

Deconstructing Google SERPs

to Understand Organic Search Performance

Danielle Rohe

Integrate 2023

@d4ni_s | Digital-Danielle.com

Google SERP

June 2012

Search [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [More »](#)



ford

Search

About 177,000,000 results

[Advanced search](#)

- [Web](#)
- [Images](#)
- [Videos](#)
- [News](#)
- [Shopping](#)
- [More](#)

Show search tools

Official Ford® Site | Ford.com

Ad

Visit the Official Ford® Site Now for Complete Vehicle Info.

[Build & Price](#) - [Incentives and Offers](#) - [Ford Cars](#) - [Ford Trucks](#)

[www.ford.com/](#)

Ford – New Cars, Trucks, SUVs, Hybrids & Crossovers | Ford Vehicles

The Official Ford Site to research, learn and shop for all new Ford Vehicles. View photos, videos, specs, compare competitors, build and price, search inventory ...

[www.ford.com/](#) - [Cached](#) - [Similar](#)

Vehicles	Careers
Mustang	2013 Fusion
2013 Explorer	Corporate

[Vehicles](#)

Compare features and view pricing on all Ford cars, trucks, SUVs, hybrids and
[www.ford.com/vehicles/](#)

Ford Motor Company - Wikipedia, the free encyclopedia

Ford Motor Company (NYSE: F) is an American multinational automaker based in Dearborn, Michigan, a suburb of Detroit. The automaker was founded by ...

[en.wikipedia.org/wiki/Ford_Motor_Company](#) - [Cached](#) - [Similar](#)

Ford Foundation

Working with visionaries on the frontlines of social change worldwide.

[www.fordfound.org/](#) - [Cached](#)

Ford News - Autoblog

Read the latest Ford news and reviews complete with photos, videos, and road tests of new Ford vehicles.

[www.autoblog.com/ford/](#) - [Cached](#)

News for ford

[Ford adds Mog streaming music to Sync AppLink roster](#) - 20 hours ago

The addition of Mog to Ford's Sync AppLink brings the total apps it supports up to 10. Mog subscribers will be able to use voice command to ...

[CNET](#) - [17 related articles »](#)

[Rob Ford vows to win jobs for Toronto with lower tax rate](#) -

[National Post](#) - [63 related articles »](#)

[2013 Ford F-Series: a Facelift for America's Sweetheart](#) -

[New York Times \(blog\)](#) - [53 related articles »](#)

Ford Motor Company | Facebook

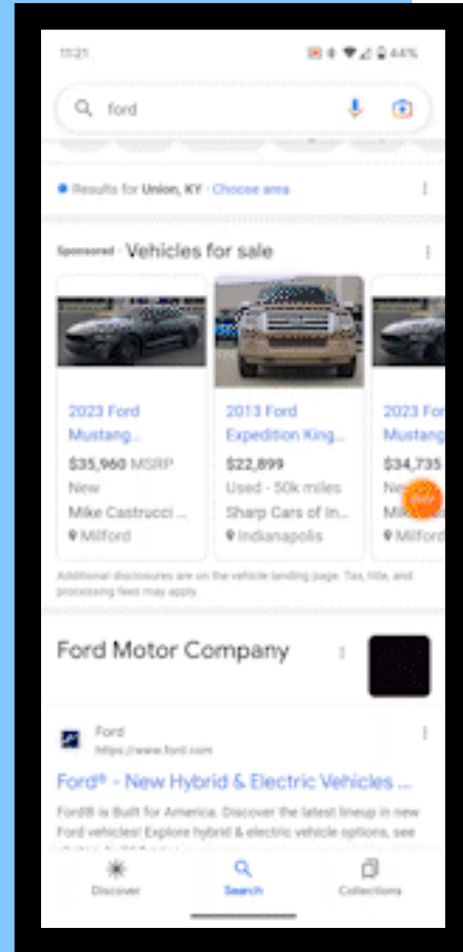
Ford Motor Company is on Facebook. To connect with Ford Motor Company, sign up for Facebook today. Sign Up Log In · Cover Photo · Like · Profile Picture ...

[www.facebook.com/ford](#) - [Cached](#) - [Similar](#)

Ford Models

Google SERP

Present Day



Google

ford

News Images Maps Videos Shopping Books Flights Finance Tools

About 2,200,000,000 results (0.64 seconds)

Results for Union, KY Use precise location

Ford
http://www.ford.com

Ford® - New Hybrid & Electric Vehicles, SUVs, Crossovers ...
Ford® is Built for America. Discover the latest lineup in new Ford vehicles! Explore hybrid & electric vehicle options, see photos, build & price, ...

Results from ford.com

2023 Ford F-150® Truck
The 2023 Ford F-150® Truck is available in 8 trims including the ...

SUVs & Crossovers
The Family of SUVs and SUVs ... Regardless of the Ford SUV ...

The Family of Ford Trucks
The all-new Ford F-Series Super Duty® goes on sale in early ...

2023 Ford Mustang
2024 Mustang - Mach 1® Premium - Models - EcoBoost® Fastback

Ford locations

Hours

A Airport Ford
Florence, KY - (859) 371-4750
Closed Opens 10 AM Thu
In-store shopping - In-store pickup - Delivery Website Directions

B Fuller Ford Inc
Cincinnati, OH - (513) 352-5800
Closed Opens 8 AM Thu
In-store shopping - Curbside pickup - Delivery Website Directions

C Wait Sweeney Ford
Cincinnati, OH - (513) 922-4500
Closed Opens 7 AM Thu
In-store shopping - Curbside pickup - Delivery Website Directions

More locations →

Ford Motor Company
Automobile manufacturer

ford.com

Ford Motor Company is an American multinational automobile manufacturer headquartered in Dearborn, Michigan, United States. It was founded by Henry Ford and incorporated on June 16, 1903. The company sells automobiles and commercial vehicles under the Ford brand, and luxury cars under its Lincoln luxury brand. Wikipedia

Stock price: F (NYSE) \$12.22 -0.51 (-4.01%)
Apr 18, 4:03 PM EDT - Disclaimer

Customer service: 1 (800) 392-3673

Founder: Henry Ford

CEO: Jim Farley (Oct 1, 2020-)

Headquarters: Dearborn, MI

Founded: June 16, 1903, Detroit, MI

Video game: The Ford Simulator

Types

Competitors

Profitability

Latest models View 25+ more

Profiles

Facebook Twitter LinkedIn Instagram

People also search for View 10+ more

Renault Chevrolet Mazda General Motors

Feedback

People also ask

Why did Ford stop making cars?

What is Ford's cheapest car?

Why is Ford stock so cheap?

Why is Ford discontinuing the F-150?

Feedback

Images for ford



Google SERP

In the very near future

Converse News Cars Images Locations **google**

Generative AI is experimental. Info quality may vary.

Here are some Ford dealers in the Cincinnati, Ohio area:

-  **Airport Ford**
4.2 ★ (871) · Ford dealer
Florence
8001 Burlington Pike, Florence, KY 41042
-  **Fuller Ford Inc**
4.5 ★ (445) · Ford dealer
Cincinnati
900 West 8th Street, Cincinnati, OH 45203

Walt Sweeney Ford

Show more

- Airport Ford**
Ford dealer that has an average rating of 4.2 based on 871 reviews. Located at 8001...
- Fuller Ford Inc**
Ford dealer that has an average rating of 4.5 based on 445 reviews. Located at 900...

Ford
https://www.ford.com

Ford® - New Hybrid & Electric Vehicles ...

Ford® is Built for America. Discover the latest lineup in new Ford vehicles! Explore hybrid & electric vehicle options, see photos, build & price, ...

Results from ford.com

The Family of Ford Trucks

2023 Ford Mustang

SUVs & Crossovers

2023 Ford F-150® Truck

The Family of Ford Cars

ford

Converse News Images Maps Videos Build and price Ford Credit Shopping USA All filters Tools

Get an AI-powered overview for this search? Generate

Ford
https://www.ford.com

Ford® - New Hybrid & Electric Vehicles, SUVs, Crossovers ...

Ford® is Built for America. Discover the latest lineup in new Ford vehicles! Explore hybrid & electric vehicle options, see photos, build & price, ...

Results from ford.com

The Family of Ford Trucks

The all-new Ford F-Series Super Duty® goes on sale in early ...

SUVs & Crossovers

Regardless of the Ford CUV or SUV model, they're capable ...

Ford Motor Company

Automobile manufacturer

ford.com






Ford Motor Company is an American multinational automobile manufacturer headquartered in Dearborn, Michigan, United States. It was founded by Henry Ford and incorporated on June 16, 1903. The

ford

Converse News Images Maps Videos Build and price Ford Credit Shopping USA All filters Tools

Generative AI is experimental. Info quality may vary.

There are many Ford dealerships in the Cincinnati, Ohio area, including:

-  **Airport Ford** 8001 Burlington Pike, Florence, KY 41042
4.2 ★ (871) Ford dealer Florence
-  **Fuller Ford Inc** 900 West 8th Street, Cincinnati, OH 45203
4.5 ★ (445) Ford dealer Cincinnati
-  **Walt Sweeney Ford** 5400 Glenway Avenue, Cincinnati, OH 45238
4.4 ★ (1.6K) Ford dealer Westwood
-  **Mike Castrucci Ford of Alexandria** 7400 Alexandria Pike, Alexandria, KY 41001
4.3 ★ (1.4K) Ford dealer Alexandria
-  **Woody Sander Ford** 235 West Mitchell Avenue, Cincinnati, OH 45232
4.4 ★ (476) Ford dealer Cincinnati

Wikipedia

W Wikipedia

Airport Ford

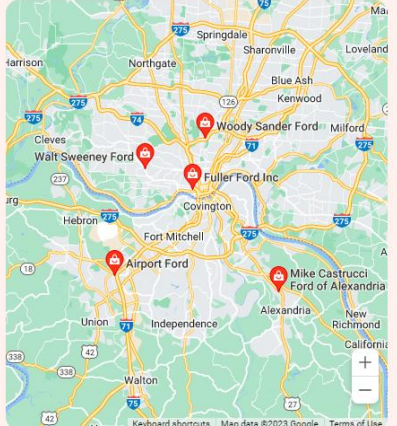
Ford dealer that has an average rating of 4.2 based on 871 reviews. Located at 8001...

Google

Fuller Ford Inc

Ford dealer that has an average rating of 4.5 based on 445 reviews. Located at 900...

Google

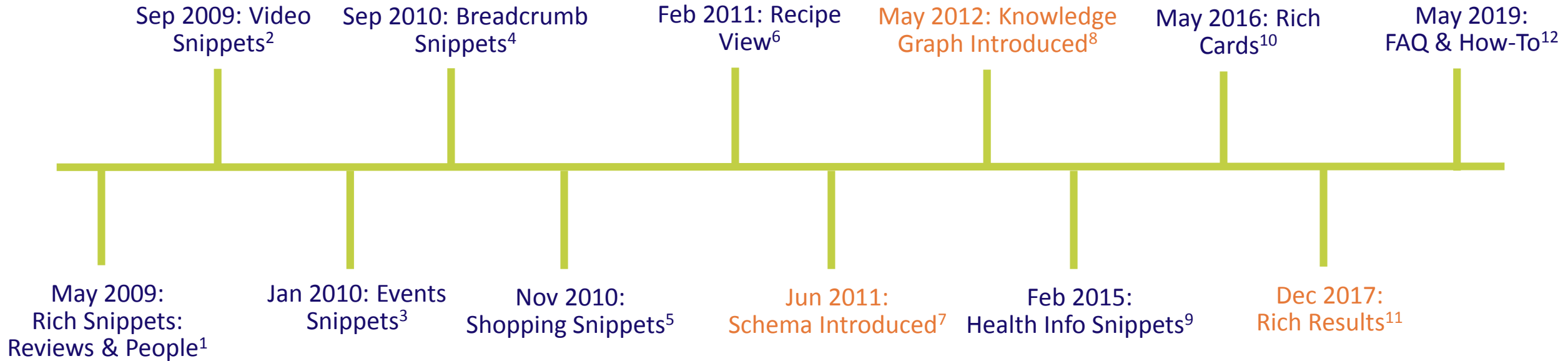




10 blue links are long gone

But don't be sad

The Evolution



1. <https://developers.google.com/search/blog/2009/05/introducing-rich-snippets>

2. <https://developers.google.com/search/blog/2009/09/supporting-facebook-share-and-rdfa-for>

3. <https://developers.google.com/search/blog/2010/01/introducing-new-rich-snippets-format>

4. <https://developers.google.com/search/blog/2010/09/rich-snippets-testing-tool-improvements>

5. <https://developers.google.com/search/blog/2010/11/rich-snippets-for-shopping-sites>

6. <https://developers.google.com/search/blog/2011/02/introducing-recipe-view-based-on-rich>

7. <https://developers.google.com/search/blog/2011/06/introducing-schemaorg-search-engines>

8. <https://blog.google/products/search/introducing-knowledge-graph-things-not/>

9. <https://blog.google/products/search/health-info-knowledge-graph/>

10. <https://developers.google.com/search/blog/2016/05/introducing-rich-cards>

11. <https://developers.google.com/search/blog/2017/12/rich-results-tester>

12. <https://developers.google.com/search/blog/2019/05/new-in-structured-data-faq-and-how-to>

Structured Data

It's just semantics!

- Data about data
- Reveals the underlying meaning about your information that a reader might have but a search engine might not
- Schema created a universal vocabulary
- Schemas = Types that are made of properties
- Different ways to write your schema = encodings

Why structured data matters

Bluey, created and animated by Joe Brumm, premiered on ABC Kids Australia in October 2018. The broadcasting rights were acquired by The Walt Disney Company in June 2019, premiering on Disney Junior in September 2019 and distributed on Disney+ in January 2020. Bluey follows an anthropomorphic Blue Heeler pup and her family as they use their imagination to enjoy life. Bluey lives in Australia with her younger sister, Bingo; her father, Bandit; and mother, Chilli.

How a computer recognizes entities

Bluey, created and animated by Joe Brumm, premiered on ABC Kids Australia in October 2018. The broadcasting rights were acquired by The Walt Disney Company in June 2019, premiering on Disney Junior in September 2019 and distributed on Disney+ in January 2020. Bluey follows an anthropomorphic Blue Heeler pup and her family as they use their imagination to enjoy life. Bluey lives in Australia with her younger sister, Bingo; her father, Bandit; and mother, Chilli.



Speaking the same language

Provides the best outcome

How structured data connects the dots

`<p itemscope itemtype="https://schema.org/TVSeries">Bluey, created and animated by Joe Brumm, premiered on ABC Kids Australia in October 2018. The broadcasting rights were acquired by The Walt Disney Company in June 2019, premiering on Disney Junior in September 2019 and distributed on Disney+ in January 2020. Bluey follows an anthropomorphic Blue Heeler pup and her family as they use their imagination to enjoy life. Bluey lives in Australia with her younger sister, Bingo; her father, Bandit; and mother, Chilli.</p>`

JSON-LD

Preferred by Google

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "TVSeries",
  "name": "Bluey",
  "creator": {
    "@type": "Person",
    "name": "Joe Brumm"
  },
  "provider": {
    "@type": "NewsMediaOrganization",
    "name": "ABC Kids Australia"
  },
  "character": [
    {"name": "Bluey"},
    {"name": "Bingo"},
    {"name": "Bandit"},
    {"name": "Chilli"}
  ]
}
</script>
```

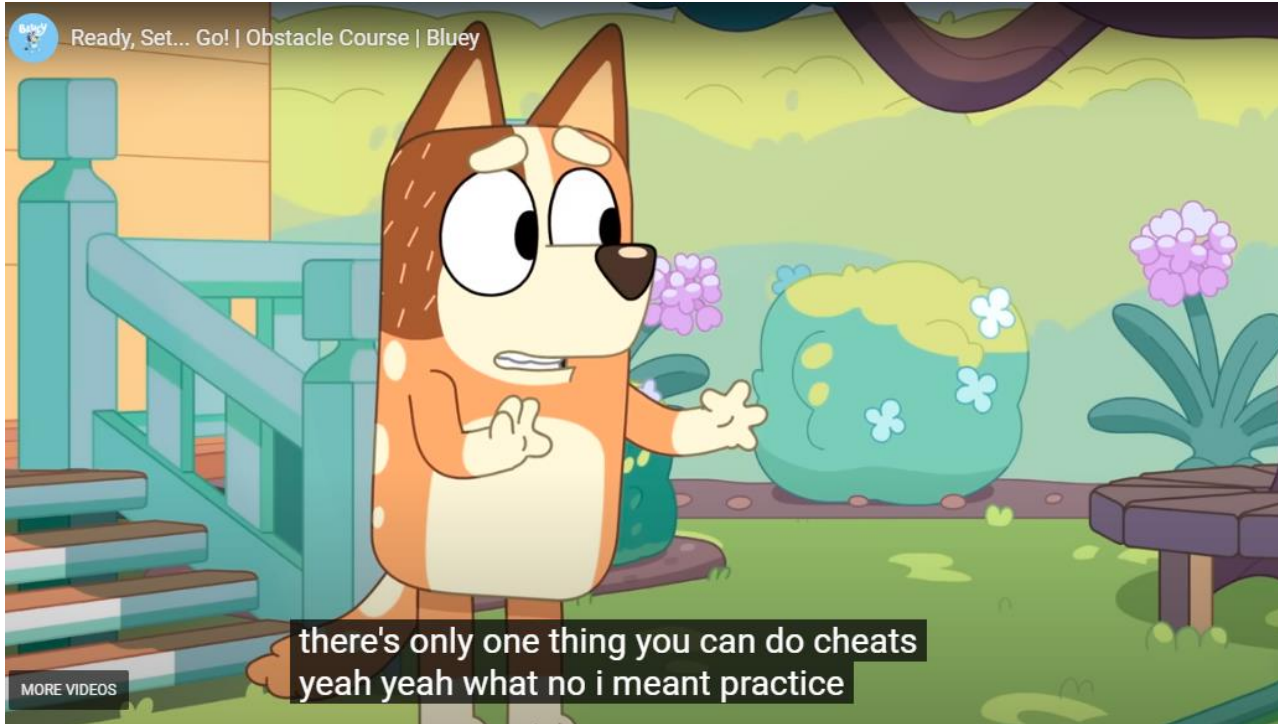



was invisible

oooh that

No adding structured data for information not visible to humans

Don't be cheeky! Google will penalize you and block your site from showing in rich results or worse.



Let's Try It!

It's the only thing we can do
(seriously no cheating)

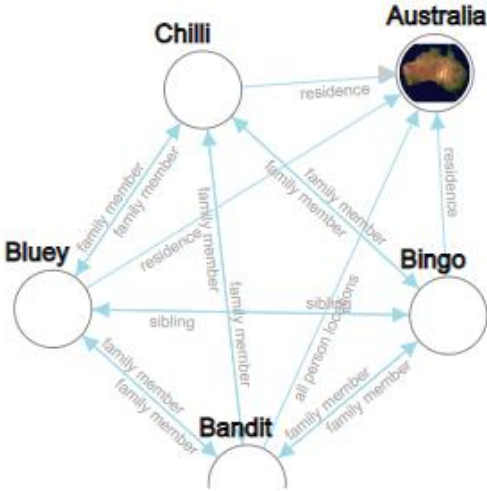
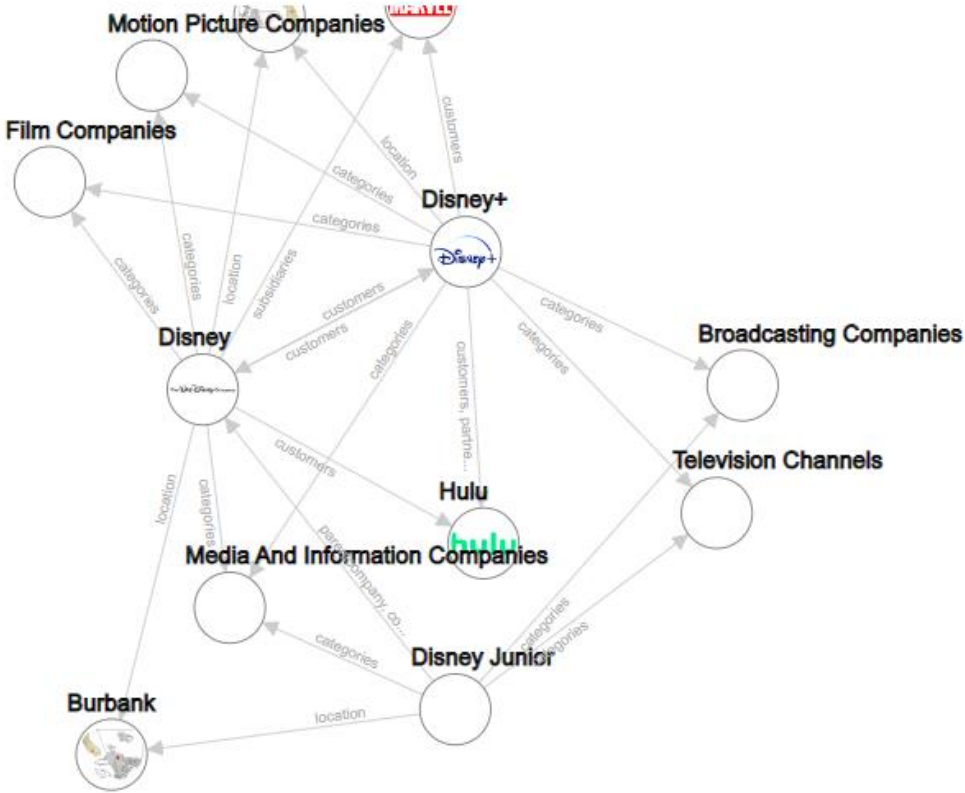
<https://technicalseo.com/tools/schema-markup-generator/>
<https://validator.schema.org/>

Knowledge Graph

Literally connecting the dots

- Links entities
- Made up of nodes, edges, and labels
- Requires rules or a training model

Knowledge Graph




Knowledge Graph (cont)

KnolBase Bluey

[https://en.wikipedia.org/wiki/Bluey_\(2018_TV_series\)](https://en.wikipedia.org/wiki/Bluey_(2018_TV_series)):
Bluey is an Australian preschool animated television series that premiered on ABC Kids on 1 October 2018. The program was created by Joe Brumm and is produced by Queensland-based company Ludo Studio. It was commissioned by the Australian Broadcasting Corporation and the British Broadcasting Corporation, with BBC Studios holding global distribution and merchandising rights. The series made its premiere on Disney Junior in the United States and is released internationally on Disney+.

instance of	animated series									
title	Bluey (English)									
has part(s)	<table border="1"><tr><td>Bluey, series 1</td><td>series ordinal</td><td>1</td></tr><tr><td>Bluey, series 2</td><td>series ordinal</td><td>2</td></tr><tr><td>Bluey, series 3</td><td>series ordinal</td><td>3</td></tr></table>	Bluey, series 1	series ordinal	1	Bluey, series 2	series ordinal	2	Bluey, series 3	series ordinal	3
Bluey, series 1	series ordinal	1								
Bluey, series 2	series ordinal	2								
Bluey, series 3	series ordinal	3								
production company	Ludo									
original broadcaster	ABC 4 Kids									
distributed by	Disney+									
commissioned by	Australian Broadcasting Corporation BBC									
nominated for	BAFTA's Children & Young People Award - International point in time October 25, 2022									
award received	BAFTA's Children & Young People Award - International point in time November 27, 2022 statement is subject of BAFTA's Children & Young People Awards 2022 Logie Award for Most Outstanding Children's Program									
genre	comedy television series children's television series									
creator	Joe Brumm									
voice actor	David McCormack									



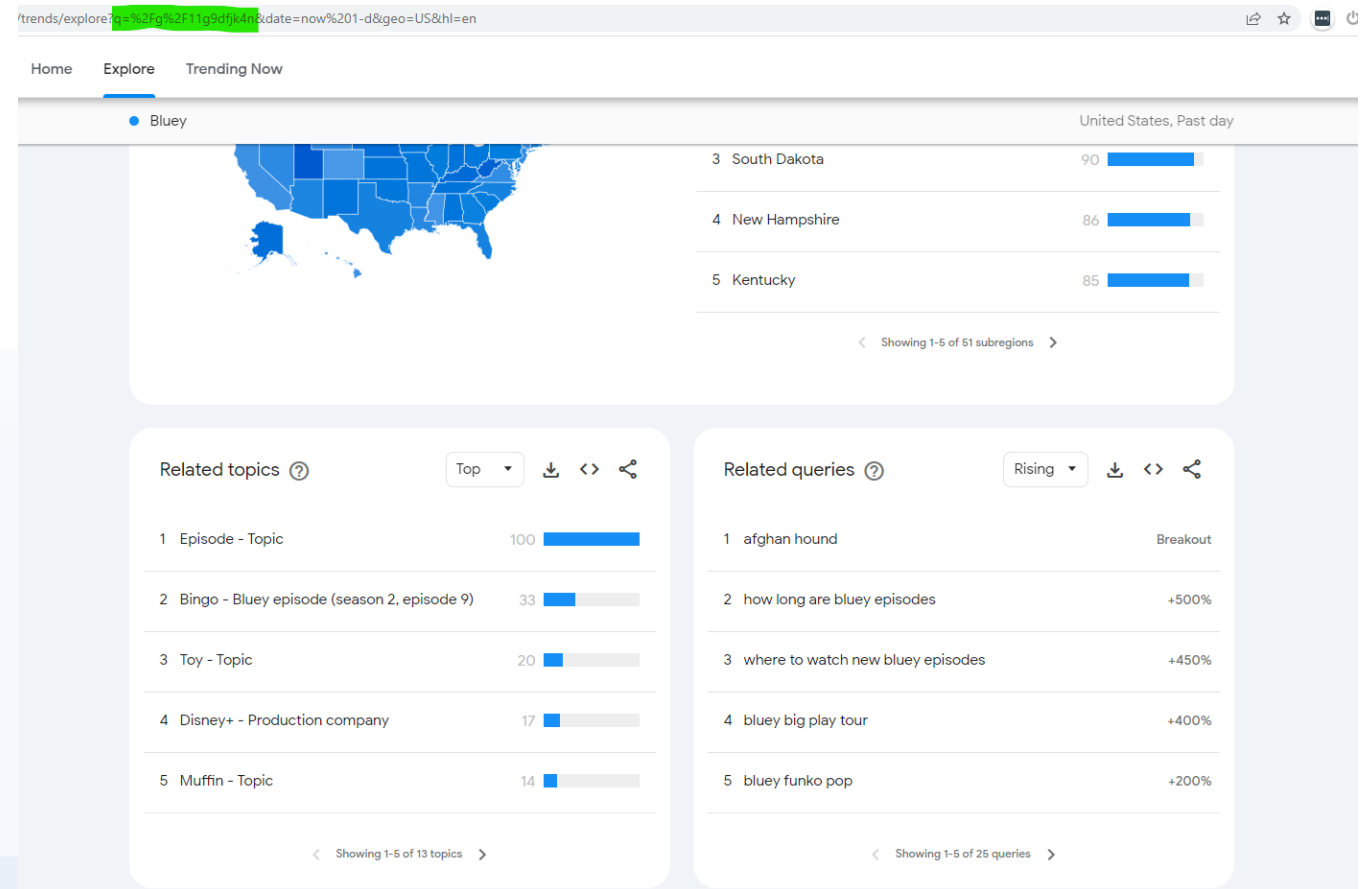
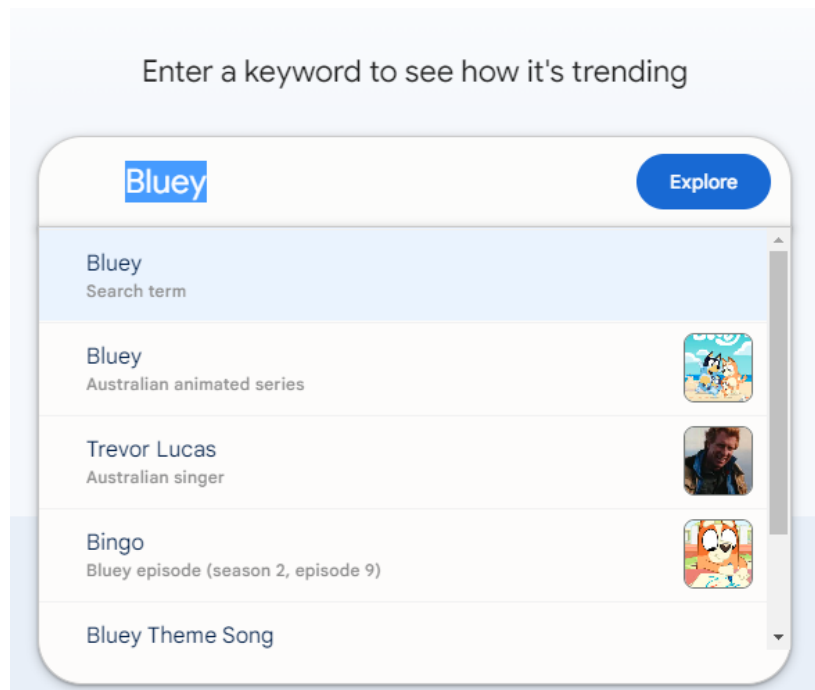
[1/3]

References

Archive of Our Own tag	Bluey (Cartoon 2018) object has role has quality fandom tag common tag
BabelNet ID	21713063n
Common Sense Media ID	6133874
Disney+ series ID	1xy9TAOQ0M3r
EIDR content ID	10.5240/A1B7-A1C2-CAC7-463E-FDA1-R
Fandom article ID	blueypedia:Bluey_(TV_series) MediaWiki page ID 107 subject named as Bluey (TV series) language of work or name English
Fandom wiki ID	blueypedia language of work or name English
fernsehserien.de ID	bluey-2018
FilmAffinity ID	736776
Google Knowledge Graph ID	/g/11g9dfjk4n
IMDb ID	tt7678620
Kinopoisk film ID	1338495
Know Your Meme ID	43009
LUMIERE film ID	314064

Google Trends for Entity Checking

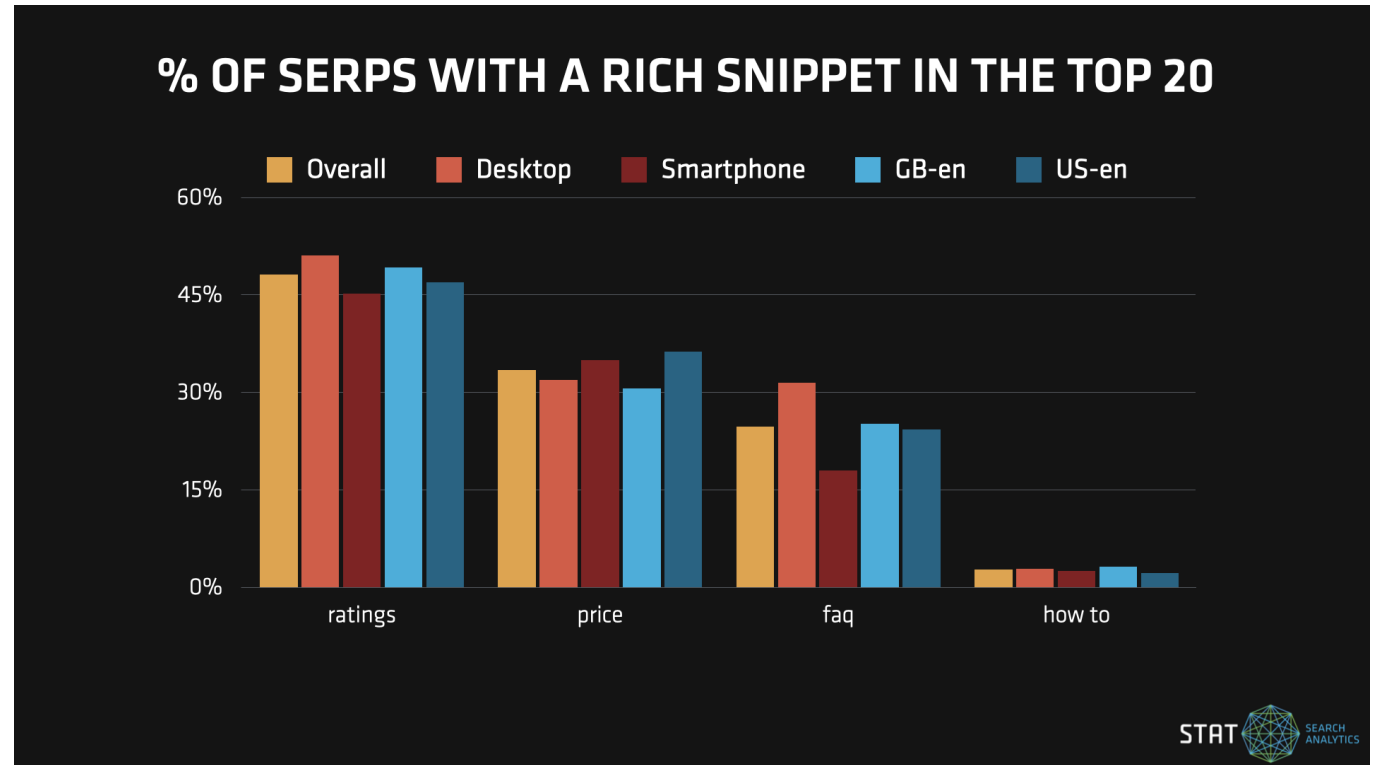
- Not “search term”
- Get the entity ID in the URL
- See “related topics”



Rich Results

Making SERPs not-so-blue

- Snippets beyond title, description, and URL in search results
- Sometimes different experiences between mobile and desktop



<https://getstat.com/blog/rich-snippet-prevalence-2023/>

SERP Features by the numbers

- 38 tracked by Semrush - <https://www.semrush.com/blog/serp-feature-update-2023/>
- 40 documented by ROAST - <https://weareroast.com/resource/navigating-the-search-landscape/>
- 43 tracked by STAT - <https://help.getstat.com/knowledgebase/serp-feature-types/>
- 30 "structured data features" recognized by Google, plus 2 in beta - <https://developers.google.com/search/docs/appearance/structured-data/search-gallery>
- 8 organic features shown in the Ford mobile result
 - Search refinement
 - Knowledge Panel(s)
 - Site search box
 - Sitelinks
 - Map pack
 - People Also Ask (PAA)
 - Top Stories
 - Twitter

59% device market share in March 2023*

Mobile First

Why we will be reviewing mobile SERPs



A horizontal timeline with three vertical tick marks. The first tick mark is on the left, the second is in the middle, and the third is on the right. Below each tick mark is a text label.

2016: Google starts mobile-first indexing

2020: All websites on mobile-first indexing

*<https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet>



Don't just go by the benchmarks, though

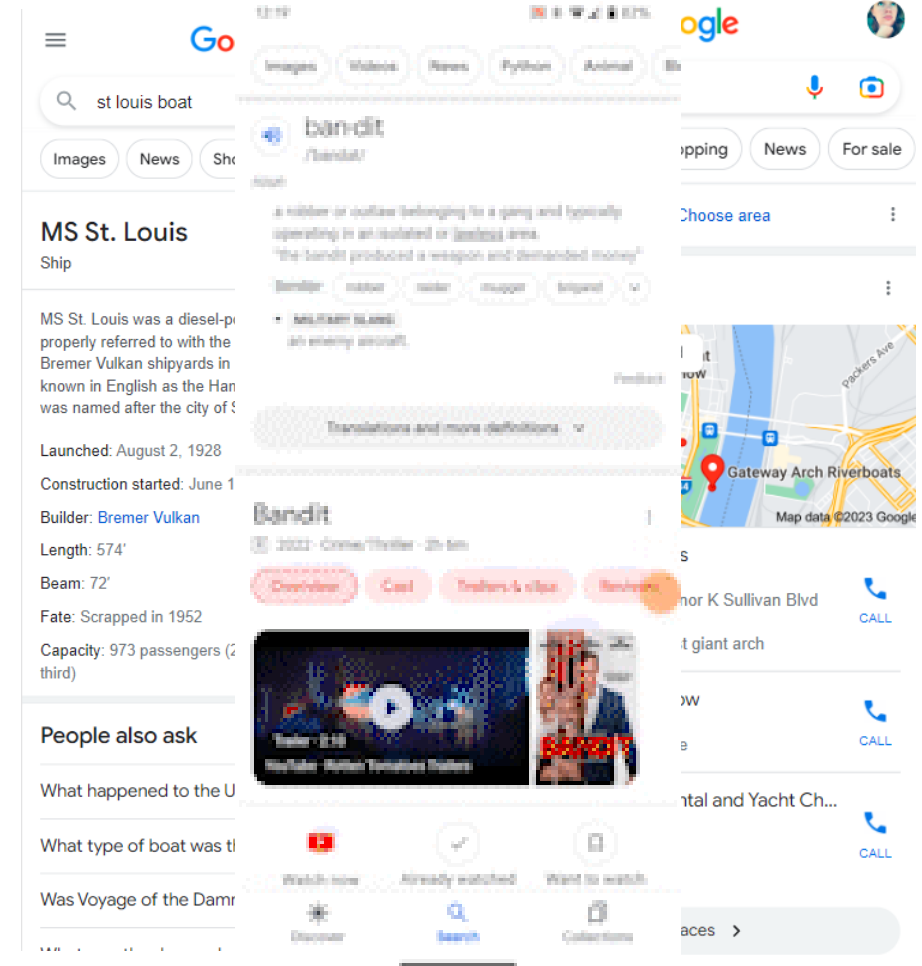
Keep your target audience in mind and their behaviors

Intent

- Informational: who, what, why, how, is, does, when
- Commercial Research: best, cheapest, vs.
- Transactional: buy, for sale, near me
- Navigational: branded terms

Can Google get it wrong?

- Broad terms – which will typically generate mixed intent
- One slight modification completely changes the results



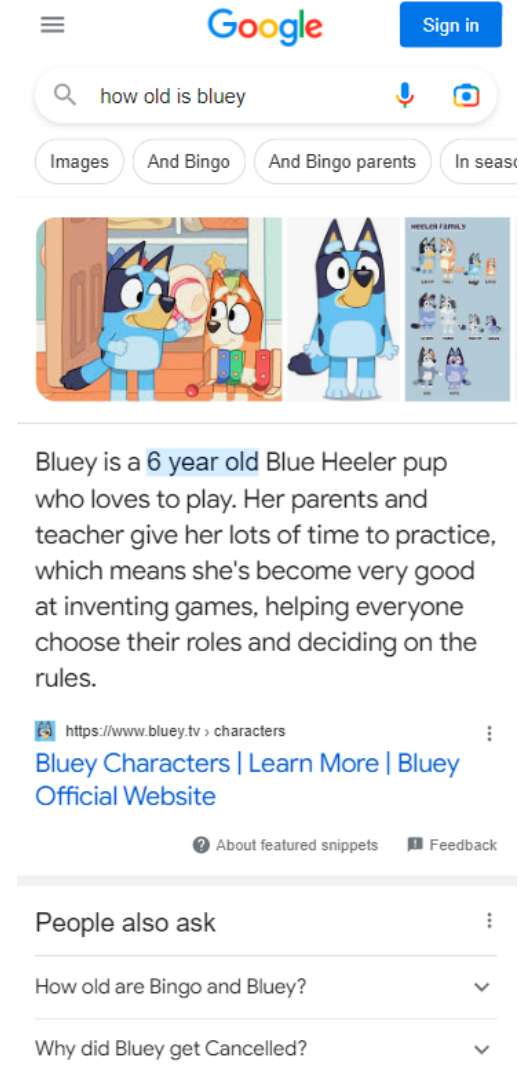


Go incognito!

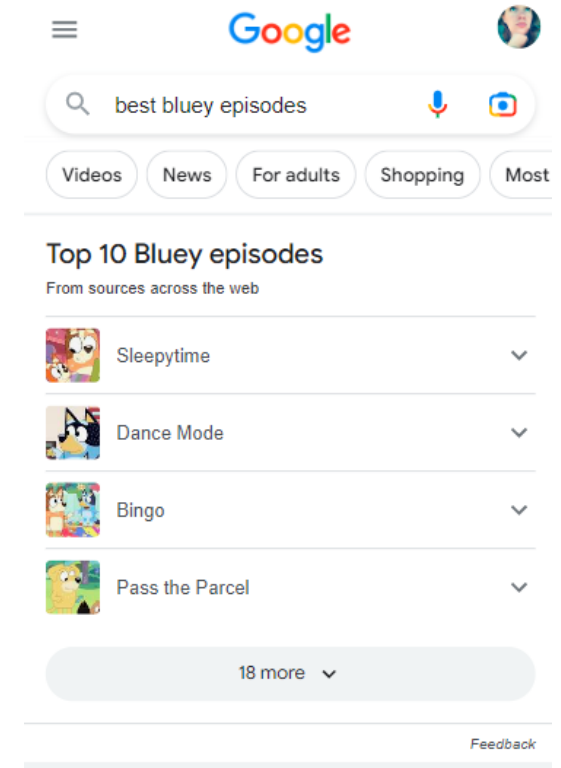
To reduce the likelihood of Google personalizing your result based on your web browsing

Featured Snippet

- “Position Zero”
- Be cautious of low CTR though (zero-click searches)*
- Typically, what is repeated back in voice search



A screenshot of a Google search for "how old is bluey". The search bar shows the query and a "Sign in" button. Below the search bar are tabs for "Images", "And Bingo", "And Bingo parents", and "In seas". The featured snippet displays a collage of Bluey characters and a text box stating: "Bluey is a 6 year old Blue Heeler pup who loves to play. Her parents and teacher give her lots of time to practice, which means she's become very good at inventing games, helping everyone choose their roles and deciding on the rules." Below the snippet is a link to "https://www.bluey.tv > characters" with the text "Bluey Characters | Learn More | Bluey Official Website". At the bottom of the snippet are links for "About featured snippets" and "Feedback".



A screenshot of a Google search for "best bluey episodes". The search bar shows the query and a "Sign in" button. Below the search bar are tabs for "Videos", "News", "For adults", "Shopping", and "Most". The featured snippet is titled "Top 10 Bluey episodes" and includes the text "From sources across the web". It lists four episodes: "Sleepytime", "Dance Mode", "Bingo", and "Pass the Parcel", each with a small image and a dropdown arrow. At the bottom of the list is a button that says "18 more" with a dropdown arrow. A "Feedback" link is visible at the bottom right of the snippet.

<https://support.google.com/websearch/answer/9351707?hl=en>
*<https://www.semrush.com/blog/avoiding-zero-click-searches/>

Educational

- Education Q&A
- Calculations/Equations
- Math solver
- Practice problem
- Course
- Dataset (specifically for the Datasets search, not general web search)

Google

Images English 1523 Math Free Quiz

ACT / Example Questions

Math English Reading Science

Q animated series

Last updated Download format Usage rights Topic Free

100+ datasets found

kaggle Animated TV Shows Around the World (1948 - 2023)
kaggle.com
zip
Updated Mar 4, 2023

S Number of TV and VOD animation series in...
statista.com
Updated Jan 31, 2023

kaggle Top 50 Animation Movies and TV Shows
kaggle.com
zip
Updated Nov 15, 2022

S Number of TV/VOD animation series commissioned in...
statista.com
Updated Jan 31, 2023

kaggle

Animated TV Shows Around the World (1948 - 2023)

This Dataset contains information on Animated Television Shows around the Globe

Explore at: [Kaggle | kaggle.com](#)

zip(68991 bytes)

Dataset updated
Mar 4, 2023

Authors
Sourav Banerjee

Area covered
World

Description

Context

An animated series is a set of animated works with a common series title, usually related to one another. These episodes should typically share the same main characters, some different secondary characters. Series can have either a finite number of episodes like a miniseries, a definite end or be open-ended, without a predetermined number of episodes. They can be broadcast on television, shown in released direct-to-video, or on the internet. Like other television series, films, including animated films, animated series can be of a wide variety of genres and can also have different demographic target males to females ranging from children to adults.

Content

In this Dataset, we have Historical data for Animated Television Shows in the world by different parameters like Name of the Show, Number of Seasons, Number of Episodes, Country of Origin, Premiere Original Channel, Technique, etc. This Dataset consists of 2 CSV files. One CSV contains records from 1948 to 1986 and the other contains records from 1987 to 2022 and 2023.

Source: ACT

Feedback

More about ACT

Overview FAQ & Waivers

News


- Top Stories
 - List, carousel, 6-pack
- Discover (not entirely search)
- Speakable (in beta still)*
- Subscription or Paywalled content~

Top stories

mediaweek Mediaweek

ARIA Charts: Wackadoo! Bluey's Dance Mode comes in as top Australian album


53 mins ago




News.com.au

Bluey returns with release of new dance album

23 hours ago




Search or type web address



JPM, Bank of America consider First Republic bids as FDIC sets Sunday noon deadline

Yahoo Finance · 22h



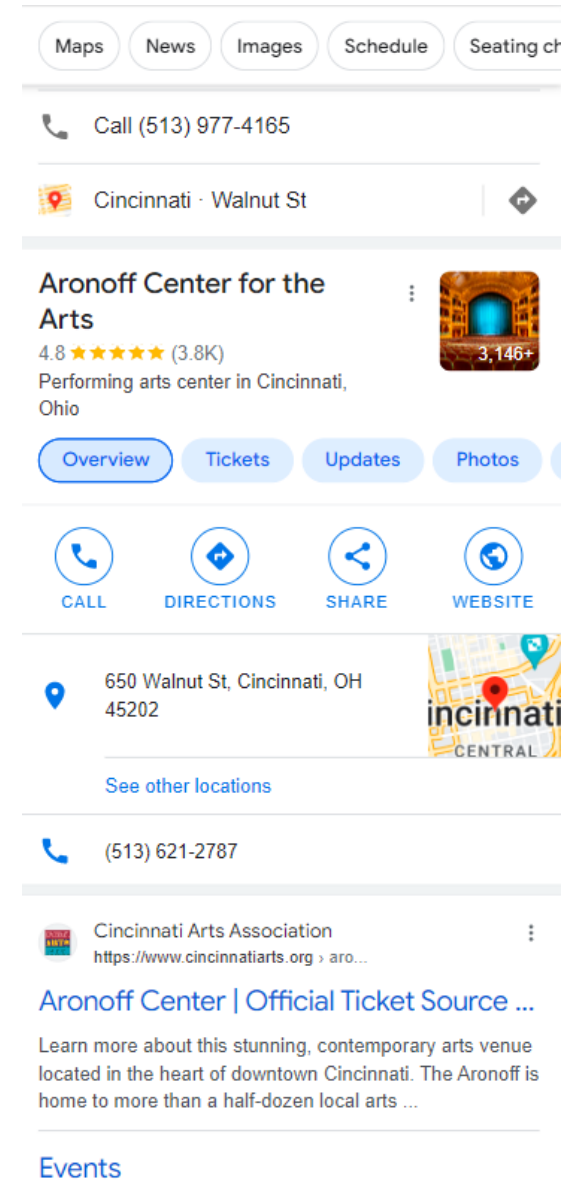
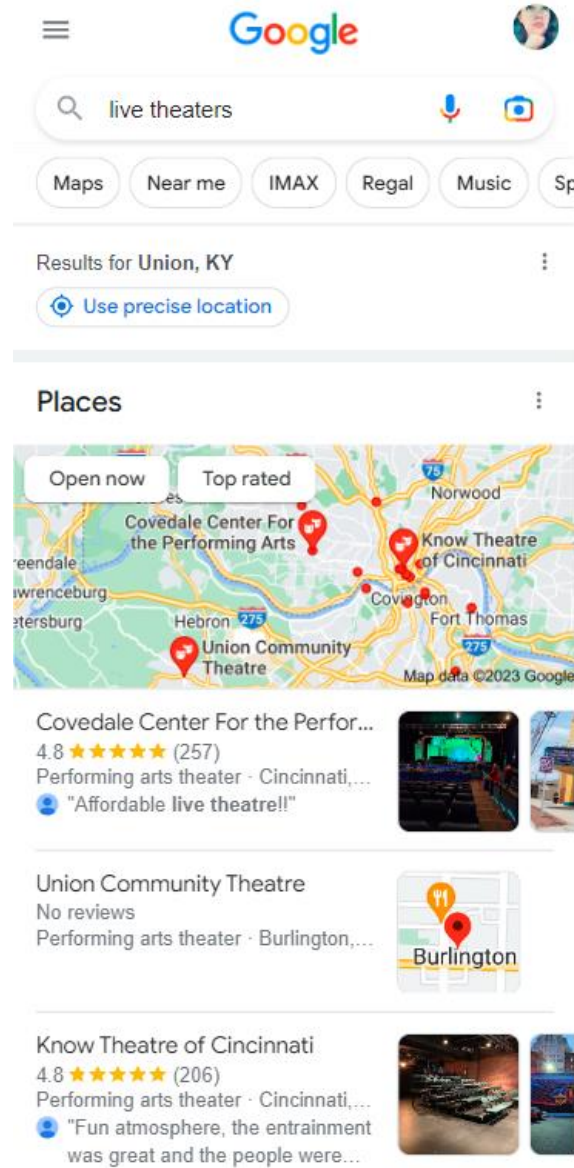
Grandpa's Favorite Ground Beef Recipes

Southern Living · 4h

*<https://www.seroundtable.com/listen-to-google-speakable-markup-in-action-26169.html>
~<https://developers.google.com/search/docs/appearance/structured-data/paywalled-content>

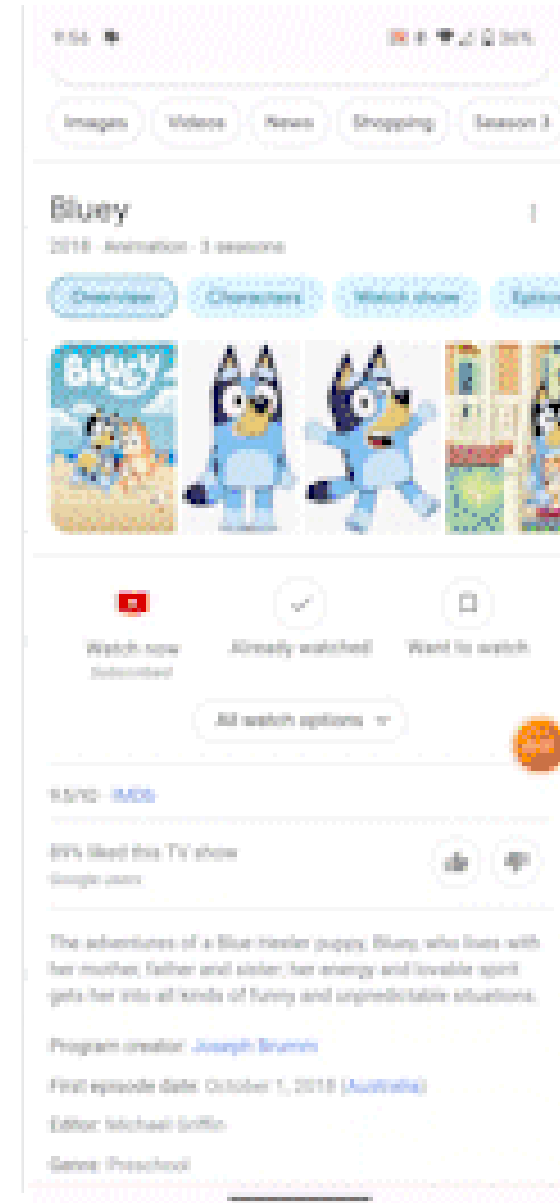
Local

- Map pack/Places
 - Query includes a location or “near me”
- Local Knowledge panel
 - Triggered by a branded search for a local place



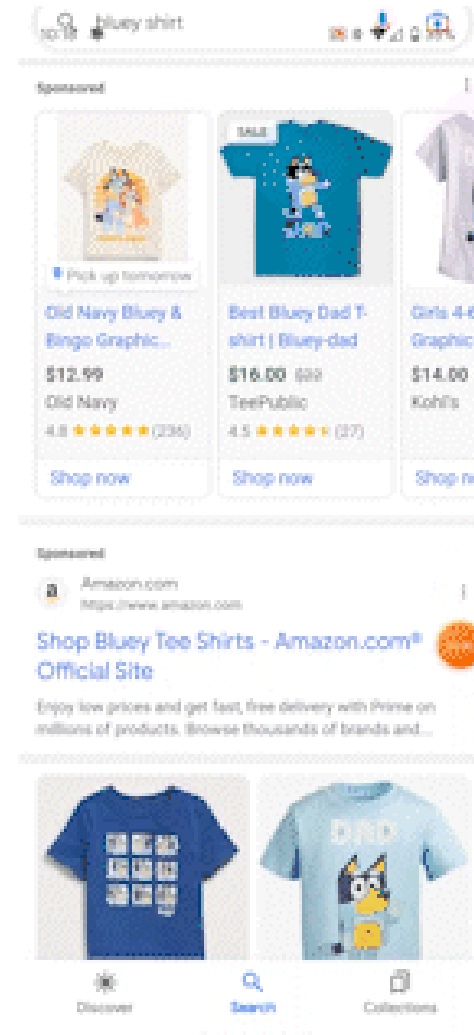
Multimedia

- Book
- Software app
- Movie/TV Show
- Video/Learning video
- Twitter carousels
- Images



Transactional

- Product
 - Tons of properties within this schema and the ability to combine with other schemas, like Car
- Review Snippet



Guides

- Event
 - Home Activities – virtual events
- How-to
- Recipe

Recipes



Pavlova

Sally's Baking Addiction

4.8 ★★★★★ (100)

4 hr



Pavlova Recipe

Natasha's Kitchen

5.0 ★★★★★ (299)

2 hr 15 min



Easy Pavlova

Allrecipes

4.8 ★★★★★ (480)

2 hr



Pavlova Recipe & Video

JoyofBaking.com

More recipes ▾

Job Related

- Job Posting
- Estimated Salary
- Employer Aggregate Rating

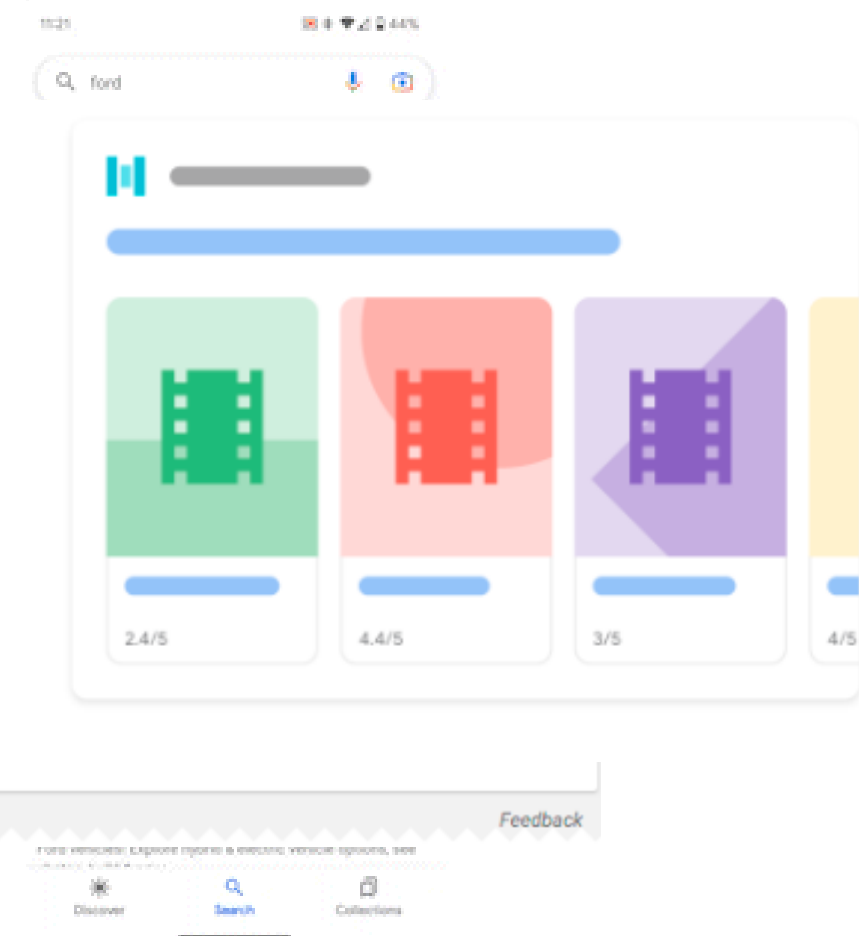
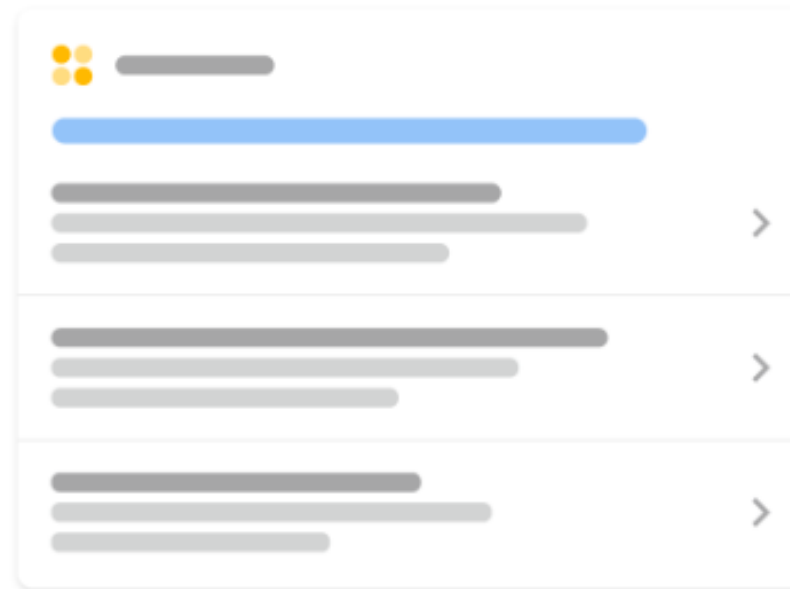
A screenshot of a Google search for "disney seo job". The search results show a link to "Disney Careers" with the URL "https://jobs.disneycareers.com/seo". Below this, there is a section titled "seo jobs at DISNEY" with a brief description: "Be part of the story. Search for available seo jobs at DISNEY here. ... Sr. Manager, SEO and Audience Development. Apr. 13, 2023, ABC Owned TV Stations ...". There are filters for "Jobs" (Near Union, KY), "Past 3 days", "Full-time", and "Work from home". Three job listings are visible:

- CE Manager III - SEO at The Walt Disney Company in Kissimmee, FL**
The Walt Disney Company
Kissimmee, FL
via Kissimmee, FL - Geebo
3 days ago \$ 20-28 an hour Full-time
- SEO Marketing Manager Parks, Experiences and Products Kissimmee, FL**
via Kissimmee, FL - Geebo
3 days ago \$ 20-28 an hour Full-time
No degree mentioned Health insurance
- Sr. Manager, SEO and Audience Development**

A screenshot of the Walt Disney Imagineering company profile on Glassdoor. The profile includes the company name "Walt Disney Imagineering", the description "Design company", and a link to the "Official career website". It features a section titled "Working at Walt Disney Imagineering" with aggregate ratings from Glassdoor (4/5, 325 reviews), CareerBliss (4.5/5, 12 reviews), and InHerSight (2.4/5, 6 reviews). A paragraph describes the company: "Walt Disney Imagineering Research & Development, Inc., commonly referred to as Imagineering, is the research and development arm of The Walt Disney Company, responsible for the creation, design, and construction of Disney theme parks and attractions worldwide. Wikipedia". Below this is a section titled "Typical Walt Disney Imagineering salaries" with two job roles: "Creative Director" and "Senior Software I", both with a salary of "\$120k /yr" and a Glassdoor rating icon. A button at the bottom says "More about Walt Disney Imagineering >".

More dynamic “blue links”

- Breadcrumb
- Logo
- Sitelinks Search Box/Sitelinks
- FAQ
 - People Also Ask (PAAs) seem to have overtaken these*
- Carousel
- Fact Check





That's a wrap
On the presentation at least



What have you seen in the wild?

Let's review what you are seeing or competing with!