July | 2021

Isaiah 41:31 But they who wait for the LORD shall renew their strength; they shall mount up with wings like eagles; they shall run and not be weary; they shall walk and not faint.


Rich Snippets & Do They Help My SEO?

The evolution of the search engine results page containing a lot of rich content is the new norm. There are knowledge graphs, featured snippets, carousels, product lists, and of course, the Google Ads. You can not only focus on SERP rankings anymore you need to maximize your listings position. You can do this by utilizing rich snippets to optimize your listing and control more of the page and your user's attention.

What Are Rich Snippets?

Rich snippets are the extra bits of information in a listing that appear below the meta title or description. Rich snippets can be either the star ratings for reviews, times and locations of an event, or the cooking time or calorie count for recipe results. You can accomplish showing this extra information on your listing by using structured data in the code on your page. Google uses rich snippets to enhance SERP listings and provide more useful information- which can help improve your
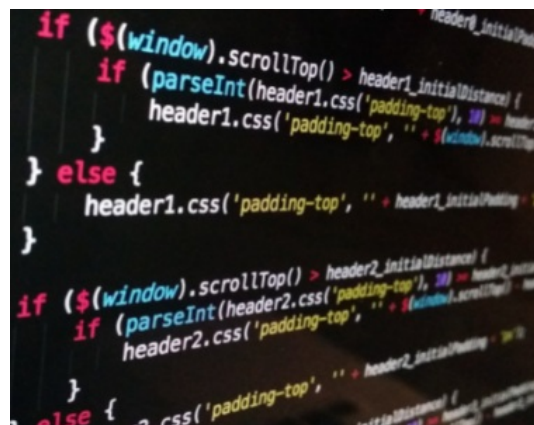
organic CTR.

Rich Snippet, Rich Result, or Featured Snippet?
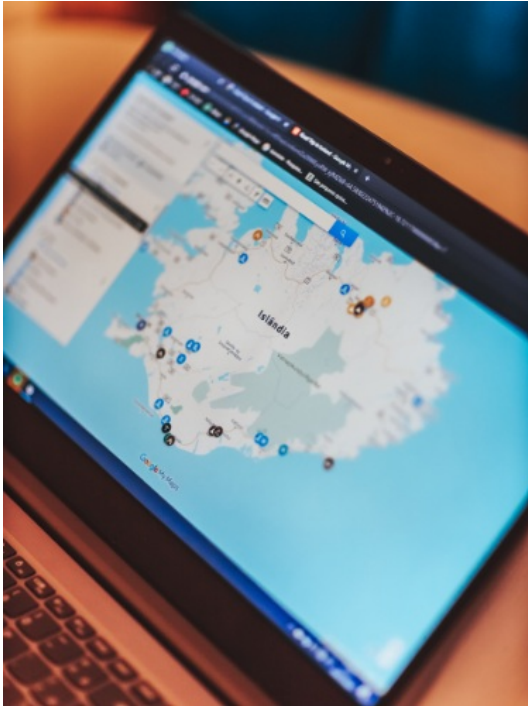
The term rich snippet and rich result tend to get used interchangeably, causing confusion. Then there is also a featured snippet and SERP features. Rich snippets and rich results are basically the same thing. However, the snippets can be considered a type of rich result.

SERP Features are anything that is not a standard blue link- knowledge graphs, PLAs, local pack, image carousels, and featured snippets are types of SERP features.

Rich Results are extra bits of information below the title and meta description that are generated from structured data.

Rich Snippets are a type of rich result that appear alongside a search listing to improve it. Examples of this are customer review stars and recipe cooking times.

Types of Rich Snippets

Review Snippet- displays a star rating that is either an individual reviewer or an aggregate of user reviews.
Recipe Snippet-this is a special type of structured data that only applies to recipes. This type of markup can include data like time to prepare, review and recipe images.
Music Snippet- Structured data that provides information on music like album release dates.
Product Markup Snippet- will provide information such as price and product image.
Organization Snippet- Address, logo, contact information that allows Google to understand key information.
Event Snippet- includes information on dates, times, locations, etc.

Do Rich Snippets Help My SEO?

The easiest way to explain this is to compare two search listings on your results page, the impact and attention getter of a rich snippet is immediately obvious. It takes up more space on

the page with the review stars and a thumbnail image, helping draw attention that that listing. Making it no surprise that studies show that users are more likely to click on rich results rather than organic search results.

To wrap things up here, a strategy for implementing structured data to achieve rich snippet results in the process, has the potential to double your performance for organic search results.
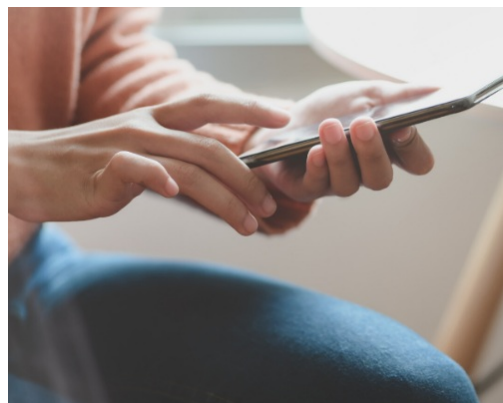

Let Us Help Improve Your Google Rankings!

LET'S CHAT!

In Case You Missed It!

Long Tail vs Short Tail Keywords

3 Ways to Check Your Website's Mobile

If you have spent any time in the SEO world you have heard both of these terms before. We're talking long tail vs short tail keywords for your on page SEO. There are many different components that build a successful SEO strategy, but we believe it starts with your keyword research. Your chosen keywords represent your brand, company, product offerings, etc. and fuel your SEO.

Responsiveness

In today's world of smartphones, tablets, and laptops – it's more important than ever to have a website that is completely mobile responsive. If you are unfamiliar with what mobile responsive means, let's give you a little refresher. Mobile responsive means that your website is designed in a way that certain elements such as imagery and text will adjust based on the device that is being used.

Read More

Read More