

ROB BUCCÌ

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





An abstract geometric pattern of thin blue lines on a dark background. The lines form a complex network of triangles and polygons, primarily concentrated on the left side of the image and extending towards the center. The pattern is dense and intricate, with lines intersecting at various angles.

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#MozCon



what is a content scraper



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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](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](https://en.wikipedia.org/wiki/Web_scraping) ▼

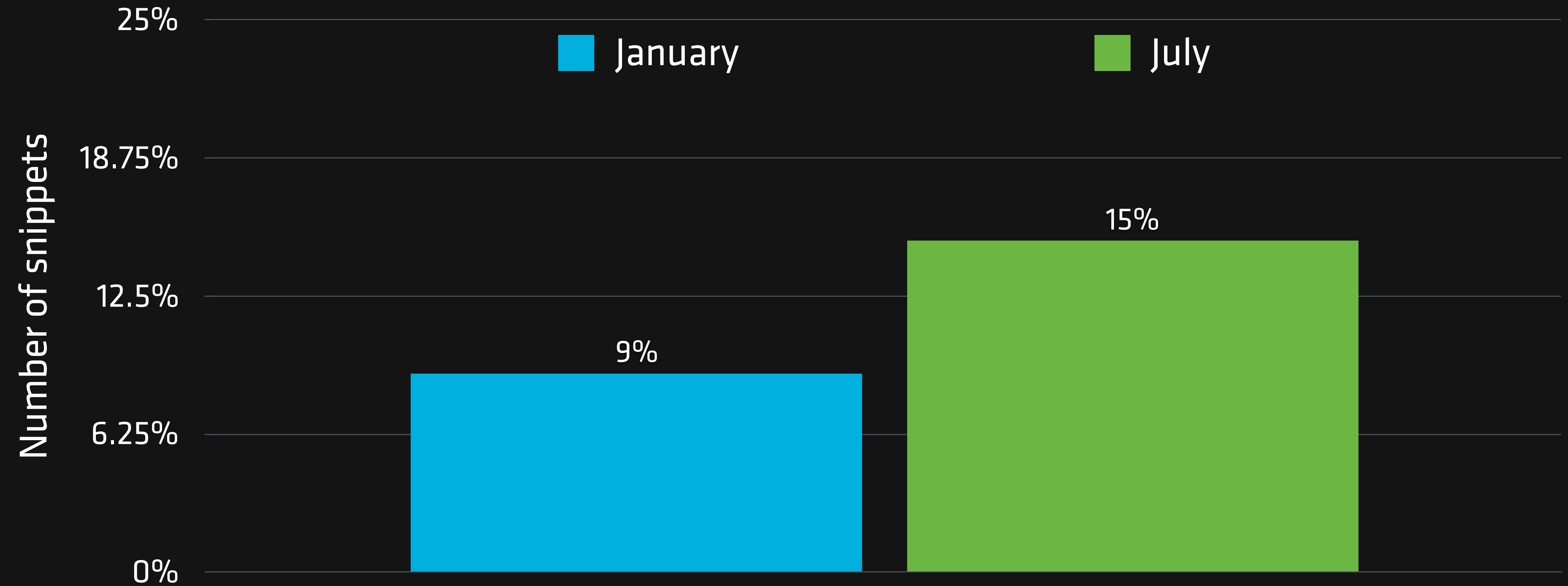
Web **scraping** is a computer software technique of extracting information from websites. This is ....



# KEY FEATURES OF OUR RESEARCH

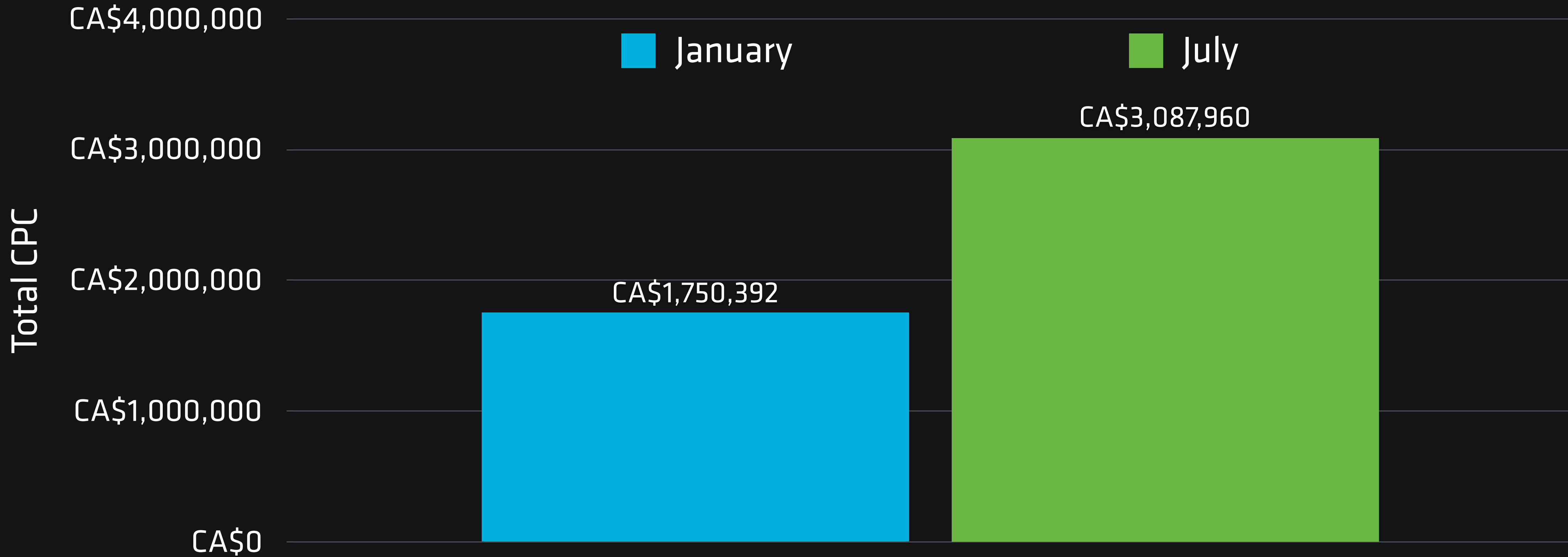
KEYWORDS	1,000,000
CPC RANGE	\$9.55 – \$1,006.56
SEARCH VOL. RANGE	10 – 2,740,000 average searches
DEVICE	Desktop browser
MARKET	United States, English (Google.com)

# WE'RE SEEING MORE SNIPPETS THAN EVER





# AND THEY'RE WORTH MORE THAN EVER

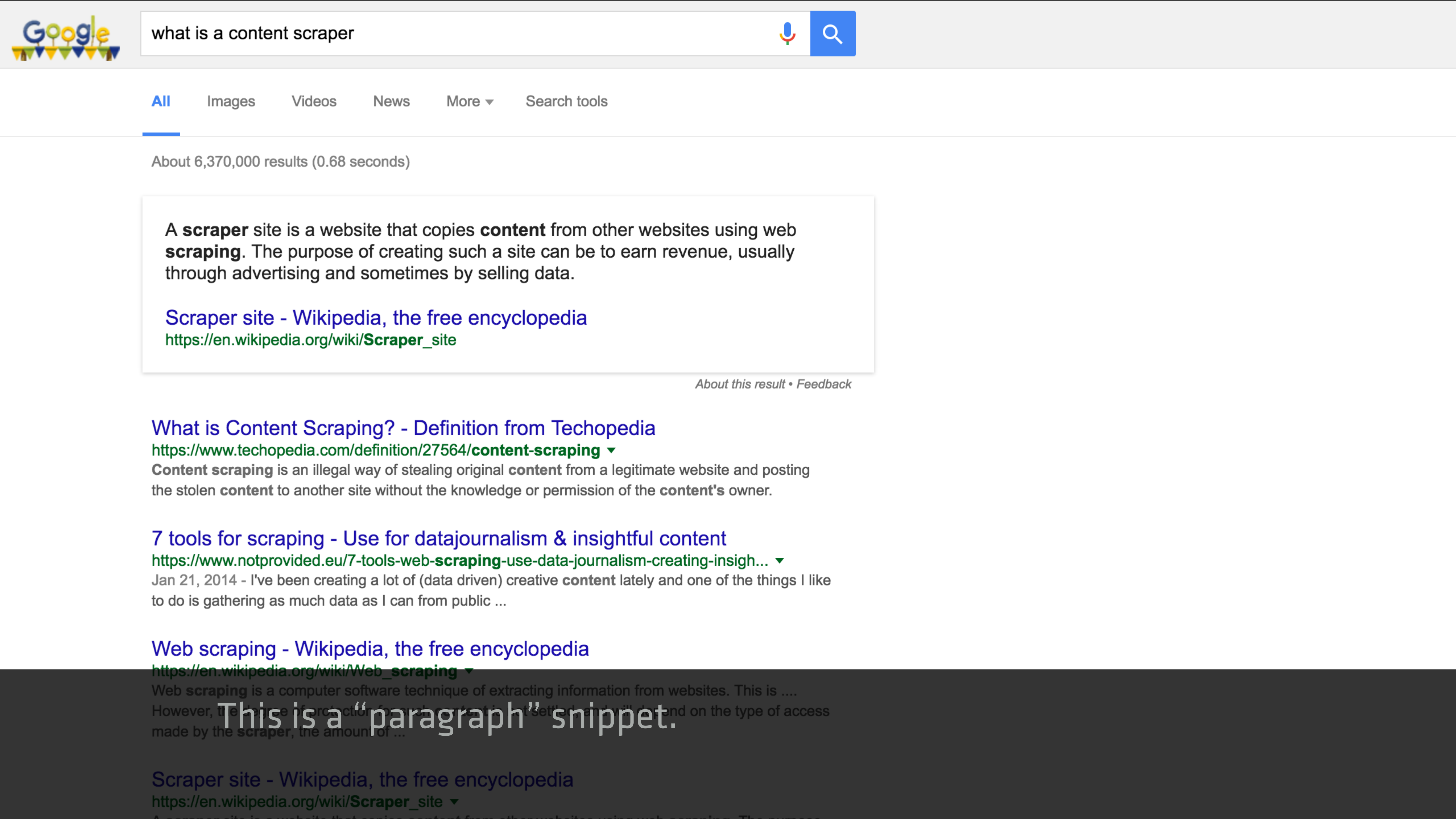




# SNIPPET TYPES

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what is a content scraper



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[https://en.wikipedia.org/wiki/Scraper\\_site](https://en.wikipedia.org/wiki/Scraper_site)

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

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**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.

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Web scraping - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Web\\_scraping](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 web content is not settled, and will depend on the type of access made by the **scraper**, the amount of ...

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...







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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/](http://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/](http://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 ...

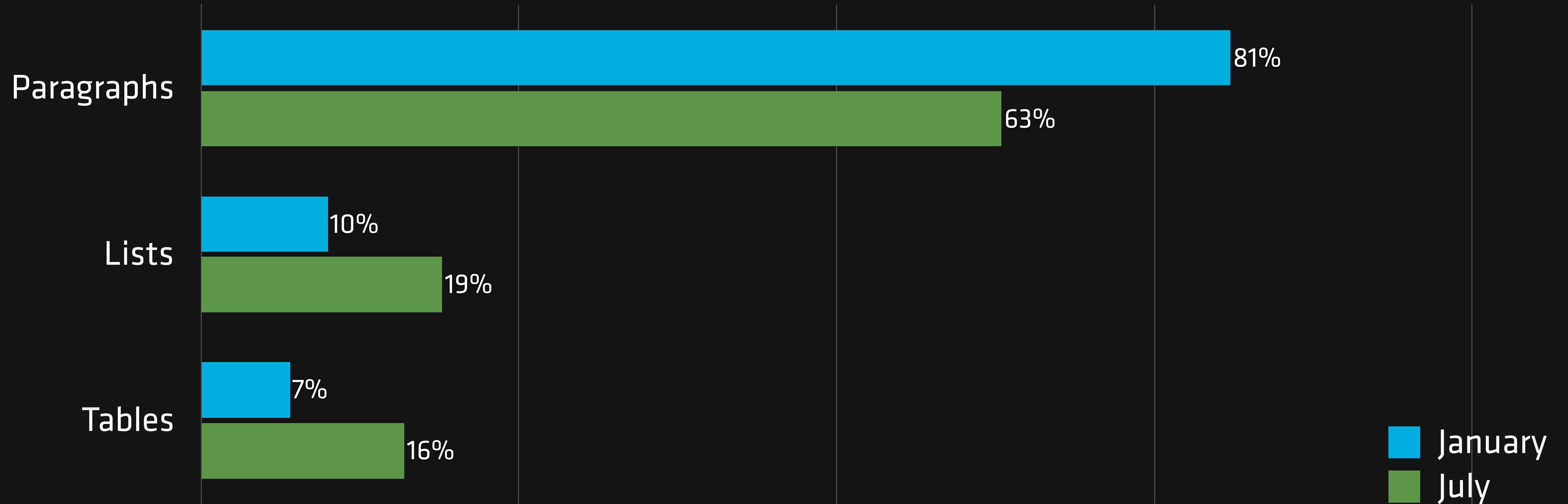
Best Online Christian Colleges · Online Christian College Basics

# This is a “list” snippet.

[The Top 20 Online Christian Colleges | The Best Schools](http://www.thebestschools.org/blog/2013/07/11/top-20-online-christian-colleges/)[www.thebestschools.org/blog/2013/07/11/top-20-online-christian-colleges/](http://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?



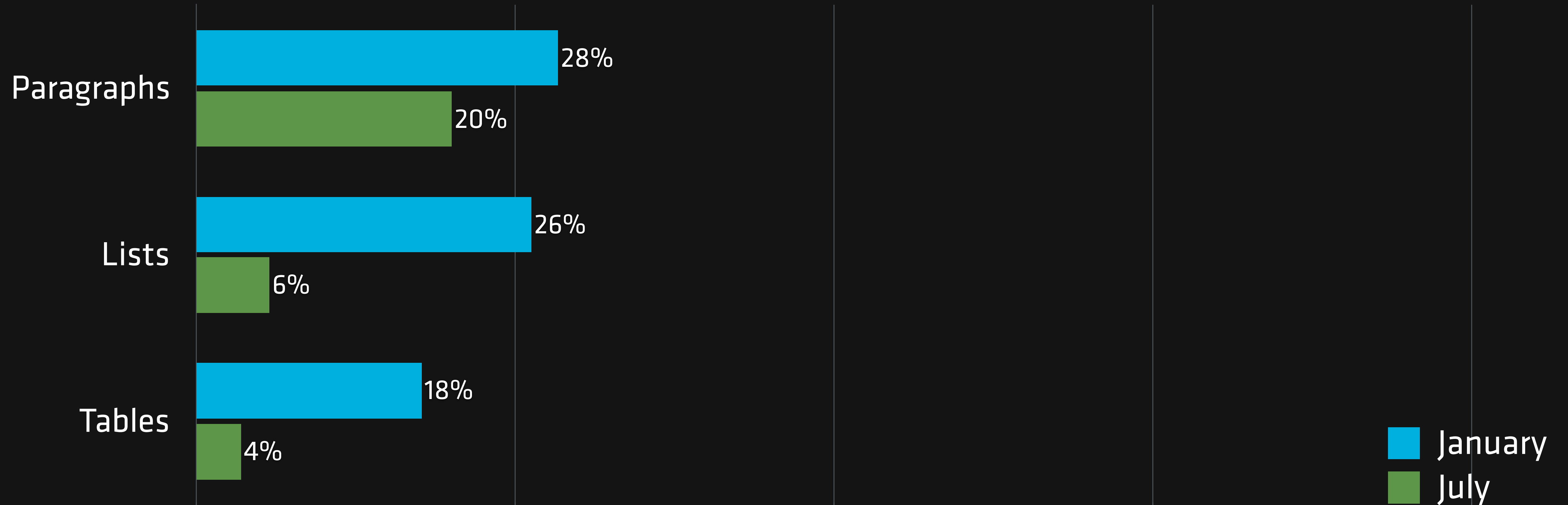


**THE FORMAT OF YOUR CONTENT  
DETERMINES THE FORMAT OF  
THE FEATURED SNIPPET.**

**@STATrob**



# WHICH FEATURED SNIPPETS HAVE IMAGES?





# WIKIPEDIA OWNS 15% OF ALL SNIPPETS WITH IMAGES

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

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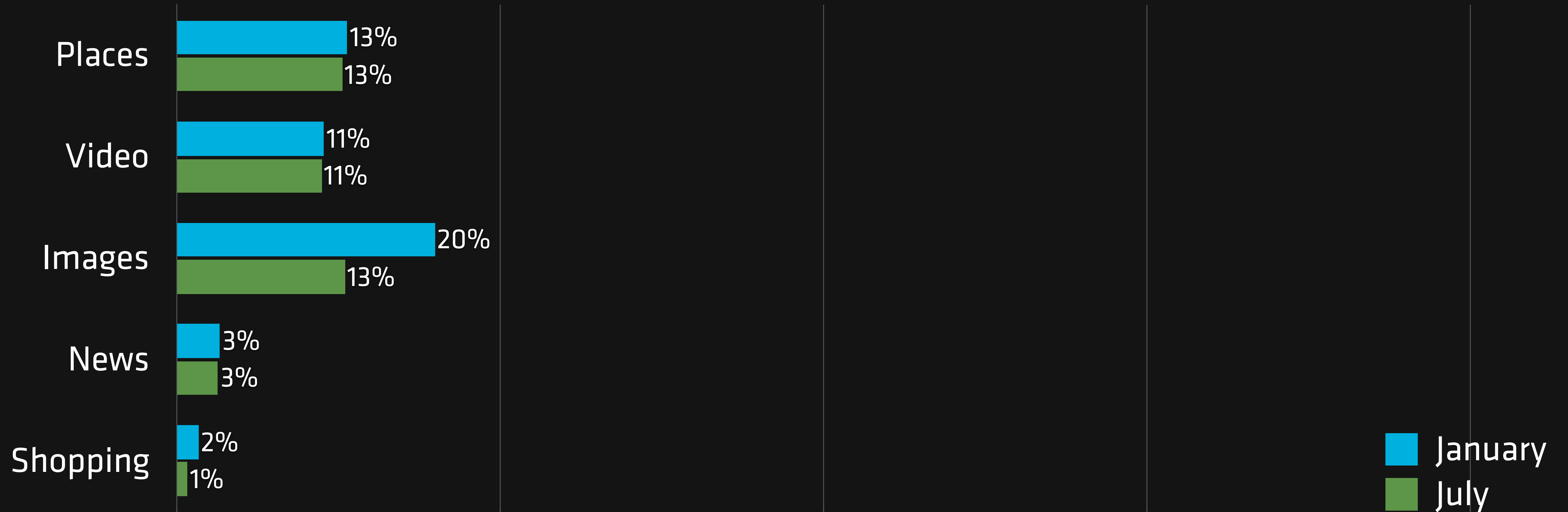




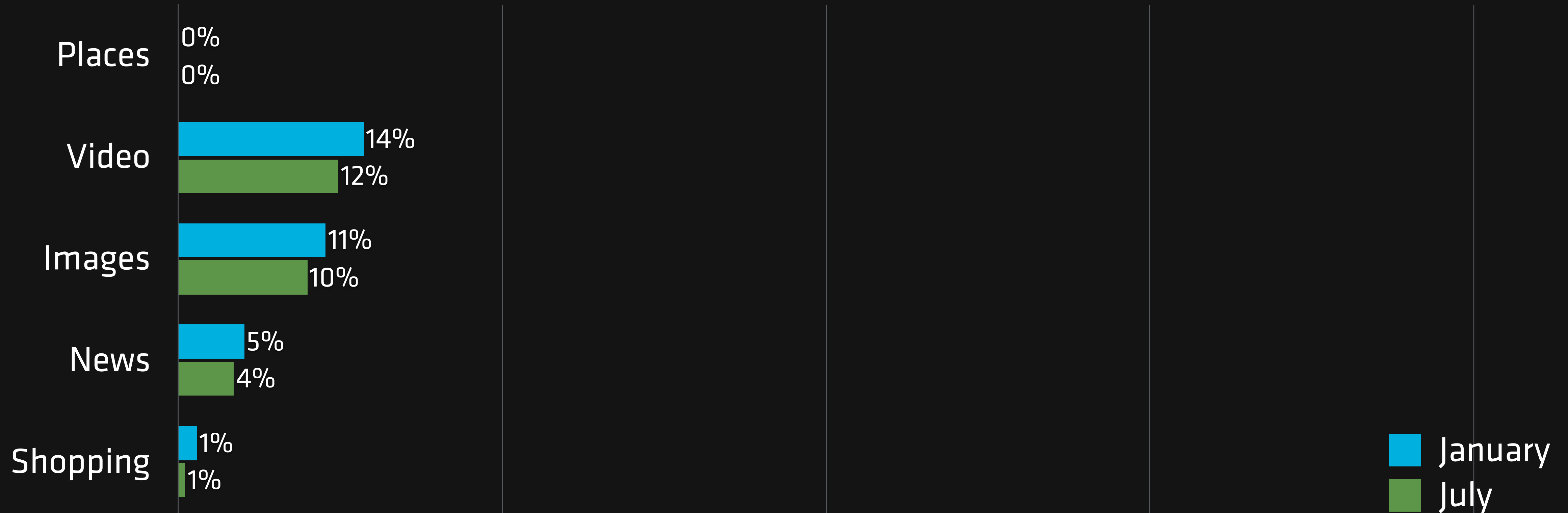
# UNIVERSAL RESULTS

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# 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

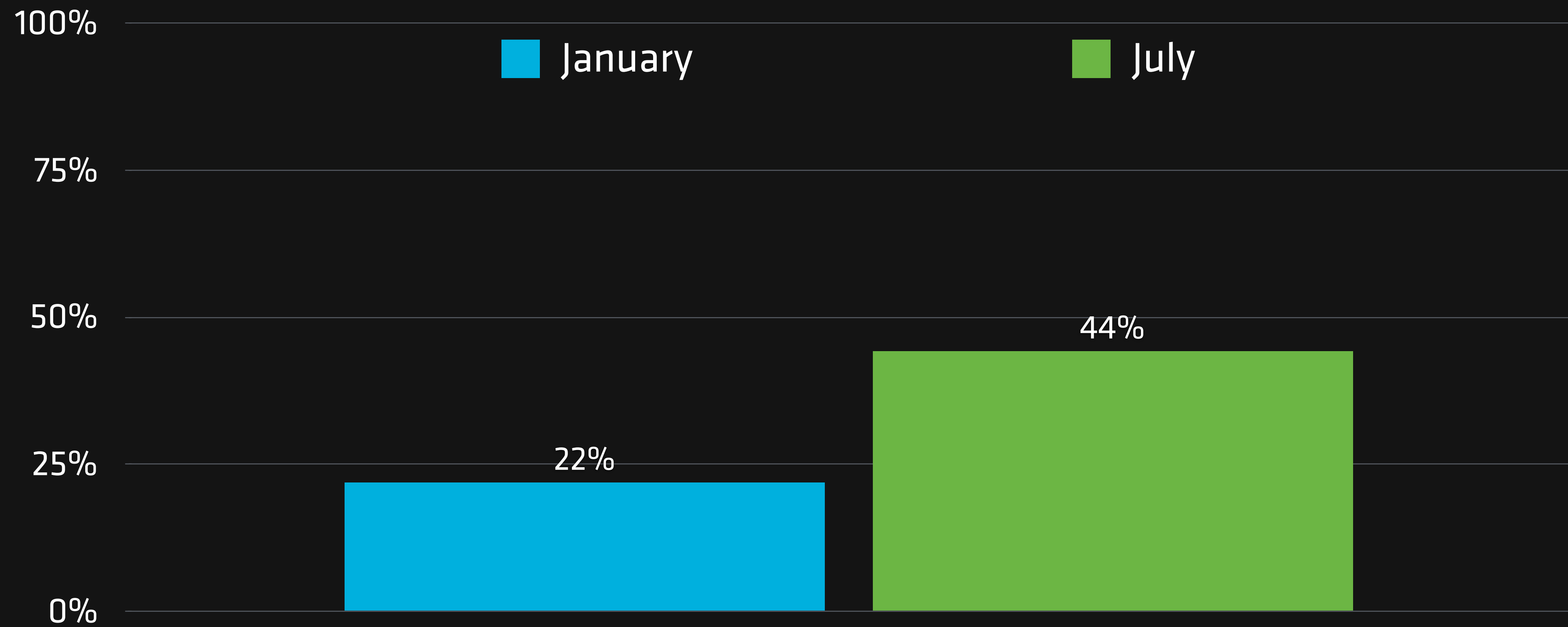




**PEOPLE ALSO ASK**

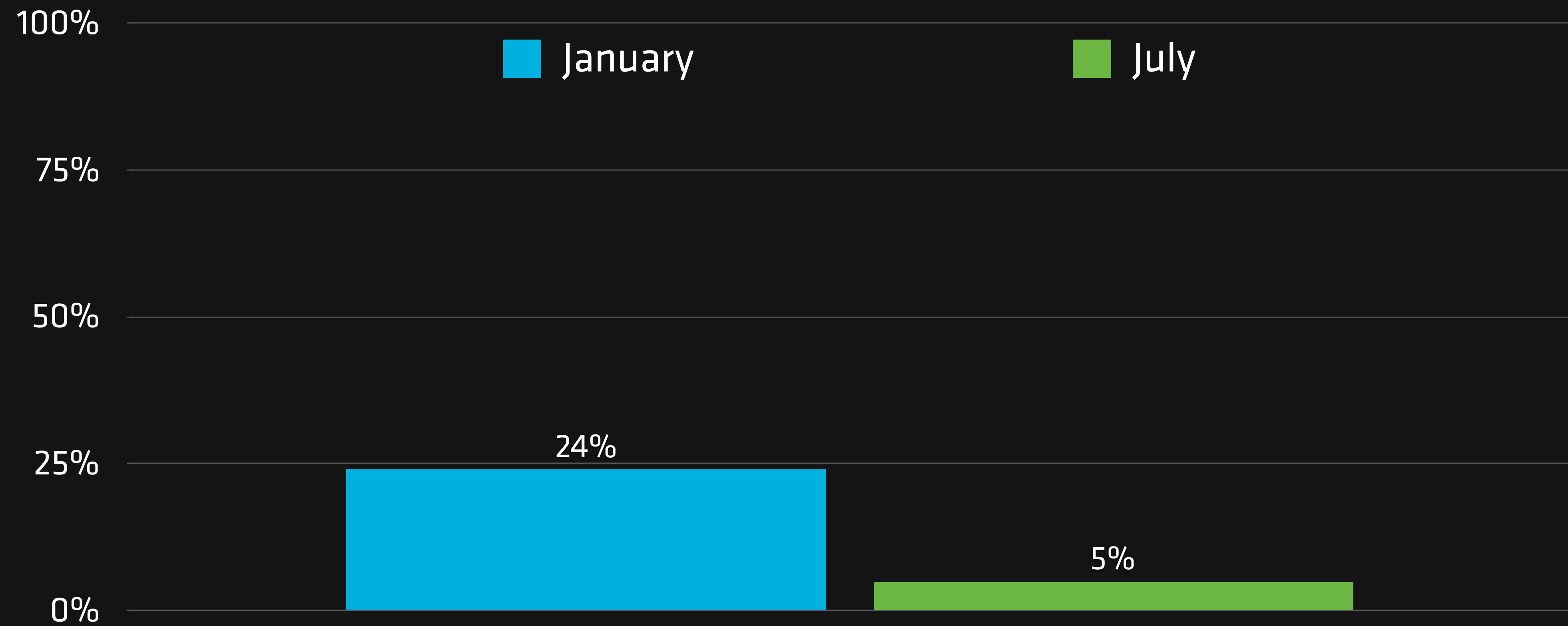
**@STATrob**

# 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.

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# KEYWORDS MATTER

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# 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%



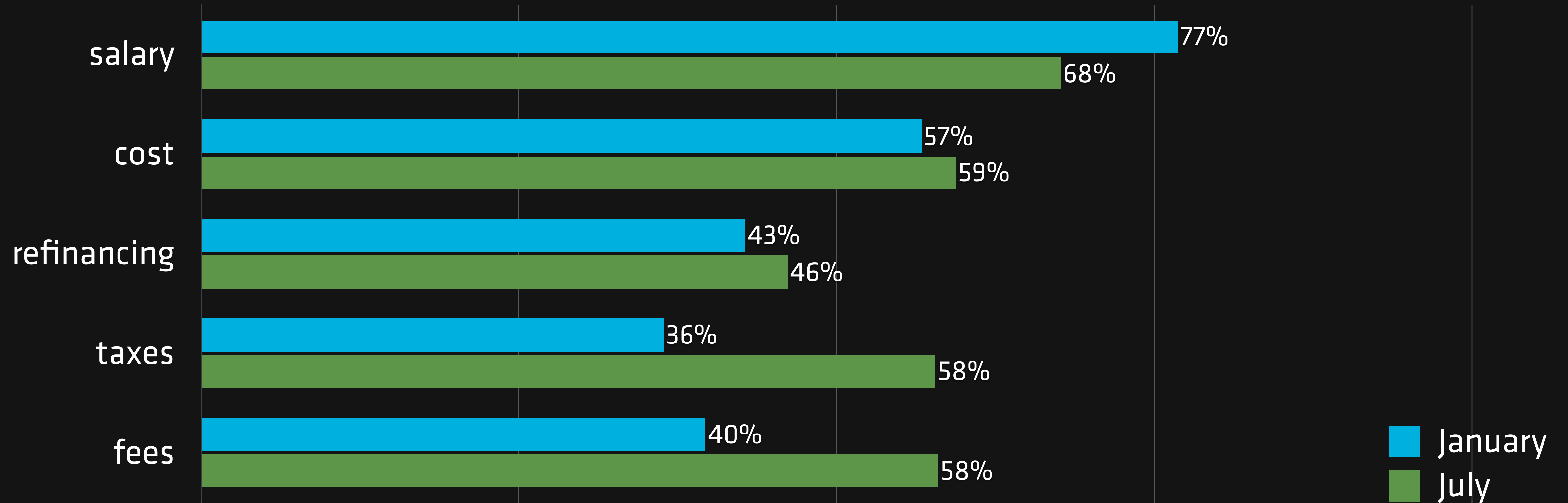
TWEETABLE TIP

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

**@STATrob**



# SNIPPET FREQUENCY FOR “FINANCE” WORDS





# SNIPPET FORMATS VS. QUERY TYPES

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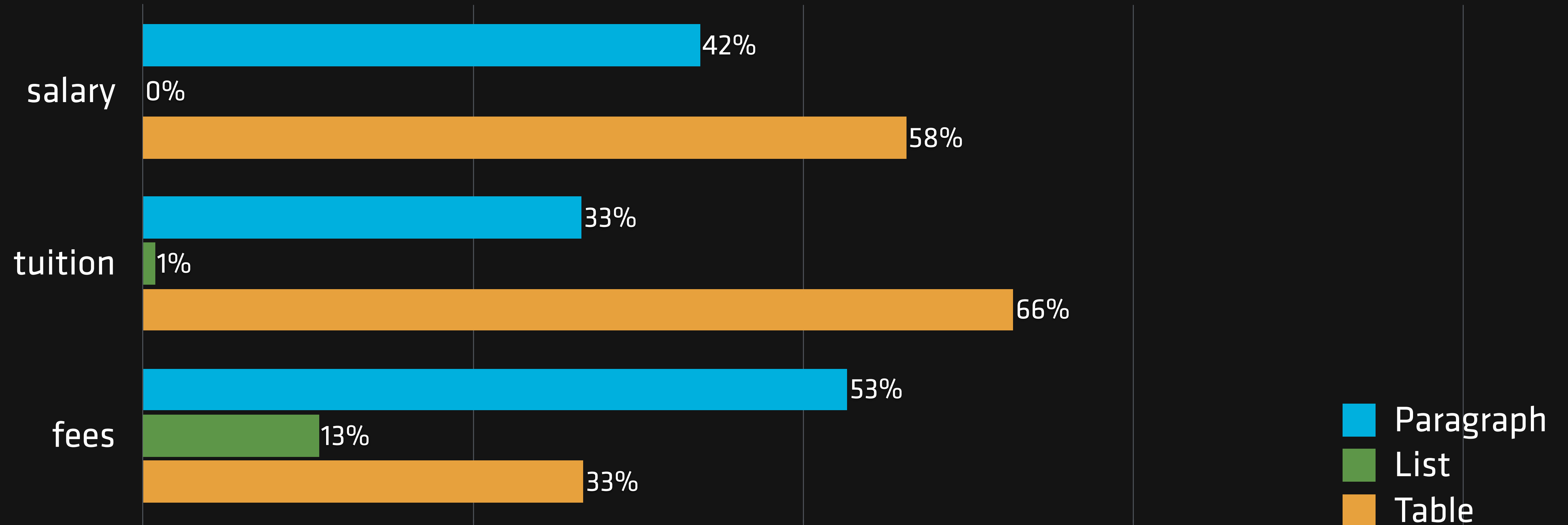
# THE BEST INSIGHTS ARE IN THE INTERSECTIONS OF THE DATA.

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

@STATrob

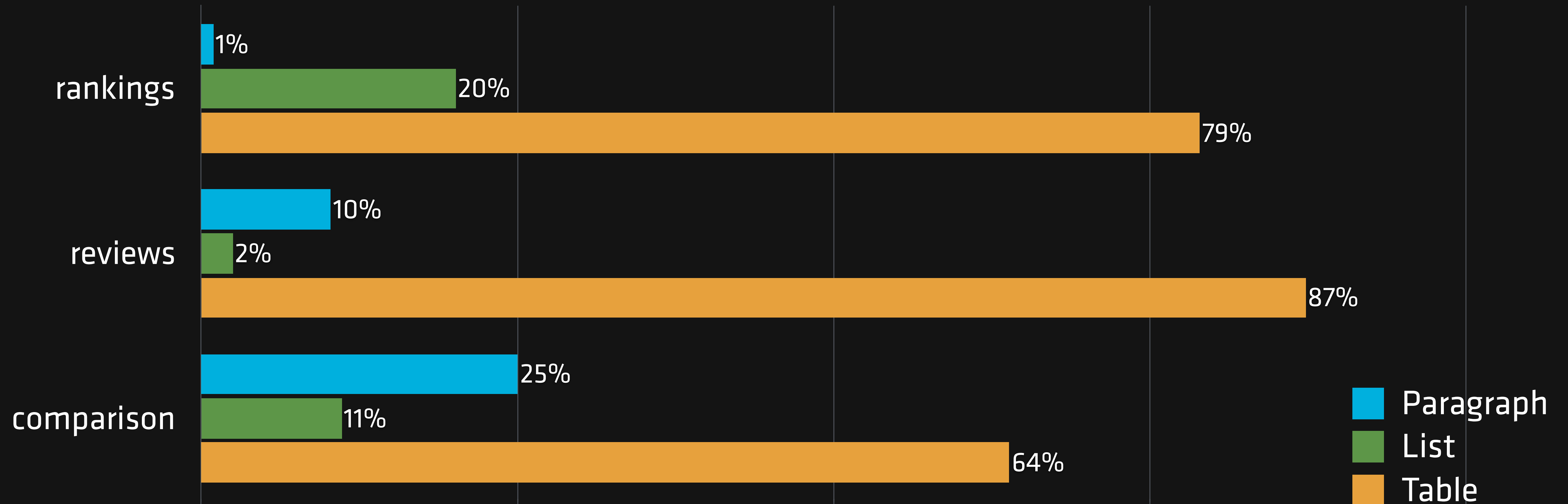


# SNIPPET FORMAT FOR “FINANCE” WORDS

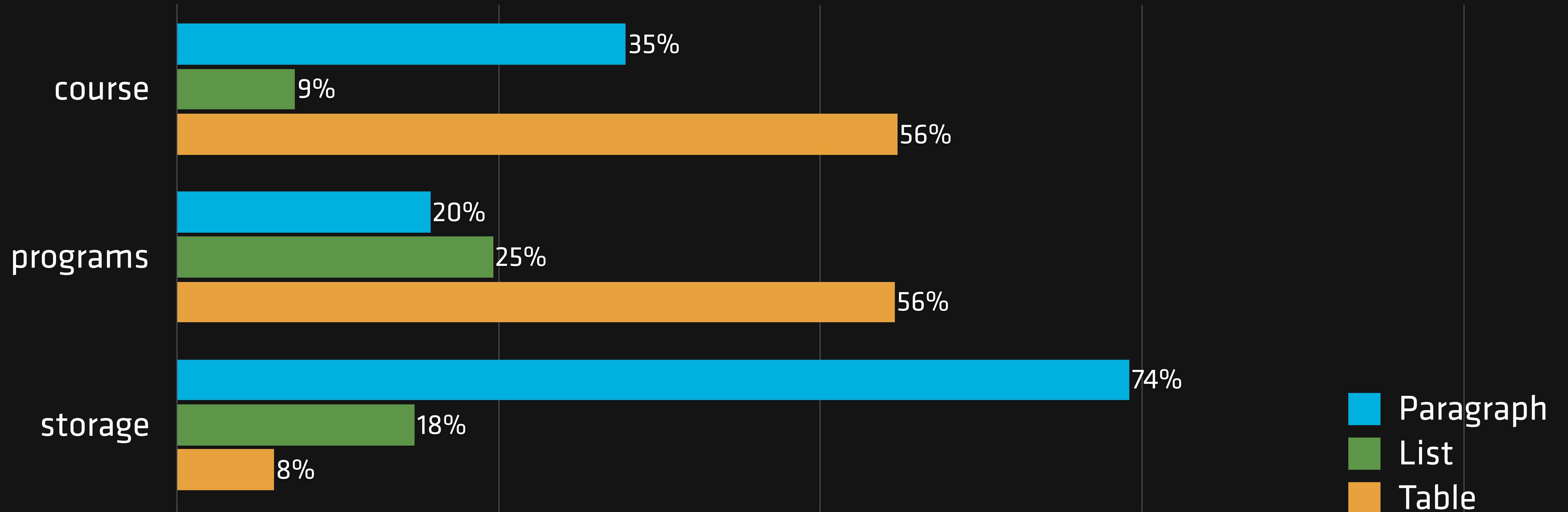




# SNIPPET FORMAT FOR “SUBJECTIVE” WORDS



# SNIPPET FORMAT FOR “INFO/HELP” WORDS









texas approved driver safety course



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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/>

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/](http://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.





medical school course requirements



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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](https://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](https://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. *[medical school course requirements]* Physics. Laboratory Experience. Computational Skills/Mathematics. Analytical and writing skills/Expository Writing.

Selection Factors ... · MD Tracks · MD-PhD Applicants · Policies

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



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Search tools

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  
[www.investopedia.com/articles/.../top-10-insurance-companies-metrics.asp](https://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](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]





rn salary los angeles



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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\\_...](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](https://www.glassdoor.com/Salaries/los-angeles-registered-nurse-salary-SRCH_...) › [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](https://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]



best miles reward credit card



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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  
[www.valuepenguin.com/best-airlines-miles-credit-cards](http://www.valuepenguin.com/best-airlines-miles-credit-cards)

About this result • Feedback

Best Airline Credit Cards of 2016 - NerdWallet

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

[best miles reward credit card]





online nursing schools



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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/](http://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/](http://www.allnursingschools.com/nursing-careers/article/online-nursing-school/) ▾

Online nursing school is a great way to get your nursing education! Learn about online nursing programs in this Q&A.

Best Online Nursing Degrees | Bachelor of Science in Nursing (BSN)

[www.affordablecollegesonline.org](http://www.affordablecollegesonline.org) > Degrees ▾

[online nursing schools]



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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/](http://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/](http://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/](http://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 ...



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## CONTENT NAVIGATION

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## Viterbo University

**SCORE: 97.88**ONLINE 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](#)

3

```
<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 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



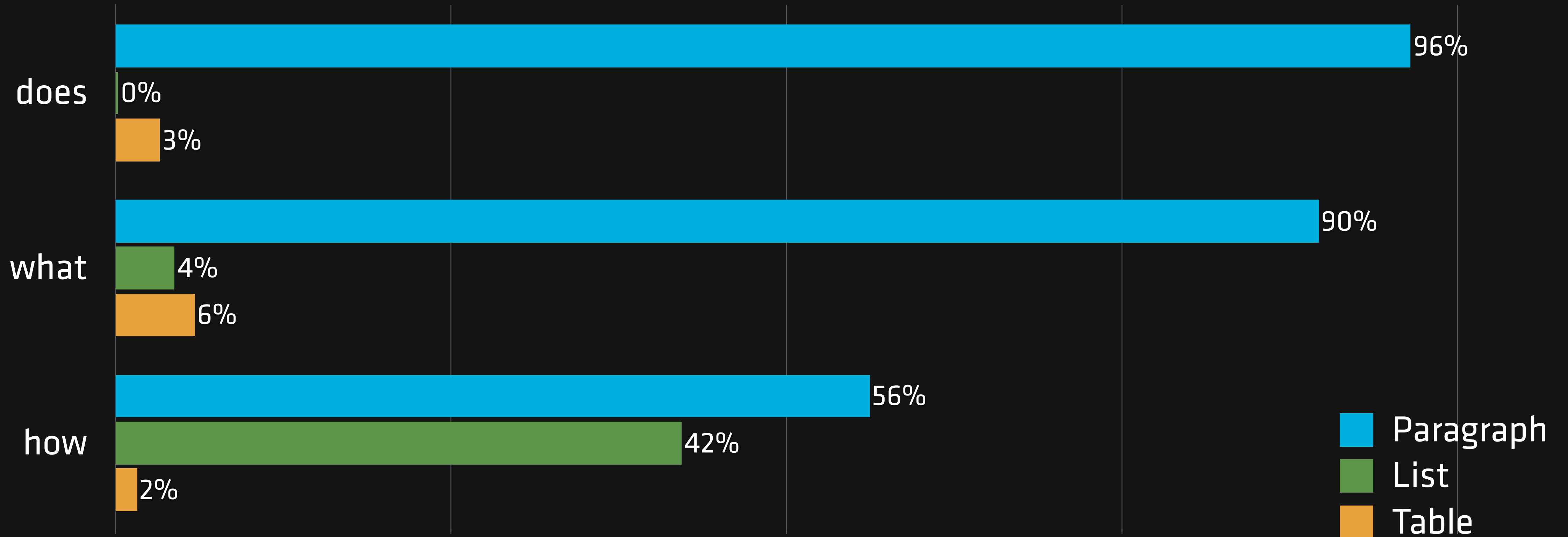


# WHAT ABOUT THE OTHER SNIPPET TYPES?

@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**





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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/](http://www.affordablecollegesonline.org/degrees/nursing-programs/)

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Online Nursing School | Online Programs and Degrees

[www.allnursingschools.com/nursing-careers/article/online-nursing-school/](http://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.

Best Online Nursing Degrees | Bachelor of Science in Nursing (BSN)

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### School of Nursing: Online Nursing Degree Programs | Kaplan University

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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 ...  
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### Online Nursing School | Online Programs and Degrees

[www.allnursingschools.com/nursing-careers/article/online-nursing-school/](http://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/](http://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/](http://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 ...

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### Bachelor of Science in Nursing | Algonquin College

[www.algonquincollege.com/.../program/bachelor-of-science-in-nursing/](http://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 ...

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



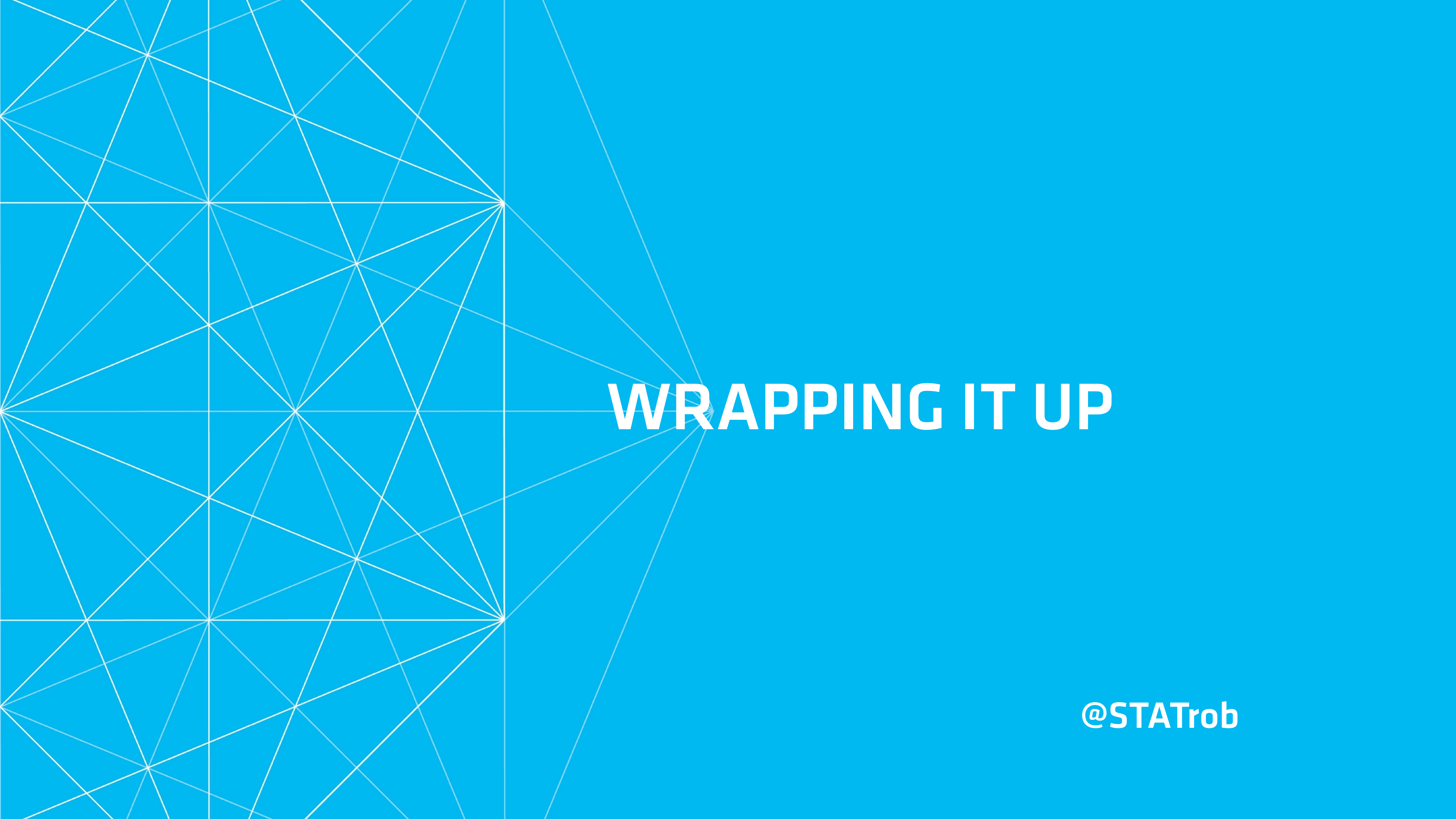
TWEETABLE TIP

# 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.

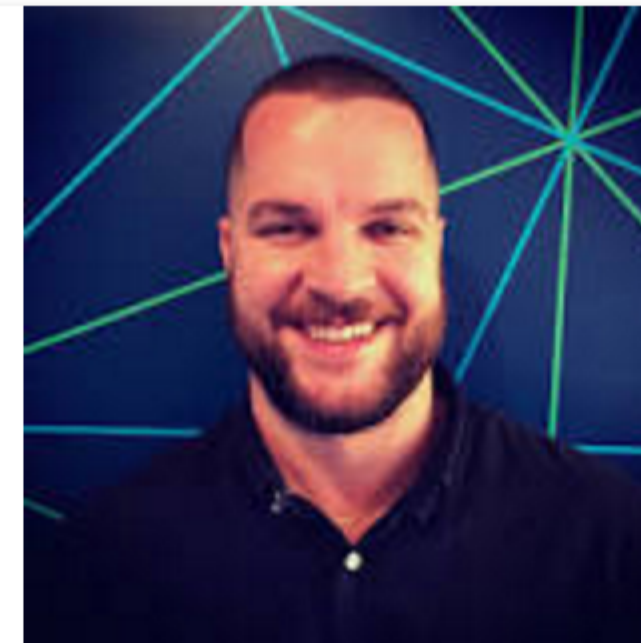
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**Rob Bucci** is the founder and CEO of STAT Search Analytics. He's been a developer and entrepreneur in the SEO space since 2005, and he especially loves tackling big-data challenges in data mining and analytics.



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**Rob Bucci**18 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](https://getSTAT.com/moz)



THANK YOU

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