

UNIVERSAL SEARCH RESULT TYPES

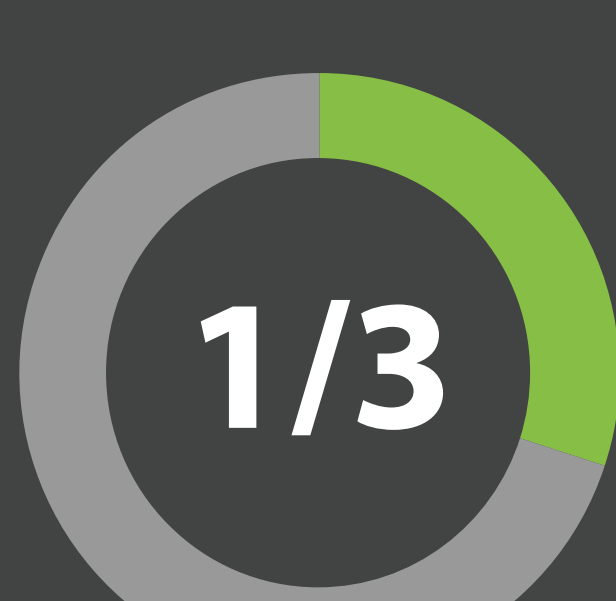
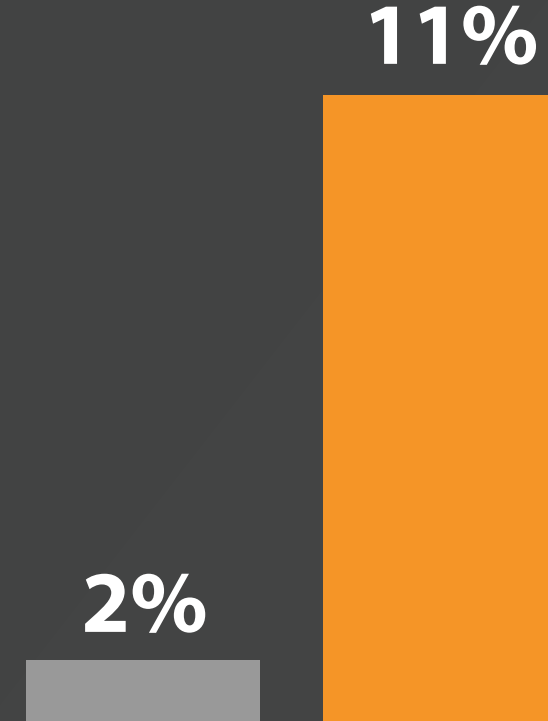
As the SERP evolves, searchers and search marketers alike continue to see new result types populate search engines.

While marketers far and wide wait apprehensively for the next universal result type to roll out, here are a few statistics we can use to guide our search marketing strategies today.

ANSWER BOXES

In a 10,000-keyword tracking data set, Moz reported that **Featured Snippets were present for approximately 2% of the queries.**

As of mid-July, they appeared on roughly 11% of the keywords.



Roughly **1/3 of Featured Snippets are pulled from the #1 position**, with the bulk of the remaining coming from positions #2-#5.

VIDEO

Today, more than **50% of all video views occur on mobile devices**, and smartphones drove video views up 33% year over year.

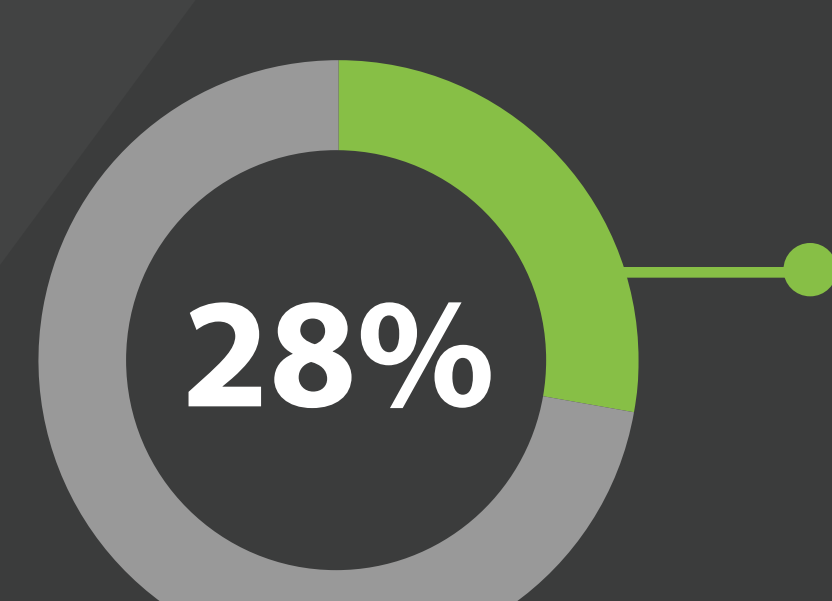


74%

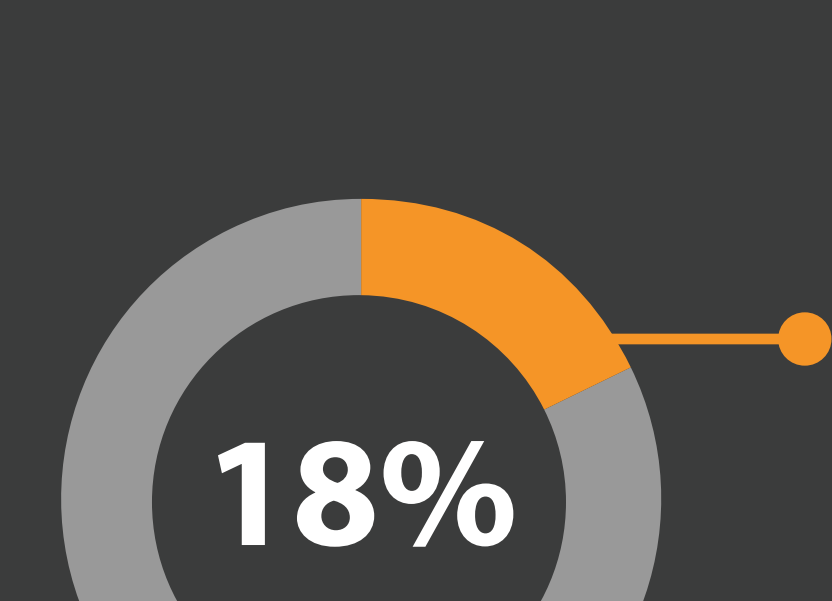
One forecast shows that **74% of all internet traffic in 2017 is video-related.**

With 2.5 billion smartphones in use in the world, the shift to mobile continues, and more people will watch video on their handheld devices.

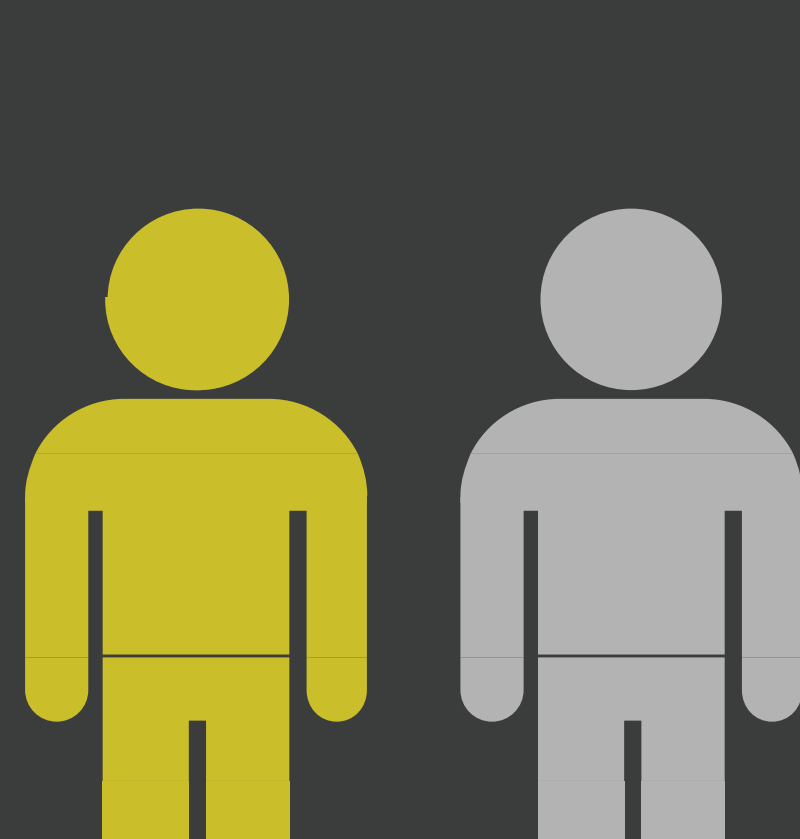
LOCAL 3 PACK



28% of searches for something nearby result in a purchase.

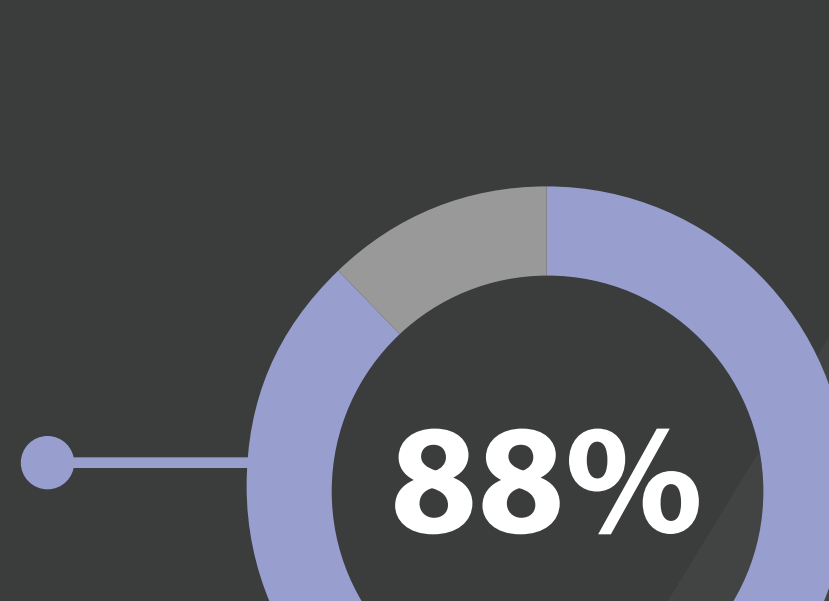


18% of local smartphone searches led to a purchase within a day.



50% of smartphone users visit the physical store within a day of their local search.

88% of searches for local info are on a smartphone.



65% of online shoppers said they would prefer to buy from a physical store if given the choice.