

CASE STUDY

# FEATURED SNIPPET ACQUISITION

**170**  
**DISTINCT**  
**FEATURED**  
**SNIPPETS**

(2020)

## MOVER SEARCH MARKETING



Only showing up on the 1st page of any search result matters. This is because over 93% of the clicks happen on the 1st page. Of the 10 results on any 1st page, 65% of all clicks go to the first 4 results.

### REPRESENTATIVE SAMPLES

However, once in a while Google will provide a result that is even better than position 1 on the search results page. It is above the 1st position and is called a Featured Snippet. It is also sometimes referred to as position "0".

Only some pages even show a featured snippet and they are extremely difficult to obtain. But they are the most valuable as they are prominent and featured and take up more of the page "real estate" than anything else. As such they result in a huge percent of the clicks for the search term.

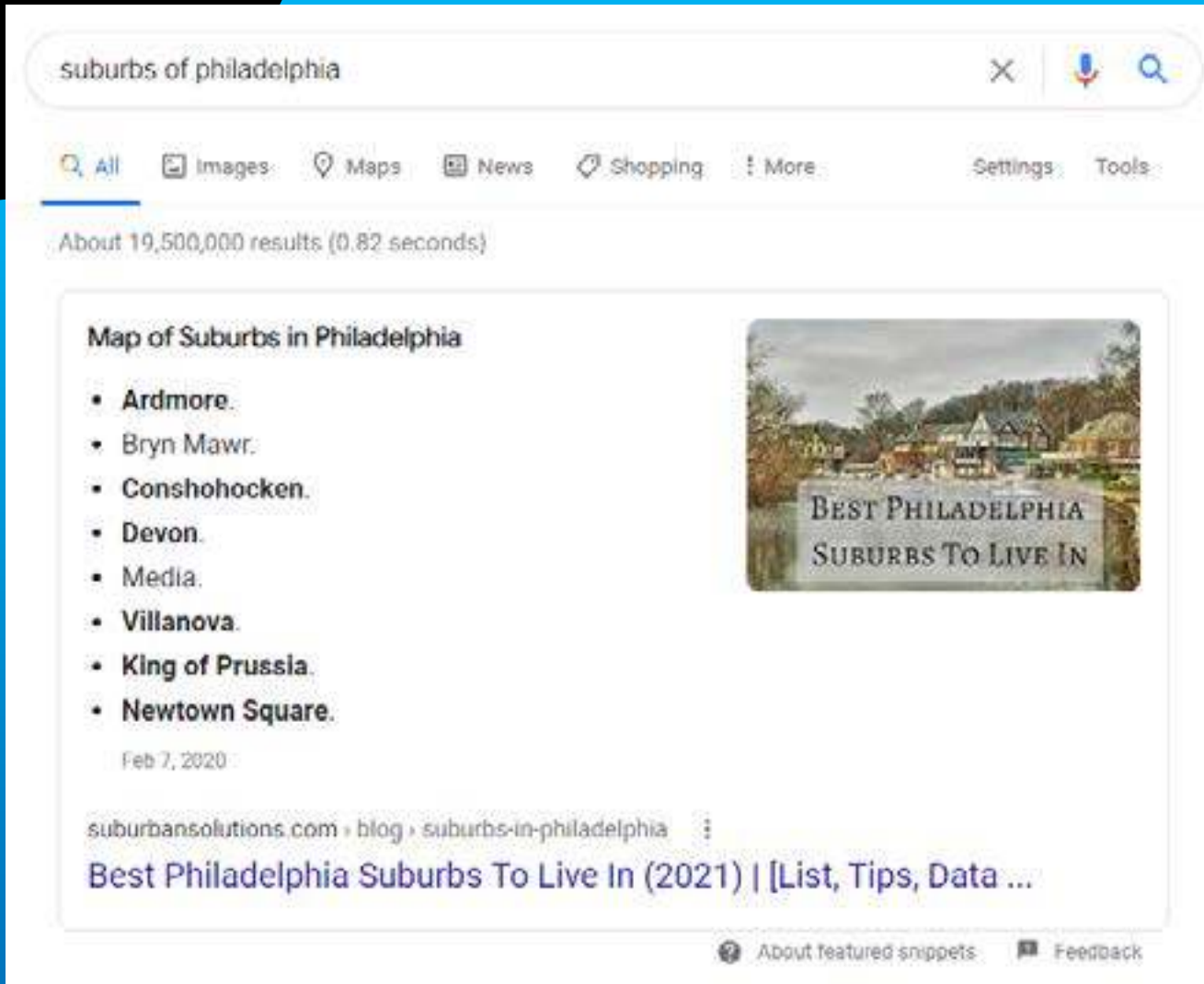
In 2020 we achieved in excess of 170 distinct featured snippets for our clients which resulted in a massive amount of traffic.

#### Representative Samples:

Keep in mind that these were live at the time of this study and Google can change things at any time, especially featured snippets. In practice, our clients have historically kept theirs for an extended period of time.



# FEATURED SNIPPET

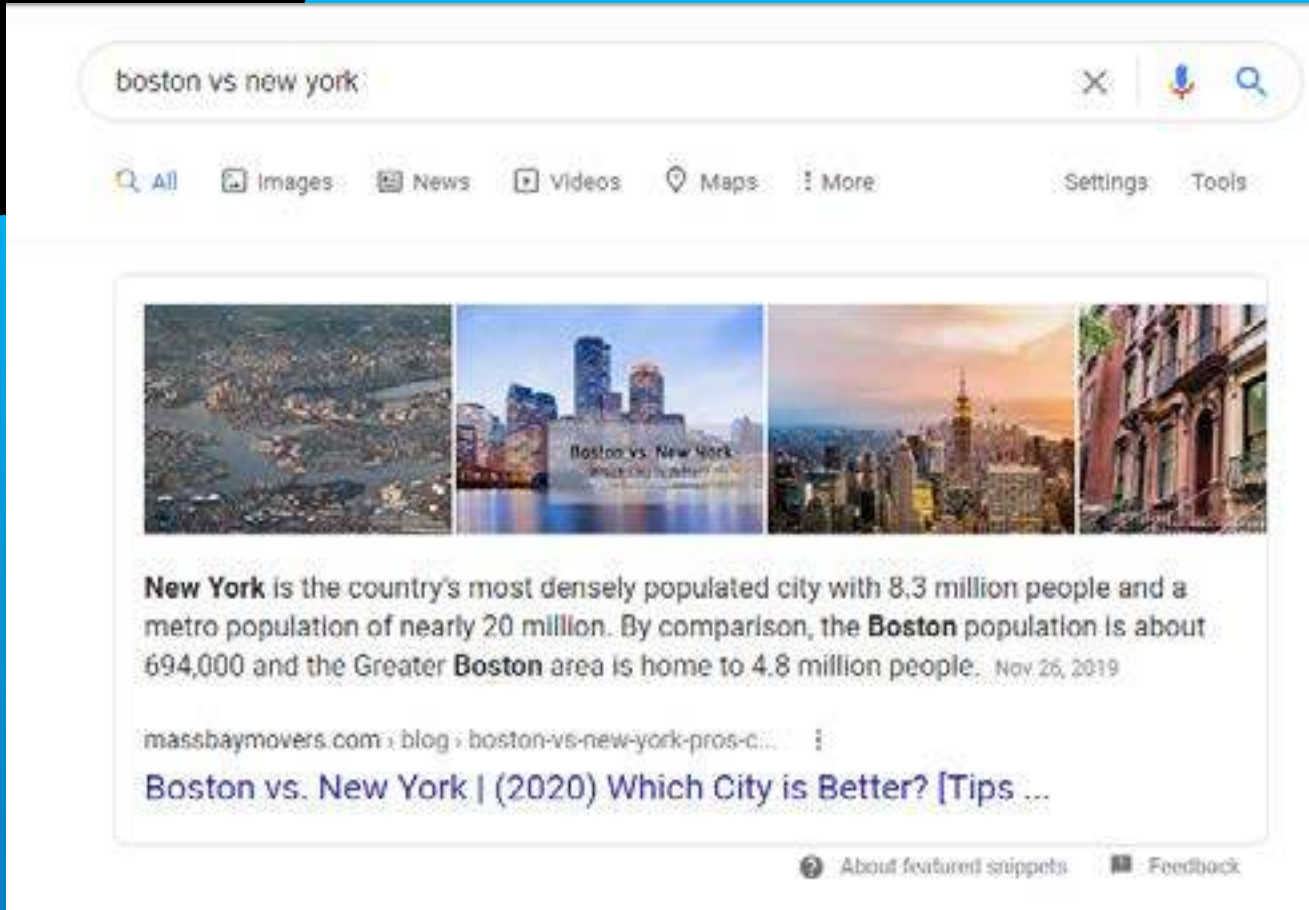


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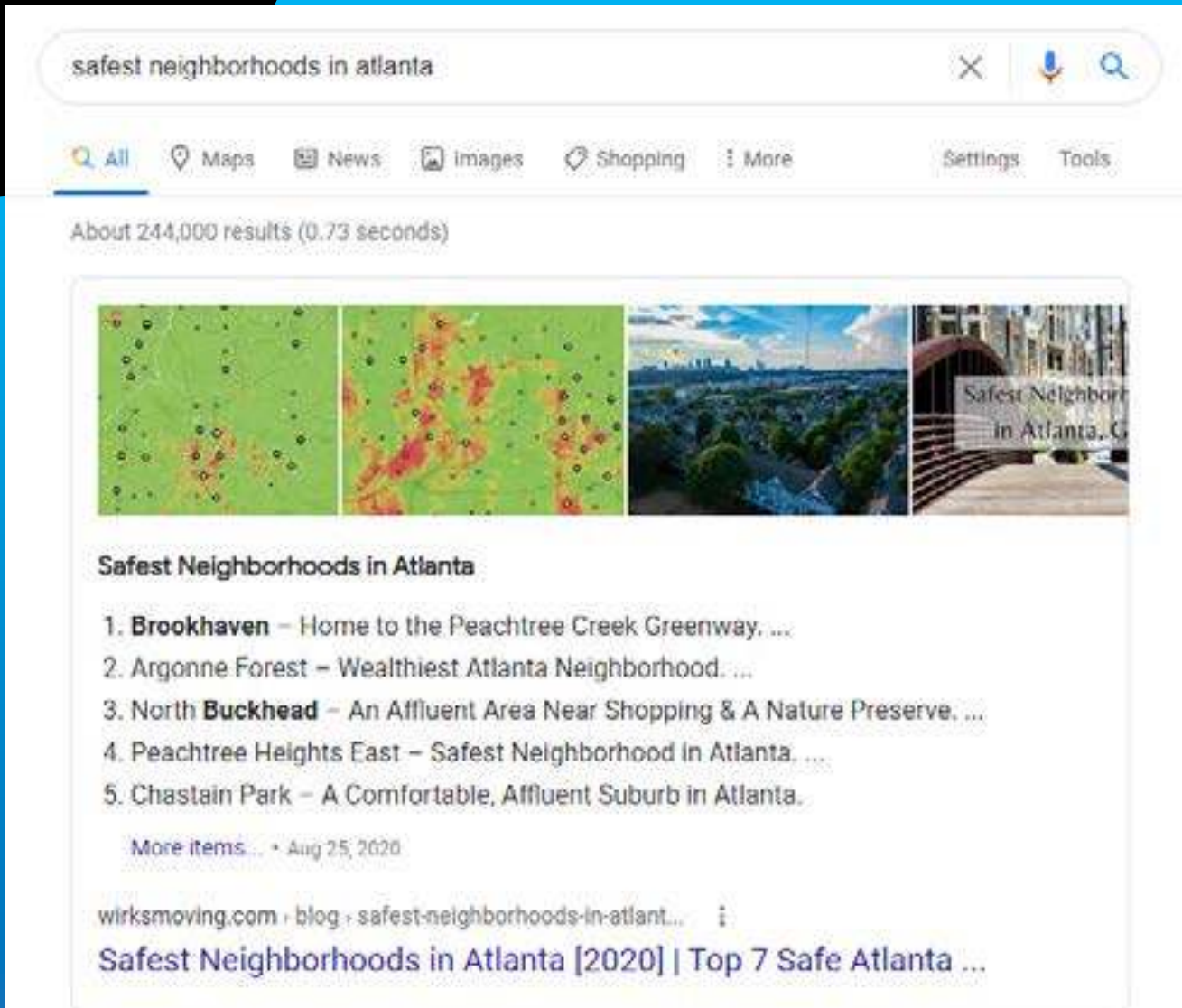


The image shows a Google search interface for the query "boston vs new york". The search bar is at the top, with the query entered. Below the search bar are navigation tabs for "All", "Images", "News", "Videos", "Maps", and "More". To the right of these tabs are "Settings" and "Tools" links. The main content area displays a featured snippet. At the top of the snippet are four small images: a satellite view of a city, a city skyline at night, a city skyline at sunset, and a street view of a city. Below the images is a text block: "New York is the country's most densely populated city with 8.3 million people and a metro population of nearly 20 million. By comparison, the Boston population is about 694,000 and the Greater Boston area is home to 4.8 million people. Nov 26, 2019". Below the text is the source URL: "massbaymovers.com › blog › boston-vs-new-york-pros-c...". The title of the snippet is "Boston vs. New York | (2020) Which City is Better? [Tips ...". At the bottom of the snippet are two links: "About featured snippets" and "Feedback".

SEARCH

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# FEATURED SNIPPET



safest neighborhoods in atlanta

All Maps News Images Shopping More Settings Tools

About 244,000 results (0.73 seconds)

**Safest Neighborhoods in Atlanta**

1. **Brookhaven** – Home to the Peachtree Creek Greenway, ...
2. Argonne Forest – Wealthiest Atlanta Neighborhood. ...
3. North **Buckhead** – An Affluent Area Near Shopping & A Nature Preserve, ...
4. Peachtree Heights East – Safest Neighborhood in Atlanta, ...
5. Chastain Park – A Comfortable, Affluent Suburb in Atlanta.

More items... • Aug 25, 2020

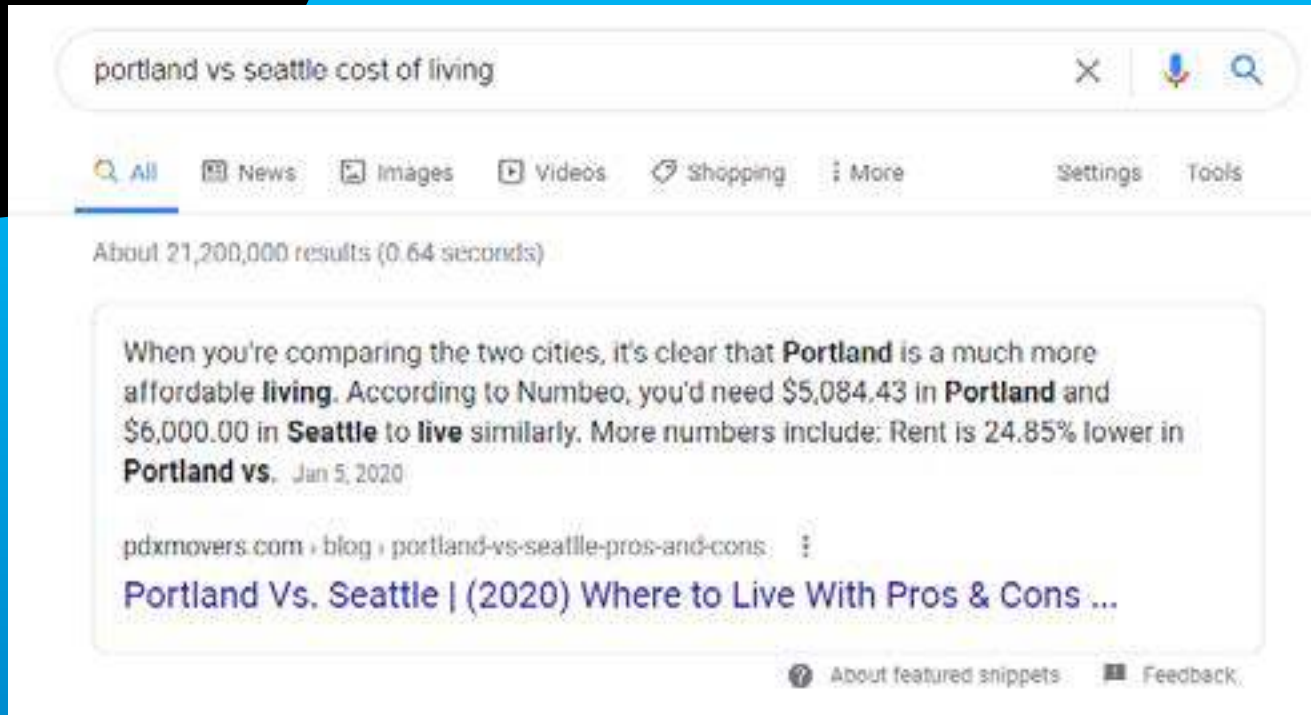
wirksmoving.com · blog · safest-neighborhoods-in-atlant...  
**Safest Neighborhoods in Atlanta [2020] | Top 7 Safe Atlanta ...**

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# FEATURED SNIPPET



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cost to build a house in atlanta

All Shopping Images News Videos More Settings Tools

About 53,900,000 results (1.24 seconds)

In general, the average construction costs in Atlanta are **\$90** per square foot. Depending on your size or location, you can expect to pay between **\$180,000** and **\$270,000** for a custom home. If you are looking for an affordable cost to build a house in Atlanta, the following companies can help you get started. May 14, 2020

wirksmoving.com · blog · atlanta-ga-custom-home-build...  
[Atlanta Home Builders List \[2020\] | Which Atlanta Builder ...](#)

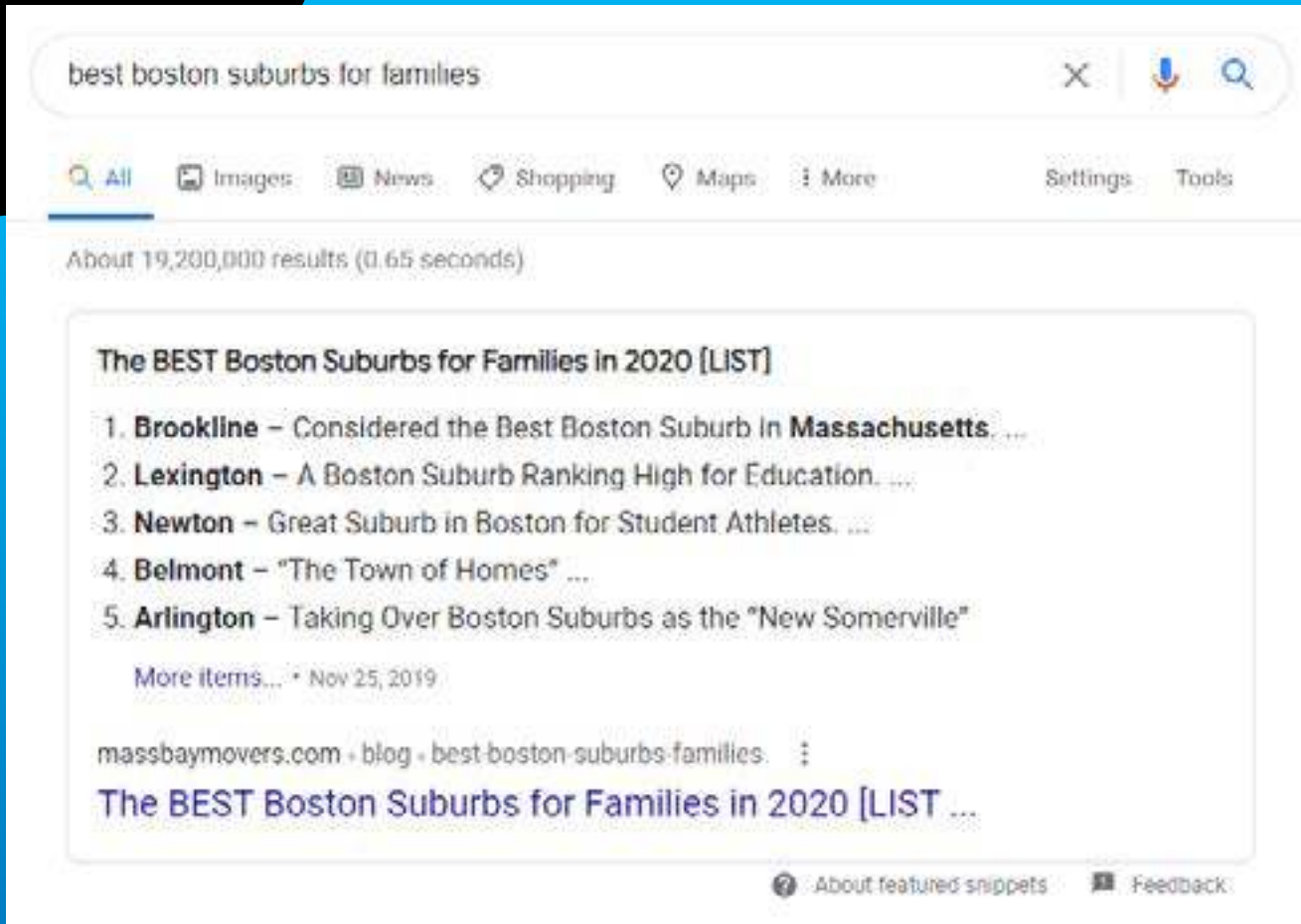
About featured snippets Feedback

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# FEATURED SNIPPET

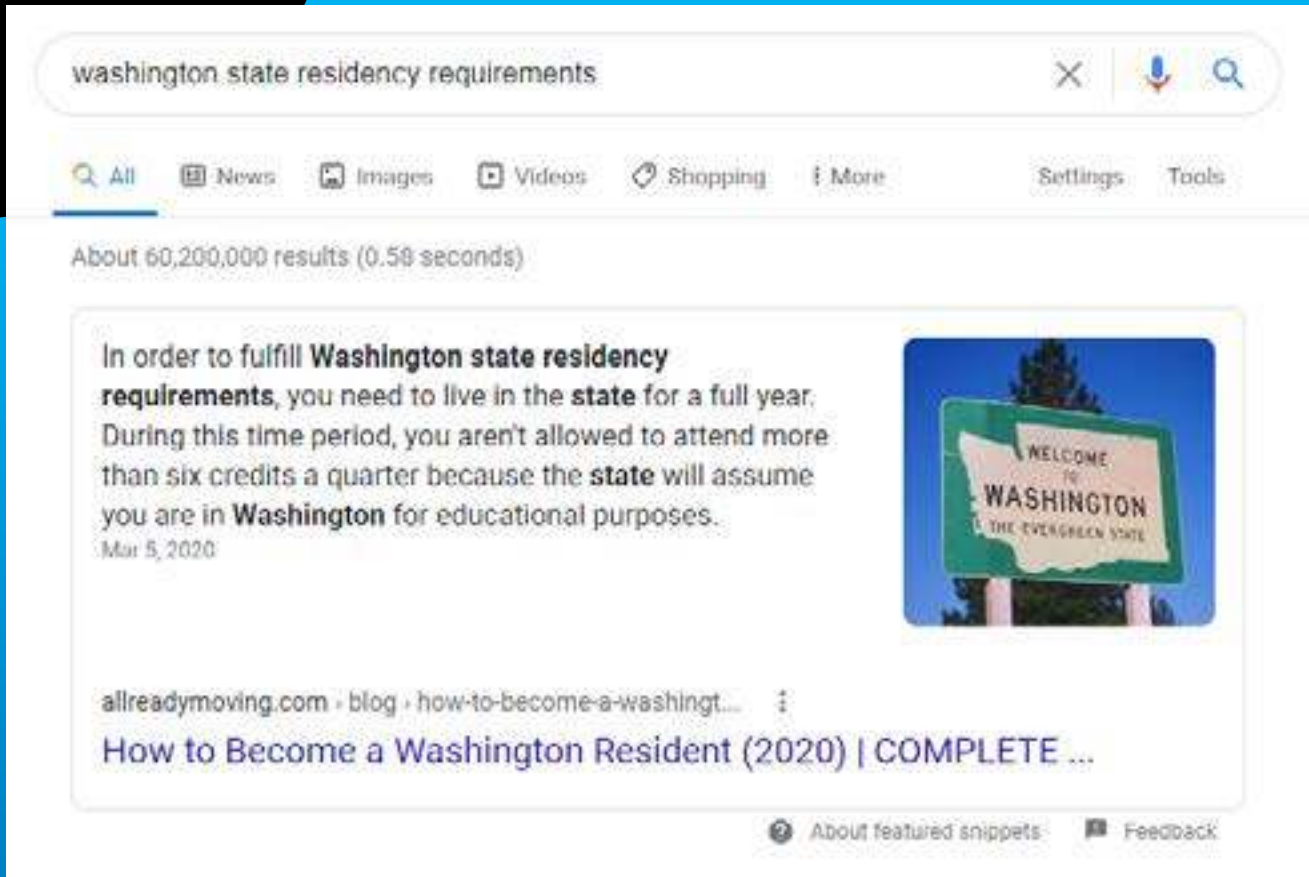


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# FEATURED SNIPPET



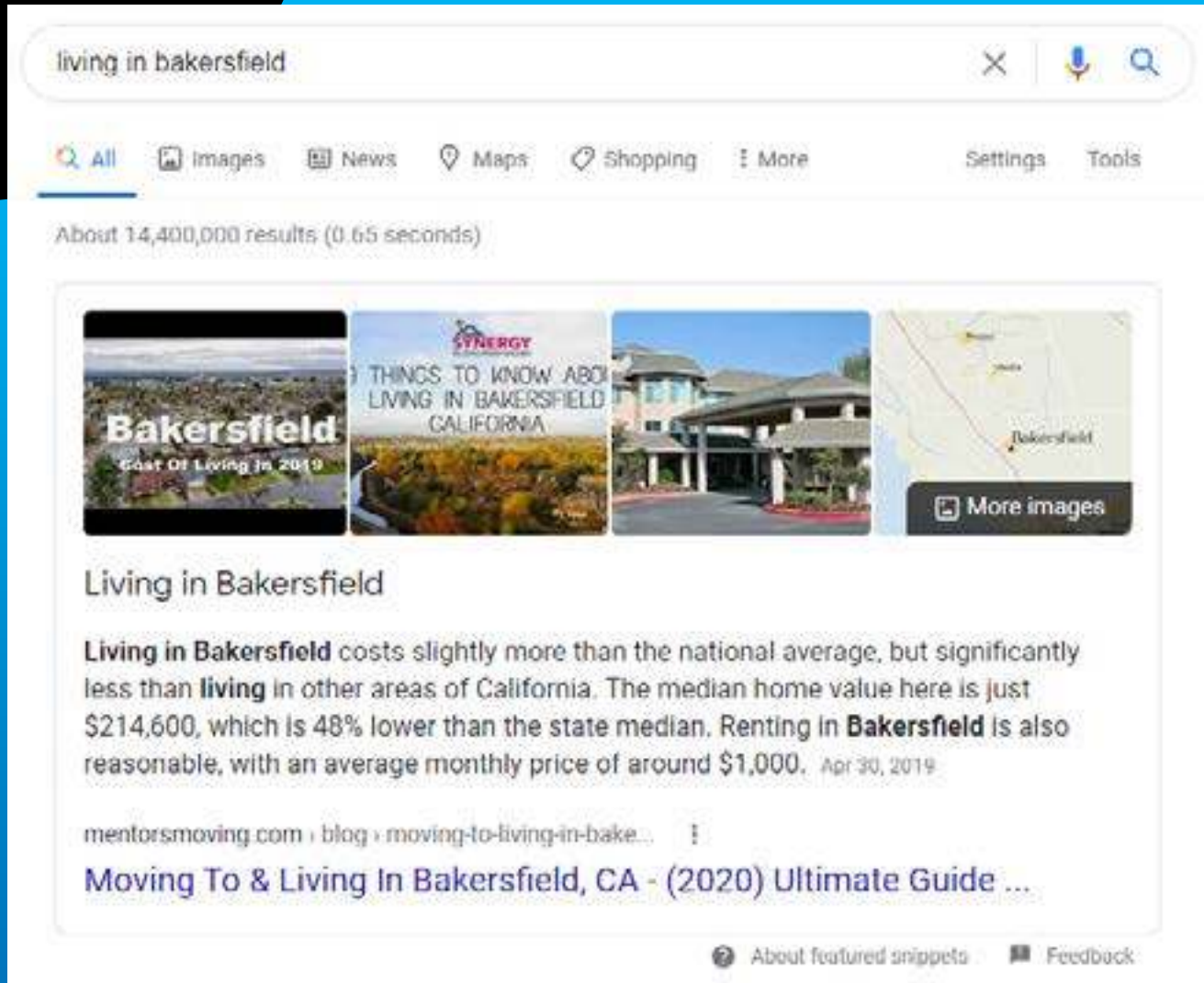
The image is a screenshot of a Google search results page. The search bar at the top contains the text "washington state residency requirements". Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Shopping", and "More". The search results show "About 60,200,000 results (0.58 seconds)". A featured snippet is displayed, containing the following text: "In order to fulfill **Washington state residency requirements**, you need to live in the **state** for a full year. During this time period, you aren't allowed to attend more than six credits a quarter because the **state** will assume you are in **Washington** for educational purposes." The date "Mar 5, 2020" is shown below the text. To the right of the text is an image of a "WELCOME TO WASHINGTON THE EVERGREEN STATE" sign. Below the snippet, the source is listed as "allreadymoving.com · blog · how-to-become-a-washingt...". The title of the page is "How to Become a Washington Resident (2020) | COMPLETE ...". At the bottom of the snippet, there are links for "About featured snippets" and "Feedback".

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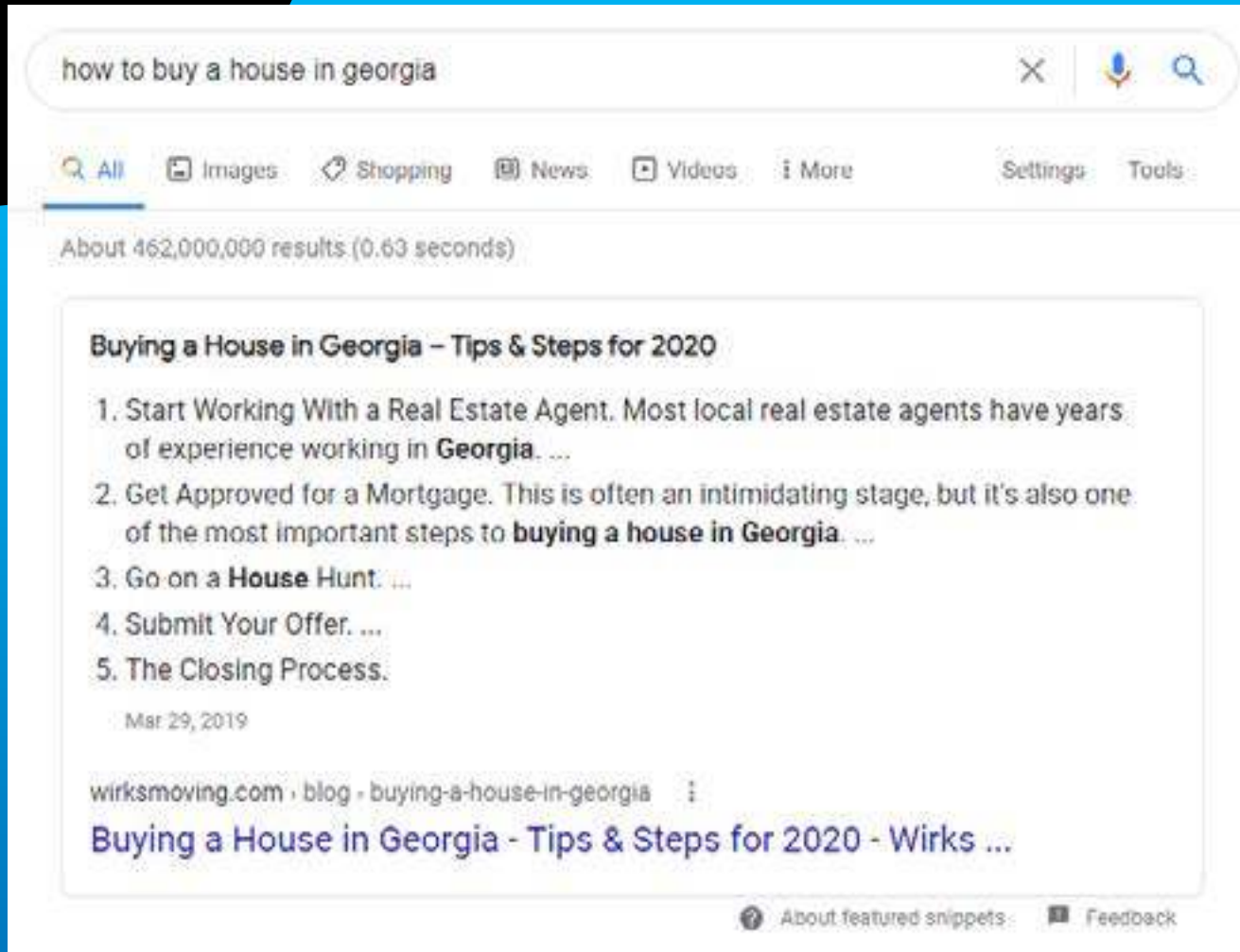
# FEATURED SNIPPET



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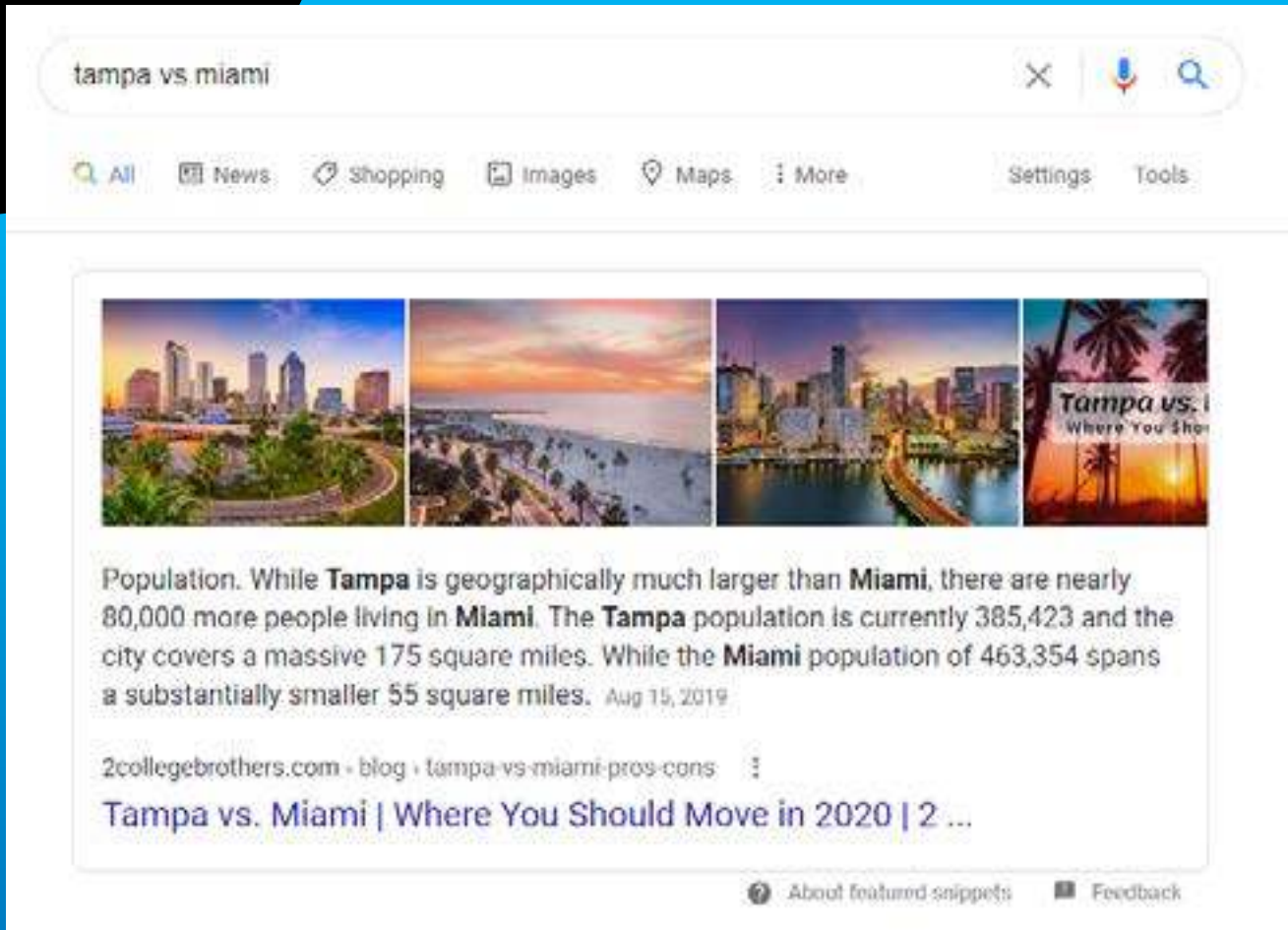
# FEATURED SNIPPET



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