KVILHAUG

What Is a Liberty Bond?

A Liberty Bond is a debt obligation issued by the U.S. Department of the Treasury in conjunction with the Federal Reserve. Also known as a Liberty Loan, it was a war bond, issued in four installments in 1917-18 as a means to finance the U.S.' participation in World War I and the Allied war effort in Europe. ^[1]



Optimizing for Featured Snippets





SEO best practices

- ✓ **Target keyword usage**
- ✓ **Relevant links**
- ✓ **Content structure**
- ✓ **Link to author page**
- ✓ **FAQ Schema**

A study from SEMRush showed that 66% of articles with a featured snippet use schema markup

[Source: SEMRush](#)

Click-Through Rate

Engagement

Conversions

Time on Page



Colorado Astrophotography

<https://coloradoastrophotography.com> › blog › best-pl...

#6

Best Places for Stargazing in Colorado

Best Places for Stargazing in Colorado · [Guanella Pass](#) · [Mt. Evans](#) · [Loveland Pass](#) · [Rocky Mountain National Park](#) · [Black Canyon](#) · [Green Mountain Reservoir](#) · [Sand ...](#)

[Guanella Pass](#) · [Mt. Evans](#) · [Rocky Mountain National Park](#)



Colorado Parks and Wildlife

<https://cpw.state.co.us> › Pages › Top-Stargazing

Stargazing - Colorado Parks & Wildlife

Nestled behind the Grand Hogback, and below the White River National Forest, [Rifle Gap State Park](#) is a perfect place to experience clear mountain skies. With 89 ...



Travel Melodies

<https://travelmelodies.com> › stargazing-in-colorado-ro...

The Magical Colorado Milky Way Road Trip Itinerary

Oct 3, 2022 — Start off your Colorado road trip by driving down to [Great Sand Dunes National Park](#), counted among the top places to go stargazing in Colorado.

[Stop 1: Great Sand Dunes...](#) · [Stop 2: Aspen](#) · [Stop 4: Telluride](#)



Metropolitan State University of Denver

<https://red.msudenver.edu> › Explore Stories

Denver After Dark: best stargazing spots

May 26, 2022 — Then head down to the Mile High's very own planetarium, based at the Denver Museum of Nature & Science. Once you sit back and look up, the giant ...

URL should be on page 1

Search query alignment

What is an insurance claim?

An insurance claim is a formal request to be reimbursed for money, goods, or services after incurring a "loss." There is a nearly endless list of "losses," but a few common ones are a car accident, a theft of property, or the destruction of a home or office. Think of it like this: If it's covered by an insurance policy, you can make a claim for it.

An insurance claim is made by a claimant who may or may not be the insurance policyholder. While most claims are made by the policyholder, a non-policyholder can still file a claim if they believe they have suffered damages for something that is insured. For instance, if you're in a car accident, you may file a claim against the other motorist's insurance.

Content structure and formatting



- **Heading tags**
- **Lists**
- **Readability**

Ask and answer

What is a 1033 waiver?

While 18 U.S. Code § 1033 really rolls off the tongue (or the keyboard, as it were), more commonly in the insurance industry, this set of federal regulations is better known for the exemption that those who have run afoul of it have to seek if they want to work in insurance. Called the “1033 waiver,” state regulators can give producers a do-over to operate in insurance despite a checkered past.

1033 waivers are required for any individual convicted of a felony involving interstate commerce crime who is looking to join (or re-join) the insurance industry. Because 18 U.S. Code § 1033 prohibits these individuals from engaging in the business of insurance; anyone looking to work in the field after being convicted of a felony involving dishonesty or breach of trust must provide written consent in the form of a 1033 waiver.

Before we dive in, let’s take note that, while we like to be insufferable know-it-alls on this blog, our topics of discussion are just that: topics of discussion. Our blog isn’t legal advice, and you’re on the hook for following the rules of whatever jurisdictions apply to you and doing your own due diligence.

Be factual

Answer related questions

Use images

what are the benefits of eating plant based



Plants are high in fiber.

Eating a plant-based diet improves the health of your gut so you are better able to absorb the nutrients from food that support your immune system and reduce inflammation. Fiber can lower cholesterol and stabilize blood sugar and it's great for good bowel management.



MD Anderson Cancer Center

<https://www.mdanderson.org> > focused-on-health > 5-be... ⋮

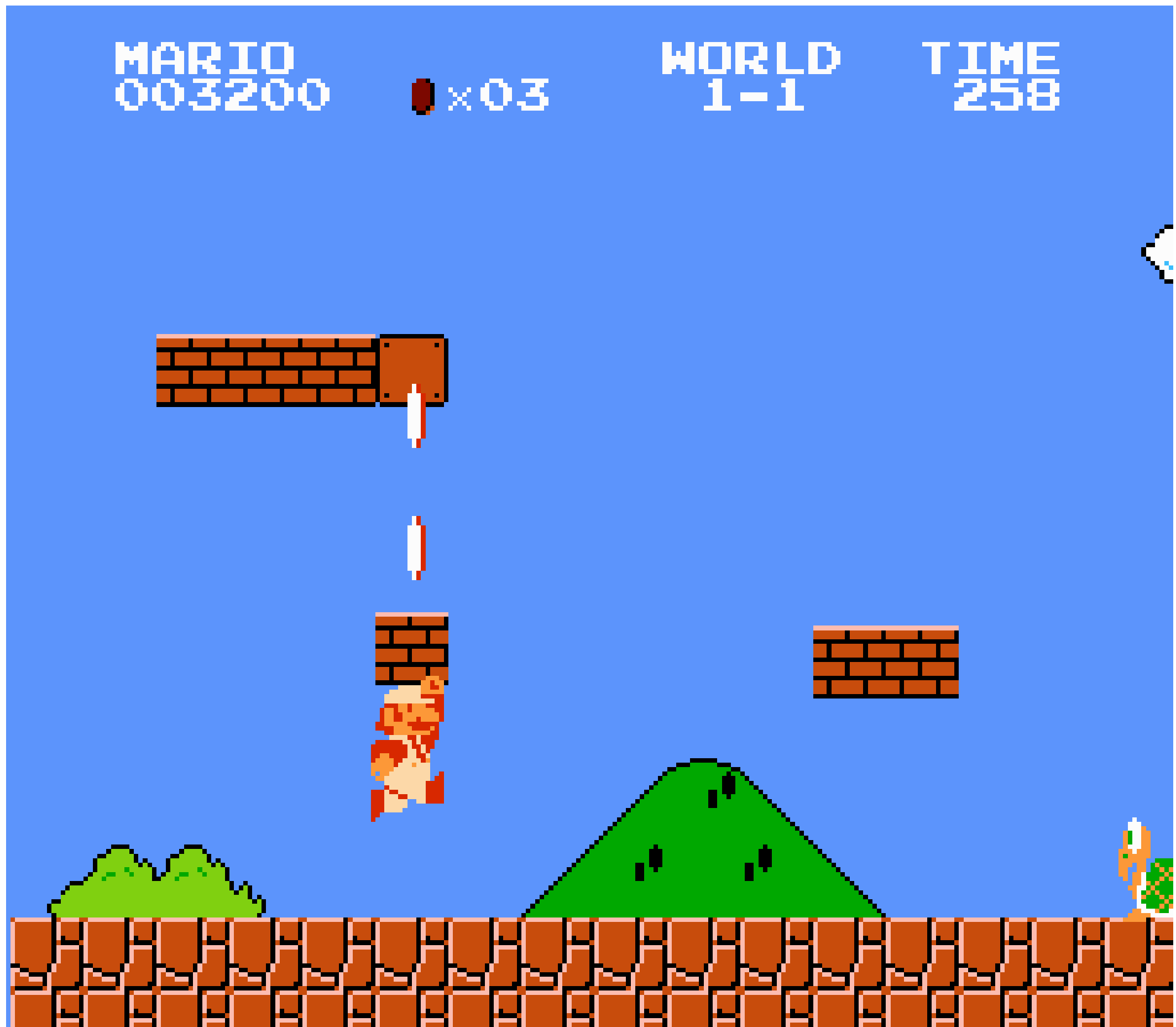
[5 benefits of a plant-based diet | MD Anderson Cancer Center](#)

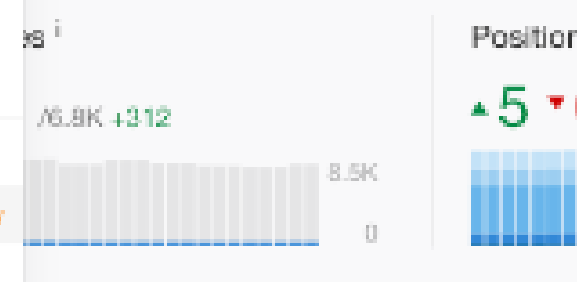
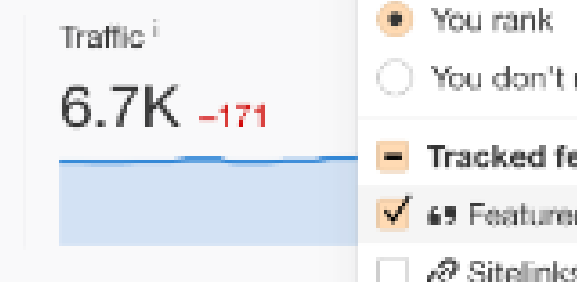
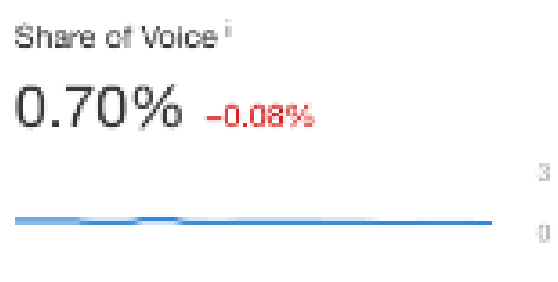
About featured snippets • Feedback



Start Winning Featured Snippets



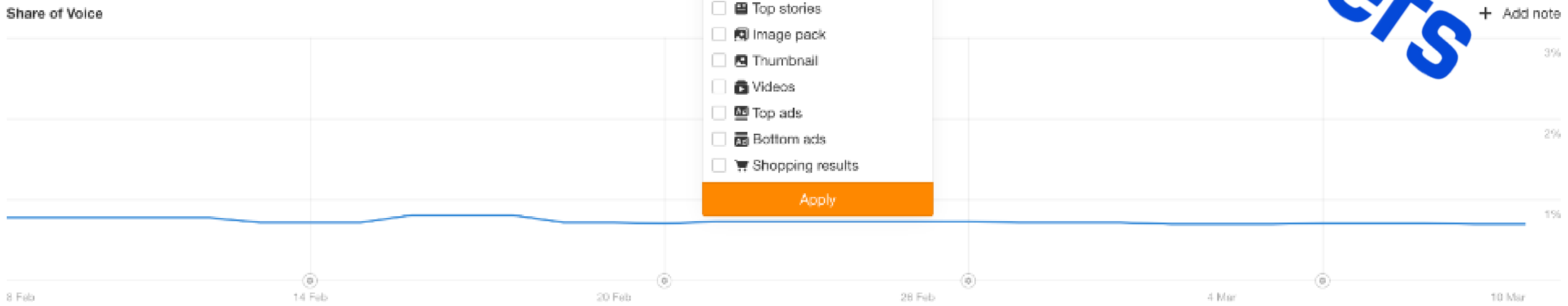




101+	787	-43
61-100	831	-34
11-50	2.1K	+113
4-10	445	+41
1-3	119	-18

All
 You rank
 You don't rank
 Tracked features
 Featured snippet Only
 Sitelinks
 Top stories
 Image pack
 Thumbnail
 Videos
 Top ads
 Bottom ads
 Shopping results

Apply

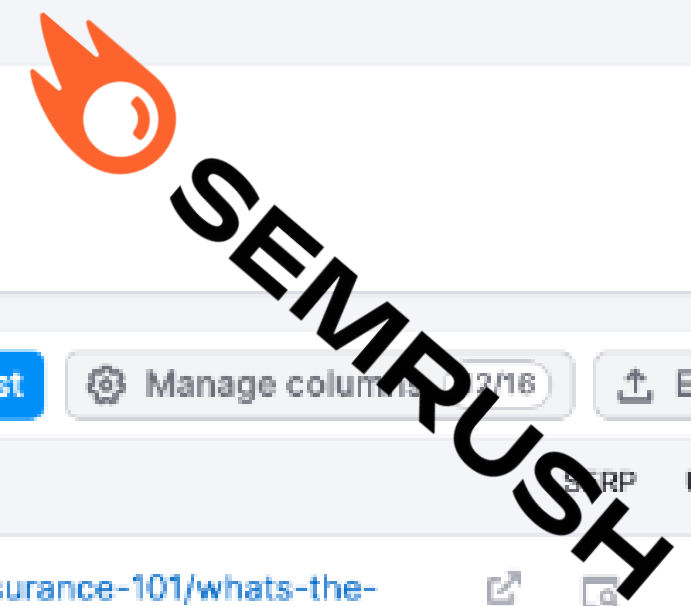
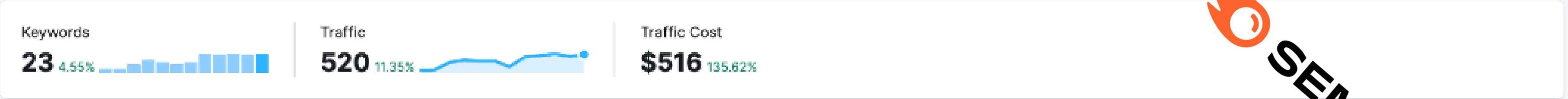


23 keywords Export

Keyword	Position	Volume	Traffic ⁱ	KD	SERP features	URL	Location	Update
<input type="checkbox"/> what is insurance churning	1	400	142	18		agentsync.io/blog/insurance-101/churning-and-twisting	United States (EN)	9 Mar
<input type="checkbox"/> when did health insurance start	1 ▲5	400	98 +82	44		agentsync.io/blog/health-insurance/the-history-of-health-insurance-past-present-and-future	United States (EN)	9 Mar
<input type="checkbox"/> an agent's license can be suspended or revoked by	1	250	58	0		agentsync.io/blog/compliance/14-reasons-why-an-insurance-provider-might-lose-their-license	United States (EN)	9 Mar
<input type="checkbox"/> brokerage general agencies	1	150	50	24		agentsync.io/blog/insurance-101/all-about-insurance-brokerage-general-agencies	United States (EN)	9 Mar



Filter by keyword Positions Volume KD Intent SF: Domain ranks



Organic Search Positions 1 - 23 (23) 2/16

<input type="checkbox"/> Keyword	Intent	SF	Position	Diff.	Traffic %	Volume	KD %	CPC	URL	SRP	Updated
<input type="checkbox"/> what is an insurance solicitor authorized to do >>	I	3	1 → 1	0	0.49	140	34	0	agentsync.io/blog/insurance-101/whats-the-difference-between-insurance-solicitor-and-insurance-consultant	<input type="checkbox"/>	Feb 20
<input type="checkbox"/> brokerage general agencies >>	I	6	1 → 1	0	0.05	20	43	4	agentsync.io/blog/insurance-101/all-about-insurance-brokerage-general-agencies	<input type="checkbox"/>	2 days
<input type="checkbox"/> bga meaning insurance >>	I	4	1 → 1	0	0.10	30	42	0	agentsync.io/blog/insurance-101/all-about-insurance-brokerage-general-agencies	<input type="checkbox"/>	Feb 14
<input type="checkbox"/> an agent license can be suspended or revoked by >>	I	3	1 → 1	0	0.10	30	25	0	agentsync.io/blog/compliance/14-reasons-why-an-insurance-provider-might-lose-their-license	<input type="checkbox"/>	Feb 24
<input type="checkbox"/> when did health insurance start >>	I	4	1 → 1	0	1.16	320	60	3.2	agentsync.io/blog/health-insurance/the-history-of-health-insurance-past-present-and-future	<input type="checkbox"/>	Mar 05
<input type="checkbox"/> what does bga stand for >>	I	6	1 → 1	0	0.13	40	40	0	agentsync.io/blog/insurance-101/all-about-insurance-brokerage-general-agencies	<input type="checkbox"/>	Feb 24
<input type="checkbox"/> insurance claims management process >>	I	5	2 → 1	↑ 1	0.05	20	35	5.2	agentsync.io/blog/insurance-101/the-claims-management-process	<input type="checkbox"/>	1 day
<input type="checkbox"/> what is churning in insurance >>	I	5	1 → 1	0	1.41	390	36	0	agentsync.io/blog/insurance-101/churning-and-twisting	<input type="checkbox"/>	Feb 10

Data Views

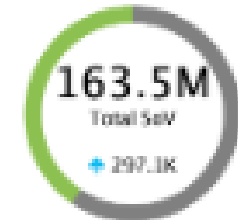
Site (1007)

Dashboard Keywords Tags Competitive Landscape SERP Features

Share of Voice: SERP Features - Mar 9 (Google data for the site "zillow.com")

Settings (tracking 66 of 66 features) Save as Image

Overview (9+ 30-day average)



Top Increases/Decreases (9+ 30-day average)

Largest SoV Increases

News	+1.3M
Knowledge graph	+1.2M
Knowledge graph (other)	+1.2M

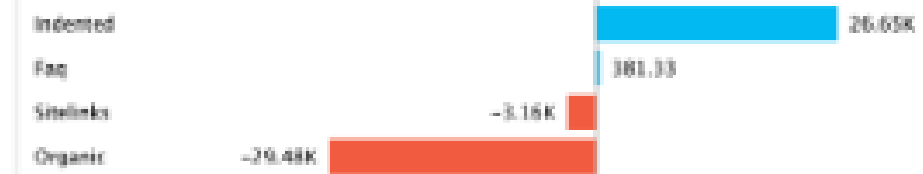
Largest SoV Decreases

Organic	-2.6M
Places V3	-456.7K
People also ask	-314.7K

Your Primary Source of SoV



Your Top Gains/Losses (9+ 30-day average)



Appearance and Ownership

Export Data

Legend

Select: All | None

Site Attributed

- Organic
- Answers
- Carousel
- Faq
- Indented
- News
- Places V3
- Reviews
- Sitelinks
- Videos

Google Attributed

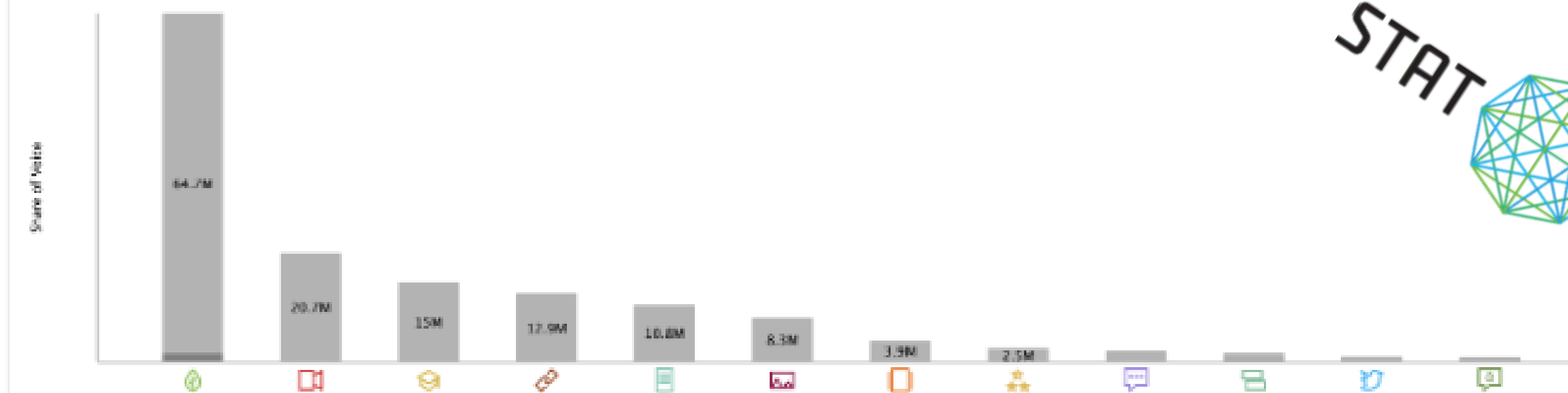
- Events
- Found on the web
- Images
- Knowledge graph
- People also ask
- Places V3 (hotels)
- Popular products
- Refine by
- Related searches
- Shopping
- Things to know

Other

- App download
- How to
- Podcasts
- Price
- Twitter box
- Unknown

Mar 9 SERP Features - SoV: Total

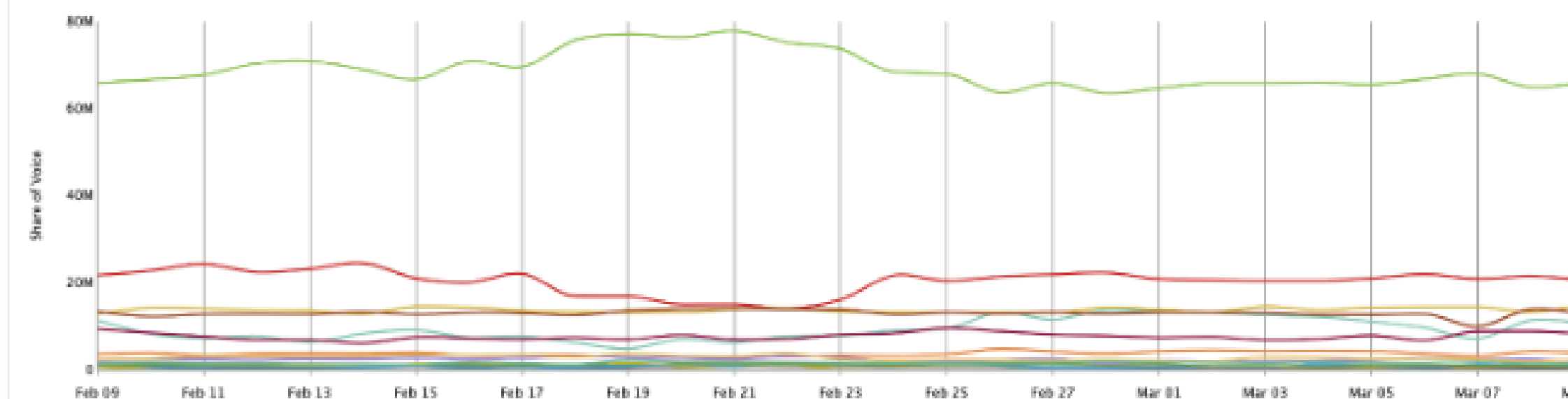
Google data for the site "zillow.com/"



SERP Features Over Time - SoV: Total

Start Date: Feb 9, 2025 End Date: Mar 9, 2025

Google data for the site "zillow.com/"



<https://agentsync.io/blog/insurance-101/churning-and-twisting#:~:text=Churning%20in%20insurance%20is%20when,benefits%20from%20a%20different%20carrier>

**Focus on page one
keywords**



Competitor Take Down

Check all the SEO boxes



The Future of Featured Snippets



Phoenix at a Glance

It's the most populous state capital in the nation, the fifth most populous city in the U.S., and the most populous city in the state of Arizona. The median age is 37.9 (lower than the national average of 38.5), and the median household income is \$64,927 according to the U.S. Census Bureau. Feb 8, 2023



PODS

<https://www.pods.com> › [blog](#) › [2023/02](#) › [living-in-phoe...](#) ⋮

[Living in Phoenix, AZ: 15 Things to Know - PODS Blog](#)

ChatGPT



Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world events after 2021

Here's the prompt you can use for ChatGPT to give you multiple options for featured snippet text for your articles:

1. Create 5 summaries of [topic]
2. Each summary should be between 2-3 sentences
3. Use an "is" or "are" statement in the first sentence of each summary
4. Begin the second sentence of each summary with [topic]



N

1. Create 5 summaries about training a dog not to bark
2. Each summary should be between 2-3 sentences
3. Use an "is" or "are" statement in the first sentence of each summary
4. Begin the second sentence of each summary with training a dog not to bark



1. Excessive barking is a common behavioral issue in dogs, but it can be addressed through proper training. Training a dog not to bark involves identifying the triggers that cause the behavior and addressing them through positive reinforcement or redirection techniques.
2. One effective approach to training a dog not to bark is teaching them the "quiet" command. This involves rewarding the dog for staying quiet on command and gradually increasing the time between the command and reward.
3. Consistency is key when training a dog not to bark. It's important to establish clear rules and boundaries, and to reinforce them consistently. This means rewarding the dog for good behavior and redirecting or ignoring them when they bark excessively.
4. It's important to address any underlying issues that may be causing a dog to bark excessively, such as boredom, anxiety, or territorial behavior. Training a dog not to bark may involve providing more exercise, mental stimulation, or socialization opportunities.
5. It's important to be patient and persistent when training a dog not to bark. This behavior can take time to change, and setbacks are normal. With consistent training and positive reinforcement, most dogs can learn to bark less and communicate in more appropriate ways.



Don't Forget...

Valuable for brand awareness

Can be a quick win

**Use keyword research to
build your plan**

<https://www.nikimosier.com/presentations>

KUDOS!

Huge kudos to my team back at AgentSync, especially SEO specialist Brandon Klein for helping me gather data and insights!

Thank You!

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