



# SECRET 7

## FUEL GROWTH WITH GOOGLE KNOWLEDGE PANEL

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This secret is something that, according to a November 2018 Moz study, is used by less than **20% of in-house marketers**. This means you can really take advantage of this information to beat out the majority of local businesses.

The Knowledge Panel is very prevalent in local searches. It is the box that shows up to the right or above the search results. It typically includes information about your business or answers to frequently asked questions.

Typically, Google returns 10 organic results on each page of the search results. The Knowledge Graph, or Knowledge Panel, is often referred to as "Position Zero," since this result typically shows up before any other results on the search page.

The image shows a Google search interface for the query "What is search result 0". The search results page displays a Knowledge Panel at the top, which is highlighted with a yellow box and labeled "Google Knowledge Panel". The Knowledge Panel contains the following text: "Zero Search Results. That's the name. Zero Search Results was an experiment performed by Google from about March 13 to March 20. The purpose was to eliminate multiple search results for queries that, theoretically, didn't need them. Sep 7, 2018". Below the Knowledge Panel, the first organic search result is also highlighted with a yellow box and labeled "Position Zero". This result is titled "The Rise & Fall of Google's 'Zero Search Results' Experiment ..." and includes a thumbnail image of a search result page. The second organic search result is labeled "Position One" and is titled "The Rise & Fall of Google's 'Zero Search Results' Experiment ...". The third organic search result is titled "In-Depth Look at Google's New Zero Result Search Results" and the fourth is titled "Zero-Result SERPs: Welcome to the Future We Should've Known Was ...".

So how do you impact the Knowledge Panel and take advantage of this feature?

## Use Schema Markup

This is code that you put on your website that allows the search engines to better read and understand the information on your site. One of the most important schema markups is for local schema.

```

"@context": "http://schema.org",
"@type": "Attorney",
"name": "Todd A. Landgren, Attorney at Law",
"openingHours": "Mo 0900-0859 Tu 0900-0859 We 0900-0859 Th 0900-0859 Fr 0900-0859",
"additionalProperty": "",
"additionalType": "",
"areaServed": {
  "@type": "GeoCircle",
  "name": "Todd A. Landgren, Attorney at Law",
  "geoMidpoint": {
    "@type": "GeoCoordinates",
    "postalCode": "92612",
    "latitude": "33.655800",
    "longitude": "-117.861190",
    "description": "Our office location can be found in Irvine.",
    "name": "Todd A. Landgren, Attorney at Law"
  },
  "description": "Our award-winning attorneys have represented over 3,000 individuals accused of driving under the influence, which is why we are one of the best law firms in Southern California."
},
"email": "info@carlawdul.com",
"address": {
  "@type": "PostalAddress",
  "postalCode": "92612",
  "addressRegion": "California",
  "addressCountry": "United States",
  "streetAddress": "19782 MacArthur Blvd #225",
  "addressLocality": "Irvine"
},
"paymentAccepted": "Cash, Credit Card",
"phone": "9497521122",
}

```

As you see in the image above, local schema helps the search engine crawlers understand the different elements of your business's address, making it easier for them to index your website and return your website in search results.

In addition to your address, the following can also be added utilizing your own schema formats: prices, star ratings, reviews, directions to your physical location, store hours, images, and videos.

Google is also pulling data from your GMB listing — business hours, address, phone number, Google posts, etc. — to populate the Knowledge Graph about your business.

## Questions & Answers

To show up in the Q&A Knowledge Graph, you need to create helpful answers to questions that your clients may have. This can typically be accomplished by adding frequently asked questions formatted in Q&A schema.



**Incorporate schema throughout your site — on every page — to take full advantage of the Google Knowledge Panel.**

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