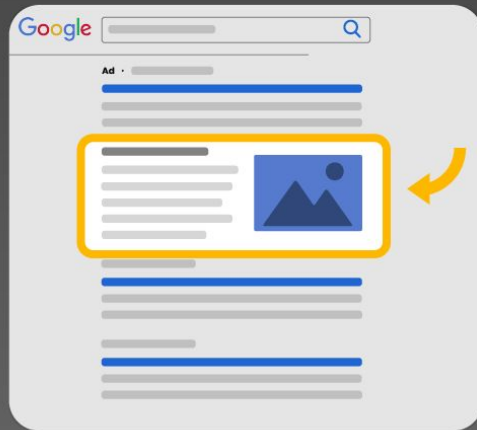


# Featured Snippets Study



## Engine Scout Featured Snippet Study Methodology & Results

EngineScout

# Methodology

- Using Amazon Mechanical Turk (AMT), we asked 3,552 testers to look at 4 different SERPs containing Featured Snippets.
- We surveyed people in the US because that's where the majority AMT workers live.
- Testers were split 50/50 between male & female and ranged in age from 18 to 70. The majority of testers fell within the 25-44 age category.
- Testers were requested to search Google using specific keywords and asked to select a result they would choose if they were interested in the chosen topic.
- To ensure a featured snippet was presented we include a questionnaire to test this and disregarded any results that didn't display a featured snippet.
- Once they had made their choice, we instructed testers to answer a short, multichoice questionnaire with answers choices being randomized to prevent skewing of results.
- Survey data was collected using Google forms and testers also had to submit their AMT unique ID to prevent repeat entries.
- To make sure testers followed instructions we asked a pre-qualifying question (below) to which 10% didn't follow and were redirected to an additional set of instructions (section 2 of 6 below)

**Google Results Questionnaire 3**

This is a short 1 minute survey. Thank you for your time!

Have you opened up Google and searched for 'email marketing' and clicked on your preferred search result? (please imagine you are interested in email marketing)

Yes

No

After section 1 Continue to next section

**Section 2 of 6**

**Please Visit Google**

Description (optional)

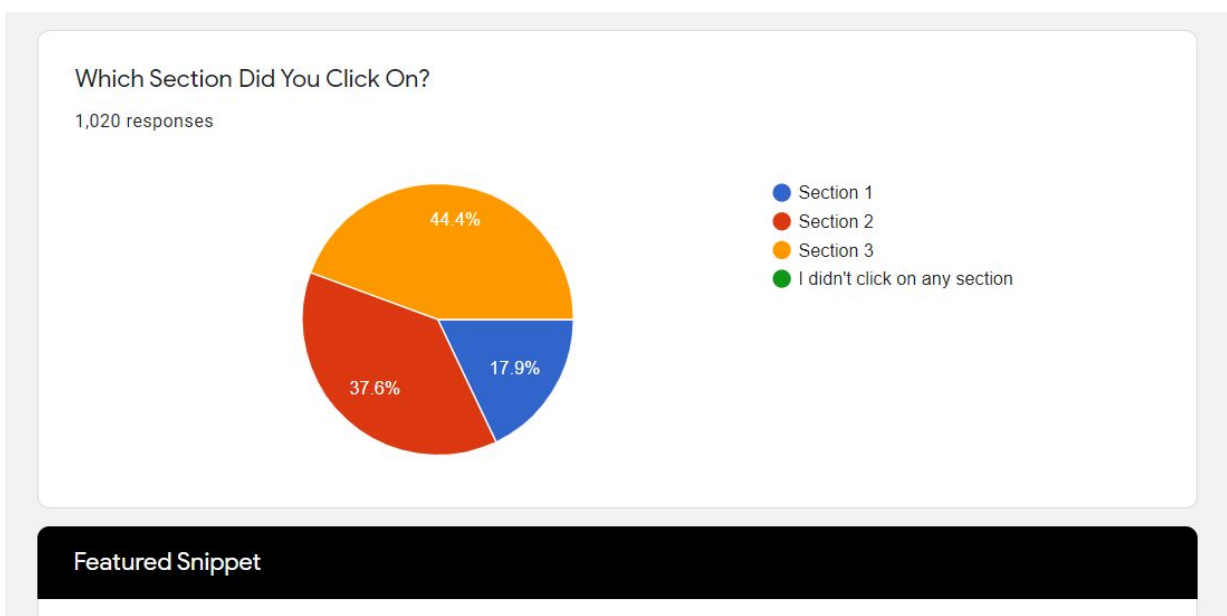
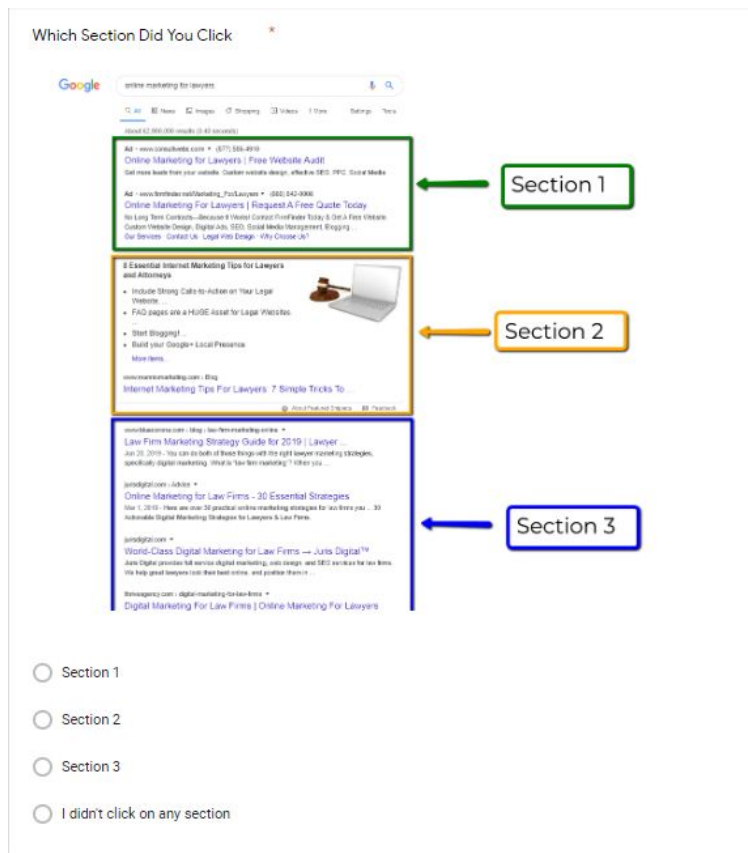
Please open up Google and search for 'email marketing'. Imagine you are interested in this topic and click on your preferred result then click continue below.

Continue - I've typed 'email marketing' into Google and clicked on my preferred search result

# Results.

- Results data was collected by asking testers similar questions to the image seen below.
- We also made no mention about featured snippets as we didn't want to influence the responders (random internet users) in any way and did our best to keep the survey as neutral as possible.
- Testing Google click-through-rates is always tricky because it's in an 'uncontrolled environment' so we did our best to reduce errors by asking a statistically relevant number of people.

Results collection example - The question we asked to the below image: "**Which section did you click on?**"



# Results.

Here's another example of how we tested Click-through rate results - The below image was taken directly from one of the SERP's we tested.

The image shows a Google search results page for the query "online marketing for lawyers". At the top, there are tabs for "Questions" and "Responses" with a count of "1,020". The search bar shows the query and the Google logo. Below the search bar, there are navigation options like "All", "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". The results are categorized as "About 62,900,000 results (0.40 seconds)".

Three sections of the results are highlighted with colored boxes and labeled with arrows:

- Section 1:** A green box highlights two paid advertisements. The first is from "www.consultbebs.com" with the headline "Online Marketing for Lawyers | Free Website Audit". The second is from "www.firmfinder.net/Marketing\_ForLawyers" with the headline "Online Marketing For Lawyers | Request A Free Quote Today".
- Section 2:** An orange box highlights an organic search result titled "8 Essential Internet Marketing Tips for Lawyers and Attorneys" from "www.marketing.com".
- Section 3:** A blue box highlights another organic search result titled "Law Firm Marketing Strategy Guide for 2019 | Lawyer ..." from "www.blaccanna.com".

At the bottom of the screenshot, there are three radio button options:

- Section 1
- Section 2
- Section 3

All survey results of the survey were then analyzed and interpreted using spreadsheets and Google forms.