how to get featured snippets :D

All Videos Books Images News More Settings Tools

About 404,000,000 results (0.52 seconds)

How to create a kick-ass search appearance to drive traffic and conversions

1. Grab yourself some pizza
2. Get a beer for yourself (and one for Izzi too)
3. Find a good seat before they all run out
4. Watch Izzi's presentation
5. Don't ask any weird questions

More items...

Practical Insights into Winning Rich & Featured Snippets - Izzi Smith
https://www.thats-how-izzi-it-is.com

About this result Feedback

People also ask

Who is Izzi Smith?

Why doesn't she speak any German?

Is that her natural hair colour?

Why is she so in love with Search Appearance?

Feedback

Practical Insights into Winning Enriched Snippets

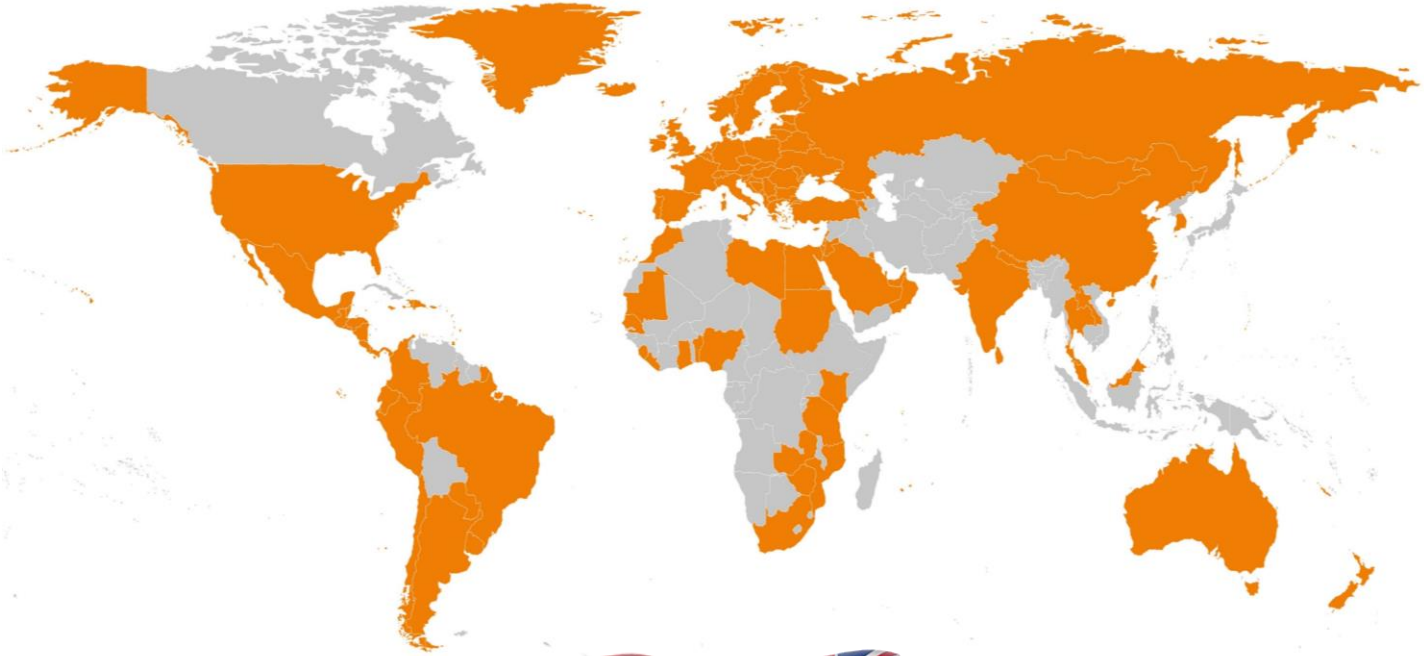
Izzi Smith

- SEO Manager for Sixt rent a car for the past 3 years
- From Manchester, UK
- Lived in Munich for 3 years
- My first external presentation to SEOs :D
  - Be nice
- I‘m ill
  - Be nice

Agenda

1. General information about Seach Appearance
2. A quick intro to Rich Snippets
3. Steps on winning Featured Snippets
4. Schema.org Mark up
5. Top Case Studies from Sixt
6. Tracking Snippet Generation
7. Key Takeaways

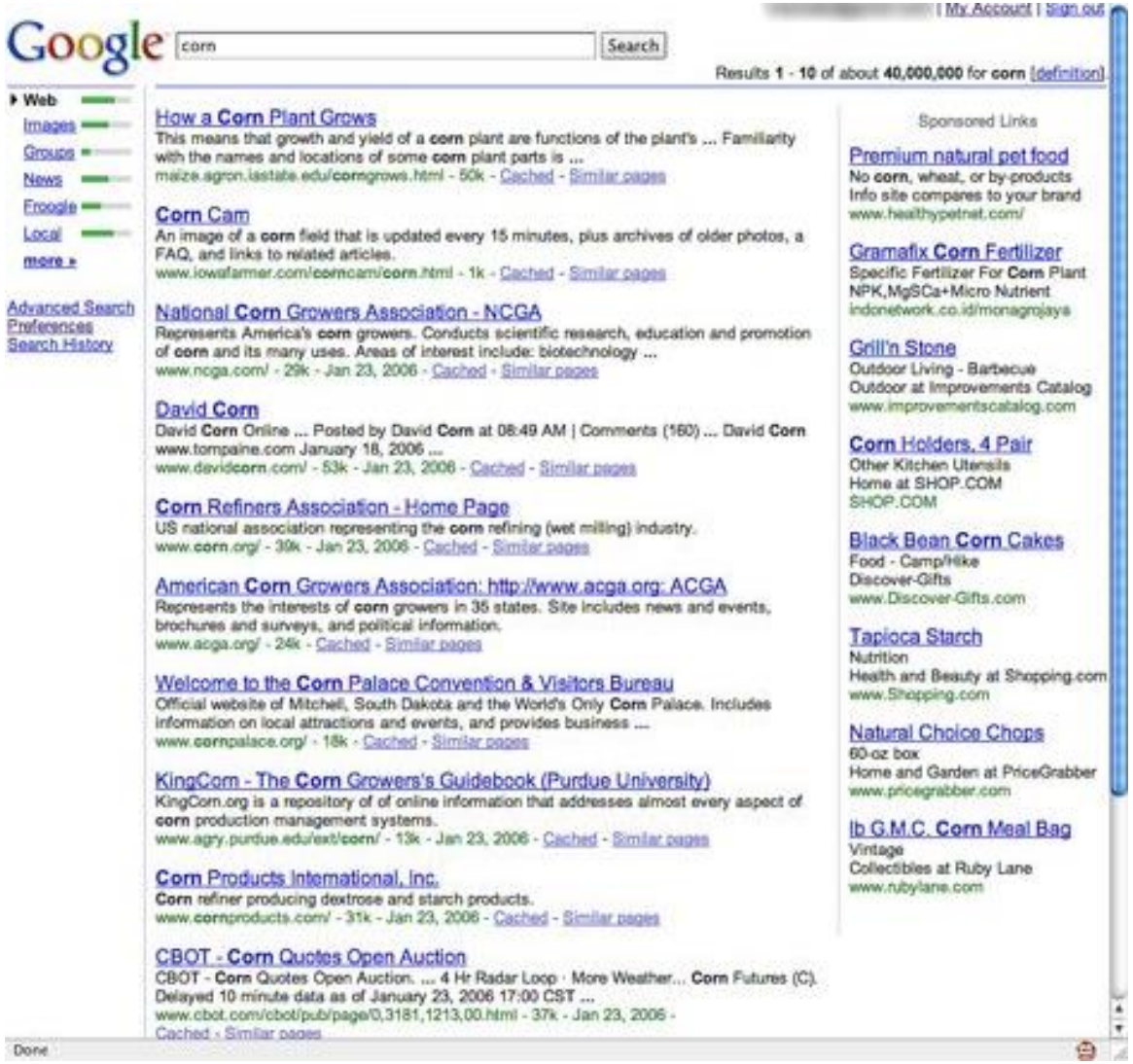
My research of Search Appearance



My research of Search Appearance

Why is Search Appearance such an Important topic for SEOs?

No longer a collection of blue links



Boost your CTR, User Signals and Conversions

Weight Watchers chicken and mushroom pie recipe - goodtoknow

www.goodtoknow.co.uk › Recipes ▾

★★★★☆ Rating: 4 - 68 votes - 50 mins - 353 cal

On a diet but craving a satisfying pie? Weight Watchers' chicken and mushroom pie recipe is a guilt-free treat at only 353 calories per slice. ... Low-calorie ...

Brand Awareness

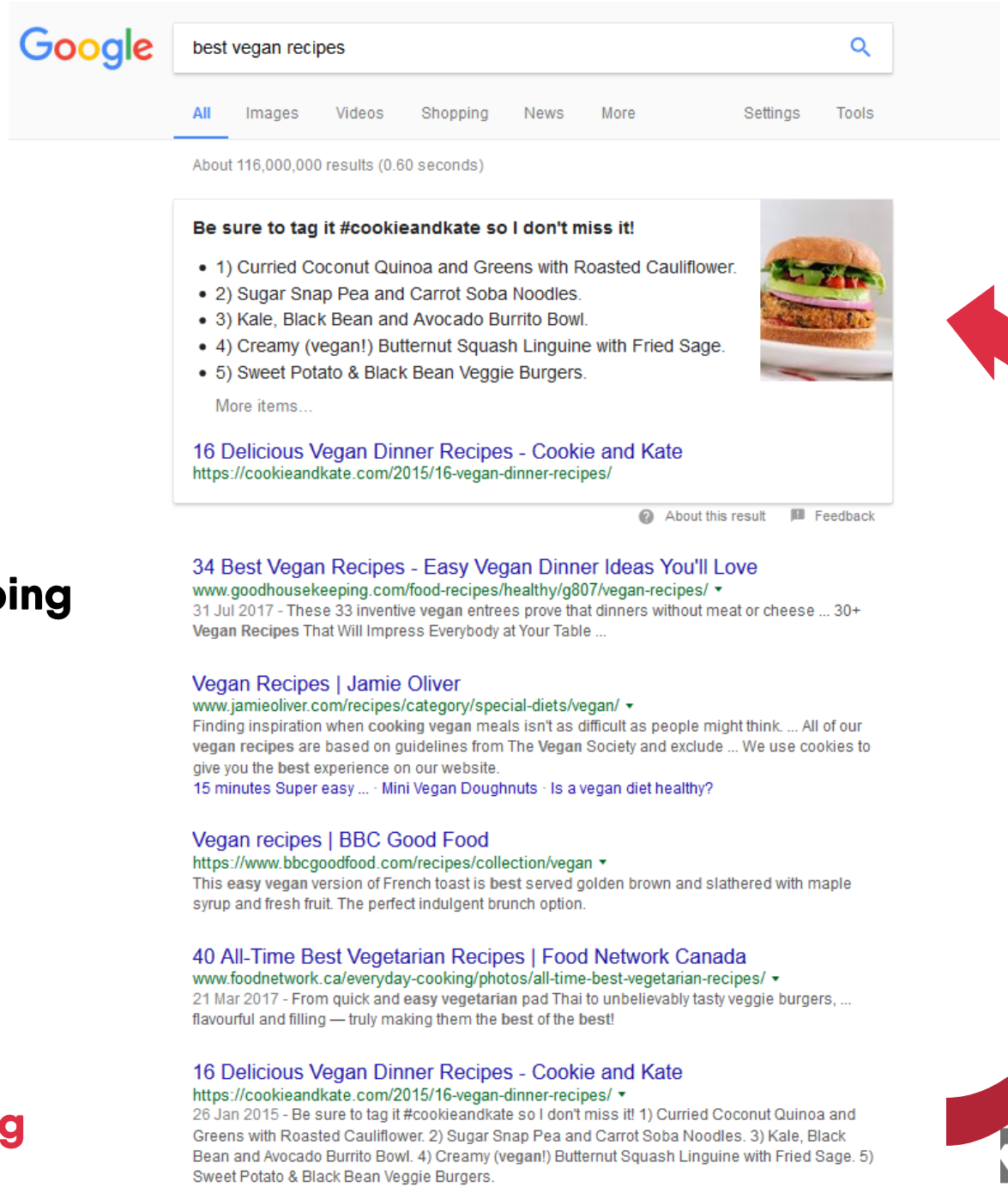
Good House Keeping

Jamie Oliver

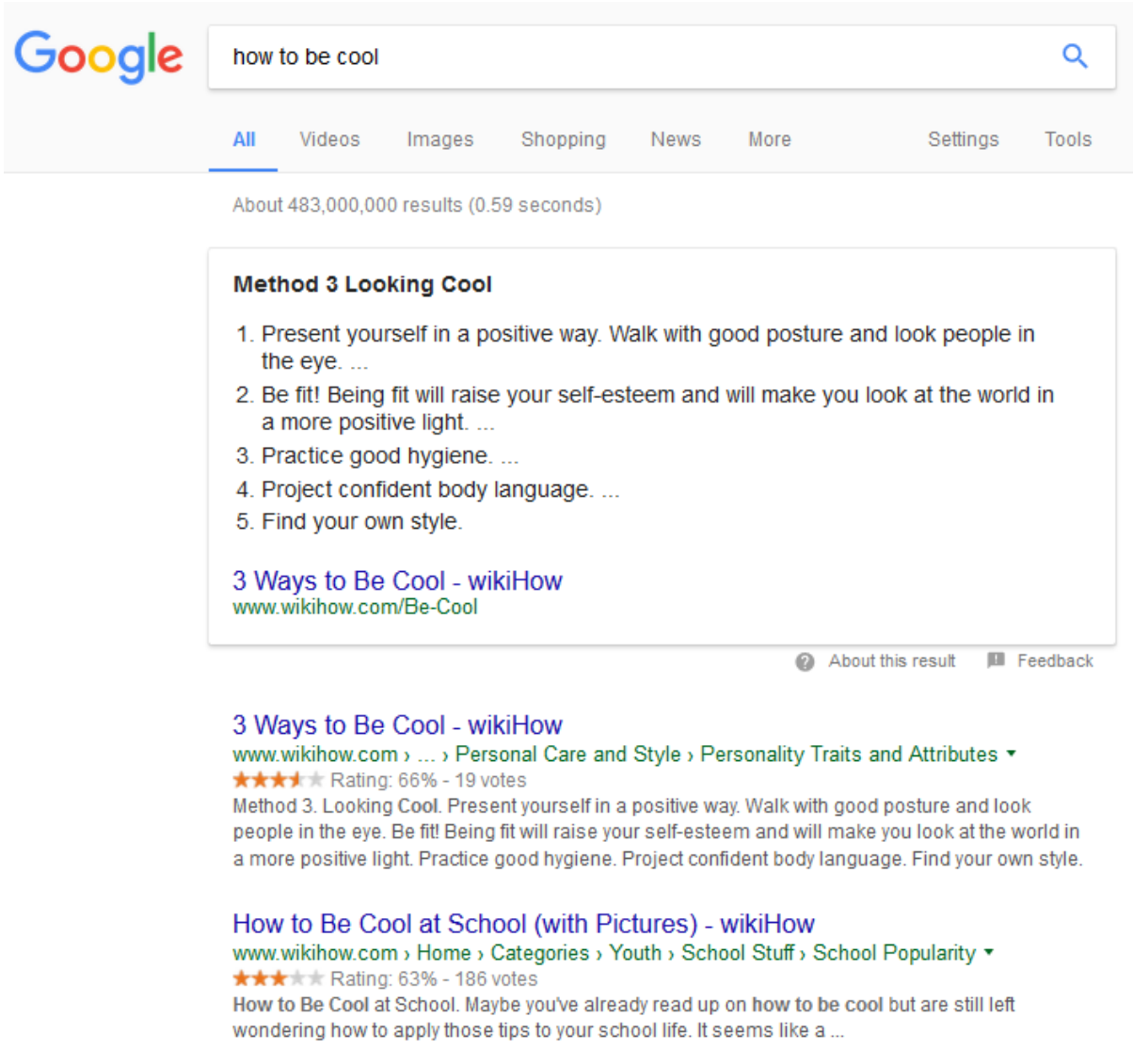
BBC Food

Food Network

Small Food Blog



They‘re Cool


Google
how to be cool
All
Videos
Images
Shopping
News
More
Settings
Tools
About 483,000,000 results (0.59 seconds)
Method 3 Looking Cool
1. Present yourself in a positive way. Walk with good posture and look people in the eye. ...
2. Be fit! Being fit will raise your self-esteem and will make you look at the world in a more positive light. ...
3. Practice good hygiene. ...
4. Project confident body language. ...
5. Find your own style.
3 Ways to Be Cool - wikiHow
www.wikihow.com/Be-Cool
About this result
Feedback
3 Ways to Be Cool - wikiHow
www.wikihow.com › ... › Personal Care and Style › Personality Traits and Attributes
Rating: 66% - 19 votes
Method 3. Looking Cool. Present yourself in a positive way. Walk with good posture and look people in the eye. Be fit! Being fit will raise your self-esteem and will make you look at the world in a more positive light. Practice good hygiene. Project confident body language. Find your own style.
How to Be Cool at School (with Pictures) - wikiHow
www.wikihow.com › Home › Categories › Youth › School Stuff › School Popularity
Rating: 63% - 186 votes
How to Be Cool at School. Maybe you've already read up on how to be cool but are still left wondering how to apply those tips to your school life. It seems like a ...

A Quick
Intro to Rich Snippets

Rich Snippets

Product

Augustiner Helles | German Pilsners & Lagers | Beer Hawk
https://www.beerhawk.co.uk/augustiner-helles
★★★★½ Rating: 4.5 - 54 reviews - £2.99 - In stock
Buy quality beers online with Beer Hawk. Get our **Augustiner Helles** from the German Pilsners & Lagers range today. FREE delivery available on all orders over ...

Rich Snippets

Event

Oktoberfest 2017 in Munich, Germany – Festicket

https://www.festicket.com/festivals/oktoberfest/2017/ ▾

Oktoberfest is the world's most famous beer festival, taking place in the German city of **Munich**. The original and still the best, the 17 day festival runs from ...

24 Aug - 27 Aug	Creamfields 2017	Daresbury, United Kingdom
25 Aug - 27 Aug	Leeds Festival 2017	Leeds, United Kingdom
16 Sep - 3 Oct	Oktoberfest 2017	Oktoberfest 2017, Munich ...

Rich Snippets

Recipe

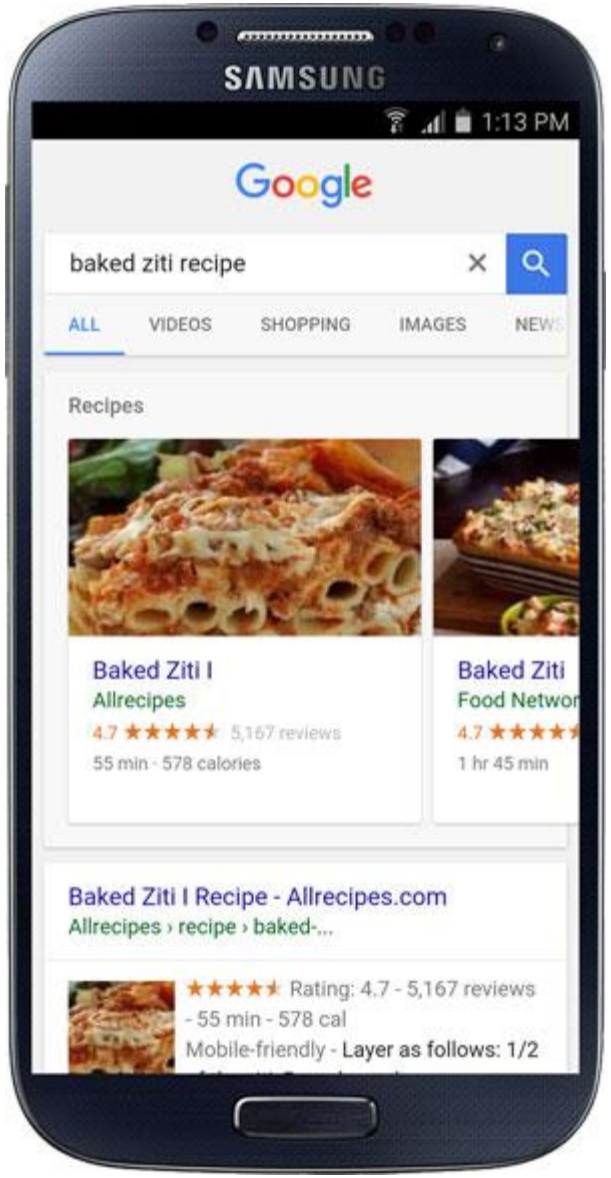
Sweet German dumplings (dampfnudel) recipe | BBC Good Food

https://www.bbcgoodfood.com/recipes/sweet-german-dumplings ▾

★★★★★ Rating: 5 - 1 vote - 1 hr 20 mins - 528 cal

8 Sep 2016 - Dessert German-style, these little dumplings, or '**dampfnudel**', can be sweet or savoury. Ours are poached to perfection and bathed in vanilla ...

Rich Cards


SAMSUNG
1:13 PM
Google
baked ziti recipe
ALL
VIDEOS
SHOPPING
IMAGES
Recipes
Baked Ziti I
Allrecipes
4.7 5,167 reviews
55 min · 578 calories
Baked Ziti
Food Networ
4.7
1 hr 45 min
Baked Ziti I Recipe - Allrecipes.com
Allrecipes › recipe › baked-...
Rating: 4.7 - 5,167 reviews
- 55 min - 578 cal
Mobile-friendly - Layer as follows: 1/2

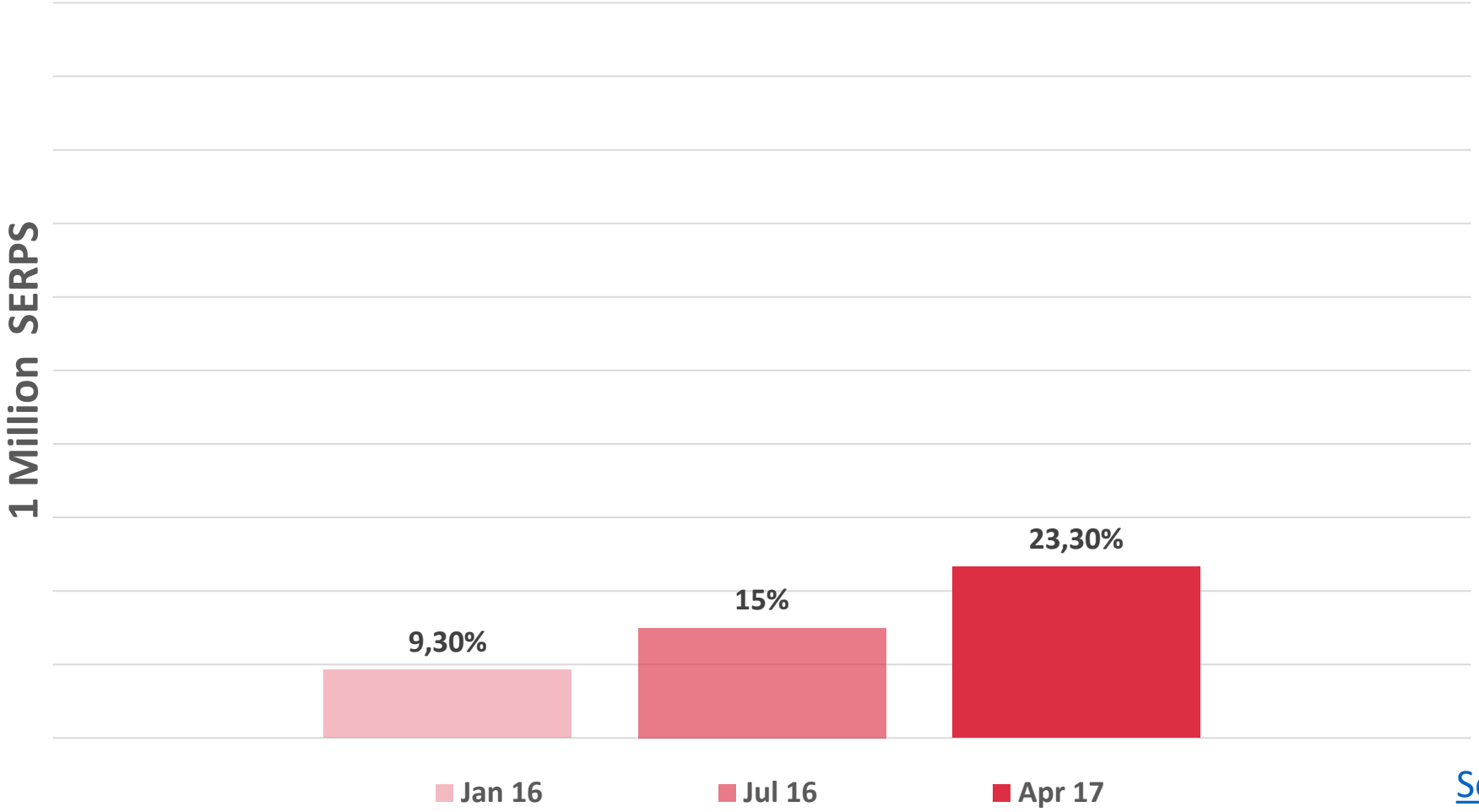
Rich Snippets are pretty much guaranteed

- If you feed Google all that data and Schema mark-up correctly, chances are rich snippets will show up

Data + Schema Mark up = Rich Snippet*

Featured Snippets, Position 0, One box

Featured Snippets are increasing



Source: STAT

Featured Snippet Flavours

Paragraph
60%

Beer is made from four basic **ingredients**: **Barley**, water, hops and **yeast**. The basic idea is to extract the sugars from grains (usually **barley**) so that the **yeast** can turn it into alcohol and CO2, creating beer. The brewing process starts with grains, usually **barley** (although sometimes **wheat**, rye or other such things.) 6 Jul 2009

How Beer is Made | Beeriety
blog.beeriety.com/2009/07/06/how-beer-is-made/

About this result Feedback

Featured Snippet Flavours

List

29%

Method 2 Exploiting Your Opponent's Weaknesses

1. Avoid your opponent's first attack. If he is rushing at you or throwing a punch, move to the side, then push him down from behind when he has passed you. ...
2. Don't fight the way your opponent wants to. ...
3. Fight dirty. ...
4. Trick your opponent.

3 Ways to Win a Fight in Under 30 Seconds - wikiHow
www.wikihow.com/Win-a-Fight-in-Under-30-Seconds

About this result Feedback

Featured Snippet Flavours

Table

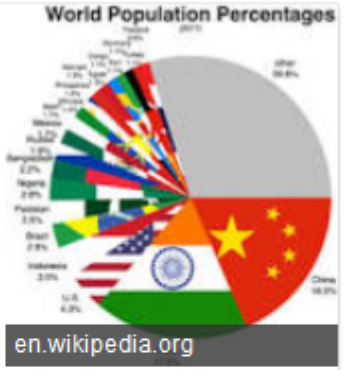
11%

Countries in the world by population (2017)

#	Country (or dependency)	Population (2017)
1	China	1,388,232,693
2	India	1,342,512,706
3	U.S.	326,474,013
4	Indonesia	263,510,146

229 more rows

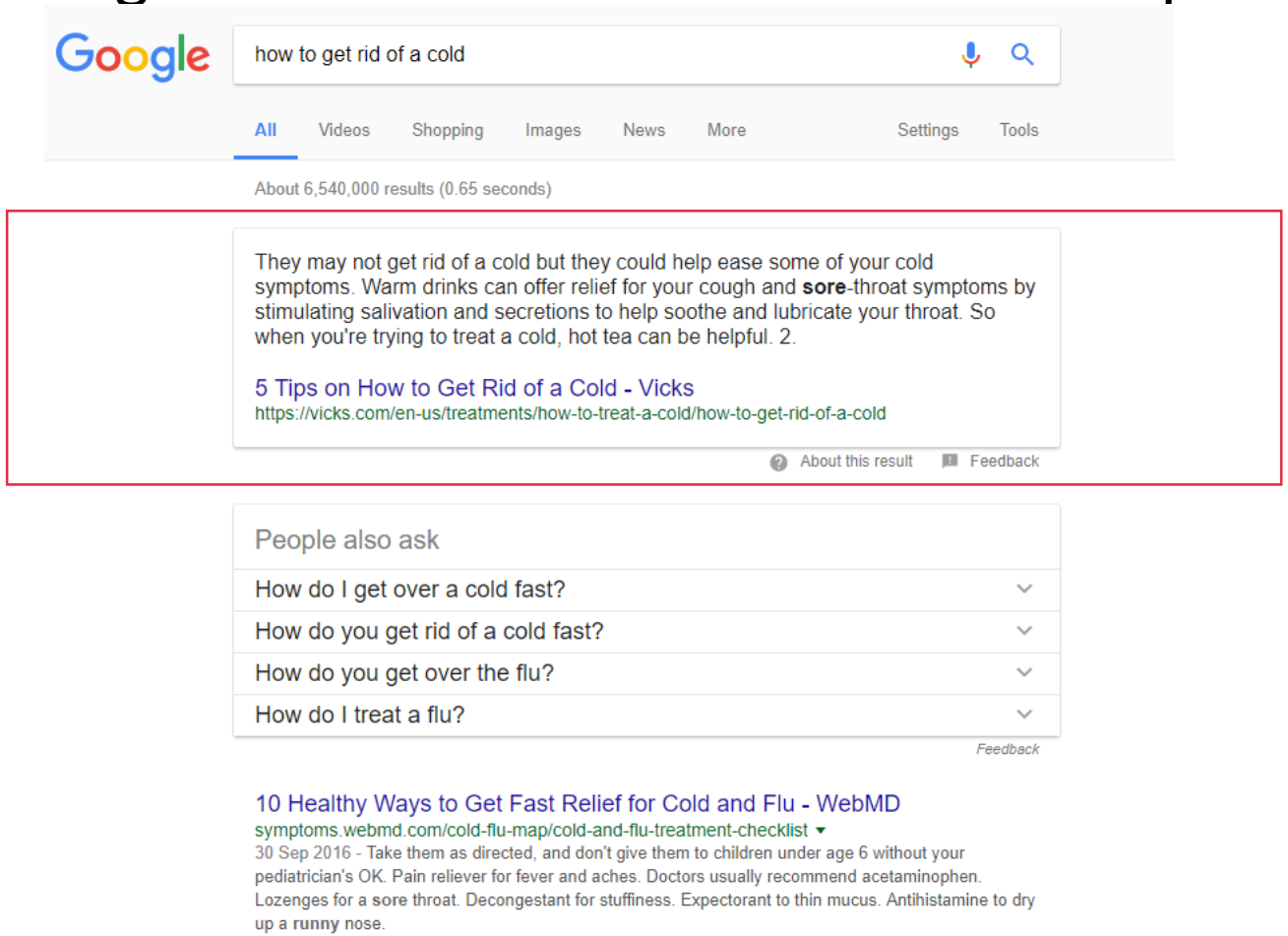
Population by Country (2017) - Worldometers
www.worldometers.info/world-population/population-by-country/



About this result Feedback

They increase the Quantity and Quality of your traffic

- People trust Google to make a decision for them – uplifting CR



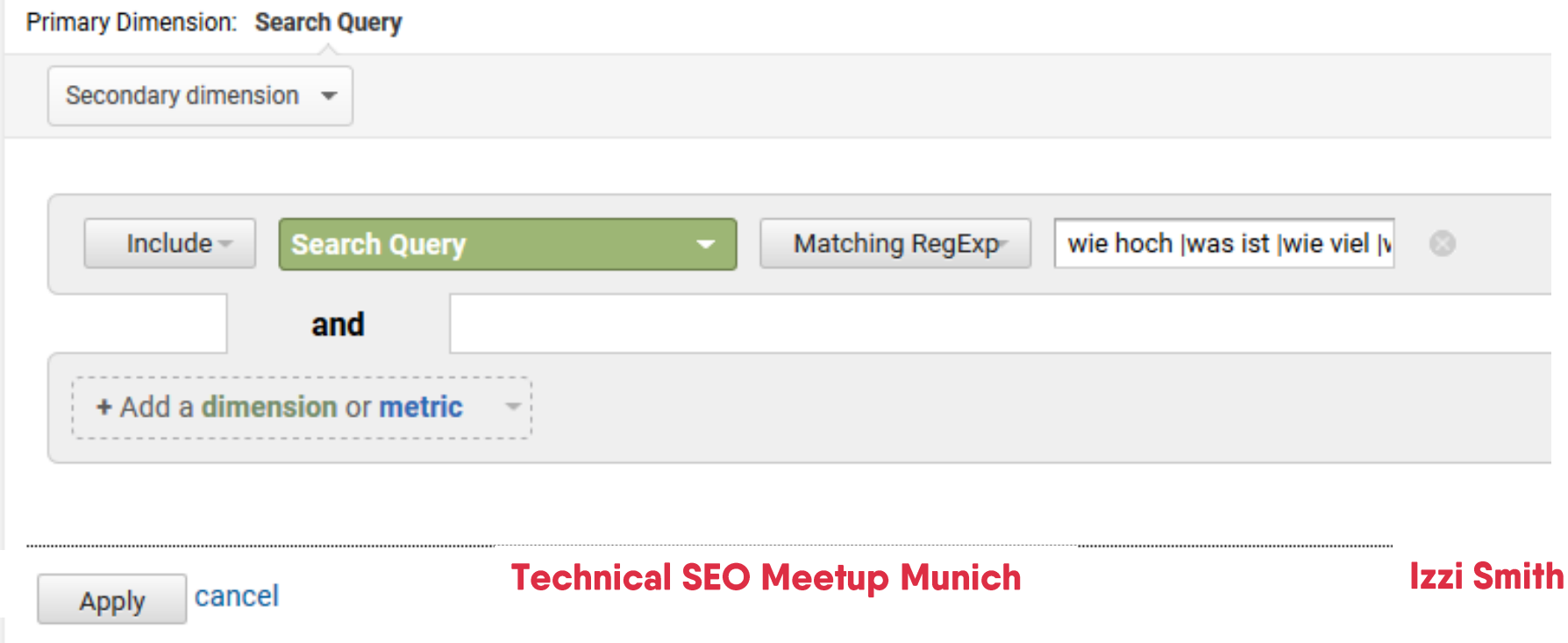
The Recipe to Winning Featured Snippets

Step 1: Research

Research your Potential

What questions are you currently ranking for?

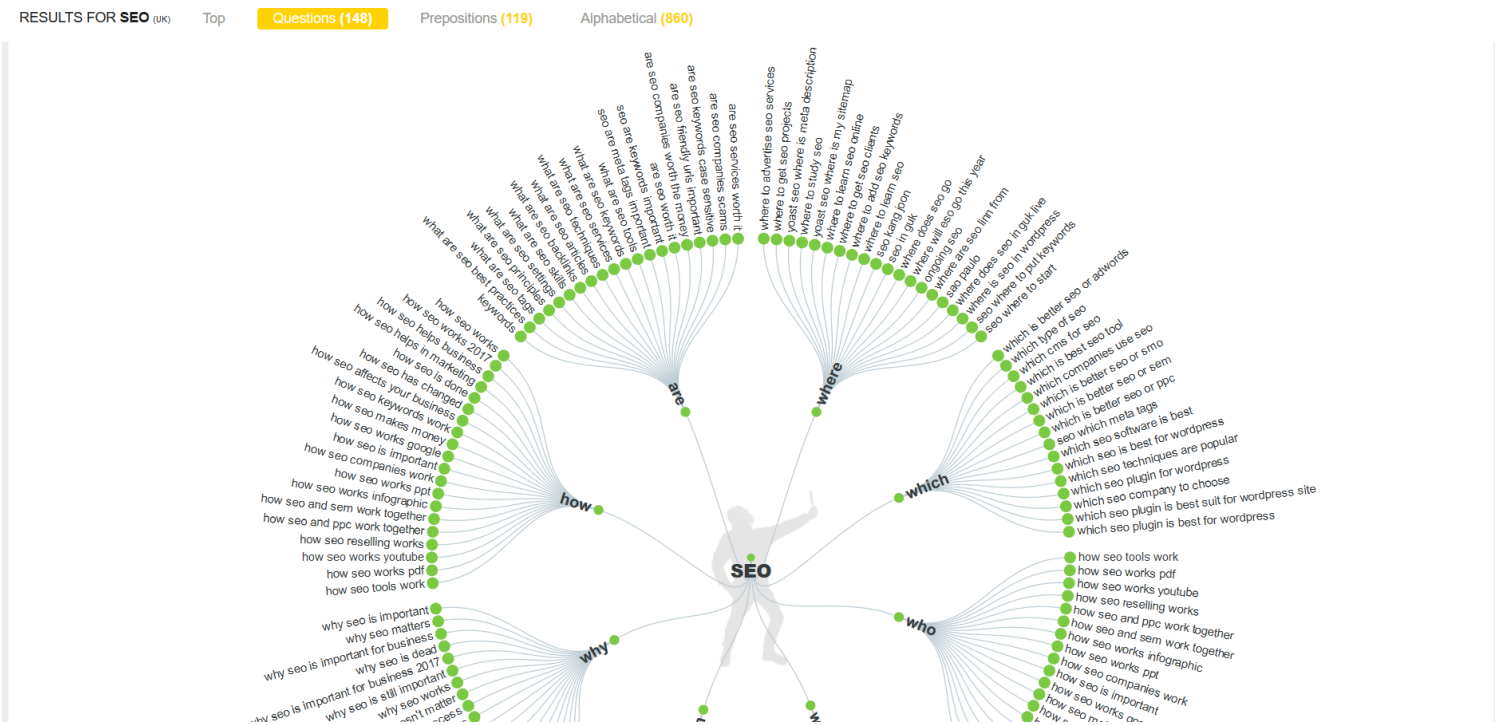
- Google Analytics -> Search Console -> Queries
- Regular expression of Question keywords



Research your Potential

What questions can you answer?

AnswerThePublic.com



Research your Potential

AnswerThePublic.com

RESULTS FOR **XBOX** (UK) Top **Questions (134)** Prepositions (136) Alphabetical (998)

where xbox

- where is xbox dashboard
- where is xbox headquarters
- where is xbox one media player
- where is xbox one ip address
- where are xbox gold free games
- where are xbox 360 made
- where are xbox ones made
- xbox where is download history
- xbox where is rs
- xbox where are my games
- xbox where is use a code
- xbox where are active downloads
- xbox where to buy
- where's xbox serial number
- where xbox live marketplace
- where xbox marketplace
- where xbox 360 mac address
- where's xbox one settings
- where xbox one is made
- where xbox 360 hard drive

which xbox

- which xbox 360 console is the best
- which xbox games support hdr
- which xbox 360 has hdmi
- which xbox controllers work on pc
- which xbox controller has bluetooth
- which xbox came first
- which xbox controller for pc
- which xbox is newer
- which xbox plays 4k
- which xbox 360 should i buy
- which xbox should i buy 2017
- which xbox 360 is the best
- which xbox one game should i buy
- which xbox one do i have
- which xbox one is the best
- which xbox one is better
- which xbox to buy
- which xbox one controllers have bluetooth
- which xbox 360 do i have
- which xbox one should i buy

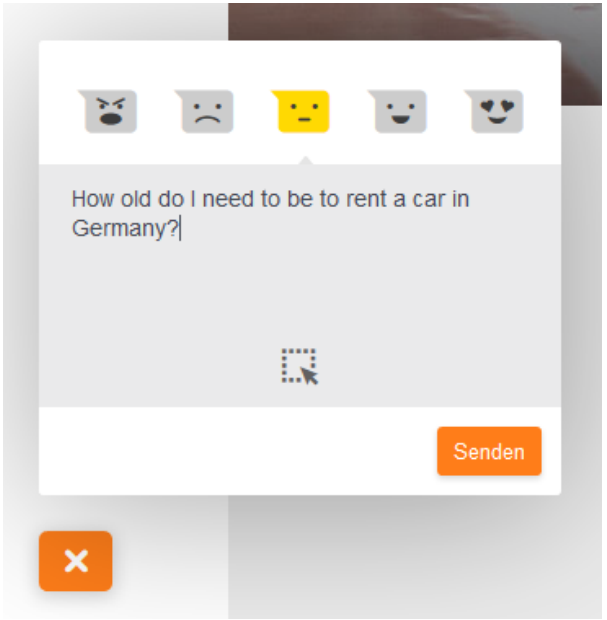
who xbox

- who has xbox one on sale
- who sells xbox one
- dr who xbox 360
- who fixes xbox 360
- who hacked xbox
- doctor who xbox 360 game
- doctor who xbox
- who buys xbox 360
- who made xbox one
- who makes xbox 360
- doctor who xbox 360
- who invented xbox 360
- who hacked xbox live
- xbox who let the dogs out
- xbox who has the highest gamerscore
- xbox who made it
- xbox who is online
- xbox who wants to be a millionaire

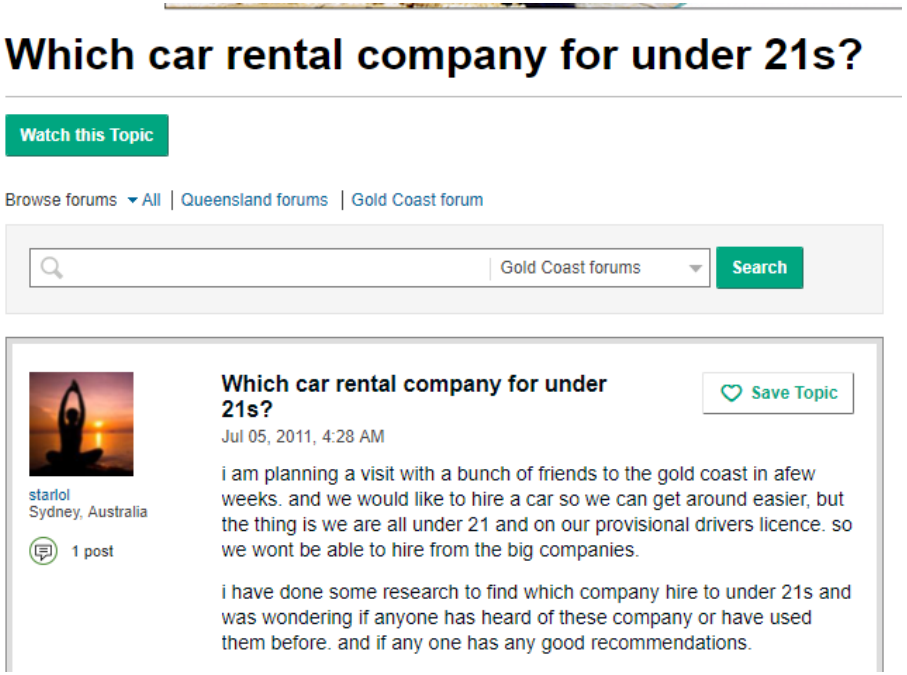
Research your Potential

What questions can you answer?

Hotjar Surveys



Forum Websites



Research your Possibilites

- It‘s much easier to steal a featured snippet than to have one be generated
- Look into competitors, and Wikihow, Wikipedia
- Run an audit manually or with a rank checker to see which of your target keywords are already generating Featured Snippets
- Think Longtail

Step 2:
Content Relevancy and User Intent

Create Content that Hits the User Intent

„Which Xbox is the best“

Create content that is:

1. Data-driven
2. For humans
3. Solves the user‘s problem
4. Engagement elements (calculators, tables, bite-size facts)

Improve your Content Relevancy

Sure,
That‘s fine…

H1: The Handy Guide to Xbox Buying

Intro: There are many versions of the Xbox on sale today which are targetted to different audiences…

H2: What is the best Xbox really?

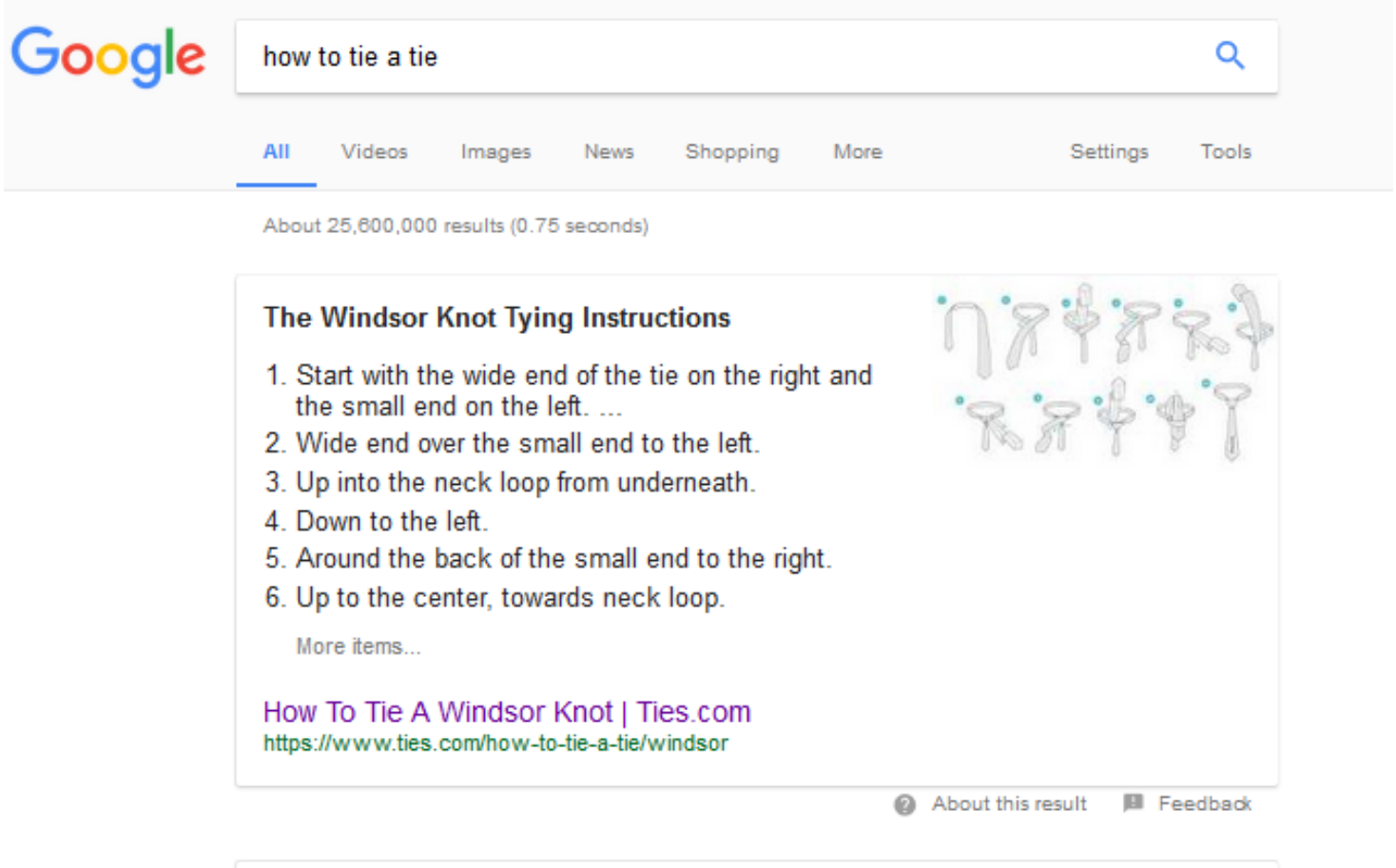
Your Featured Snippet Answer

Super cool additional information, e.g.:
- Technical specifications
- Best games for the Xbox
- Tips on buying the Xbox

Step 3:
Use the Most Relevant Format

Choose the most relevant Format

„How“: Lists



Choose the most relevant Format

„How“: Lists in basic <ul> or <ol> HTML format

1. Start with the wide end of the tie on the right and the small end on the left. The tip of the small end should rest slightly above your belly-button (this will vary depending on your height and the length & thickness of your tie). Only move the active (wide) end.

2. Wide end over the small end to the left.

3. Up into the neck loop from underneath.

4. Down to the left.

5. Around the back of the small end to the right.

6. Up to the center, towards neck loop.

7. Through the neck loop and down to the right.

8. Across the front to the left.

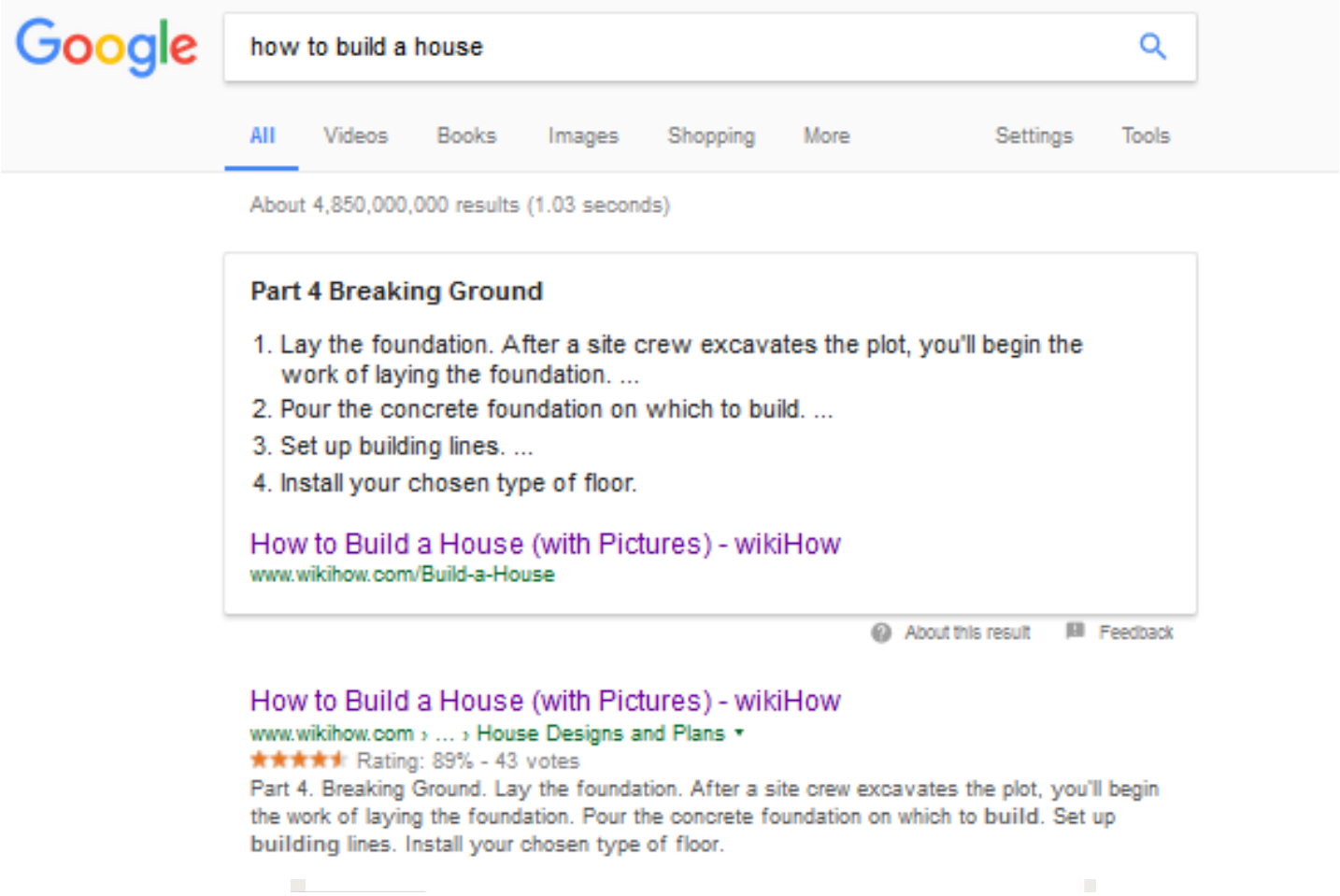
9. Up into the neck loop from underneath.

10. Down through the loop you've just created in the front.

11. Tighten the knot by pulling down on the wide end. Slide the knot up & adjust.

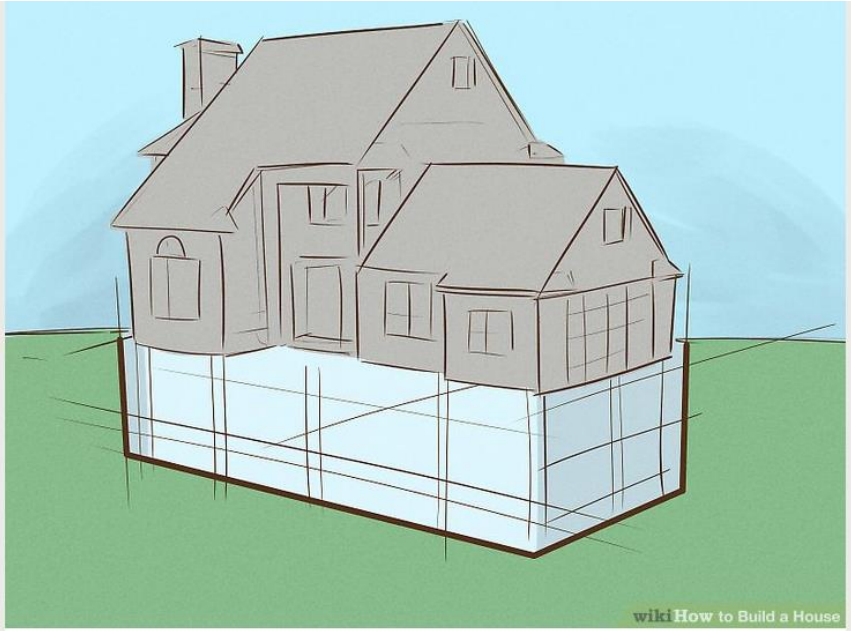
Choose the most relevant Format

„How“: Lists with detailed Steps need h2 or h3 subheadings



Choose the most relevant Format

„How“: Lists with detailed Steps need h2 or h3 subheadings



1 **Lay the foundation.** After a site crew excavates the plot, you'll begin the work of laying the foundation. The type and design of the foundation will depend upon the size of your house, the ground in which its laid, local building codes, and whether or not your home will have a basement. The most recommended and strongest type of foundation is concrete block.

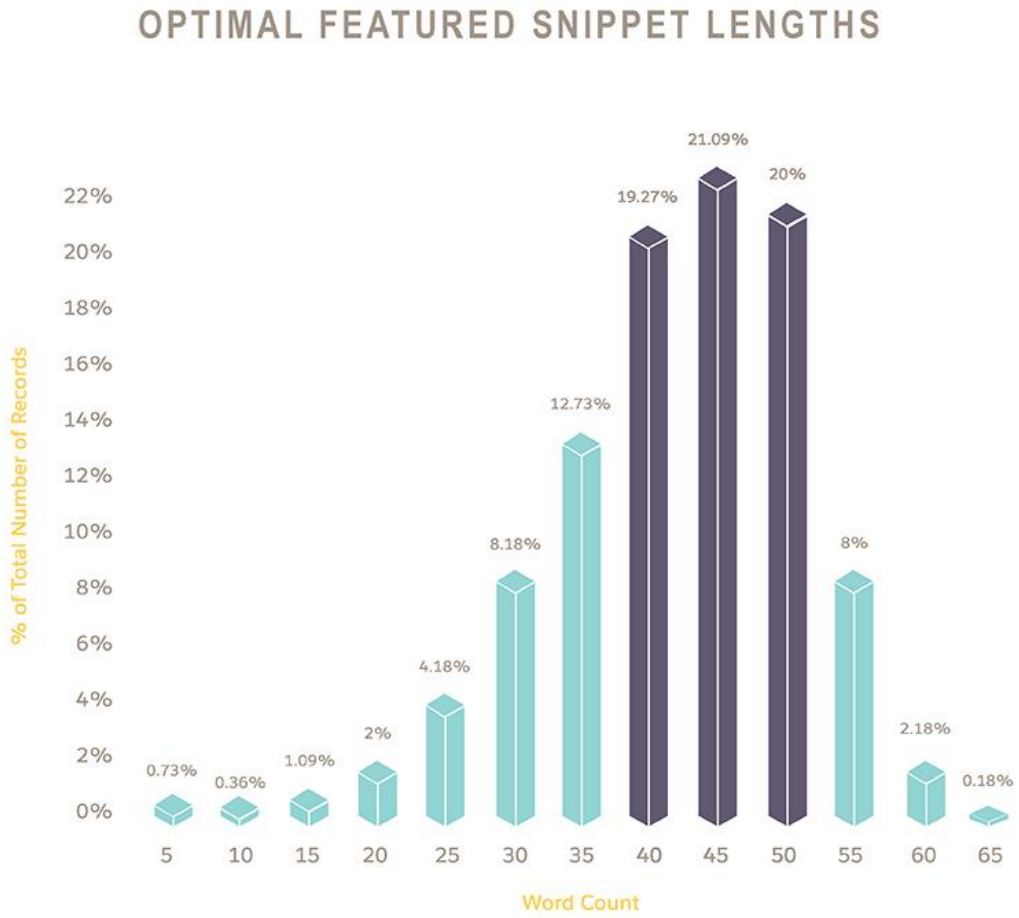
- The excavation crew should first survey and stake the dimensions of the foundation and excavate it to the desired depth, then smooth it out to a workable surface, sometimes overlaying dirt or gravel to build upon.[7]

Choose the most relevant Format

Why, What, Who, When, Where, Are, Does, Have, Do, Is: **Paragraphs**

Choose the most relevant Format

Why, What, Who, When, Where, Are, Does, Have, Do, Is: **Paragraphs**



Sweet Spot:
40 to 50 words

Source: Moz

Choose the most relevant Format

„Which“ and Numerical Data: **Plain HTML Tables**

iPhone screen repair pricing

iPhone model	Screen repair only	Other damage
iPhone 6s Plus, iPhone 6 Plus	£ 156.44	£ 326.44
iPhone 6s, iPhone 6	£ 136.44	£ 296.44
iPhone SE	£ 136.44	£ 255.44
iPhone 5s, iPhone 5c, iPhone 5	£ 136.44	£ 255.44

3 more rows

iPhone Service Pricing - Apple Support
https://support.apple.com/en-gb/iphone/repair/service/pricing

About this result Feedback

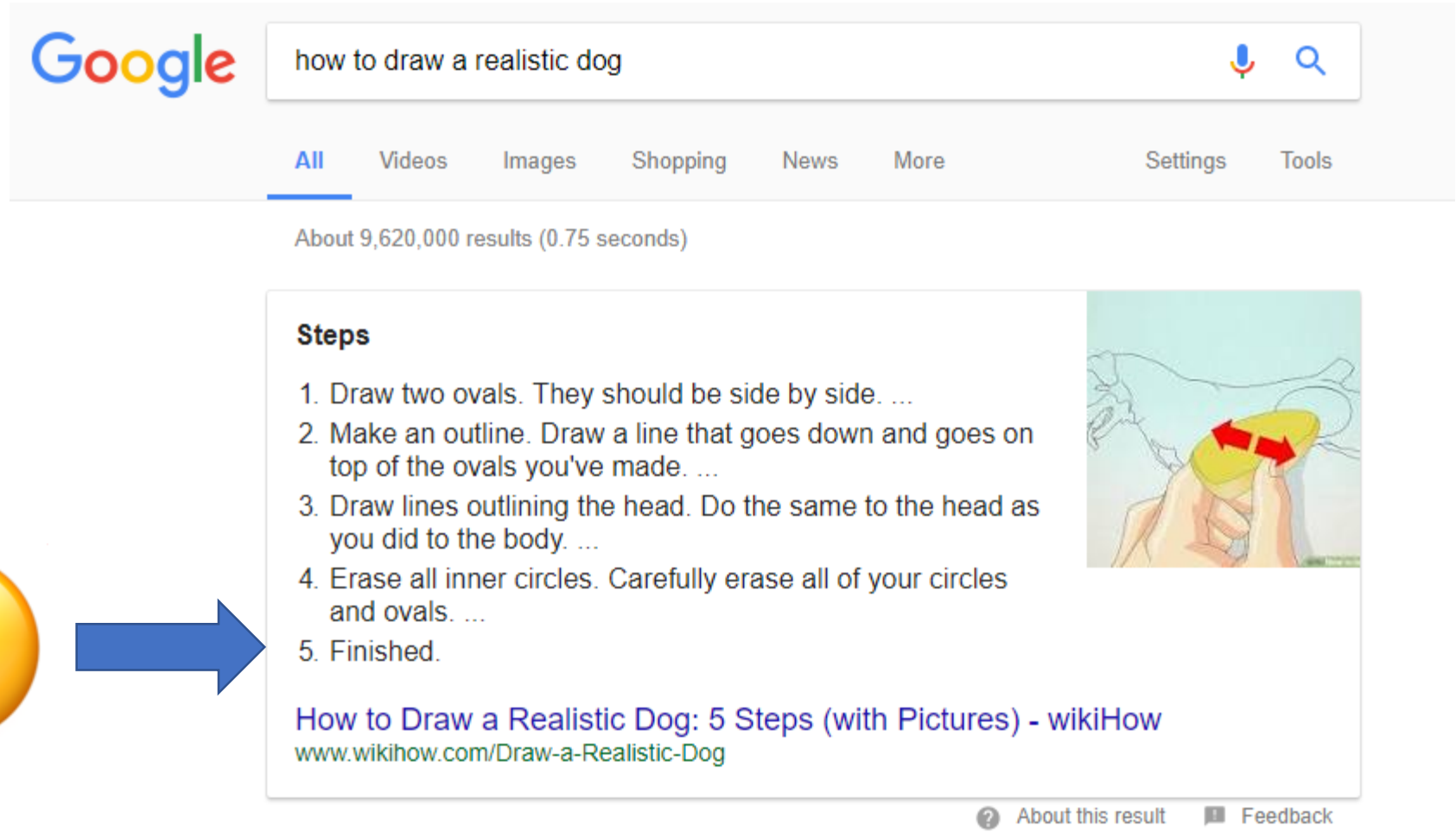
Choose the most relevant Format

Which and Numerical Data: Basic HTML Tables

iPhone model	Screen repair only	Other damage
iPhone 7 Plus	£ 156.44	£ 346.44
iPhone 7	£ 136.44	£ 316.44
iPhone 6s Plus, iPhone 6 Plus	£ 156.44	£ 326.44
iPhone 6s, iPhone 6	£ 136.44	£ 296.44
iPhone SE	£ 136.44	£ 255.44
iPhone 5s, iPhone 5c, iPhone 5	£ 136.44	£ 255.44
iPhone 4s	See "other damage" fee	£ 186.44

Step 4:
Pad out your Answers

Pad out your answers



Pad out your answers

Method 7 A Simple Daisy

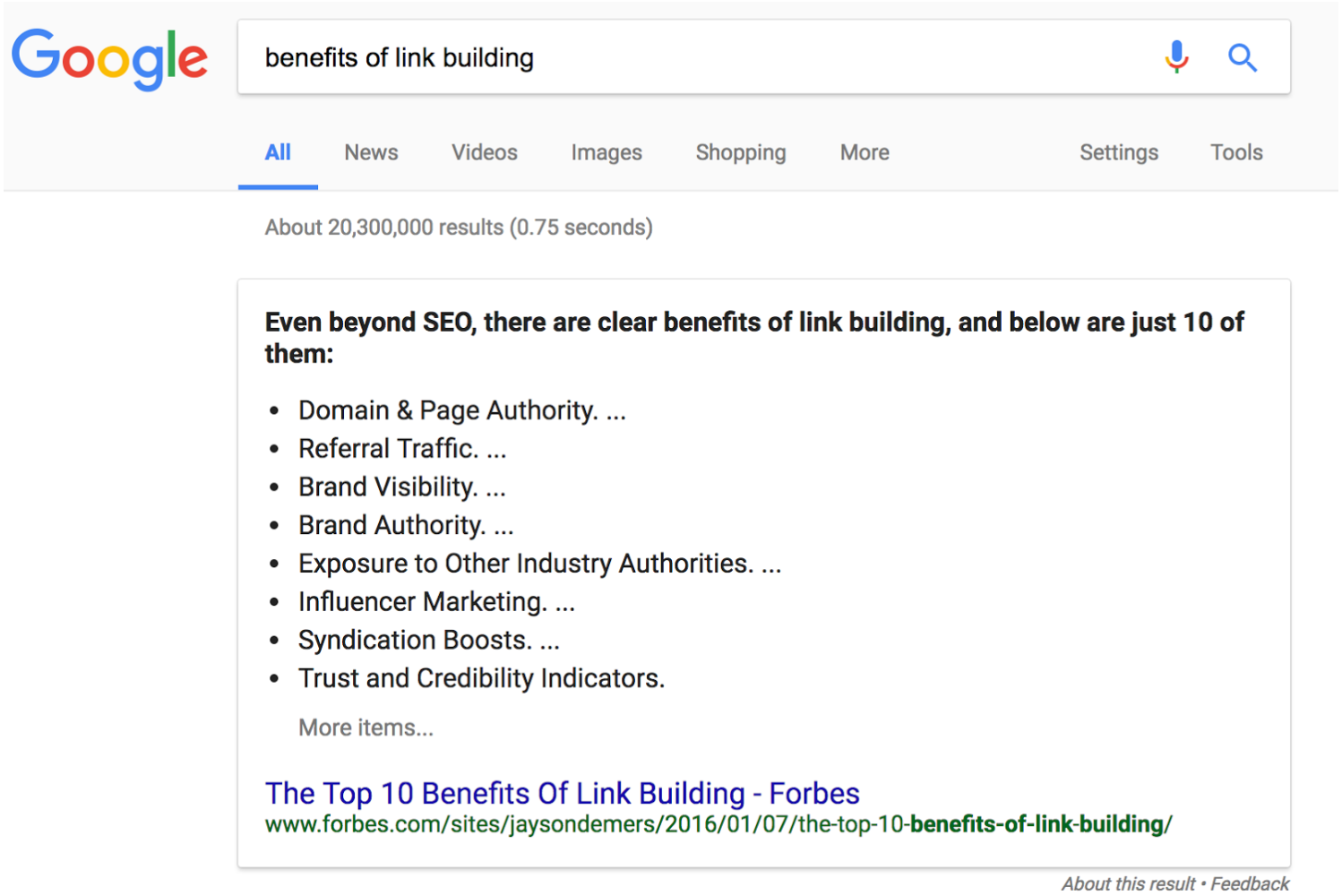
1. Start the outline by sketching a small circle.
2. Draw a bigger circle. ...
3. Start drawing the actual lines by the small circle at the middle.
4. Begin drawing the petals with two line strokes, up and down directions. ...
5. Draw another mirror of petals on the horizontal way.

More items...

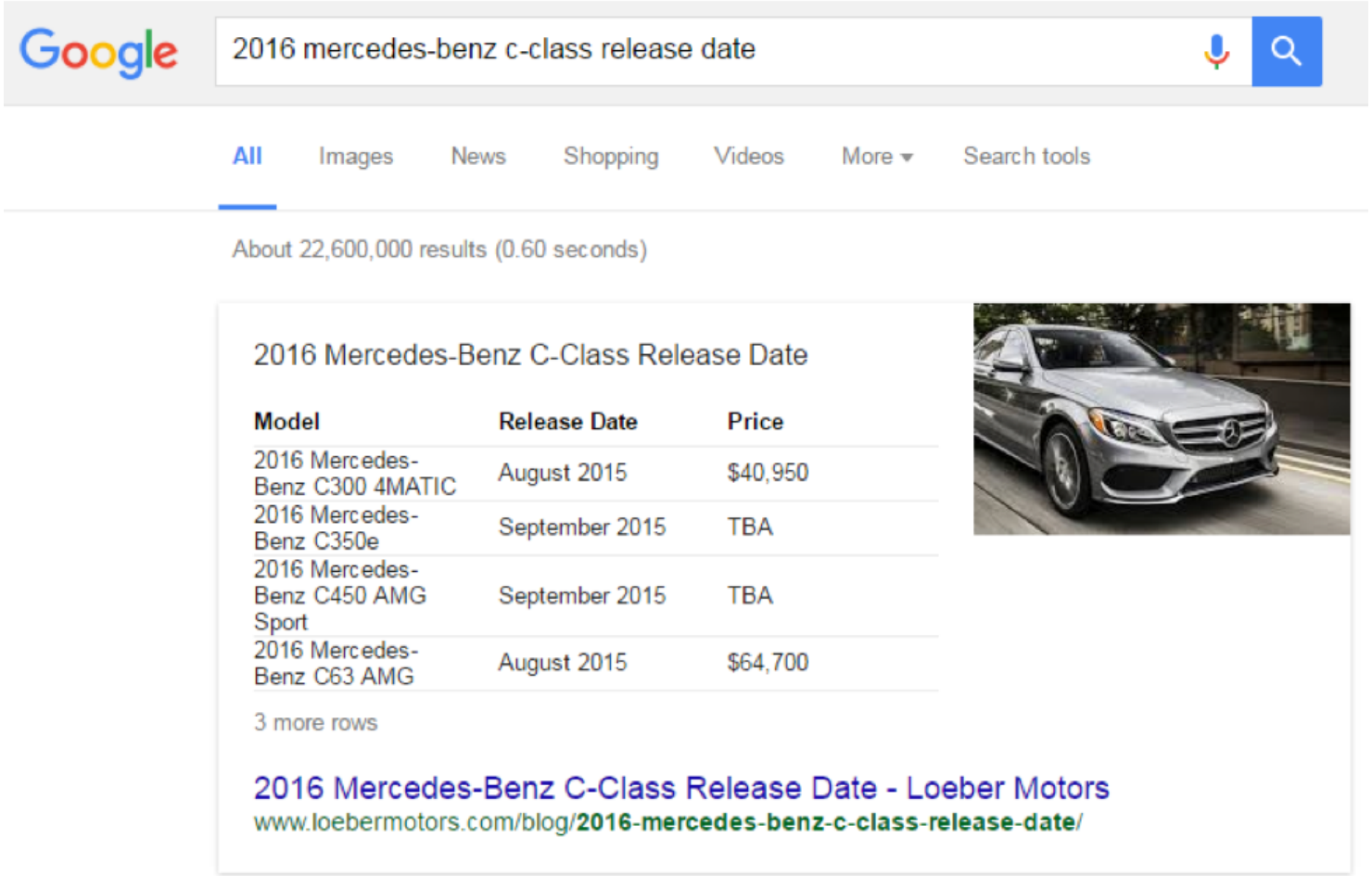
9 Easy Ways to Draw a Flower - wikiHow
www.wikihow.com/Draw-a-Flower

About this result Feedback

Lists: Google displays a maximum of 8 items

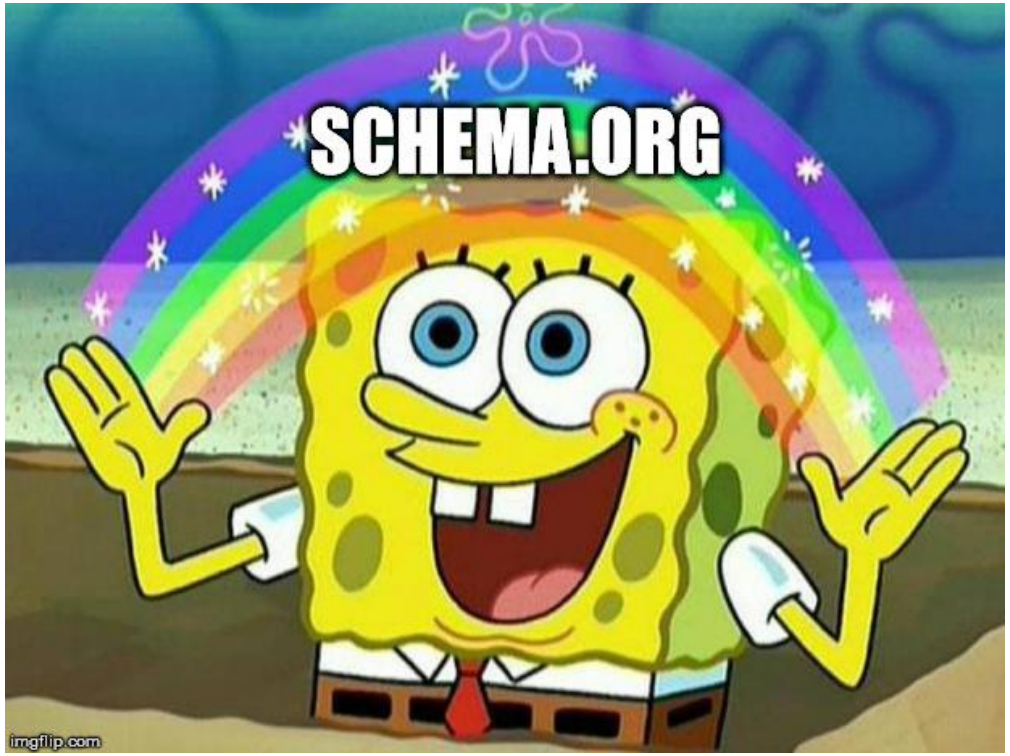


Tables: Google displays a maximum of 3 columns and 9 rows



Step 5:
Schema
Mark up

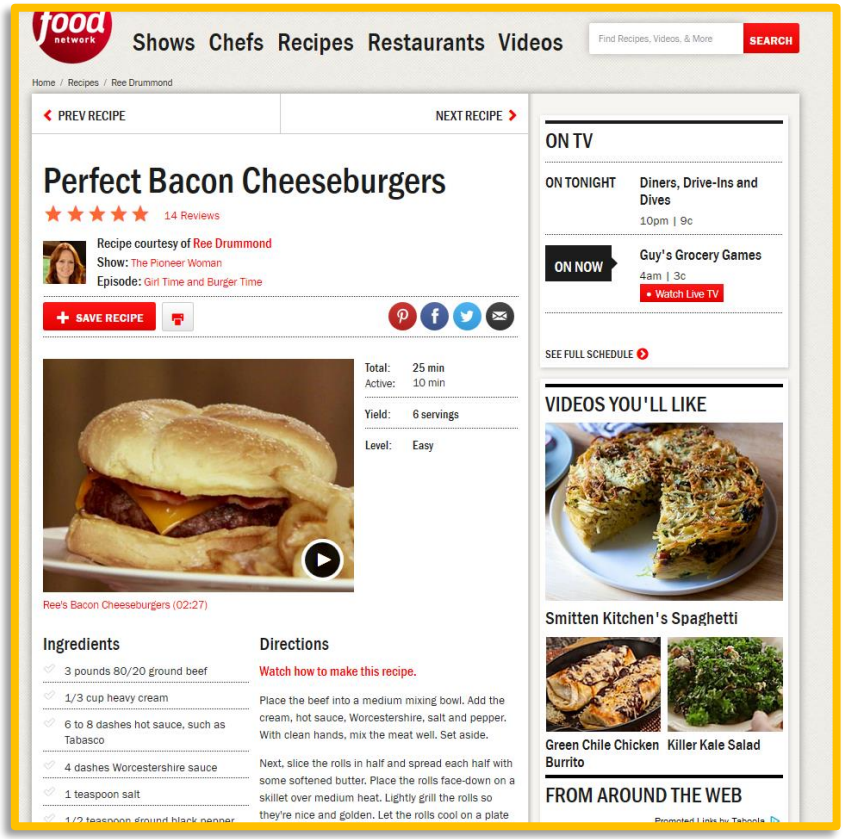
Schema.org Mark up



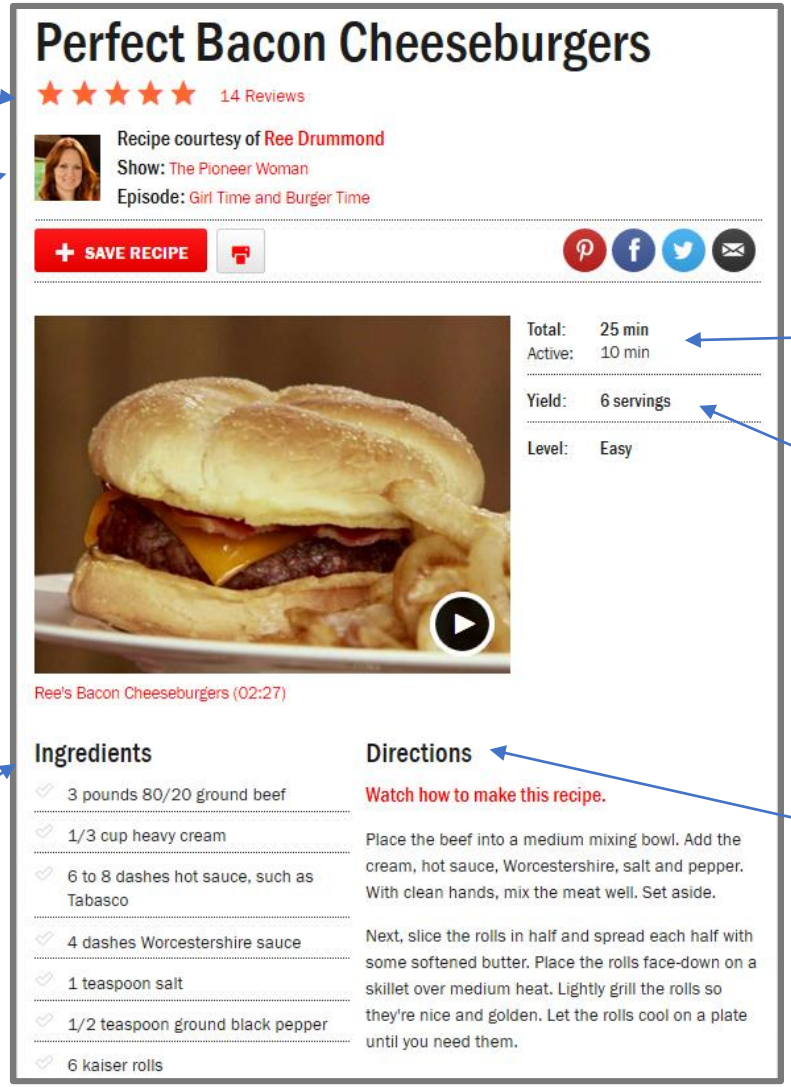
Schema.org Mark up

„What‘s all this about?“

Google



E.g. Recipe



Reviews

Author

Image

Ingredients

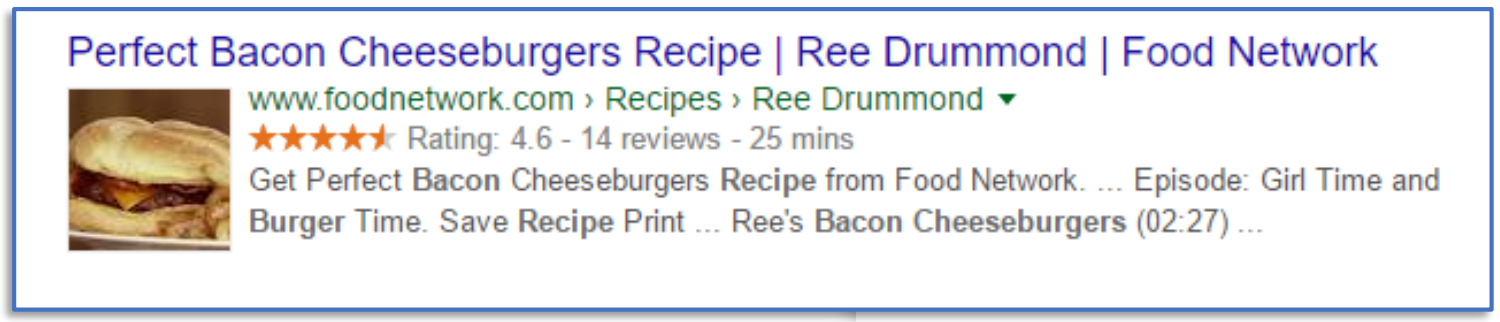
Cooking Time

Servings

Method

Schema.org implementation with JSON-LD

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Recipe",
  "name": "Perfect Bacon Cheeseburgers",
  "url": "http://www.foodnetwork.com/recipes/ree-drummond/perfect-bacon-cheeseburgers-recipe",
  "headline": "Perfect Bacon Cheeseburgers",
  "image": "http://food.fnr.sndimg.com/content/dam/images/food/fullset/2012/9/5/1/WU0306H_perfect-bacon-
cheeseburgers_s4x3.jpg.rend.hgtvcom.1280.960.jpeg",
  "datePublished": "2015-03-11T12:03:07.367-04:00",
  "cookTime": "P0Y0M0DT0H10M0.000S",
  "recipeCategory": [
    "American",
    "Cheeseburger",
    "Bacon Recipes",
    "Meat",
    "Cheddar",
    "Cheese",
    "Main Dish",
    "Grilling"
  ],
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": 4.6,
    "reviewCount": 14
    },
  "recipeYield": "6 servings",
  "review": [
    {
    "@type": "Review",
    "author": {
      "@type": "Person",
      "name": "LauraZ213"
```



Quick and easy JSON-LD Generator

34);B12;" ";D12;CHAR(34);",";C13;CHAR(34);B13;" ";D13;CHAR(34);",";C14;CHAR(34);B14;CHAR(34);",";C15;CHAR(34);B15;CHAR(34);",";C16;CHAR(34);B16;CHAR(34);",";C17;CHAR(34

Izzi's Fancy JSON-LD Generator!

For Sports & Luxury Cars

SIXT rent a car schema.org

STEP 1: Replace the values below with the data from the page you are marking up. Only change the VALUE column.

Specifications	Value	Schema item	Unit Code
Car Brand	Ford	"manufacturer" :	
Name	ord Mustang GT Convertib	"name" :	
Passengers	2	"vehicleSeatingCapacity" :	C62
Doors	2	"numberOfDoors" :	C62
Transmission	Automatic	"vehicleTransmission" :	
Height	1394 mm	"height" :	mm
Wheelbase	2720 mm	"wheelbase" :	mm
Luggage capacity	332	"cargoVolume" :	LTR
Fuel capacity	59	"fuelCapacity" :	LTR
Tare	1726	"weight" :	KGM
Speed	(leave blank)	"speed" : {	
Minimum Speed	0	"minValue" :	KMH
Max speed	233	"maxValue" :	KMH
Acceleration: 0 - 100 Km/h	4,80	"accelerationTime" :	SEC
Consumption combined	9.8 l/100 km	"fuelConsumption" :	
CO_2 emissions	225 g/100 km	"emissionsCO2" :	
Engine Specification	"vehicleEngine" :	"@type": "engineSpecification"	
Horsepower	317	"enginePower" :	BHP
Fuel	Petrol	"fuelType" :	

STEP 2: Copy the code from below

```
"@context" : "http://schema.org","@type" : "Car","name"
:  "Ford Mustang GT Convertible","manufacturer" :
"Ford","vehicleSeatingCapacity" : "2
C62","numberOfDoors" : "2 C62","vehicleTransmission" :
"Automatic","height" : "1394 mm","wheelbase" :"2720
mm","cargoVolume" : "332 LTR","fuelCapacity" : "59
LTR","weight" : "1726 KGM","speed" : { "minValue" : "0
KMH","maxValue" : "233 KMH" } ,"accelerationTime" : "4,8
SEC","fuelConsumption" : "9.8 l/100 km","emissionsCO2" :
"225 g/100 km","vehicleEngine" : { "enginePower" : "317
BHP","fuelType" : "Petrol" }
```

Schema.org Dynamic GTM Implementation

```
<script type="javascript/ld+json">
{
  "@context": "http://schema.org",
  "@type": "BlogPosting",
  "mainEntityOfPage": {
      "@type": "WebPage",
      "@id": "https://serps.com/blog/seo-domain-considerations-next-microsite/"
  },
  "headline": "SEO and Domain Considerations for Your Next Microsite",
  "image": {
    "@type": "ImageObject",
    "url": "https://serps.com/app/uploads/2016/04/technical-seo-topic-header-1.png"
    ,
    "height": 413,
    "width": 1159
  },
  "datePublished": "2016-04-25T17:10:06-07:00",
  "dateModified": "2016-05-05T15:30:25-07:00"
  "author": {
      "@type": "Person",
      "name": "Chris Goddard"
  },
  "publisher": {
      "@type": "Organization",
      "name": "SERPs.com",
      "logo" : {
          "@type": "ImageObject",
          "url": "https://serps.com/app/uploads/2016/05/serps-logo-60.png",
          "height": 60,
          "width": 300
        }
  },
  "description": "Microsites are often used by in-house teams and agencies to
    quickly launch new web content without having to modify the main corporate
    site. Technically the name microsite implies an entirely separate website (i.
    e. different domain name), but in practice microsites can also be launched on
    a sub-domain, or in a sub-directory of the main domain."
}
</script>
```

Schema.org Dynamic GTM Implementation

```
<script>
  (function(){
    var data = {
        "@context": "http://schema.org",
        "@type": "BlogPosting",
        "mainEntityOfPage": {
            "@type": "WebPage",
            "@id": {{Page URL}}
        },
        "headline": {{SCHEMA - Article Headline}},
        "image": {
          "@type": "ImageObject",
          "url": {{SCHEMA - Article Image}},
          "height": 413,
          "width": 1159
        },
        "datePublished": {{SCHEMA - Article datePublished}},
        "author": {
            "@type": "Person",
            "name": {{SCHEMA - Author Name}}
        },
        "publisher": {
            "@type": "Organization",
            "name": "SERPs.com",
            "logo" : {
                "@type": "ImageObject",
                "url": "https://serps.com/app/uploads/2016/05/serps-logo-60.png",
                "height": 60,
                "width": 300
              }
        },
        "description": {{SCHEMA - Article Description}}
    }

    var script = document.createElement('script');
    script.type = "application/ld+json";
    script.innerHTML = JSON.stringify(data);
    document.getElementsByTagName('head')[0].appendChild(script);
  })(document);
</script>
```

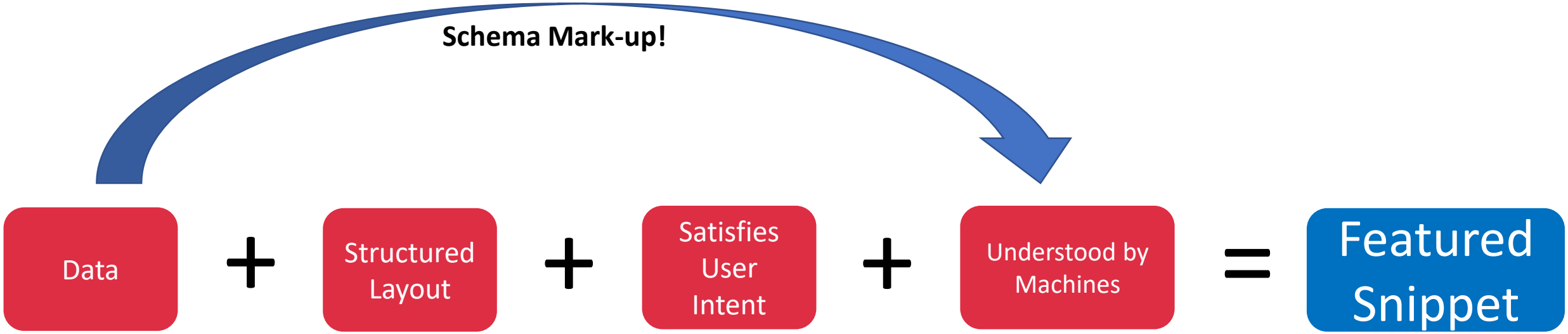
Schema Top Tips

- Use JSON-LD – it‘s *the* best for humans & Search Engines
- Always validate with Google‘s Structured Data Testing Tool
- Only mark-up content on the page, which is not hidden, e.g. by menus or onClick events
- Use the most specific Schema itemtypes and properties you can
- Google Search Console‘s Structured Data Highlighter isn‘t in detail enough, do it manually
- Don‘t be spammy – Google gives out penalties for manipulation

Schema mark up leads to Rich Snippets

Data + Schema Mark up = Rich Snippet*

But does it lead to Featured Snippets? It certainly helps!

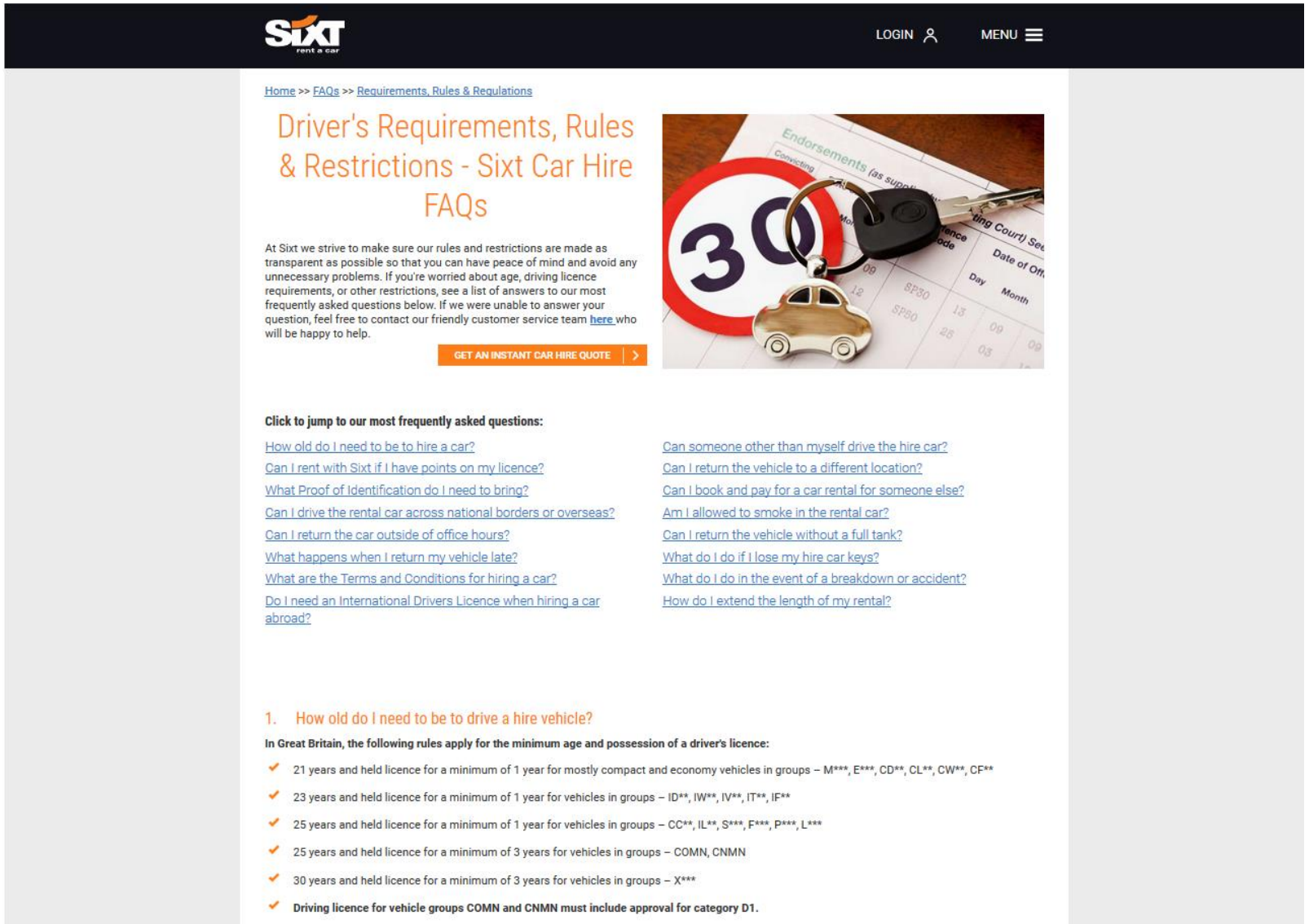


Some Additional Points

Additional Points

- The SEO fundamentals should be perfect, e.g. crawlability, linkjuice
- Always force Google to re-crawl the page in Search Console after changes are made
- Time Frame can range from near instant to never…
- Always tweak your newly generated snippet to maximise effectiveness
- Be patient – never give up

Optional: Delete your meta descriptions :D



- Ranks for 726 KWs
- Cannot simply create a personalized meta description for all KWs
- Deleted the meta descriptions on FAQs and information pages
- Bam. Snippets being generated.

Izzi Smith

Case Studies from Sixt

Car Model Landing Pages

198

140

387

126

154

Old Layout:

SIXT rent a car LOGIN MENÜ

ABHOLUNG & RÜCKGABE Rückgabe ändern | ABHOLZEIT | RÜCKGABEZEIT

Ort, PLZ, Sehenswürdigkeit, Hotel, etc. | 18.08.2017 12:00 | 21.08.2017 09:00

Zustellung und Abholung

Home >> Marken >> BMW >> X5

BMW X5 bei Sixt mieten

Wenn Sie einen echten Giganten fahren wollen, so mieten Sie bei Sixt den X5 von BMW.* Der Leichtgängigkeit dieses Luxusautos lässt die Straßen unter Ihnen verschwinden und wird Sie meinen lassen, dass Sie dahin schweben: Seit 1999 wird dieses Modell in den USA hergestellt und bietet echten Fahrkomfort. Durch die großen Knautschzonen und die hohe Eigenwucht ist der BMW X5 besonders sicher bei Unfällen. Kunden unserer Autovermietung, die den BMW X5 mieten, kennen diesen Wagen nicht nur für seine Geländetauglichkeit und den ausgeprägten Stauraum, sondern auch für seine guten Platzverhältnisse. Mit dem BMW X5 können Sie das richtige Auto mieten.

BMWs Geländekoryphäe BMW X5 bei Sixt mieten

PREISE ERMITTELN

Ein echtes Allroundtalent: der X5er von BMW

Ob auf den Alpenstraßen von Tirol oder im Stadtverkehr von Wien, München oder Berlin: Ein BMW X5 Mietwagen zieht immer Blicke auf sich und behauptet sich gegenüber anderen SUVs. Jeder X5 ist standardmäßig mit einer Klimaanlage ausgestattet. Es gibt zudem weitere gute Gründe, warum X5er BMW der perfekte Mietwagen ist:

- Allradantrieb: Abhängig von der Modellvariante besteht die Möglichkeit, den BMW X5 mit Allradantrieb zu mieten. So ist Ihnen keine Straße zu steil und keine verschneite Fahrbahnen zu glatt.
- Hohe Bauweise: Ein SUV und vor allem der BMW X5 gewährleistet Bodenfreiheit. Ausgangspunkte in den Bergen lassen sich meist nur über holprige Wege erreichen. Mit herkömmlichen Autos mit Niedrigbauweise ist ein Aufsitzen hier fast vorprogrammiert. Wenn Sie sich hingegen für einen X5 als Mietwagen entscheiden, haben Sie dahingehend keine Probleme.
- Luxus, Sicherheit und Stauraum: Im Vergleich dreier SUVs erreicht der BMW X5 Mietwagen besonders tolle Bewertungen. Der Luxusfaktor und die hohe Sicherheit stechen besonders hervor. Der großzügige Stauraum erleichtert zudem das Hantieren mit einem Kindersitz.

Car Model Landing Pages

Car Model Data + Table Structure + Kick ass Content + Car Schema Mark-up = Featured Snippet

Seats	5
Doors	5
Transmission	Automatic
ACRISS Code	PDAR
Class	Mid-Size Luxury Car
Top Speed	155 mph
Power	252 bhp
Engine	2.0L V6
Fuel	Petrol

New Layout:

Drive Smug in a BMW 5 Series Hire from Sixt!

Choose a BMW 5 Series car hire with Sixt and drive away with full awareness that you are in control of a superior automobile that will deliver comfort and enjoyment for both the driver and passengers. As seen on TV - you can book this brand new to 2017 and exclusive vehicle from **just £49 a day** when you rent with Sixt. There - you're getting that Smug feeling already. This model offers you all the premium style, power and technology you'd expect from a BMW, boasting TwinPower Turbo engines, luxurious upholstery, a ConnectedDrive console and so much more.

Seats	5
Doors	5
Transmission	Automatic
ACRISS Code	PDAR
Class	Mid-Size Luxury Car
Top Speed	155 mph
Power	252 bhp
Engine	2.0L V6
Fuel	Petrol

BOOK A BMW 5 SERIES NOW

Details That Matter

The BMW 5 Series offers a driver-orientated cockpit, with a flat-screen colour display focused towards the driving seat. Automatic, two-zone climate control, premium quality upholstery and high-gloss interior trim enhance the sense of well-being.

BOOK NOW

Technology at your fingertips

BMW ConnectedDrive offers both USB and Bluetooth connectivity, so you can access all of your smartphone data at any time. Pull up your calendar schedule or contacts on the centre console, so you can stay organised whilst on the go.

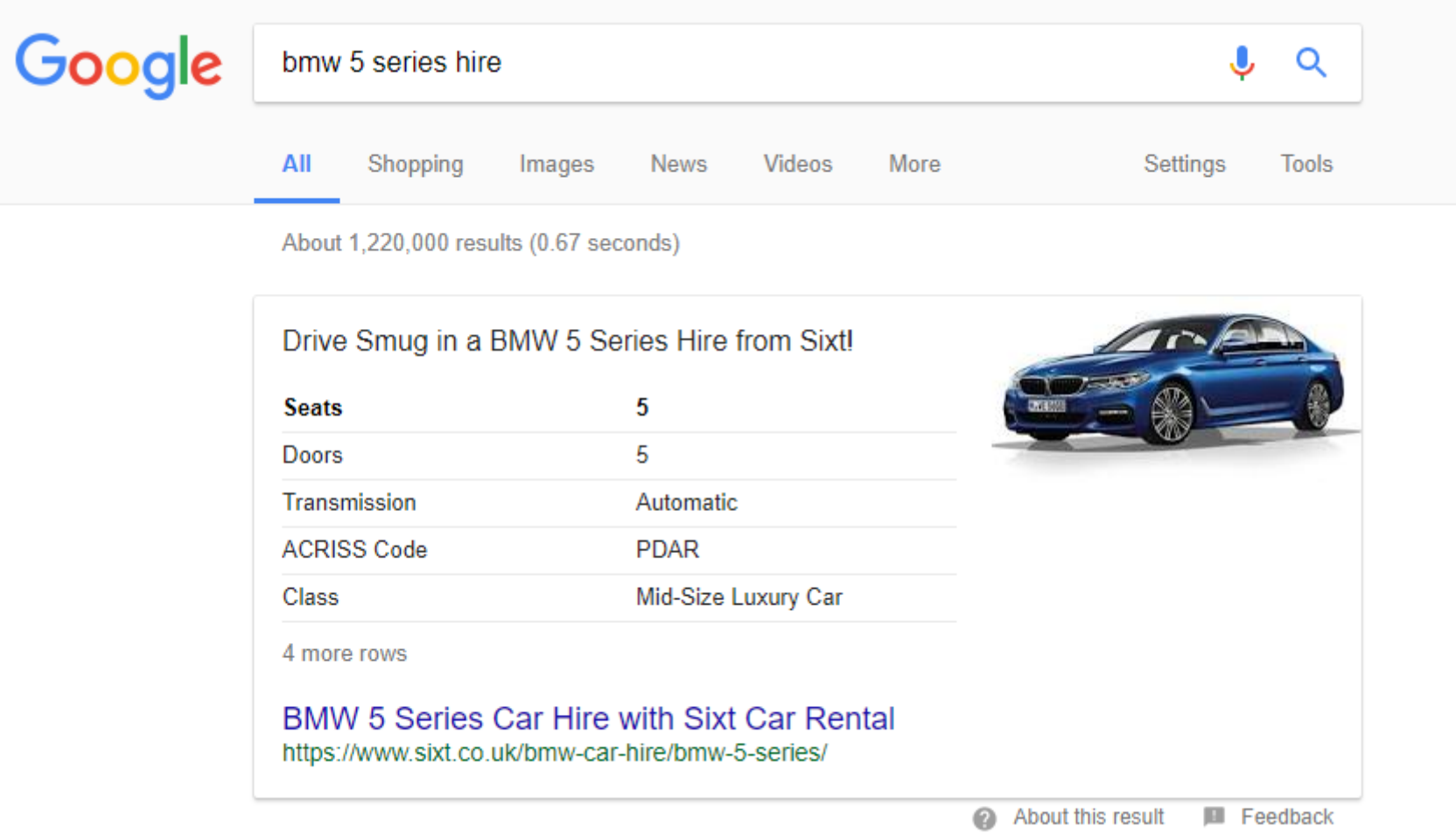
BOOK NOW

Energy Efficient Dynamics

The new generation of TwinPower Turbo engines are the driving force for the BMW 5 Series? improved performance and low fuel consumption. Three different drive modes allow you to move between ultra-efficient ECO PRO, the standard COMFORT setting or dynamic SPORT response.

BOOK NOW

Car Model Featured Snippets



Car Model Rich Snippets

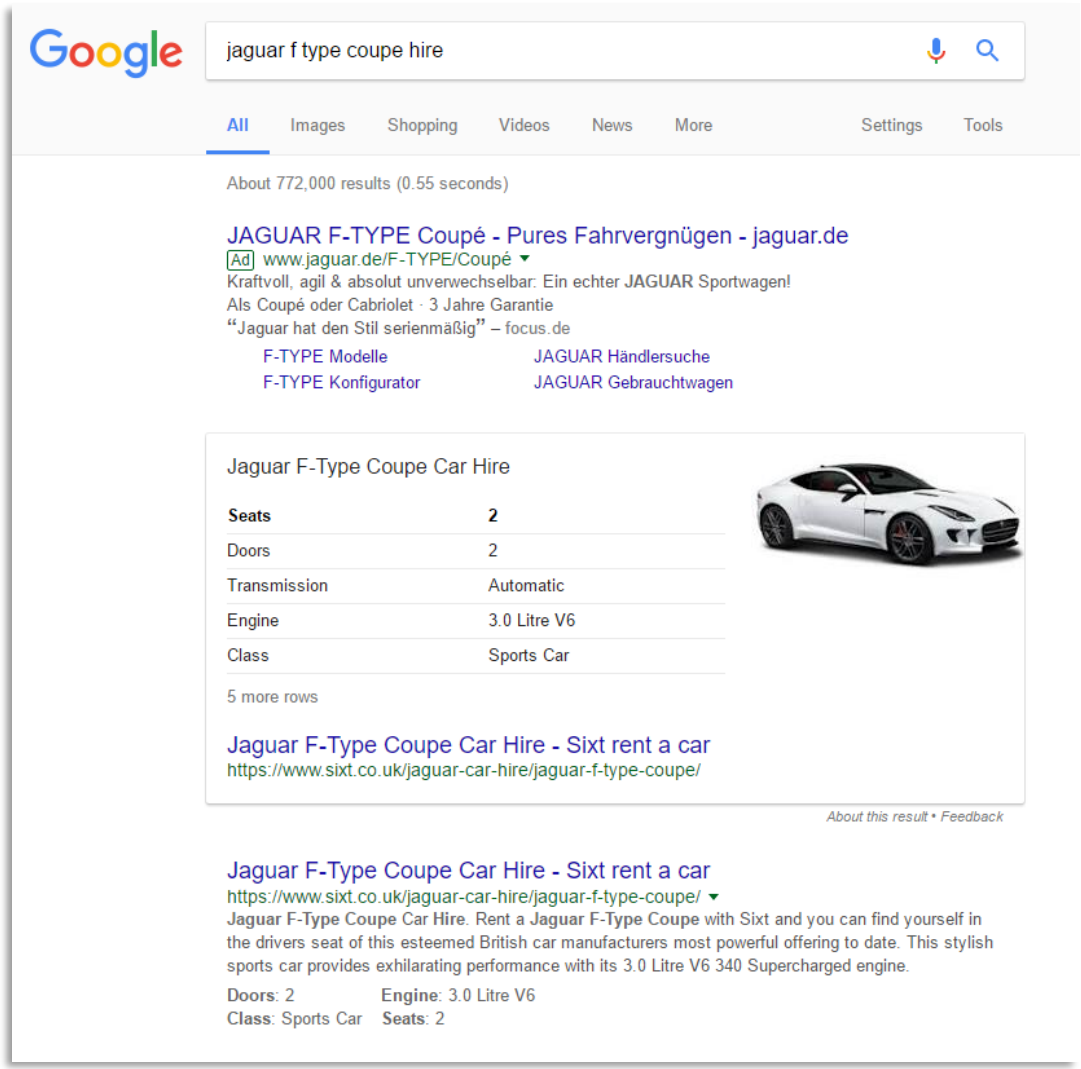
BMW M4 mieten | Sixt Autovermietung
https://www.sixt.de/marken/bmw/m4/ ▾ Translate this page
BMW M4 mieten bei der Sixt Autovermietung✓ Ausgezeichnet in Qualität und Service✓ 24h Bestellservice✓ Direkt bei Deutschlands Nummer 1 buchen und ...

Türen: 2 **Schaltung**: Automatik
Acriss Code: LZAR **Typ**: Sportwagen

Location Fiat 500 chez Sixt
https://www.sixt.fr/location-fiat/500/ ▾
Sixt vous propose de louer la **Fiat 500**, la citadine craquante en provenance d'Italie. Pour tout renseignement ou réserver : www.sixt.fr.

Motorisation: Essence **Places**: 2
Body Type: 2-door Hatchback **Class**: Citadine

Why have one when you can have both?



The Results: Car Model Snippets

Sixt.com

Pages Generating a Snippet:
18%

Sessions:
+183%

Conversions:
+41%

Sixt.co.uk

Pages Generating a Snippet:
28%

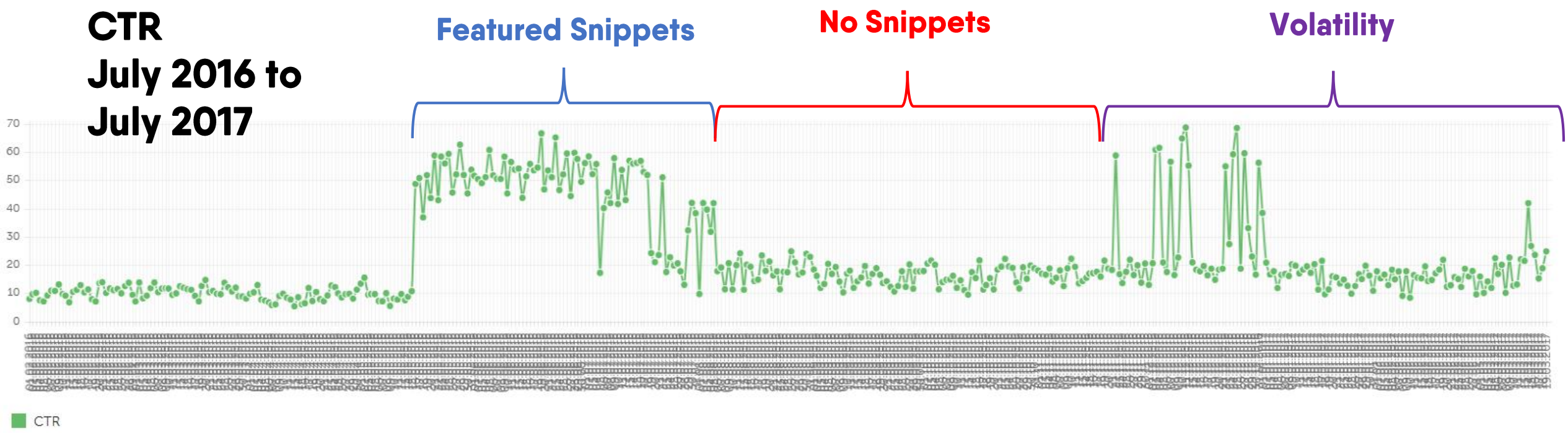
Sessions:
+46%

Conversions:
+48%

YoY Data from GA

Volatility with Car Model Featured Snippets

CTR
July 2016 to
July 2017



Source: SERPlorer data of Pages Generating a Snippet

Informational Featured Snippets

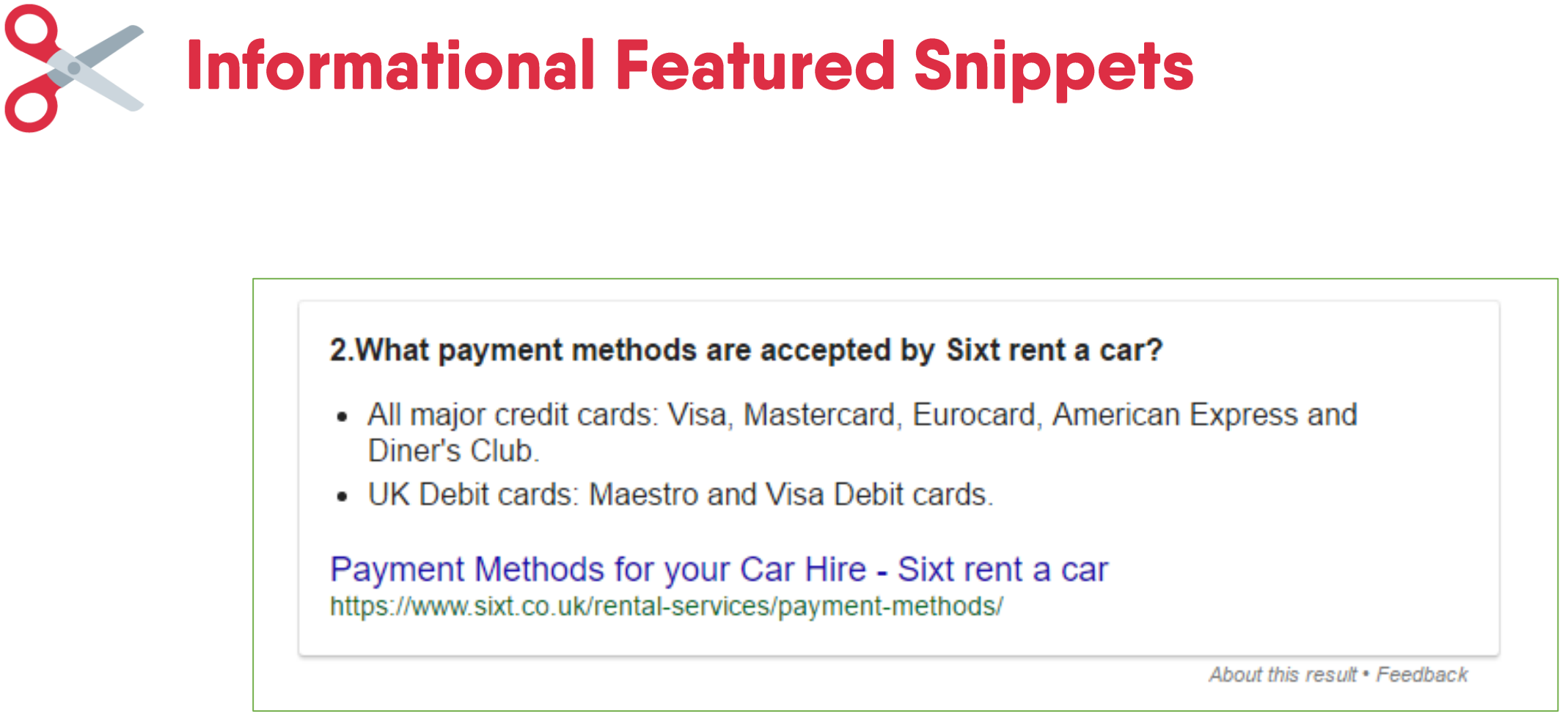
To rent a car in the UK and most countries, you must:

- Be 21 or over.
- Have held your driving licence for a minimum of 1 year.
- Driver's aged between 21 - 25 are limited to a selection of cars and vans.
- If you are under 25, you will also have to pay a Young Driver Surcharge.

Under 25s Car Hire & Student Discount - Sixt rent a car
https://www.sixt.co.uk/campaigns/student-offers/

About this result • Feedback

Informational Featured Snippets



Informational Featured Snippets

Country Restrictions for Car Hire without a Credit Card

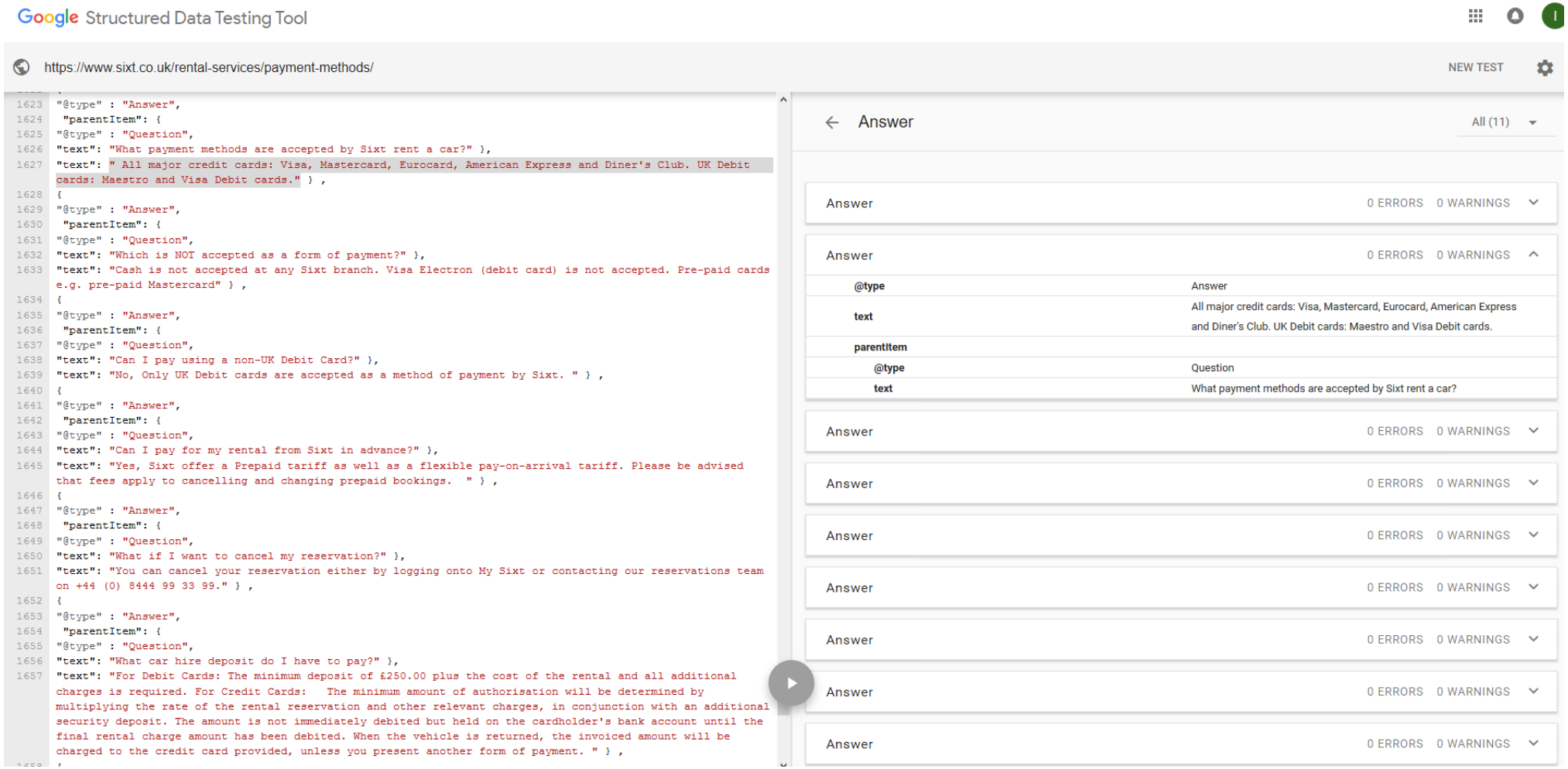
	Car Hire with Debit Card Possible?	Which Debit Cards?
Northern Ireland	Yes	Mastercard & VISA Debit
Ireland	No	N/A
USA	Yes	Mastercard & VISA Debit
Spain	No	N/A

12 more rows

Car Hire without Credit Card - Sixt Rental Services
https://www.sixt.co.uk/rental-services/car-hire-without-credit-card/

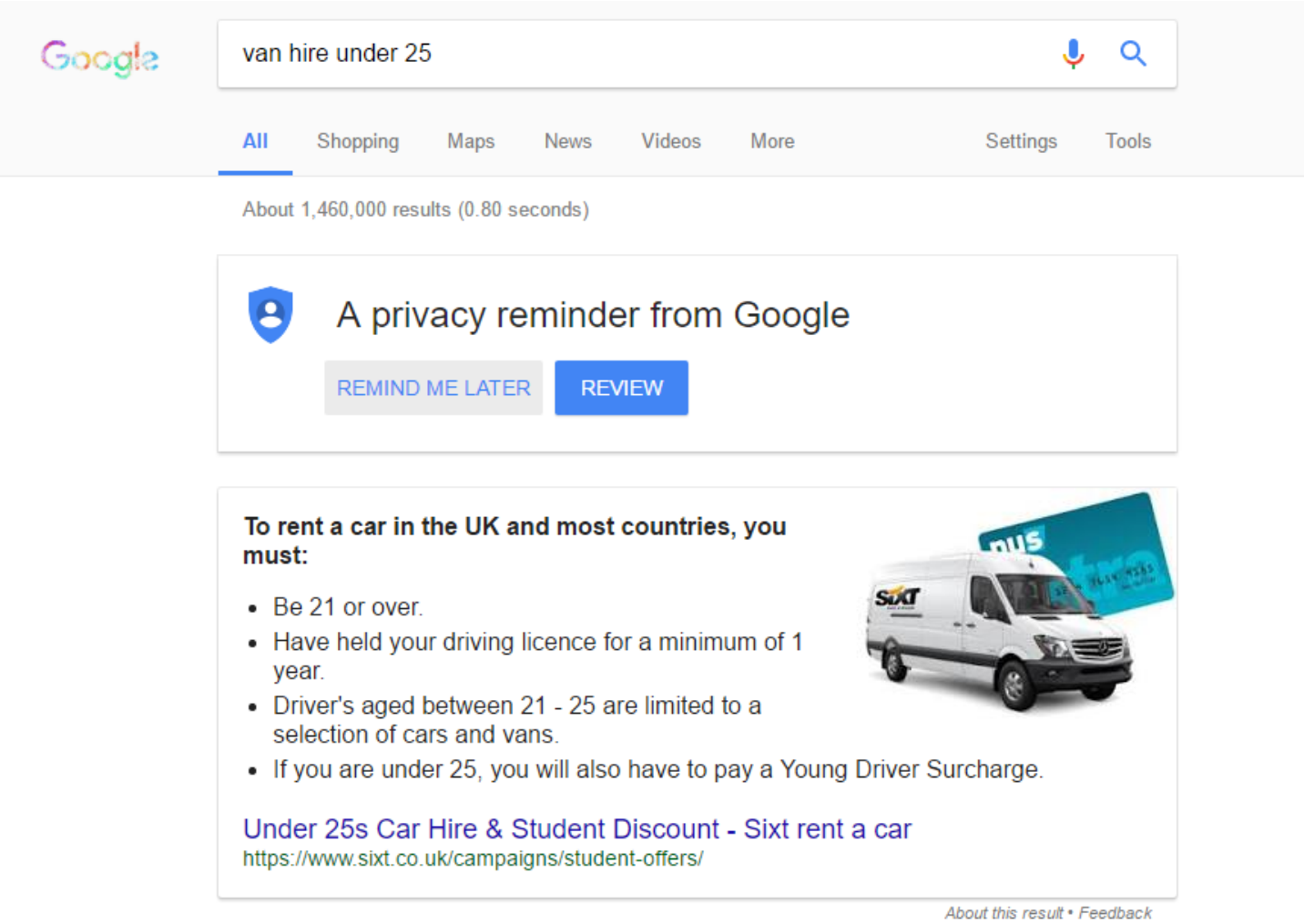
About this result • Feedback

Question and Answer Schema Mark up



The Bad Side of Featured Snippets

Images taken from other sources



Images taken from other sources

Google

van hire under 25

All Shopping Maps News Videos More Settings Tools

About 3,270,000 results (0.55 seconds)

A privacy reminder from Google

REMIND ME LATER REVIEW

To rent a car in the UK and most countries, you must:

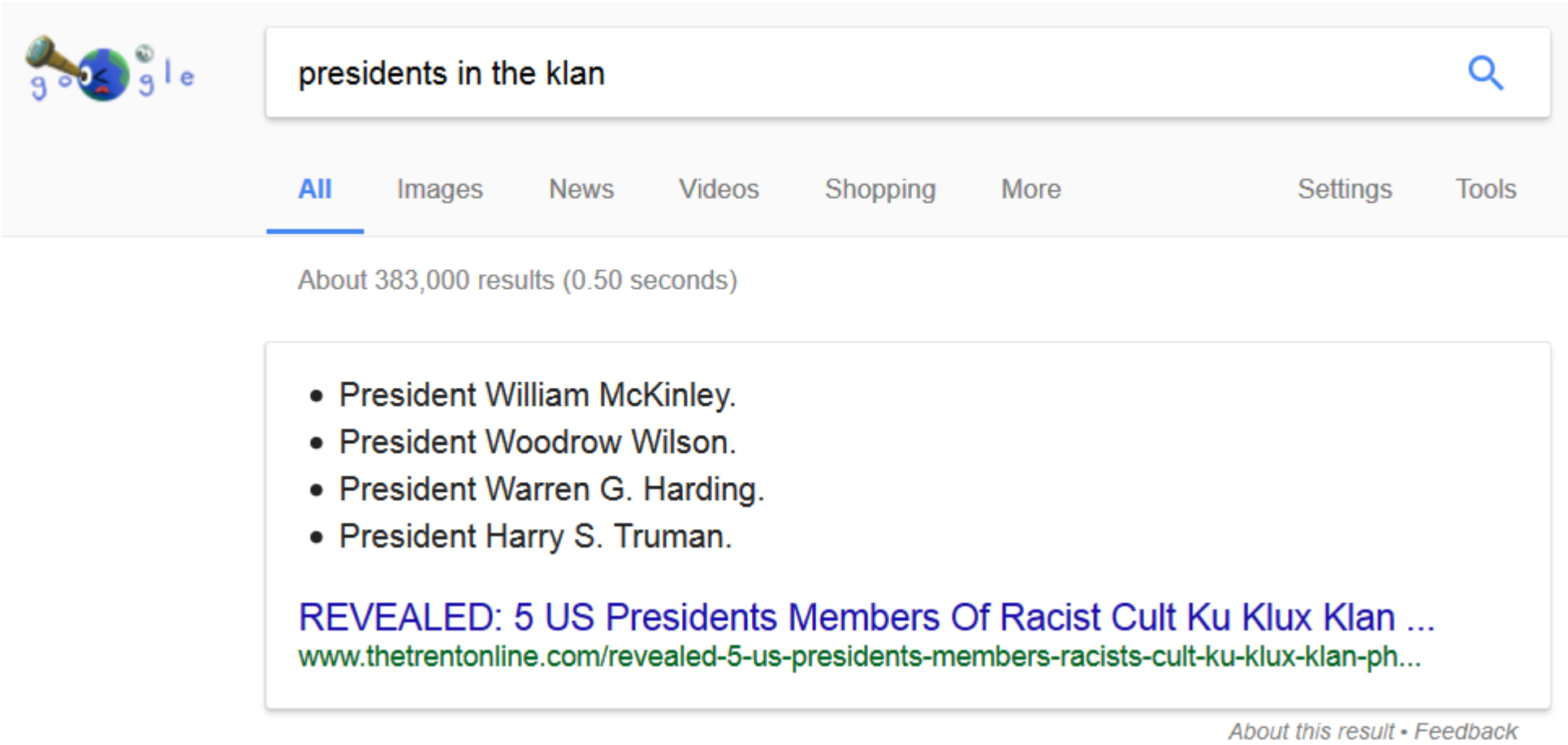
- Be 21 or over.
- Have held your driving licence for a minimum of 1 year.
- Driver's aged between 21 - 25 are limited to a selection of cars and vans.
- If you are under 25, you will also have to pay a Young Driver Surcharge.

Under 25s Car Hire & Student Discount - Sixt rent a car
https://www.sixt.co.uk/campaigns/student-offers/

About this result Feedback

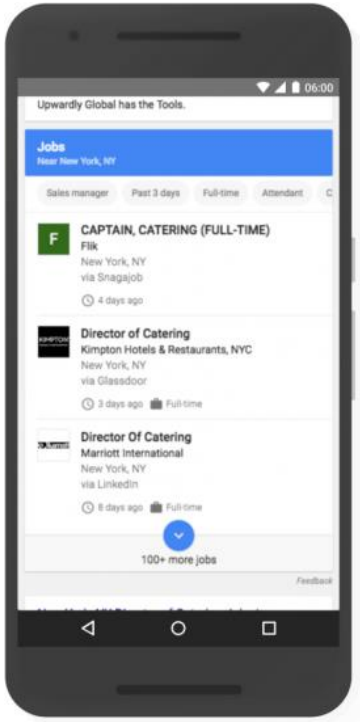
Under 25s Car Hire & Student Discount - Sixt rent a car
https://www.sixt.co.uk/campaigns/student-offers/
To rent a car in the UK and most countries, you must: Be 21 or over. Have held your driving licence for a minimum of 1 year. Driver's aged between 21 - 25 are limited to a selection of cars and vans. If you are under 25, you will also have to pay a Young Driver Surcharge.

Google taking fake news



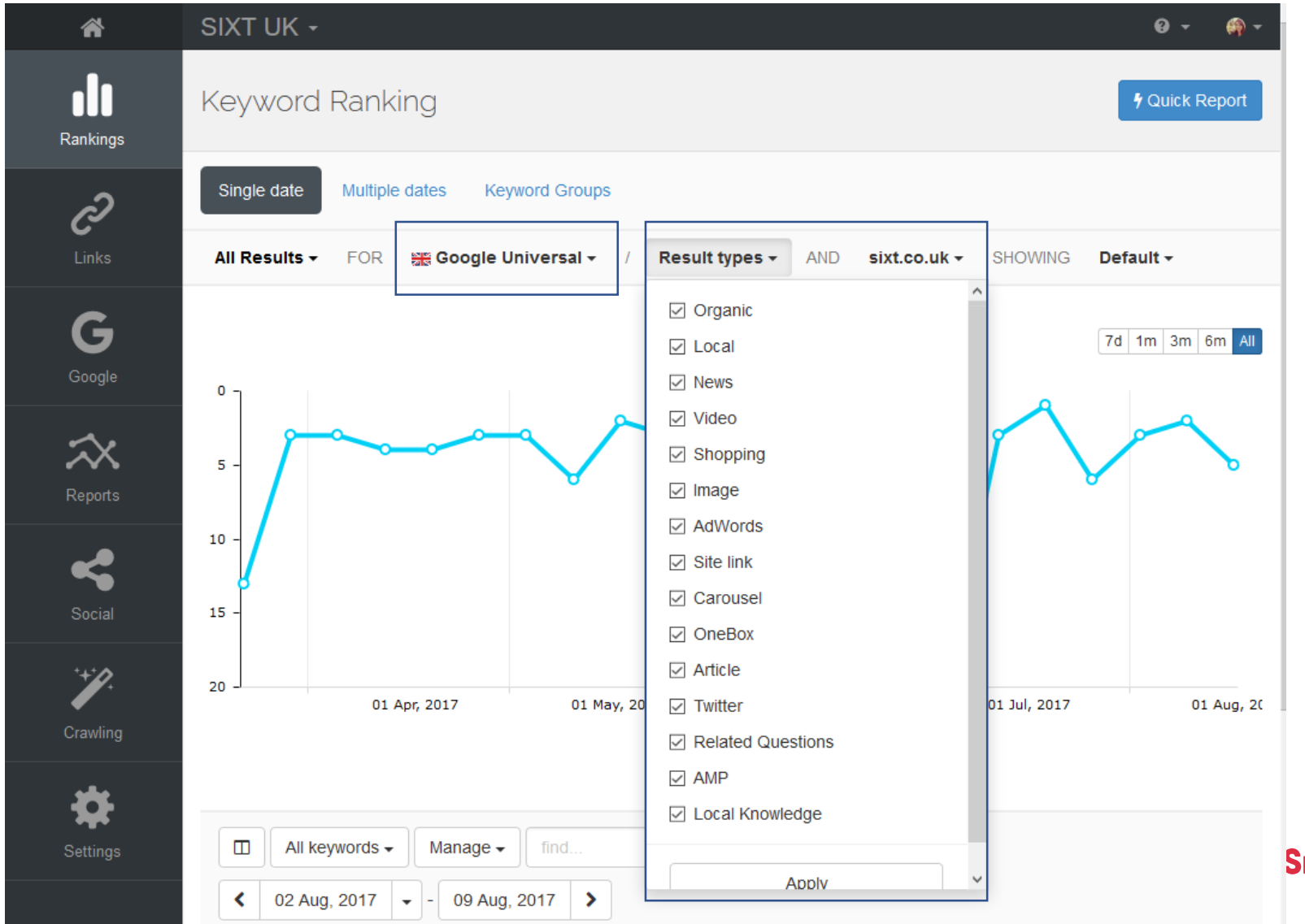
All your data are belong to us

- Providing all this structured data to Google means they can use it for their own gain
- Google Flights / Hotels / Jobs



How to Track Snippet Generation

Tracking Snippet Discovery in AWR Cloud



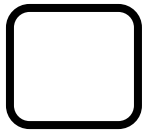
16.08.2017

Smith

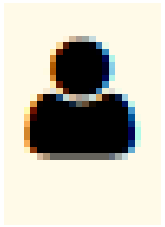
Tracking SERP Features in AWR Cloud

Keyword	SERP	Position
[redacted]		2
[redacted]		1
[redacted]		1
[redacted]		1
[redacted]		1
[redacted]		6
[redacted]		1
[redacted]		1
[redacted]		1
[redacted]		1
[redacted]		1
[redacted]		1
[redacted]		2
[redacted]		6
[redacted]		7

You‘re generating a featured snippet!

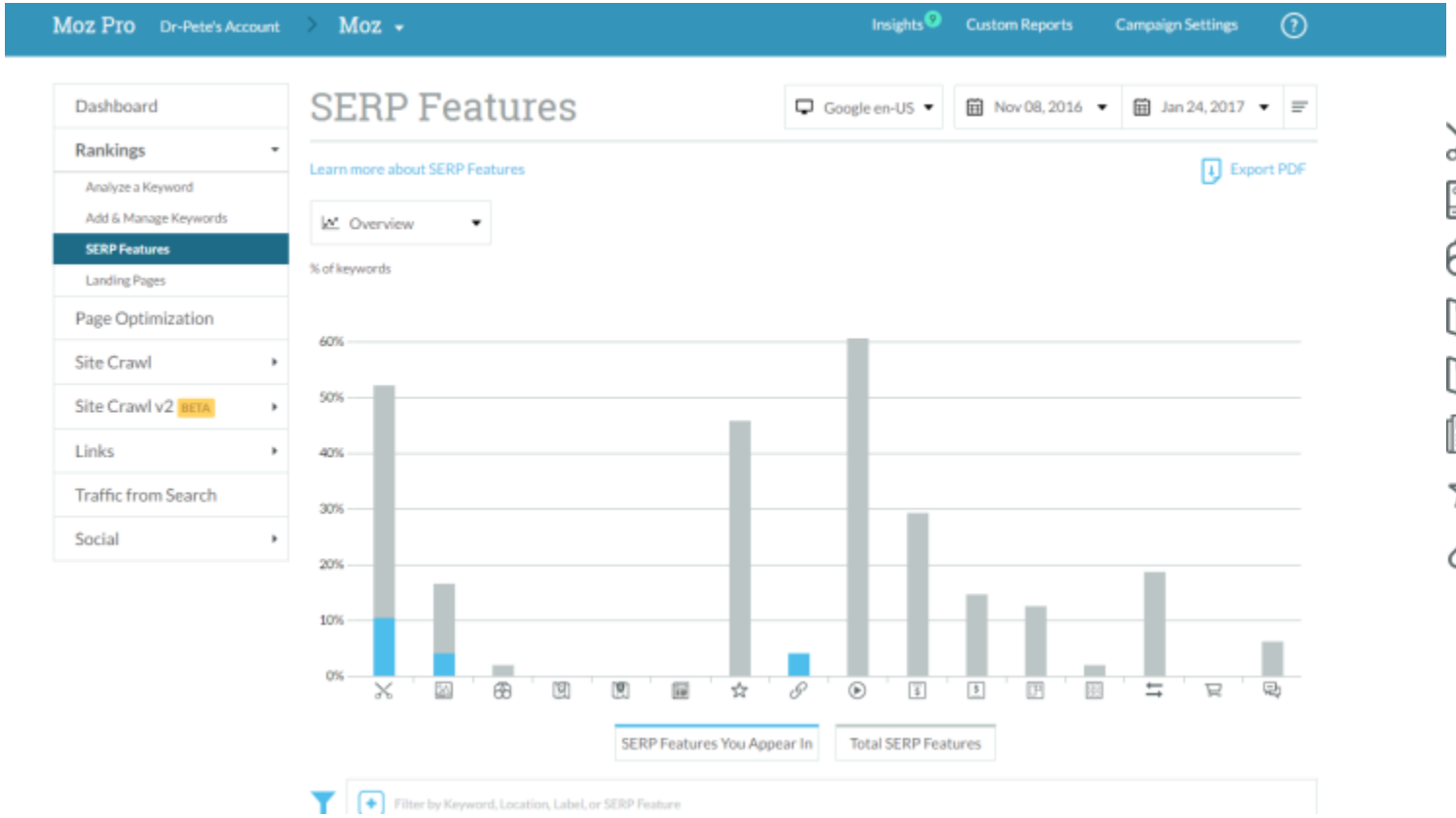


Someone else is generating a featured snippet ☹



People Also Asked (PAA) Box

Tracking SERP Features on Moz



- Featured Snippets
- Image Packs
- In-depth Articles
- Local Packs
- Local Teasers
- News Packs
- Reviews
- Site Links
- Videos
- AdWords Top
- AdWords Bottom
- Knowledge Cards
- Knowledge Panels
- Related Questions
- Shopping Results
- Tweets

Key Takeaways

Key Takeaways

- Do your question keyword research and think Longtail
- Give informative answers that hit the user intent
- Format your answers in a basic HTML structure
- Provide additional and related content that brings value and relevancy
- Use detailed Schema.org Mark-up implemented with JSON-LD
- Bulk out your snippets to ensure they are clicked
- Keep testing and trying
- Don‘t give up ;)

Thanks for Listening and Good Luck!

Facebook: Izzi Smith

isobel.smith@sixt.com