



ROB BUCCI

Taking the Top Spot:
How to Earn More Featured Snippets

STAT Search Analytics

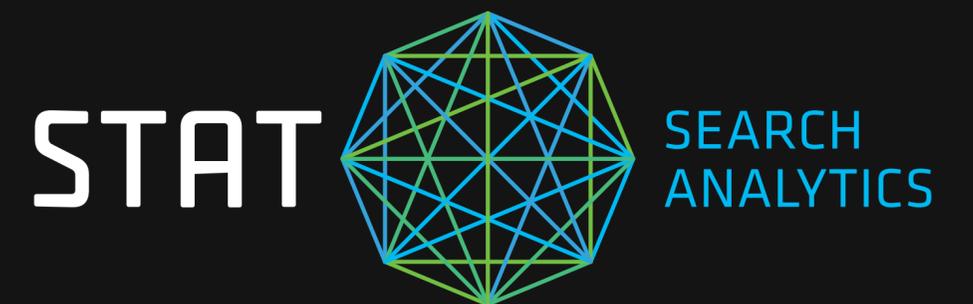
@STATrob

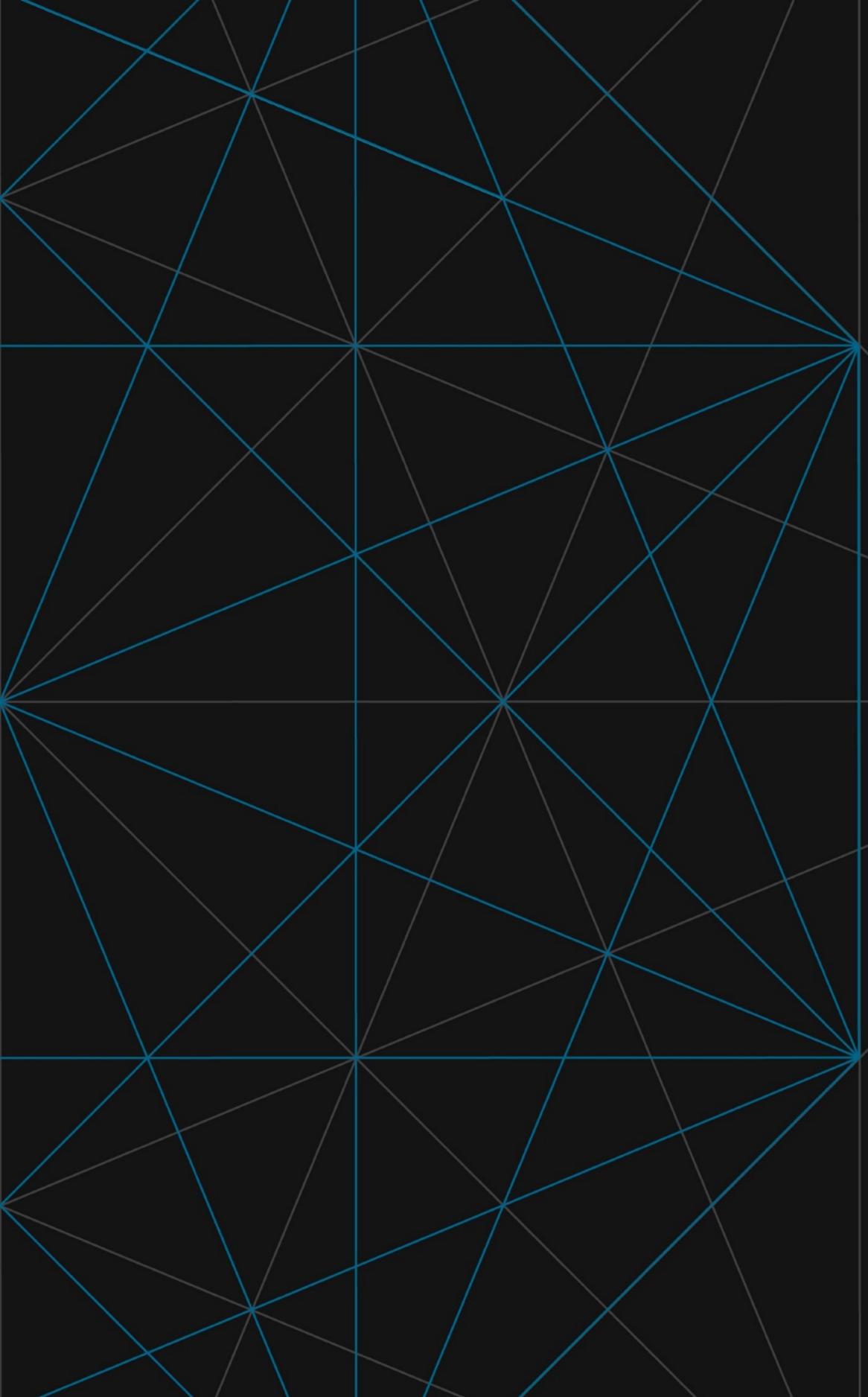
MOZCON

2016

TAKING THE TOP SPOT

How to earn more featured snippets





@STATrob

#MozCon



what is a content scraper



All Images Videos News More Search tools

About 6,370,000 results (0.68 seconds)

A **scraper** site is a website that copies **content** from other websites using web **scraping**. The purpose of creating such a site can be to earn revenue, usually through advertising and sometimes by selling data.

[Scraper site - Wikipedia, the free encyclopedia](#)

https://en.wikipedia.org/wiki/Scraper_site

About this result • Feedback

[What is Content Scraping? - Definition from Techopedia](#)

<https://www.techopedia.com/definition/27564/content-scraping>

Content scraping is an illegal way of stealing original **content** from a legitimate website and posting the stolen **content** to another site without the knowledge or permission of the **content's** owner.

[7 tools for scraping - Use for datajournalism & insightful content](#)

<https://www.notprovided.eu/7-tools-web-scraping-use-data-journalism-creating-insigh...>

Jan 21, 2014 - I've been creating a lot of (data driven) creative **content** lately and one of the things I like to do is gathering as much data as I can from public ...

Featured snippets are a super interesting phenomenon.

[Web scraping - Wikipedia, the free encyclopedia](#)

https://en.wikipedia.org/wiki/Web_scraping

Web **scraping** is a computer software technique of extracting information from websites. This is

KEY FEATURES OF OUR RESEARCH

KEYWORDS

1,000,000

CPC RANGE

\$9.55 – \$1,006.56

SEARCH VOL. RANGE

10 – 2,740,000 average searches

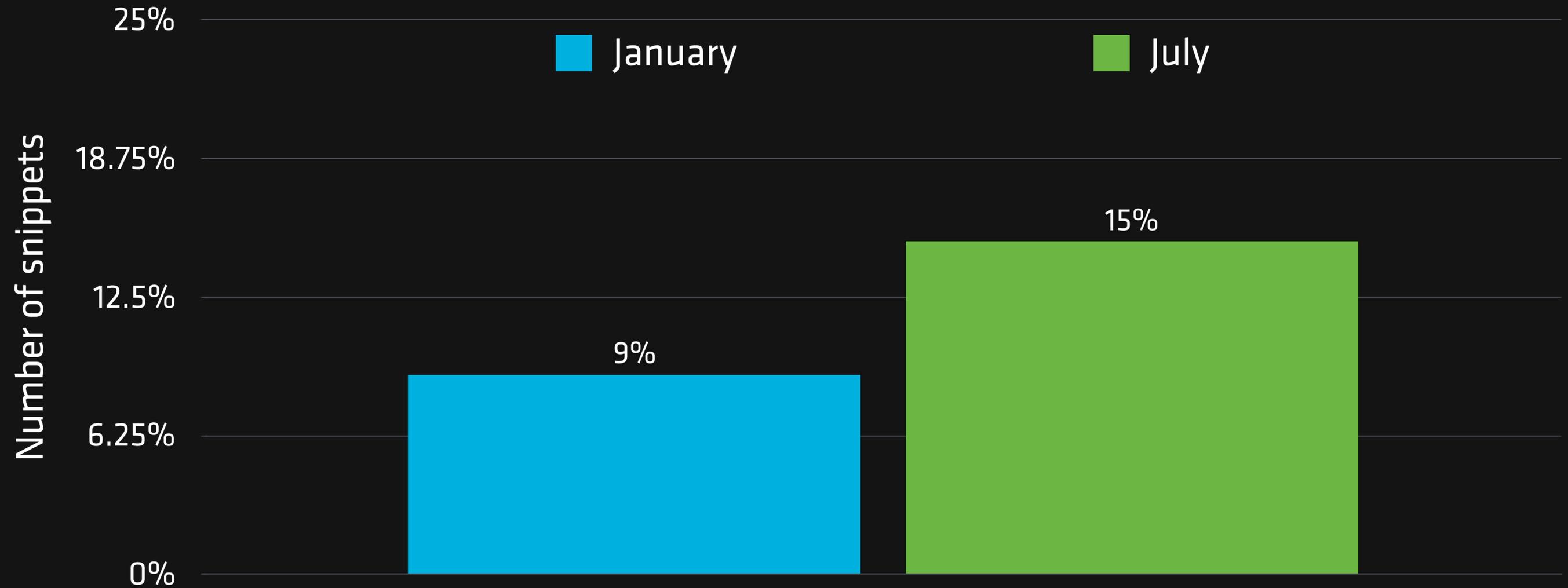
DEVICE

Desktop browser

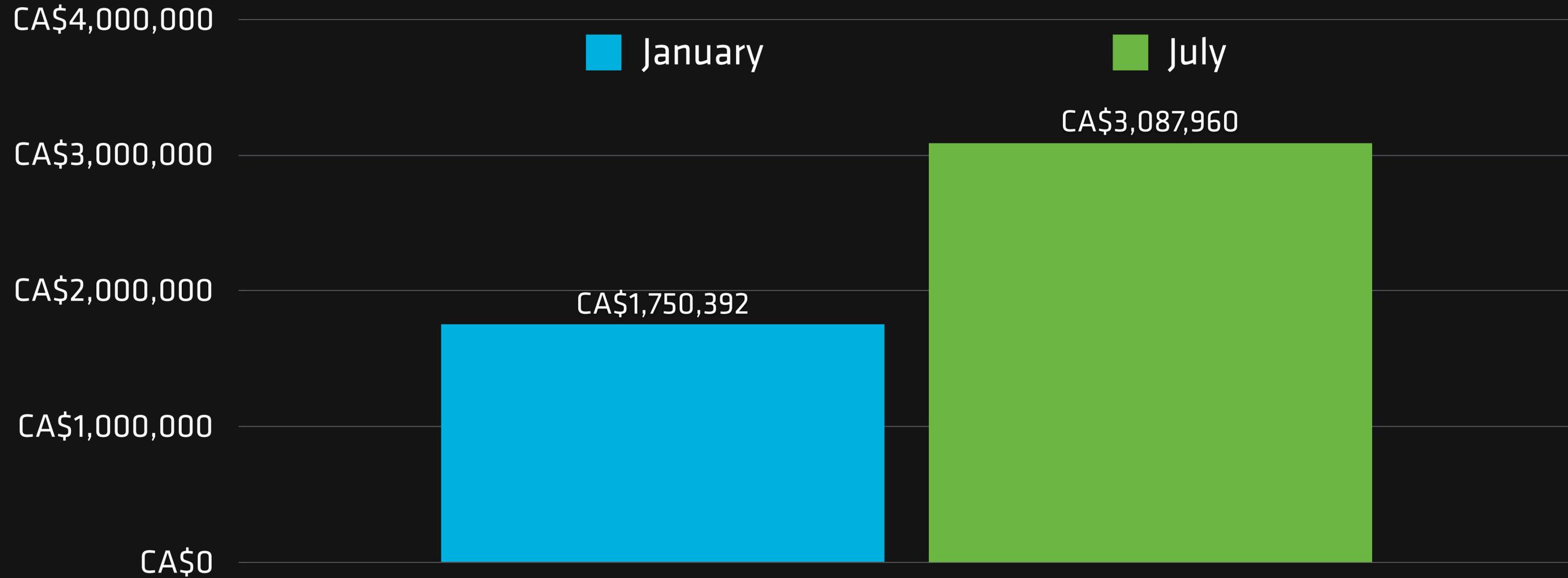
MARKET

United States, English (Google.com)

WE'RE SEEING MORE SNIPPETS THAN EVER



AND THEY'RE WORTH MORE THAN EVER





SNIPPET TYPES

@STATrob



what is a content scraper



All Images Videos News More Search tools

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

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https://en.wikipedia.org/wiki/Web_scraping

Web **scraping** is a computer software technique of extracting information from websites. This is However, the degree of protection for a website's content will depend on the type of access made by the scraper, the amount of ...

This is a "paragraph" snippet.

[Scraper site - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Scraper_site)

https://en.wikipedia.org/wiki/Scraper_site

A **scraper** site is a website that copies **content** from other websites using web **scraping**. The purpose

About 2,330,000 results (0.45 seconds)

General Pre-Physical Therapy School Course Requirements

Course Subject	# Semesters
Biology	2 semesters with lab
Physics	2 semesters with lab
Human Anatomy	1 semester with lab
Physiology	1 semester with lab

6 more rows, 1 more column

[General Pre-Physical Therapy School Course Requirements | Career ...](https://career.berkeley.edu/Health/PTPrepCourses)
University of California, Berkeley

About this result • Feedback

Physical Therapist (PT) Admissions Process

www.apta.org > ... > Admissions > American Physical Therapy Association

by J Bellamy - 2011

Jun 22, 2016 - The most commonly required **course prerequisites** are below: Anatomy / A&P 1 with lab. Physiology / A&P 2 with lab. Biology 1 (not botany or zoology) Biology 2 (not botany or zoology) General Chemistry 1 with lab. General Chemistry 2 with lab. General Physics 1 with lab. General Physics 2 with lab.

This is a "table" snippet.

Program Prerequisites - PTCAS

www.ptcas.org > Program Directory

Jun 20, 2016 - Compare program admission requirements. ... Program Prerequisites ... Name · Deadlines by Date · PT Observation Requirements by Program

About 860,000 results (0.59 seconds)

- Trinity International University
- Shorter University
- Mount Vernon Nazarene University
- Indiana Wesleyan University
- Olivet Nazarene University
- North Greenville University
- Eastern University
- Roberts Wesleyan College

More items...

Online Christian Colleges | Best Online Christian Universities
www.affordablecollegesonline.org/online-colleges/christian-colleges/

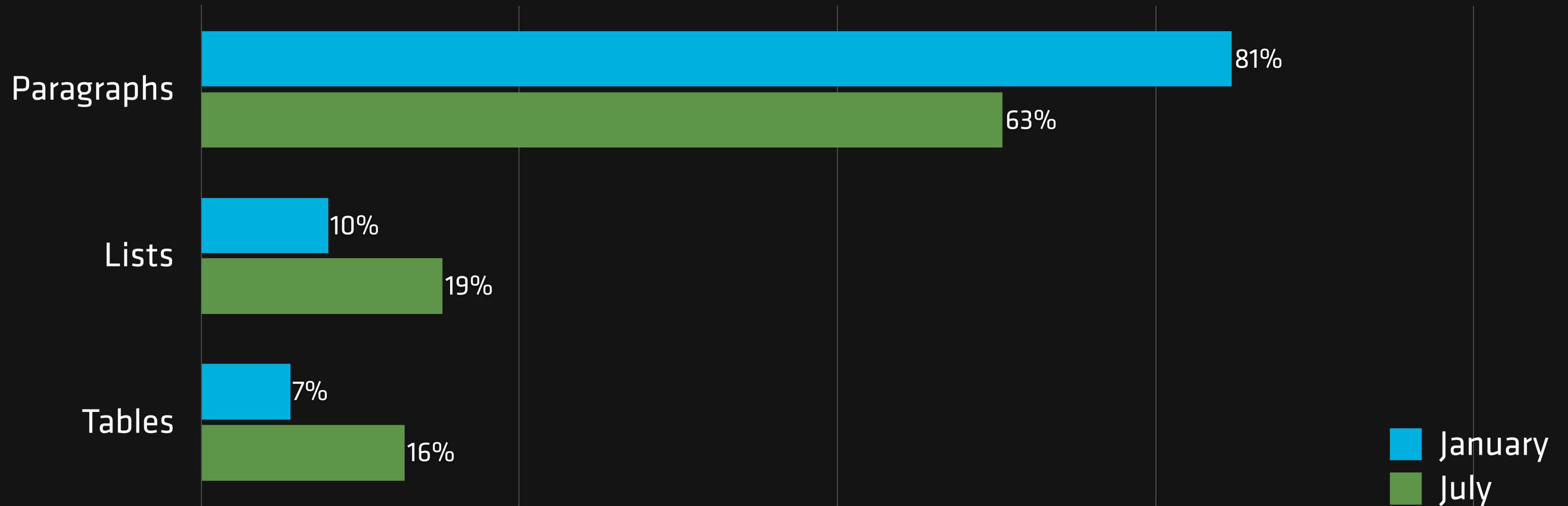
About this result • Feedback

Online Christian Colleges | Best Online Christian Universities
www.affordablecollegesonline.org/online-colleges/christian-colleges/ ▾
Online Christian colleges take a faith-based approach to distance learning. ... More courses, programs and degrees available online means increased diversity ...
Best Online Christian Colleges · Online Christian College Basics

This is a “list” snippet.

The Top 20 Online Christian Colleges | The Best Schools
www.thebestschools.org/blog/2013/07/11/top-20-online-christian-colleges/ ▾
Jul 11, 2013 - Be a part of a Christian College via online learning. Discover the best online Christian Colleges and find information on a degree of your ...

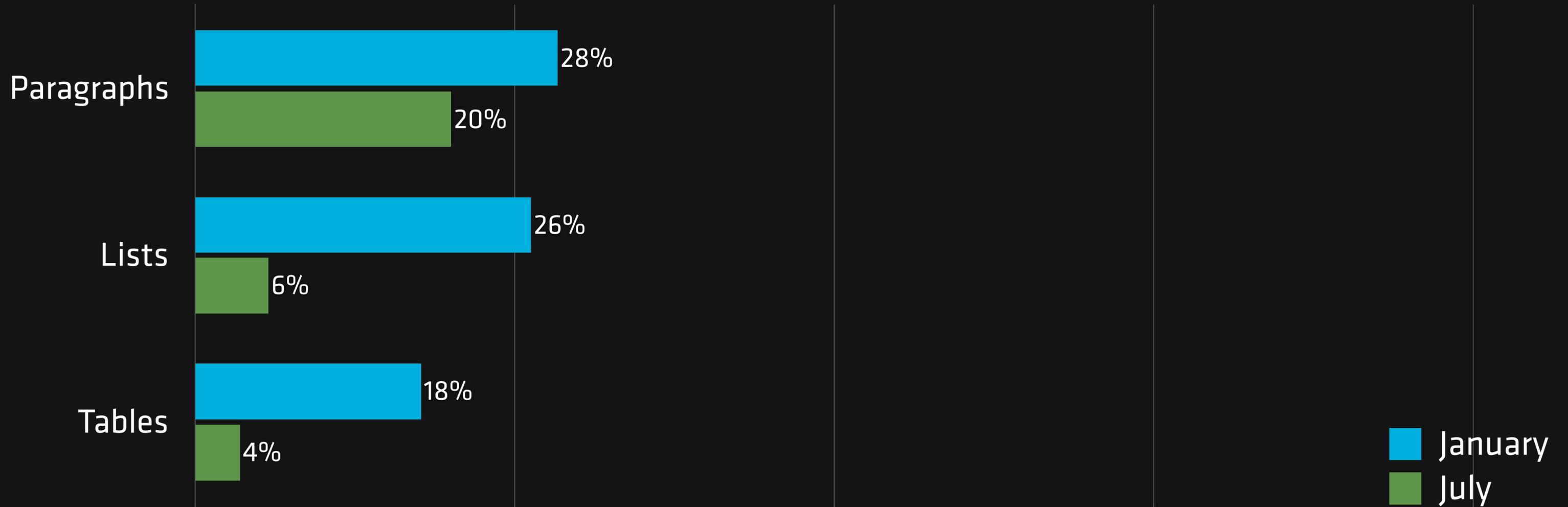
HOW OFTEN DID WE SEE EACH OF THE DIFFERENT SNIPPET TYPES?



**THE FORMAT OF YOUR CONTENT
DETERMINES THE FORMAT OF
THE FEATURED SNIPPET.**

@STATrob

WHICH FEATURED SNIPPETS HAVE IMAGES?



WIKIPEDIA OWNS 15% OF ALL SNIPPETS WITH IMAGES

Images are in 36% of Wikipedia's featured snippets.

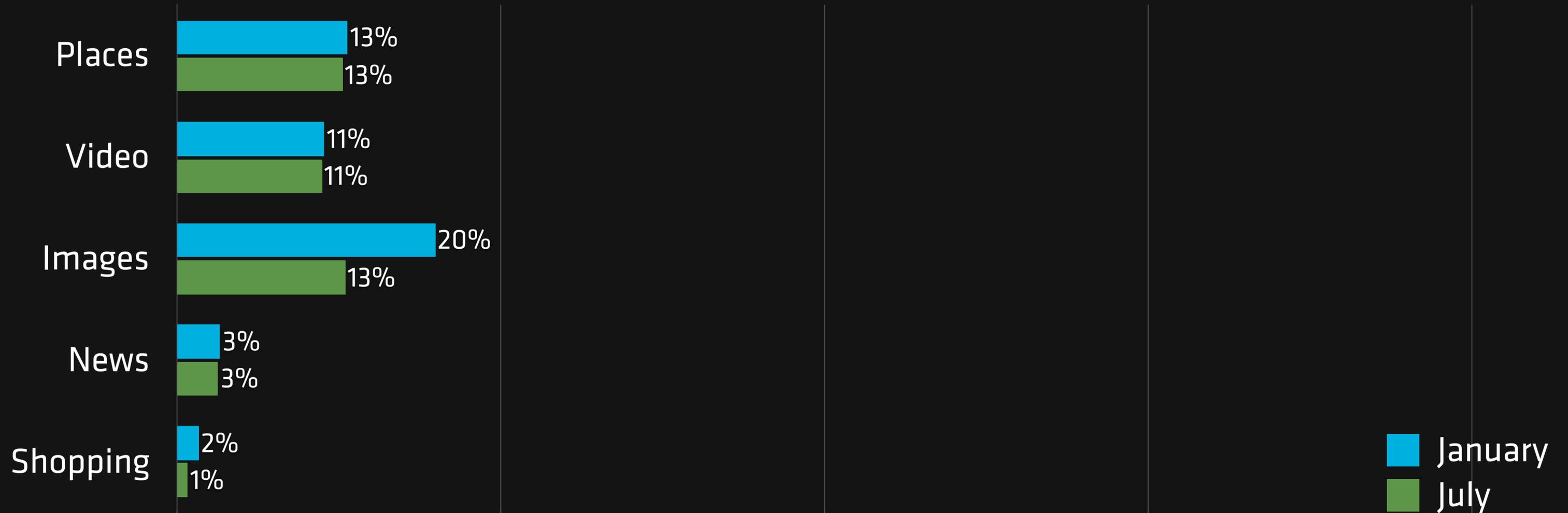
[@STATrob](#)



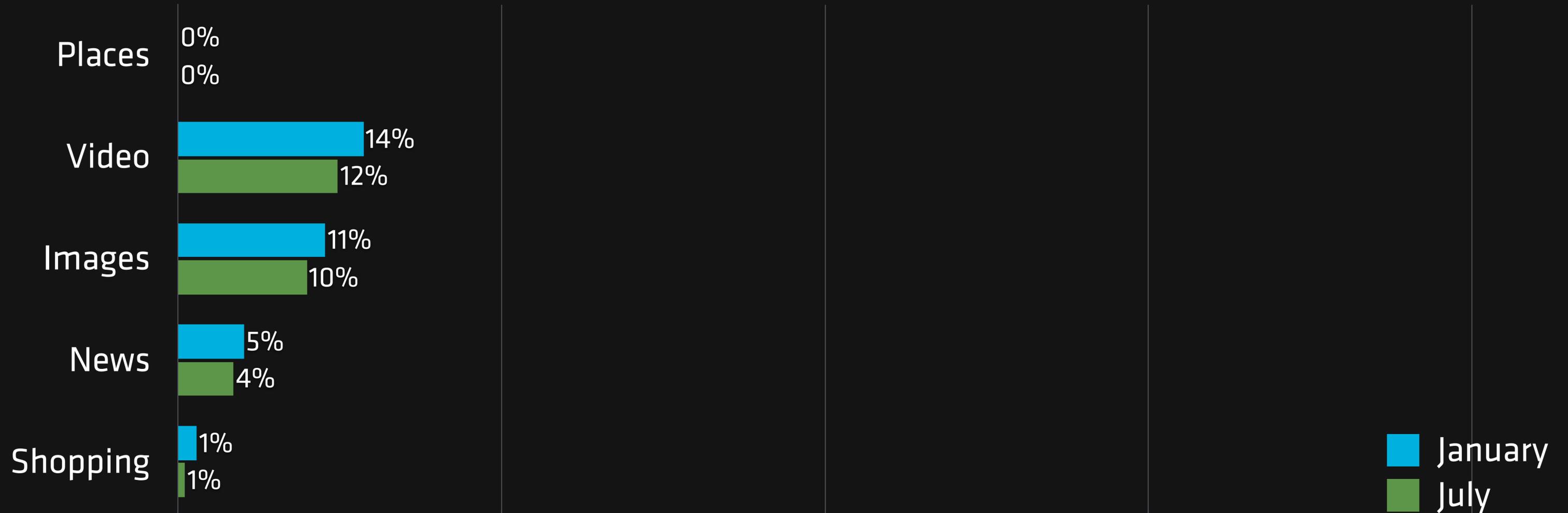
UNIVERSAL RESULTS

@STATrob

HOW OFTEN DID WE SEE UNIVERSAL RESULTS ON THE SERP?



HOW OFTEN DID THOSE RESULTS APPEAR ALONGSIDE FEATURED SNIPPETS?



TWEETABLE TIP

LOCAL-INTENT QUERIES NEVER HAVE FEATURED SNIPPETS.

Local SEOs don't get to play. Sorry. :(

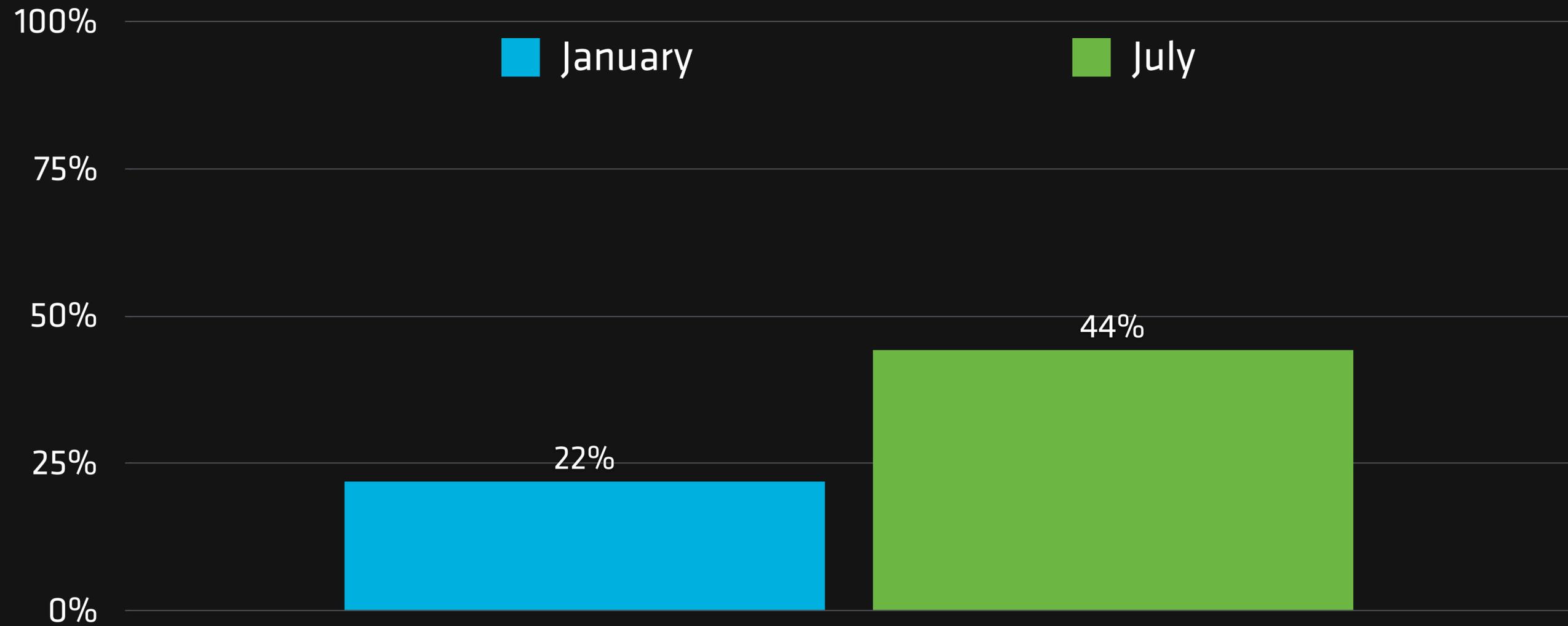
@STATrob



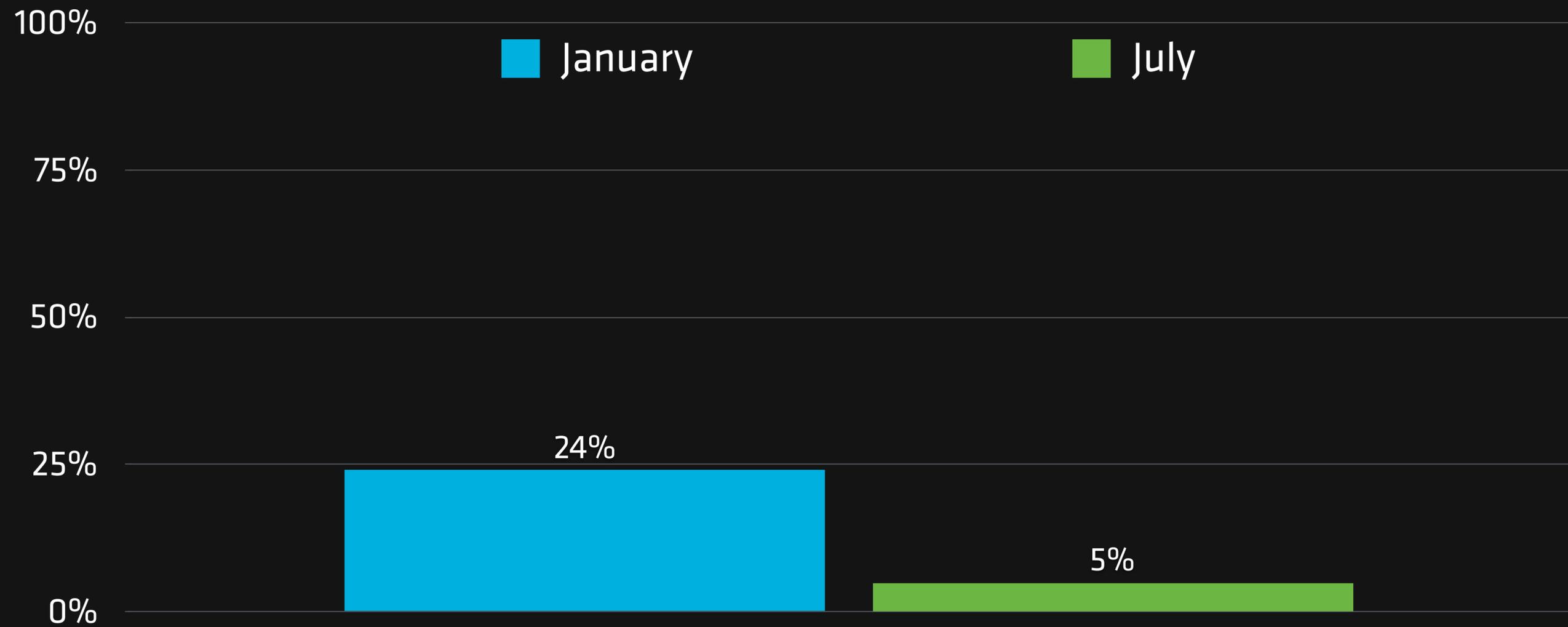
PEOPLE ALSO ASK

@STATrob

HOW OFTEN DO PEOPLE-ALSO-ASK BOXES APPEAR ON SNIPPET SERPS?



HOW OFTEN IS THE FEATURED SNIPPET ALSO THE FIRST PAA ANSWER?

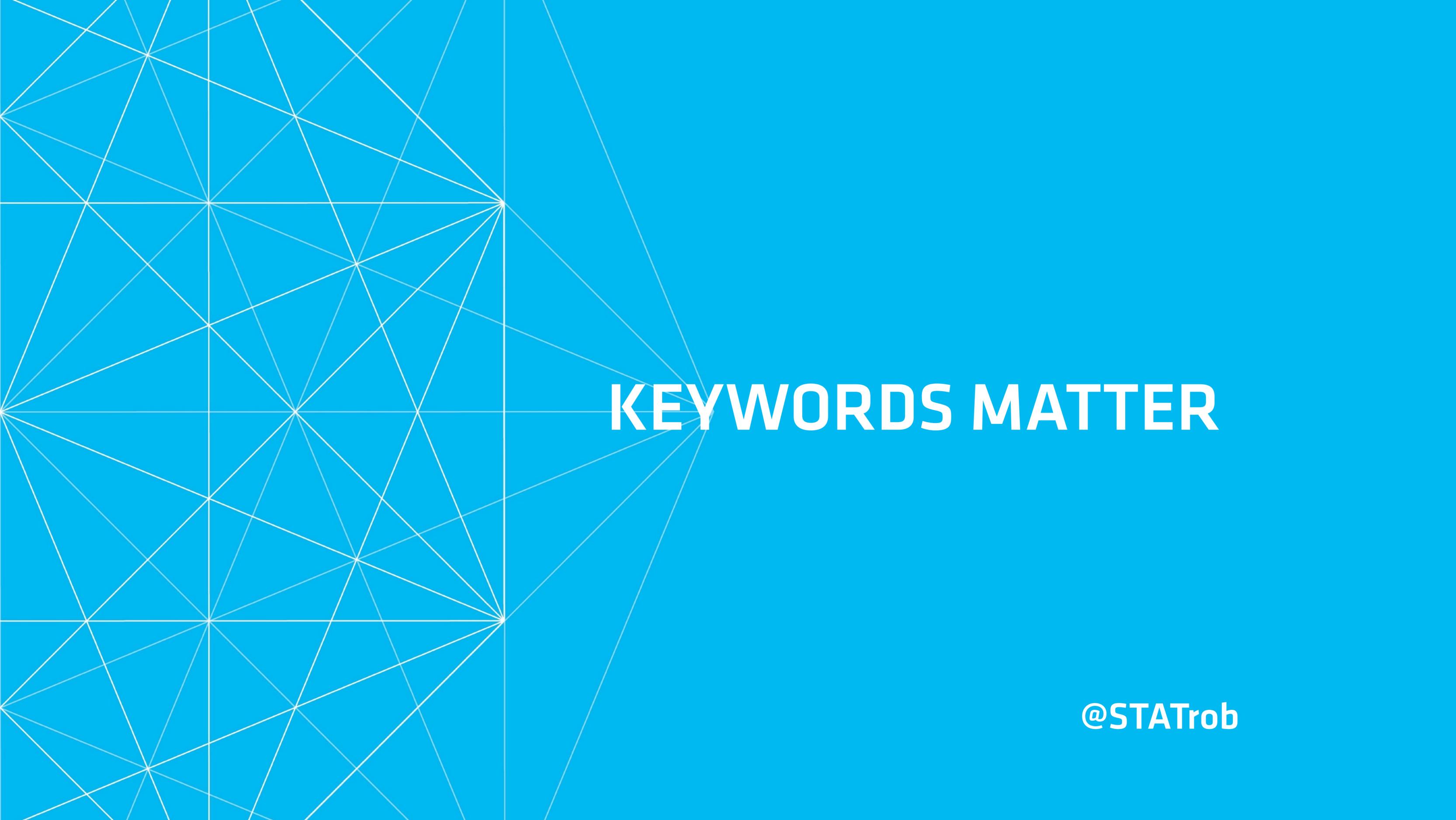


TWEETABLE TIP

**LET PEOPLE-ALSO-ASK BOXES
INSPIRE YOUR OWN FEATURED
SNIPPET CONTENT.**

Google is telling you what answers they like
for similar queries.

[@STATrob](#)



KEYWORDS MATTER

@STATrob

BE CAREFUL ABOUT IMPLIED QUESTIONS

QUERY

SNIPPET

what is a mctwist?

TRUE

mctwist

TRUE

how do I build a roof?

TRUE

build a roof

FALSE

TWEETABLE TIP

**PAY ATTENTION TO KEYWORD
VARIANTS. SNIPPETS ONLY
APPEAR FOR SOME.**

Your research just got harder. Sorry!

[@STATrob](#)

COMMON SNIPPET QUERY TYPES

QUERY TYPE	JANUARY	JULY	CHANGE
FINANCIAL	46%	54%	20%
MATHEMATIC	52%	56%	8%
REQUIREMENTS	56%	56%	0%
HEALTH	44%	52%	19%
DIY/PROCESS	50%	58%	16%

UNCOMMON SNIPPET QUERY TYPES

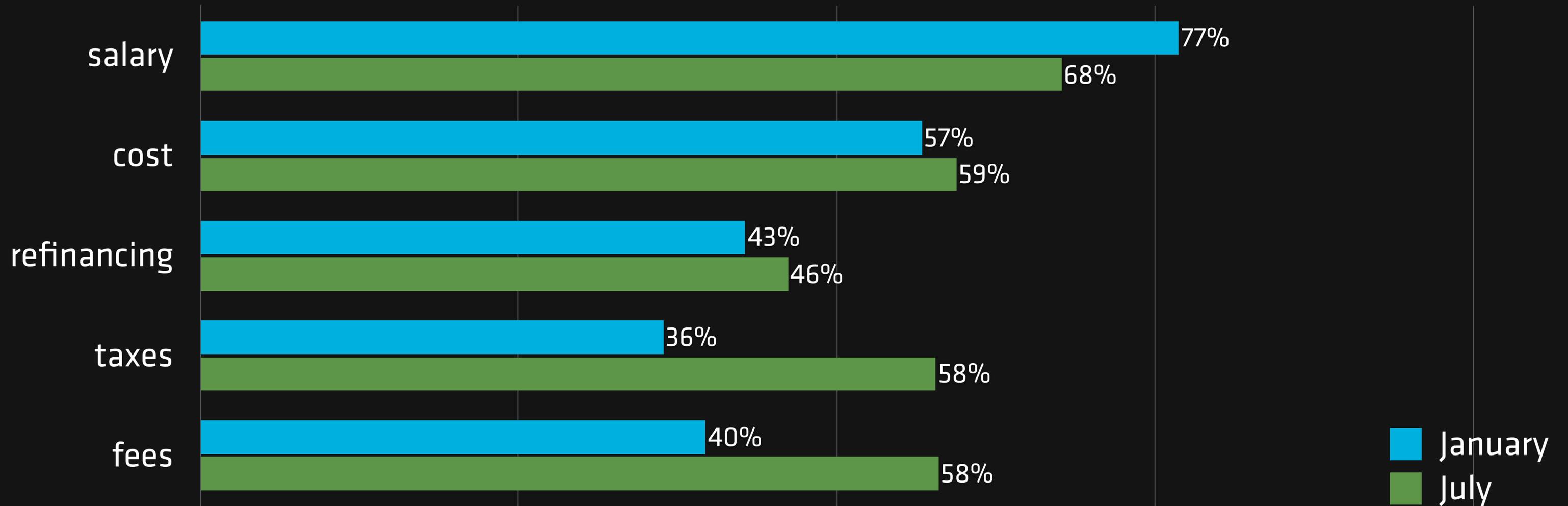
QUERY TYPE	JANUARY	JULY	CHANGE
LOCAL	0.71%	1.84%	159%
SUBJECTIVE	0.41%	18.14%	4280%
INFO/HELP	1.23%	4.64%	277%
FACTUAL	0.99%	6.63%	570%
SHOPPING	1.28%	6.46%	226%

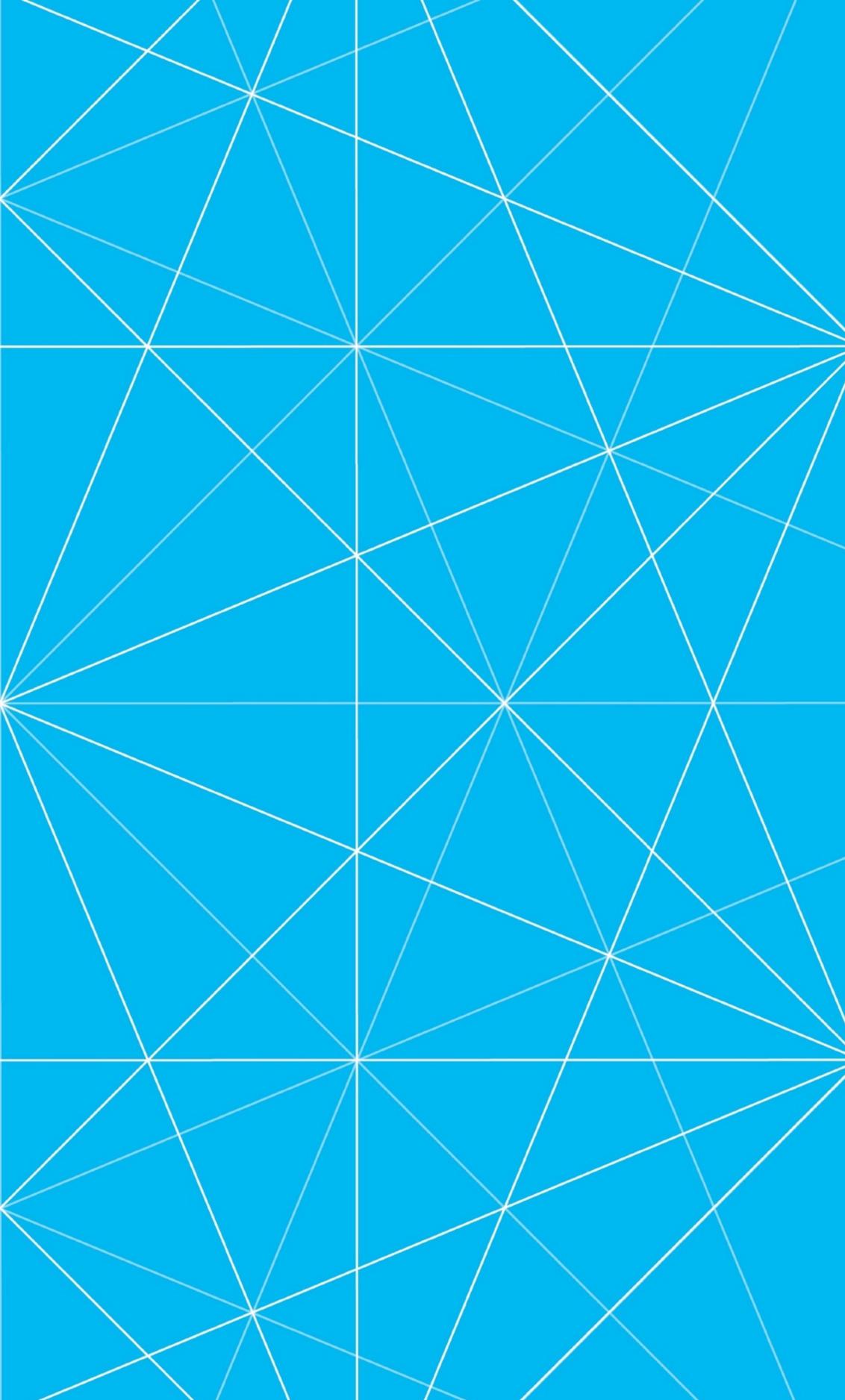
TWEETABLE TIP

**REVIEWS AND OPINION BASED
CONTENT CAN NOW SNAG
SNIPPETS. GO AND GET 'EM!.**

@STATrob

SNIPPET FREQUENCY FOR "FINANCE" WORDS





SNIPPET FORMATS VS. QUERY TYPES

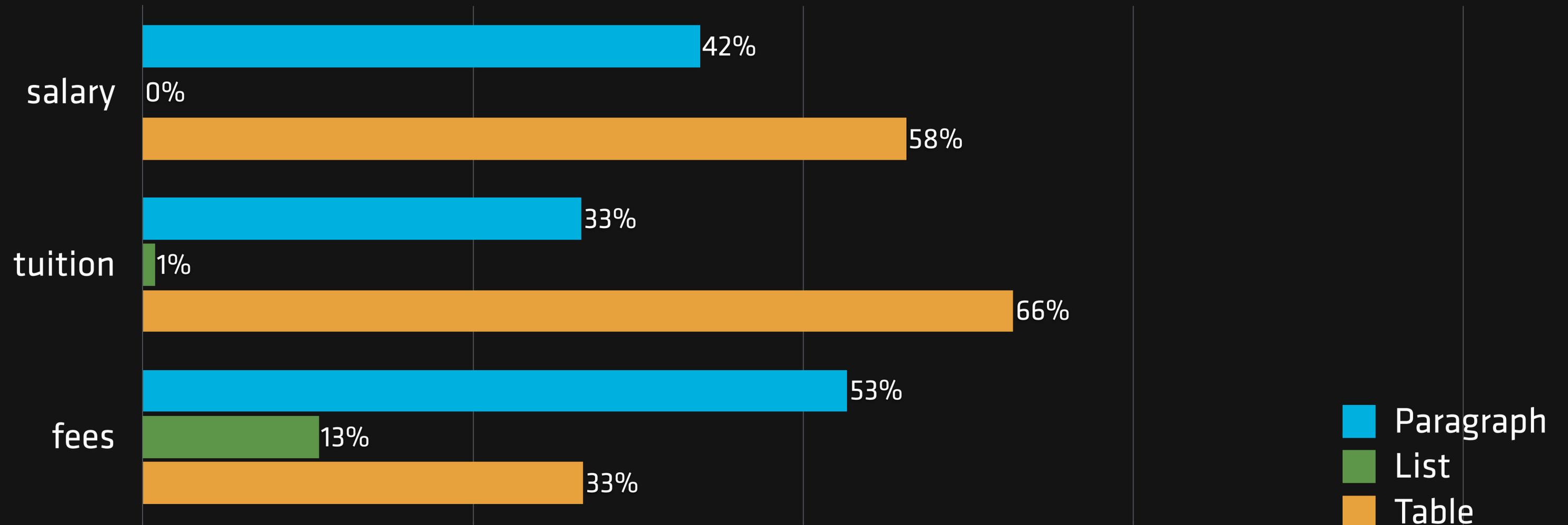
@STATrob

THE BEST INSIGHTS ARE IN THE INTERSECTIONS OF THE DATA.

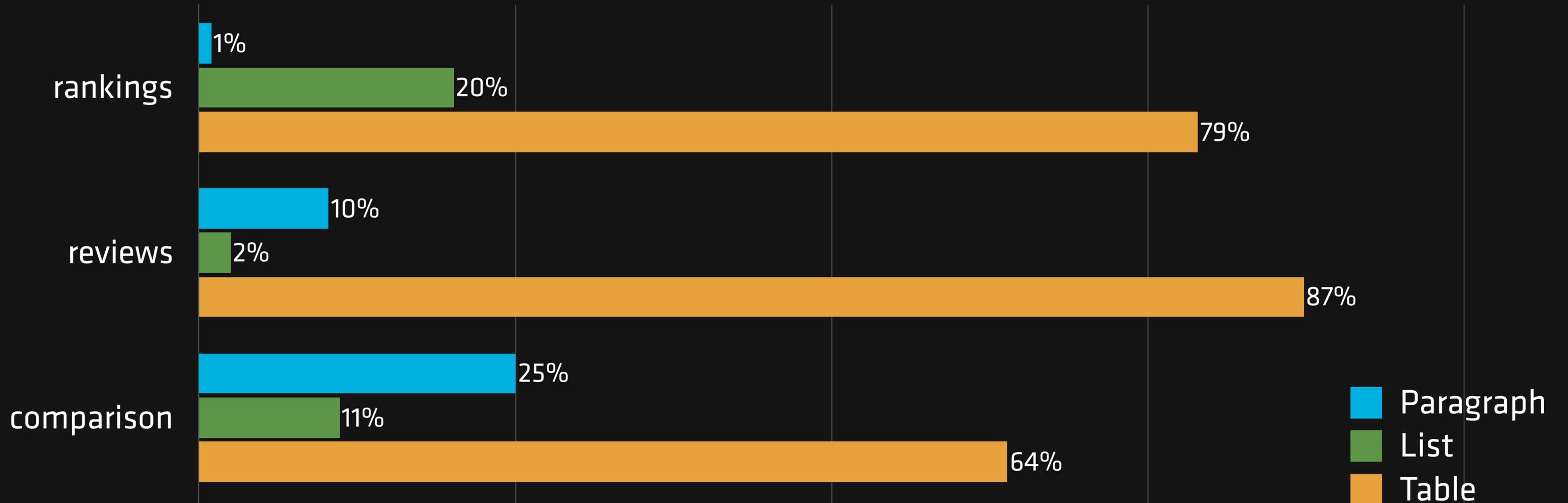
We can make some assumptions about the content formats we should be using for different queries.

[@STATrob](#)

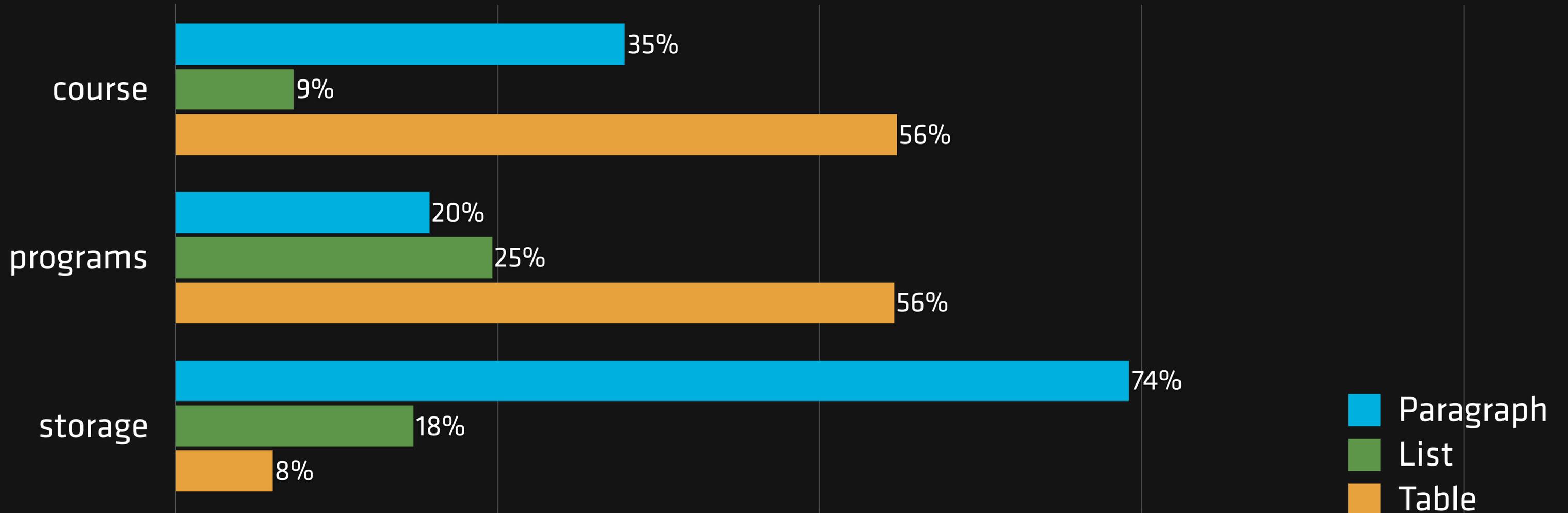
SNIPPET FORMAT FOR “FINANCE” WORDS



SNIPPET FORMAT FOR “SUBJECTIVE” WORDS



SNIPPET FORMAT FOR “INFO/HELP” WORDS





About 2,330,000 results (0.45 seconds)

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Human Anatomy	1 semester with lab
Physiology	1 semester with lab

6 more rows, 1 more column

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<https://career.berkeley.edu/Health/PTPrepCourses> University of California, Berkeley

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[course requirements for physical therapy]

Program Prerequisites - PTCAS

www.ptcas.org > Program Directory

Jun 20, 2016 - Compare program admission requirements. ... Program Prerequisites ... Name · Deadlines by Date · PT Observation Requirements by Program

About 565,000 results (0.44 seconds)

TDLR/TEA Approved Defensive Driving List

Website	Name
FunTicketDismissal.com	Fun Ticket Dismissal – Online Driving Course
DefensiveDrivingTX.com	Defensive Driving Texas Course
Aceable.com	Aceable Defensive Driving – Online on Any Device!
ComedyCourseTexas.com	Comedy Course Texas – Online Ticket Dismissal

41 more rows, 3 more columns

[List of TDLR/TEA Approved Online Defensive Driving Courses](https://www.texasapprovedcourses.com/approved-defensive-driving-list/)
<https://www.texasapprovedcourses.com/approved-defensive-driving-list/>

About this result • Feedback

List of TDLR/TEA Approved Online Defensive Driving Courses

<https://www.texasapprovedcourses.com/approved-defensive-driving-list/> ▾

40+ items - Before making a decision on which **driving course** to take for ...

Website	Name	Phone
ApprovedCourse.com	ApprovedCourse.com – TDLR/TEA ...	800-581-3997.
DefensiveDrivingTX.com	Defensive Driving Texas Course	866-413-4569.

[texas approved driver safety course]

Texas Defensive Driving Course Online | TX Driving Safety Course

www.texasdrivingschool.com/defensive-driving/ ▾

Our Texas Defensive Driving Course is accepted by all Texas courts, reduces car insurance premiums ... TDLR-Approved Course # CP-520, School # C2386.

About 22,600,000 results (0.48 seconds)

- PLEASE NOTE: Students who have been enrolled in medical school are ineligible to apply for admission to the first-year class. ...
- General Comments Regarding Course Requirements.
- Biology.
- Chemistry.
- Physics.
- Laboratory Experience.
- Computational Skills/Mathematics.
- Analytical and writing skills/Expository Writing.

More items...

Requirements for Admission | HMS - Harvard Medical School
hms.harvard.edu/departments/.../requirements-admission Harvard Medical School ▾

About this result • Feedback

Requirements for Admission | HMS - Harvard Medical School
hms.harvard.edu/departments/.../requirements-admission ▾ Harvard Medical School ▾

PLEASE NOTE: Students who have been enrolled in **medical school** are ineligible to apply for admission to the first-year class. General Comments Regarding **Course Requirements**. Biology Chemistry, Physics, and Laboratory Experience. **Computational Skills/Mathematics** and **Analytical and writing skills/Expository Writing**.
 Selection Factors ... · MD Tracks · MD-PhD Applicants · Policies

[medical school course requirements]

Prerequisites and Requirements | Johns Hopkins University School of ...

THIS IS A WEAK SNIPPET.

It's evident that Google prefers tables in this query space, so optimize your content with tables.

[@STATrob](#)

29% OF SNIPPETS ARE TABLES.

Google is using them for a reason. They're good UX for certain queries. Use this to your advantage.

[@STATrob](#)

About 45,300,000 results (0.61 seconds)

Top 10 Insurance Companies By The Metrics

Company	Net Premiums Written
State Farm Group	\$50.8 billion
Allstate Insurance Group (ALL)	\$24.8 billion
Liberty Mutual	\$21.5 billion
Berkshire Hathaway (includes GEICO)	\$21.4 billion

6 more rows

[Top 10 Insurance Companies By The Metrics | Investopedia](https://www.investopedia.com/articles/.../top-10-insurance-companies-metrics.asp)
www.investopedia.com/articles/.../top-10-insurance-companies-metrics.asp Investopedia ▾

About this result • Feedback

The 10 Largest Auto Insurance Companies - NerdWallet

<https://www.nerdwallet.com/.../insurance/...insurance.../largest-auto-insura...> ▾ NerdWallet ▾
 Here are the nation's top 10 **largest** auto **insurance companies** ranked by market share, with customer satisfaction ratings and links to reviews.

List of United States insurance companies - Wikipedia, the free ...
https://en.wikipedia.org/wiki/List_of_United_States_insurance_companies ▾ Wikipedia ▾
 Jump to **Health insurance (major medical insurance)** - Life annuity. Allstate. American Family Insurance. American Fidelity Assurance. Amica Mutual Insurance. AXA Equitable Life Insurance Company. Bankers Life and Casualty. **Conseco**. Farmers Insurance Group. 21st Century Insurance · Allstate · MetLife · Farmers Insurance Group

[main insurance companies]

About 515,000 results (0.62 seconds)

Registered Nurse Salaries in Los Angeles, CA

Job Title	Salary
CHOC Children's Registered Nurse - Hourly	\$40.30/hr
Glendale Adventist Medical Center Registered Nurse - Hourly	\$33.31/hr
Planned Parenthood Registered Nurse - Hourly	\$31.51/hr
Huntington Hospital Registered Nurse - Hourly	\$33.08/hr

16 more rows, 1 more column

[Salary: Registered Nurse in Los Angeles, CA | Glassdoor](#)
https://www.glassdoor.com/Salaries/los-angeles-registered-nurse-salary-SRCH_... Glassdoor ▾

About this result • Feedback

Salary: Registered Nurse in Los Angeles, CA | Glassdoor

www.glassdoor.com › [Salaries](#) › [Registered Nurse](#) ▾ Glassdoor ▾

Jul 26, 2016 - How much does a **Registered Nurse** make in **Los Angeles, CA**? The average **salary** for a **Registered Nurse** is \$63,070. **Salaries** estimates ...

Registered Nurse (RN) Salary in Los Angeles, California - PayScale

[www.payscale.com/research/US/job=Registered_Nurse_\(RN\)/.../Los-Angeles-CA](http://www.payscale.com/research/US/job=Registered_Nurse_(RN)/.../Los-Angeles-CA) ▾

The average pay for a Registered Nurse (RN) in Los Angeles, California is **\$36.29 per hour**. The highest paying skills associated with this job are Oncology, Critical Care, Intensive Care Unit (ICU), Cardiology, and Labor & Delivery, Birthing.

[RN salary los angeles]

About 2,500,000 results (0.64 seconds)

Summary Of Best Airline Credit Cards

Best Airline Card For...	Card
Domestic Travel	Southwest Airlines Rapid Rewards® Premier Credit Card
Those Who Want Flexibility	Chase Sapphire Preferred® Card
Companion tickets & Medallion Qualification Miles	Platinum Delta Skymiles® Credit Card

2 more rows, 2 more columns

[Best Airline Miles Credit Cards of 2016 - ValuePenguin](http://www.valuepenguin.com/best-airlines-miles-credit-cards)
www.valuepenguin.com/best-airlines-miles-credit-cards

About this result • Feedback

[Best Airline Credit Cards of 2016 - NerdWallet](http://www.nerdwallet.com/...credit-cards/nerdwallets-best-airline-credit-c...)
<https://www.nerdwallet.com/...credit-cards/nerdwallets-best-airline-credit-c...> ▾ NerdWallet ▾
Jan 25, 2016 - **Cards** with **airline** benefits, compared. Earn 30,000 **bonus miles** after you make \$1,000 in purchases on your new **Card** within your first 3 months. Earn 50,000 points after you spend \$2,000 on purchases in the first 3 months your account is open.
[Discover it® Miles](#) · [Gold Delta SkyMiles® Credit ...](#) · [Barclaycard Arrival Plus ...](#)

[best miles reward credit card]

[Best Airline Miles Credit Cards of 2016 - ValuePenguin](http://www.valuepenguin.com/best-airlines-miles-credit-cards)
www.valuepenguin.com/best-airlines-miles-credit-cards ▾
Earn 30,000 **bonus miles** after you make \$1,000 in purchases on your new **Card** within your first 3 months and a \$50 statement **credit** after you make a Delta purchase with your new **Card** within your first 3 months. Earn 2 **Miles** per dollar spent on purchases made directly with Delta.
[Barclaycard Arrival Plus](#) · [Capital One Venture Rewards](#) · [US Airways MasterCard](#)

About 27,200,000 results (0.54 seconds)

College	Town	
Liberty University	Lynchburg, Virginia	105,665
University Of Central Florida	Orlando, Florida	70,248
University Of Minnesota Twin Cities	Minneapolis, Minnesota	64,202
University Of Maryland University College	Adelphi, Maryland	63,595
Ohio State University Main Campus	Columbus, Ohio	62,681
Broward College	Fort Lauderdale, Florida	61,784
Western Governors University	Salt Lake City, Utah	58,087
University Of Florida	Gainesville, Florida	56,642

1 more row, 1 more column

Best Online Nursing Degrees | Bachelor of Science in Nursing (BSN)
www.affordablecollegesonline.org/degrees/nursing-programs/

About this result • Feedback

Online Nursing School | Online Programs and Degrees
www.allnursingschools.com/nursing-careers/article/online-nursing-school/ ▾
 Online nursing is a great way to get your nursing education! Learn about online nursing programs in this Q&A.

[online nursing schools]

Best Online Nursing Degrees | Bachelor of Science in Nursing (BSN)
www.affordablecollegesonline.org/degrees/ ▾

About 860,000 results (0.59 seconds)

- Trinity International University
- Shorter University
- Mount Vernon Nazarene University
- Indiana Wesleyan University
- Olivet Nazarene University
- North Greenville University
- Eastern University
- Roberts Wesleyan College

More items...

[Online Christian Colleges | Best Online Christian Universities](http://www.affordablecollegesonline.org/online-colleges/christian-colleges/)
www.affordablecollegesonline.org/online-colleges/christian-colleges/

About this result • Feedback

[Online Christian Colleges | Best Online Christian Universities](http://www.affordablecollegesonline.org/online-colleges/christian-colleges/)
www.affordablecollegesonline.org/online-colleges/christian-colleges/ ▼

Online Christian colleges take a faith-based approach to distance learning. ... More courses, programs and degrees available online means increased diversity ...

Best Online Christian Colleges · Online Christian College Basics

[online accredited christian colleges]

The Top 20 Online Christian Colleges | The Best Schools
www.thebestschools.org/blog/2013/07/11/top-20-online-christian-colleges/ ▼

Jul 11, 2013 - Be a part of a Christian College via online learning. Discover the best online Christian Colleges and find information on a degree of your ...



CONTENT NAVIGATION

[ONLINE CHRISTIAN COLLEGE BASICS](#)[ONLINE LEARNING & FAITH](#)[SPOTLIGHT: CHRISTIAN BROTHERS U.](#)[Q&A: ONLINE CHRISTIAN STUDENT](#)[BEST ONLINE CHRISTIAN COLLEGES](#)[SEARCH SCHOOLS](#)

1 Viterbo University

SCORE: 97.88ONLINE COST PER CREDIT: **\$220**RELIGIOUS AFFILIATION: **Roman Catholic**

Viterbo, based in La Crosse, Wisconsin is a private Franciscan liberal arts school affiliated with the Roman Catholic Church. They offer 70 undergraduate degree programs, 5 graduate programs, 2 associate degree programs, and multiple certificate programs. Students can earn associate or bachelor degrees in business, education, health care, leadership, and technology fields. They offer flexible online degree programs for busy, working adults.

Students can earn their BA or BS degree fully online in the following fields:

- Associate of Arts & Sciences

Elements Console Sources Network Timeline Profiles Application Security Audits

```

<div class="bestchriscont rk_content_right">...</div>
<div class="grey-box">...</div>
<div class="christian_ranking_content_right">
  <div class="table_div_main">
    <div class="ranking_top"> == $0
      <div class="tittle_ranking">...</div>
      <div class="tittle_orange_bg">
        <div class="orange_bg">
          <a rel="nofollow" target="_blank" " href="http://www.viterbo.edu/academics/Online_Learning.aspx">
            <code>Viterbo University</code>
          </a>
        </div>
      </div>
    </div>
  </div>
  <div class="ranking_mid">...</div>
  <div class="ranking_bottom">...</div>
</div>
<!-- table_div_main -->
<div class="table_div_main">...</div>
<!-- table_div_main -->
<div class="table_div_main">...</div>
<!-- table_div_main -->
<div class="table div main">...</div>

```

Styles Computed Event Listeners >>

Filter :hov .cls

```

element.style {
}
.mid-content global.css?ver=1.3.2:
.ranking_content_right .table_div_main
.ranking_top {
  width: 100%;
  float: left;
}
* {
  margin: >0;
  padding: >0;
}
div {
  display: block;
}
Inherited from body
body {
  height: 100%;
  margin: >0;
}

```

There's data missing from the snippet, and they're using <div>!

THIS IS A WEAK SNIPPET.

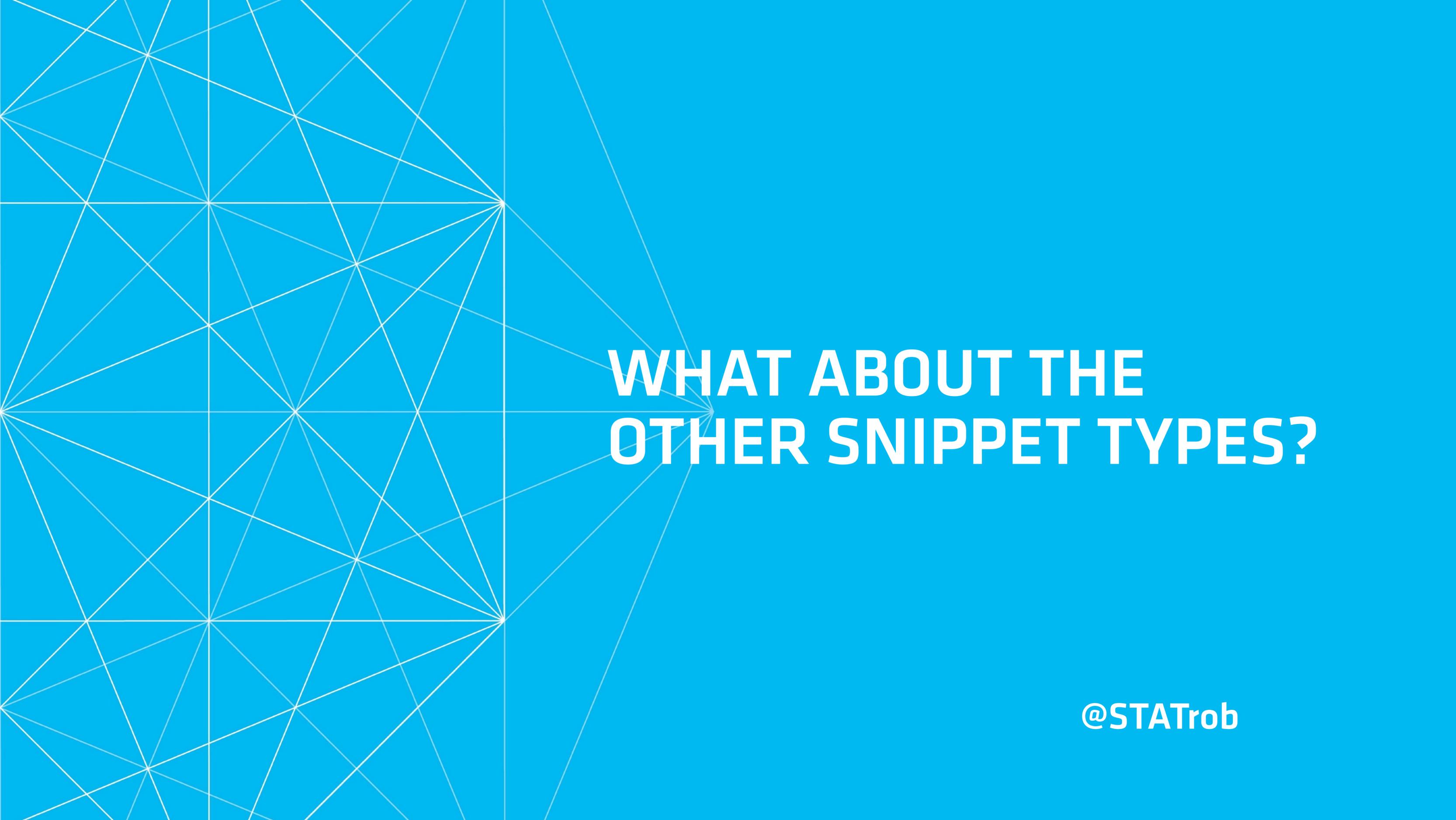
Put this data in a table so that Google can extract it with confidence, and you'll take it from them.

@STATrob

TWEETABLE TIP

**YOU CAN STEAL WEAK SNIPPETS.
USE THE FORMAT GOOGLE REALLY
WANTS TO SEE FOR A QUERY.**

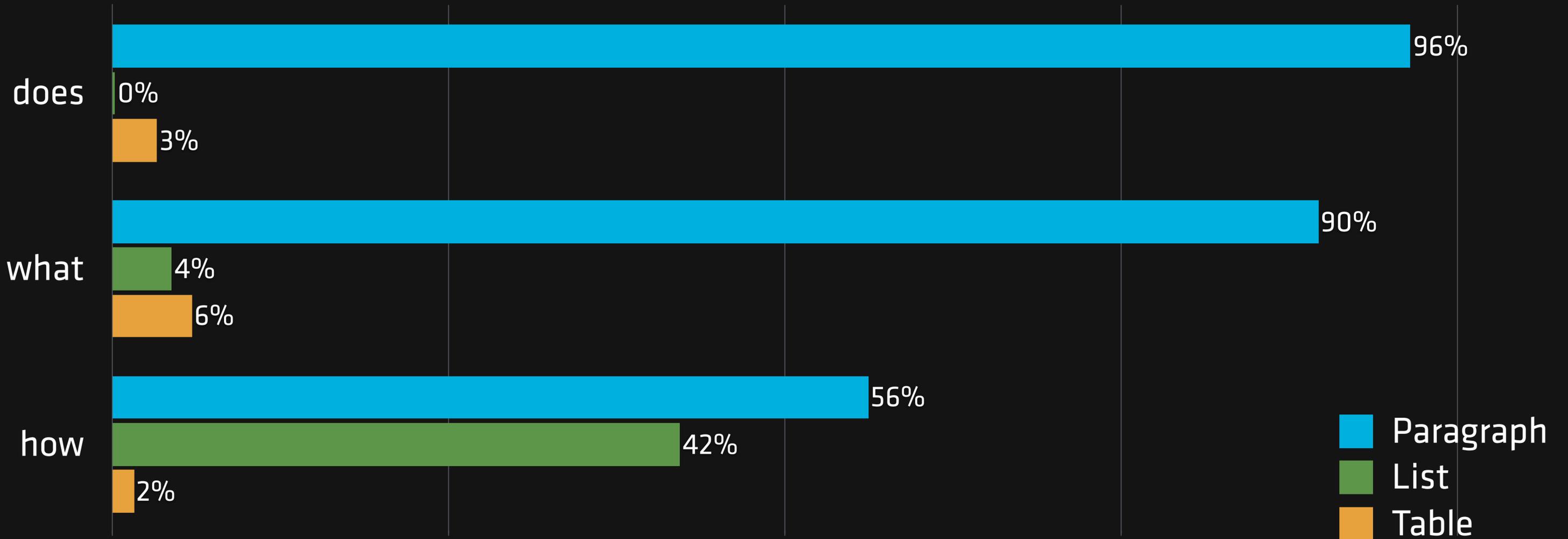
@STATrob



WHAT ABOUT THE OTHER SNIPPET TYPES?

@STATrob

SNIPPET FORMAT FOR “GENERAL QUESTION” WORDS



THERE ARE TWO TYPES OF “HOW” QUERIES

HOW QUESTION

SNIPPET TYPE

how do I poach an egg?

list

how does evaporation work?

paragraph

how do I wax a car?

list

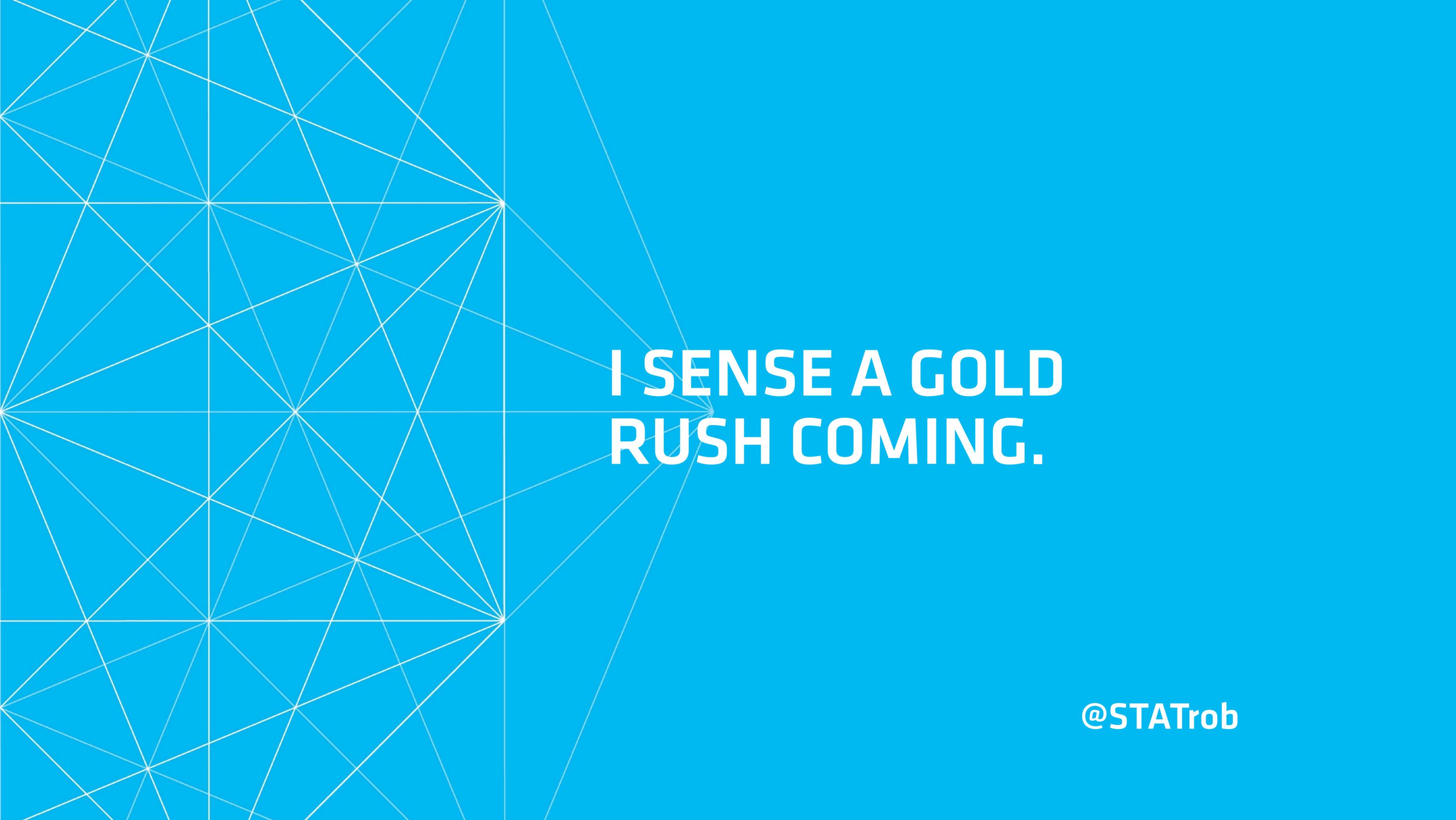
how do frogs croak?

paragraph

TWEETABLE TIP

**RESEARCH THE FEATURED
SNIPPETS IN EACH QUERY SPACE &
FORMAT YOUR CONTENT TO MATCH.**

[@STATrob](#)



**I SENSE A GOLD
RUSH COMING.**

@STATrob

About 27,200,000 results (0.54 seconds)

College	Town	
Liberty University	Lynchburg, Virginia	105,665
University Of Central Florida	Orlando, Florida	70,248
University Of Minnesota Twin Cities	Minneapolis, Minnesota	64,202
University Of Maryland University College	Adelphi, Maryland	63,595
Ohio State University Main Campus	Columbus, Ohio	62,681
Broward College	Fort Lauderdale, Florida	61,784
Western Governors University	Salt Lake City, Utah	58,087
University Of Florida	Gainesville, Florida	56,642

1 more row, 1 more column

Best Online Nursing Degrees | Bachelor of Science in Nursing (BSN)
www.affordablecollegesonline.org/degrees/nursing-programs/

About this result • Feedback

Online Nursing School | Online Programs and Degrees
www.allnursingschools.com/nursing-careers/article/online-nursing-school/
 Online nursing schools in USA (Google.com)
 programs in this Q&A.

Best Online Nursing Degrees | Bachelor of Science in Nursing (BSN)
www.affordablecollegesonline.org/degrees/



online nursing schools



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About 21,400,000 results (0.43 seconds)

School of Nursing: Online Nursing Degree Programs | Kaplan University

www.kaplanuniversity.edu/nursing.aspx

Whether you are already a **nurse** or have just made the decision to become one, Kaplan University has the people, **programs**, and professional affiliations to help you pursue your educational and career goals. ... Bachelor of Science in **Nursing**—RN-to-BSN. ... A degree in **nursing** from Kaplan ...
[Associate of Science in Nursing](#) · [Bachelor of Science in Nursing](#) · [Explore School](#)

Online Nursing School | Online Programs and Degrees

www.allnursingschools.com/nursing-careers/article/online-nursing-school/

RN-to-BSN, RN-to-MSN and MSN **programs** generally require the following: Graduation from a National League of **Nursing** (NLN) accredited **nursing school**. A current RN **nursing** license. A 2.5-3.0 GPA (grade point average in selected prerequisite **courses**)

Online Nursing Options | School of Nursing at Johns Hopkins University

nursing.jhu.edu/academics/programs/online/

Learn anytime and anyplace through **online nursing** options including health prereqs, cns, hsm, mental health and **nurse** education.

Online (Distance) education - University of Victoria

www.uvic.ca/hsd/prospectivestudents/distance/

When Cathy Butler (**Nursing**) came to UVic for convocation, it was the first ... Our **online programs** are designed for learners combining studies with work and ...

[Choose your program](#) · [Student stories](#) · [Tours & visits](#) · [Student life](#)

[online nursing schools] in Canada (Google.ca)

Bachelor of Science in Nursing - Algonquin College

www.algonquincollege.com/.../program/bachelor-of-science-in-nursing/

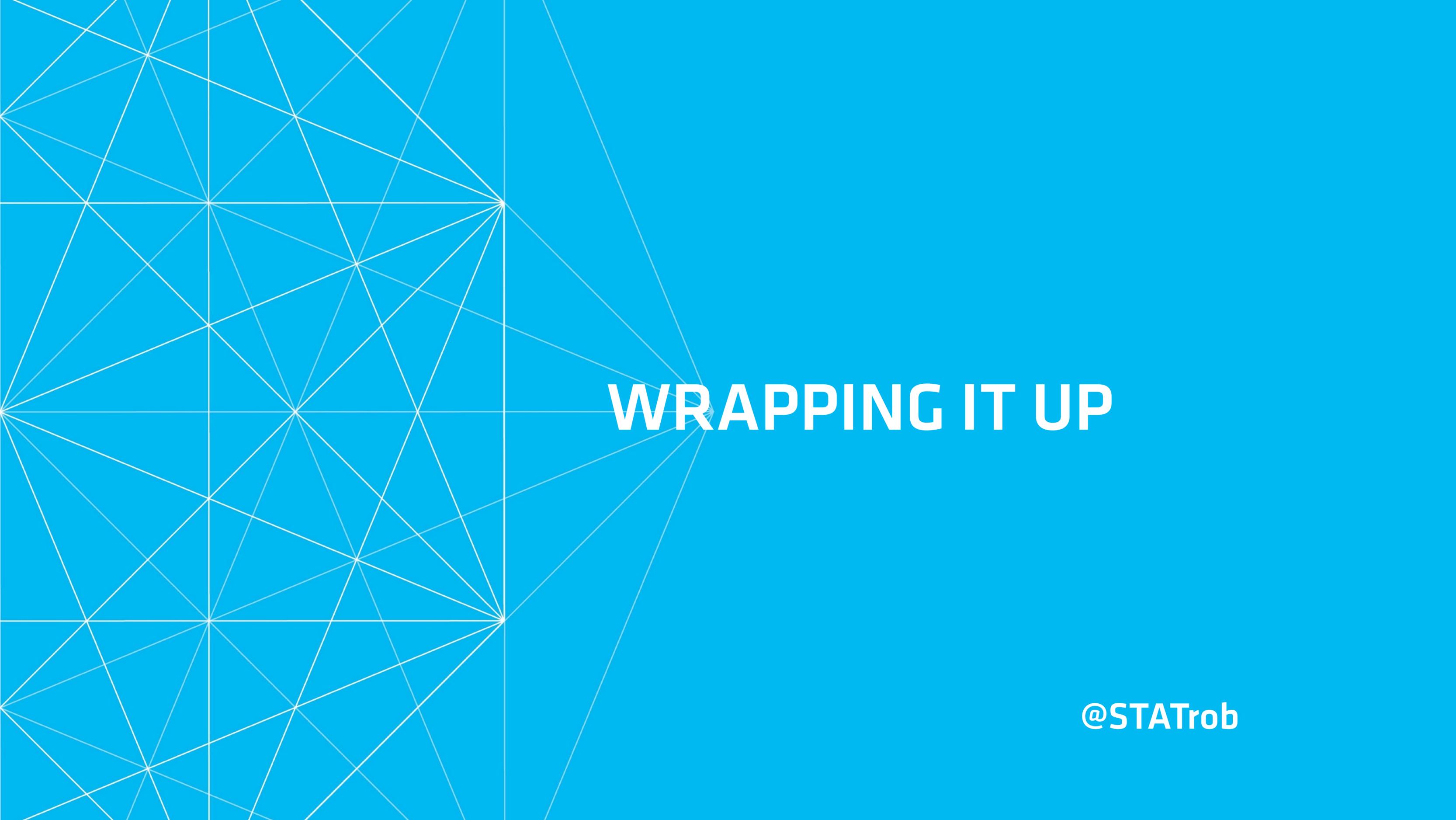
The Bachelor of Science of **Nursing program** at Algonquin College is offered in ... Courses may be offered in the classroom or lab, entirely **online**, or in a hybrid ...

TWEETABLE TIP

LOOK FOR MISSING FEATURED SNIPPETS IN OTHER MARKETS.

Create geographically relevant content to target them.

[@STATrob](#)



WRAPPING IT UP

@STATrob

FEATURED SNIPPETS AREN'T GOING ANYWHERE.

They're a corner-stone of Google's strategy
for mobile and voice search.

[@STATrob](#)

TWEETABLE TIP 1

**YOU HAVE TO USE A TOOL TO
TRACK FEATURED SNIPPETS.**

@STATrob

TWEETABLE TIP 2

LOCAL-INTENT QUERIES NEVER HAVE FEATURED SNIPPETS.

Local SEOs don't get to play. Sorry. :(

@STATrob

TWEETABLE TIP 3

LET PEOPLE-ALSO-ASK BOXES INSPIRE YOUR OWN FEATURED SNIPPET CONTENT.

Google is telling you what answers they like
for similar queries.

[@STATrob](#)

TWEETABLE TIP 4

**PAY ATTENTION TO KEYWORD
VARIANTS. SNIPPETS ONLY
APPEAR FOR SOME.**

Your research just got harder. Sorry!

[@STATrob](#)

TWEETABLE TIP 5

**REVIEWS AND OPINION BASED
CONTENT CAN NOW SNAG
SNIPPETS. GO AND GET 'EM!.**

@STATrob

TWEETABLE TIP 6

**YOU CAN STEAL WEAK SNIPPETS.
USE THE FORMAT GOOGLE REALLY
WANTS TO SEE FOR A QUERY.**

[@STATrob](#)

TWEETABLE TIP 7

**RESEARCH THE FEATURED
SNIPPETS IN EACH QUERY SPACE &
FORMAT YOUR CONTENT TO MATCH.**

[@STATrob](#)

TWEETABLE TIP 8

LOOK FOR MISSING FEATURED SNIPPETS IN OTHER MARKETS.

Create geographically relevant content to target them.

[@STATrob](#)



About 348,000 results (0.62 seconds)

Rob Bucci is the founder and CEO of STAT Search Analytics. He's been a developer and entrepreneur in the SEO space since 2005, and he especially loves tackling big-data challenges in data mining and analytics.



[Rob Bucci | STAT Search Analytics](https://getstat.com/blog/author/rob/)
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<https://getstat.com/blog/author/rob/>

Rob Bucci18 posts**Rob** is the founder and CEO of STAT Search Analytics. He's been a developer and entrepreneur in the SEO space since 2005, and he especially loves tackling big-data challenges in data mining and analytics.

Download the whitepaper, data set, and slides at getSTAT.com/moz

THANK YOU

ROB BUCCI

STAT Search Analytics @STATrob

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