



# SEO FOR SUPER EXCELLENT ORGANIZERS

**April 2018**

**FWMWEBINAR.COM**

# What We're Organizing

1. Review Schema
2. Google My Business
3. Featured Snippets
4. Google Algorithm News



# What Is Review Schema?

1. Code that displays reviews for your services on your website directly in search results with star ratings.
2. Powerful way to stand out from the crowd, but it can be dangerous if used incorrectly.
3. Search Results in Position 2 with a Star Rating Rich Snippet Captures 76% of Clicks over position 1 result (*Blue Nile Research 2015*)

## DSS Marketing Automation Software For Legal & Medical Practices ...

<https://www.fosterwebmarketing.com/practice.../dss-marketing-automation-software.cf...> ▼

★★★★★ Rating: 5 - Review by Tapella Law

Jan 14, 2017 - The marketing software you use plays a big part in taking your business to the next level.

DSS (Dynamic Self-Syndication) is our powerful, inbound marketing automation software that puts the power in your hands to directly update and manage your site, track leads, manage your reputation, launch email ...



All

News

Maps

Shopping

Images

More

Settings

Tools

About 729,000 results (0.40 seconds)

**Trusted Local Accident Lawyers | Get Legal Help in Reston Now****(Ad)** [injury.hallandsethi.com/Reston/Personal-Injury](https://injury.hallandsethi.com/Reston/Personal-Injury) ▼

Hall &amp; Sethi, PLC Has Served The Injured Since 1966. No Fee Unless We Win!

**Car Accident Lawyers Milwaukee Wisconsin | Hupy and Abraham, S.C.**[https://www.hupy.com/practice\\_areas/wisconsin-car-accident-lawyers.cfm](https://www.hupy.com/practice_areas/wisconsin-car-accident-lawyers.cfm) ▼

★★★★★ Rating: 5 - Review by Neda Stevic

If you should have any questions, such as this, following an accident, please call me, Jason **Abraham**, at 1-800-800-5678. **Hupy** and **Abraham**, S.C. Client Testimonial - Rosemary Beix **Hupy** and **Abraham** client Rosemary Beix talks about her accident and what it was like working with **Hupy** and **Abraham** on her case.

**Written by: Neda Stevic****about Hupy and Abraham****Date published: 04/21/2015****5 / 5 stars**

Overall rating:



based on 1 reviews

Hupy and Abraham is the most pro-active, professional, caring and results-oriented personal injury law firm out there. They are absolutely the best advocates for motorcycle-related accidents, hands down! I highly recommend them, although their successful track record speaks for itself as indicated by the People's Choice Award they've earned for many consecutive years in Shepherd Express newspaper. In addition, Attorney Mike Hupy is a local Activist of renown, and generously gives back to the community in so many ways. For example he recently donated \$1,000 for Veterans when he personally stopped in to support an event I hosted for Veterans Outreach of WI. He has been actively helping this wonderful non-profit organization continue its work with his donations. Rest assured that by choosing Hupy & Abraham, you'll be placing yourself in the most capable, professional and ethical hands around for your situation.

*Neda Stevic*

# Example of Review Schema

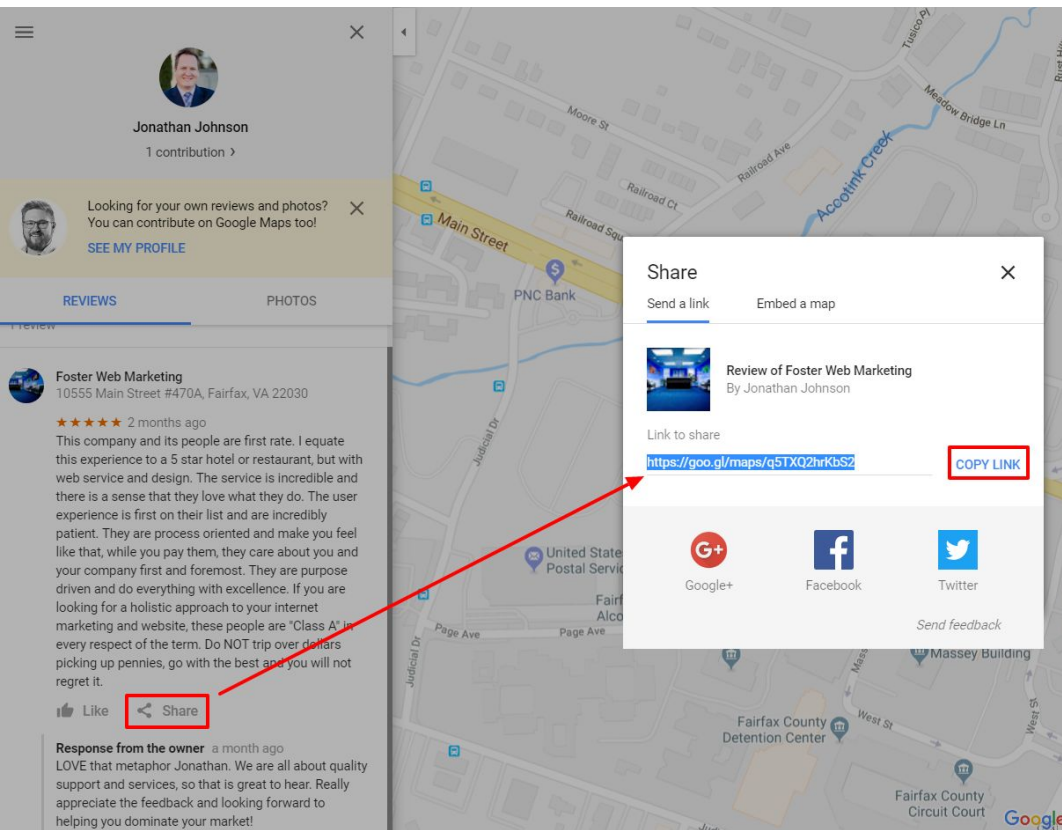
Review schema in SERP

Review schema on page





# How To Get Review Link For Coding





1. Go to your page's reviews, and click on the name of the person you want to use as a review.
2. Click the "Share" button to get the link to use in your review schema.
3. Use reviews on relevant pages, and try to mix them up as much as possible, so you're not using the same one repeatedly.

# Check Your Review Schema for Issues

## Structured Data Testing Tool

Google Structured Data Testing Tool



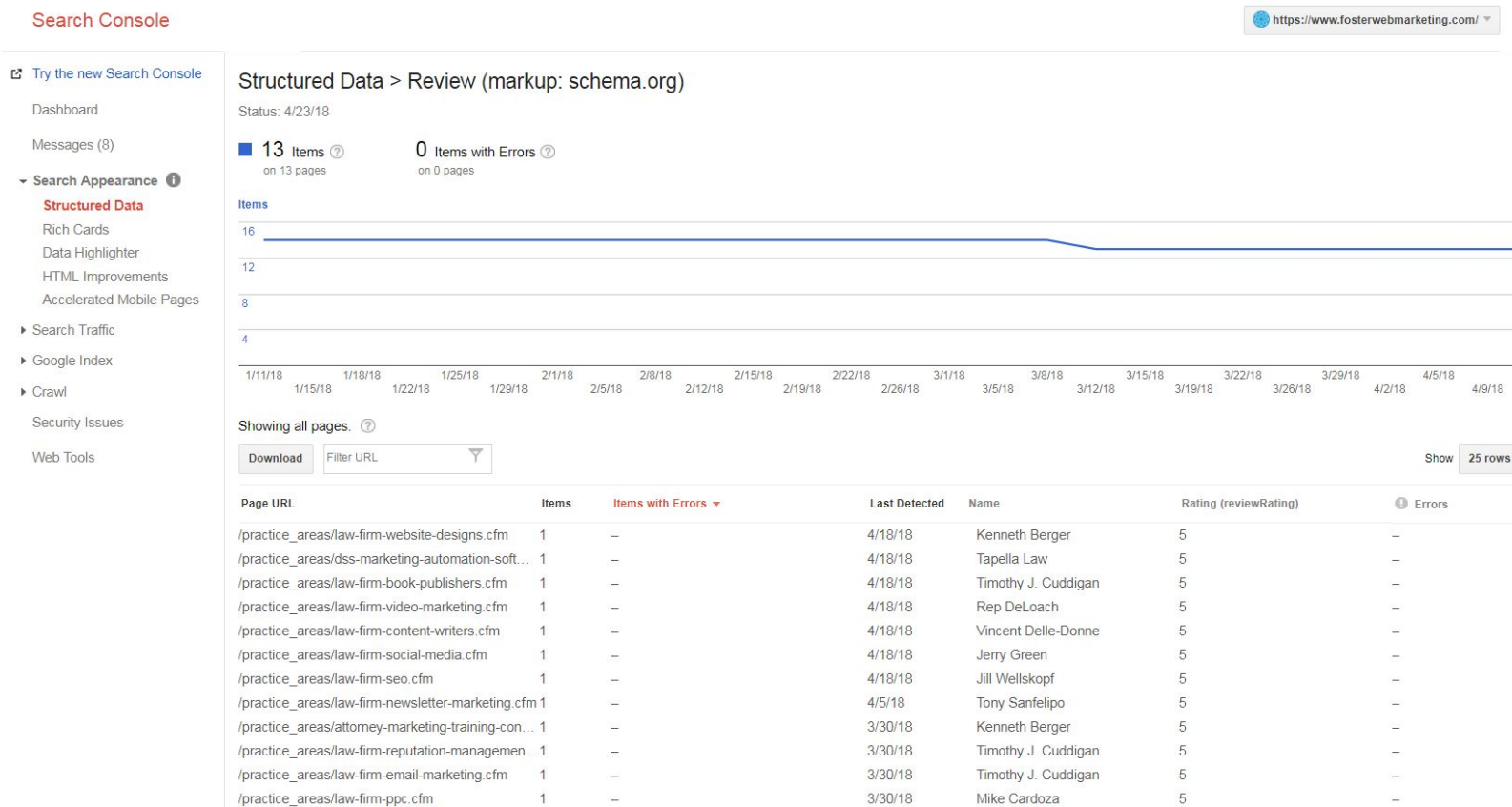
 NEW TEST 

```
1 <div itemscope="" itemtype="http://schema.org/Review">
2 <div itemprop="name"><a
  href="https://plus.google.com/u/0/b/117667609036290328117/+HupyandAbrahamSC/posts/Cyoh499USam"
  itemprop="url"><strong>Neda Stevic</strong></a></div>
3 <div itemprop="reviewBody">Hupy and Abraham is the most pro-active, professional, caring and
  results-oriented personal injury law firm out there. They are absolutely the best advocates for
  motorcycle-related accidents, hands down! I highly recommend them, although their successful track
  record speaks for itself as indicated by the People's Choice Award they've earned for many
  consecutive years in Shepherd Express newspaper. In addition, Attorney Mike Hupy is a local
  Activist of renown, and generously gives back to the community in so many ways. For example he
  recently donated $1,000 for Veterans when he personally stopped in to support an event I hosted
  for Veterans Outreach of WI. He has been actively helping this wonderful non-profit organization
  continue its work with his donations. Rest assured that by choosing Hupy & Abraham, you'll
  be placing yourself in the most capable, professional and ethical hands around for your situation.
  </div>
4 <div itemprop="author" itemscope="" itemtype="http://schema.org/Person">Written by: <span
  itemprop="name">Neda Stevic</span></div>
5 <div itemprop="itemReviewed" itemscope="" itemtype="http://schema.org/Thing"><span
  itemprop="name">about Hupy and Abraham</span></div>
6 <div><meta itemprop="datePublished" content="2015-04-21">Date published: 04/21/2015</div>
7 <div itemprop="reviewRating" itemscope="" itemtype="http://schema.org/Rating"><meta
  itemprop="worstRating" content="1"><span itemprop="ratingValue">5</span> / <span
  itemprop="bestRating">5</span> stars</div>
8 <div itemscope="" itemtype="http://data-vocabulary.org/AggregateReview">Overall rating: <span
  itemprop="reviewRating" itemscope="" itemtype="http://data-vocabulary.org/Rating"><span
  class="stars">★★★★★</span><span class="rating" itemprop="value" style="display: none
  !important;">5</span></span> based on <span class="votes" itemprop="votes">1</span> reviews</div>
9 </div>
```

← Review All (1) ▾

Review 0 ERRORS 0 WARNINGS ▾

# Check Google Search Console for Locations & Errors





# WARNING About Implementing Review Schema

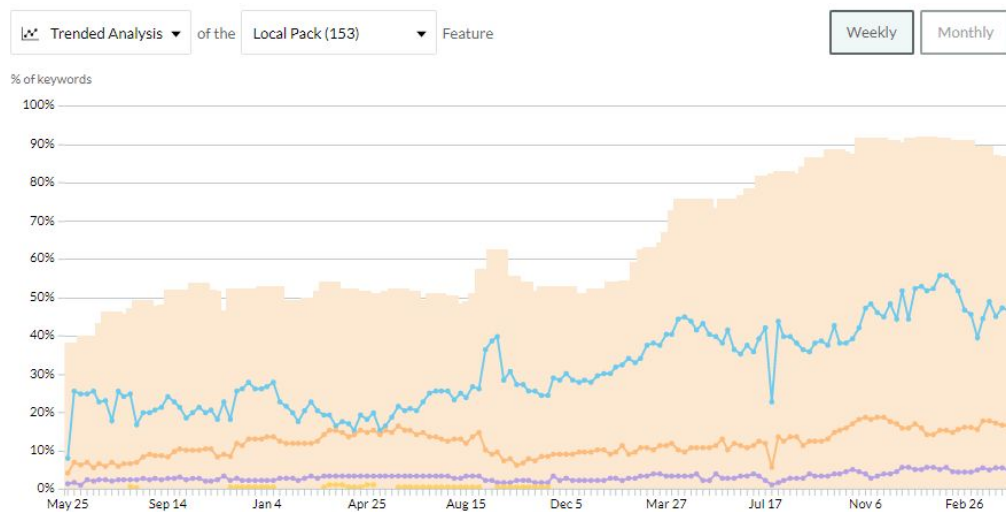
1. Don't try to place review schema on your homepage; [Google states](#): "Review and rating markup should be used to provide review and/or rating information about a specific product or service."
2. Don't add review schema to all pages at once and only add to service and location pages. Don't expect the stars to show up for all pages you put the code on. Your page needs authority in order for the stars to appear.
3. Don't use third-party reviews within schema. As of October 2016, Google updated their [guidelines](#) to say that you should not use third-party review sites within your Local Business schema.
4. Don't hide reviews with schema from your actual visitors. Don't hide any content!

# Just in Case: Recovering From a Schema Penalty

1. Identify the issue. Use the [Structured Data Testing Tool](#) to work out what the issue is. Once you have found the issue, you can start deconstructing your code to fix the problem. If you cannot find the issue, it is best to remove all schema from your site.
2. Copy and paste your code into the testing tool. This will allow you to see if your new code passes the guidelines before setting it to live on your site.
3. Submit your reconsideration request that should acknowledge the penalty, and explain how you went about fixing this and what you expected the issue to be. You should also outline any future efforts you have planned to ensure that you're adhering to guidelines. You can then submit your request through your [Search Console account](#).
4. Your reconsideration request is read by a real person on the Google Webspam team. Google says you should wait a few weeks before expecting a response.

# What Is Google My Business?

1. When searching for businesses, consumers use mapping products 44% of the time.
2. Formerly Google Places and known as Google Local Listings before that, [Google My Business](#) is your hub for controlling your Google Maps listing.
3. [How to claim Google My Business listings](#) and [Google My Business guidelines](#).

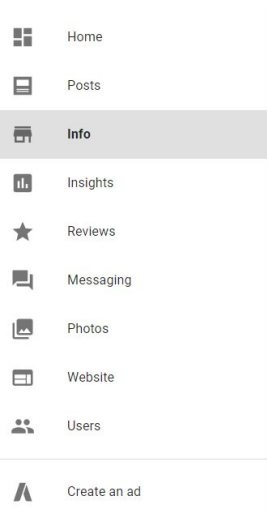
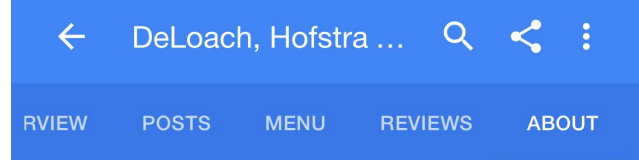


# Google My Business Newest Features

1. There are a couple of new fields in the GMB dashboard, including options to list services, business description, and opening date.
2. In honor of International Women's Day, to celebrate female leaders, founders, and owners, GMB introduced a [women-led attribute you can add to your Google My Business listing](#).
3. "Message Us" action button is available on Google My Business.
4. Add videos of your business—up to 30 seconds long—to your listing.
5. Businesses can now access a lot more data from Insights within their Google My Business dashboard.

# Google My Business Services

1. New fields in the GMB dashboard, including options to list services, business description, and opening date.
2. This information is being shown predominantly on mobile devices so far, but that could change.

A screenshot of the 'Add section' dialog box in Google My Business. The dialog box has a title 'Add section' and a 'Section name' input field with a character count of 0 / 140. Below the input field are examples: 'Examples: Massages, Facials, Haircuts, Golf lessons, Tax services'. There is an 'Add item' button and a note: 'Enter at least one item per section. You can add more later'. Below this is a table with two columns: 'Item name' and 'Item price (USD)'. The 'Item name' column has a character count of 0 / 140. Below the table is an 'Item description' input field with a character count of 0 / 1,000. At the bottom right are 'Cancel' and 'Add' buttons.

## FROM DELOACH, HOFSTRA & CAVONIS, P.A.

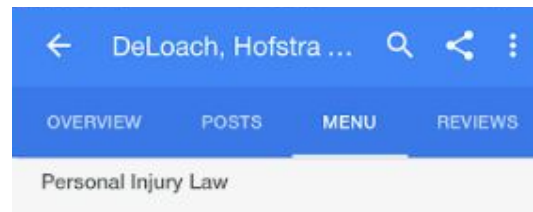
"Our law firm in Seminole, FL has the experience and knowledge to protect you and your family in personal injury matters, estate planning, elder law, real estate & association law, litigation, and probate. Our office has been proudly serving Seminole, St. Petersburg, Pinellas County, Tampa and beyond for well over 40 years. Contact our office to discuss the legal situation your facing and learn how we can help!"

A screenshot of the 'From the business' dialog box in Google My Business. The dialog box has a title 'From the business' and a text input field for a brief description of the business. The character count is 0 / 750. There are 'CANCEL' and 'APPLY' buttons. At the bottom is a 'Please note' section: 'Edits may be reviewed for quality and can take up to 3 days to be published. Learn more'.



# Google My Business Services

Personal Injury Law	⋮
<b>Car Accident Representation</b> Our team has the resources and experience needed to fight for the compensation you deserve if you have sustained injuries in an automotive related accident.	⋮
<b>Motorcycle Accident Representation</b> Unfortunately, we have more than our fair share of motorcycle accidents in Florida. If you have been injured in a motorcycle wreck, contact our team to see how we can help.	⋮
<b>Slip &amp; Fall Accident Representation</b> Sustained injuries in a slip, trip, or fall? If the injury happened due to the property owner's neglect, you may be eligible for compensation.	⋮
<b>Wrongful Death Representation</b> If the loss of a family member was caused by another's negligence, contact our wrongful death attorneys to learn about the legal options you have as soon as possible.	⋮
<b>Dog Bite &amp; Animal Attack Representation</b> Dog owners are liable for the injuries caused by their dog in Florida. If you have been bitten or injured by a dog, learn how our team can help.	⋮
Add item	



## Car Accident Representation

Our team has the resources and experience needed to fight for the compensation you deserve if you have sustained injuries in an automotive related accident. [More](#)

## Motorcycle Accident Representation

Unfortunately, we have more than our fair share of motorcycle accidents in Florida. If you have been injured in a motorcycle wreck, contact our team to see how we can help. [More](#)

## Slip & Fall Accident Representation

Sustained injuries in a slip, trip, or fall? If the injury happened due to the property owner's neglect, you may be eligible for compensation. [More](#)

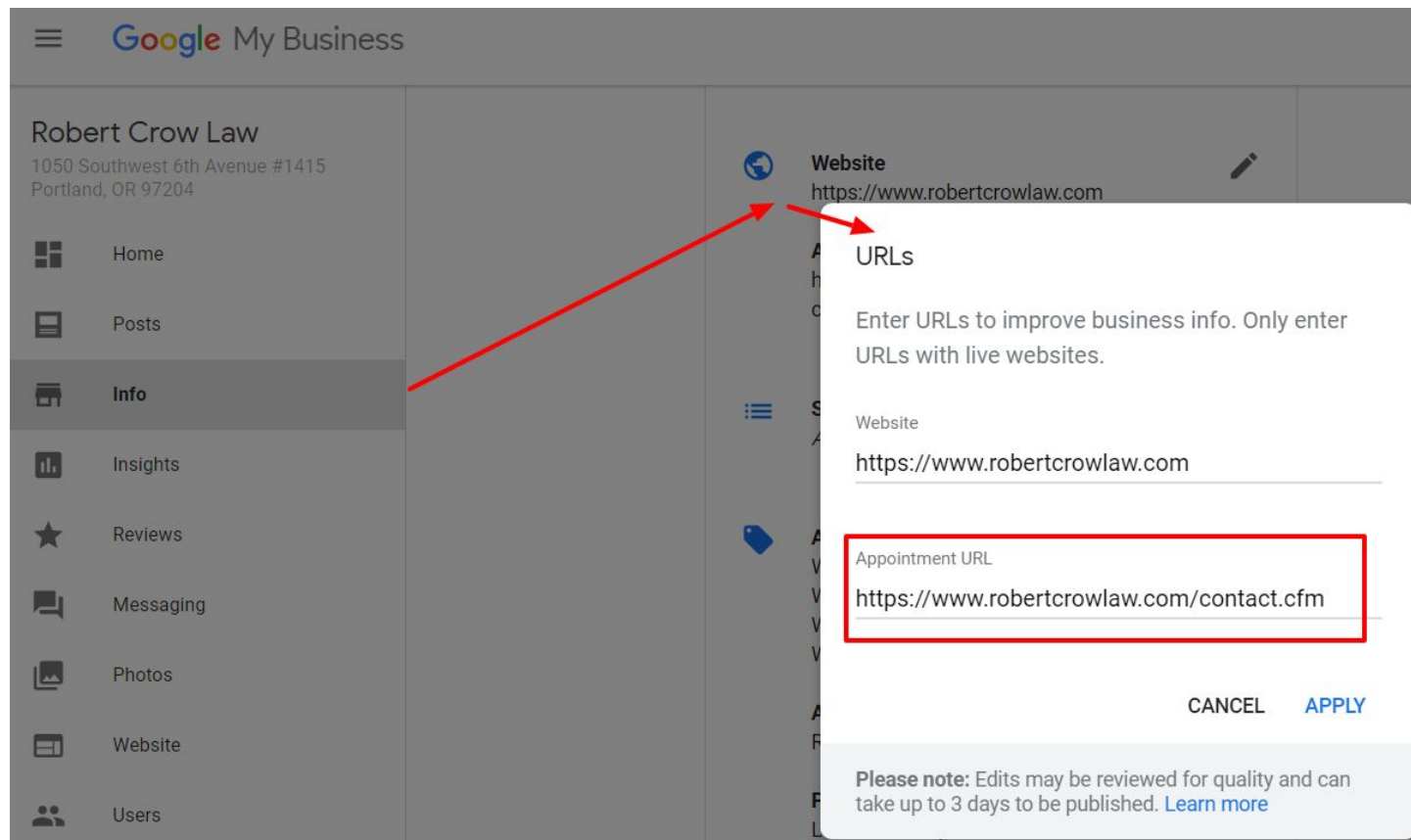
## Wrongful Death Representation

If the loss of a family member was caused by another's negligence, contact our wrongful death attorneys to learn about the legal options you have as soon as possible. [More](#)

## Dog Bite & Animal Attack Representation

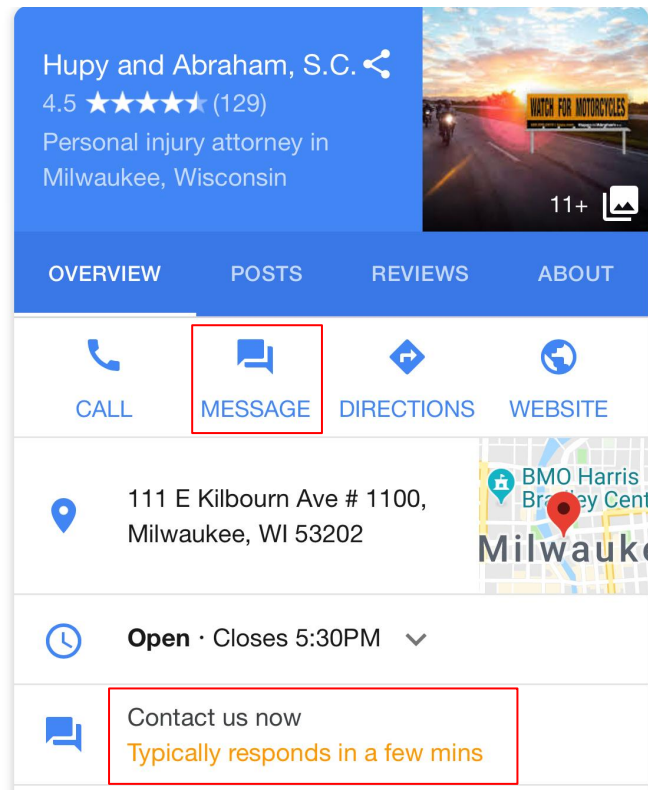
Dog owners are liable for the injuries caused by their dog in Florida. If you have been bitten or injured by a dog, learn how our team can help. [More](#)

# Google My Business Appointment Links



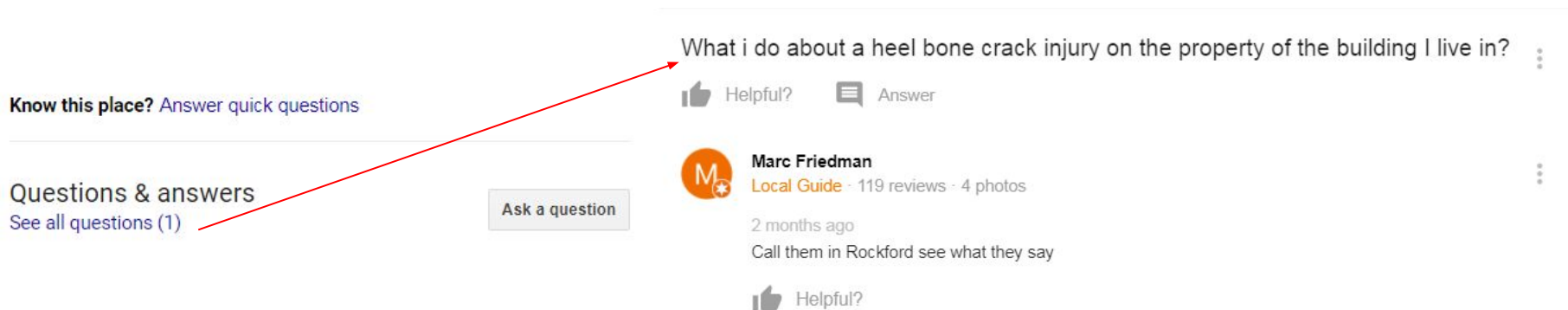
# Google My Business Messaging

1. Another cool feature recently introduced on the Google My Business platform is the ability to directly message customers.
2. Ngage Chat offers to connect this messaging feature with your current chat services at no extra charge. Other chat solutions may do the same.
3. To edit the phone number you use for chatting with customers:
  1. Sign in to Google My Business.
  2. Find the “Messaging” card in the Home menu.
  3. On the right side of the “Messaging” card, click Edit number.
  4. Enter your new phone number.
  5. Click Submit.



# Google My Business Q&A Feature

1. The question and answer feature in Google My Business allows visitors to ask questions about your company. They can easily click on the Q&A section from their phone or desktop and submit any question or concern they might have.
2. Another unique feature of the Q&A is that it allows visitors to mark up answers to helpful questions that could help your business improve listings.



# Google My Business Videos Now Available



Google My Business

Robert Crow Law

1050 Southwest 6th Avenue #1415  
Portland, OR 97204



Home



Posts



Info



Insights



Reviews



Messaging



Photos

Overview

By Owner

By Customer

360

Video

Interior

Exterior

At Work

Team

Identity



## Video

Use a video to tell the story of your business and what makes it unique.

Add videos



# Google My Business 360 Video Tours



Let Customers See Inside!



Showcase your business on the world map

- ✓ Images taken by a trusted photographer
- ✓ Shown on Google Maps
- ✓ Embed virtual tour on your website
- ✓ Help customers explore your business
- ✓ Your email address will be shared with [trusted photographers](#) in your area
- ✓ Photographers aren't employed by Google and should be paid directly
- ✓ You can also create your own 360 imagery using the [Street View app](#)

1. [Trusted photographers list](#)
2. [DIY 360 view videos](#)

# Google My Business Posts

Google My Business

## Foster Web Marketing

10555 Main Street #470A  
Fairfax, VA 22030

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Website

Users

Create an ad

Add new location

Manage locations



Write your post



Are you having trouble converting visitors to your law firm's website? Are you afraid to ask? Don't be! Calls to action are the enticing invitation your potential clients need to convinc...



Posted 5 days ago

20



Do you feel better when you see a local address and area code on the business websites you visit? Chances are you do, and your own potential clients do, too....



Posted Apr 11, 2018

50



Estate planning attorneys take note! If you need help building a content strategy from scratch or coming up with new topics for your website content in the future, check out this must-read ...



Posted Apr 5, 2018

38



Foster Web Marketing



5.0 ★★★★★ (35)

Marketing agency in Fairfax,  
Virginia



15+



OVERVIEW

POSTS

REVIEWS



CALL



DIRECTIONS



SAVE



WEBSITE

Are you having trouble converting visitors to your law firm's website? ...  
6 days ago



Banking & Finance Securities

The firm has provided a broad range of services in the Banking sector, we prepare several documents for Banks and Financial Institutions such as: Interagency, Change and Orders, Personal and Corporate Guarantees and more.

\*In addition we provide value added services and advice on regulatory matters.



10555 Main Street #470A,  
Fairfax, VA 22030

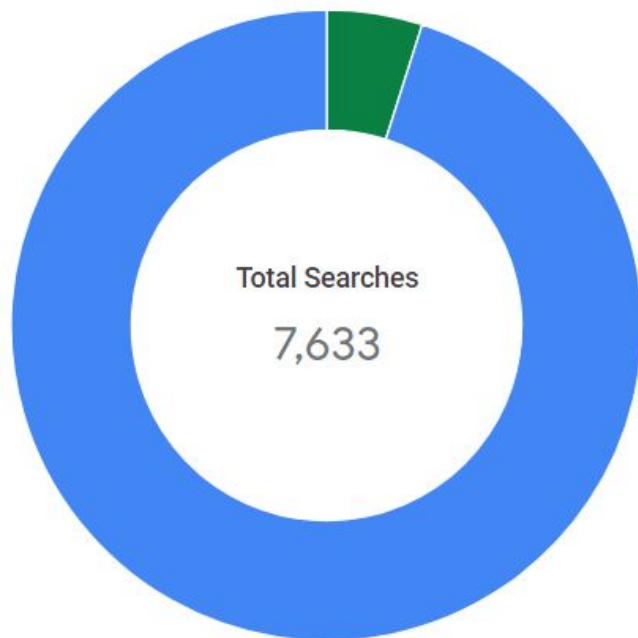


FOSTER  
WEB MARKETING

# Google My Business Insights for Business

How customers search for your business

1 quarter ▼



## Direct

Customers who find your listing searching for your business name or address.



## Discovery

Customers who find your listing searching for a category, product, or service.

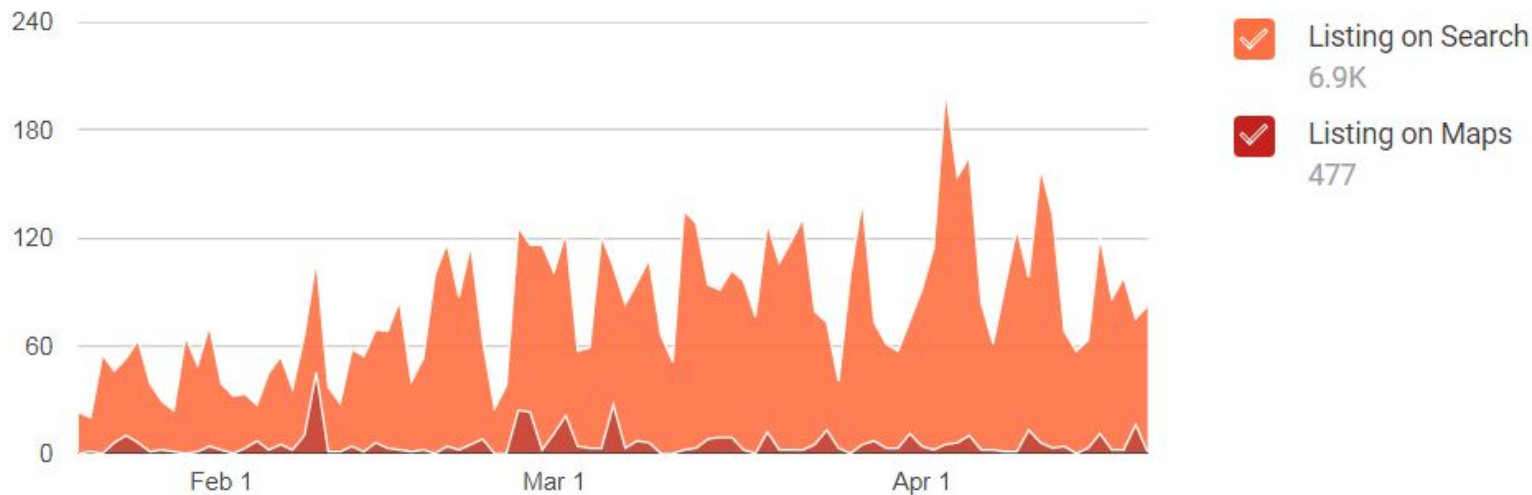
# Google My Business Insights for Customer

Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▼

Total views 7.37K



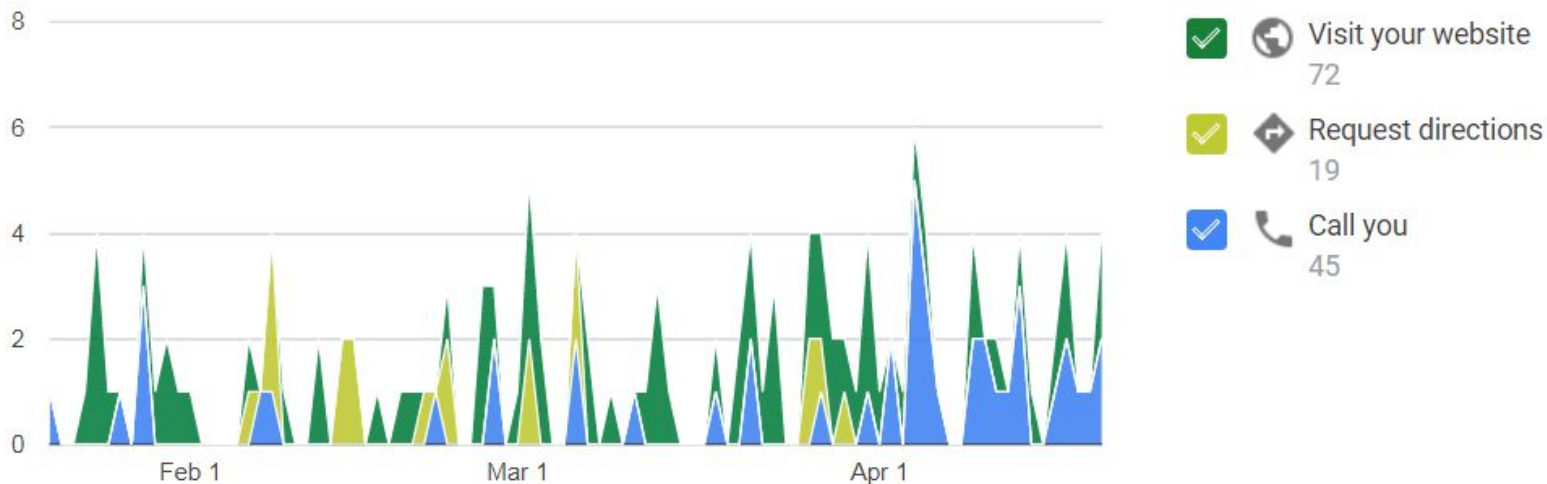
# Google My Business Insights for Customer

## Customer actions

The most common actions that customers take on your listing

1 quarter ▼

Total actions 136





# Google My Business Insights for Direction

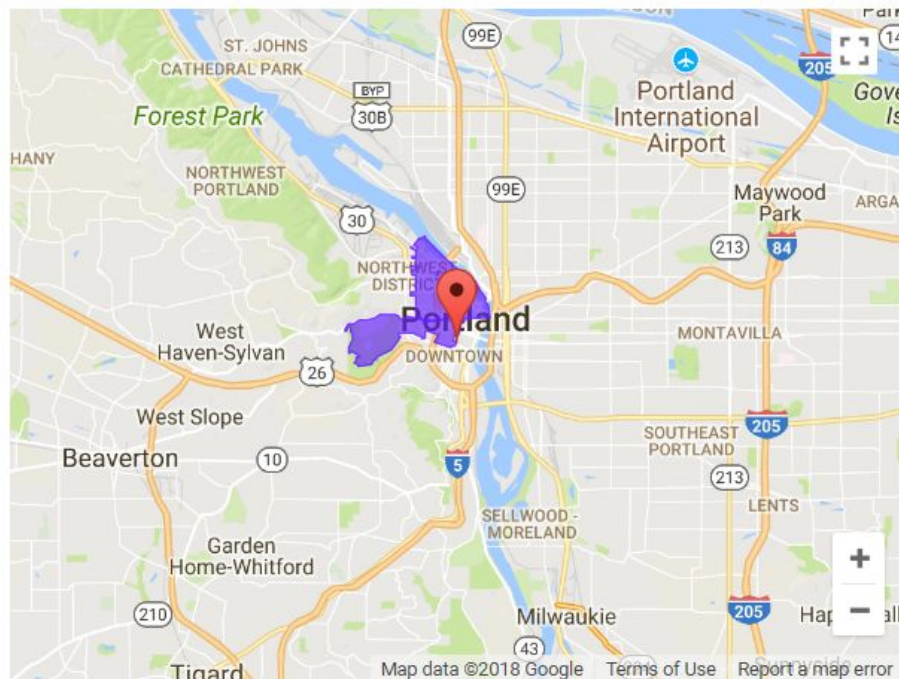
## Directions requests



The places where customers request directions to your business from

1 quarter ▼

97205	<10
97209	<10



# Google My Business Insights for Phone Calls

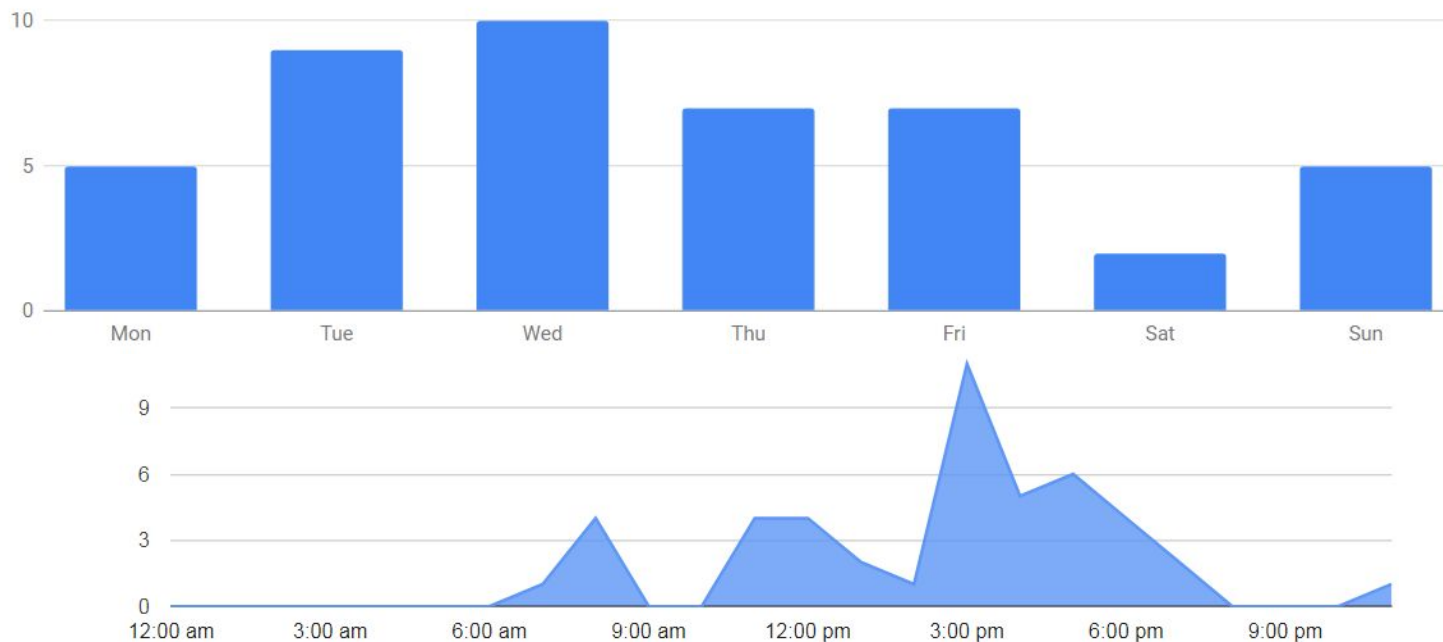
## Phone calls



When and how many times customers call your business

Day of week ▼ 1 quarter ▼

Total calls 45

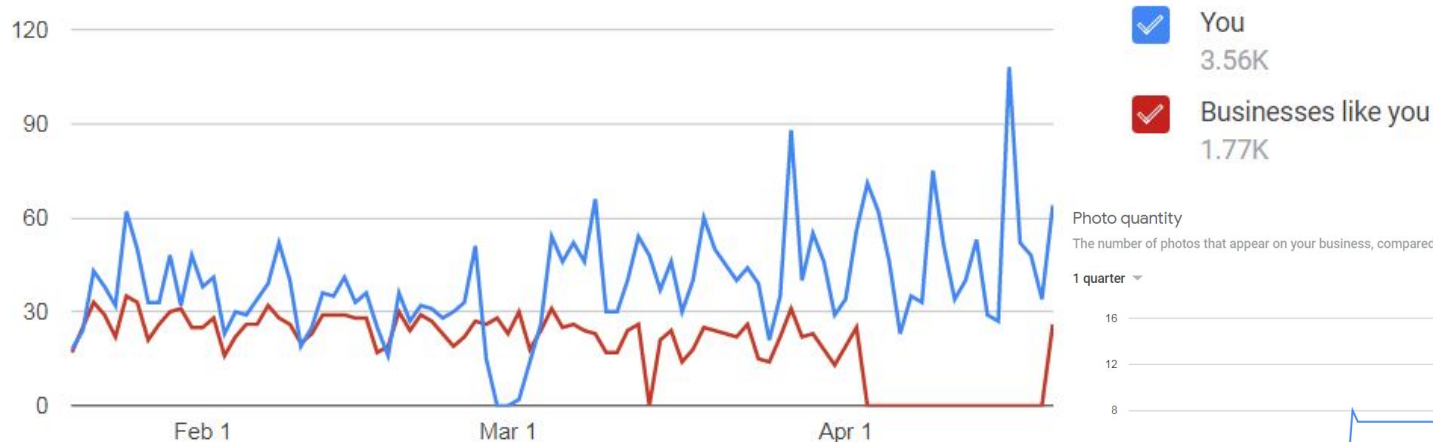


# Google My Business Insights for Photos

## Photo views

The number of times your business photos have been viewed, compared to photos from other businesses

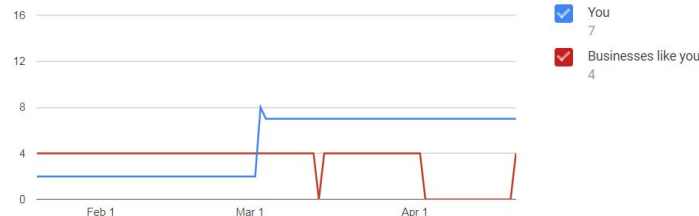
1 quarter ▼



## Photo quantity

The number of photos that appear on your business, compared to photos from other businesses

1 quarter ▼



# Google My Business Categories for Attorneys

1. Choose most relevant first (don't make "Lawyer" your primary category).
2. You can use "Lawyer" as a secondary or tertiary category if nothing else is relevant.
3. If you are getting calls for irrelevant case types, check your Google My Business category along with other referral sites.

Attorney Referral Service

Patent Attorney

Tax Attorney

Trial Attorney

Bankruptcy Attorney

Civil Law Attorney

Real Estate Attorney

Criminal Justice Attorney

Divorce Lawyer

Elder Law Attorney

Employment Attorney

Family Law Attorney

Insurance Attorney

Administrative Attorney

Immigration Attorney

Personal Injury Attorney

Lawyer

Lawyers Association

# Google My Business Settings for Notifications



Google My Business



Manage locations



Settings



Support

## Preferred email

blond@domain.com

## Important updates

Google may send you important updates about your account



## Customer reviews

Alerts when customers post reviews of your business



## Questions and answers

Alerts about questions and answers posted to your business on Google



## Photos

Tips and updates about photos on your Google listing



## Listing health

Timely alerts to help you keep your business info accurate on Google



## Insights

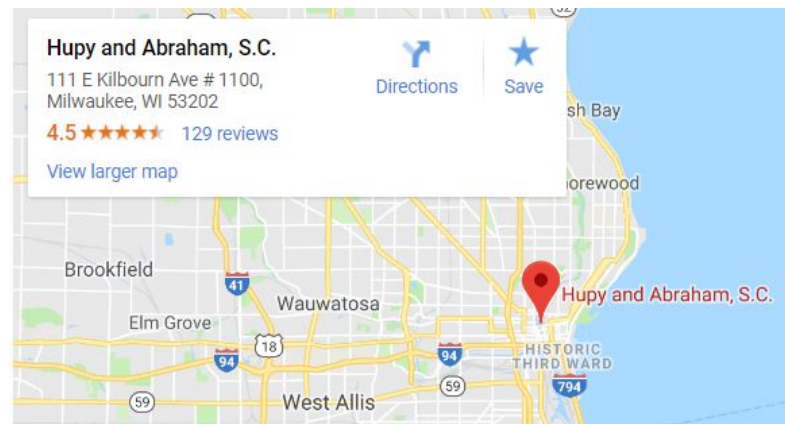
Personalized insights and tips about your customers and listing



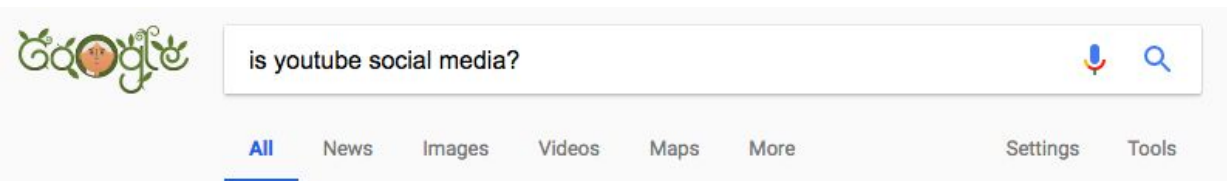
FOSTER  
WEB MARKETING

# More Google My Business Tips

1. If you have multiple office locations, use office pages for Google listings and other local citations. Typically, you'll want to use your homepage for your primary office location.
2. Embed map for those office pages with connection to Google My Business page like the one on the right.
3. Regularly add photos if possible. Only relevant photos will help. Do not just post stock photos to your profile.
4. Regularly review your business information (monthly if possible) to see if there are updates or if you can add more.



# Featured Snippets



About 57,200,000 results (0.67 seconds)

A

Yes. Though you may only be familiar with **YouTube** as a place to watch funny videos of laughing babies and puppies, **YouTube** has firmly established itself as a **social media** website.



[Is YouTube A Social Media Website? | Foster Web Marketing](https://www.fosterwebmarketing.com/faqs/is-youtube-considered-a-social-media-site-cfm)  
<https://www.fosterwebmarketing.com/faqs/is-youtube-considered-a-social-media-site-cfm>

About this result Feedback

B

## People also ask

Is Spotify a form of social media?

Is You Tube a social media platform?

Is YouTube a job or a hobby?

Is YouTube a search engine?

[Feedback](#)

Google displays results like these to help people looking for a quick answer.

A. Featured Snippet

B. “People Also Ask”  
FAQ Snippet

**Pro tip:** FAQ snippets are one of the best ways to find related content topic ideas. If you click on a related FAQ 2-3 additional questions will display.




Google

what's duii?

All News Shopping Images Videos More Settings Tools

About 12,600 results (0.74 seconds)

The offense of driving under the influence of intoxicants (**DUII**) often is referred to by several names. ... Some refer to the crime as **DUI**, for Driving Under the Influence. Some use the name **DUII**, for Driving Under the Influence of Intoxicants. And, some states call the offense **DWI**, for Driving While Intoxicated.



**What's the Difference Between DUI, DUII, and DWI | Robert Crow Law**  
<https://www.robertcrowlaw.com/blog/whats-the-difference-between-dui-duii-and-dwi.cfm>

About this result Feedback

People also ask

What is a DUII in Oregon? ▾

What is a DUI considered? ▾

Is a DUI a felony in the state of Oregon? ▾

How long do you go to jail for drunk driving? ▾

Feedback

# Featured Snippets Benefits

1. You know Google sees your site as authoritative.
2. Your content gets twice the visibility.
3. Increased brand exposure.
4. Shows searchers you're an authority in your field.
5. Usually means more traffic.

→ **What's the Difference Between DUI, DUII, and DWI | Robert Crow Law**  
<https://www.robertcrowlaw.com/.../whats-the-difference-between-dui-duii-and-dwi.cf...> ▾  
The offense of driving under the influence of intoxicants (**DUII**) often is referred to by several names. ... Some refer to the crime as **DUI**, for Driving Under the Influence. Some use the name **DUII**, for Driving Under the Influence of Intoxicants. And, some states call the offense **DWI**, for Driving While Intoxicated.

# Types of Featured Snippets

There are 3 major types of featured snippets:

1. **Paragraph.** It can be a box with text inside or a box with both text and an image inside.
2. **List.** An answer given in the form of a list.
3. **Table.** An answer given in a table.

Use images related to your target. Optimize those images. Use your target query word in the file name and the alt tag.



TYPE OF SNIPPET	% OF TOTAL SNIPPETS
Paragraph snippets	81.95%
List snippets (bulleted and numbered)	10.77%
Table snippets	7.28%

Source: <https://getstat.com/blog/featured-snippets/>

# Avvo & Justia Starting to Own Featured Snippets

“best car accident attorney dc”

Not sure how to find the attorney who's right for you?

- Demetry Pikrallidas. ...
- Gwen-Marie Davis. ...
- David Tompkins. ...
- Justin Katz. ...
- Thomas Simeone. Washington Car accident Attorney. ...
- Catherine Bertram. Washington Car accident Attorney. ...
- Michael Abelson. Washington Car accident Attorney. ...
- Chinwe Kpaduwa. Washington Car accident Attorney.

More items...

Find the best Car Accident lawyer in Washington, DC - Avvo

<https://www.avvo.com/car-accidents-lawyer/dc/washington.html>

About this result Feedback

“Louisiana mesothelioma lawyer”

- Edward Kramer. Baton Rouge, LA Asbestos & Mesothelioma Attorney with 27 years experience. ...
- Lindsey A. Cheek. New Orleans, LA Asbestos & Mesothelioma Lawyer with 8 years experience. ...
- Victor J. Suane Jr. ...
- Jay M. Jalenak Jr. ...
- Mark Philip Glago. ...
- Michael S Brandner Jr. ...
- Terrence D. ...
- Meyer H Gertler.

More items...

Louisiana Asbestos & Mesothelioma Lawyers - Compare Top ... - Justia

<https://www.justia.com/lawyers/asbestosmesothelioma/louisiana>

About this result Feedback



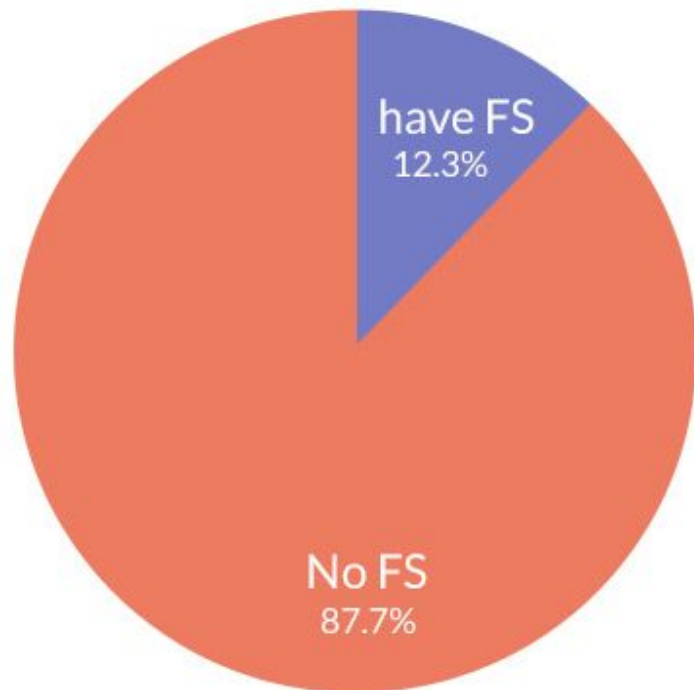
# 270 Justia Featured Snippets For “Lawyer” Keywords

Keyword		Volume ↓ <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>i</sup>	Position <sup>i</sup>		URL <sup>i</sup>
landlord tenant lawyer	②	1,800	1	5.00	171	1	69	<a href="http://www.justia.com/lawyers/landlordtenant/ohio/columbus">www.justia.com/lawyers/landlordtenant/ohio/columbus</a> ▼
employment lawyer seattle	③	400	8	12.00	137	1	69	<a href="http://www.justia.com/lawyers/employment-law/washington/seattle">www.justia.com/lawyers/employment-law/washington/seattle</a> ▼
long island real estate lawyer	69	350	3	11.00	129	1	69	<a href="http://www.justia.com/lawyers/real-estate-law/new-york/suffolk-county">www.justia.com/lawyers/real-estate-law/new-york/suffolk-county</a> ▼
california probate lawyer	③	300	11	—	107	1	69	<a href="http://www.justia.com/lawyers/probatelaw/california">www.justia.com/lawyers/probatelaw/california</a> ▼
employment lawyer las vegas	②	300	1	5.00	104	1	69	<a href="http://www.justia.com/lawyers/employment-law/nevada/las-vegas">www.justia.com/lawyers/employment-law/nevada/las-vegas</a> ▼
houston mesothelioma lawyer	⑥	300	0	12.00	101	1	69	<a href="http://www.justia.com/lawyers/asbestosmesothelioma/texas/houston">www.justia.com/lawyers/asbestosmesothelioma/texas/houston</a> ▼
employment lawyer boston	②	250	1	9.00	97	1	69	<a href="http://www.justia.com/lawyers/employment-law/massachusetts/boston">www.justia.com/lawyers/employment-law/massachusetts/boston</a> ▼
employment lawyer philadelphia	③	250	11	9.00	92	1	69	<a href="http://www.justia.com/lawyers/employment-law/pennsylvania/philadelphia">www.justia.com/lawyers/employment-law/pennsylvania/philadelphia</a> ▼
landlord tenant lawyer nj	③	200	1	6.00	81	1	69	<a href="http://www.justia.com/lawyers/landlordtenant/new-jersey">www.justia.com/lawyers/landlordtenant/new-jersey</a> ▼
virginia traffic lawyer	②	200	4	10.00	79	1	69	<a href="http://www.justia.com/lawyers/traffictickets/virginia">www.justia.com/lawyers/traffictickets/virginia</a> ▼
palm beach personal injury lawyer	③	200	25	14.00	78	1	69	<a href="http://www.justia.com/lawyers/injury-accident-law/florida/palm-beach-county">www.justia.com/lawyers/injury-accident-law/florida/palm-beach-county</a> ▼
employment lawyer st louis	③	200	8	4.50	78	1	69	<a href="http://www.justia.com/lawyers/employment-law/missouri/saint-louis">www.justia.com/lawyers/employment-law/missouri/saint-louis</a> ▼
traffic lawyer nj	②	200	0	9.00	77	1	69	<a href="http://www.justia.com/lawyers/traffictickets/new-jersey">www.justia.com/lawyers/traffictickets/new-jersey</a> ▼
miami immigration lawyer	③	200	12	7.00	72	1	69	<a href="http://www.justia.com/lawyers/immigration-naturalization/florida/miami">www.justia.com/lawyers/immigration-naturalization/florida/miami</a> ▼
employment lawyer san jose	③	200	12	19.00	68	1	69	<a href="http://www.justia.com/lawyers/employment-law/california/san-jose">www.justia.com/lawyers/employment-law/california/san-jose</a> ▼
employment lawyer minnesota	②	150	2	25.00	61	1	69	<a href="http://www.justia.com/lawyers/employment-law/minnesota">www.justia.com/lawyers/employment-law/minnesota</a> ▼
employment lawyer knoxville	②	150	0	2.00	55	1	69	<a href="http://www.justia.com/lawyers/employment-law/tennessee/knoxville">www.justia.com/lawyers/employment-law/tennessee/knoxville</a> ▼
california employment lawyer	③	150	15	19.00	54	1	69	<a href="http://www.justia.com/lawyers/employment-law/california">www.justia.com/lawyers/employment-law/california</a> ▼

# 530 Justia Featured Snippets For “Attorney” Keywords

Keyword		Volume ↓ <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>i</sup>	Position <sup>i</sup>		URL <sup>i</sup>
employment law attorney	②	1,500	17	11.00	190	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law">www.justia.com/lawyers/employment-law</a> ▼
real estate attorney michigan	②	250	0	11.00	96	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/real-estate-law/michigan">www.justia.com/lawyers/real-estate-law/michigan</a> ▼
new york employment attorney	③	250	31	19.00	85	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law/new-york">www.justia.com/lawyers/employment-law/new-york</a> ▼
medical malpractice attorney phoenix	②	200	3	40.00	81	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/medical-malpractice/arizona">www.justia.com/lawyers/medical-malpractice/arizona</a> ▼
tax attorney nj	③	200	7	65.00	78	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/tax-law/new-jersey">www.justia.com/lawyers/tax-law/new-jersey</a> ▼
real estate attorney tampa	②	200	2	17.00	77	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/real-estate-law/florida/tampa">www.justia.com/lawyers/real-estate-law/florida/tampa</a> ▼
employment attorney atlanta	④	200	8	9.00	76	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law/georgia">www.justia.com/lawyers/employment-law/georgia</a> ▼
employment attorney denver	②	200	1	5.00	75	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law/colorado">www.justia.com/lawyers/employment-law/colorado</a> ▼
employment attorney chicago	③	200	11	5.00	72	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law/illinois/chicago">www.justia.com/lawyers/employment-law/illinois/chicago</a> ▼
employment attorney las vegas	②	200	0	3.50	69	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law/nevada/las-vegas">www.justia.com/lawyers/employment-law/nevada/las-vegas</a> ▼
foreclosure attorney atlanta	②	200	1	20.00	67	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/foreclosuredefense/georgia">www.justia.com/lawyers/foreclosuredefense/georgia</a> ▼
buffalo personal injury attorney	②	200	9	50.00	64	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/injury-accident-law/new-york/buffalo">www.justia.com/lawyers/injury-accident-law/new-york/buffalo</a> ▼
employment attorney seattle	③	150	8	20.00	61	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law/washington/seattle">www.justia.com/lawyers/employment-law/washington/seattle</a> ▼
employment attorney austin	②	150	10	11.00	59	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/employment-law/texas/austin">www.justia.com/lawyers/employment-law/texas/austin</a> ▼
immigration attorney california	③	150	37	10.00	59	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/immigration-naturalization/california">www.justia.com/lawyers/immigration-naturalization/california</a> ▼
tax attorney california	③	150	12	50.00	58	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/tax-law/california/los-angeles">www.justia.com/lawyers/tax-law/california/los-angeles</a> ▼
bankruptcy attorney ft lauderdale	④	150	1	90.00	58	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/bankruptcy-and-debt/florida/fort-lauderdale">www.justia.com/lawyers/bankruptcy-and-debt/florida/fort-lauderdale</a> ▼
civil rights attorney nj	③	150	0	3.50	53	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/civil-rights/new-jersey">www.justia.com/lawyers/civil-rights/new-jersey</a> ▼
real estate attorney md	②	150	0	9.00	52	1	⁹⁹	🔗 <a href="https://www.justia.com/lawyers/real-estate-law/maryland">www.justia.com/lawyers/real-estate-law/maryland</a> ▼

# Amount of search queries with a Featured Snippet



Total queries: ~112 million

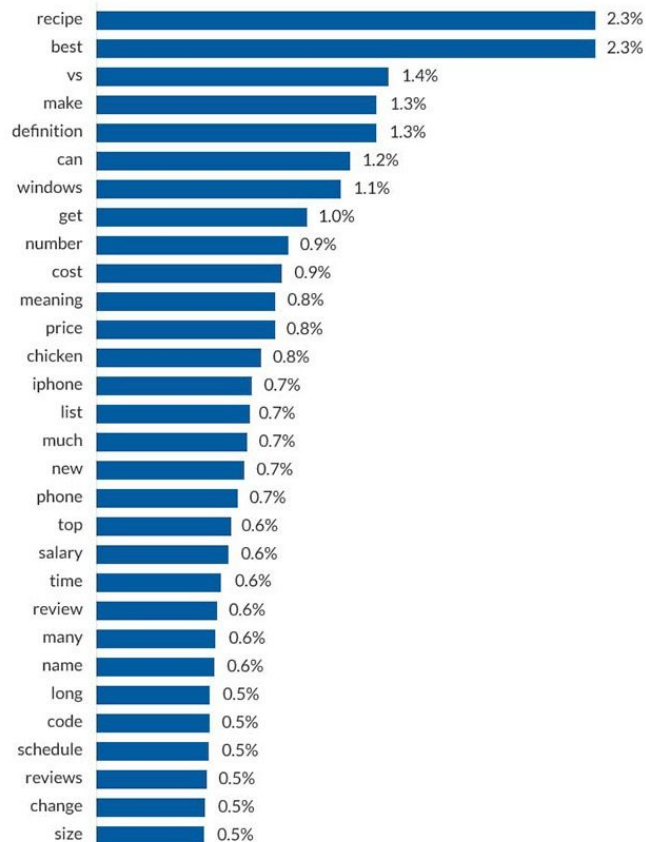
Queries with FS: ~14 million

\*data from Ahrefs



## Top30 most frequently met words in search queries with Featured Snippets

Total search queries = 2 million



ahrefs

## OPTIMAL FEATURED SNIPPET LENGTHS

### PARAGRAPH

AVERAGE

MAXIMUM

### WORDS

45

97

### CHARACTERS

293

752

### LIST

AVERAGE

MAXIMUM

### ITEMS

4.2

8

### WORDS PER ITEM

10.8

64

### TABLE

AVERAGE

MAXIMUM

### ROWS

3.6

9

### COLUMNS

2.5

3

Source: <https://moz.com/blog/optimize-featured-snippets>



# Featured Snippets Implementation

1. Identify a common, simple question related to your services and/or area.
2. Provide a clear and direct answer to the question.
3. Offer value added info beyond the direct answer.
4. Make it easy for users (and Google) to find on your page.



About this result Feedback

[Oregon's Jessica's Law | Robert Crow Law](https://www.robertcrowlaw.com/blog/what-is-oregons-jessicas-law-.cfm)

<https://www.robertcrowlaw.com/blog/what-is-oregons-jessicas-law-.cfm>

**Jessica's Law** is the term given to a **law** requiring mandatory minimum sentences for certain sex crimes that was named after a child victim in Florida. On April 24, 2006, **Oregon's** governor signed **Oregon's** version of Florida's **Jessica's Law**. The **law** still is known informally as **Jessica's Law** in **Oregon**.

# Featured Snippets “Hurt”

1. Users might not need to go to your website to get their questions answered.
2. Your website could be missing out on the engagement benefit for that traffic.
3. The juice isn't worth the squeeze. If a directory owns the featured snippet don't fight to overtake them. Get your profile to the top of that directory if it's ranking for your target keywords.

The image shows two screenshots of Google search results. The top screenshot is for the search term "zocdoc cost". It shows a featured snippet from doctorgenius.com titled "New Patient Acquisitions | For Your Practice | doctorgenius.com". The snippet text states: "There is a fee to be listed as a Zocdoc doctor. Currently, Zocdoc charges doctors \$300 a month to be listed. It is up to you to decide if the cost is worth the potential appointments you get." Below this is a link to a page titled "Is Zocdoc Worth the Cost for Doctors? | Foster Web Marketing" with the URL "https://www.fosterwebmarketing.com/faqs/is-zocdoc-worth-the-cost.cfm". The bottom screenshot is for the search term "brand hijacking". It shows a featured snippet defining brand hijacking as the practice of using a competitor's name as a keyword in a Google AdWords PPC campaign. Below this is a link to a page titled "What is brand hijacking? As an attorney, should I be concerned ..." with the URL "https://www.fosterwebmarketing.com/.../what-is-brand-hijacking-as-an-attorney-sho...".

Google zocdoc cost

All News Shopping Images Maps More Settings Tools

About 135,000 results (0.54 seconds)

New Patient Acquisitions | For Your Practice | doctorgenius.com  
[www.doctorgenius.com/](http://www.doctorgenius.com/)

No contracts, flat monthly fee for unlimited new patients. Sign Up Today!  
Services: Website Design, SEO, Digital Marketing, Social Media Branding, Content Writing, Call Tracking...

There is a fee to be listed as a Zocdoc doctor. Currently, Zocdoc charges doctors **\$300 a month** to be listed. It is up to you to decide if the cost is worth the potential appointments you get.

**Zocdoc**

Is Zocdoc Worth the Cost for Doctors? | Foster Web Marketing  
<https://www.fosterwebmarketing.com/faqs/is-zocdoc-worth-the-cost.cfm>

Google brand hijacking

All News Images Videos Shopping More Settings Tools

About 3,310,000 results (0.59 seconds)

**Brand hijacking** is the practice of using a competitor's name as a keyword in a Google AdWords PPC campaign. For you, this means that, if your competitor wishes, he or she can put your firm's name as one of their keywords.

What is brand hijacking? As an attorney, should I be concerned ...  
<https://www.fosterwebmarketing.com/.../what-is-brand-hijacking-as-an-attorney-sho...>

About this result Feedback

What is brand hijacking? As an attorney, should I be concerned ...  
<https://www.fosterwebmarketing.com/.../what-is-brand-hijacking-as-an-attorney-sho...>

Brand hijacking is the practice of using a competitor's name as a keyword in a Google AdWords PPC campaign. For you, this means that, if your competitor wishes, he or she can put your firm's name as one of their keywords.

# New Stuff From Google

1. [Google confirmed core Algorithm update released on April 16th.](#)
2. While many SEOs speculated that this update targeted low quality pages, it was later confirmed the update had more to do with content relevance.
3. In other words, Google is adjusting rankings to ensure searchers continue to get results that best answer their queries.
4. If your rankings are affected by this update, it's not necessarily an indication that the quality of your content needs to be improved. Rather, it's more of a sign that your content needs to be more relevant to the audience who is searching for it.
5. Check [Panguin Tool](#) to see if there are any early hints that your site was affected.

# Google Statement About These Types of Updates:

“Each day, Google usually releases one or more changes designed to improve our results. Some are focused around specific improvements. Some are broad changes. Last week, we released a broad core algorithm update. We do these routinely several times per year.

As with any update, some sites may note drops or gains. There’s nothing wrong with pages that may now perform less well. Instead, it’s that changes to our systems are benefiting pages that were previously under-rewarded.

There’s no “fix” for pages that may perform less well, other than to remain focused on building great content. Over time, it may be that your content may rise relative to other pages.”

