

MOBILE FEATURED SNIPPET RESEARCH

By SEMrush in Partnership with Ghergich & Co.



QUESTIONS

	Table %	List %	Paragraph %
WHAT	3.52%	11.09%	85.39%
WHO	12.00%	9.00%	79.70%
WHEN	5.00%	6.00%	89.18%
WHERE	3.00%	15.00%	82.42%
WHY	0.00%	0.00%	99.45%
ARE	0.00%	0.00%	100.00%
WAS	0.00%	0.00%	100.00%
WHICH	12.00%	30.00%	57.36%
WILL	0.00%	0.00%	100.00%
HOW	2.00%	42.00%	55.47%
HAVE	25.00%	0.00%	75.00%
DOES	0.00%	0.00%	100.00%
DO	0.00%	1.00%	99.22%
CAN	0.00%	1.00%	99.28%
IS	0.00%	0.00%	99.22%
SHOULD	0.00%	2.00%	98.28%
	3.93%	7.07%	88.97%

TOTAL KEYWORDS WITH
FEATURED SNIPPET

QUESTIONS	52.57%
PREPOSITIONS	33.65%
COMPARISONS	28.64%



PREPOSITIONS

	Table %	List %	Paragraph %
FOR	5.00%	42.00%	53.02%
LIKE	2.00%	36.00%	61.64%
TO	2.00%	51.00%	46.43%
WITH	6.00%	41.00%	53.48%
WITHOUT	1.00%	40.00%	58.27%
	3.20%	42.00%	54.57%



COMPARISONS

	Table %	List %	Paragraph %
COMPARE	5.00%	24.00%	71.43%
COMPARISON	10.00%	29.00%	61.90%
COMPARED	0.00%	20.00%	80.00%
PRICING	35.00%	4.00%	60.87%
PRICE	48.00%	2.00%	49.65%
PRICED	0.00%	75.00%	25.00%
VS	0.00%	1.00%	99.04%
VERSUS	0.00%	0.00%	100.00%
	12.25%	19.38%	68.49%



PARAGRAPH	Words	Characters
Average	44	297
Maximum	108	691



TABLE	Rows	Columns
Average	3.7	2.6
Maximum	5	7



LIST	Items	Words per Item
Average	5	6
Maximum	8	52



IMAGES	Height	Width
Average	159	231
Maximum	600	800



FEATURED SNIPPET POSITION BREAKDOWN

1	43.23%	6	2.15%
2	21.58%	7	1.37%
3	13.95%	8	0.88%
4	9.12%	9	0.64%
5	6.15%	10	0.38%



ANATOMY OF A (MOBILE) FEATURED SNIPPET HUB

1	83% of URLs are Secure (HTTPS)	6	Avg. images with alt text 12
2	Avg. 22 Headers and Subheaders	7	Avg. external link 33
3	Avg Word Count 2,260	8	Median Social Shares 139
4	Avg Paragraph Length 38 Words	9	Avg. Google Mobile Friendly Score 95/10038 Words
5	Write at a 7th Grade Level	10	Avg. Google Mobile Usability Score 95/100