

What are Snippets?

A snippet is typically the small sample of content visible to users in individual search results between the meta tag and the meta description.

What do Snippets do?

Rich snippets provide a useful summary of a particular product in the search result. Rich snippets can be used to submit details about the kind of content on a web page to Google, Yahoo!, and other large search engines. The search engines then use this information to enhance the result page by displaying it in their search results.

The image below displays a rating, number of reviews available, the price, and availability status—all of which are very useful to a surfer searching for information about a particular product or service



Rich snippets allow the search results to stand out from the rest and provide more information to the visitor. For e-Commerce websites, such information may include the description, price, stock status, product reviews, and/or possibly an image.

Rich snippets can be created:

- To announce reviews about a product/service (see also our product review solution *factsheet*)
- People: the who's who of a company, important members, VPs, etc.
- Products: short product lists and descriptions
- Affiliated businesses and organizations
- Recipes, company mottos, trading marks
- Events, readings, local community activity
- Short or mini videos that consist of interviews, how-to tutorials, and more

Rich snippets work through marking these specific types of content with recognized tags, similar to heading tags, with a higher description value and meaning.

Rich snippets formats:

The different kinds of structured HTML content used for rich snippets are stored in the following formats:

- MicroData
- Microformats
- RDFa

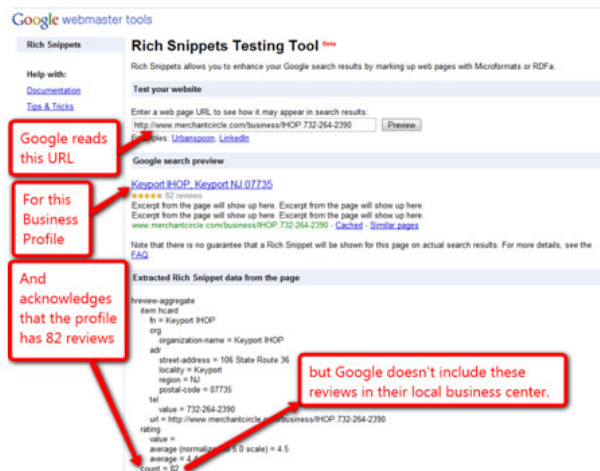
Kaizen provides the necessary coding and accurate and concise descriptions for any rich snippets you'd like to include within the search results for your website and web pages.

Rich snippets help you to:

- Attract potential buyers while they are searching for items to buy on Google.
- Submit your product listings for free.
- Control your product information. You can maintain the accuracy and freshness of your product information, so your customers find the relevant, current items.

Google is the most prominent advocate of rich snippets. The search engine supports the following kinds of information:

- Recipes
- Review ratings
- Reviews
- Software applications
- Breadcrumbs
- Events
- Music
- Organizations
- People profiles
- Products
- Videos: Facebook Share and RDFa



The Utility Value of Rich Snippets:

Google strives to provide informative search results continuously, and they are always updating their systems to accommodate the e-Commerce market. This makes it easier for users to decide whether a particular page would be useful for their purposes or not. Rich snippets enhance your listing on Google and other search pages, making your web page more relevant and attractive. That, in turn, ensures significantly higher click-through rates (CTRs) for your business on the search engine results pages.

Did you know? Your listing on Google, when it carries rich snippets, will not only stand out, but it will also improve your listing's credibility by offering useful info (i.e. details about your products) in the form of reviews and other rich snippet content.

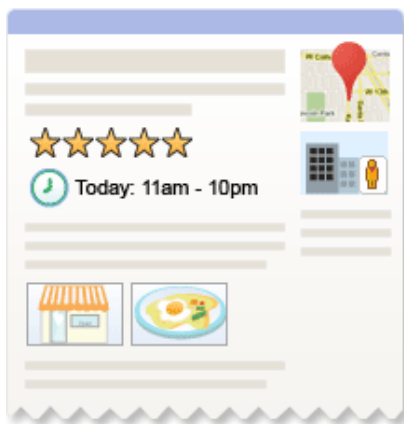
Getting Rich Snippets for Your Online Business:

Generating the code necessary for creating rich snippets requires a certain level of expertise. To ensure that Google crawls your site, takes note of the rich snippets, and includes them in your SERP listing requires yet another kind of expertise. The composition and placement also need to be performed by a party with requisite expertise in dealing with rich snippets.

Your quest for an SEO and web development team to help you generate unique rich snippets ends at Kaizen. We offer our professional services to ensure the creation and generation of effective rich snippets in the SERPs. We'll ultimately help your company achieve a better CTR.

Contact us today for a quote or business consultation.

Rich Snippets



Get your search results optimized for the search engine, as well as for your audiences. Give them more incentive to visit your website!

Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

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