

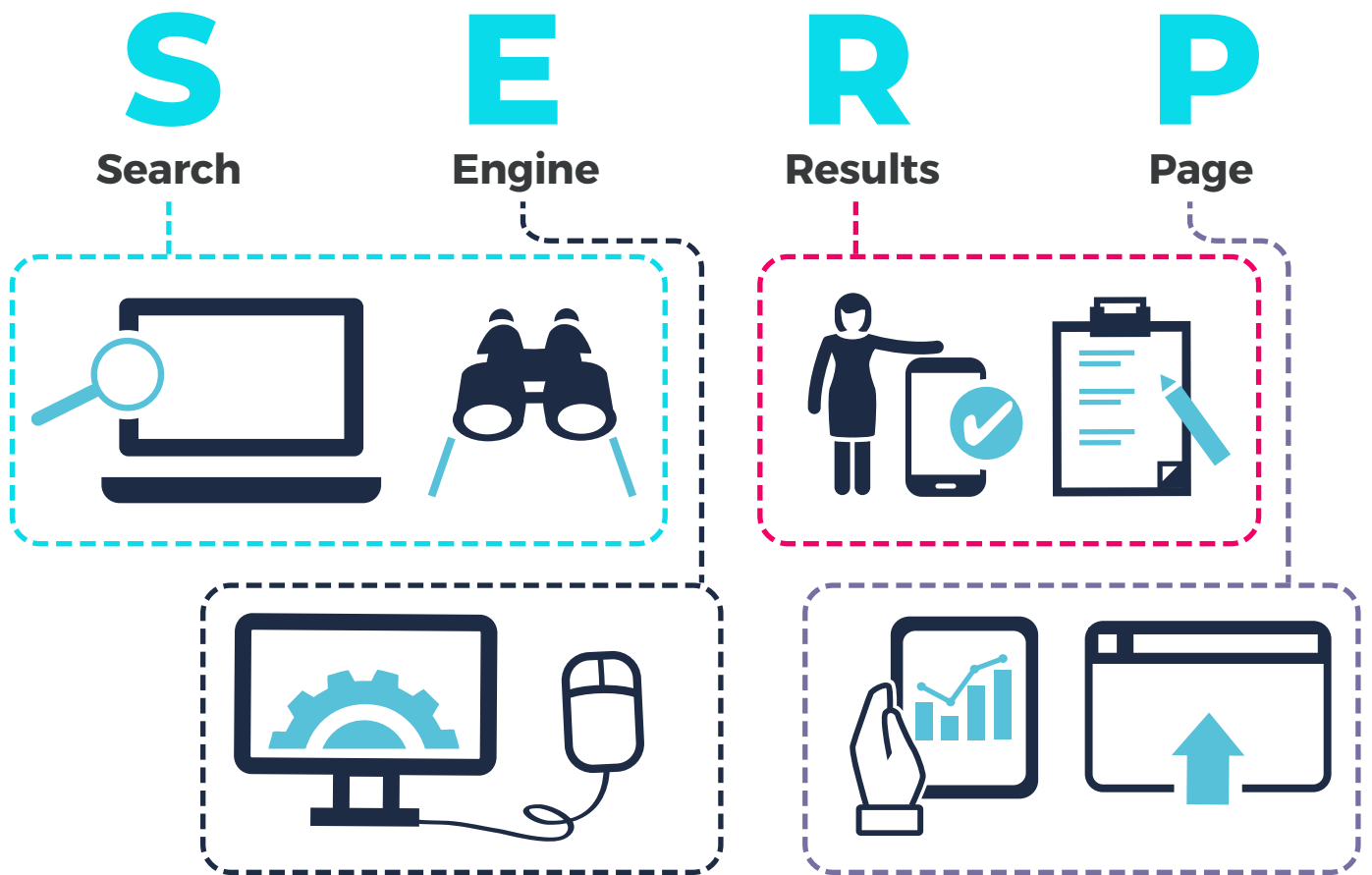
Conducting a **SERP scan**

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Sharp Ahead
B2B DIGITAL MARKETING

What is a SERP scan?



A SERP (Search Engine Results Page) scan involves:

- Going into incognito mode on a browser
- Taking a search term/phrase you want to rank for
- Heading to Google
- Entering the term into the search bar
- Analysing the results to identify:
 - Opportunities
 - Challenges
 - Alternatives (keyword & channels)

What is included in this guide?

In this guide, we have provided examples of the SERP based on a Top of Funnel, Middle of Funnel and Bottom of Funnel search term/phrase.

Within each example, we have provided analysis which includes:

- Key features of the SERP
- Opportunities to 'win' in the SERP
- Alternative strategies if the SERP is too competitive

Key considerations:

Quick wins are possible with SEO but depending on the search term there may be high competition.

For example, if you are a relatively new site or are light on content, it is likely your site has low authority. This means it will be harder to rank for terms relevant to your business.

As such, you should consider a longer-term SEO strategy as well as looking at how to use a multi-channel approach to drive users to your key content.

Top of Funnel search example

Advantages of co working spaces

All Images News Videos Books More Tools

Benefits of coworking
From sources across the web

Flexibility	Increased productivity	Networking opportunities
Community	Cost	Collaboration
Creativity	Amenities	Professional

15 more Feedback

9 benefits of coworking spaces - Ideas
12 Dec 2019 — Nine benefits of coworking spaces: 1. Networking and community events 2. Reduce loneliness, increase connection 3. Access to shared and ...

People also ask

- What are the benefits of co working spaces?
- What are the benefits of working in a workspace?
- What is the strength of coworking space?
- What is the value of co working space?

Instant Offices
<https://www.instantoffices.com/guides-and-reports/>
Nine Advantages of a Coworking Space
9 Key Benefits of Coworking Spaces: 1. Cost-Effective 2. Networking Opportunities 3. Increased Creativity 4. Client-Friendly 5. Greater Flexibility 6. ...

U.S. Chamber of Commerce
<https://www.uschamber.com/Run/Finance/>
What Are the Benefits of Joining a Coworking Space? | CO
9 Oct 2022 — Coworking spaces provide positive work environments that allow workers to share tools, services, and facilities. Studies show that coworking ...

Harvard Business Review
<https://hbr.org/2019/05/why-people-thrive-in-coworking/>
Why People Thrive in Coworking Spaces
They have more job control. Coworking spaces are normally accessible 24/7. People can decide whether to put in a long day when they have a deadline or want to ...

MindSpace
<https://www.mindspace.me/articles/>
Top 10 advantages of a high-tech coworking hub
17 Aug 2023 — The top 10 benefits of coworking spaces: 1. Increased productivity 2. Network and collaboration opportunities 3. Build structure to work-life ...

LinkedIn - Travis Low
3 reactions 1 year ago
Benefits of a Coworking Space
Coworking spaces encourage collaboration among members. They offer a community of like-minded individuals who can provide feedback, advice, and ...

Koppel
<https://koppel.com/real-estate/Special-Features-Library/>
The Four Main Benefits of Coworking Spaces
1. Flexible work schedule ... The rigidity of a 9 to 5 work schedule may soon become passé. Employees now seek better work-life balance, preferring office hours ...

Spaces to Places
<https://spacestoplaces.co.uk/blog/10-benefits-of-coworking/>
10 Benefits of Coworking Spaces
27 Oct 2020 — 10 Benefits of Coworking Spaces: More flexibility Cost-efficiency Networking opportunities Wellness and work-life balance Increased ...

Medium - Thenmozhi
10 months ago
Best Advantages of a Co-Working Space | by Thenmozhi
The distinct perks of coworking include enhanced employee productivity, working from home can be quite distracting, while small businesses may ...

LiquidSpace
<https://blog.liquid-space.com/news-stream/10-benefits->
10 Benefits of Working in a Coworking Space
10 Benefits of Working in a Coworking Space: 1. More Focus 2. Stable Connectivity 3. Enhanced Productivity & Efficiency 4. Reduced Anxiety & Loneliness ...

Related searches

- advantages and disadvantages of coworking
- benefits of coworking spaces for startups
- why coworking spaces are the future of work
- coworking space examples
- co working space near me
- why people thrive in coworking spaces lets
- are coworking spaces profitable
- working space meaning

Purple Office
<https://www.purpleoffice.co.uk/news/Article/>
Why Coworking Spaces are Ideal for Startups and ...

'Sources across the web' feature

- This feature shows answers from several sites to a specific search in a 3x3 view with an option to view more
- This can be a great opportunity to gain visibility and organic traffic but is extremely competitive
- To try and gain visibility in this feature, your site needs to consistently offer valuable content to your users which includes following **key E-E-A-T guidelines**.

Benefits of coworking
From search across the web

Flexibility Increased productivity Networking opportunities

Flexibility

Flexibility is the practical range of movement in a task or activity, and length or amount that can be done to reduce a bending moment or stress. Flexibility comes in many guises, particularly in terms of differences in muscle length of multiple muscles. Wikipedia

Greater Flexibility Coworking offers more space. The flexibility to work from any location and have basic or advanced facilities ready made. The ...

Flexibility One of the greatest advantages of coworking spaces is that they enable members of all sizes to be flexible and scaled. Coworking spaces ...

Greater Flexibility Not only do coworking spaces offer flexibility in terms of shared office space, but they also offer ...

IL Flexibility The Pros and Cons of Co-Working Is Coworking Worth It? Top 13 Coworking Spaces Coworking Spaces Advantages and FAQs

Community Cost Collaboration

Creativity Amenities Professional

Coworking/Office Space Provider

- These are a big player in the coworking space. Therefore, they are highly authoritative which will help them rank well for this topic
- High authority US Office Space sites are even outranking those of the UK

Office Space Aggregator

This website provides listings of office spaces to rent in a wide variety of locations. As a result, they will be seen as highly authoritative, helping them rank well for this term

Large US Organisations

We see high-authority US sites appearing in this space. This is again an indicator that this is a very competitive space to try and rank for.

In summary...

- This is a highly competitive SERP with very authoritative sites appearing
- You should consider whether you can realistically compete for this term or look for alternatives such as:
 - Longer tail search terms
 - Lower funnel searches e.g. 'dog-friendly co-working space in Nottingham'
- That said, it's not all about SEO! If this is about sharing your unique take on the subject, then you may still want to create this content and drive to it from other channels (e.g. social, email, PPC etc)

Middle of Funnel search example

The screenshot shows a Google search for "what are the key factors for choosing the right data center?". The search results include a featured snippet from Atlantech Online, a "People also ask" section, and several organic search results from various sources like CoreSite, CHINT Global, Data Center Knowledge, servipac, Evoque Data Centers, PRS Jobs, Yotta Infrastructure, DigitalOcean, and Datacenters.com. A "Related searches" section is also visible at the bottom.

'Featured Snippets'

Atlantech have created a highly tailored page which has helped them gain the highly valuable 'featured snippet' position. The key elements they've used to help achieve this are to :

- Incorporate the number of tips in the SEO Title
- Add a Table of Contents. Google has scraped the table to provide the featured snippet
- Weave in highly relevant internal links to related pages
- Make the page easily scannable
- Add the author details to highlight expertise in this space
- Add links to related blog content e.g. '10 questions to ask before you buy data center services for your business'
- Incorporate related search terms throughout the content

'People also ask'

Use this to identify content to include in your page or to inform topics for additional pages

Tips, Tips, Tips

Tips dominate this space and it is still a very competitive space. It is therefore worth considering:

- How authoritative your site is against those ranking top for these terms
- If you aren't as authoritative, then this means your content has to be even better than the top performing site and it may still take a long time to rank
- This may be okay if it's part of a longer-term content strategy, where you are working towards higher authority, but consider how you can use other channels to get eyeballs on the page if it is key for your organisation (e.g. signposting to it from other pages of the site, driving to it from other channels etc)

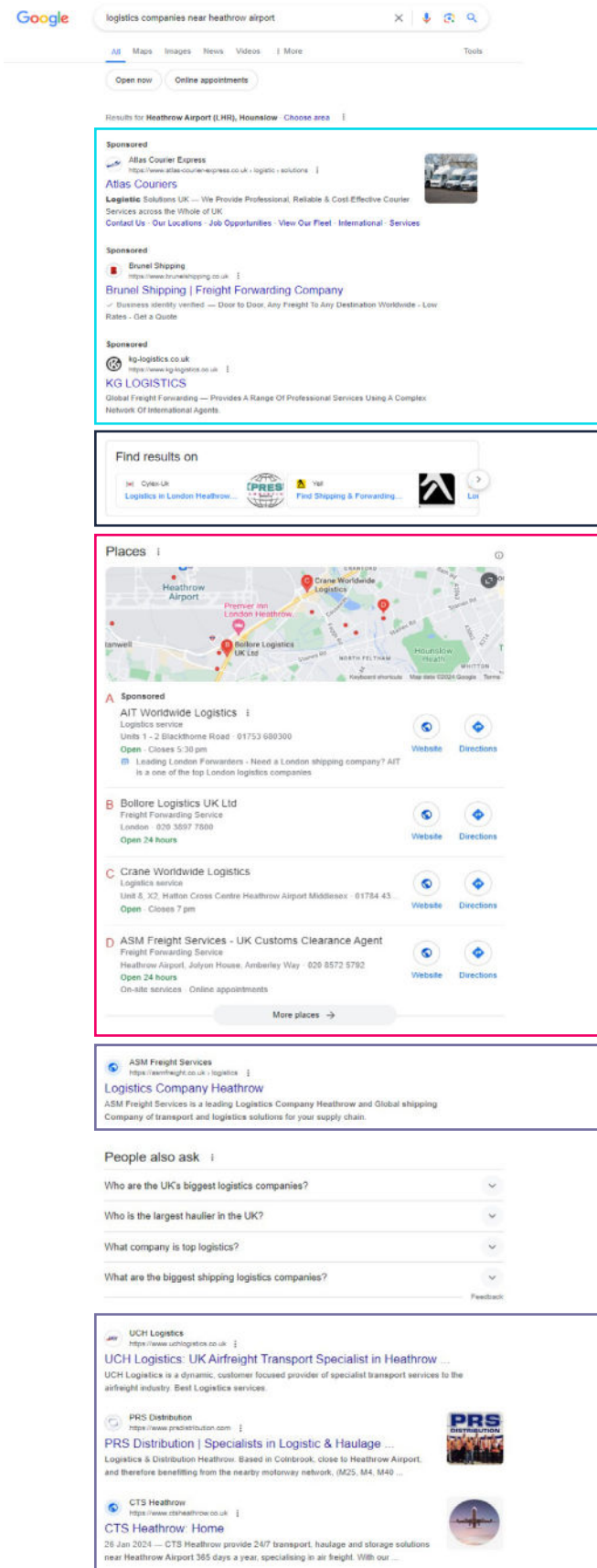
Related Searches

Look to the related searches to get ideas for related terms to include in your content or for ideas on new content to be created

In summary...

- Always view the SERP results to understand what types of content rank well for a given term
- In this example, it's listicles which means key features should always include:
 - A Table of Contents
 - Strong internal linking
 - Related content on the topic
 - Related terms within the content (typically as H2s and H3s)

Bottom of Funnel search example



Ads

- This space is heavily dominated by ads so you may well need to add some budget to highly relevant terms to maximise lead generation
- Consider dedicated PPC landing pages to maximise conversions

Directories/Marketplaces

Google is providing alternative locations to find relevant services through dedicated directories and marketplaces with Cylex and Yell

Google Maps

Local searches typically always bring up Google Maps. Within this there are key opportunities to gain presence through:

- Google Maps ads
- Your Google My Business listing

To maximise your visibility with your organic Google My Business listing, optimising the listing with imagery, reviews etc is vital

Individual Organisations

Those ranking top have woven in relevant search terms into their Title and Meta Description e.g.

- Heathrow is incorporated in the Title of the top two ranking sites
- The Meta Description uses terms such as "Leading" and "Global" to help encourage a higher CTR
- PRS have also incorporated the proximity to key motorways

In summary...

- You may need to consider a joint PPC and SEO strategy
- Google Business Profile presence is vital for local searches. Consider adding Google Maps Ads to your marketing mix if you are struggling to rank organically
- To help your main website page rank, look at who is ranking top and see what they are incorporating in order to improve and optimise your content accordingly. Do note that if they have higher overall authority, this may require a longer-term strategy or an alternative channel mix

In summary

The SERP is a busy and ever changing space. Outside of normal website results, you may find a mix of the following:

- Ads
- Maps
- Featured Snippets
- People also ask
- Sources across the web
- Alternative directories
- Related searches

Therefore, it is vital to:

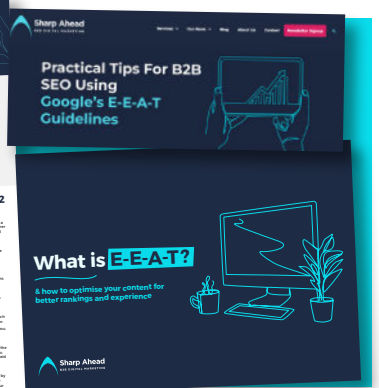
- **Understand the landscape:** Always look at the SERP to gain a full understanding of the opportunities and challenges for a given term
- **Review the competition:** If too competitive, you may need to consider alternative keywords to target and/or other channels to drive to the page
- **Consider the Search Intent of the term:** You may want to look at alternatives including longer-tail terms where competition is lower and intent is higher
- **Look further than your website:** Your Google Business Profile should be considered a key channel in your marketing mix for local searches

If you are looking for guidance on your digital strategy, including SEO, please do get in touch – we'd love to hear from you!



Related articles you may find useful:

- [Practical Tips for B2B SEO using Google's E-E-A-T guidelines](#)
- [How to use Google Search Console for B2B marketing](#)
- [Bard Bungles B2B – Bing Better](#)





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