

**brightonSEO.**  
**Oct 2022**



# The Zero Click SERP

## Taking you closer to the money

**Jon Earnshaw**  
**Pi Datametrics**



@JonEarnshaw



@PiDatametrics

# The power of the zero click SERP

## Part 1

The power of  
the Zero Click  
SERP

## Part 2

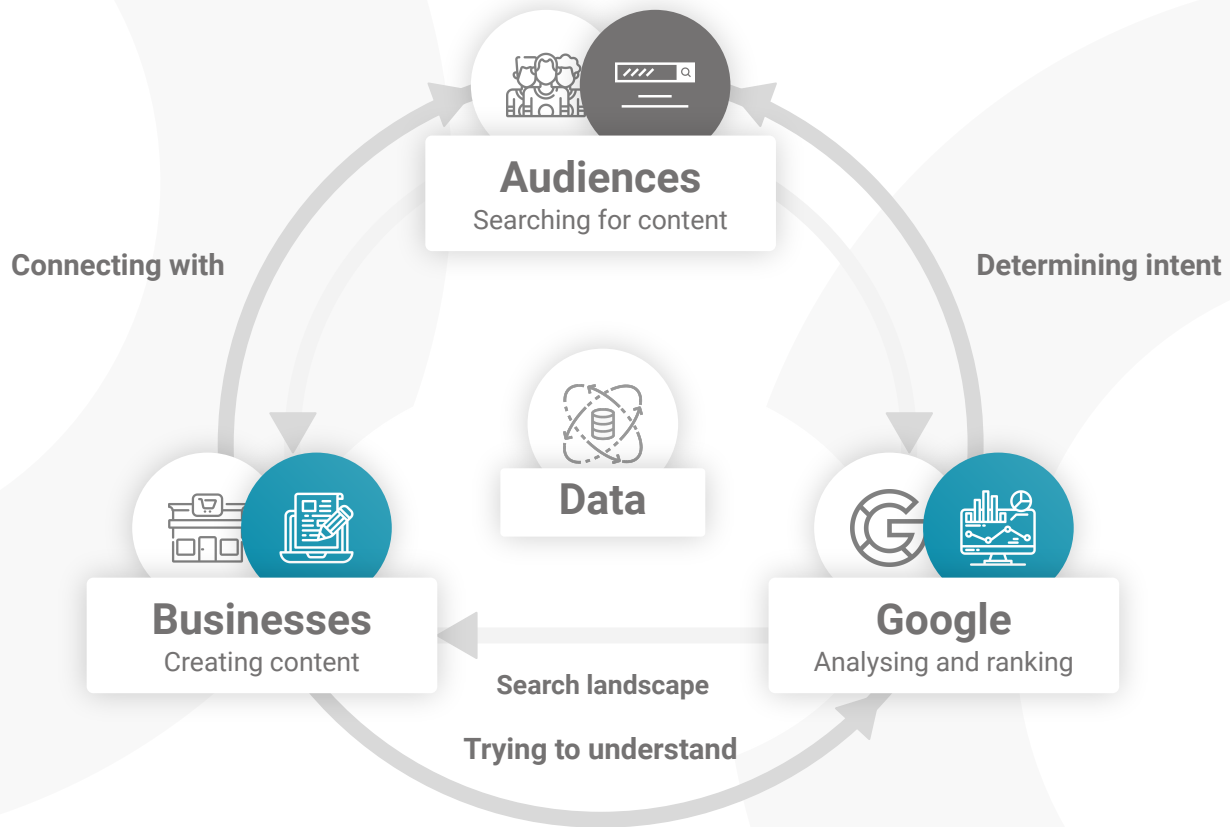
Are we on page  
one?

## Part 3

Show me the  
money!

Part 1

# The power of the Zero Click SERP



# Why don't we click?

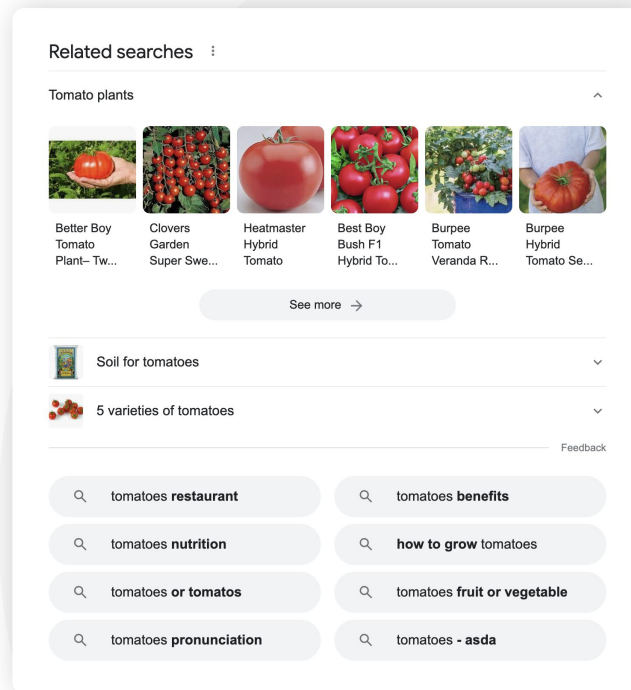
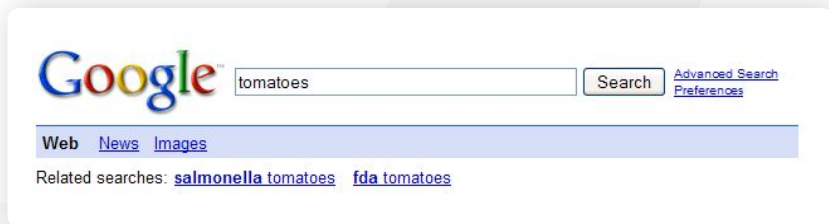
Quick fact

Jump to an App

Connect to a business

We Refine

# Related searches



# People Also Ask

## People also ask ⋮

When should tomatoes be planted? ▼

How do you look after a tomato plant? ▼

Are tomato plants better in sun or shade? ▼

Where is the best place to plant a tomato plant? ▼

Do tomatoes grow better in pots or in the ground? ▼

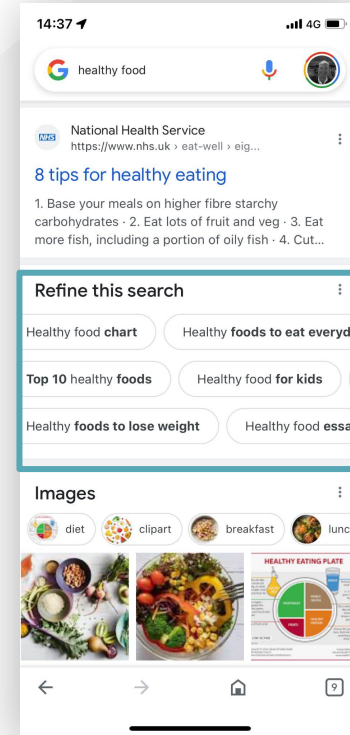
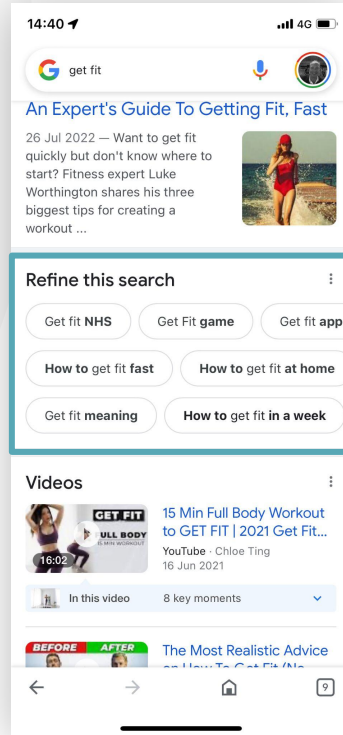
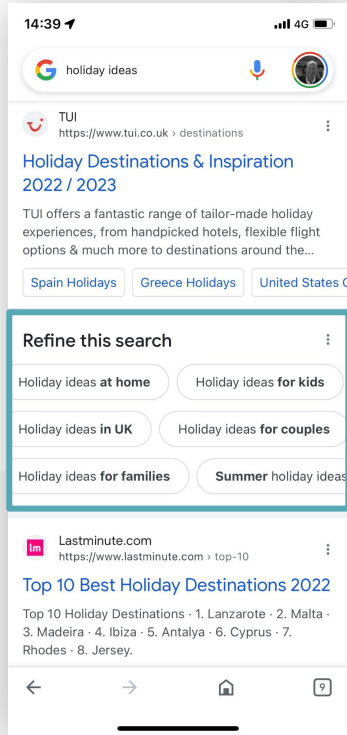
How often should tomatoes be watered? ▼

What happens if you don't pinch out tomatoes? ▼

What helps tomato plants grow faster? ▼

Should you pinch flowers off tomato plants? ▼

# Refine this search





# Google

🔍 women's perfume



Google Search

I'm Feeling Lucky



# One click is all it takes

🔍 women's **perfume sale**

🔍 **the perfume shop**

women's perfume **gift set**

🔍 **best perfume for women**

🔍 **new women's perfume**

**top 50 women's perfumes**

# 80% informational

## Videos



### Top 10 LONG LASTING Women Perfumes 2022

YouTube · Jeremy Fragrance  
6 Jun 2022



### Top 10 Perfumes for Women 2021

YouTube · Jeremy Fragrance  
3 Mar 2021



7 key moments in this video



### 10 Best Perfumes for Women

YouTube · Jeremy Fragrance  
27 Dec 2021



3 key moments in this video

View all →

<https://www.vogue.co.uk> › Beauty › Fragrance

## 24 Of The Best New Fragrances For Women | British Vogue

7 Jun 2022 — 24 Of The **Best New Fragrances For Women** · Creed Wind Flowers Eau de Parfum · Aerin Mediterranean Honeysuckle Eau de Parfum · Ex Nihilo Honoré ...



<https://www.goodhousekeeping.com> › beauty-products

## 20 Best Perfumes for Women 2022 - Good Housekeeping

23 Jun 2022 — The All-Time **Best Perfumes for Women** That Make a Statement ; 1. Best Rich Floral Perfume for Women. Flowerbomb Eau de Parfum. Viktor&Rolf.



# Tempted by another (zero) click? 100% informational

## People also ask

- What is the best smell to smell like? ▾
- What is the best smelling celebrity perfume? ▾
- What was Princess Diana's Favourite perfume? ▾
- How do you smell luxurious? ▾
- How do you smell like rich people? ▾
- How can a woman smell nice? ▾
- Which is the best cheap perfume? ▾

Feedback

- perfumes that **make guys go crazy**
- what perfumes **do guys like the best**
- perfume that **turn guys on**
- most attractive** perfumes to a woman
- top 10** perfumes **guys** love
- best **female perfume in the world**
- perfume that **drives a man crazy 2022**
- most seductive perfume**

# Video – the feature that made it

📺 Videos ⋮

---

22:22 PREVIEW

**Perfumes That Men LOVE on Women..**  
YouTube · Curly Scents  
23 Jul 2020

5 key moments in this video ▾

---

17:10 PREVIEW

**10 DESIGNER PERFUMES MEN LOVE SMELLING ON ...**  
YouTube · The Scented  
12 Aug 2021

7 key moments in this video ▾

---

28:55 PREVIEW

**Men's Favorite Perfumes on Women - According to Instagram**  
YouTube · The Simple Chic Life  
22 Mar 2022

10 key moments in this video ▾

---

View all →

Part 2

**Are we on page one?**

**How many doorways have we  
opened on page one?**



# The current outdated approach to producing content



Start with a  
topic / idea  
...



Build content  
using what we  
have available



Optimise



Publish



Look at the  
SERP to see  
how it  
performs

# Begin with the SERP

## Do we belong?



**Learn:**  
**'Zero' click  
features**



**Act:**  
**Feature  
Opportunities**

# Multiple doorways are a reality

Answer Box

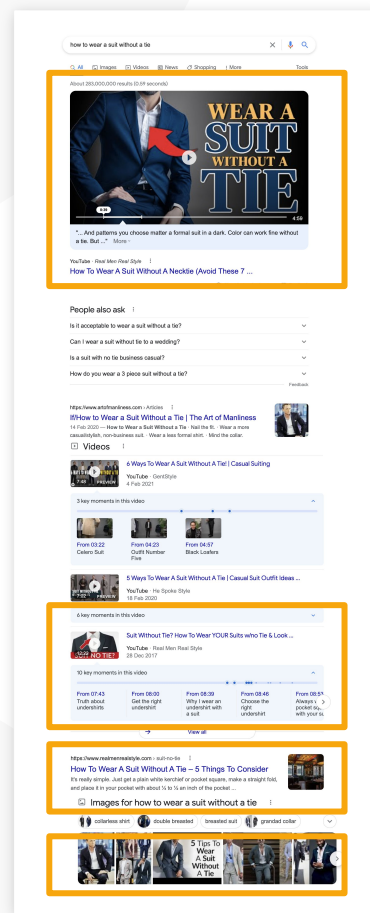
Video Link

Classic Link

Images

Related Searches

This content literally answers all the PAA questions



Part 3

**Show me the money!**

**150 pieces of content  
already page one of Google**



# The Results?



## The Results?

**40%** No movement yet

## The Results?

40% No movement yet

**38% Moved up on page 1**

## The Results?

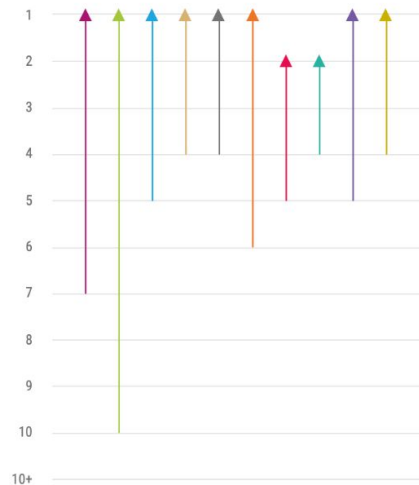
40% No movement yet

38% Moved up on page 1

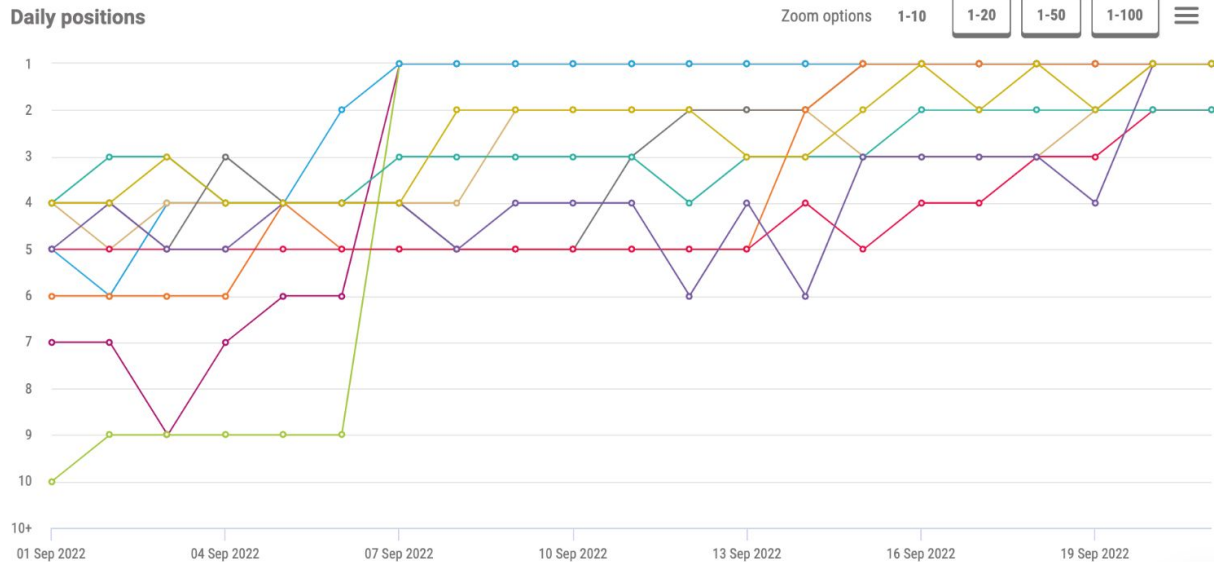
**32% Moved to position 1**

# The hardest moves in SEO

Start & end positions



Daily positions



# Takeouts

# Summary

- Always start with the SERP
- Do I belong?
- Target multiple doorways
- Love the zero click SERP

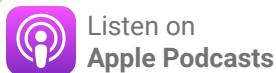


# SEO in the Shed

For my latest videos, studies, talks, webinars – and even charts you'll want to stick up on your fridge!



[🔗](#) **Subscribe to SEO in the Shed News!**



Listen on  
**Apple Podcasts**



Watch & listen on  
**YouTube**



Listen on  
**Spotify Podcasts**



Datametrics

# Thanks!

+44 (0) 203 371 3930

info@pi-datametrics.com

pi-datametrics.com

@PiDatametrics

© Pi Datametrics

An Intelligent Positioning analytics solution

Brighton | London | New York | Stockholm | Singapore | Bangkok | Hyderabad

