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Why Businesses Need to Understand the Different SERP Features

SERP features are the best way to be seen on Google. Now with [almost 60% of Google searches ending without a click](#), the focus has shifted not just towards creating quality content, but optimizing it so it shows up in these user-friendly displays.

Why SERP Matters?

This is how businesses are seen in search engines now, and learning the different SERP features means you'll be able to optimize your content for them. Understanding these features and how to use them could be the difference between reaching your customers or your website collecting internet tumbleweeds. You don't need to look it up, they're a thing. Trust us. We're scientists.

What is SERP?

Before we get into SERP features, let's establish what a SERP is. Firstly, SERP stands for search engine results page, and ultimately, it's just a fancy way of describing the page that shows up when you type something into Google. You've seen it a million times, even if you didn't know its name, but now you do.

SERP features are, as you might expect, searches that are featured prominently on these search results pages. That doesn't just mean, being the top result, but SERP features actually have a dedicated UI that make the result stand out.

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+AI Overview

The newest SERP feature, Google's AI overviews provide AI-generated answers to queries while providing links to the original source.

How To be Featured in AI Overviews

AI overviews are largely responses to specific queries, rather than short-tail keywords, so be sure to

◆ [AI Overview](#)

Cryptocurrency, or crypto, is a digital currency that operates on a computer network without a central authority. Cryptocurrencies are decentralized, meaning they are not issued or governed by a bank or government. [🔗](#)



How does crypto work?

- Cryptocurrencies are digital assets that are recorded on a public ledger called a blockchain. [🔗](#)
- Blockchain encryption makes transactions secure and immutable. [🔗](#)
- Users have a public and private key that enable encryption and access to their crypto. [🔗](#)
- Cryptocurrencies can be used to make payments or as an investment. [🔗](#)

What are some examples of cryptocurrencies?

- **Bitcoin:** A well-known cryptocurrency [🔗](#)
- **Ethereum:** A well-known cryptocurrency [🔗](#)
- **Binance Coin (BNB):** A cryptocurrency that can be used for trading on the Binance exchange [🔗](#)
- **Solana (SOL):** A blockchain platform that uses proof-of-history and proof-of-stake to achieve fast transaction speeds [🔗](#)

Featured Snippet

A featured snippet displays copy from a website at the top of a search results page while prominently displaying a link to the site as the source of that information.

is crypto regulated

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Are crypto pump and dump schemes illegal? **Traditional market-based pump and dump schemes are illegal and classed as a form of securities fraud.** But because crypto markets have much less regulation, the legality of crypto pump and dump schemes isn't as clear.



DataVisor

<https://www.datavisor.com> › Wiki

⋮

[Pump and Dump Crypto Schemes - DataVisor](#)

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How To be Featured in Featured Snippets

Provide expertise. More than once in the past year, Google has alluded to prioritizing “quality content.” Vague as that may be, they’re cutting down on spam and AI-generated content (unless it’s their own overviews), in favor of primary sources.

Image

These are largely self-explanatory. An image SERP feature displays images from a given page next to the organic result.

luxury vehicles



Car and Driver

<https://www.caranddriver.com> › rankings › best-sedans

⋮

[Ultimate Luxury Cars for 2025, Ranked](#)

We've ranked the best ultimate luxury cars based on roughly 200 data points encompassing acceleration, handling, comfort, cargo...

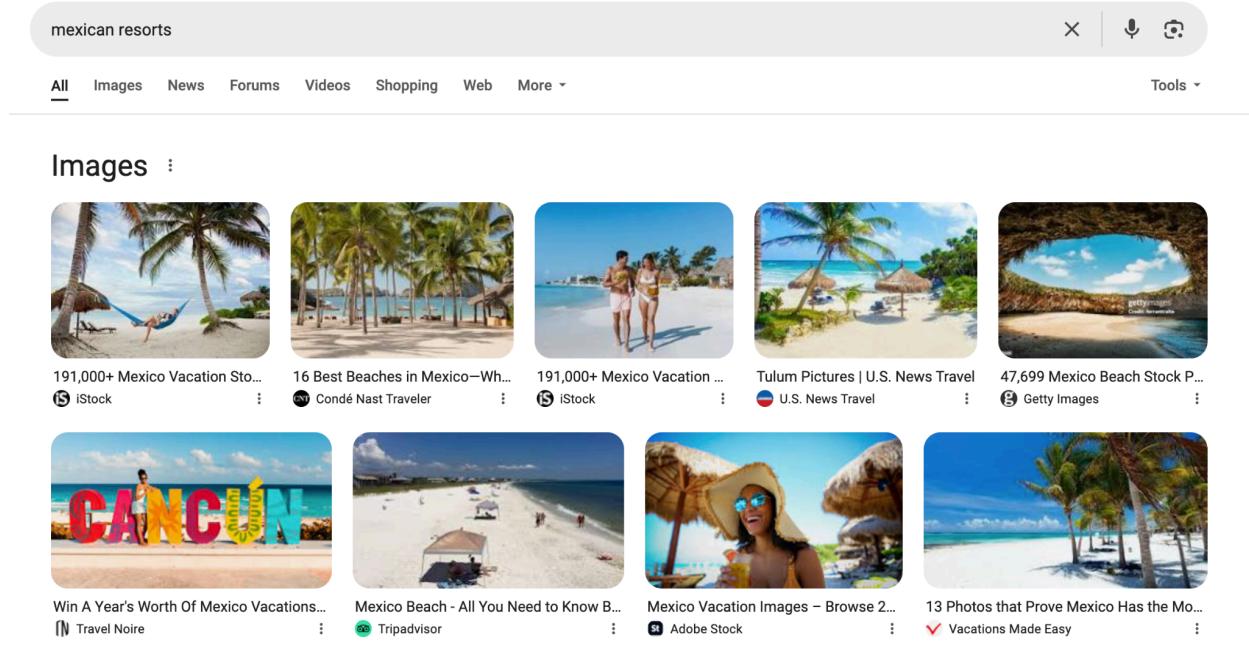


How To be Featured in Featured Snippets

Include a featured image in your content. Especially for blog posts, make use of the featured image tool in WordPress. Search engines categorize these differently than just adding an image at the top of the page in whatever editor you’re using.

Image Pack

An image pack is similar to the image SERP feature, but includes more, and links directly to the images tab of a search engine.



How To be Featured in Featured Snippets

Include alternate text in your website's images. Alternate text is a bare-bones, simply written description of the image's contents. They improve accessibility, as visually impaired users can use text-to-voice tools to listen to descriptions of your site's images, but they're also very much in search engines' favor. If you have an imagery-heavy site or an ecommerce site full of product images, make an effort to add alternate text to as many images as possible and watch your number of image SERPs improve.

People Also Ask

These are in response to specifically, queries that are phrased as a question. They're a way of providing users with information in the form of a dropdown menu that has a relevant question that opens into an answer and link from a given site.

are crypto schemes illegal

People also ask :

Can you make \$1000 a month with crypto?



Can you go to jail for trading crypto?



Is crypto illegal in the USA?



What are the illegal activities of crypto?



Feedback

How To be Featured in People Also Ask

Same as with rich snippets and AI overviews, answer the question in the first paragraph. Or better yet, have an FAQ page (or at least a section of a page) on your website. This SERP feature is meant to mirror the typical FAQ accordion format that we all know and love. Have some FAQs and try adding some FAQ structured data (if you're bold).

Sitelink

A sitelink featured snippet includes not just links to a homepage, but links to any relevant internal pages as well.

crypto lawyer



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<https://thecryptolawyers.com>

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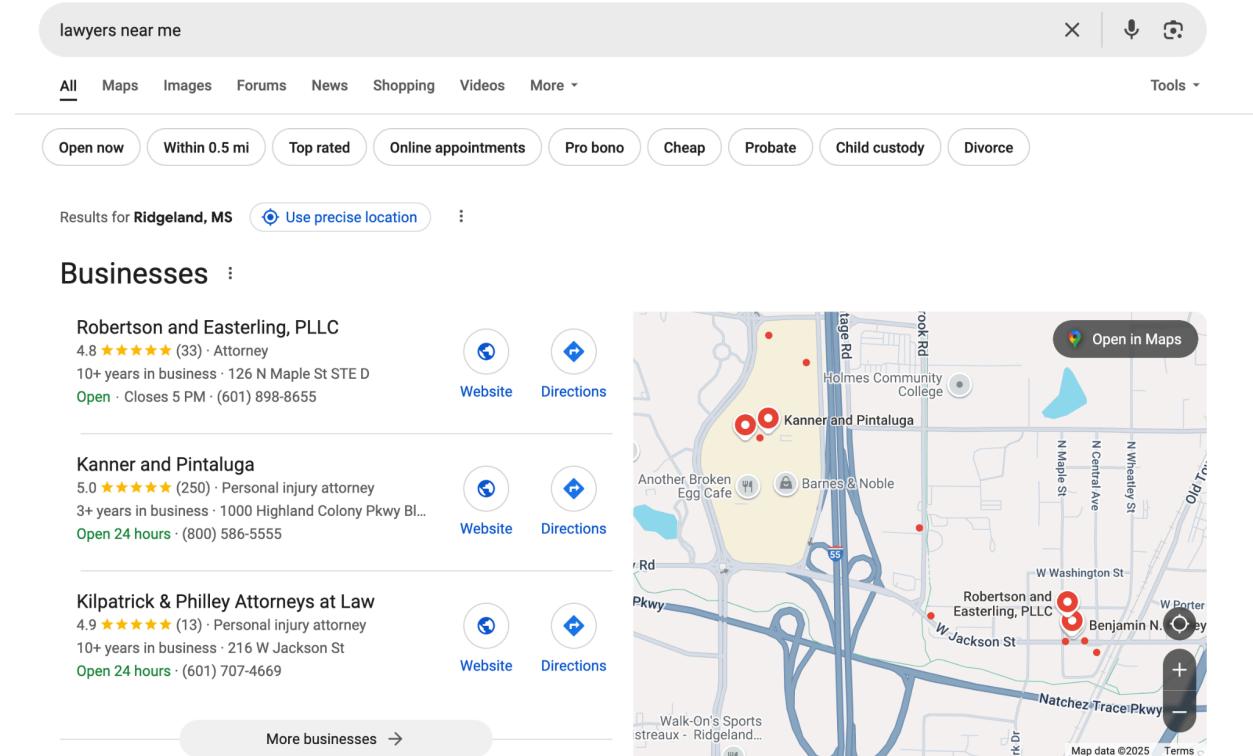
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How To be Featured in Sitelink

Make page titles search terms and make an effort to improve domain authority. Make sure your sitemap is indexed, which you can check using Google Search Console.

Local Pack

The local pack, of course, applies primarily to local search queries. The example below was a feature for the Google search “donut shops near me.” It includes business names, addresses, images, price ranges, reviews, and their location on Google Maps.



lawyers near me

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Open now Within 0.5 mi Top rated Online appointments Pro bono Cheap Probate Child custody Divorce

Results for Ridgeland, MS Use precise location

Businesses

Robertson and Easterling, PLLC
4.8 ★★★★★ (33) · Attorney
10+ years in business · 126 N Maple St STE D
Open · Closes 5 PM · (601) 898-8655

Kanner and Pintaluga
5.0 ★★★★★ (250) · Personal injury attorney
3+ years in business · 1000 Highland Colony Pkwy Bl...
Open 24 hours · (800) 586-5555

Kilpatrick & Philley Attorneys at Law
4.9 ★★★★★ (13) · Personal injury attorney
10+ years in business · 216 W Jackson St
Open 24 hours · (601) 707-4669

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Open in Maps

How To be Featured in Local Packs

Create a Google business profile (if you don't have one already). Without a Google business profile, you're not going to show up on Google maps, and you won't show up in local packs. Getting your Google business profile verified can be a tedious process, but well worth it. You might have to be on a video call with a Google representative and then walk outside to show that you are running the business that you say you are (yes, seriously). Especially if you are heavily reliant on in-person business, appearing in local packs is a must. So hold your nose and set up your Google business profile.

Knowledge Panel

Knowledge panels are pieces of information that appear on the right-hand side of the search engine results page.

About

Samuel Benjamin Bankman-Fried, commonly known as SBF, is an American entrepreneur who was convicted of fraud and related crimes in November 2023. [Wikipedia](#)

Born: 1992 (age 32 years), [Stanford, CA](#)

Parents: [Barbara Fried](#), [Joseph Bankman](#)

Education: [Massachusetts Institute of Technology](#) (2010–2014), [Crystal Springs Uplands School - Upper School](#)

Criminal penalty: 25 years in prison

Criminal status: Incarcerated

Date apprehended: August 11, 2023; (17 months ago)

Known for: CEO of [FTX](#); Co-founder of [Alameda Research](#)

[Feedback](#)

Profiles



Instagram



X (Twitter)



LinkedIn



Facebook

How To be Featured in Featured Snippets

You'll most likely see these when looking up public figures like athletes, celebrities, or successful business people. But it's not exclusive to famous people. If you're a freelancer or an artist with an individual portfolio site, it may be a heavy lift, but it is possible if you add some structured data to your site, and build up enough domain authority through backlinks.

SERP isn't just a fun word to say aloud, it's how businesses are getting seen online. Optimizing your content to take advantage of these SERP features can mean a huge boost to your internet traffic. Want to know more? Of course, you do. Fill the form below to connect with a genius today to learn how Mad Genius can help.