



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

16.08.2017

Izzi Smith

# **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

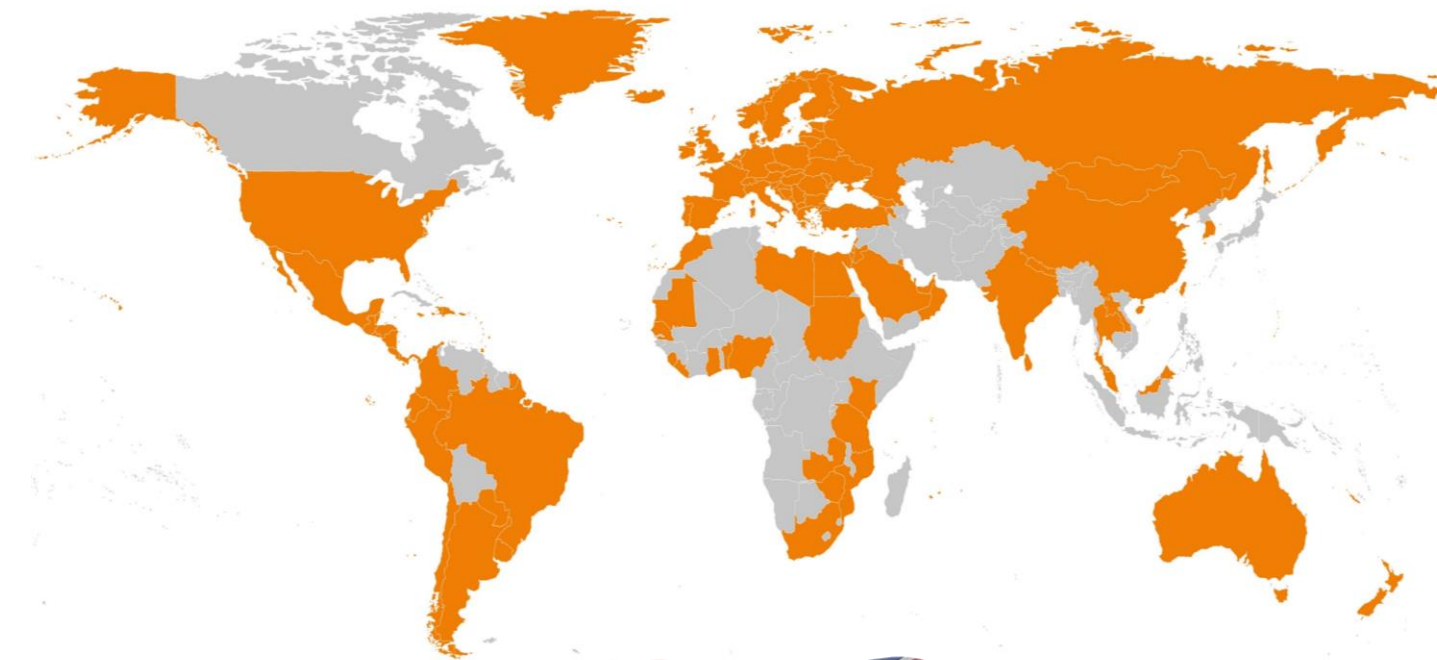


# Agenda

- 1. General information about Search 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  
SEO's?**



# No longer a collection of blue links

Google   My Account | Sign out

Results 1 - 10 of about 40,000,000 for corn [\[definition\]](#)

Web  
Images  
Groups  
News  
Froogle  
Local  
[more »](#)

[Advanced Search](#)  
[Preferences](#)  
[Search History](#)

**How a Corn Plant Grows**  
This means that growth and yield of a corn plant are functions of the plant's ... Familiarity with the names and locations of some corn plant parts is ...  
[maize.agron.iastate.edu/corngrows.html](#) - 50k - [Cached](#) - [Similar pages](#)

**Corn Cam**  
An image of a corn field that is updated every 15 minutes, plus archives of older photos, a FAQ, and links to related articles.  
[www.iowafarmer.com/corncam/corn.html](#) - 1k - [Cached](#) - [Similar pages](#)

**National Corn Growers Association - NCGA**  
Represents America's corn growers. Conducts scientific research, education and promotion of corn and its many uses. Areas of interest include: biotechnology ...  
[www.ncga.com/](#) - 29k - Jan 23, 2006 - [Cached](#) - [Similar pages](#)

**David Corn**  
David Corn Online ... Posted by David Corn at 08:49 AM | Comments (160) ... David Corn  
[www.tompaine.com](#) January 18, 2006 ...  
[www.davidcorn.com/](#) - 53k - Jan 23, 2006 - [Cached](#) - [Similar pages](#)

**Corn Refiners Association - Home Page**  
US national association representing the corn refining (wet milling) industry.  
[www.corn.org/](#) - 39k - Jan 23, 2006 - [Cached](#) - [Similar pages](#)

**American Corn Growers Association: <http://www.acga.org>: ACGA**  
Represents the interests of corn growers in 35 states. Site includes news and events, brochures and surveys, and political information.  
[www.acga.org/](#) - 24k - [Cached](#) - [Similar pages](#)

**Welcome to the Corn Palace Convention & Visitors Bureau**  
Official website of Mitchell, South Dakota and the World's Only Corn Palace. Includes information on local attractions and events, and provides business ...  
[www.cornpalace.org/](#) - 18k - [Cached](#) - [Similar pages](#)

**KingCorn - The Corn Growers's Guidebook (Purdue University)**  
KingCorn.org is a repository of online information that addresses almost every aspect of corn production management systems.  
[www.agry.purdue.edu/text/corn/](#) - 13k - Jan 23, 2006 - [Cached](#) - [Similar pages](#)

**Corn Products International, Inc.**  
Corn refiner producing dextrose and starch products.  
[www.cornproducts.com/](#) - 31k - Jan 23, 2006 - [Cached](#) - [Similar pages](#)

**CBOT - Corn Quotes Open Auction**  
CBOT - Corn Quotes Open Auction. ... 4 Hr Radar Loop · More Weather... Corn Futures (C). Delayed 10 minute data as of January 23, 2006 17:00 CST ...  
[www.cbot.com/cbot/pub/page/0,3181,1213,00.html](#) - 37k - Jan 23, 2006 - [Cached](#) - [Similar pages](#)

**Sponsored Links**

**Premium natural pet food**  
No corn, wheat, or by-products  
Info site compares to your brand  
[www.healthypetnet.com/](#)

**Gramafix Corn Fertilizer**  
Specific Fertilizer For Corn Plant  
NPK,MgSCa+Micro Nutrient  
[indonetwork.co.id/monagrojaya](#)

**Grill'n Stone**  
Outdoor Living - Barbecue  
Outdoor at Improvements Catalog  
[www.improvementscatalog.com](#)

**Corn Holders, 4 Pair**  
Other Kitchen Utensils  
Home at SHOP.COM  
[SHOP.COM](#)

**Black Bean Corn Cakes**  
Food - Camp/Hike  
Discover-Gifts  
[www.Discover-Gifts.com](#)

**Tapioca Starch**  
Nutrition  
Health and Beauty at Shopping.com  
[www.Shopping.com](#)

**Natural Choice Chops**  
60-oz box  
Home and Garden at PriceGrabber  
[www.pricegrabber.com](#)

**1b G.M.C. Corn Meal Bag**  
Vintage  
Collectibles at Ruby Lane  
[www.rubylane.com](#)

Done





# Boost your CTR, User Signals and Conversions

Weight Watchers chicken and mushroom pie recipe - goodtoknow



[www.goodtoknow.co.uk](http://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**

Google best vegan recipes

About 116,000,000 results (0.60 seconds)

**Be sure to tag it #cookieandkate so I don't miss it!**

- 1) Curried Coconut Quinoa and Greens with Roasted Cauliflower.
- 2) Sugar Snap Pea and Carrot Soba Noodles.
- 3) Kale, Black Bean and Avocado Burrito Bowl.
- 4) Creamy (vegan!) Butternut Squash Linguine with Fried Sage.
- 5) Sweet Potato & Black Bean Veggie Burgers.

More items...

**16 Delicious Vegan Dinner Recipes - Cookie and Kate**  
<https://cookieandkate.com/2015/16-vegan-dinner-recipes/>

About this result Feedback

**34 Best Vegan Recipes - Easy Vegan Dinner Ideas You'll Love**  
[www.goodhousekeeping.com/food-recipes/healthy/g807/vegan-recipes/](http://www.goodhousekeeping.com/food-recipes/healthy/g807/vegan-recipes/)  
31 Jul 2017 - These 33 inventive vegan entrees prove that dinners without meat or cheese ... 30+ Vegan Recipes That Will Impress Everybody at Your Table ...

**Vegan Recipes | Jamie Oliver**  
[www.jamieoliver.com/recipes/category/special-diets/vegan/](http://www.jamieoliver.com/recipes/category/special-diets/vegan/)  
Finding inspiration when cooking vegan meals isn't as difficult as people might think. ... All of our vegan recipes are based on guidelines from The Vegan Society and exclude ... We use cookies to give you the best experience on our website.  
15 minutes Super easy ... - Mini Vegan Doughnuts - Is a vegan diet healthy?

**Vegan recipes | BBC Good Food**  
<https://www.bbcgoodfood.com/recipes/collection/vegan>  
This easy vegan version of French toast is best served golden brown and slathered with maple syrup and fresh fruit. The perfect indulgent brunch option.

**40 All-Time Best Vegetarian Recipes | Food Network Canada**  
[www.foodnetwork.ca/everyday-cooking/photos/all-time-best-vegetarian-recipes/](http://www.foodnetwork.ca/everyday-cooking/photos/all-time-best-vegetarian-recipes/)  
21 Mar 2017 - From quick and easy vegetarian pad Thai to unbelievably tasty veggie burgers, ... flavourful and filling — truly making them the best of the best!

**16 Delicious Vegan Dinner Recipes - Cookie and Kate**  
<https://cookieandkate.com/2015/16-vegan-dinner-recipes/>  
26 Jan 2015 - Be sure to tag it #cookieandkate so I don't miss it! 1) Curried Coconut Quinoa and Greens with Roasted Cauliflower. 2) Sugar Snap Pea and Carrot Soba Noodles. 3) Kale, Black Bean and Avocado Burrito Bowl. 4) Creamy (vegan!) Butternut Squash Linguine with Fried Sage. 5) Sweet Potato & Black Bean Veggie Burgers.



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](http://www.wikihow.com/Be-Cool)

About this result Feedback

**3 Ways to Be Cool - wikiHow**  
[www.wikihow.com](http://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](http://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> ▼

★★★★★ 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	<a href="#">Creamfields 2017</a>	Daresbury, United Kingdom
25 Aug - 27 Aug	<a href="#">Leeds Festival 2017</a>	Leeds, United Kingdom
16 Sep - 3 Oct	<a href="#">Oktoberfest 2017</a>	Oktoberfest 2017, Munich ...



## Rich Snippets

### Recipe

#### Sweet German dumplings (dampfnudel) recipe | BBC Good Food



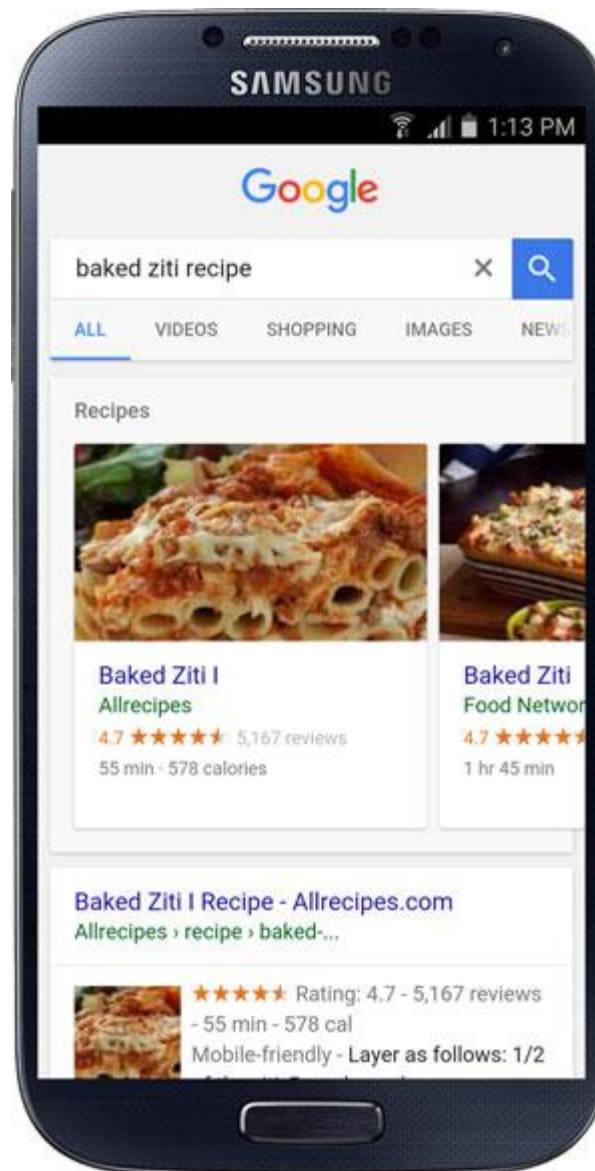
<https://www.bbcgoodfood.com/recipes/sweet-german-dumplings> ▼

★★★★★ 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





# 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

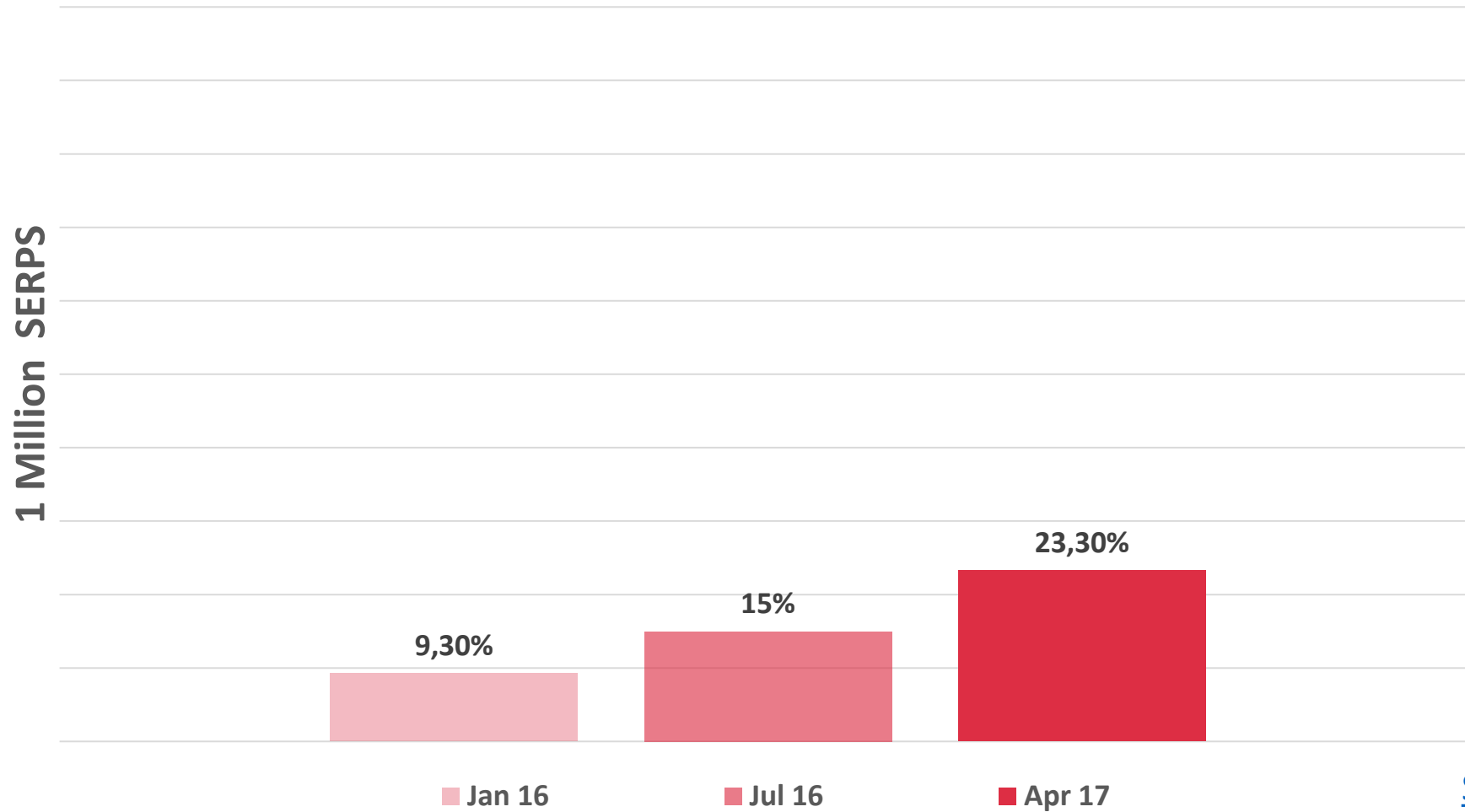


**Featured Snippets,  
Position 0,  
One box**





# Featured Snippets are increasing

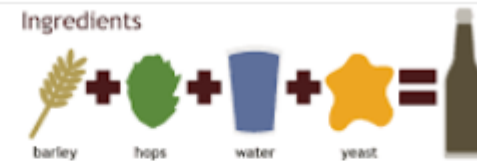




# Featured Snippet Flavours

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](http://blog.beeriety.com/2009/07/06/how-beer-is-made/)  
[blog.beeriety.com/2009/07/06/how-beer-is-made/](http://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](http://www.wikihow.com/Win-a-Fight-in-Under-30-Seconds)

About this result Feedback



# Featured Snippet Flavours

**Table**  
**11%**

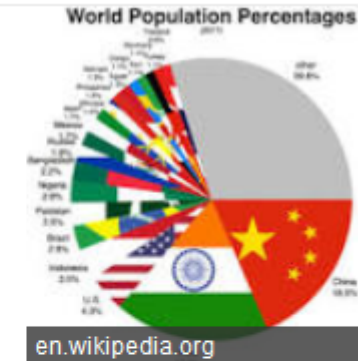
Countries in the world by population (2017)

#	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/](http://www.worldometers.info/world-population/population-by-country/)

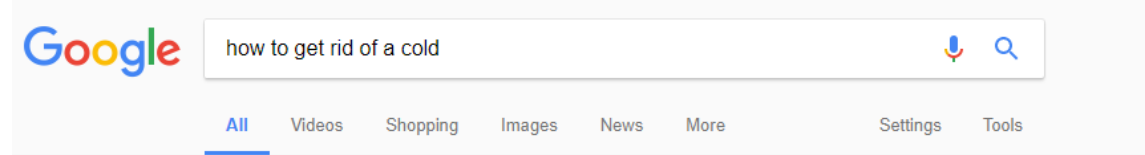


[? About this result](#) [Feedback](#)



# They increase the Quantity and Quality of your traffic

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



About 6,540,000 results (0.65 seconds)

They may not get rid of a cold but they could help ease some of your cold symptoms. Warm drinks can offer relief for your cough and **sore**-throat symptoms by stimulating salivation and secretions to help soothe and lubricate your throat. So when you're trying to treat a cold, hot tea can be helpful. 2.

**5 Tips on How to Get Rid of a Cold - Vicks**

<https://vicks.com/en-us/treatments/how-to-treat-a-cold/how-to-get-rid-of-a-cold>

[About this result](#) [Feedback](#)

## People also ask

How do I get over a cold fast? [▼](#)

How do you get rid of a cold fast? [▼](#)

How do you get over the flu? [▼](#)

How do I treat a flu? [▼](#)

[Feedback](#)

**10 Healthy Ways to Get Fast Relief for Cold and Flu - WebMD**

[symptoms.webmd.com/cold-flu-map/cold-and-flu-treatment-checklist](https://symptoms.webmd.com/cold-flu-map/cold-and-flu-treatment-checklist) [▼](#)

30 Sep 2016 - Take them as directed, and don't give them to children under age 6 without your pediatrician's OK. Pain reliever for fever and aches. Doctors usually recommend acetaminophen. Lozenges for a sore throat. Decongestant for stuffiness. Expectorant to thin mucus. Antihistamine to dry up a runny nose.

# 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

Primary Dimension: Search Query

Secondary dimension ▾

Include ▾ Search Query ▾ Matching RegExp wie hoch |was ist |wie viel |v ×

and

+ Add a dimension or metric ▾

Apply cancel



[AnswerThePublic.com](https://www.answerthepublic.com)





# Research your Potential

[AnswerThePublic.com](https://www.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

16.08.2017

Technical SEO Meetup Munich

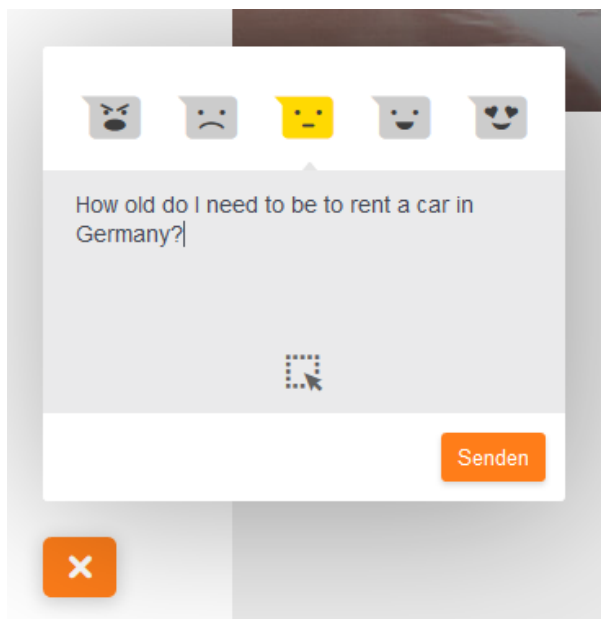
Izzi Smith

**SIXT**

# Research your Potential

What questions can you answer?

## Hotjar Surveys



A screenshot of a Hotjar survey overlay on a website. The survey has five emoji-based rating options: angry, sad, neutral, happy, and very happy. The question is "How old do I need to be to rent a car in Germany?". There is a text input field with a cursor and a "Senden" button. A close button (X) is in the bottom left corner.

## Forum Websites

Which car rental company for under 21s?

Watch this Topic

Browse forums ▾ All | Queensland forums | Gold Coast forum



Gold Coast forums ▾

Search



starlol  
Sydney, Australia



1 post

### Which car rental company for under 21s?

Save Topic

Jul 05, 2011, 4:28 AM

i am planning a visit with a bunch of friends to the gold coast in a few weeks. and we would like to hire a car so we can get around easier, but the thing is we are all under 21 and on our provisional drivers licence. so we wont be able to hire from the big companies.

i have done some research to find which company hire to under 21s and was wondering if anyone has heard of these company or have used them before. and if any one has any good recommendations.



## Research your Possibilities

- 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

The screenshot shows a Google search interface. The search bar contains the text "how to tie a tie". Below the search bar, there are tabs for "All", "Videos", "Images", "News", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 25,600,000 results (0.75 seconds)". The main content area displays a search result titled "The Windsor Knot Tying Instructions". To the right of the text are several small diagrams illustrating the steps of tying a Windsor knot. Below the text, there is a link to "How To Tie A Windsor Knot | Ties.com" with the URL "https://www.ties.com/how-to-tye-a-tye/windsor". At the bottom right of the search result, there are links for "About this result" and "Feedback".

Google

how to tie a tie

All Videos Images News Shopping More Settings Tools

About 25,600,000 results (0.75 seconds)

**The Windsor Knot Tying Instructions**

1. Start with the wide end of the tie on the right and the small end on the left. ...
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.

More items...

[How To Tie A Windsor Knot | Ties.com](https://www.ties.com/how-to-tye-a-tye/windsor)  
<https://www.ties.com/how-to-tye-a-tye/windsor>

About this result Feedback



# 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**

Google search results for "how to build a house". The search bar shows the query and a magnifying glass icon. Below the search bar are tabs for "All", "Videos", "Books", "Images", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 4,850,000,000 results (1.03 seconds)".

The first result is titled "Part 4 Breaking Ground" and contains a list of four steps:

1. Lay the foundation. After a site crew excavates the plot, you'll begin the work of laying the foundation. ...
2. Pour the concrete foundation on which to build. ...
3. Set up building lines. ...
4. Install your chosen type of floor.

Below the list is a link to "How to Build a House (with Pictures) - wikiHow" with the URL [www.wikihow.com/Build-a-House](http://www.wikihow.com/Build-a-House).

At the bottom of the result box, there are links for "About this result" and "Feedback".

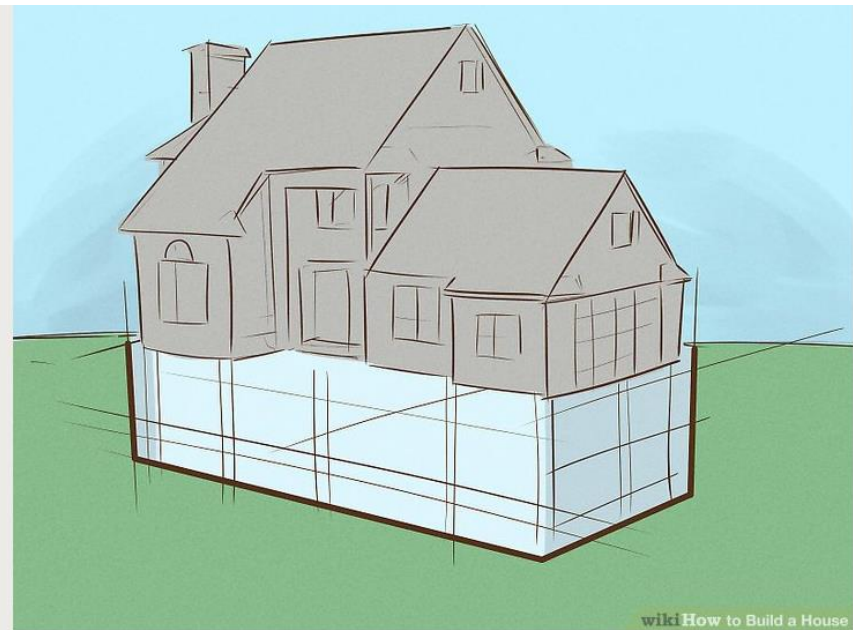
Below the result box, there is another link to "How to Build a House (with Pictures) - wikiHow" with the URL [www.wikihow.com](http://www.wikihow.com) and a breadcrumb trail: "... > House Designs and Plans". Below this link is a star rating: "★★★★★ Rating: 89% - 43 votes".

Below the star rating is a paragraph of text: "Part 4. Breaking Ground. Lay the foundation. After a site crew excavates the plot, you'll begin the work of laying the foundation. Pour the concrete foundation on which to build. Set up building lines. Install your chosen type of floor."



# 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.<sup>[7]</sup>



# Choose the most relevant Format

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

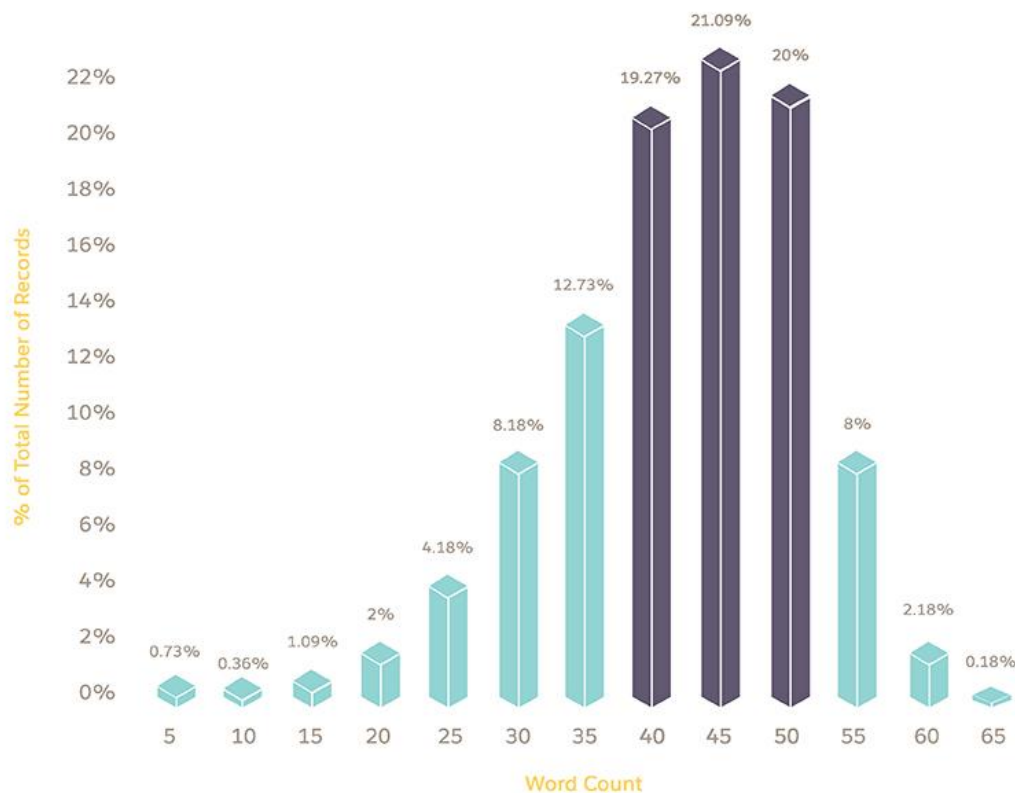




# Choose the most relevant Format

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

OPTIMAL FEATURED SNIPPET LENGTHS



**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)  
<https://support.apple.com/en-gb/iphone/repair/service/pricing>



[? About this result](#) [Feedback](#)



# Choose the most relevant Format

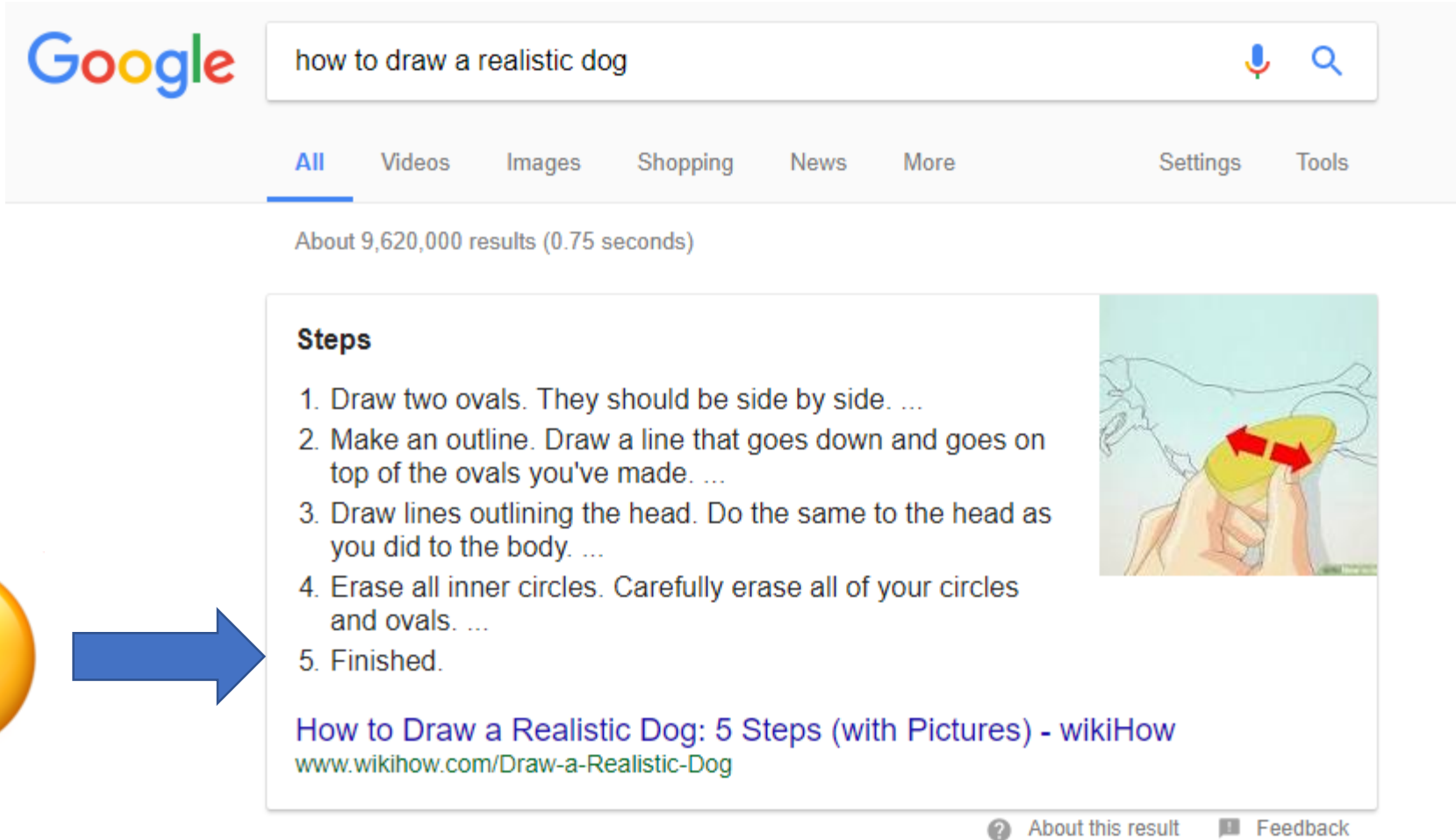
## Which and Numerical Data: Basic HTML Tables

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



The screenshot shows a Google search interface. The search bar contains the text "how to draw a realistic dog". Below the search bar, the "All" tab is selected. The search results show "About 9,620,000 results (0.75 seconds)". A featured snippet is displayed with the title "Steps" and a list of five steps: 1. Draw two ovals. They should be side by side. ... 2. Make an outline. Draw a line that goes down and goes on top of the ovals you've made. ... 3. Draw lines outlining the head. Do the same to the head as you did to the body. ... 4. Erase all inner circles. Carefully erase all of your circles and ovals. ... 5. Finished. To the right of the text is an illustration of a hand holding a yellow oval with red arrows indicating the direction of drawing. Below the steps, the link "How to Draw a Realistic Dog: 5 Steps (with Pictures) - wikiHow" is shown, followed by the URL "www.wikihow.com/Draw-a-Realistic-Dog". At the bottom right of the snippet, there are links for "About this result" and "Feedback".

**Steps**

1. Draw two ovals. They should be side by side. ...
2. Make an outline. Draw a line that goes down and goes on top of the ovals you've made. ...
3. Draw lines outlining the head. Do the same to the head as you did to the body. ...
4. Erase all inner circles. Carefully erase all of your circles and ovals. ...
5. Finished.

[How to Draw a Realistic Dog: 5 Steps \(with Pictures\) - wikiHow](https://www.wikihow.com/Draw-a-Realistic-Dog)  
[www.wikihow.com/Draw-a-Realistic-Dog](https://www.wikihow.com/Draw-a-Realistic-Dog)

[About this result](#) [Feedback](#)





## 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](http://www.wikihow.com/Draw-a-Flower)



? About this result    Feedback



# Lists: Google displays a maximum of 8 items

The screenshot shows a Google search interface. The search bar contains the text "benefits of link building". Below the search bar, the "All" tab is selected. The search results show "About 20,300,000 results (0.75 seconds)". The first result is a list titled "Even beyond SEO, there are clear benefits of link building, and below are just 10 of them:". The list contains 10 items, each followed by an ellipsis: "Domain & Page Authority. ...", "Referral Traffic. ...", "Brand Visibility. ...", "Brand Authority. ...", "Exposure to Other Industry Authorities. ...", "Influencer Marketing. ...", "Syndication Boosts. ...", and "Trust and Credibility Indicators.". Below the list is a link "More items...". The result is from "The Top 10 Benefits Of Link Building - Forbes" with the URL "www.forbes.com/sites/jaysondemers/2016/01/07/the-top-10-benefits-of-link-building/". At the bottom right of the screenshot, it says "About this result • Feedback".

Google

benefits of link building

All News Videos Images Shopping More Settings Tools

About 20,300,000 results (0.75 seconds)

**Even beyond SEO, there are clear benefits of link building, and below are just 10 of them:**

- Domain & Page Authority. ...
- Referral Traffic. ...
- Brand Visibility. ...
- Brand Authority. ...
- Exposure to Other Industry Authorities. ...
- Influencer Marketing. ...
- Syndication Boosts. ...
- Trust and Credibility Indicators.

More items...

[The Top 10 Benefits Of Link Building - Forbes](https://www.forbes.com/sites/jaysondemers/2016/01/07/the-top-10-benefits-of-link-building/)  
[www.forbes.com/sites/jaysondemers/2016/01/07/the-top-10-benefits-of-link-building/](https://www.forbes.com/sites/jaysondemers/2016/01/07/the-top-10-benefits-of-link-building/)

About this result • Feedback



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

Google search results for "2016 mercedes-benz c-class release date".


Search results summary: About 22,600,000 results (0.60 seconds)

2016 Mercedes-Benz C-Class Release Date

Model	Release Date	Price
2016 Mercedes-Benz C300 4MATIC	August 2015	\$40,950
2016 Mercedes-Benz C350e	September 2015	TBA
2016 Mercedes-Benz C450 AMG Sport	September 2015	TBA
2016 Mercedes-Benz C63 AMG	August 2015	\$64,700

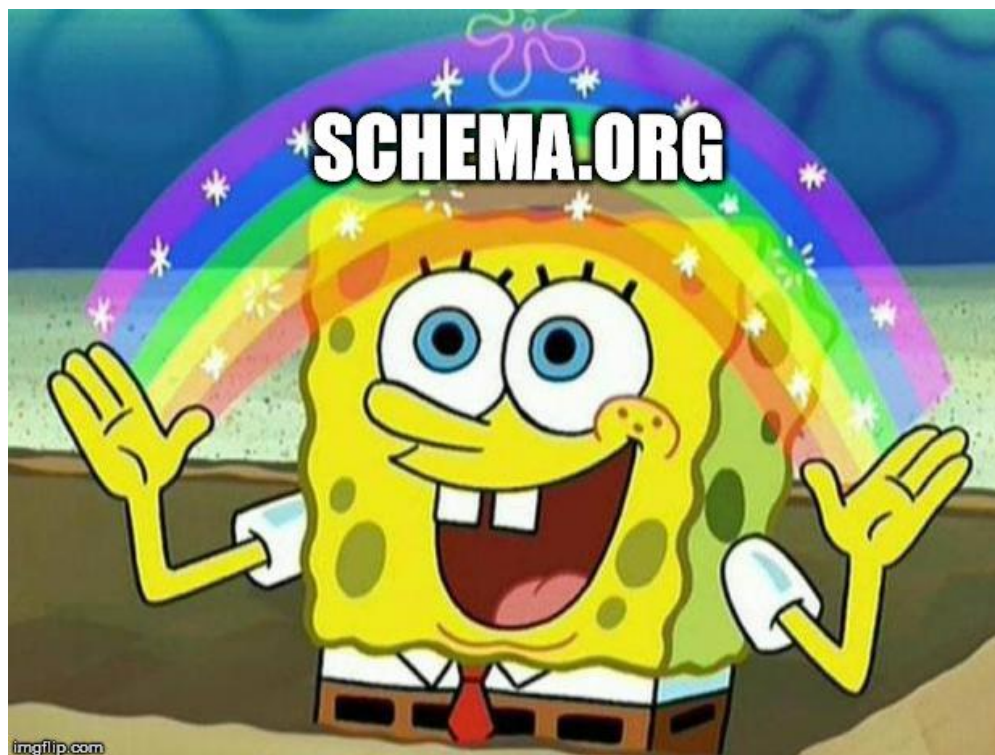
3 more rows

2016 Mercedes-Benz C-Class Release Date - Loeber Motors  
[www.loebermotors.com/blog/2016-mercedes-benz-c-class-release-date/](http://www.loebermotors.com/blog/2016-mercedes-benz-c-class-release-date/)



# **Step 5: Schema Mark up**

# Schema.org Mark up



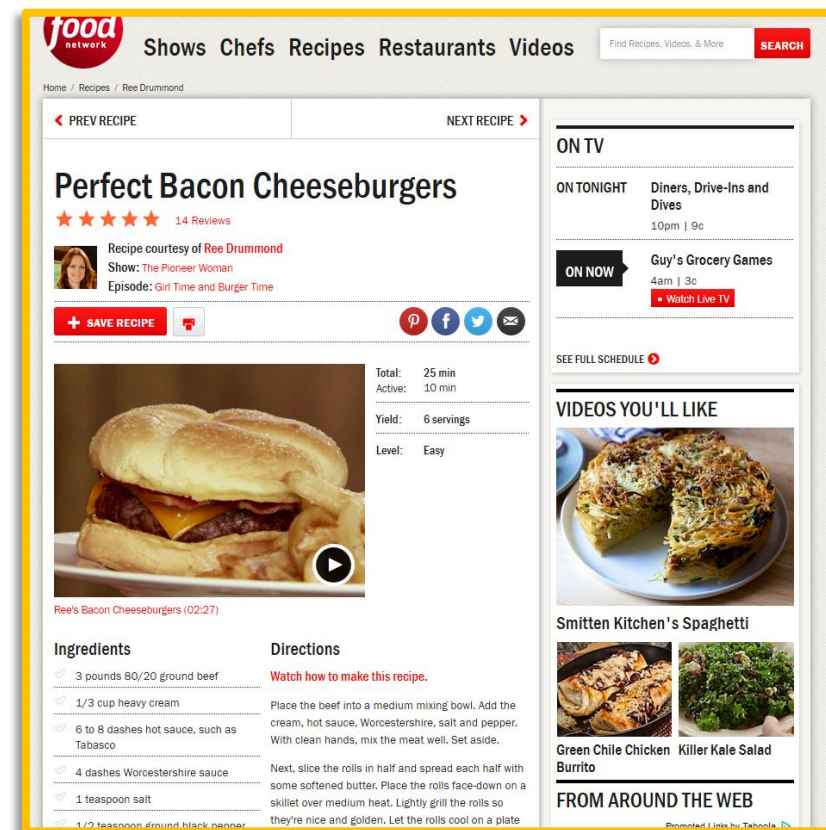


# Schema.org Mark up

„What's all this about?“



Google





## E.g. Recipe

Reviews

Author

Image

Ingredients

Perfect Bacon Cheeseburgers

★★★★★ 14 Reviews

Recipe courtesy of **Ree Drummond**  
Show: *The Pioneer Woman*  
Episode: *Girl Time and Burger Time*

+ SAVE RECIPE

Total: 25 min  
Active: 10 min

Yield: 6 servings

Level: Easy

Cooking Time

Servings

Method

Ingredients

- 3 pounds 80/20 ground beef
- 1/3 cup heavy cream
- 6 to 8 dashes hot sauce, such as Tabasco
- 4 dashes Worcestershire sauce
- 1 teaspoon salt
- 1/2 teaspoon ground black pepper
- 6 kaiser rolls

Directions

Watch how to make this recipe.

Place the beef into a medium mixing bowl. Add the cream, hot sauce, Worcestershire, salt and pepper. With clean hands, mix the meat well. Set aside.

Next, slice the rolls in half and spread each half with some softened butter. Place the rolls face-down on a skillet over medium heat. Lightly grill the rolls so they're nice and golden. Let the rolls cool on a plate until you need them.



# 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"
      }
    }
  ]
}
```

## Perfect Bacon Cheeseburgers Recipe | Ree Drummond | Food Network



[www.foodnetwork.com](http://www.foodnetwork.com) > [Recipes](#) > [Ree Drummond](#) ▼

★★★★★ Rating: 4.6 - 14 reviews - 25 mins

Get Perfect Bacon Cheeseburgers Recipe from Food Network. ... Episode: Girl Time and Burger Time. Save Recipe Print ... Ree's Bacon Cheeseburgers (02:27) ...



**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

```
1 <script type="javascript/ld+json">
2 {
3   "@context": "http://schema.org",
4   "@type": "BlogPosting",
5   "mainEntityOfPage": {
6     "@type": "WebPage",
7     "@id": "https://serps.com/blog/seo-domain-considerations-next-microsite/"
8   },
9   "headline": "SEO and Domain Considerations for Your Next Microsite",
10  "image": {
11    "@type": "ImageObject",
12    "url": "https://serps.com/app/uploads/2016/04/technical-seo-topic-header-1.png",
13    "height": 413,
14    "width": 1159
15  },
16  "datePublished": "2016-04-25T17:10:06-07:00",
17  "dateModified": "2016-05-05T15:30:25-07:00",
18  "author": {
19    "@type": "Person",
20    "name": "Chris Goddard"
21  },
22  "publisher": {
23    "@type": "Organization",
24    "name": "SERPs.com",
25    "logo": {
26      "@type": "ImageObject",
27      "url": "https://serps.com/app/uploads/2016/05/serps-logo-60.png",
28      "height": 60,
29      "width": 300
30    }
31  },
32  "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."
33 }
34 </script>
```



# Schema.org Dynamic GTM Implementation

```
1 <script>
2 (function(){
3   var data = {
4     "@context": "http://schema.org",
5     "@type": "BlogPosting",
6     "mainEntityOfPage": {
7       "@type": "WebPage",
8       "@id": "{{Page URL}}"
9     },
10    "headline": "{{SCHEMA - Article Headline}}",
11    "image": {
12      "@type": "ImageObject",
13      "url": "{{SCHEMA - Article Image}}",
14      "height": 413,
15      "width": 1159
16    },
17    "datePublished": "{{SCHEMA - Article datePublished}}",
18    "author": {
19      "@type": "Person",
20      "name": "{{SCHEMA - Author Name}}"
21    },
22    "publisher": {
23      "@type": "Organization",
24      "name": "SERPs.com",
25      "logo": {
26        "@type": "ImageObject",
27        "url": "https://serps.com/app/uploads/2016/05/serps-logo-60.png",
28        "height": 60,
29        "width": 300
30      }
31    },
32    "description": "{{SCHEMA - Article Description}}"
33  }
34
35  var script = document.createElement('script');
36  script.type = "application/ld+json";
37  script.innerHTML = JSON.stringify(data);
38  document.getElementsByTagName('head')[0].appendChild(script);
39  })(document);
40 </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

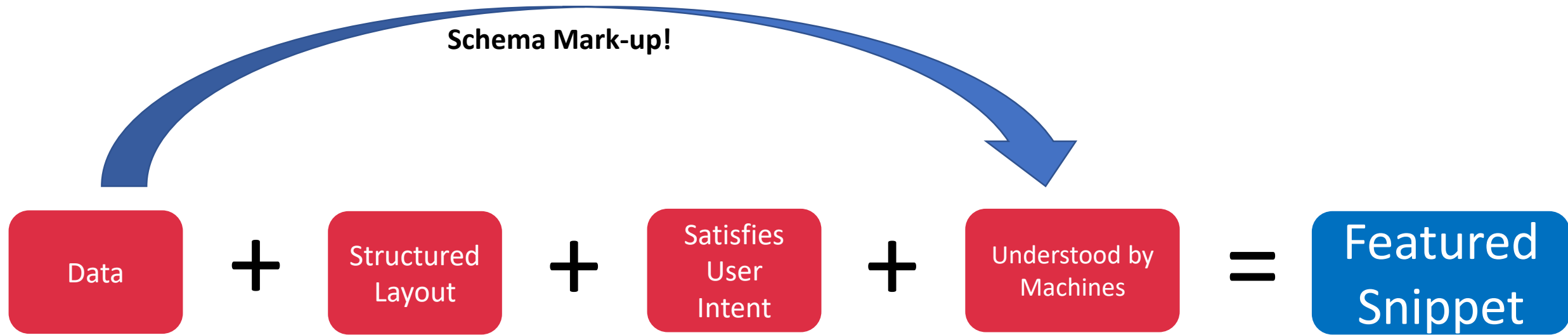


# Schema mark up leads to Rich Snippets





**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


LOGIN  MENU 

[Home](#) >> [FAQs](#) >> [Requirements, Rules & Regulations](#)

## Driver's Requirements, Rules & Restrictions - Sixt Car Hire FAQs

At Sixt we strive to make sure our rules and restrictions are made as transparent as possible so that you can have peace of mind and avoid any unnecessary problems. If you're worried about age, driving licence requirements, or other restrictions, see a list of answers to our most frequently asked questions below. If we were unable to answer your question, feel free to contact our friendly customer service team [here](#) who will be happy to help.

[GET AN INSTANT CAR HIRE QUOTE](#) >



**Click to jump to our most frequently asked questions:**

[How old do I need to be to hire a car?](#)  
[Can I rent with Sixt if I have points on my licence?](#)  
[What Proof of Identification do I need to bring?](#)  
[Can I drive the rental car across national borders or overseas?](#)  
[Can I return the car outside of office hours?](#)  
[What happens when I return my vehicle late?](#)  
[What are the Terms and Conditions for hiring a car?](#)  
[Do I need an International Drivers Licence when hiring a car abroad?](#)

[Can someone other than myself drive the hire car?](#)  
[Can I return the vehicle to a different location?](#)  
[Can I book and pay for a car rental for someone else?](#)  
[Am I allowed to smoke in the rental car?](#)  
[Can I return the vehicle without a full tank?](#)  
[What do I do if I lose my hire car keys?](#)  
[What do I do in the event of a breakdown or accident?](#)  
[How do I extend the length of my rental?](#)

### 1. How old do I need to be to drive a hire vehicle?

In Great Britain, the following rules apply for the minimum age and possession of a driver's licence:

- ✓ 21 years and held licence for a minimum of 1 year for mostly compact and economy vehicles in groups – M\*\*, E\*\*, CD\*\*, CL\*\*, CW\*\*, CF\*\*
- ✓ 23 years and held licence for a minimum of 1 year for vehicles in groups – ID\*\*, IW\*\*, IV\*\*, IT\*\*, IF\*\*
- ✓ 25 years and held licence for a minimum of 1 year for vehicles in groups – CC\*\*, IL\*\*, S\*\*, F\*\*, P\*\*, L\*\*
- ✓ 25 years and held licence for a minimum of 3 years for vehicles in groups – COMN, CNMN
- ✓ 30 years and held licence for a minimum of 3 years for vehicles in groups – X\*\*
- ✓ Driving licence for vehicle groups COMN and CNMN must include approval for category D1.

- 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**



## ABHOLUNG &amp; 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.

### BMW's 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
ACRIS 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
ACRIS 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

Google

bmw 5 series hire

All Shopping Images News Videos More Settings Tools


About 1,220,000 results (0.67 seconds)

Drive Smug in a BMW 5 Series Hire from Sixt!

Seats	5
Doors	5
Transmission	Automatic
ACRIS Code	PDAR
Class	Mid-Size Luxury Car

4 more rows

[BMW 5 Series Car Hire with Sixt Car Rental](https://www.sixt.co.uk/bmw-car-hire/bmw-5-series/)  
<https://www.sixt.co.uk/bmw-car-hire/bmw-5-series/>



? About this result Feedback



# 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

Acrriss 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](http://www.sixt.fr).

Motorisation: Essence                      Places: 2

Body Type: 2-door Hatchback    Class: Citadine



# Why have one when you can have both?

Google search results for "jaguar f type coupe hire".

Search results include:

- JAGUAR F-TYPE Coupé - Pures Fahrvergnügen - jaguar.de**  
[Ad] [www.jaguar.de/F-TYPE/Coupé](http://www.jaguar.de/F-TYPE/Coupé)  
Kraftvoll, agil & absolut unverwechselbar: Ein echter JAGUAR Sportwagen!  
Als Coupé oder Cabriolet · 3 Jahre Garantie  
"Jaguar hat den Stil serienmäßig" – focus.de  
[F-TYPE Modelle](#) [JAGUAR Händlersuche](#)  
[F-TYPE Konfigurator](#) [JAGUAR Gebrauchtwagen](#)
- Jaguar F-Type Coupe Car Hire**  
Table with specifications:

Seats	2
Doors	2
Transmission	Automatic
Engine	3.0 Litre V6
Class	Sports Car

5 more rows

[Jaguar F-Type Coupe Car Hire - Sixt rent a car](https://www.sixt.co.uk/jaguar-car-hire/jaguar-f-type-coupe/)  
<https://www.sixt.co.uk/jaguar-car-hire/jaguar-f-type-coupe/>

*About this result • Feedback*

- Jaguar F-Type Coupe Car Hire - Sixt rent a car**  
<https://www.sixt.co.uk/jaguar-car-hire/jaguar-f-type-coupe/>  
Jaguar F-Type Coupe Car Hire. Rent a Jaguar F-Type Coupe with Sixt and you can find yourself in the drivers seat of this esteemed British car manufacturers most powerful offering to date. This stylish sports car provides exhilarating performance with its 3.0 Litre V6 340 Supercharged engine.  
Doors: 2      Engine: 3.0 Litre V6  
Class: Sports Car      Seats: 2

Image of a white Jaguar F-Type Coupe.



# 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%





# Volatility with Car Model Featured Snippets

**CTR**  
**July 2016 to**  
**July 2017**

**Featured Snippets**

**No Snippets**

**Volatility**



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

## 2.What payment methods are accepted by Sixt rent a car?

- All major credit cards: Visa, Mastercard, Eurocard, American Express and Diner's Club.
- UK Debit cards: Maestro and Visa Debit cards.

Payment Methods for your Car Hire - Sixt rent a car

<https://www.sixt.co.uk/rental-services/payment-methods/>

*About this result • Feedback*



# 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

Google Structured Data Testing Tool

https://www.sixt.co.uk/rental-services/payment-methods/

NEW TEST

← Answer All (11) ▾

Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▲
@type	Answer
text	All major credit cards: Visa, Mastercard, Eurocard, American Express and Diner's Club. UK Debit cards: Maestro and Visa Debit cards.
parentitem	
@type	Question
text	What payment methods are accepted by Sixt rent a car?
Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▾
Answer	0 ERRORS 0 WARNINGS ▾

```
1623 {"@type": "Answer",
1624   "parentItem": {
1625     "@type": "Question",
1626     "text": "What payment methods are accepted by Sixt rent a car?" },
1627     "text": " All major credit cards: Visa, Mastercard, Eurocard, American Express and Diner's Club. UK Debit
1628     cards: Maestro and Visa Debit cards." },
1629   {
1630     "@type": "Answer",
1631     "parentItem": {
1632       "@type": "Question",
1633       "text": "Which is NOT accepted as a form of payment?" },
1634       "text": "Cash is not accepted at any Sixt branch. Visa Electron (debit card) is not accepted. Pre-paid cards
1635       e.g. pre-paid Mastercard" },
1636     {
1637       "@type": "Answer",
1638       "parentItem": {
1639         "@type": "Question",
1640         "text": "Can I pay using a non-UK Debit Card?" },
1641         "text": "No, Only UK Debit cards are accepted as a method of payment by Sixt. " },
1642       {
1643         "@type": "Answer",
1644         "parentItem": {
1645           "@type": "Question",
1646           "text": "Can I pay for my rental from Sixt in advance?" },
1647           "text": "Yes, Sixt offer a Prepaid tariff as well as a flexible pay-on-arrival tariff. Please be advised
1648           that fees apply to cancelling and changing prepaid bookings. " },
1649         {
1650           "@type": "Answer",
1651           "parentItem": {
1652             "@type": "Question",
1653             "text": "What if I want to cancel my reservation?" },
1654             "text": "You can cancel your reservation either by logging onto My Sixt or contacting our reservations team
1655             on +44 (0) 8444 99 33 99." },
1656           {
1657             "@type": "Answer",
1658             "parentItem": {
1659               "@type": "Question",
1660               "text": "What car hire deposit do I have to pay?" },
1661               "text": "For Debit Cards: The minimum deposit of £250.00 plus the cost of the rental and all additional
1662               charges is required. For Credit Cards: The minimum amount of authorisation will be determined by
1663               multiplying the rate of the rental reservation and other relevant charges, in conjunction with an additional
1664               security deposit. The amount is not immediately debited but held on the cardholder's bank account until the
1665               final rental charge amount has been debited. When the vehicle is returned, the invoiced amount will be
1666               charged to the credit card provided, unless you present another form of payment. " },
1667             ,
```

# The Bad Side of Featured Snippets





# Images taken from other sources

The screenshot shows a Google search interface. The search bar contains the text "van hire under 25". Below the search bar, there are tabs for "All", "Shopping", "Maps", "News", "Videos", and "More". The "All" tab is selected. Below the tabs, it says "About 1,460,000 results (0.80 seconds)".

Below the search results, there is a privacy reminder from Google:

**A privacy reminder from Google**

Buttons: REMIND ME LATER, REVIEW

Below the privacy reminder, there is a search result for "Under 25s Car Hire & Student Discount - Sixt rent a car". The result includes a list of requirements for renting a car in the UK and most countries:

- 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.

The result also includes an image of a white Sixt van and a blue card that says "n15".

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

At the bottom right of the search result, there is a link: [About this result • Feedback](#)




# 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.

  
www.europcar.co.uk

**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

The screenshot shows a Google search interface. The search bar contains the text "presidents in the klan". Below the search bar, the "All" tab is selected. The search results show "About 383,000 results (0.50 seconds)". A list of four presidents is displayed: William McKinley, Woodrow Wilson, Warren G. Harding, and Harry S. Truman. Below this list is a link titled "REVEALED: 5 US Presidents Members Of Racist Cult Ku Klux Klan ..." with the URL "www.thetrentonline.com/revealed-5-us-presidents-members-racists-cult-ku-klux-klan-ph...". At the bottom right of the search results, there is a link "About this result • Feedback".

g o o g l e

presidents in the klan

All Images News Videos Shopping More Settings Tools

About 383,000 results (0.50 seconds)

- President William McKinley.
- President Woodrow Wilson.
- President Warren G. Harding.
- President Harry S. Truman.

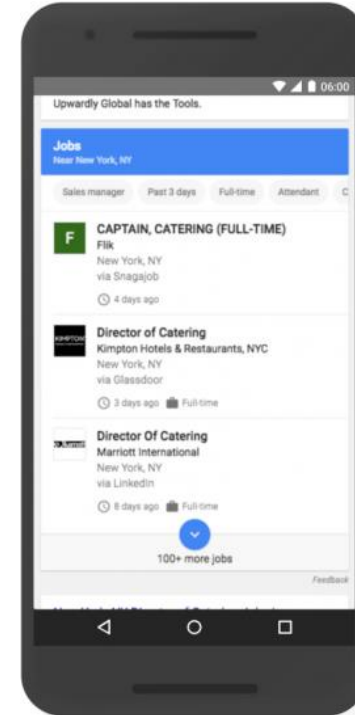
**REVEALED: 5 US Presidents Members Of Racist Cult Ku Klux Klan ...**  
[www.thetrentonline.com/revealed-5-us-presidents-members-racists-cult-ku-klux-klan-ph...](http://www.thetrentonline.com/revealed-5-us-presidents-members-racists-cult-ku-klux-klan-ph...)

*About this result • Feedback*



# All your data are belong to us

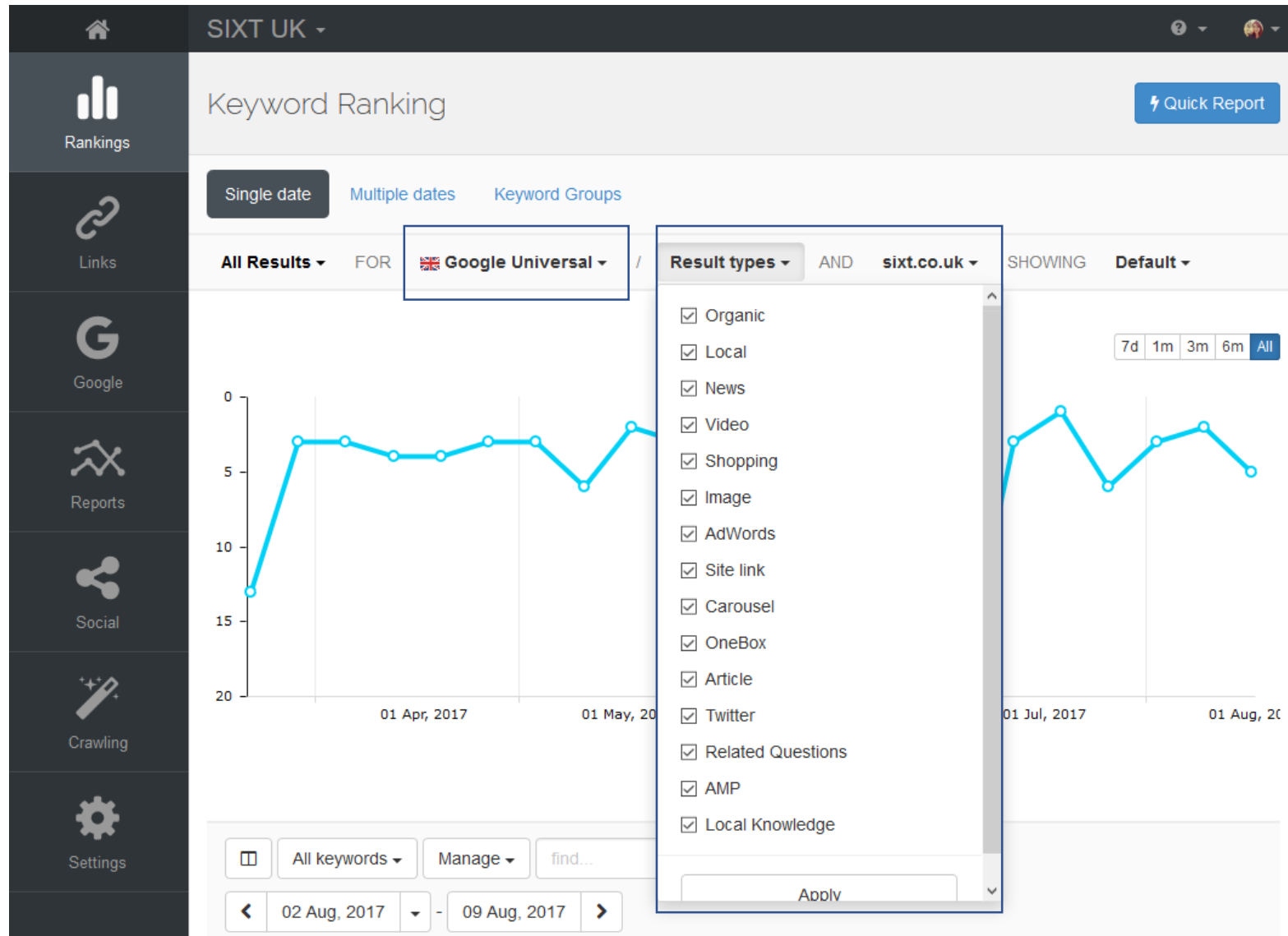
- Providing all this structured data to Google means they can use it for their own gain
- Google Flights / Hotels / Jobs



# How to Track Snippet Generation



# Tracking Snippet Discovery in AWR Cloud



16.08.2017

Smith



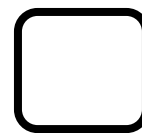


# Tracking SERP Features in AWR Cloud

Keyword	SERP	Position
car hire w	□ Q	2
car hire for under 25 w	□ Q	1
car rental under 25 w	□ Q	1
young driver car hire w	□ Q	1
21+ car hire w	□ Q	1
car hire no deposit w	□ Q	1
car hire for 21 year olds w	□ Q	6
car hire 21 year old w	□ Q	1
rent a car london under 25 w	□ Q	1
car hire less than 1 year licence w	□ Q	1
car rental for under 25 w	□ Q	1
car hire under 25 w	□ Q	1
under 25 car hire w	□ Q	2
car rental for under 21 w	□ Q	6
car hire under 21 w	□ Q	7



You're generating a featured snippet!

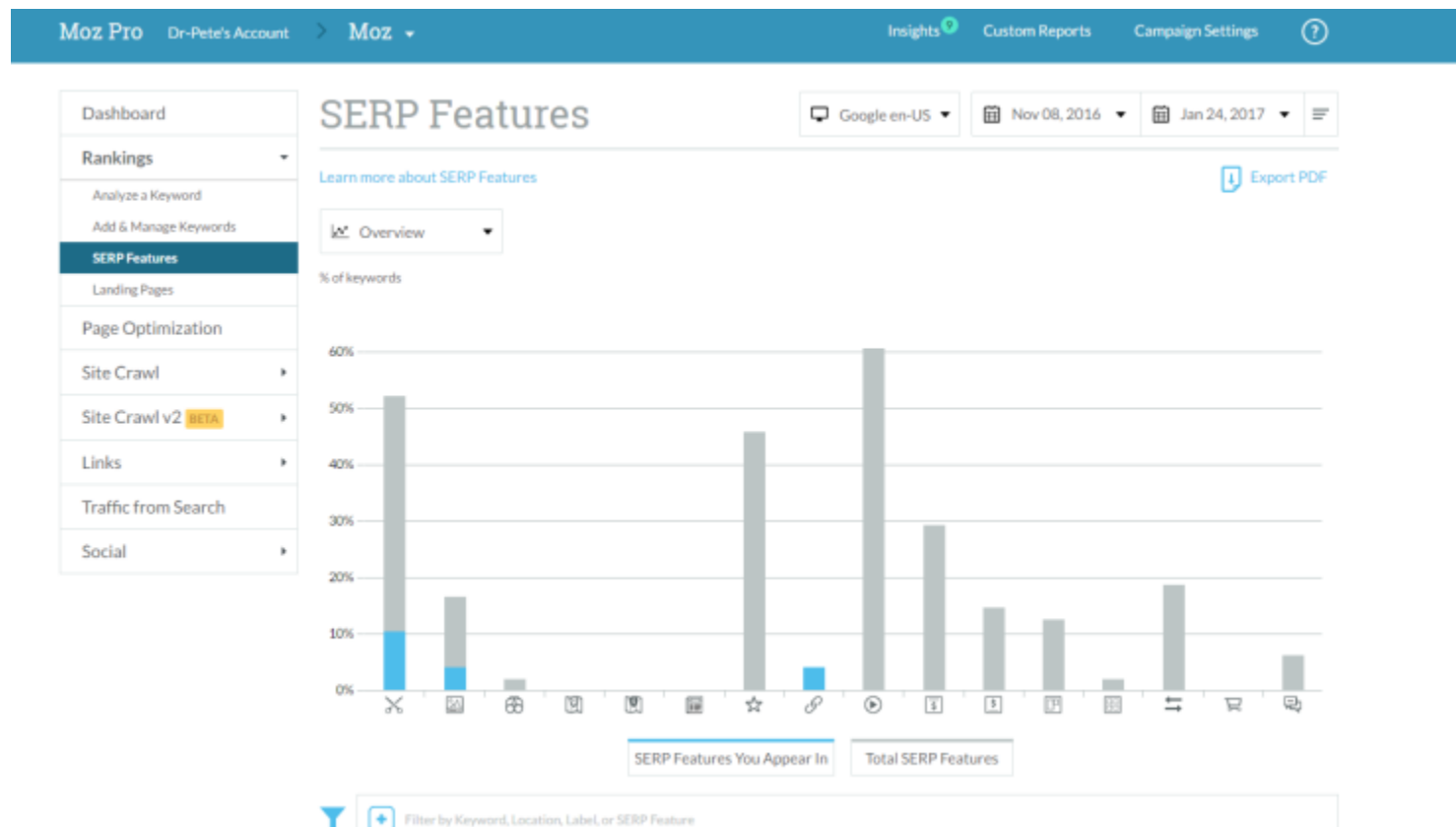










Someone else is generating a featured snippet 😞











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**