

Guide for External Linking

An [Ahrefs study](#) showed that results ranking in the first position had a 30.9% chance of receiving a featured snippet. Positions 2 and 3 had a 23.5% and 15.9% chance, respectively.

According to Search Engine Land, a Featured Snippet **gets approximately 8% of all clicks**.

Featured Snippets increase the number of “**no-click searches**”. In other words, when a Google user doesn’t click on any of the search results.

So, before you decide on a specific keyword, it’s important to note whether or not the search results have a Featured Snippet. If so, **according to an industry study by Ahrefs**, you’ll get fewer clicks compared to **SERPs** without a Featured Snippet.

As you can see, the definitions that Google tends to use are short and sweet. In fact, SEMrush found that **the average definition of a Featured Snippet is between 40-60 words long**.

According to Getstat, **70 percent** of snippets come from sites that aren’t in the top-ranking organic position.

Nearly **15 percent of all U.S. desktop search results** have a featured snippet—and not all of them are a list.