

Web Feng Shui 2021

Forecast & Remedies on SEO

Martin Tang

Asst. Digital Marketing Manager



www.linkedin.com/in/martin-tang-master

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Web Feng Shui 2021

Forecast & Remedies
on SEO



LIVE

9 February 2021 (Tues)
2PM-3PM



Martin Tang

Assistant Digital Marketing Manager, Exabytes

Who am I?

Martin Tang

Asst. Digital Marketing Manager of  **exabytes**
DIGITAL

Focused Field - **Search Engine Optimization (SEO)**

6+ years with Exabytes

Managed over **50+ SEO clients** of internal/external websites

Love create videos, taking photos & record song cover



1

Grow Your Business Online |

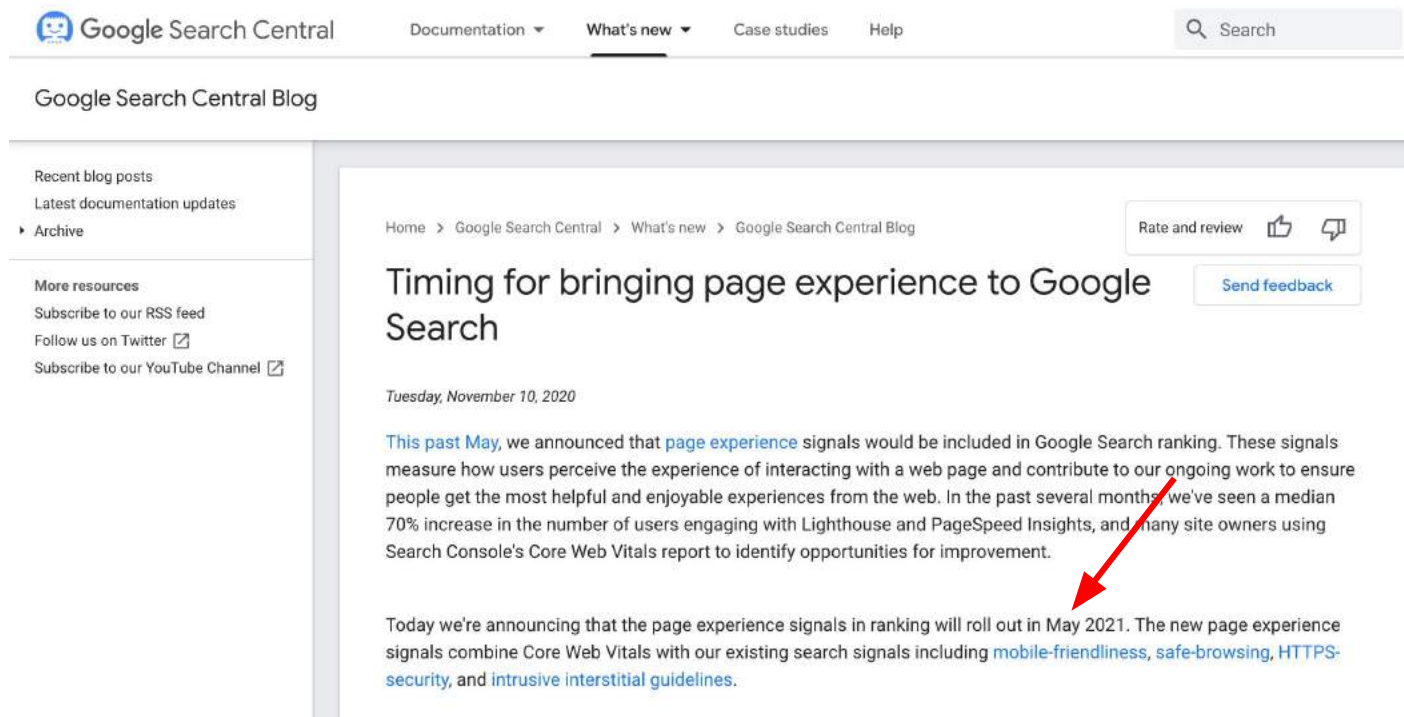


Core Web Vitals

Page Experience & Speed

Core Web Vitals

Ranking Signal roll out in May 2021



The screenshot shows the Google Search Central website. At the top, there is a navigation bar with the Google Search Central logo, a search bar, and links for Documentation, What's new, Case studies, and Help. Below the navigation bar is the title 'Google Search Central Blog'. On the left side, there is a sidebar with 'Recent blog posts', 'Latest documentation updates', 'Archive', 'More resources', and subscription options for RSS, Twitter, and YouTube. The main content area features a breadcrumb trail: Home > Google Search Central > What's new > Google Search Central Blog. The article title is 'Timing for bringing page experience to Google Search'. The date is 'Tuesday, November 10, 2020'. The article text states: 'This past May, we announced that page experience signals would be included in Google Search ranking. These signals measure how users perceive the experience of interacting with a web page and contribute to our ongoing work to ensure people get the most helpful and enjoyable experiences from the web. In the past several months, we've seen a median 70% increase in the number of users engaging with Lighthouse and PageSpeed Insights, and many site owners using Search Console's Core Web Vitals report to identify opportunities for improvement.' A red arrow points from the text 'In the past several months' to the text 'will roll out in May 2021'. Below this, the text continues: 'Today we're announcing that the page experience signals in ranking will roll out in May 2021. The new page experience signals combine Core Web Vitals with our existing search signals including mobile-friendliness, safe-browsing, HTTPS-security, and intrusive interstitial guidelines.'

Source: [Google Search Central Blog](#)

Core Web Vitals

Try your best to achieve the “Good” level

(Loading)

LCP

Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

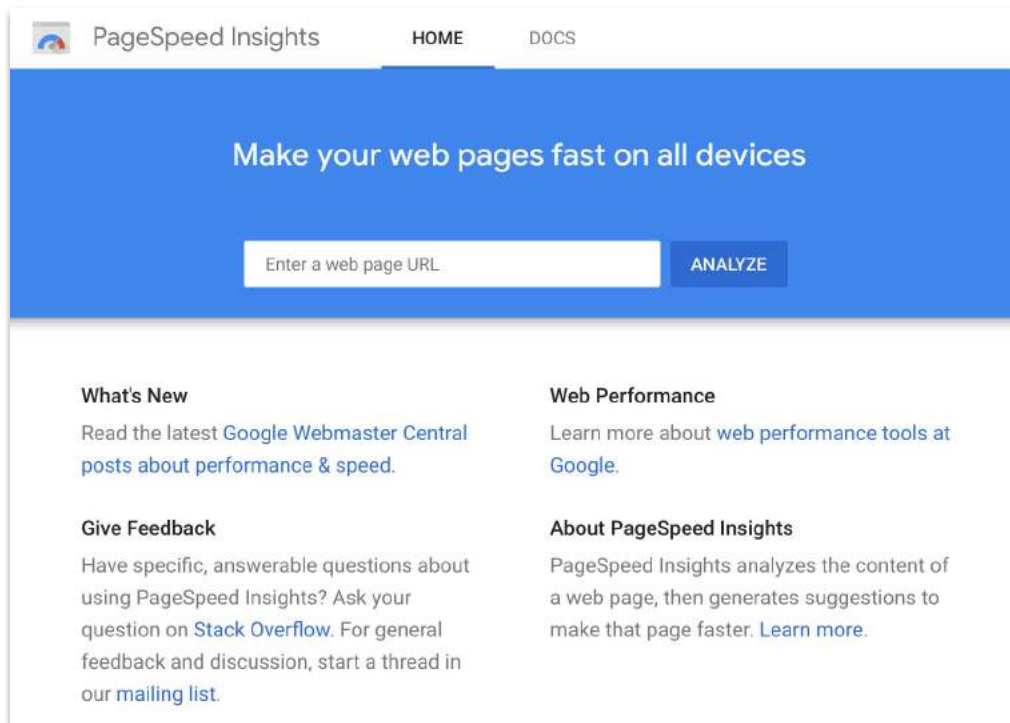
Cumulative Layout Shift



Source: web.dev/vitals

Core Web Vitals

PageSpeed Insight

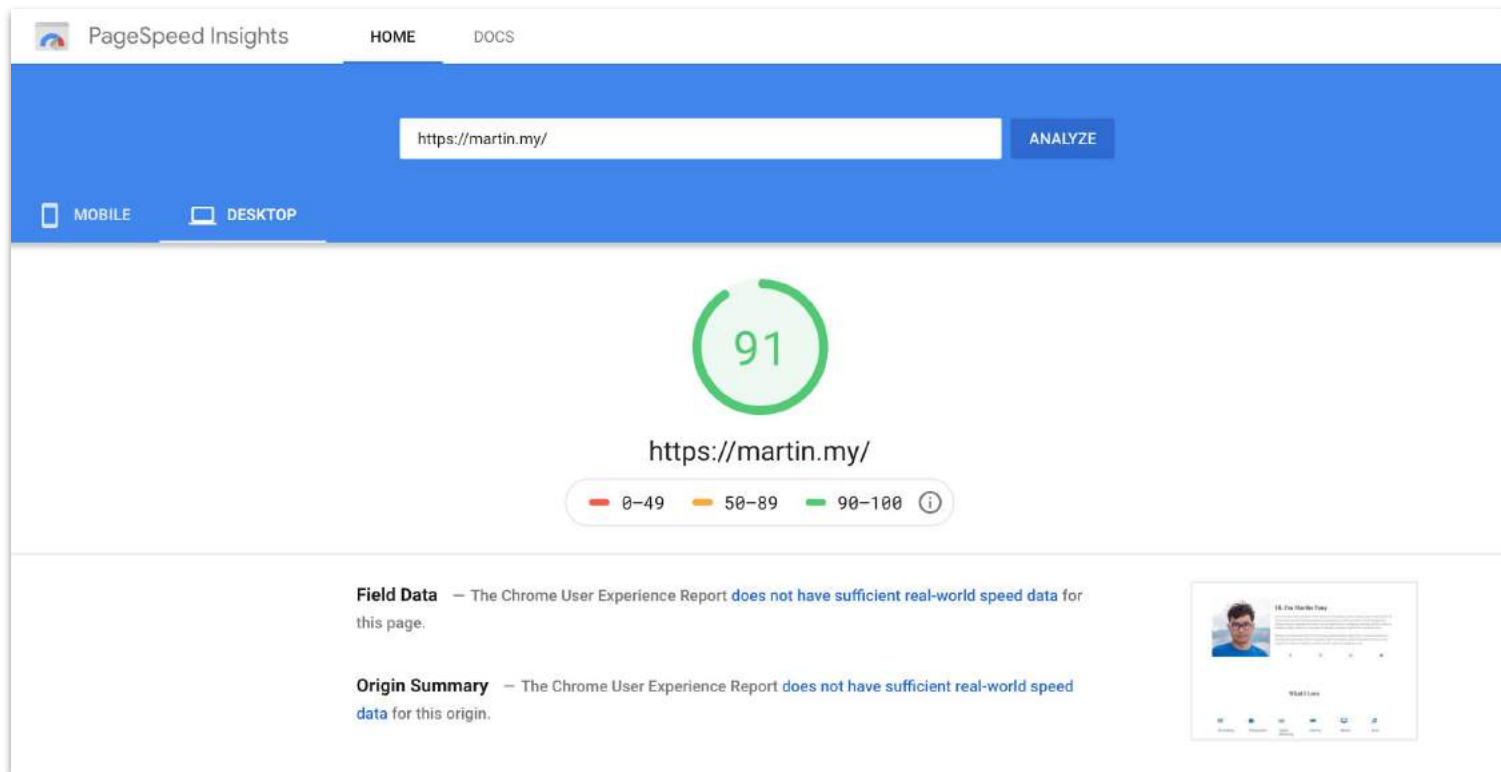


The screenshot shows the PageSpeed Insights homepage. At the top, there is a navigation bar with the PageSpeed Insights logo, 'HOME', and 'DOCS'. Below the navigation bar is a large blue banner with the text 'Make your web pages fast on all devices'. In the center of the banner is a white input field with the placeholder text 'Enter a web page URL' and a blue 'ANALYZE' button to its right. Below the banner, the page is divided into four columns of content. The first column is titled 'What's New' and contains a link to 'Read the latest Google Webmaster Central posts about performance & speed.' The second column is titled 'Give Feedback' and contains text about asking questions on Stack Overflow and starting a thread in the mailing list. The third column is titled 'Web Performance' and contains a link to 'Learn more about web performance tools at Google.' The fourth column is titled 'About PageSpeed Insights' and contains text about how PageSpeed Insights analyzes web pages and generates suggestions to make them faster, with a link to 'Learn more.'

Source: [PageSpeed Insight](#)

Core Web Vitals

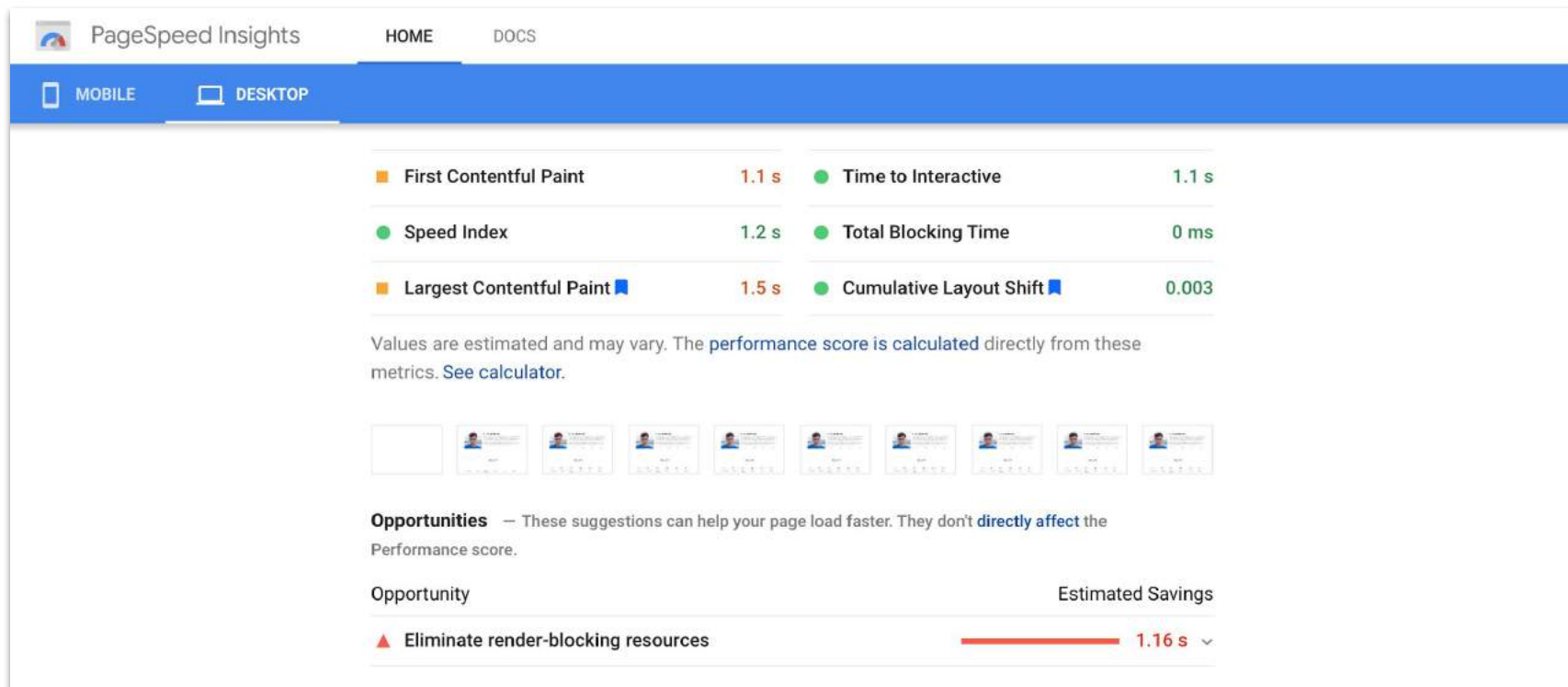
PageSpeed Insight



The screenshot shows the PageSpeed Insights interface. At the top, there's a navigation bar with 'PageSpeed Insights', 'HOME', and 'DOCS'. Below this is a search bar containing 'https://martin.my/' and an 'ANALYZE' button. Underneath the search bar are 'MOBILE' and 'DESKTOP' device selection options. The main content area features a large green circular progress indicator with the number '91' in the center, representing the overall performance score. Below the score, the URL 'https://martin.my/' is displayed. A legend below the score shows three categories: '0-49' (red), '50-89' (orange), and '90-100' (green), with an information icon to the right. The bottom section contains two informational blocks: 'Field Data' and 'Origin Summary', both stating that the Chrome User Experience Report does not have sufficient real-world speed data for this page. On the right side of this section, there is a small thumbnail of a person's profile with the text '18. You Are the Boss'.

Core Web Vitals

PageSpeed Insight



Core Web Vitals

GTmetrix

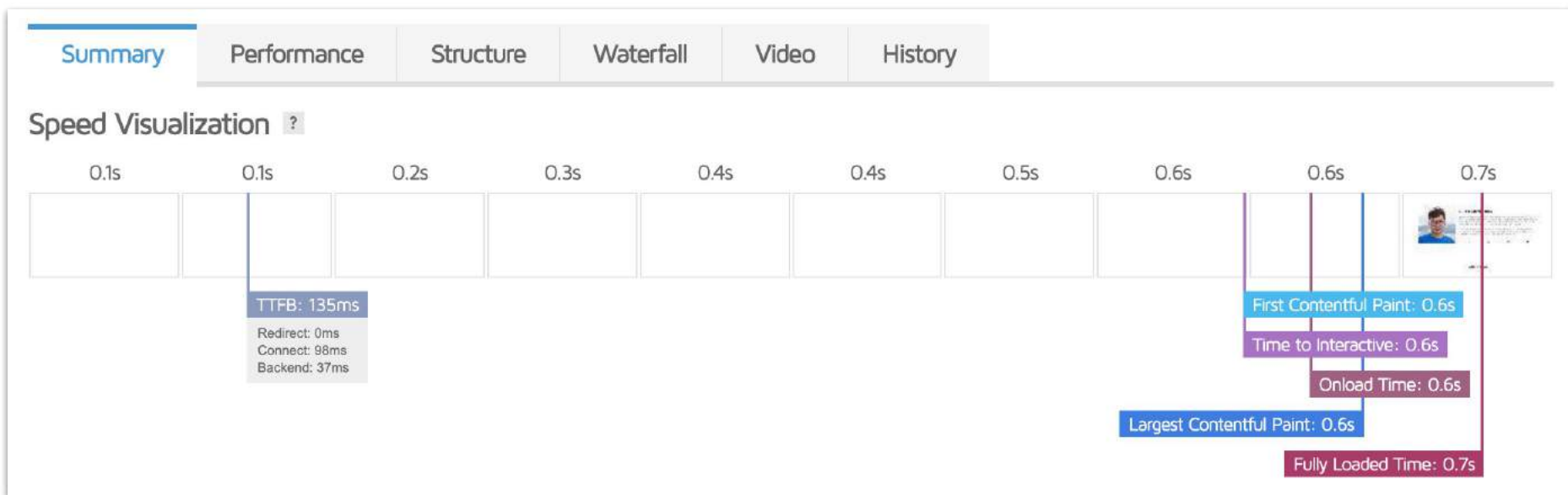
The screenshot displays the GTmetrix website interface. At the top, there is a navigation bar with the GTmetrix logo and links for Features, Pricing, Resources, and Blog. The main content area features a profile card for 'Hi, I'm Martin Tang' on the left and a large heading 'Latest Performance Report for: https://martin.my/' on the right. Below the heading, it states 'Report generated: Sat, Feb 6, 2021 10:55 AM +0800', 'Test Server Location: Hong Kong, China', and 'Using: Chrome (Desktop) 86.0.4240.193, Lighthouse 6.3.0'. The performance results are presented in two sections: 'GTmetrix Grade' and 'Web Vitals'. The GTmetrix Grade is 'A', with sub-scores for Performance (100%) and Structure (97%). The Web Vitals section shows LCP (0.6s), TBT (0ms), and CLS (0).

| GTmetrix Grade | | Web Vitals | | |
|----------------|-------------|------------|-----|-----|
| A | Performance | LCP | TBT | CLS |
| | 100% | 0.6s | 0ms | 0 |
| | Structure | | | |
| | 97% | | | |

Source: [GTmetrix](https://gtmetrix.com)

Core Web Vitals

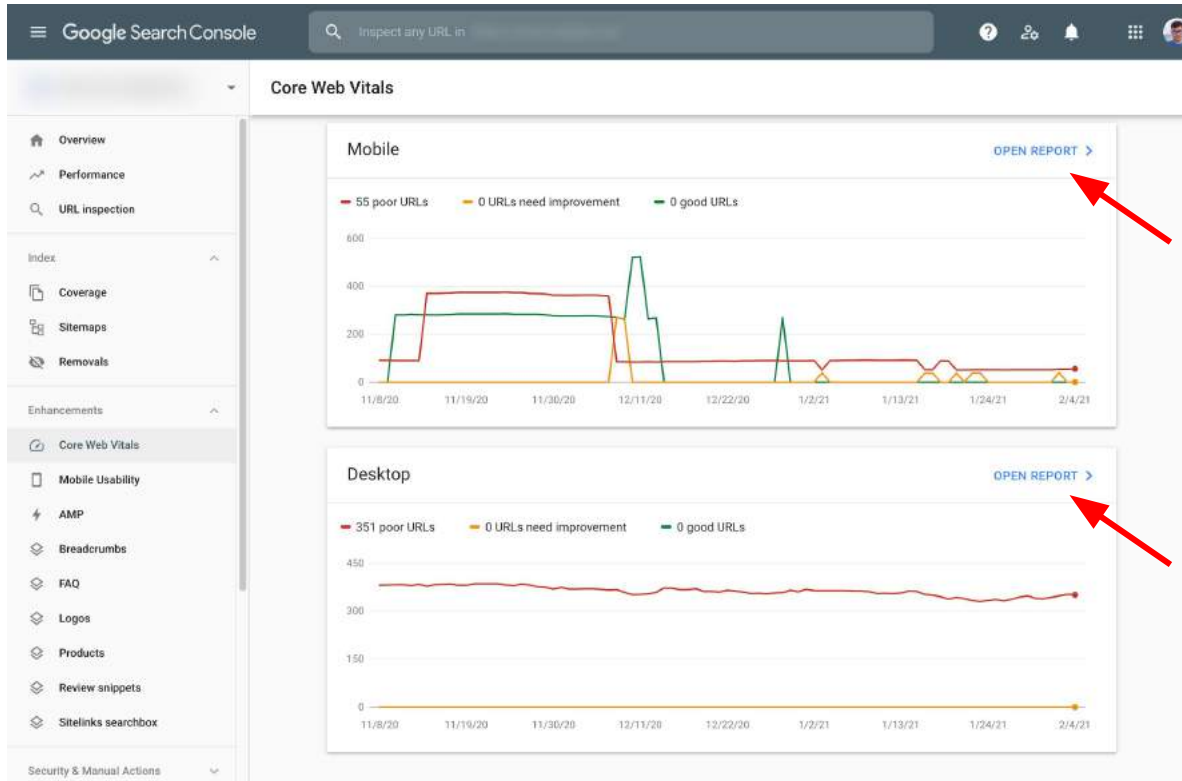
GTmetrix



*remember to login and change to **Hong Kong** as the test server location.

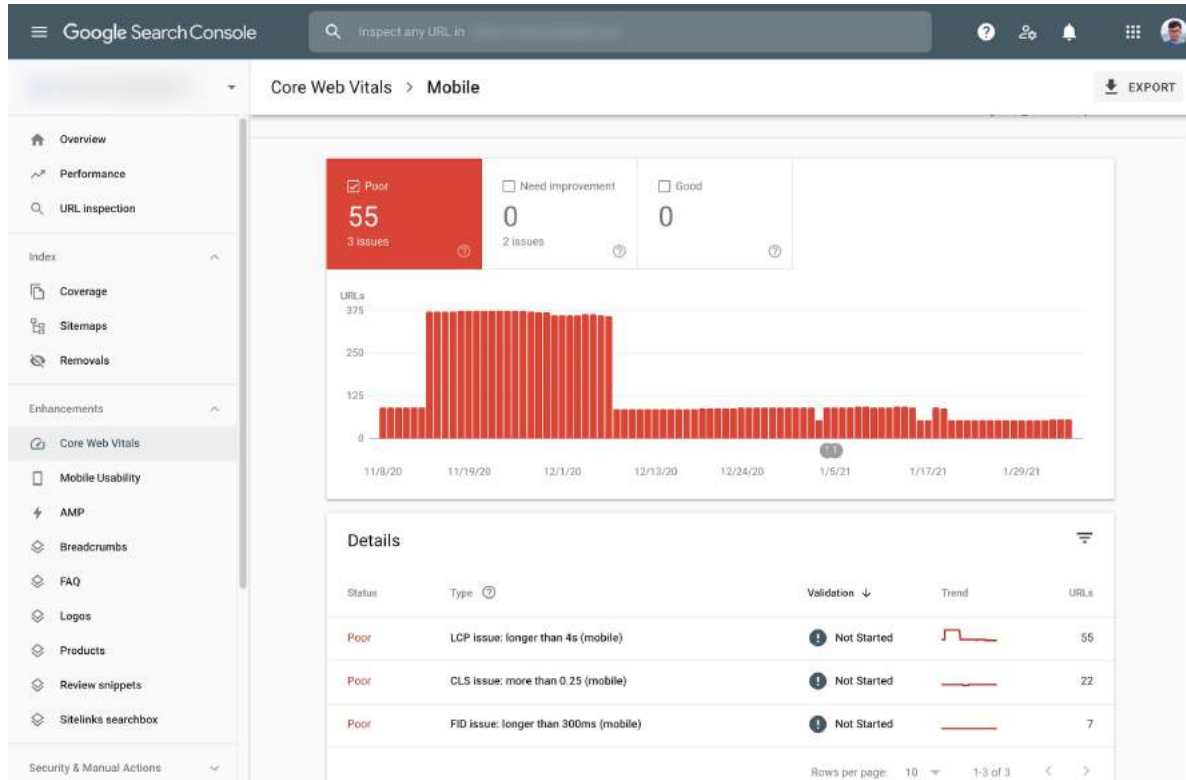
Core Web Vitals

Google Search Console



Core Web Vitals

Google Search Console



Core Web Vitals

All metrics are important for ranking boost


SEJ SearchEngine® Journal


SEO PPC CONTENT SOCIAL NEWS ADVERTISE MORE ▾

SEJ » News

Google: All Core Web Vitals May Need to Be Met For Ranking Boost

Google says the **minimum threshold for all Core Web Vitals must be met** in order to benefit from the associated ranking signal.

 **Matt Southern** / January 31, 2021 / 3 min read 726 38K
SHARES READS



100

https://example.com/

0-49 50-89 90-100 ⓘ

Source: [Search Engine Journal](#)

Images Optimization

- Resize the exact resolution for website
- Compress images - reduce size
- Use the correct images format (JPEG, PNG, WebP)



Core Web Vitals

How to improve?

*Assuming you are using WordPress.

Cache Plugin

- Reduce the load on your WordPress
- Features: GZip Compression, browser cache, minifying
- *Might* need to tweak the configuration depend how complicated the site



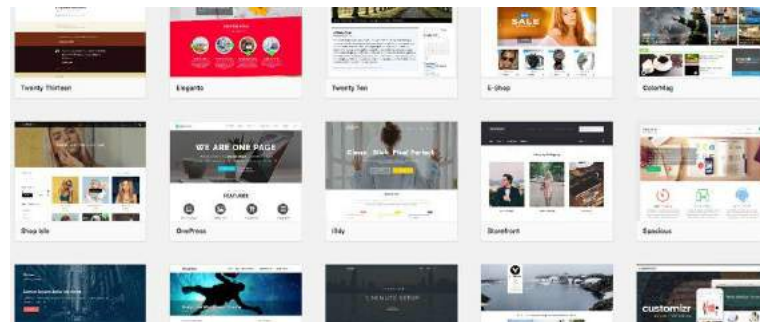
Core Web Vitals

How to improve?

*Assuming you are using WordPress.

Switch to Lightweight Theme

- *Avoid* using multipurpose theme
- Change to better optimized pagebuilder like *Elementor*
- Just install/activate what you need
- Look for forum/Facebook group/real user about the theme performance

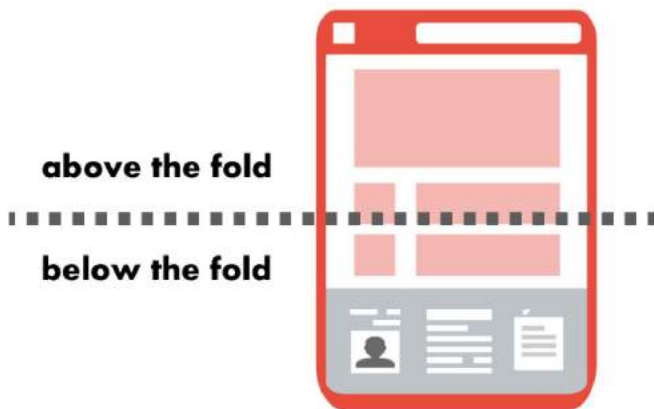


Core Web Vitals

How to improve?

Optimize the *Above-the-fold* section

- *Avoid* using videos or large file size of images - it will lower the *LCP* time
- Make it feel *instantly load* for user
- The overall size, dimension, **load order** are vital

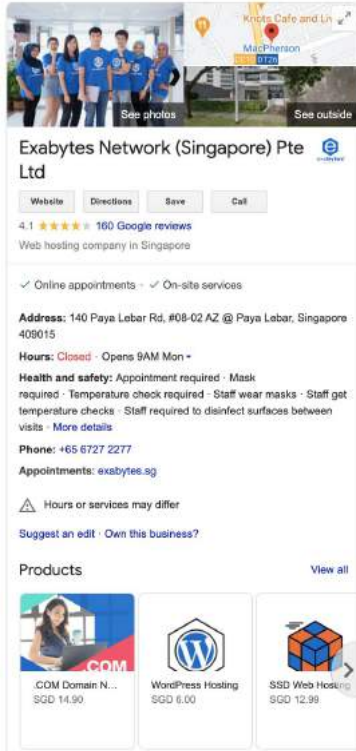




Local SEO

Visible in local search

Google My Business



Exabytes Network (Singapore) Pte Ltd

4.1 ★★★★★ 160 Google reviews
Web hosting company in Singapore

✓ Online appointments - ✓ On-site services

Address: 140 Paya Lebar Rd, #08-02 AZ @ Paya Lebar, Singapore 408015

Hours: Closed - Opens 9AM Mon -

Health and safety: Appointment required · Mask required · Temperature check required · Staff wear masks · Staff get temperature checks · Staff required to disinfect surfaces between visits · [More details](#)

Phone: +65 6727 2277

Appointments: [exabytes.sg](#)

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Products [View all](#)

- .COM Domain N...** SGD 14.90
- WordPress Hosting** SGD 6.00
- SSD Web Hosting** SGD 12.99



Exabytes Penang

4.7 ★★★★★ 334 Google reviews
E-commerce service in Bayan Lepas

Located in: Suntech

Address: 1-18-8, Suntech @ Penang Cybercity, Lintang Mayang Pasir 3, Bayan Baru, 11950 Bayan Lepas, Penang

Hours: Open 24 hours -

Phone: 04-609 7888

Appointments: [exabytes.digital](#)

[Suggest an edit](#) · [Own this business?](#)

Products [View all](#)

- Dedicated Server** RM 469.00
- Cloud VPS** RM 25.50
- SSD Hosting** RM 28.59



PT. Exabytes Network Indonesia - Penyedia Domain, Hosting, VPS dan Dedicated Server Terbaik di Indonesia

4.9 ★★★★★ 1,044 Google reviews
Web hosting company in South Jakarta, Indonesia

✓ Online appointments

Located in: Cyber 2 Tower

Address: Cyber 2 Tower, Lantai 29 JL. HR Rasuna Said X5 No. 13 RT.1/RW.2 RT.7, RT.7/RW.2, Kuningan, Kuningan Tim., Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12950, Indonesia

Hours: Open · Closes 4PM -

Phone: +62 21 80625578

Appointments: [exabytes.co.id](#)

Province: Jakarta

[Suggest an edit](#) · [Own this business?](#)

Products [View all](#)

- Paket Web ...** IDR 82,500...
- EBiz Mail P...** IDR 55,000...
- Domain Mu...** IDR 119,00...

- Essential for brick & mortar business
- Phone, opening hours, address - always up-to-date
- Building trust and authenticity


☰ Google My Business


Exabytes Penang
1-18-8, Suntech @ Penang Cybercity, Lintang Mayang Pasir 3 Bayan Baru 11950 Bayan Lepas, Pulau Pinang


- Home
- Posts
- Info
- Insights
- Reviews
- Photos
- Products
- Users
- Get custom Gmail
- Add new business

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19. [Learn more](#)




 [Update business hours](#)

 [Post your COVID-19 update](#)

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with Google Workspace. [Learn more](#)



[Get started](#)


PERFORMANCE


| Views | Searches | Activity |
|-------|----------|----------|
| 5.77K | 4.43K | 12.2K |

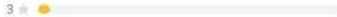
Performance over the past 28 days


| | |
|--------------|--------------|
| Search views | 3.56K (-15%) |
| Maps views | 2.21K (-40%) |


LATEST REVIEWS


5 ★ 


4 ★ 

3 ★ 

2 ★ 

1 ★ 

4.7

334 Reviews

 **Jonathan Koh**
★★★★★ 19 mins ago

Good Supports. Gave examples of situation while clarifying issues.

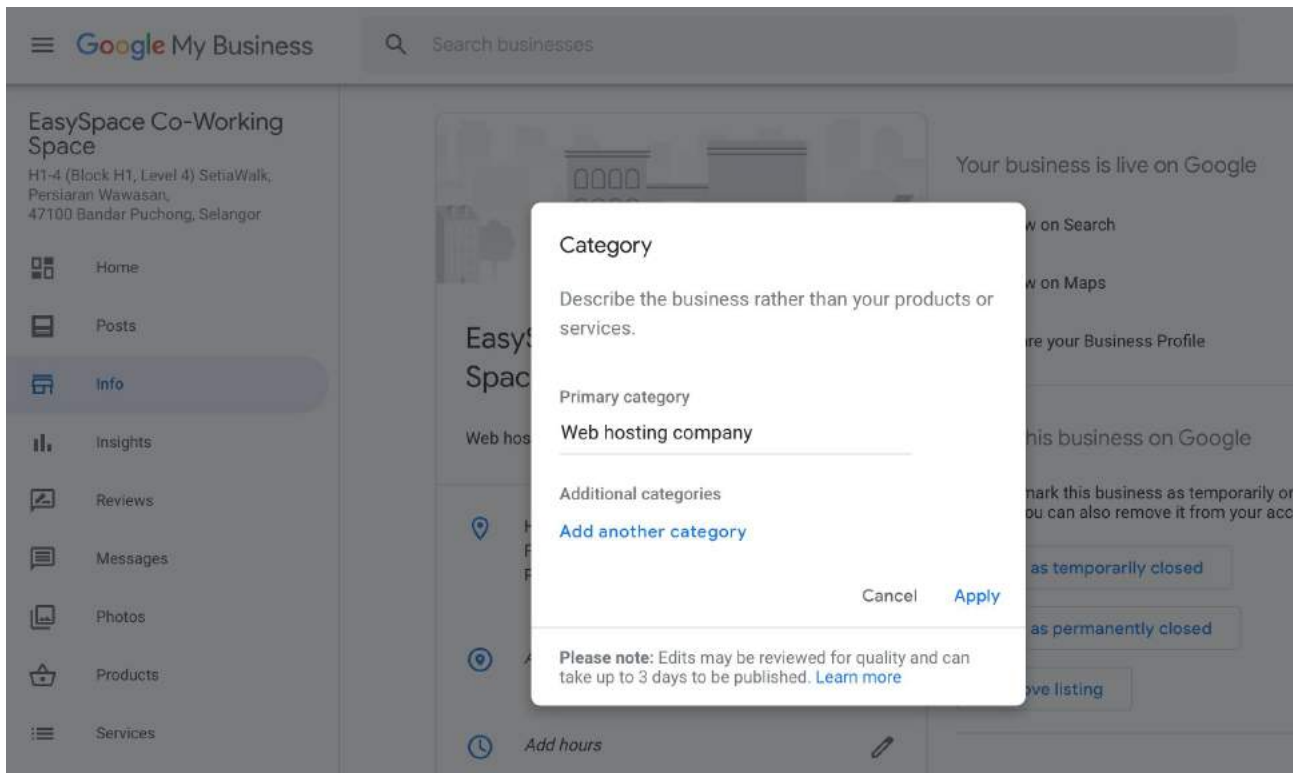
[Reply](#) [Skip](#)

[Manage reviews](#)

[Get more reviews](#)

Grow Your Business Online |

Google My Business - Category



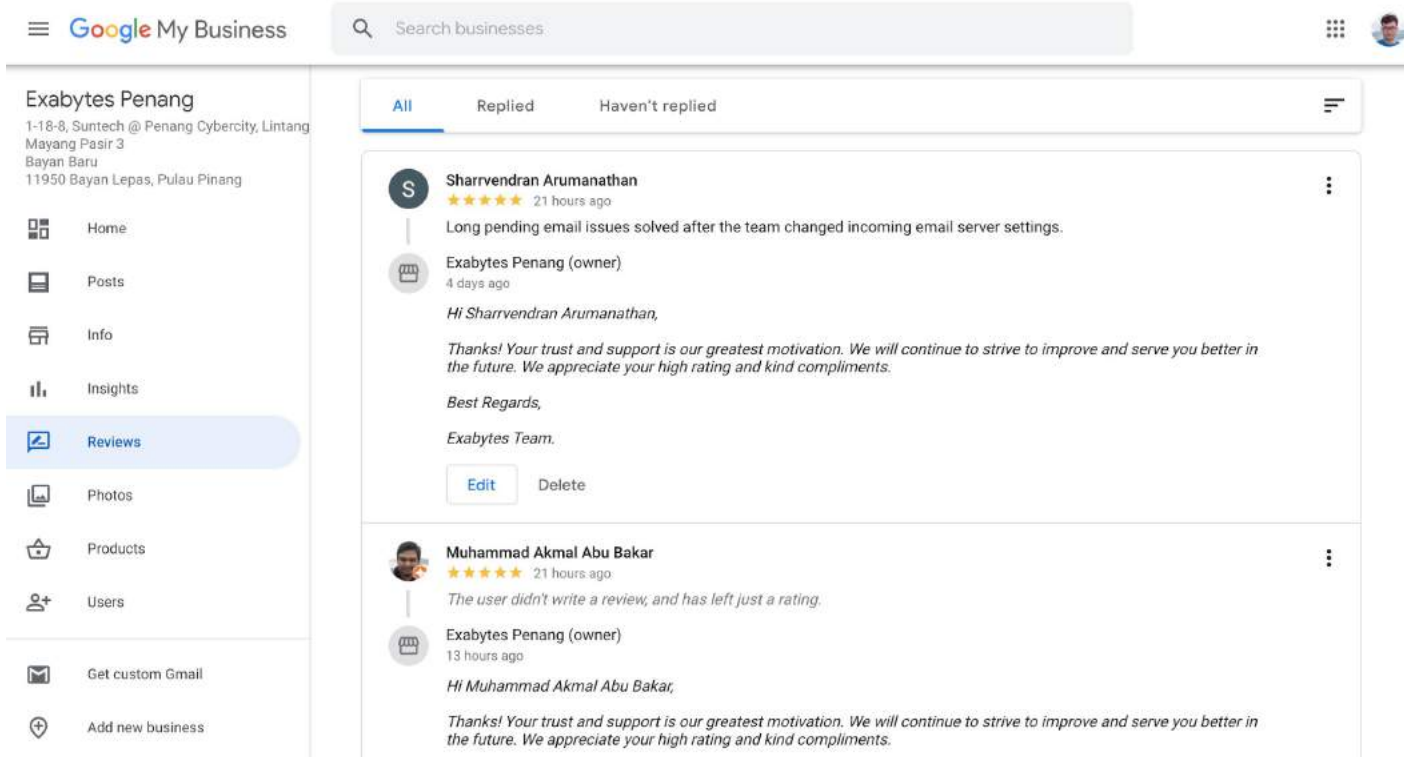
Google My Business - Posts

The screenshot shows the Google My Business interface for 'Exabytes Penang'. The 'Create post' dialog box is open, displaying the following elements:

- Business Name:** Exabytes Penang
- Address:** 1-1B-8, Suntech @ Penang Cybercity, Lintang Mayang Pasir 3, Bayan Baru, 11950 Bayan Lepas, Pulau Pinang.
- Navigation:** Home, Posts (selected), Info, Insights, Reviews, Photos, Products, Users, Get custom Gmail, Add new business.
- Post Creation Options:** COVID-19 update (selected), Offer, What's New.
- Warning:** Changes to your business? Let customers know about any changes to your business due to COVID-19.
- Text Field:** Update your status.
- Button:** Add a button (optional) - None.
- Actions:** Preview, Publish.

The background shows the 'Your posts' section with 281 new views this week and a 'Reach more customers through posts' button.

Google My Business - Reviews



The screenshot displays the Google My Business dashboard for 'Exabytes Penang'. The left sidebar contains navigation options: Home, Posts, Info, Insights, **Reviews** (highlighted with a red arrow), Photos, Products, Users, Get custom Gmail, and Add new business. The main content area shows a list of reviews with filters for 'All', 'Replied', and 'Haven't replied'. The first review is from Sharvendran Arumanathan (5 stars, 21 hours ago) with a comment about email issues. The business owner, Exabytes Penang, has responded with a thank-you message. The second review is from Muhammad Akmal Abu Bakar (5 stars, 21 hours ago) with a comment about a rating without a written review. The business owner has also responded with a thank-you message.

Google My Business Search businesses

Exabytes Penang
1-18-8, Suntech @ Penang Cybercity, Lintang
Mayang Pasir 3
Bayan Baru
11950 Bayan Lepas, Pulau Pinang

Home
Posts
Info
Insights
Reviews
Photos
Products
Users
Get custom Gmail
Add new business

All Replied Haven't replied

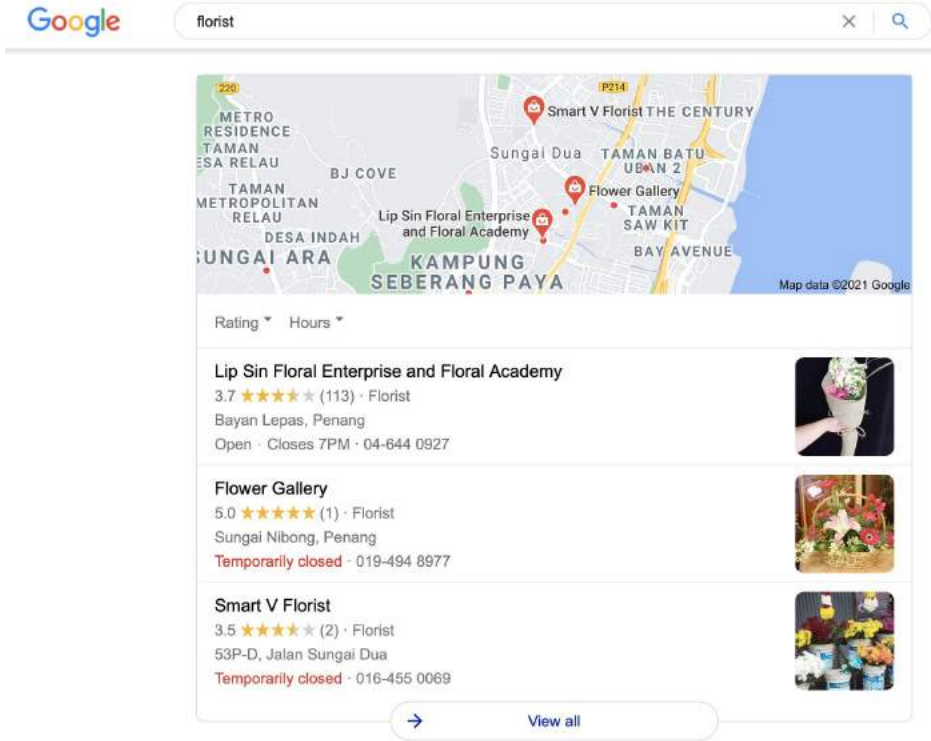
S **Sharvendran Arumanathan**
★★★★★ 21 hours ago
Long pending email issues solved after the team changed incoming email server settings.

Exabytes Penang (owner)
4 days ago
Hi Sharvendran Arumanathan,
Thanks! Your trust and support is our greatest motivation. We will continue to strive to improve and serve you better in the future. We appreciate your high rating and kind compliments.
Best Regards,
Exabytes Team.
Edit Delete

Muhammad Akmal Abu Bakar
★★★★★ 21 hours ago
The user didn't write a review, and has left just a rating.

Exabytes Penang (owner)
13 hours ago
Hi Muhammad Akmal Abu Bakar,
Thanks! Your trust and support is our greatest motivation. We will continue to strive to improve and serve you better in the future. We appreciate your high rating and kind compliments.

Google My Business - Check



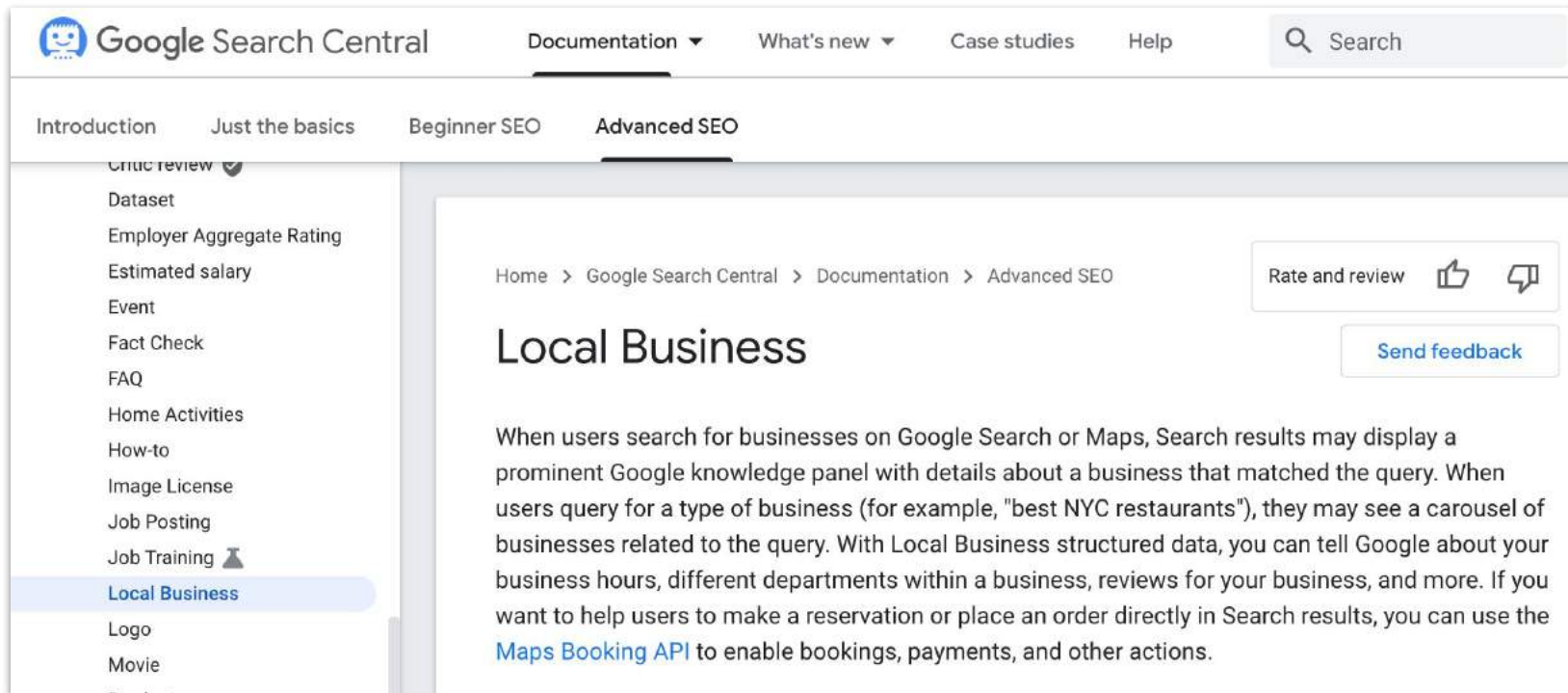
- Type your business name - make sure no duplicate listings
- Research local competitors
- Try your best to improve rating

Google My Business - Photos Check

The screenshot shows the Google My Business interface for 'Exabytes Penang'. The address is 1-18-8, Suntech @ Penang Cybercity, Lintang Mayang Pasir 3, Bayan Baru, 11950 Bayan Lepas, Pulau Pinang. The navigation menu on the left includes Home, Posts, Info, Insights, Reviews, Photos (highlighted with a red arrow), Products, and Users. The main area displays a grid of six photos from 2018, each with a view count: 32K, 5.76K, 9.03K, 9.9K, 5.06K, and 9.51K.

Report/flag not relevant user submitted photos

Structured Data - Local Business



The screenshot shows the Google Search Central documentation page for 'Local Business'. The page is part of the 'Advanced SEO' section. The main content area is titled 'Local Business' and contains a paragraph explaining that when users search for businesses on Google Search or Maps, search results may display a prominent Google knowledge panel with details about a business that matched the query. It also mentions that users may see a carousel of businesses related to the query. The text states that with Local Business structured data, you can tell Google about your business hours, different departments within a business, reviews for your business, and more. It concludes by stating that if you want to help users to make a reservation or place an order directly in Search results, you can use the [Maps Booking API](#) to enable bookings, payments, and other actions.

Navigation links include: Introduction, Just the basics, Beginner SEO, and **Advanced SEO**. The left sidebar lists various topics, with 'Local Business' highlighted. The top navigation bar includes: Documentation, What's new, Case studies, Help, and a search bar. The breadcrumb trail is: Home > Google Search Central > Documentation > Advanced SEO. There are also buttons for 'Rate and review' and 'Send feedback'.

Source: [Google Search Central - Documentation](#)

Rich Result Test

The screenshot shows a web browser interface for a Rich Results Test. The address bar displays <https://bakerstreetstation.ca/>. The page title is "Rich Results Test".

Test results

Tested on: Feb 6, 2021 at 12:40 PM

Page is eligible for rich results
All structured data on the page can generate rich results.

[PREVIEW RESULTS](#) [VIEW RENDERED HTML](#)

Detected items

| Local businesses | |
|----------------------|--------------|
| Baker Street Station | 2 warnings ^ |

Source: [Rich Results Test](#)

Rich Result Test - Local Business

← Rich Results Test Sign in

https://bakerstreetstation.ca/

Test results

Local businesses

✓ Baker Street Station 2 warnings

Missing field 'priceRange' (optional)

Missing field 'servesCuisine' (optional)

| | |
|---------------------|---|
| type | Restaurant |
| name | Baker Street Station |
| description | Craft Beer and Good Food in #Guelph. |
| acceptsReservations | false |
| url | http://bakerstreetstation.ca/ |
| logo | https://res.cloudinary.com/scvr/image/upload/c_fit,w_400/v1/production/accounts/logos/000/000/165/original/baker_street_station_logo_from_Brent_1.png |
| image | https://res.cloudinary.com/scvr/image/upload/c_fit,w_400/v1/production/accounts/logos/000/000/165/original/baker_street_station_logo_from_Brent_1.png |

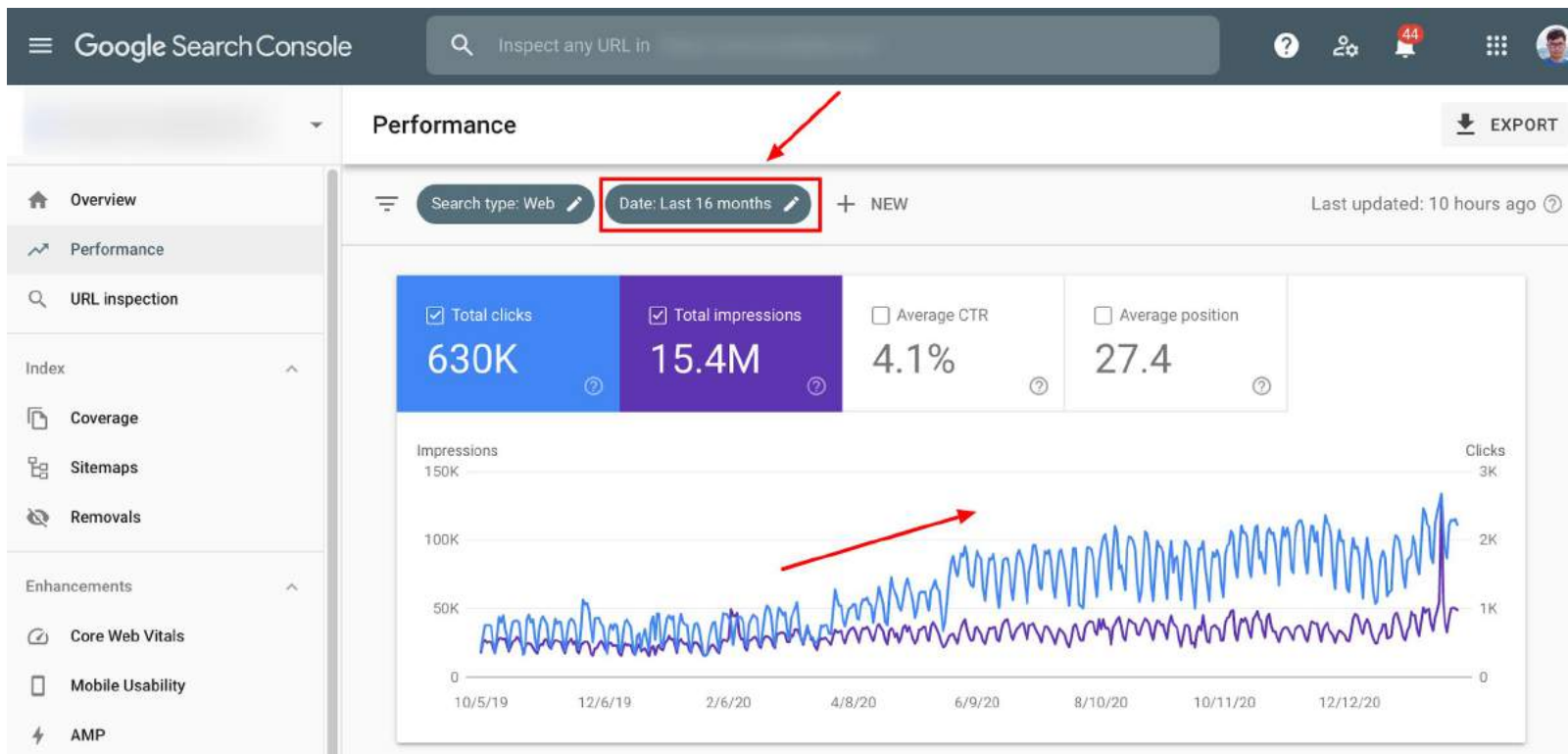


Search Intent

People always change

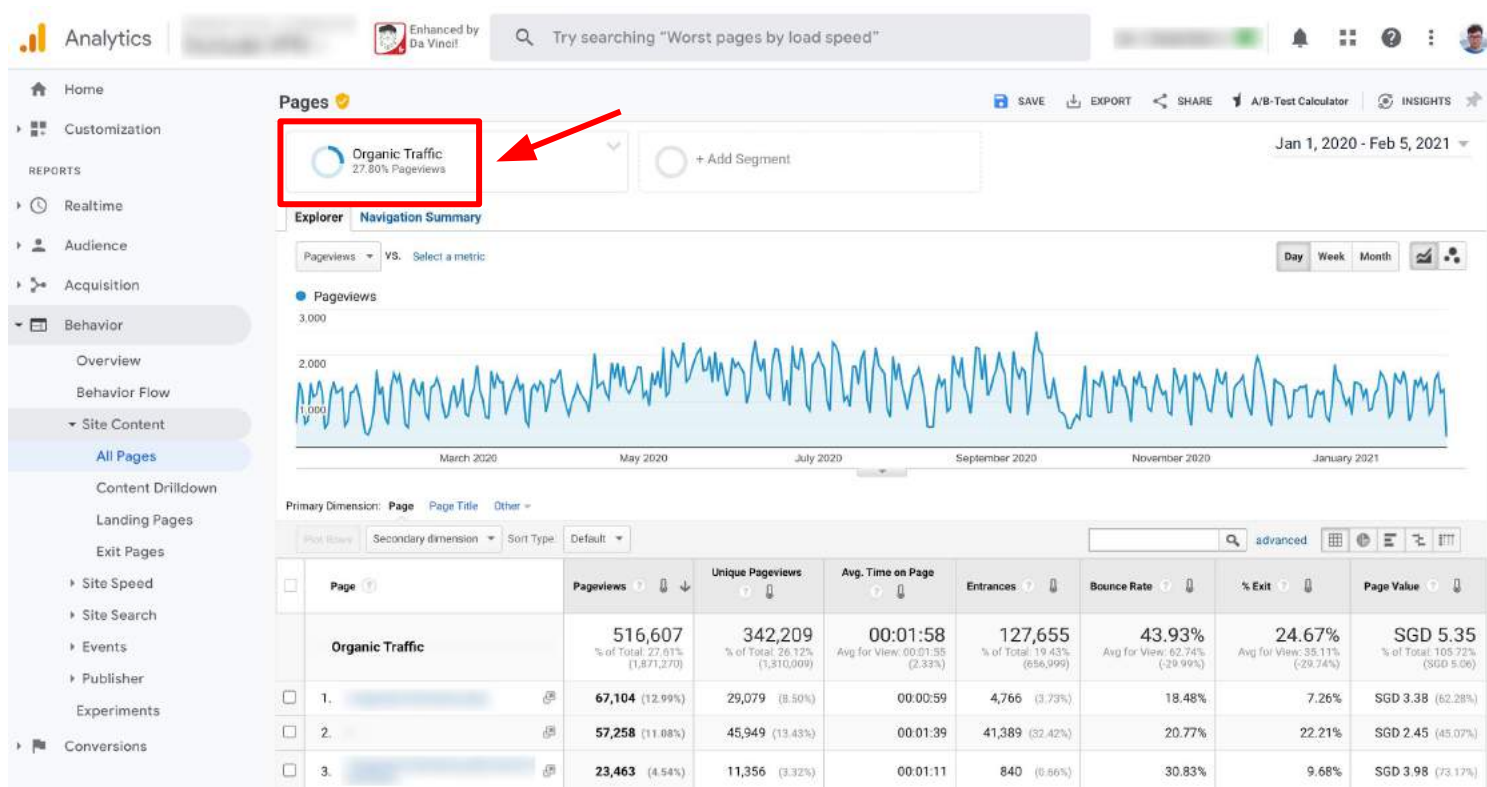
Search Intent

Google Search Console - Compare before and during the pandemic



Search Intent

Google Analytics - Check the organic traffic



Search Intent

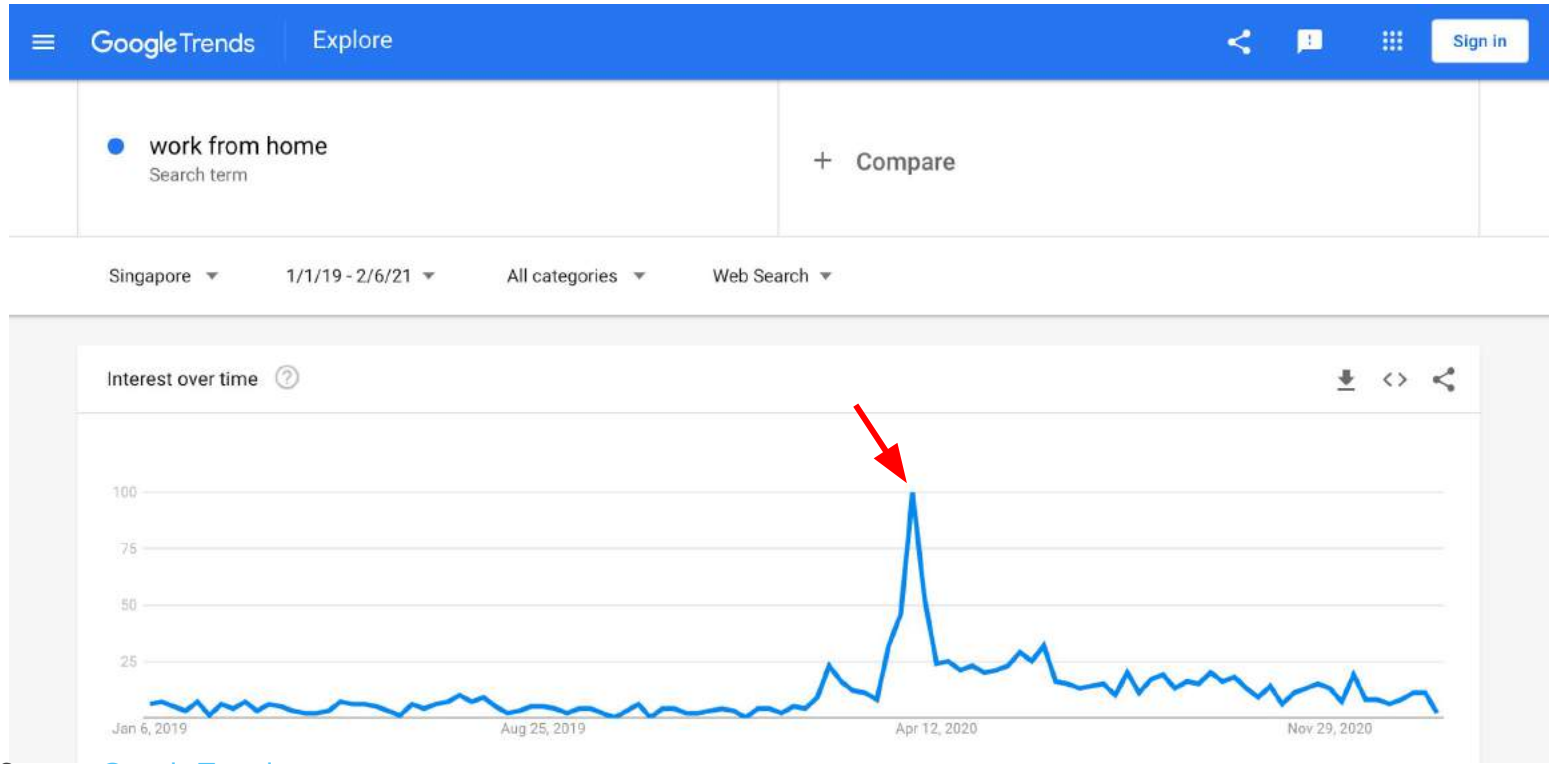
Look for trends and clues

- Why certain **keywords** increase/decrease?
- Which **pages** experience most changes during the transition?
- **Users** are changing *too*?
- Which **demand/supply** experience sudden change?



Search Intent

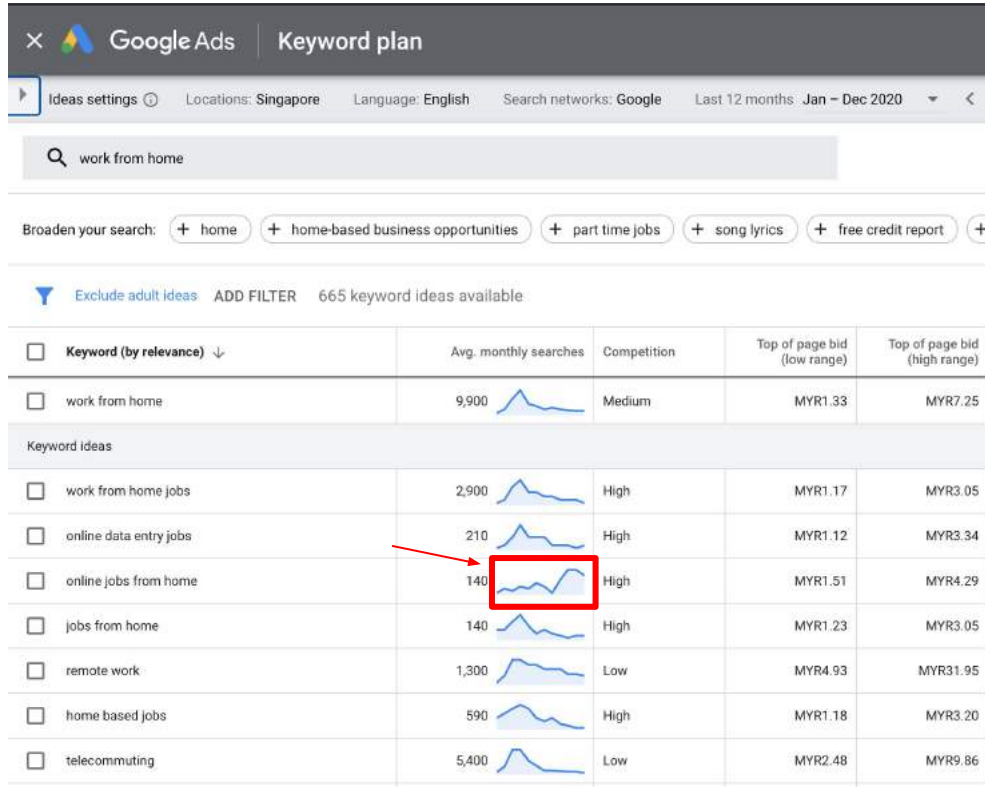
Google Trends



Source: [Google Trends](https://trends.google.com/trends/explore?q=work+from+home&geo=singapore)

Search Intent

Google Keyword Planner



- Keywords strategy need to be stay **up-to-date** with current event
- Focus on what is **arising/popular**
- **Content marketing ideas**

Source: [Google Keyword Planner](#)

Search Intent

Google - COVID-19 Community Mobility Report

Google COVID-19 Community Mobility Reports



See how your community is moving around differently due to COVID-19

As global communities respond to COVID-19, we've heard from public health officials that the same type of aggregated, anonymized insights we use in products such as Google Maps could be helpful as they make critical decisions to combat COVID-19.

These Community Mobility Reports aim to provide insights into what has changed in response to policies aimed at combating COVID-19. The reports chart movement trends over time by geography, across different categories of places such as retail and recreation, groceries and pharmacies, parks, transit stations, workplaces, and residential.

Source: [Google - COVID-19 Community Mobility Report](#)

Search Intent

Singapore - COVID-19 Community Mobility Report

Retail and recreation

-10%

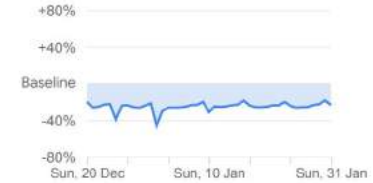
compared to baseline



Public transport

-23%

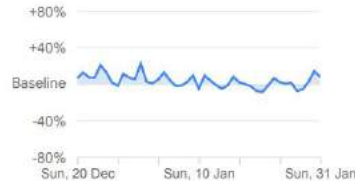
compared to baseline



Supermarket and pharmacy

+8%

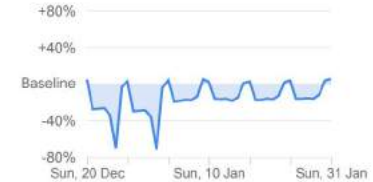
compared to baseline



Workplaces

+6%

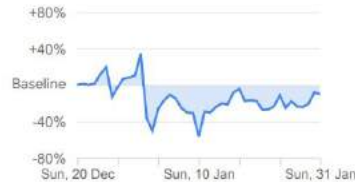
compared to baseline



Parks

-10%

compared to baseline



Residential

+7%

compared to baseline



Source: [Google - COVID-19 Community Mobility Report](#)

Search Intent

What do we learn?

- Always monitor the **real world trend** as it will affect the behaviour.
- Be fast to optimize content that is **trending at that duration**.
- **Fulfill the demand of users** to grab the attention.

Action Plans

- New **content** (page, blog, section) target for arising keywords
- **Update the older content** (evergreen) with latest info and reference





Mobile SEO

Is your website mobile-friendly?

The screenshot shows the Google Search Central documentation page for "Mobile-first indexing best practices". The page is titled "Mobile-first indexing best practices" and is part of the "Advanced SEO" section. The main content explains that mobile-first indexing means Google predominantly uses the mobile version of the content for indexing and ranking. A key point is highlighted with a red box and a red arrow: "Starting July 1, 2019, mobile-first indexing is enabled by default for all new websites (new to the web or previously unknown to Google Search). For older or existing websites, we continue to monitor and evaluate pages based on the best practices detailed in this guide. We inform site owners in Search Console of the date when their site was switched to mobile-first indexing." A blue star icon indicates an important note: "It's important to note that there isn't a separate mobile-first index; Google Search continues to use only one index. Google Search continues to show the URL that is the most appropriate to users (whether it's a desktop or mobile URL) in Search results." The page also includes a "Rate and review" button, a "Send feedback" button, and a breadcrumb trail: Home > Google Search Central > Documentation > Advanced SEO.

Documentation

Introduction Just the basics Beginner SEO **Advanced SEO**

Get started
Developer's guide to Search
Advanced guide to Search Console

Guidelines ▾

Control crawling and indexing ▾

Change your Search appearance ▾

Optimize your page experience ▲

Understanding page experience →

Mobile

- Overview of mobile topics
- Mobile-friendliness
 - Overview
 - Getting started
 - Mobile-first indexing best practices**
- Choose a configuration

Home > Google Search Central > Documentation > Advanced SEO

Rate and review

Send feedback

Mobile-first indexing best practices

Mobile-first indexing means Google predominantly uses the mobile version of the content for indexing and ranking. Historically, the index primarily used the desktop version of a page's content when evaluating the relevance of a page to a user's query. Since the majority of users now access Google Search with a mobile device, Googlebot primarily crawls and indexes pages with the [smartphone agent](#) going forward.

Starting July 1, 2019, mobile-first indexing is enabled by default for all new websites (new to the web or previously unknown to Google Search). For older or existing websites, we continue to monitor and evaluate pages based on the best practices detailed in this guide. We inform site owners in Search Console of the date when their site was switched to mobile-first indexing.

★ It's important to note that there isn't a separate mobile-first index; Google Search continues to use only one index. Google Search continues to show the URL that is the most appropriate to users (whether it's a desktop or mobile URL) in Search results.

Source: [Google Search Central](#)

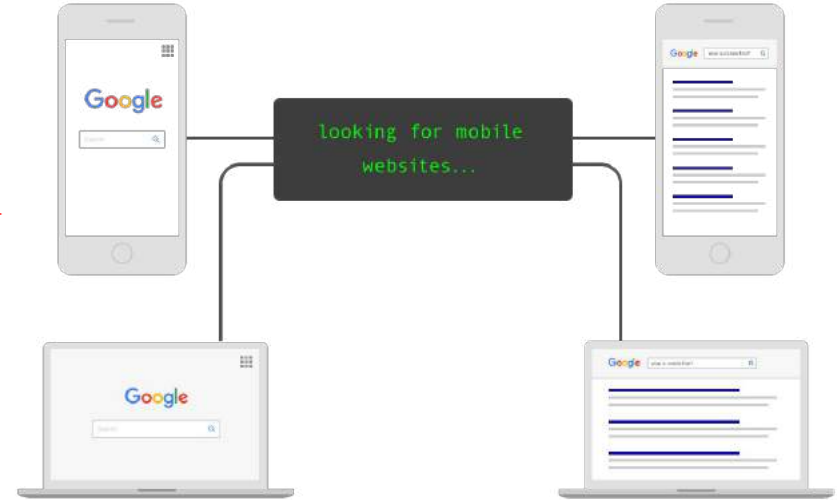
Mobile SEO

Mobile Indexing

PREVIOUS SEARCH RESULTS MODEL

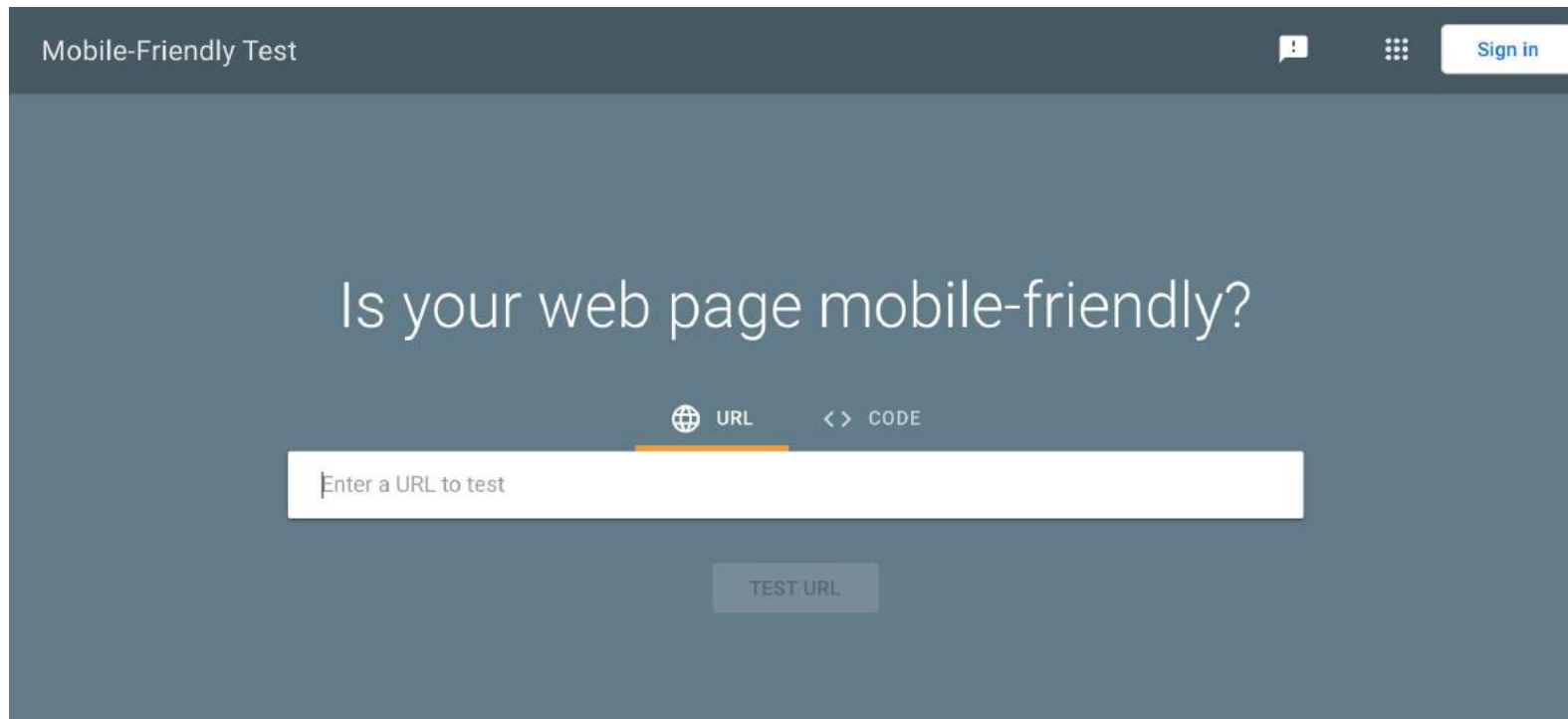


CURRENT RESULTS MODEL - MOBILE-FIRST



Source: [Backlinko](#)

Mobile-Friendly Test



Source: [Google Mobile-Friendly Test](#)

Mobile-Friendly Test

The screenshot shows a mobile browser interface at the top with a back arrow, the page title "Mobile-Friendly Test", a notification icon, a menu icon, and a "Sign in" button. Below the browser is the URL "http://martin.my/".

The main content area is titled "Test results" and contains a summary box with a green checkmark icon and the text "No loading issues" and "VIEW DETAILS". To the right of this box is a green circular icon with a white mobile phone symbol.

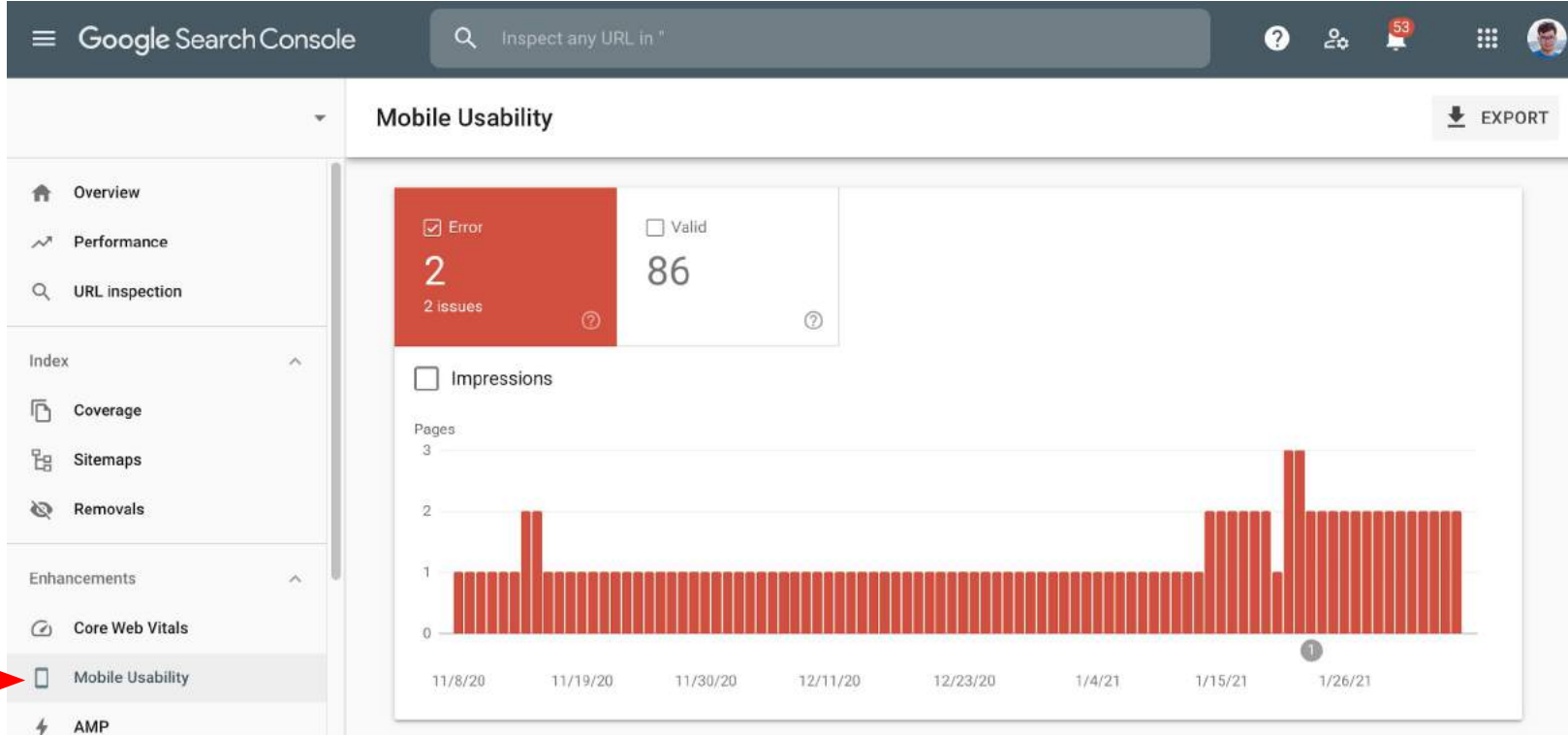
Below the summary box is a section titled "Additional resources" with three links:

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

On the right side of the test results, there are tabs for "Rendered page", "HTML", and "SCREENSHOT". The "SCREENSHOT" tab is active, showing a mobile device frame containing a portrait of a man with glasses and a blue shirt. Below the portrait, the text "Hi, I'm Martin Tang" is displayed.

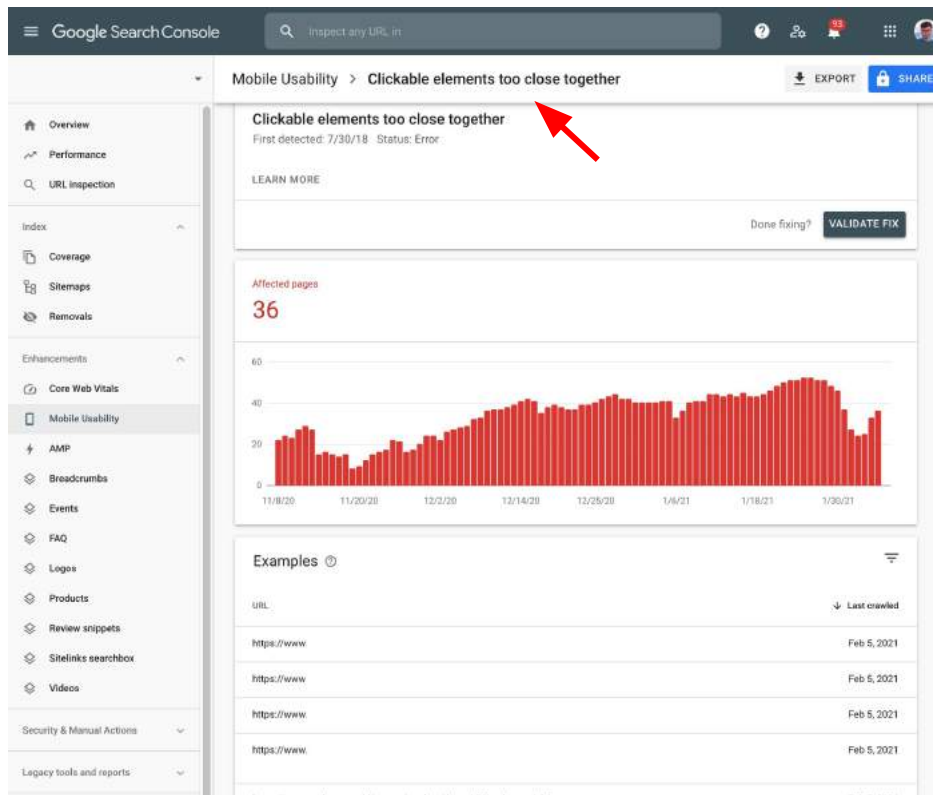
Mobile SEO

Google Search Console - Mobile Usability



Mobile SEO

Google Search Console - Mobile Usability

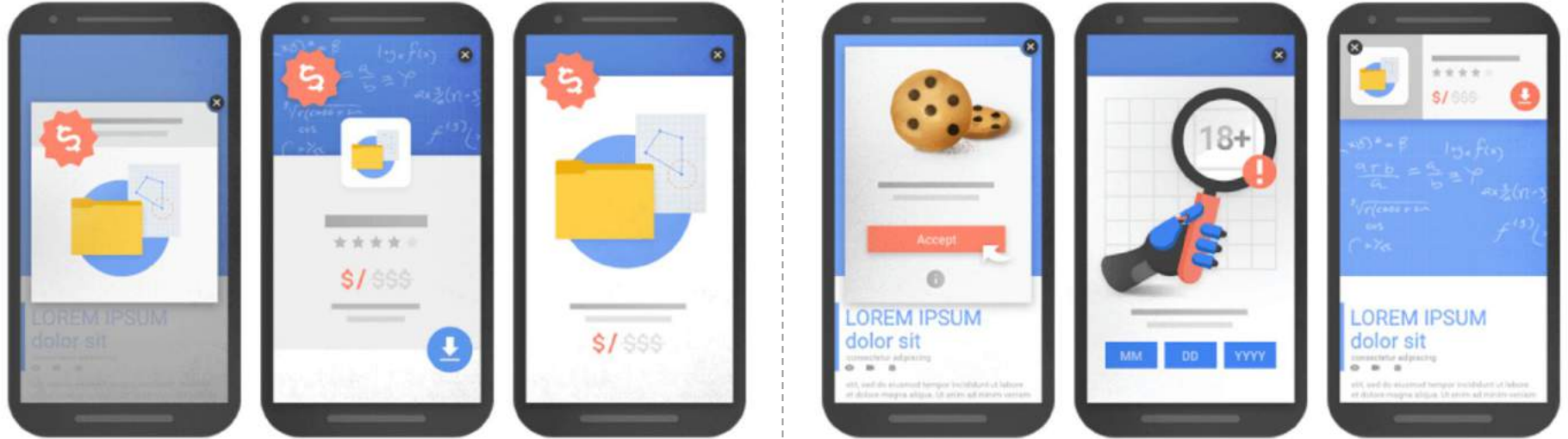


Paste the URL to **inspect** >
If no more Mobile Usability issues >
Click the **Validate Fix**

**sometimes just false error report.*

Mobile SEO

Be careful about popups

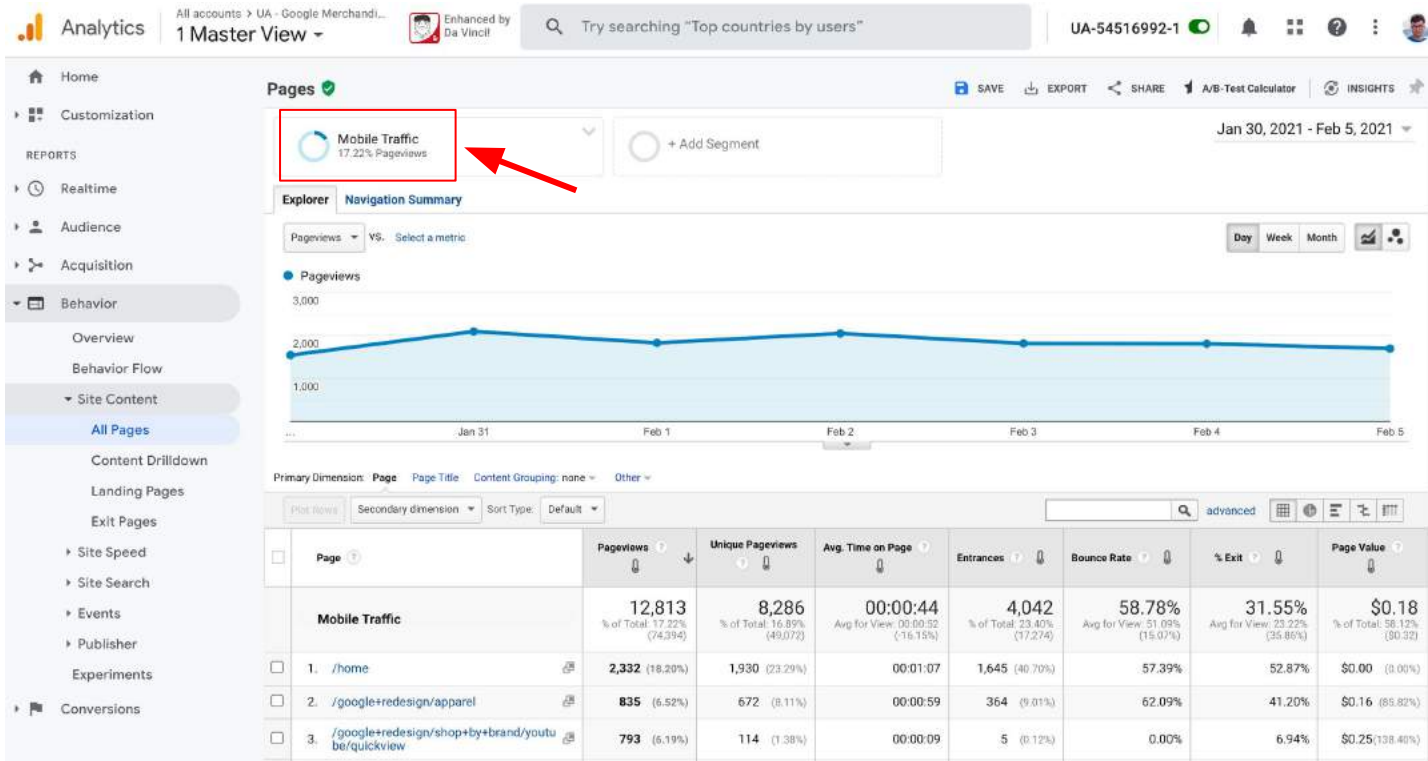


Intrusive Interstitials

***Acceptable**

Source: [Google Search Central - Helping users easily access content on mobile](#)

Google Analytics - Mobile Traffic

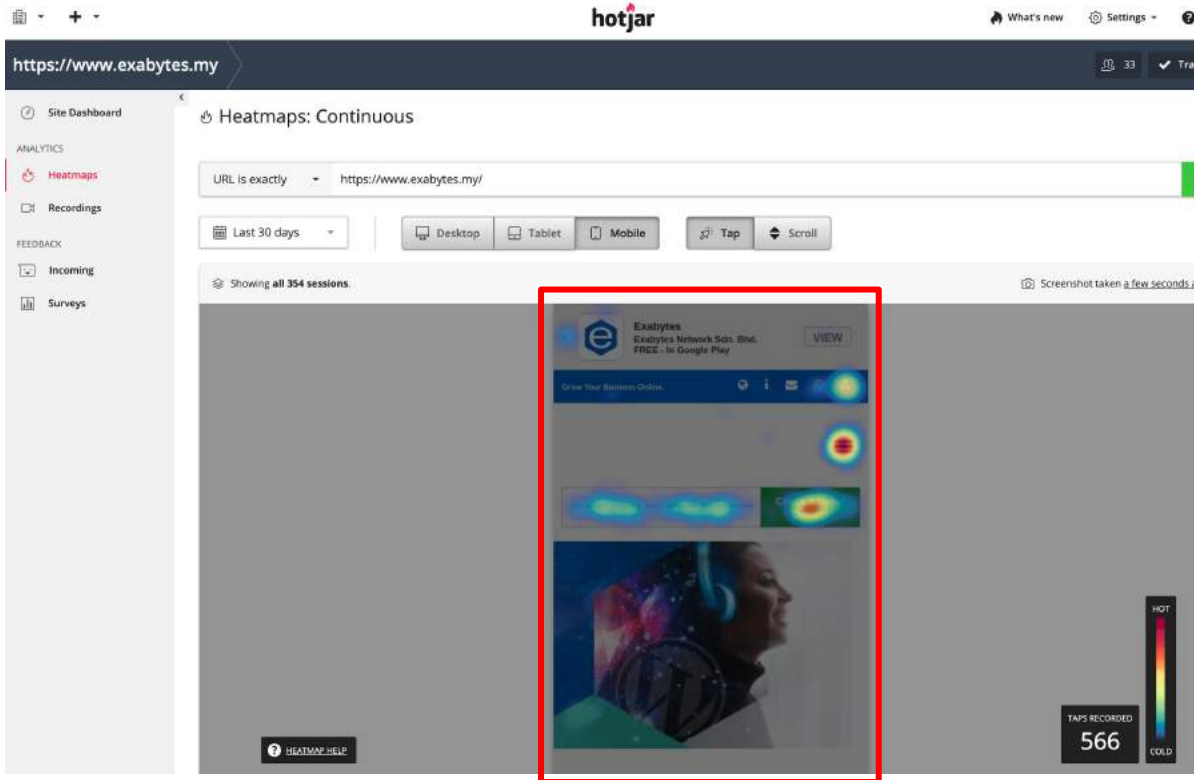


Focus the important pages by priorities

Analyse the mobile traffic and trend

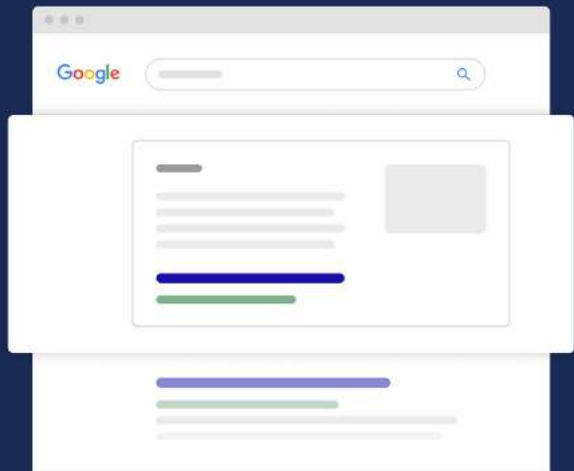
Mobile SEO

Heatmap Analysis - Hotjar



- Improve UX for mobile users
- Behaviour analysis
- Ideas to improve website

Tool: [Hotjar](#)



Featured Snippet

a.k.a position zero

Featured Snippet

This is better than No.1 on research result

Google

free google tools for websites



All Images Videos News Shopping More Settings Tools

About 2,980,000,000 results (0.61 seconds)

Best Google Website Tools 2019

1. **Google Analytics.** In this digital age, the importance of data to a business/website should never be underestimated. ...
2. Google Data Studio. ...
3. Google Search Console. ...
4. Google My Business. ...
5. Google Keyword Planner. ...
6. Google Tag Manager. ...
7. Test My Site from Think with Google. ...
8. **Google PageSpeed Insights.**

More items... • Feb 27, 2018

10 Must-Have FREE Google Tools for Websites in 2019 - Exabytes ...
<https://www.exabytes.digital/blog/10-must-free-google-tools-websites-2018>



Google

top 10 twitter followers in malaysia



All News Images Videos Shopping More Settings Tools

About 71,800,000 results (0.40 seconds)

According to exabytes.digital

View 1+ more



Lisa Surihani



Zizan Razak



Yuna



Siti Nurhaliza



Khairy Jamaluddin



Shaheizy Sam



Neelofa

Top 10 Persons with the Most Twitter Followers in Malaysia [July...]

- No. 1 → Mohd Najib Tun Razak.
- No. 2 → Lisa Surihani.
- No. 3 → Air Asia.
- No. 4 → Zizan Razak.
- No. 5 → Yuna Zarai.
- No. 6 → Siti Nurhaliza.
- No. 7 → Khairy Jamaluddin.
- No. 8 → Shaheizy Sam Samad.

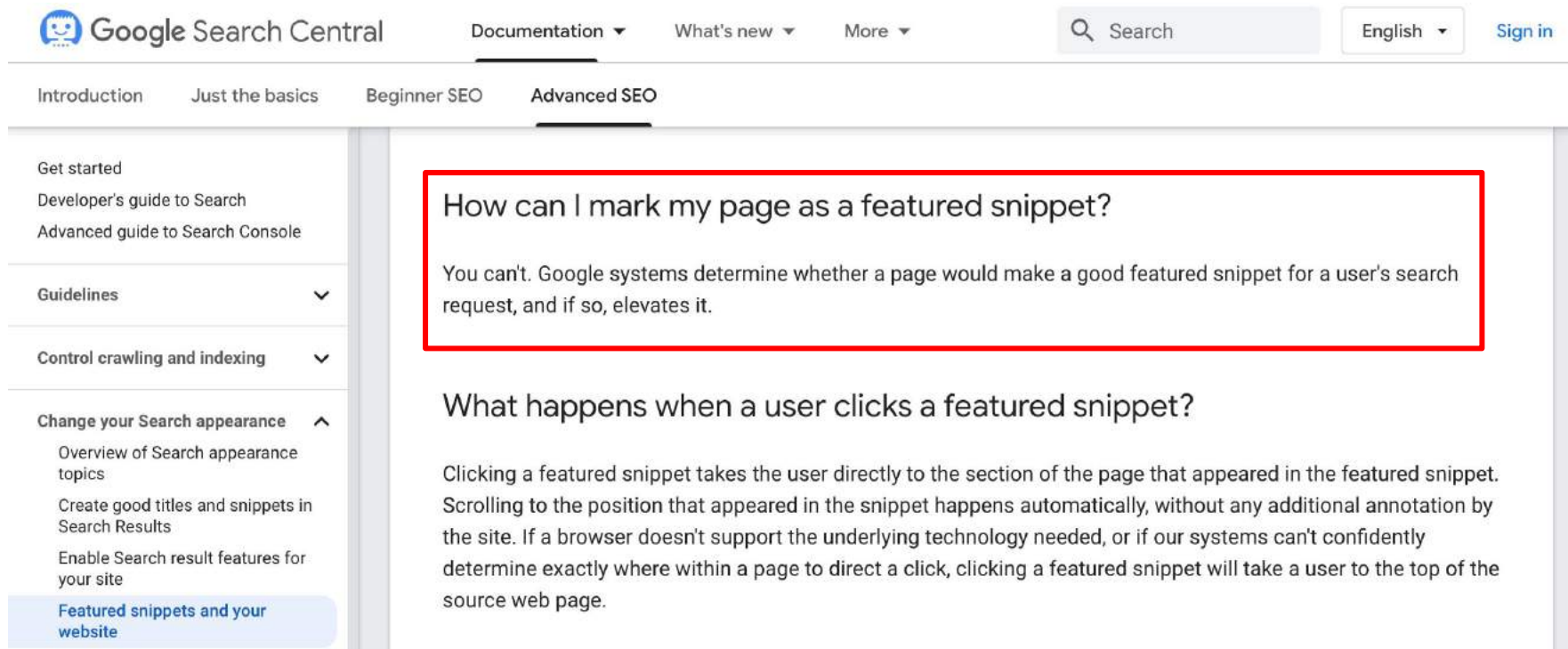
More items... • Jul 12, 2018

Top 10 Persons with the Most Twitter Followers in Malaysia [July 2018 ...]

<https://www.exabytes.digital/blog/top-10-persons-most-twitter-followers-malaysia>

Featured Snippet

How can I mark my page as a featured snippet? > You can't.



The screenshot shows the Google Search Central documentation page. The main content area is titled "How can I mark my page as a featured snippet?" and contains the text: "You can't. Google systems determine whether a page would make a good featured snippet for a user's search request, and if so, elevates it." This text is enclosed in a red rectangular box. Below this, there is another section titled "What happens when a user clicks a featured snippet?" with a paragraph explaining that clicking a featured snippet takes the user directly to the section of the page that appeared in the snippet.

Google Search Central

Documentation ▾ What's new ▾ More ▾

Search English Sign in

Introduction Just the basics Beginner SEO **Advanced SEO**

Get started
Developer's guide to Search
Advanced guide to Search Console

Guidelines ▾

Control crawling and indexing ▾

Change your Search appearance ▲
Overview of Search appearance topics
Create good titles and snippets in Search Results
Enable Search result features for your site

Featured snippets and your website

How can I mark my page as a featured snippet?

You can't. Google systems determine whether a page would make a good featured snippet for a user's search request, and if so, elevates it.

What happens when a user clicks a featured snippet?

Clicking a featured snippet takes the user directly to the section of the page that appeared in the featured snippet. Scrolling to the position that appeared in the snippet happens automatically, without any additional annotation by the site. If a browser doesn't support the underlying technology needed, or if our systems can't confidently determine exactly where within a page to direct a click, clicking a featured snippet will take a user to the top of the source web page.


Source: [Google Search Central](#)

Featured Snippet

How to optimize?

Proper use of paragraph format

- Heading tag: H2, H3, H4.....
- Create/Use table format: td
- Ordered/Unordered list: ul, ol



View all

Here are the top 10 billionaires on Singapore's 50 Richest 2020 list:

- **Zhang Yong** and Shu Ping (US\$19B)
- Li Xiting (US\$17.8B)
- Goh Cheng Liang (US\$14.8B)
- **Eduardo Saverin** (US\$14B)
- Robert and Philip Ng (US\$13.2B)
- Kwek Leng Beng (US\$8.8B)
- **Forrest Li** (US\$7.1B)
- Khoo family (US\$6.3B)

[More items...](#) • Aug 20, 2020

sg.asiatatler.com › life › haidilao-founder-zhang-yong-to... **Traf/mo** (us): 0/2000 - **Kw** (us): 0/3210

Haidilao's Billionaire Founder Zhang Yong Tops Forbes ...

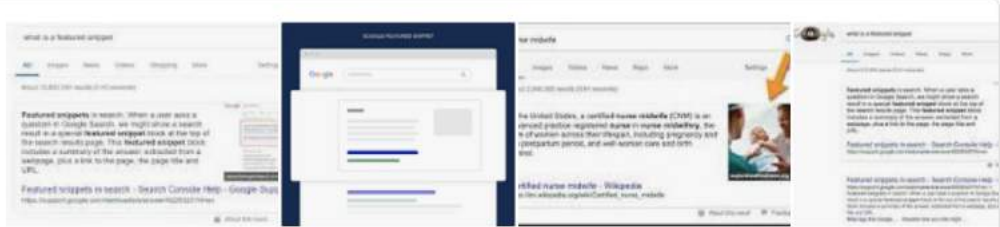
👤 2,833 📄 N/A 🏷️ N/A

Featured Snippet

How to optimize?

Questions Format

- Titles
- Subtitles/Points
- FAQ



Featured snippets are selected search results that are **featured** on top of Google's organic results below the ads in a box. **Featured snippets** aim at answering the user's question right away (hence their other well-known name, "answer boxes"). Being **featured** means getting additional brand exposure in search results. Aug 23, 2017

moz.com › blog › optimize-featured-snippets

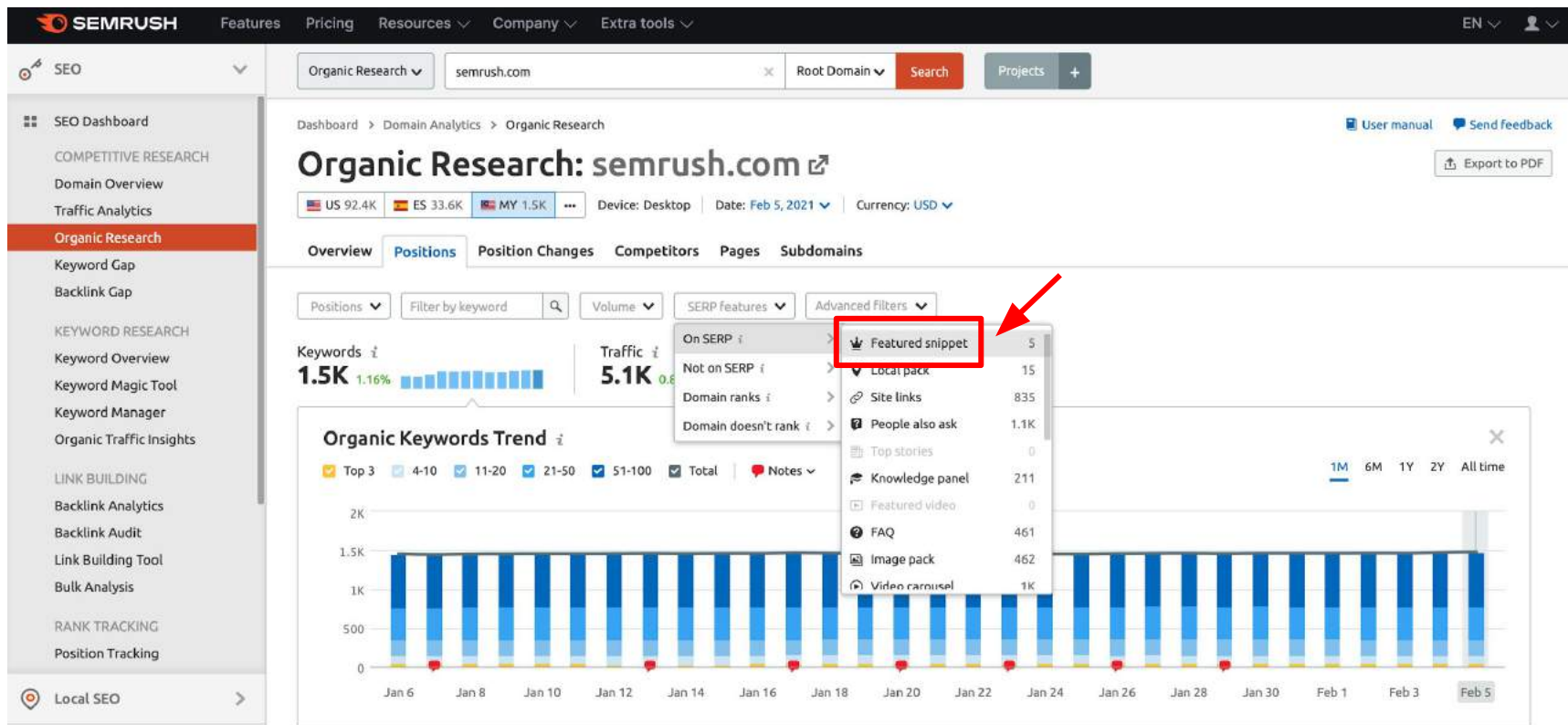
[How to Optimize for Google's Featured Snippets to Build More ...](#)

🔍 10,367 📄 10,242 🔑 0

Featured Snippet

Semrush - Organic Research

Source: www.semrush.com



Featured Snippet

Semrush - Keyword Magic Tool

The screenshot displays the Semrush Keyword Magic Tool interface. The search term is 'featured snippet'. The SERP Features dropdown menu is open, showing various features with checkboxes. The 'Featured snippet' option is selected and highlighted with a red box and a red arrow.

| Keyword | Volume | KD % | CPC | Com. | SERP Fea... | Results |
|-----------------------------------|--------|------|-----|------|-------------|---------|
| get | 2 | | | | 👑🌟+3 | 13.1M |
| google | 2 | | | | 👑🕒🕒 | 7.6M |
| track | 1 | | | | 👑🔗+3 | 59.1M |
| what is a featured snippet | | | | | 👑🕒 | 11.3M |
| how to get a featured snippet | | | | | 👑🕒 | 11.3M |
| what is a google featured snippet | | | | | 👑🔗+3 | 59.1M |
| how to be a featured snippet | | | | | 👑🕒 | 11.3M |

Featured Snippet

Keyword Tool - Questions

The screenshot shows the Keyword Tool interface. At the top, there's a navigation bar with 'Keyword Tool' and several menu items: 'Find Keywords', 'Analyze Competitors', 'Check Search Volume', 'Keyword Tool Pro', 'API Access -', 'Contact', and 'Login'. Below this is a search bar with tabs for different platforms: 'Google', 'YouTube', 'Bing', 'Amazon', 'eBay', 'Play Store', 'Instagram', and 'Twitter'. The search bar contains the text 'featured snippet' and a location/language dropdown set to 'Singapore / English'. A red arrow points to the 'Questions' tab in the 'Filter Results' section, which is highlighted with a red box. The search results show 'Search for "featured snippet" found 26 questions'. Below this is a promotional banner: 'Want to get up to 2x more keywords instead? Subscribe to Keyword Tool Pro now!'. The main results table has columns for 'Keywords', 'Search Volume', 'Trend', 'CPC', and 'Competition'. The first few rows are: 'are featured snippets paid', 'are featured snippets free', 'what are featured snippets', 'why are featured snippets important', 'what are google featured snippets', 'how do featured snippets work', and 'featured snippets example'. A callout box is overlaid on the table with the text: 'Do You Need This Information? Keyword Tool Pro Provides Search Volume Data For English Keywords. Try It Now!'

Keyword Tool Find Keywords Analyze Competitors Check Search Volume Keyword Tool Pro API Access - Contact Login

Google YouTube Bing Amazon eBay Play Store Instagram Twitter

All featured snippet Singapore / English

Filter Results Keyword Suggestions **Questions** Prepositions Sort by Keywords - ascending

Negative Keywords

Search for "featured snippet" found 26 questions

Want to get up to 2x more keywords instead? [Subscribe to Keyword Tool Pro now!](#)

| <input type="checkbox"/> Keywords | Search Volume | Trend | CPC | Competition |
|--|---------------|-------|-----|-------------|
| <input type="checkbox"/> are featured snippets paid | | | | |
| <input type="checkbox"/> are featured snippets free | | | | |
| <input type="checkbox"/> what are featured snippets | | | | |
| <input type="checkbox"/> why are featured snippets important | | | | |
| <input type="checkbox"/> what are google featured snippets | | | | |
| <input type="checkbox"/> how do featured snippets work | | | | |
| <input type="checkbox"/> featured snippets example | | | | |

Do You Need This Information?
Keyword Tool Pro Provides Search Volume Data For English Keywords. Try It Now!

Source: keywordtool.io

Questions & Answers

Ask me anything about SEO



Web Feng Shui 2021

Forecast & Remedies on SEO

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Thank You

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