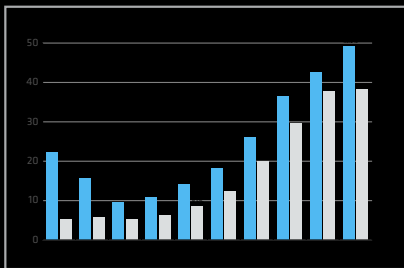
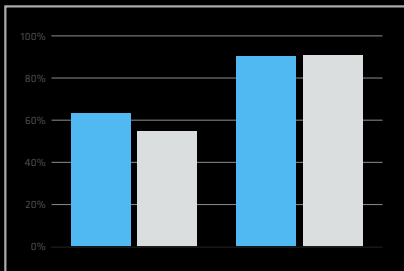


A product by Moz



STAT STUDY

FEATURED SNIPPETS REPORT: PREVALENCE, FORMAT, & RANKINGS




STAT STUDY

FEATURED SNIPPETS REPORT: PREVALENCE, FORMAT, & RANKINGS

THE END OF POSITION ZERO

Prior to January of 2020, featured snippets were elevated from page one of Google organic results and given a unique placement that we took to calling “Position Zero.” Those featured snippets retained their original ranking, so the same result could appear at both “#0” and #1 (#2, #3, etc.). This is how the top of a search results page for “lcd vs. led” appeared back then:

An **LED TV** uses a liquid crystal display (**LCD**) panel to control where light is displayed on your screen. ... Older **LCD TVs** used cold cathode fluorescent lamps (CCFLs) to provide backlighting, whereas **LED-backlit LCD TVs** used an array of smaller, more efficient light-emitting diodes (LEDs) to illuminate the screen.



www.difflen.com

[www.digitaltrends.com > home-theater > led-vs-lcd-tvs](http://www.digitaltrends.com/home-theater/led-vs-lcd-tvs)
LED vs. LCD TVs Explained: What's the Difference? | Digital ...

[About Featured Snippets](#) [Feedback](#)

[www.digitaltrends.com > home-theater > led-vs-lcd-tvs](http://www.digitaltrends.com/home-theater/led-vs-lcd-tvs)
LED vs. LCD TVs Explained: What's the Difference? | Digital ...
 An **LED TV** uses a liquid crystal display (**LCD**) panel to control where light is displayed on your screen. ... Older **LCD TVs** used cold cathode fluorescent lamps (CCFLs) to provide backlighting, whereas **LED-backlit LCD TVs** used an array of smaller, more efficient light-emitting diodes (LEDs) to illuminate the screen.

Note the duplicate URL in the traditional #1 ranking position.

FEATURED SNIPPETS IN 2021.

It's been eight years since Google launched featured snippets in January of 2014. In that time, they've gone from a curiosity to a clear and lasting signal of Google's intent to repurpose information and directly answer questions. Tracking and ranking for “Position Zero” has become a vital aspect of everyday SEO strategy.

A lot has changed since 2014, though. We'll explore the latest data from 2021 (across more than 5 million keywords), from the end of “Position Zero” as we once knew it to the latest on Featured Snippet prevalence, formats, and rankings.

On January 22, 2020, Google announced that Featured Snippet URLs would no longer be duplicated in the subsequent organic rankings. This is how the same search appears today:

Technically, **LED displays** are just LCD displays. ... The main difference between the two technologies is that for LCD displays, the lamps at the back of the screen are fluorescent, whereas LED displays use Light Emitting Diodes. There are two types of LED backlighting technologies; edge lighting and full array lighting.

<https://www.lamasatech.com> › Blog

LED vs. LCD: The Video Wall Battle | LamasaTech

About featured snippets • Feedback

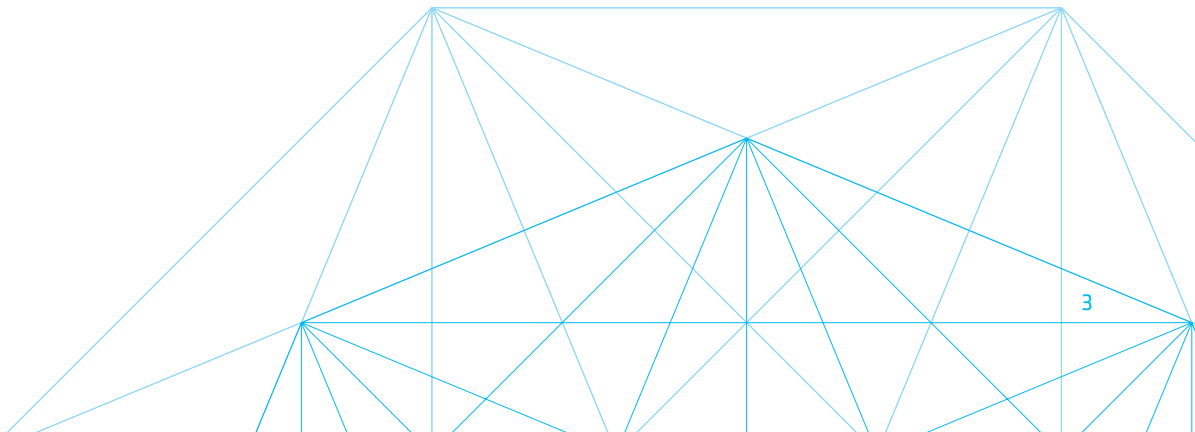
<https://www.cdw.com> › cdw › articles › hardware › the-...

The Best Monitor for You: LCD vs. LED | CDW

LCD monitors also tend to offer a wider variety of viewing angles for better comfort. On the other hand, especially if you work long hours, LED monitors tend to ...

The Lamasatech URL appears nowhere else on page one, and the Featured Snippet is now counted as one of the traditional "ten blue links." This change had a significant impact on how we measure featured snippets and report rankings. For most tools, including STAT, featured snippets now count as standard organic results.

"For most tools, including STAT, featured snippets now count as standard organic results."

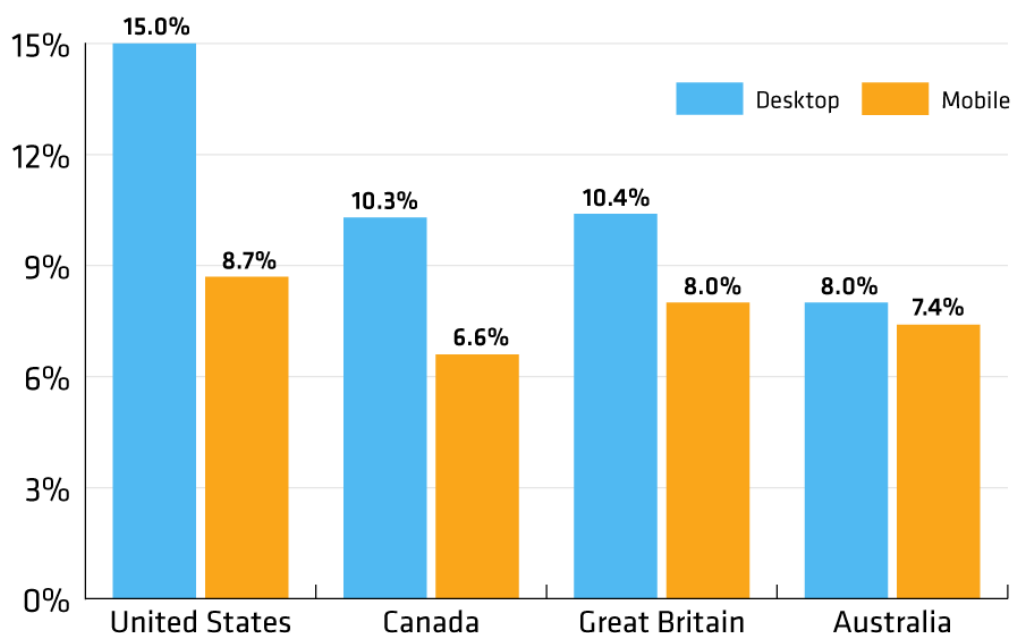


FEATURED SNIPPETS STATS

Let's dive into the current state of featured snippets. All of the data in this report was collected on November 3, 2021 from our STAT daily rankings. Most of the analyses are based on roughly 3.6 million US SERPs (2 million desktop + 1.6 million mobile). The international data in this section is based on 5.5 million SERPs across four English-speaking markets.

Here's the current prevalence of featured snippets in STAT SERPs, by mobile vs. desktop, for four major markets (US, CA, GB, and AU):

Featured Snippet Prevalence by Market

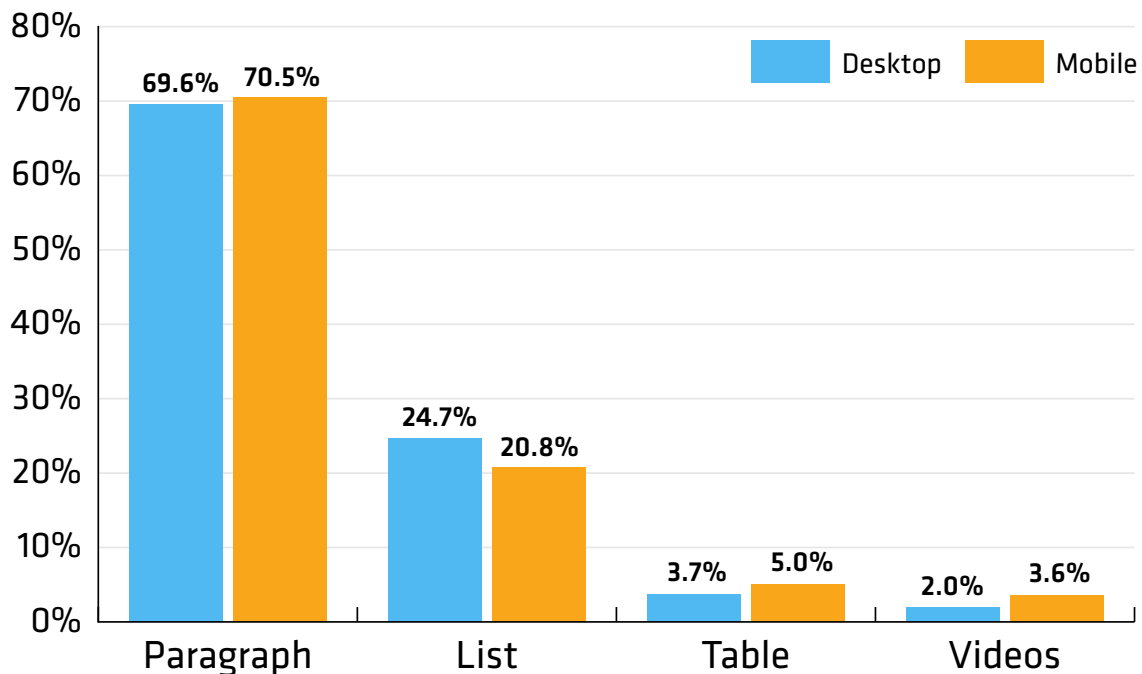


For all markets, desktop SERPs were more likely to have featured snippets than mobile SERPs, with US desktop SERPs leading the way. On average, featured snippets appeared on about 11% of the 5.5 million SERPs and remain an important reality for all SEOs. Note that the keyword lists in this study varied across each market and device type, so direct comparisons are difficult.

FEATURED SNIPPETS FORMATS

In 2021, featured snippets still appear in four primary formats: paragraph, list, table, and video. Here's the breakdown of US featured snippets by the four formats:

Featured Snippets by Format



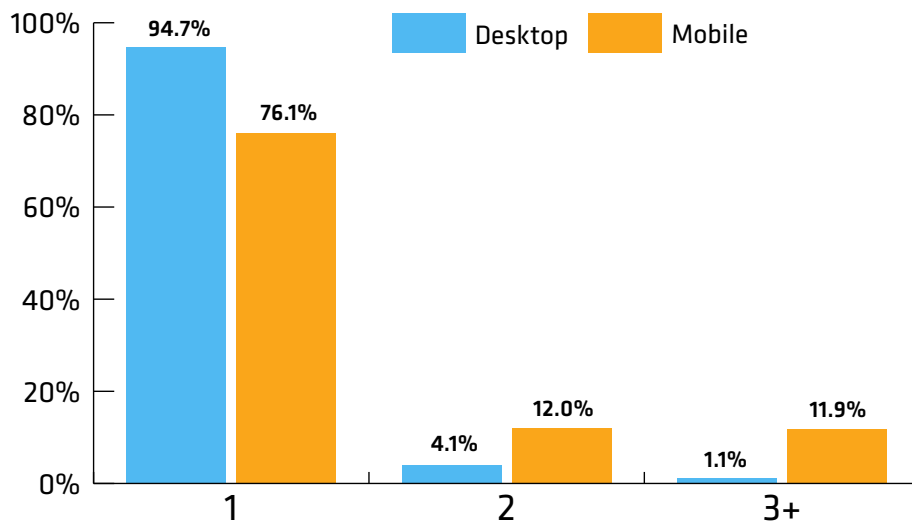
Paragraph snippets still dominate in 2021, at roughly two-thirds of all of the featured snippets we observed. Table snippets and featured videos remain relatively rare, although both were slightly more prevalent on mobile SERPs.

"Paragraph snippets still dominate in 2021, at roughly two-thirds of all of the featured snippets observed."

DOUBLE-SNIPPETS & SNIPPET ACCORDIONS

One challenge of analyzing featured snippets in large data sets is that some SERPs can display more than one of them. Here's a breakdown by count:

Featured Snippets by Count (per SERP)



While only about 5% of desktop SERPs in our data set were multi-snippet, one out of four mobile SERPs displayed more than one featured snippet. It turns out that there are two distinct variants in play. The first is the double-snippet, like this one for the query "types of SEO":

Note that these are essentially identical to single snippets, and since the January 2020 update, they both occupy an organic ranking position (#1 and #2, respectively).

The three kinds of SEO are:

- On-page SEO – Anything on your web pages – Blogs, product copy, web copy.
- Off-page SEO – Anything which happens away from your website that helps with your SEO Strategy- Backlinks.
- Technical SEO – Anything technical undertaken to improve Search Rankings – site indexing to help bot crawling.

May 25, 2021

<https://www.linkedin.com › what-3-types-seo-harry-sanders>

[What are the 3 Types of SEO? - LinkedIn](#)

The 3 Types of SEO

- Keyword research: Finding the best keywords to target on a page of content.
- Content creation: Publishing high-quality content focused on target keywords.
- Keyword optimization: Using the target keyword in all the right places and using good meta tag SEO.

<https://blog.alexa.com › types-of-seo>

[The 3 Types of SEO and How to Excel at Them - Alexa Blog](#)

About featured snippets • Feedback

The second multi-snippet variety is the featured snippet “accordion,” which is a featured snippet with expandable snippets below it. All of the “3+” occurrences in the graph above are accordion-style. Here’s one for the query “Google SEO” on desktop:



Google SEO

SEO refers to **search engine optimization**, or the process of optimizing a website in order to make it easy to find via search engines like Google. So how do you optimize your site content for Google SEO? Let WordStream lead the way!

<https://www.wordstream.com> > google-seo-guide

Google SEO Guide: The Ultimate Resource - WordStream

Ranking



How to improve



Cost



How to use



About featured snippets • Feedback

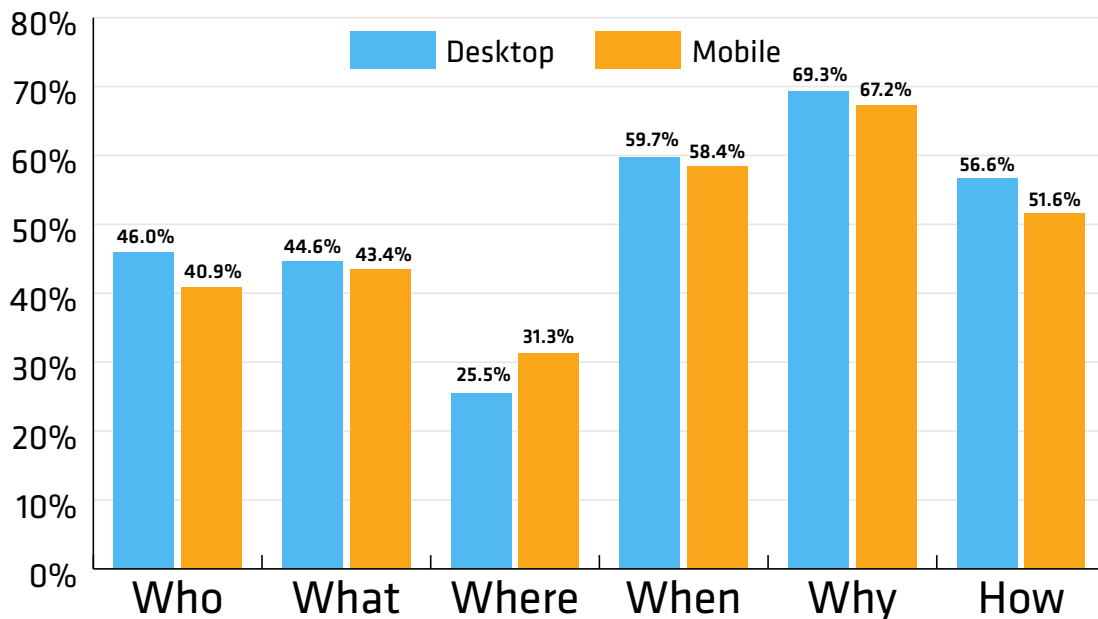
Each of these sub-results (“Ranking”, “How to improve”, etc.) expands into another featured snippet. In our data, accordion-style featured snippets had from 2-4 additional (expandable) results, and could be a mix of any of the standard formats. These unexpanded results were not included in other analyses in this study.

"One out of four mobile SERPs displayed more than one featured snippet."

FEATURED ANSWERS: THE SIX Ws

If featured snippets are essentially answers, then it stands to reason that we'd see them more often for queries that are clearly questions. To test this, we looked at the prevalence of featured snippets for queries starting with the "six Ws" (Who, What, When, Where, Why, and How). Here's the breakdown:

Featured Snippet by Question Word



Overall, queries starting with the six Ws had featured snippets roughly half the time across both desktop and mobile (51% and 48%, to be precise). "Why" questions led the way, with almost 70% showing featured snippets. Here's an example for "Why is content marketing important?":

Why is content marketing important? Content marketing is important because it **answers your audience's questions and helps you build trust**, develop relationships, improve conversions, and generate leads. In today's age, customers expect high-quality, consistent content from their favorite brands. Oct 27, 2021

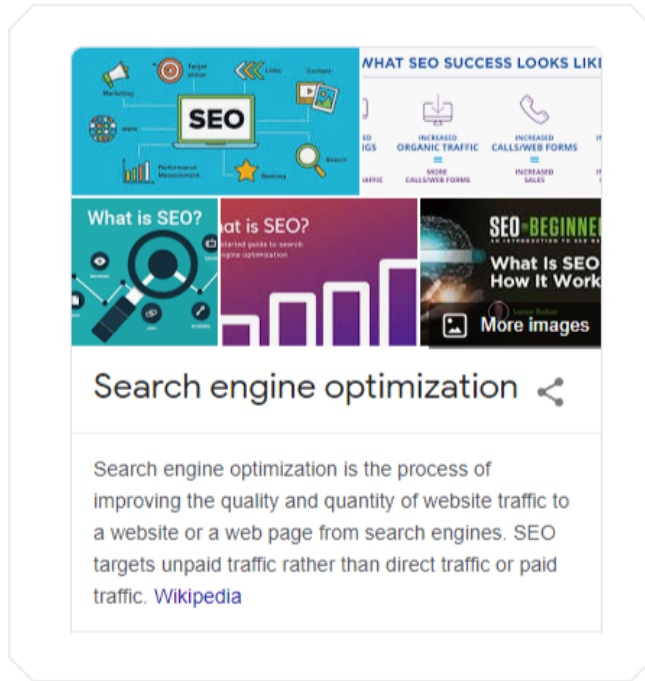
<https://blog.hubspot.com/marketing/benefits-high-qual...>

10 Benefits of Consistent, High-Quality Content Marketing

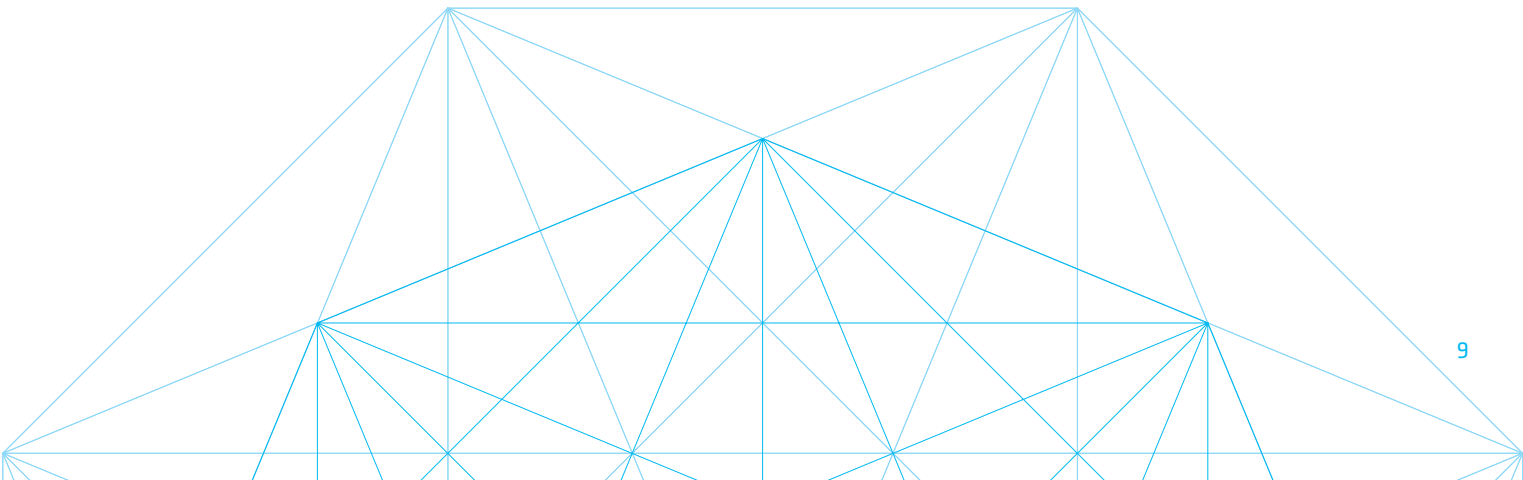
🔍 About featured snippets • 🗉 Feedback

While “Who,” “When,” and “Where” questions can sometimes be answered quickly, “Why” questions often require more information and may be more likely to drive clicks. Overall, they’re an excellent target for optimization.

Note that high-volume “What” questions are likely to be answered by a Knowledge Graph entity, like this panel for “What is SEO?” on desktop:



These panels are populated from Knowledge Graph sources and are not targets for traditional optimization. While these basic definition questions are poor SEO targets, more complex questions, like “What is keyword analysis in SEO?”, do frequently generate featured snippets and represent real opportunity.

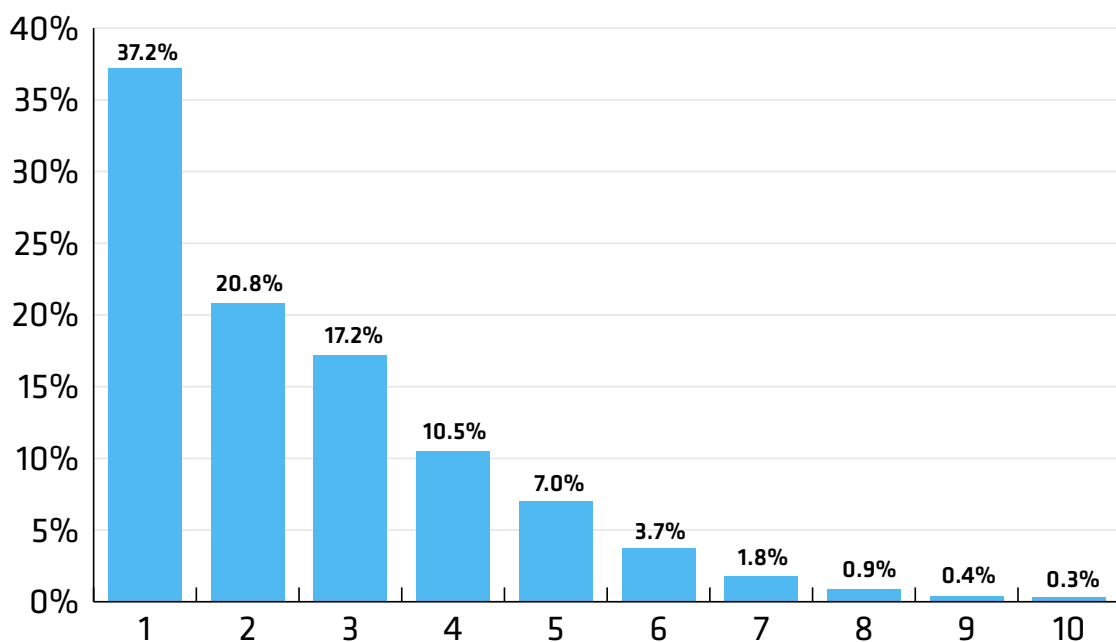


FEATURED SNIPPET RANKINGS

Historically, featured snippets have been promoted from the first page of organic rankings. Prior to January 2020, this was easy to observe, because you could see that URL duplicated in the #1, #2, #3, etc. traditional organic position. After Google removed the duplicate organic ranking, this became a black box. Is Google still promoting featured snippets from rankings below #1?

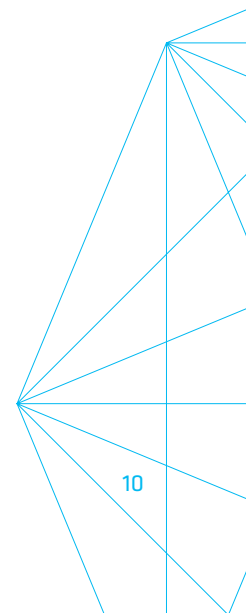
Using historical data from a set of 10,000 competitive keywords across 20 industries, we were able to develop a novel solution to this question. The methodology is a bit complex, but essentially we looked at every query that had a featured snippet on November 11, 2021 and then backtracked to the most recent day where that query had no featured snippet. Then we compared that day to the day after, to see where the URL was promoted from. The graph below shows the resulting rankings:

Featured Snippet by Original Ranking



While this analysis isn't perfect, and some day-over-day changes are going to occur, the pattern is very consistent with what we observed prior to January 2020. Featured snippets are still being promoted from all page-one organic results.

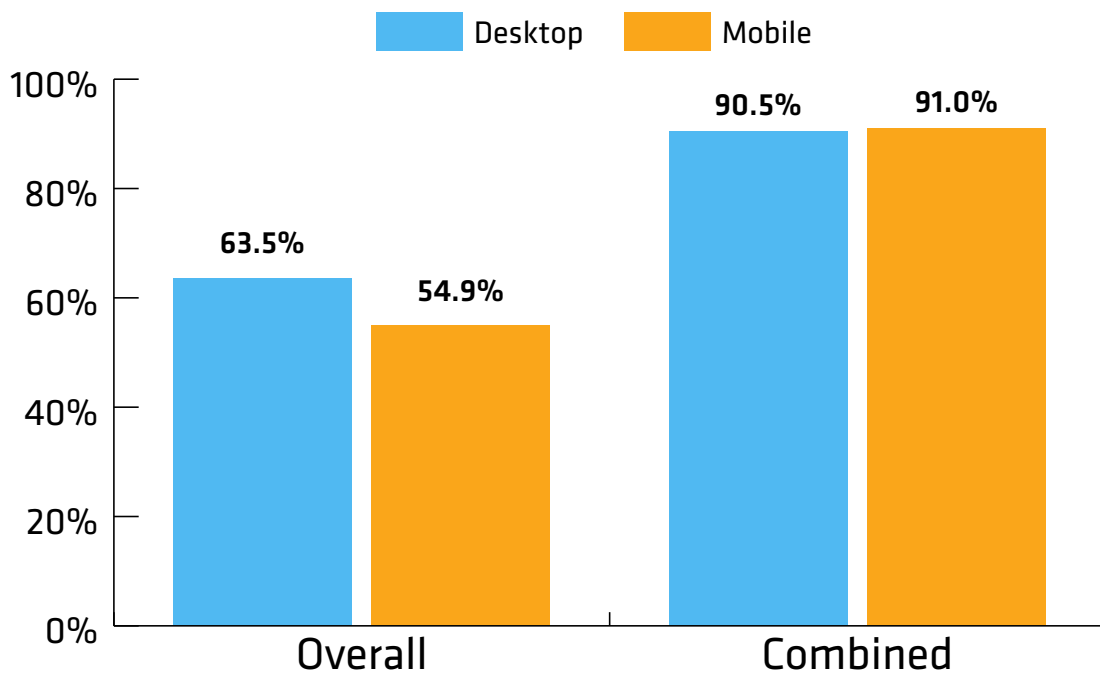
Note that roughly 75% of featured snippets come from the #1-#3 positions, and over 90% are in the first five organic positions. Competing for a featured snippet is still very much about organic ranking, but writing relevant, well-matched content could potentially help you skip the queue from a position below #1.



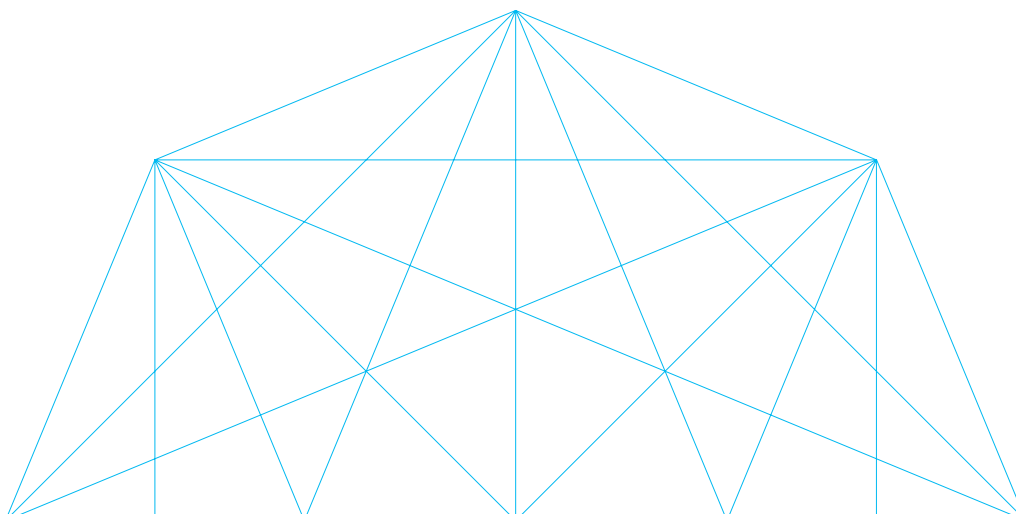
SERP FEATURE CO-OCCURRENCE

In the past, we've observed a relationship between featured snippets and other SERP features, such as videos, Top Stories, Local Packs, etc. In our current data set, two relationships stood out. One is a clear overlap between featured snippets and People Also Ask boxes, as shown below:

Prevalence of People Also Ask Boxes

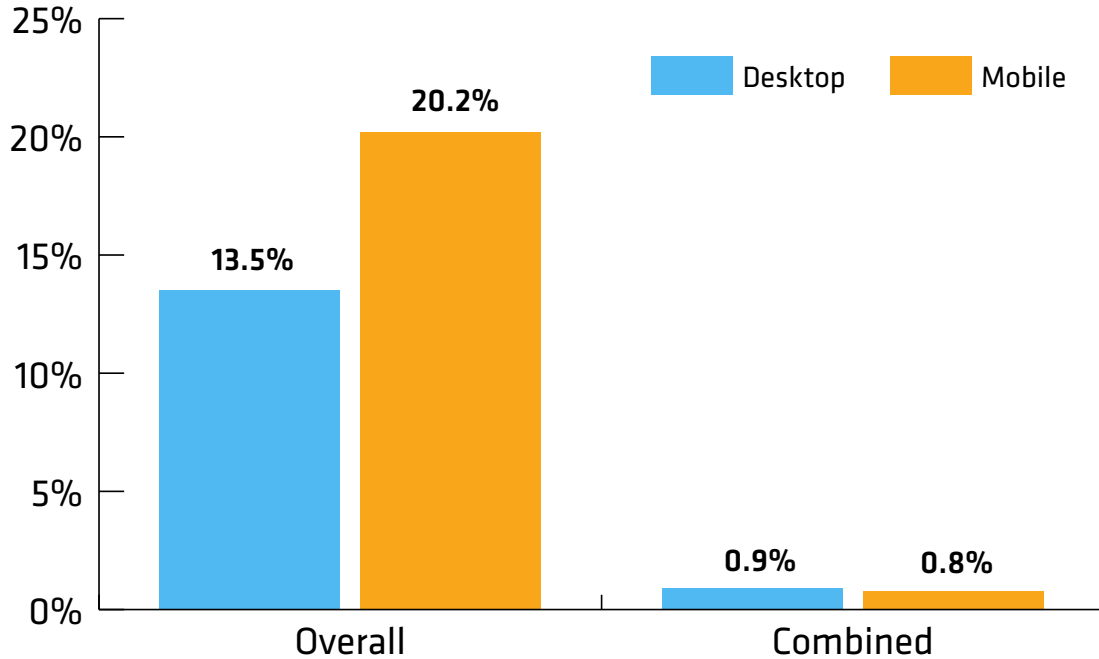


The bars on the left show the prevalence of People Also Ask boxes (PAAs) across all SERPs in our data set, and the bars on the right show the presence of PAAs on SERPs with featured snippets. While PAAs appear on a wide variety of SERPs, there's a clear boost on SERPs with featured snippets (at about 90%). Given that these are both informational entities tied to answering questions, this makes perfect sense.



Another interesting relationship occurred between featured snippets and Local Packs, as shown below:

Prevalence of Local Packs



Very few (only about 1%) of SERPs with featured snippets also had Local Packs, far fewer than the overall prevalence. The few cases where they do overlap seem to have somewhat ambiguous intent, like this query for “healthcare marketing”:



Here, people could be looking for general information (such as a definition), tips and strategies, or a list of healthcare marketing providers. This data suggests that it’s important to pursue different strategies for queries with clear local intent vs. general informational intent.

WINNING FEATURED SNIPPETS

So what does all of this mean for your SEO tactics? How do you win the featured snippets game in 2022 and beyond? While the answer depends on your niche, here are some general strategies for upping your game:

(1) Treat Snippet SEO as SEO

Since 2020, Google has made it clear that featured snippets are 100% organic. Even before January 2020, featured snippets came almost exclusively from page-one rankings. To win the featured snippet game, you have to have a strong SEO game.

(2) Target Format and Intent

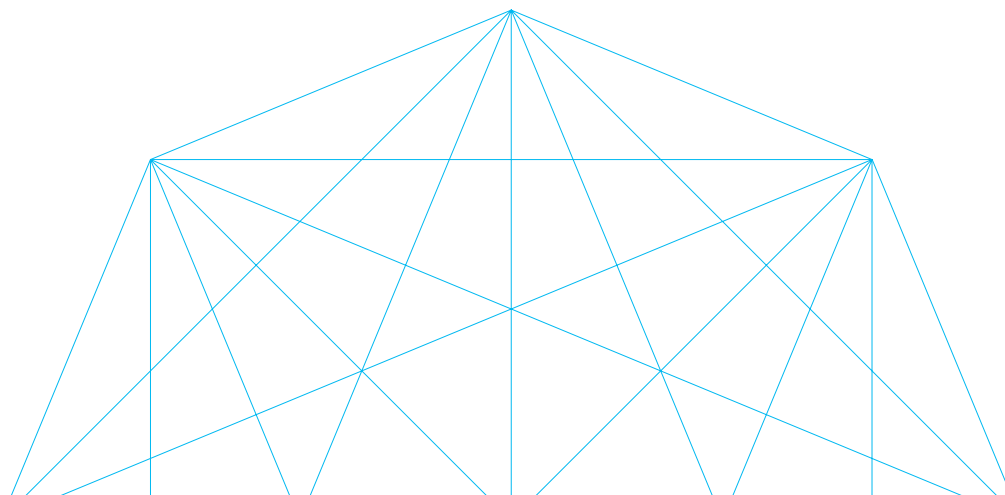
If Google is showing searchers a video or a list, pay attention – they’re signaling their understanding of the searcher’s intent. Make sure you’re serving that intent and make sure you’ve summarized your content in such a way that Google can format it into the type of snippet they’re looking for (especially when trying to overtake competitors).

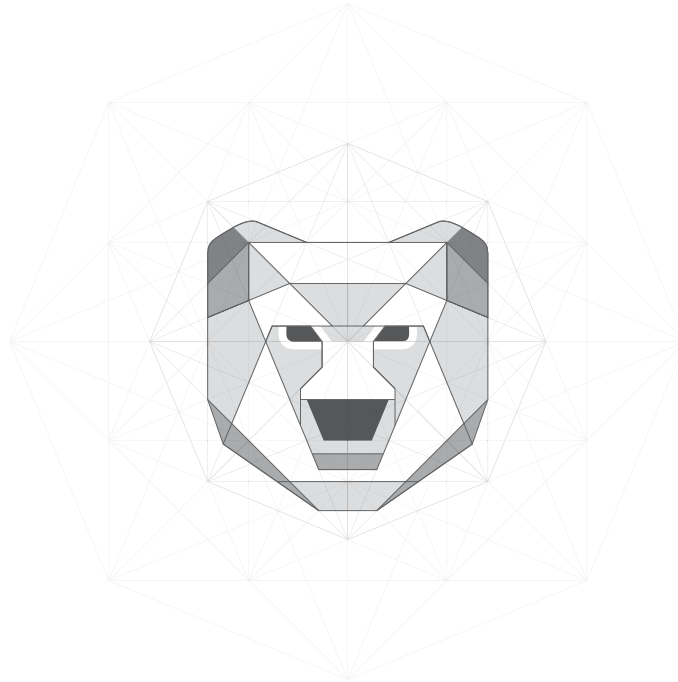
(3) Answer Complex Questions

Featured snippets are ultimately answers, but some questions have simple answers and won’t drive searchers to click through to your content. Be careful with “What?” questions, and focus on the more complex “Why?” and “How?” questions. Note that “How?” and especially “How to?” questions are good targets for video content.

(4) Measure, Adapt, and Celebrate

Finally, just like with your overall organic SEO, track your featured snippet progress, adapt as necessary, and celebrate your wins. STAT has everything you need to monitor your featured snippet progress, competitors, and opportunities, and we look forward to being there to cheer on your victories.





Get the insights you need to dominate SERPs with STAT.

[BOOK A DEMO](#)

WE DO BIG SERP DATA FOR ENTERPRISE SEO.

Since 2009, we've equipped SEO professionals with fresh, location-based search data at massive scale – all backed up by one-on-one expert service. That's how we've built a client base that includes some of the world's largest online brands and nimblest SEO agencies.

Level 4

720 Robson Street

Vancouver, British Columbia, Canada V6Z 1A1

US & Canada (toll-free): 1.888.973.0301

UK (freephone): 0800.051.1282

Global: +1.604.568.3422

getSTAT.com . info@getSTAT.com . [@getSTAT](https://twitter.com/getSTAT)

