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Quick Answers: Take Content & User Experience to New Heights on the SERP

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The leading industry event by digital marketers for digital marketers



Kirill is a Senior Global SEO Manager at Adobe, driving natural search strategy for Marketing Cloud and Document Cloud products and technical SEO globally.

As part of the Global Marketing team, Kirill delivers KPI-driven results including worldwide visits, trials, inquiries, units sold, and revenue.

Kirill has an extensive experience with Adobe's Analytics and BrightEdge platforms.

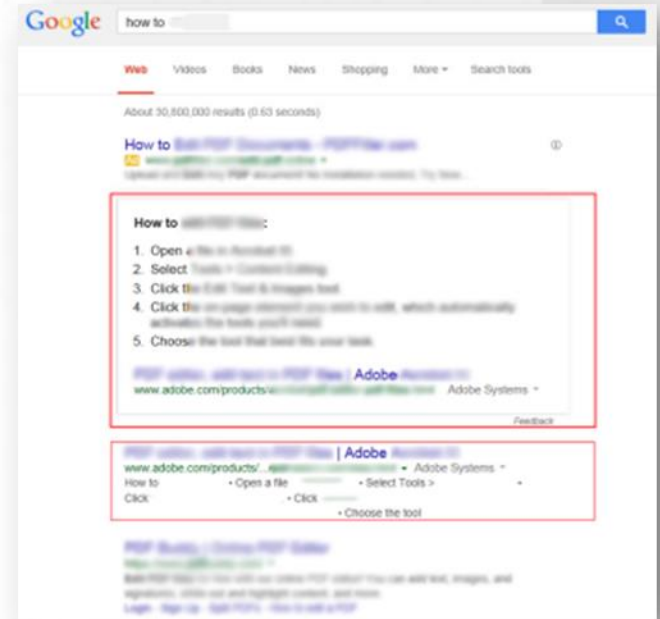
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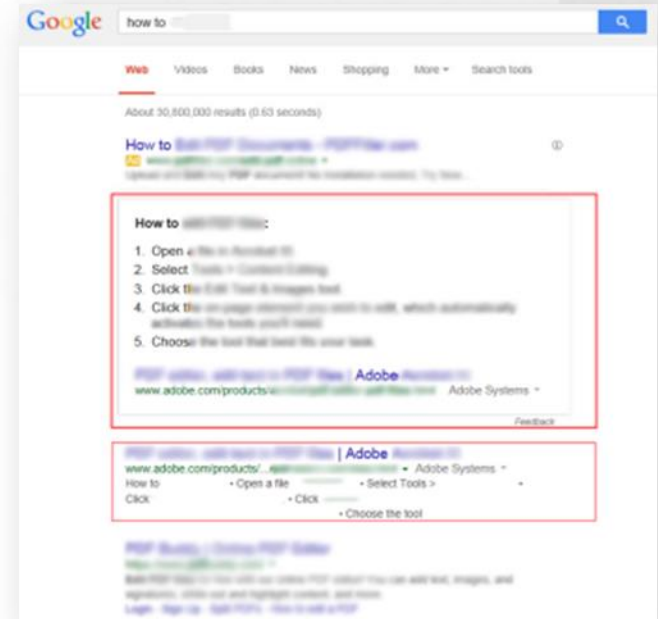
What is Google Quick Answers?

- Introduced in September 2014
- Based on Knowledge Graph
- Method of presenting content relevant to “how to” and other exploratory queries
- Snippets of content from a high-authority page in the “Quick Answers” box
- In addition to the content, there is a link
- GQA is above #1 Natural, below Paid



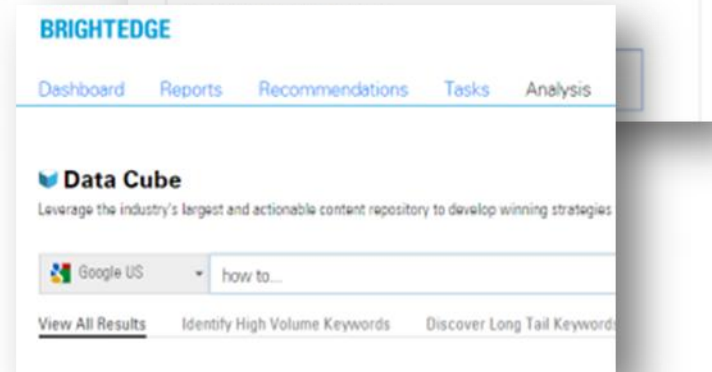
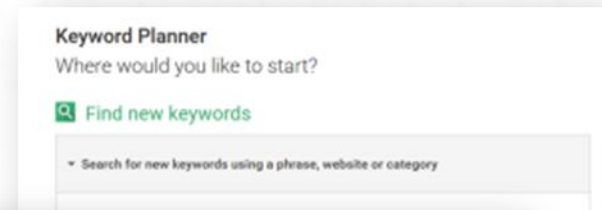
What Helps Content Appear in Quick Answers

- Queries with significant search demand
- High authority pages
- Quality, engaging, user-focused content
- Technical SEO



What Helps Content Appear in Quick Answers

- Queries with significant search demand
 - In many cases search demand of “how-to” queries is comparable with head terms
 - Metrics: use Google KW Planner and BrightEdge Data Cube to research demand
- High authority pages
- Quality, engaging, user-focused content
- Technical SEO



What Helps Content Appear in Quick Answers

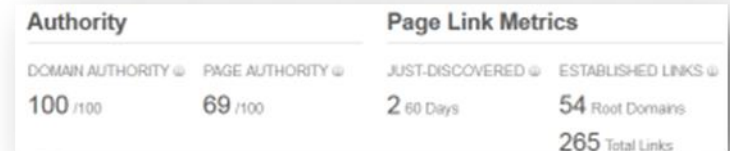
- Queries with significant search demand
- High authority pages:
 - Well-established pages (metrics: page authority)
 - Naturally built, theme-relevant links
 - Deep user engagement (metrics: bounce rate, time on page)
- Quality, engaging, user-focused content
- Technical SEO



MOZ Products Pricing Blog About

Open Site Explorer

Authority		Page Link Metrics	
DOMAIN AUTHORITY @	PAGE AUTHORITY @	JUST-DISCOVERED @	ESTABLISHED LINKS @
100 /100	70 /100	3 60 Days	46 Root Domains 332 Total Links



Authority		Page Link Metrics	
DOMAIN AUTHORITY @	PAGE AUTHORITY @	JUST-DISCOVERED @	ESTABLISHED LINKS @
100 /100	69 /100	2 60 Days	54 Root Domains 265 Total Links



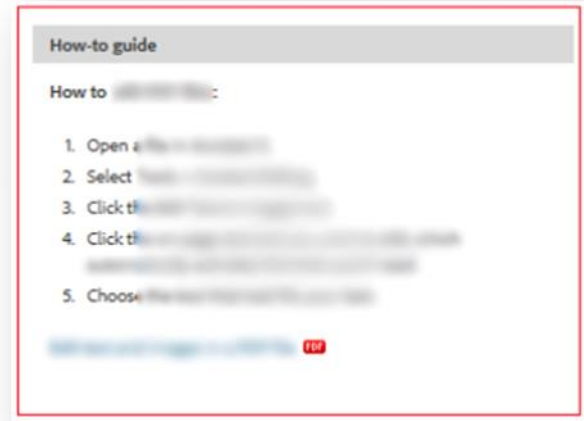
What Helps Content Appear in Quick Answers

- Queries with significant search demand
- High authority pages
- Quality, engaging, user-focused content:
 - Content
 - Layout
 - Video
 - Links to PDF and relevant pages
 - Call to action (e.g. Trial)
- Technical SEO



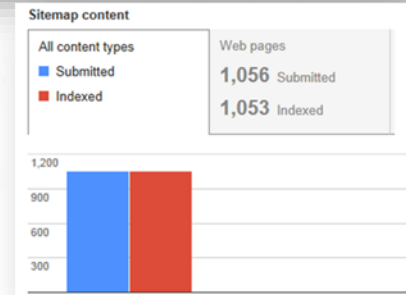
What Helps Content Appear in Quick Answers

- Queries with significant search demand
- High authority pages
- Quality, engaging, user-focused content:
 - Content
 - Layout
 - Video
 - Links to PDF and relevant pages
 - Call to action (e.g. Trial)
 - Answer specific question matching the query with “how-to” list
- Technical SEO



What Helps Content Appear in Quick Answers

- Search queries with significant search demand
- High authority pages
- Quality, engaging, user-focused content
- Technical SEO:
 - Indexing and Geo-targeting
 - Page template
 - Page load speed
 - Mobile-friendly



Awesome! This page is mobile-friendly.

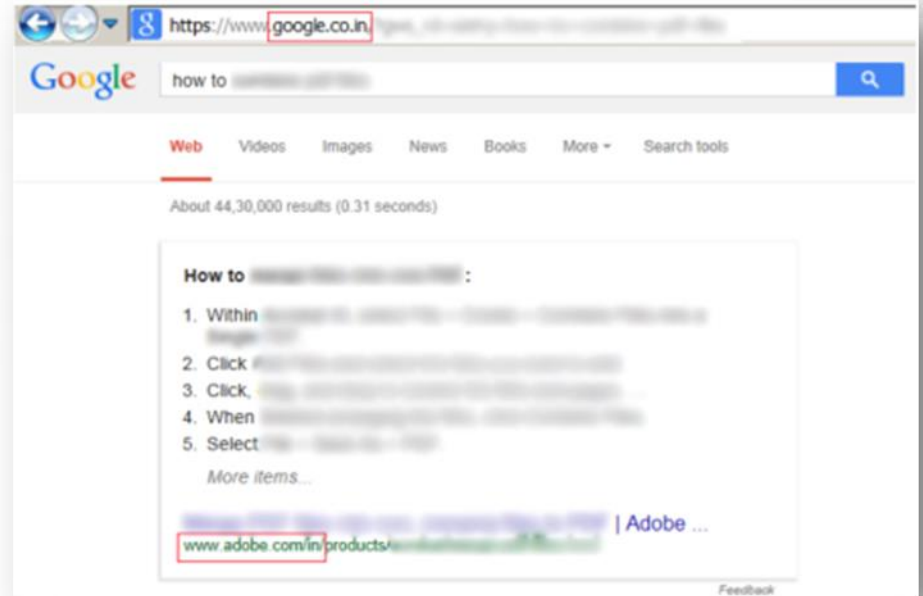
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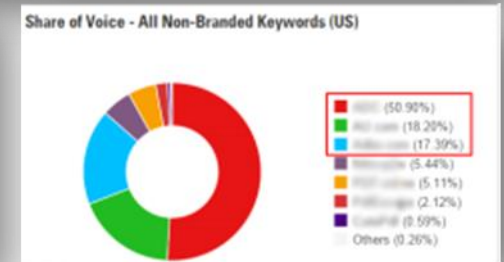
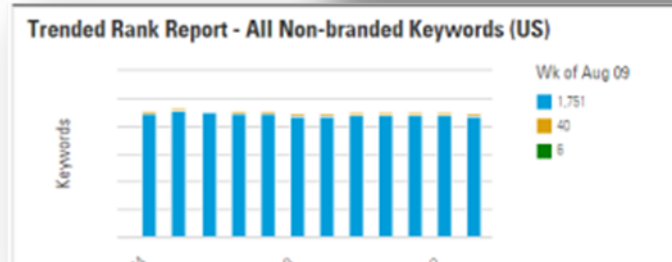
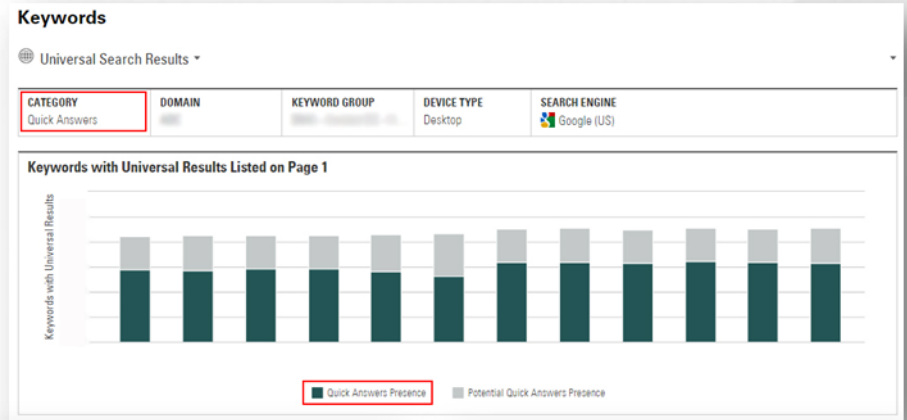
Quick Answers in Geos

- US, English-language Geos
- Geo Targeting exposes right pages in Geos



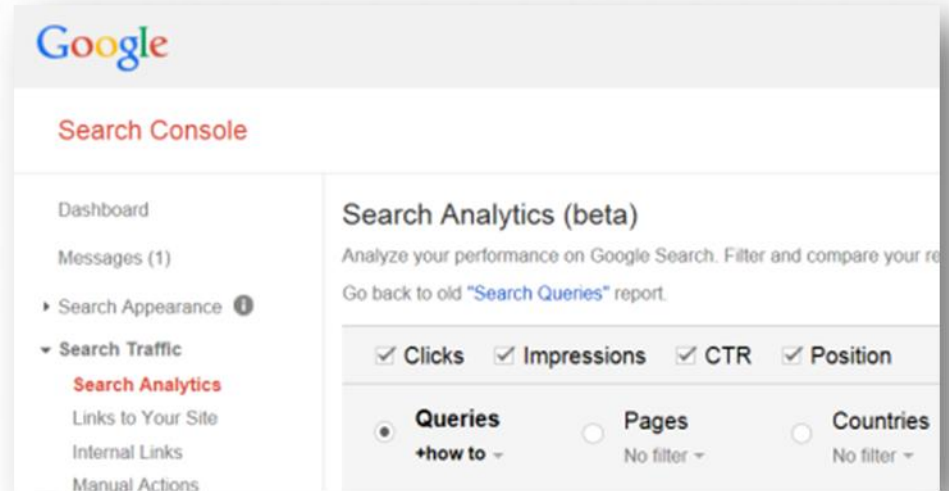
Measuring Impact: BrightEdge

- “How-to” metrics:
 - 1,800+ KWs
 - 97% ranked page 1
 - 80%+ “Share of Voice”
 - 70%+ produce Quick Answers



Measuring Impact: Google Search Console

- “How-to” Queries metrics:
 - 25% of all keywords
 - 19% of Clicks
 - 30%+ CTR (vs 10+% for other queries)



Measuring Impact: Google Search Console

- “How-to” Pages metrics:
 - Majority of top pages on site (Clicks)
 - Outperform product landing pages

1	/products
2	/how-to
3	/how-to
4	/products
5	/how-to
6	
7	/how-to
8	/how-to
9	/how-to
10	/products
11	/products
12	/pricing/
13	
14	/how-to/
15	/how-to/
16	/how-to/
17	/how-to/
18	/pricing/
19	/how-to/
20	/how-to/

Search Analytics

Analyze your performance on Google Search. Filter and compare your res

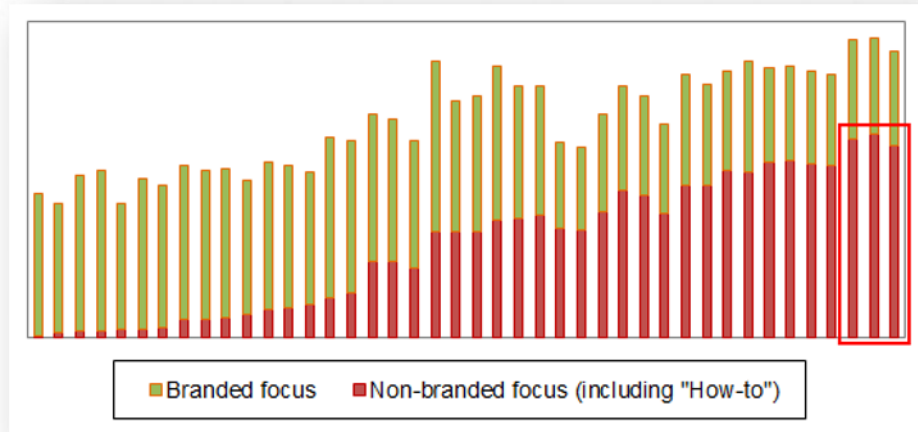
Clicks Impressions CTR Position

Queries Pages Countries
No filter ▾ No filter ▾ No filter ▾



Measuring Impact: Adobe Analytics

- Page view metrics:
 - Pages with “how-to” optimization are a significant part of overall SEO traffic
 - High “time per visit”
 - Low bounce rates



Practical Takeaways

1. Select a topic
2. Create quality, engaging, user-focused content
3. Technical SEO
4. Measure impact

Questions?

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