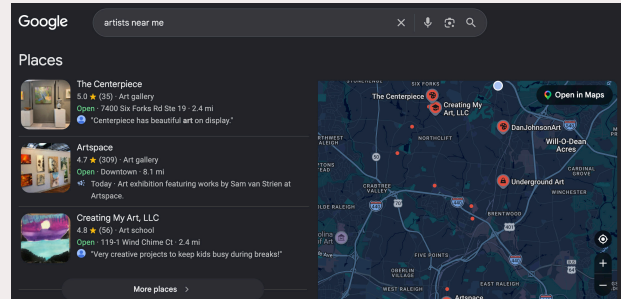


Understanding Google SERP Features

Map Pack

What it is: A map section accompanied by three local business listings containing business names, star ratings, addresses, phone numbers, and operating hours for local searches.

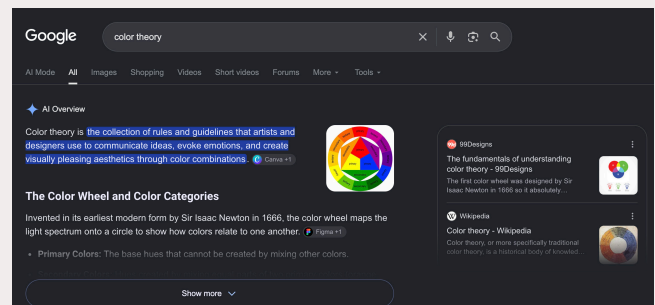
What it means if you show up here: You capture prime real estate for customers looking to purchase or visit nearby. Even if your website isn't ranking #1 organically, appearing here puts you in front of ready-to-buy local customers.



AI Overviews (AIO)

What it is: An AI-generated summary block that appears at the top of the search results to answer complex user questions directly. It displays text on the left and lists source link cards on the right.

What it means if you show up here: Google's AI recognizes your website as a top authoritative reference for that topic. Users get immediate exposure to your brand as an expert source right when research begins.



Knowledge Panels

What it is: An information card appearing on the right side of desktop search results (or top on mobile) with essential facts about a business, person, or organization.

What it means if you show up here: Google officially recognizes your organization as an established entity. It gives potential customers instant access to your key facts, social links, contact details, and reviews at a glance.

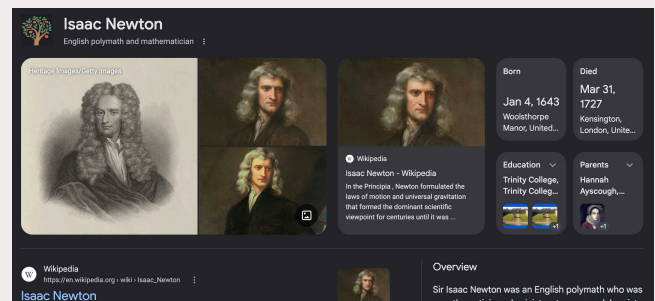
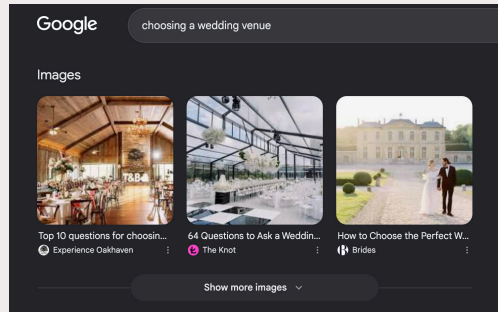


Image Pack

What it is: A row or grid of image thumbnails displayed within main search results.

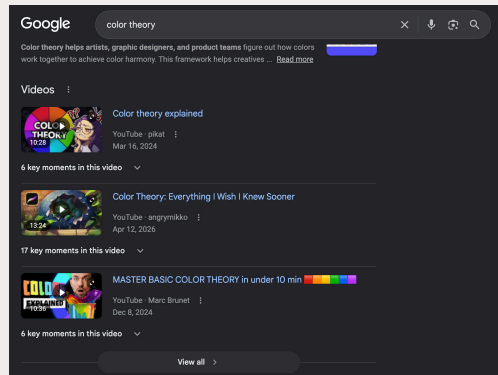
What it means if you show up here: Your visual content stands out in standard text results, attracting users looking for visual examples of products or services.



Video Pack

What it is: Results showing video thumbnails—often with duration, name, date, and timestamps.

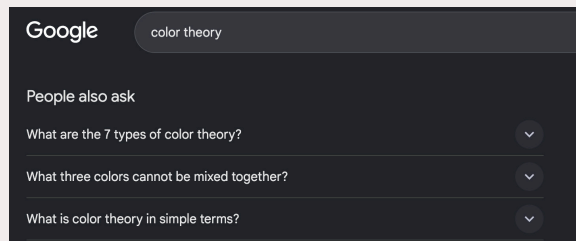
What it means if you show up here: You capture users who prefer video over reading text. It significantly increases your search footprint across both Google and YouTube platforms.



People Also Ask (PAA)

What it is: An accordion-style list of related questions users frequently search for. Clicking any question drops down a short snippet answer and a link to the source.

What it means if you show up here: Your site is answering key follow-up questions for users. Appearing here exposes your site to searchers who are exploring a topic deeper, even if they didn't start with your exact keyword.



Featured Snippets

What it is: A special answer box displayed at the very top of Google search results for popular questions. It shows a direct snippet of a webpage's content (paragraph, list, or table) along with a title and direct link.

What it means if you show up here: You've earned "Position 0"—the highest visual placement on the page. This significantly boosts your brand authority and drives dramatically higher click-through rates (CTR) compared to standard organic listings.

