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Search Engine Results Page

SERP

Understanding the SERP (Search Engine Results Page)

Definition

The Search Engine Results Page (SERP) is the page you see after typing a search query into a search engine like Google, Bing, or Yahoo.

It shows a combination of:

- **Organic results (unpaid)** - websites ranked through SEO.
 - **Paid results (ads)** - listings that appear through PPC or Google Ads.
- In India, Google dominates the market with over 95% share, making it the primary focus for digital marketers.

Purpose of the SERP

- To show users the **most relevant results** for their query.
- To give users **quick answers** – whether informational, transactional, or navigational.
- To give businesses opportunities for **visibility and traffic** through SEO or SEM.

Key Elements of a Google SERP

1. Search Bar

- Where users enter their queries (for example: “Best phones under ₹20,000”).
- The suggestions that drop down are based on **popular Indian search trends**.

2. Organic Results (Unpaid SEO Listings)

- These are **regular search results** that appear naturally because of good SEO.
- The ranking depends on **content quality, relevance, and backlinks**.

Example:

When you search “Best budget smartphones 2025 India”, websites like 91mobiles, Gadgets360, and TechRadar India appear.

Marketing Insight:

Indian brands like Flipkart and Croma use **SEO-optimized content** (reviews, buying guides) to appear in these results and attract free, long-term traffic.

3. Paid Results (Search Ads / PPC Ads)

- Appear at the **top or bottom** of the SERP with a small “Ad” label.
- Created through **Google Ads campaigns**.
- Businesses **bid on keywords** relevant to their products.

Example:

Searching “buy running shoes online” shows ads from Myntra, Ajio, and Amazon India.

Marketing Insight:

Indian e-commerce companies run **PPC campaigns** during festive sales like Big Billion Days or Diwali offers to boost traffic and conversions.

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4. Featured Snippet (Position Zero)

- A highlighted box at the top that gives a quick answer to a query.
- Often shown as a paragraph, list, or table.

Example:

For “What is GST in India?”, Google may display a summary from ClearTax or IndiaFilings.

Marketing Insight:

Bloggers and companies optimize their content for FAQ-type queries to appear as the featured snippet and build authority.

5. Knowledge Panel

- Appears on the right-hand side (desktop) or top (mobile).
- Shows details about brands, public figures, or organizations.

Example:

Searching “Tata Group” displays a box with the company logo, founder, headquarters, and subsidiaries.

Marketing Insight:

Brands manage this data through Google Business Profile and Wikipedia to maintain accurate public information.

6. Local Pack (Google Map Pack)

- Shows nearby businesses with a map and top three listings.
- Triggered by searches with local intent like “salon near me” or “restaurants in Mumbai”.

Example:

A search for “cafes near Connaught Place” displays local cafes like Blue Tokai Coffee, Starbucks, and Café Delhi Heights.

Marketing Insight:

Local businesses in India use Local SEO and maintain their Google Business Profile with updated photos, reviews, and contact details to appear here.

7. People Also Ask (PAA) Section

- Displays related questions and short answers.
- Expands as you click on each question.

Example:

Searching “digital marketing course in India” may show questions like:

- “Which is the best digital marketing institute in India?”
- “Is digital marketing a good career in India?”

Marketing Insight:

Marketers create FAQ sections and blog posts addressing these queries to capture additional visibility.

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8. Images, Videos & News Results

- **Image results:** Appear for visual queries like *“lehenga designs 2025”*.
- **Video results:** Often from YouTube India, e.g., *“How to make paneer at home.”*
- **News results:** Display updates from Times of India, NDTV, or Hindustan Times for trending searches.

Marketing Insight:

Indian brands use YouTube SEO, image optimization, and press releases to show up in these result types.

9. Related Searches

- Found at the **bottom of the SERP**; shows similar or trending search terms.

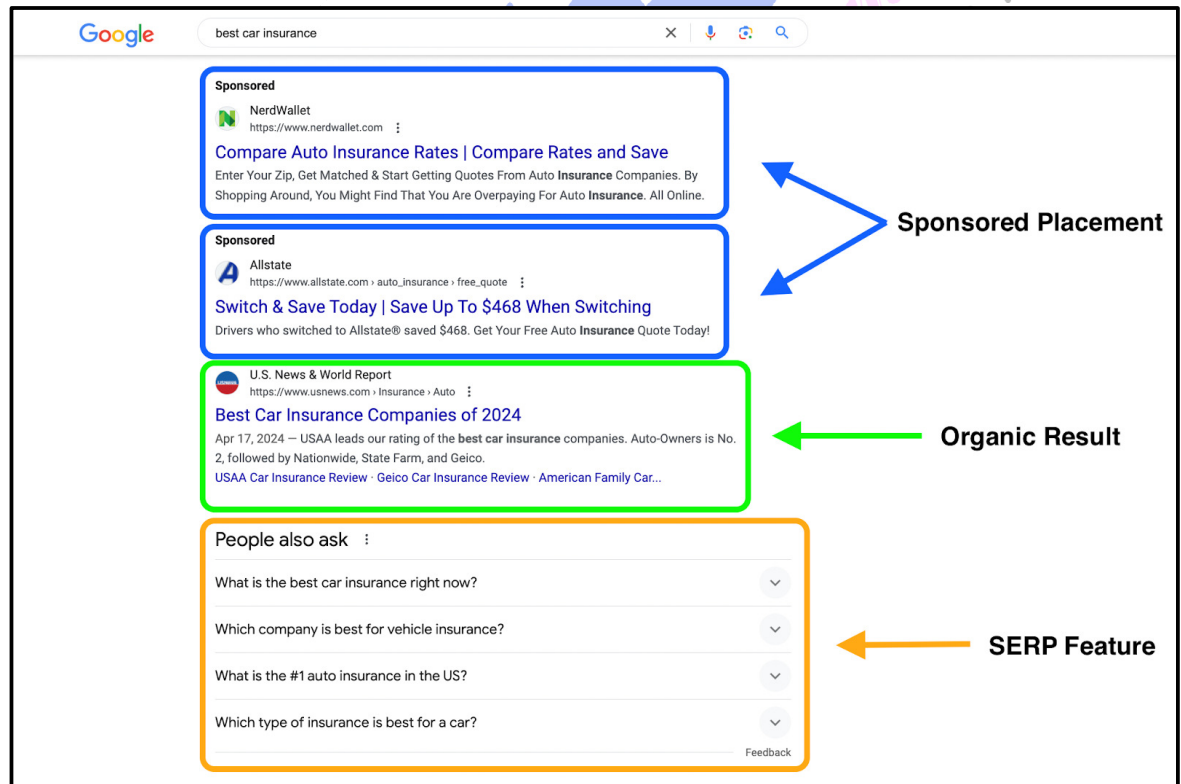
Example:

Searching *“Best MBA colleges in India”* might show:

- *“Top private MBA colleges in India”*
- *“MBA entrance exams 2025”*
- *“Online MBA programs India”*

Marketing Insight:

Marketers use these suggestions for **keyword research** and **content planning** in their SEO strategy



The screenshot shows a Google search for "best car insurance". It highlights three key elements:

- Sponsored Placement:** Two ads are shown at the top. The first is from NerdWallet, titled "Compare Auto Insurance Rates | Compare Rates and Save". The second is from Allstate, titled "Switch & Save Today | Save Up To \$468 When Switching".
- Organic Result:** A search result from U.S. News & World Report is highlighted, titled "Best Car Insurance Companies of 2024".
- SERP Feature:** The "People also ask" section is highlighted, containing four related questions about car insurance.

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Assignment

Ques 1: What does SERP stand for?

- A. Search Engine Ranking Process
- B. Search Engine Results Page
- C. Search Easy Result Panel
- D. Search Engine Response Program

Ques 2: Which of the following is an example of a *paid result* on a SERP?

- A. Featured Snippet
- B. Organic blog result
- C. People Also Ask result
- D. Google Ads listing

Ques 3: The “Local Pack” (Google Map Pack) appears when:

- A. A user searches for global brands
- B. A search query has local intent
- C. The user searches for images
- D. The result is from Wikipedia

Ques 4: Which SERP feature provides a quick, highlighted answer at the top of the page, often called “Position Zero”?

- A. People Also Ask
- B. Featured Snippet
- C. Knowledge Panel
- D. Related Searches

Ques 5: What is the marketing benefit of the “People Also Ask” (PAA) section?

- A. Helps websites appear on Google Maps
- B. Allows brands to publish paid ads
- C. Provides extra keyword ideas and opportunities to rank for FAQs
- D. Shows only video results to users



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