



Forest Pathways

Your accessibility journey starts here.

Google Snippets

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Description

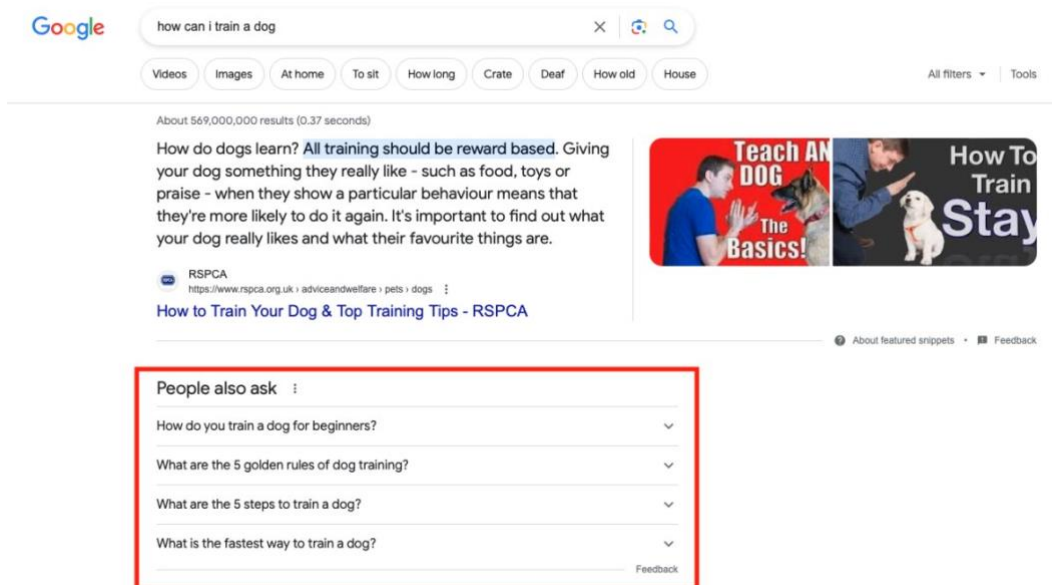
Google featured snippets are boxes where the format of a regular search result is reversed showing the description first. Also known as "People Also Ask".

A Google snippet, also known as a featured snippet, is a special box that appears at the top of search results in specific cases. It summarises the content of a webpage related to the user's search query, aiming to provide a quick and direct answer within the search results page itself.

Types of Google snippets

- Definition snippets - These provide concise definitions of terms or concepts.
- List snippets - This display ordered lists of items relevant to the query.
- Table snippets - This present information in a structured table format.
- Paragraph snippets - These offer short excerpts from a webpage that directly answer the user's question.
- Video snippets - These display thumbnails and brief descriptions of relevant videos.

Snippets look like this screen shot below. Here I asked Google HOW TO TRAIN A DOG.



The red box shows the snippets.

How

On this one there is no How. Unfortunately, we don't decide whether our snippets get shown.

Featured snippets come from web search listings. Google's automated systems determine whether a page would make a good featured snippet to highlight for a specific search request.

Forest Pathways uses some code to flag up to Google but ultimately it is Google's choice.

Here is the code:

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is Website Accessibility?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "the practice of making websites usable for everyone,
regardless of their abilities or disabilities."
    }
  ]
}
```

The main take away is to keep adding good quality data and content and hope that Google spots your website.

