



SERP FEATURES IN STAT

Get insights from every feature on your SERPs.

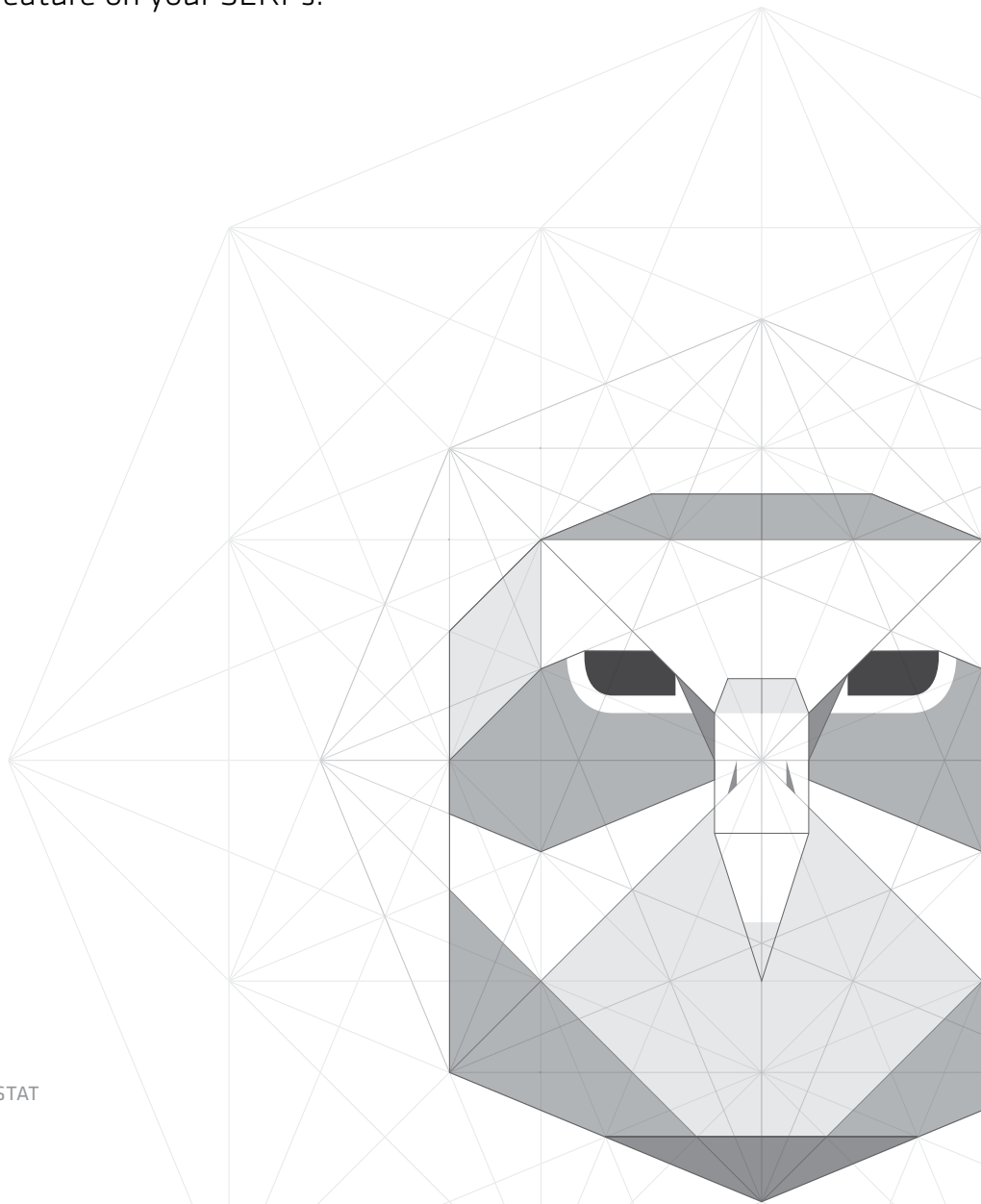
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THE SERP FEATURES TAB

As SERP features continue to grow in number and take over more and more of the results page, we've made sure our **SERP Features** dashboard gives you [feature insights](#) from every possible angle.

With our **SERP Features** tab you can

- See which SERP features appear most commonly for your keyword set.
- Check the visibility of domains that own features, such as featured snippets (answers boxes in STAT).
- Find out how changes on the SERPs affect your page visibility.
- Understand the share of voice of each SERP feature to see which ones have the biggest impact to you.

The tab is powered largely by our share of voice [metric](#), which is an estimated measure of search engine visibility. Here, it's used to determine how SERP features are affecting your keyword segments.

PUTTING IT INTO PRACTICE

See every SERP feature owned by your site

- 1 Navigate to the **SERP Features** tab at the site level.
- 2 In the **Appearance and Ownership** section, select **Count: Owned** from the dropdown menu on both graphs.
- 3 The **[Current Day] SERP Features** graph will show you ownership from that day. The **SERP Features Over Time** graph shows how that ownership has trended over time to see what has been increasing or decreasing.
- 4 Look through the different tags you have set up to see how this ownership changes between keyword sets.
- 5 From the **Keywords** tab, create [dynamic tags](#) for each SERP feature you want to track your ownership of. See which specific keywords produce features that you own.
- 6 Run a [Top 20 comparison report](#) at the site level for whole SERP insight. Get the keywords that own these SERP features over time and what pages appear in them.



TIP

Have you seen a decrease in rankings? This could be due to a SERP feature pushing down your results. Have a look at the **SERP Features Over Time** graph for **Total: Count** to see if any SERP feature has increased in number on the same day. If so, use the **Top 20 comparison** report to investigate further.



The SERP Features tab's Appearance and Ownership section with Count: Owned selected on both graphs

See if frequently occurring SERP features have the biggest impact

- 1 Navigate to the **SERP Features** tab from the site, data view, or tag level.
- 2 Select **Count: Total** from the dropdown option on the **[Current Day] SERP Features** chart and **SoV: Total** on the **SERP Features Over Time** graph.
- 3 Look at the **[Current Day] SERP Features** chart to see which SERP features show up the most.
- 4 Check the **SERP Features Over Time** graph to see which features bring in the most share of voice.
- 5 You don't necessarily need to examine the exact share of voice numbers, as the trends they show are of more importance.
- 6 If both charts surface different SERP features, then your biggest wins and threats aren't simply what's occurring most on your SERPs. Take the example below.

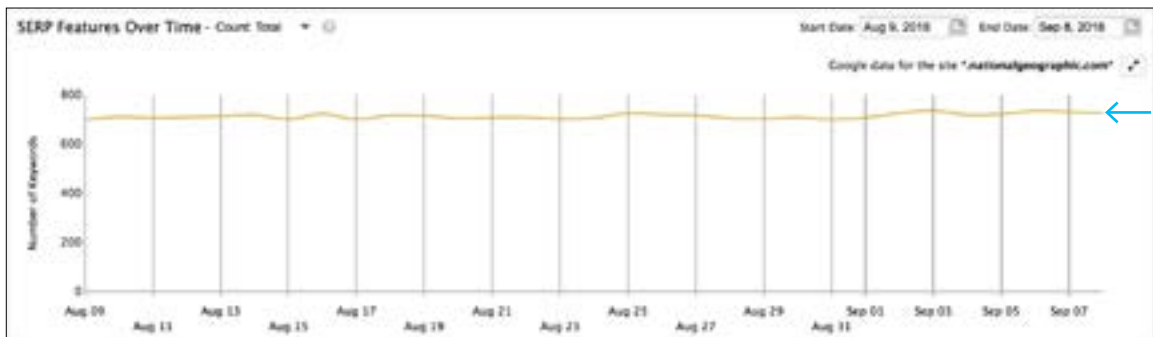


Identifying the impact of specific SERP features

- For this site, videos surface the most but their share of voice is very low. If they rank poorly or show up for low search volume keywords, they'll have less visibility. Therefore, this feature might not have as much impact on keyword rankings if the site is appearing quite high on the SERPs already.
- Knowledge graphs, on the other hand, are only the 8th most commonly occurring SERP feature, however, they have the highest share of voice. So, even though they don't appear that much, they get a lot of visibility, suggesting they often turn up at the top of the first page for high search volume keywords.
- By clicking the knowledge graph icon at the bottom of the [Current Day] SERP Features chart, the **Keywords** tab will open with a list of keywords that trigger the feature. Results on these SERPs are more likely to be impacted by this feature than on SERPs with videos due to the high share of voice knowledge graphs receive.

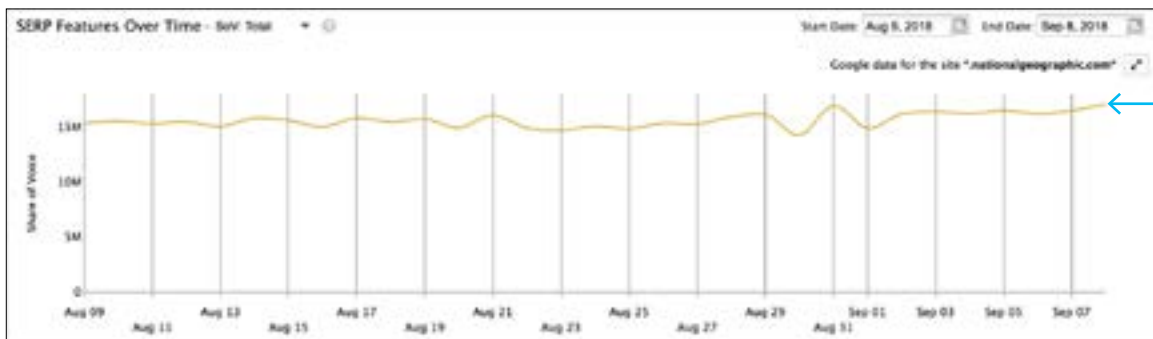
Find out if a decrease in the number of SERP features means a decrease in visibility for that feature

- In the **SERP Features Over Time** chart below, there has been a slight decrease in the number of keywords triggering a knowledge graph over the span of a month.



Decrease in the number of keywords triggering a knowledge graph

- However, as you can see below, the share of voice score for knowledge graphs has slightly increased.



Share of voice score for knowledge graphs has increased

- This means that the specific keywords producing knowledge graphs have changed – they likely have higher search volumes now. It could also mean that knowledge graphs are appearing higher on the SERPs than before.
- It's always a good idea to check share of voice metrics, as they help to paint a fuller picture. The number of SERP features alone might not be enough to understand everything that happens on your SERPs.

MORE TIPS

Site Attributed features are parsed for ownership, so you can see if you own any. Google Attributed features are currently attributed to Google, which means that you can't own them.

The **Top 20 comparison** report is the only report that will show you which SERP features are being triggered for each keyword and who owns them – you or your competitors.

RESOURCES

Learn more about SERP features in STAT.



BLOG & RESOURCES

Read our blog post on exploring a SERP feature strategy.

[Read more →](#)



STAT VIDEO

Watch this short video to see what metrics you'll find in the SERP Features tab.

[Watch now →](#)



KNOWLEDGE BASE

If you're not sure what STAT defines as a SERP feature, check out a full list of them here.

[Learn more →](#)