

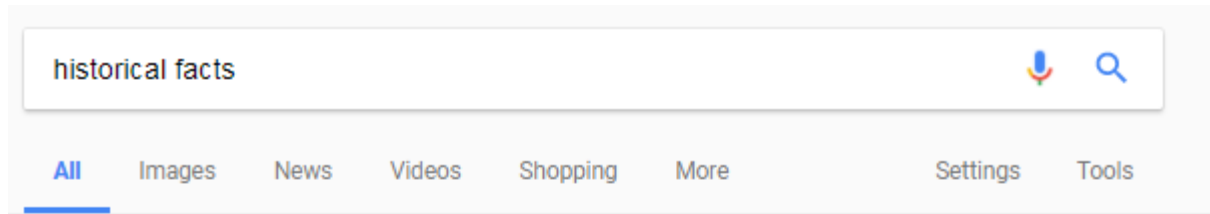
Google SERP Types and Samples

Google uses more than 2 dozen SERP layouts. Here are 24 of the most common followed by a selection of visual samples.

- Standard
- Local 3-Pack
- Local 3-Pack w/ Ads
- Paid on Top
- Shopping PLA Carousel
- Quick Answers
- Site Links
- Images
- Google Flights
- Category
- Videos
- Places
- Reviews
- Blog
- Knowledge Panel
- Carousel
- Apps
- Top Stories
- Google for Jobs
- Recipes
- Scholarly Research
- Weather
- Sports Scores
- Twitter Tweets

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.

Standard



About 127,000,000 results (0.64 seconds)

51 Historical Facts That Sound Like Huge Lies But Are Actually True

<https://www.buzzfeed.com/mikespohr/51-historical-facts-that-are-totally-messed-up> ▼

Mar 25, 2014 - The Ottoman Empire's Sultan Ibrahim I had 280 of his concubines drowned in the ocean after one of them slept with another man. 2. In medieval times people were put to death for being witches. One anthropologist conjectures as many as 600,000 "witches" lost their lives. 3. Mexican General Santa Anna ...

87 Interesting History Facts Your History Teacher Forgot To Mention

www.wordsiseek.com/interesting-historical-facts/ ▼

Jan 3, 2018 - Listed below are the some weird **history facts** about the Mayans that might surprise you. Mayans worshiped the gods of sun, crop, and rain. Mayans buried the dead noble with pottery ornaments, and sometimes with human sacrifices to serve him in the afterlife.

25 Strange Facts From History You Probably Didn't Learn In School

<https://list25.com/25-strange-facts-from-history-you-probably-didnt-learn-in-school/> ▼



Apr 8, 2014 - From Napoleon being attacked by a pack of wild rabbits to a war that lasted less than 40 minutes, these are 25 strange **facts** from **history** you probably didn't learn in school. Officially, the longest war in **history** was between the Netherlands and the Isles of Scilly, which lasted ...

13 weird historical facts | History Extra

www.historyextra.com/article/culture/13-weird-historical-facts ▼


Aug 26, 2015 - Eugene Byrne is an author and journalist. 8 weird and wonderful pictures from the past. Showering, teeth brushing and donning underwear: the strange **history** of our daily routine. 7 weird and wonderful medieval **facts**. 6 weird inventions in **history**. The politics of hair.

Local 3-Pack







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About 3,200,000 results (0.86 seconds)





Hours ▾ Sort by ▾

Martin Luther King Jr. Day might affect these hours

A ARCO Gas Station 0.4 mi · 880 E Hillsdale Blvd · (650) 349-6938 🛢️ \$3.10/Regular	 WEBSITE	 DIRECTIONS
B ampm Convenience Store 0.4 mi · 880 E Hillsdale Blvd · (650) 349-6938 Open 24 hours	 WEBSITE	 DIRECTIONS
C Chevron Gas Station 0.3 mi · 1101 E Hillsdale Blvd · (650) 570-5721 🛢️ \$3.30/Regular	 WEBSITE	 DIRECTIONS


 [More places](#)


Local 3-Pack With Ads


 

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About 1,910,000 results (1.66 seconds)

Best Hotels in San Francisco | The Best Hotels. Great Prices | hotels.com
 www.hotels.com/San-Francisco/Best-Hotels
Book the Best Hotel in San Francisco. Price Guarantee, No Booking Fee
Amenities: Wifi, Breakfast, Parking, Swimming Pool, Gym, Shuttles




Best Hotels In San Francisco | Top 10 Hotels (with Prices)
 www.tripadvisor.com/
★★★★★ Rating for tripadvisor.com: 4.8 - 907 reviews
Find Best Hotels In San Francisco - From \$148 · Lowest Prices & Latest Reviews on TripAdvisor®
Millions of hotel reviews · Easy price comparison · Candid traveler photos
Destinations: Bali, London, Paris, Rome, New York, NY
Hotels - from \$150.00/night - Compare Prices · More



Map data ©2018 Google



 Sun, Jan 21 Mon, Jan 22

Sort by 2 Price 4.0+ rating Hotel class Amenities

Omni San Francisco Hotel 4.5 ★★★★★ (697) · 4-star hotel Refined hotel with a posh steakhouse 17.7 mi	\$262	
Hilton San Francisco Union Square 4.1 ★★★★★ (3,728) · 4-star hotel Sleek hotel with a rooftop bar & a pool 17.4 mi	\$240	
InterContinental San Francisco 4.4 ★★★★★ (1,454) · 4-star hotel Plush accommodations in a soaring tower 17.0 mi	\$313	

[More hotels](#) [About pricing](#)

4 Paid Ads on Top

life insurance  

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About 74,300,000 results (0.57 seconds)

[Life Insurance Quotes | Find Your Best Price Today | SelectQuote.com](#)

[Ad](#) [www.selectquote.com/](#) ▼

★★★★★ Rating for selectquote.com: 4.5 - 2,367 reviews

Get a Free Quote Now from USA's #1 Term Life Sales Agency. We Shop. You Save.

Top-Rated Insurers · Personalized Quotes · Affordable Term Life · Fast & Easy Quotes

Insurance coverage: Term Life Insurance, Personal Agent, Impartially Shop

Truth About Price Quotes · Get a Free Quote Now · A+ BBB Rating · Companies We Represent

[Life Insurance Rates \\$14/Month | \\$250,000 of Life Coverage](#)

[Ad](#) [www.aigdirect.com/](#) ▼

★★★★★ Rating for aigdirect.com: 4.1 - 411 reviews

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Variety of Life Insurance · Free & Personalized Quote · Licensed Agents

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[Ad](#) [www.trustage.com/Insurance/Life](#) ▼

Simple, straightforward insurance. No medical exams. Apply online today.

Online application · Designed for your budget · Based on your needs · Protect what matters most

Whole Life Insurance · Compare Your Options · Guaranteed Whole Life · AD&D Insurance

[No Exam Life Insurance Plans | \\$500k Policy. \\$15/Mo. Save 70%](#)

[Ad](#) [www.lifeplans.com/LifeInsurance/Term](#) ▼

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[Life Insurance – State Farm®](#)



<https://www.statefarm.com/insurance/life> ▼

Decide which coverage is right for you before getting a life insurance quote. Simple, affordable coverage for a period of time. Guaranteed for the life of the policy provided premiums are paid as required.

Guaranteed for the insured's lifetime, provided premiums are paid as required.

Term Life Insurance · Life Insurance Plans · Whole Life Insurance · Universal Life

Shopping, Product Listing Ads Carousel






buy dna kit  

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About 2,000,000 results (0.54 seconds)

Shop for buy dna kit on Google

Sponsored ⓘ

 <p>AncestryDNA Official - DNA... \$79.00 AncestryDNA</p>	 <p>23andMe DNA Ancestry Testing \$99.00 23andMe</p>	 <p>PureLink and Microbiome DN... \$280.00 Thermo Fisher...</p>	 <p>MyHeritage DNA Ancestry Testin... \$69.00 MyHeritage DNA Special offer</p>	 <p>DNA Extract All Reagents Kit \$160.00 Thermo Fisher...</p>
--	---	--	--	---

AncestryDNA® DNA Testing Kit | Simple & Easy. Safe & Secure.

www.ancestrydna.com/

Join the World's Largest Consumer DNA Database & Discover Your Ethnic Mix Today!
Over 150 Ethnic Regions · Most Detailed DNA Test · Join 6+ Million People · Simple & Easy.
Services: Ethnicity Mix Report, New Relative Discovery, Family History, DNA Testing

DNA Testing Kit for Ancestry | Only \$69 - Sale Ends Today

www.myheritage.com/Special/DNA-Sale

The Most Accurate DNA Test for Ancestry on the Market - Order your DNA Test Now!

Amazon.com: AncestryDNA: Genetic Testing - DNA Ancestry Test Kit ...

<https://www.amazon.com/AncestryDNA-Genetic-Testing-Ancestry.../B00TRLVKW0>

★★★★★ Rating: 3.9 - 2,169 reviews

Buy AncestryDNA: Genetic Testing - DNA Ancestry Test Kit on Amazon.com ✓ FREE SHIPPING on qualified orders.

Quick Answers

knowledge based trust

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About 59,700,000 results (0.46 seconds)

Scholarly articles for **knowledge based trust**

... of innovation attributes and **knowledge-based trust** - Lin - Cited by 397

... swift **trust** and **knowledge-based trust** in face-to-face ... - Robert - Cited by 311

... affect-and cognition-**based trust** in complex **knowledge** ... - Chowdhury - Cited by 486

On February 12th eight Google engineers set the search world abuzz by publishing an academic paper entitled **Knowledge-Based Trust: Estimating the Trustworthiness of Web Sources** that describes how **trust** and factual accuracy could be used to rank websites in the SERPs. Feb 12, 2015



[Knowledge-Based Trust – A New Google Ranking Factor? - BrightEdge](https://www.brightedge.com/blog/knowledge-based-trust-a-new-google-ranking-factor/)
<https://www.brightedge.com/blog/knowledge-based-trust-a-new-google-ranking-factor/>

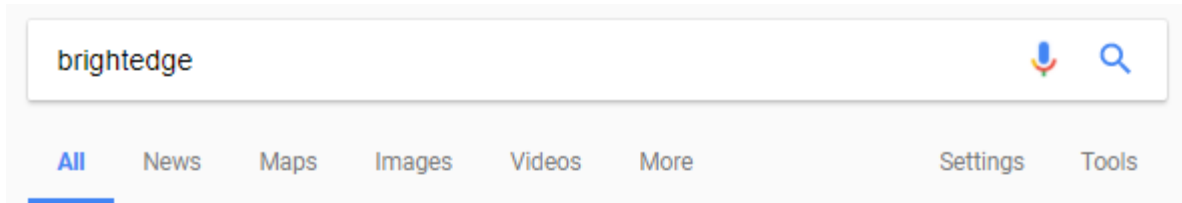
About this result Feedback

Knowledge-Based Trust – A New Google Ranking Factor? - BrightEdge

<https://www.brightedge.com/blog/knowledge-based-trust-a-new-google-ranking-factor/>

Feb 12, 2015 - On February 12th eight Google engineers set the search world abuzz by publishing an academic paper entitled **Knowledge-Based Trust: Estimating the Trustworthiness of Web Sources** that describes how **trust** and factual accuracy could be used to rank websites in the SERPs.

Site Links



About 434,000 results (0.33 seconds)

BrightEdge: SEO Platform | Content Performance Marketing

<https://www.brightedge.com/> ▼

BrightEdge is the leading SEO and content performance marketing platform, helping more than 1300 customers generate more organic traffic. **BrightEdge** is based in San Mateo, CA with offices in New York, Seattle, Chicago, Cleveland, Tokyo, Sydney, and London. Contact us for an SEO demo today.

About

BrightEdge's award-winning SEO platform is powered by a ...

BrightEdge SEO Platform

BrightEdge offers a robust SEO platform with capabilities and ...

Careers

Job Openings - Sales - Customer Success - ...

Data Cube

Data Cube is the industry's most powerful SEO research solution ...

Login

Login. Email: Password: Forgot your password? Want to learn ...

Resources

BrightEdge strives to be the thought leader in search ...

[More results from brightedge.com »](#)

Brightedge Technologies Careers | Glassdoor

https://www.glassdoor.com/.../Working-at-Brightedge-Technologies-EL_IE313258.11... ▼

★★★★★ Rating: 3.9 - 184 reviews

BrightEdge transforms online content into tangible business results, such as traffic, revenue and engagement. ... Our "West 1" Sales Development team created some wonderful **BrightEdge** art last night. ... **Brightedge** Technologies – Why Work For Us?

Images in Web Results

Search bar containing "pictures of clouds" with a microphone icon and a search icon.

Navigation tabs: All, Images, Shopping, News, Videos, More, Settings, Tools.

About 2,590,000 results (0.62 seconds)

Images for clouds



→ More images for clouds

Report images

Cloud Images - Pexels - Free Stock Photos

<https://www.pexels.com/search/clouds/>



Find excellent royalty free cloud images and cloud pictures here. High-quality pictures of clouds and photos for you to download and use.

Cloud Photos - Pexels - Free Stock Photos

<https://www.pexels.com/search/cloud/>

Browse through our photo collection of Clouds in the sky. All images are of high quality and can be downloaded and used on your website or blog - for free.







Videos

videos of the 90s  

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About 3,230,000 results (0.55 seconds)



According to billboard.com View 3+ more

					
Virtual Insanity	November Rain	Waterfalls	My Name Is	Smells Like Teen Spirit	Freak on a Leash


- 10. "Virtual Insanity" Jamiroquai (1997) ...
- 9. "November Rain" Guns N Roses (1992) ...
- 8. "Waterfalls" TLC (1995) ...
- 7. "The Rain (Supa Dupa Fly)" Missy Elliott (1997) ...
- 6. "My Name Is" Eminem (1999) ...
- 5. "Smells Like Teen Spirit" Nirvana (1991) ...
- 4. "Freak On A Leash" Korn (1999) ...
- 3. "Vogue" Madonna (1990)

[More items...](#)

[The 10 Best '90s Music Videos: Poll Results | Billboard](#)
www.billboard.com/articles/news/468658/the-10-best-90s-music-videos-poll-results

 About this result  Feedback

[The 25 Most Iconic Music Videos of the '90s | Indie88](#)

<https://indie88.com/the-25-most-iconic-music-videos-of-the-90s/> 

Mar 9, 2017 - 25 videos that capture the essence of '90s pop culture.

Google for Jobs

Search for "director of engineering positions" on Google. The search results show approximately 11,000,000 results in 0.86 seconds. The "Jobs" section is highlighted, showing results for "Near Foster City, CA".

Management | Past 3 days | Full-time | Computer & IT | Science & Engineering | Manufacturing >

- Director of Engineering**
Granular
San Francisco, CA
via Glassdoor
25 days ago | Full-time
- Director of Engineering**
CSC Generation
Palo Alto, CA
via Glassdoor
11 days ago | Full-time
- Director Of Engineering**
PTR Staffing
Hayward, CA
via CareerBuilder
11 days ago | \$ 100K-130K a year | Full-time

[→ 100+ more jobs](#)

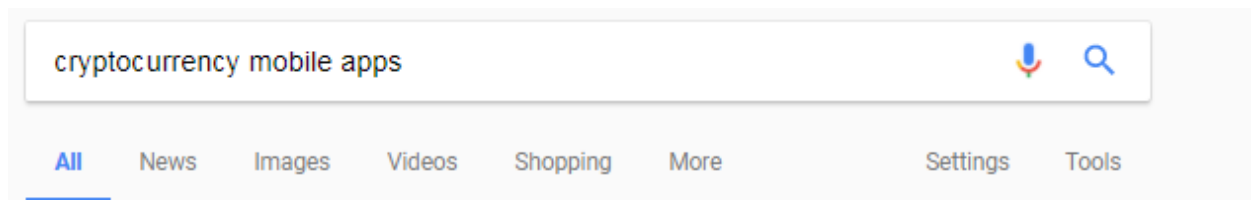
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[Director of Engineering Jobs, Employment | Indeed.com](https://www.indeed.com/q-Director-of-Engineering-jobs.html)

<https://www.indeed.com/q-Director-of-Engineering-jobs.html>

21513 Director of Engineering jobs available on Indeed.com. Development Director, Director of Engineering, Product Development Engineer and more!

Applications



About 1,410,000 results (0.40 seconds)

10 best cryptocurrency apps for Android - Android Authority

<https://www.androidauthority.com/best-cryptocurrency-apps-for-android-581192/> ▼

Nov 8, 2017 - All over the world there are people mining for Bitcoins, Doge coins, and various other forms of currency. ... In this roundup, we'll take a look at the best **cryptocurrency apps** for Android. ... Bitcoin Checker is one of the most popular **cryptocurrency apps**.

The Best Cryptocurrency Apps for iPhone | Wirefly

<https://www.wirefly.com/guides/best-cryptocurrency-apps-for-iphone> ▼

Hence, a tool that can show the real-time prices of various cryptocurrencies on **mobile** devices can be an excellent alternative. For this article, the purpose is to explore some of the best **cryptocurrency apps** for the iPhone. With these **apps**, crypto traders can check graphs, industry news, and real-time pricing of the coins.



Blockfolio Bitcoin/Altcoin App on the App Store - iTunes - Apple

<https://itunes.apple.com/us/app/blockfolio-bitcoin-altcoin-app/id1095564685?mt=8> ▼

★★★★★ Rating: 4.6 - 2,971 reviews - Free - iOS - Finance

Nov 13, 2017 - Blockfolio offers complete Bitcoin and Altcoin **cryptocurrency** management, with easy to use tools to keep track of all your crypto investments. Get detailed price and market information for individual currencies and your entire portfolio all in one place. Highlights of Blockfolio: - Portfolio Overview: View all your ...

Google Flights

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About 76,200,000 results (0.49 seconds)

Flights from San Francisco, CA (SFO) to Las Vegas, NV (LAS) Sponsored

www.google.com/flights

Nonstop	Frontier	1h 40m	from \$84
	Alaska	1h 30m	from \$140
	Virgin America	1h 30m	from \$140
	United	1h 35m	from \$140
	Southwest	1h 30m	unknown
Connecting	American	4h 20m+	from \$130
	Delta	3h 50m+	from \$159
	JetBlue	3h 5m+	from \$163

[→ Search flights](#)



Cheap Flights to Las Vegas McCarran (LAS) from \$52 - KAYAK

<https://www.kayak.com/flight-routes/United-States-US0/Las-Vegas-McCarran-LAS>

Search prices for Frontier, Allegiant Air and more. Search and find deals on **flights to Las Vegas**.

Las Vegas McCarran (LAS) · Chicago O'Hare International · United States

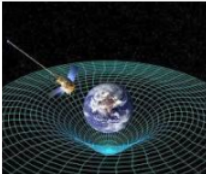
Knowledge Panel



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About 17,700,000 results (0.75 seconds)





Albert Einstein, in his **theory** of special **relativity**, determined that the laws of physics are the same for all non-accelerating observers, and he showed that the speed of light within a vacuum is the same no matter the speed at which an observer travels. Nov 7, 2017





[Einstein's Theory of General Relativity: A Simplified Explanation](https://www.space.com/17661-theory-general-relativity.html)
<https://www.space.com/17661-theory-general-relativity.html>


 About this result  Feedback

People also ask


- What is the general theory of relativity? 
- What is the formula for the theory of relativity? 
- Why is the theory of relativity so important? 
- What is a simple explanation of the theory of relativity? 

 Feedback




Theory of relativity 

The theory of relativity usually encompasses two interrelated theories by Albert Einstein: special relativity and general relativity. [Wikipedia](#)



 Feedback

See results about

[Special relativity](#)
In physics, special relativity is the generally accepted and experimentally well-confirmed physical theory ...



News

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About 2,900,000,000 results (0.62 seconds)

Top stories



Denmark Facebook sex video: More than 1,000 young people charged

BBC

5 hours ago



Melania Trump's MLK Day tweet backfires

AOL.com

3 hours ago



Belgian pizzeria explodes, leaving several people injured

NY Daily News

47 mins ago



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<https://news.google.com/> ▼

Comprehensive up-to-date news coverage, aggregated from sources all over the world by Google News.

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About 3,710,000 results (0.71 seconds)



[Google Finance](#) - [Yahoo Finance](#) - [MSN Money](#)


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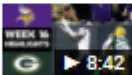

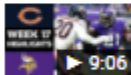



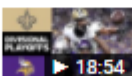

Sports Scores

Vikings game  


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About 3,580,000 results (0.63 seconds)

 **Minnesota Vikings**
1st in NFC North



 Vikings 24	Final 12/10	 Bengals 7	Final 12/17
 Panthers 31	 10:33	 Vikings 34	 8:41
 Vikings 16	Final 12/23	 Bears 10	Final 12/31
 Packers 0	 8:42	 Vikings 23	 9:06
NFL Divisional Round		NFL Conference Championships	
 Saints 24	Final Yesterday	 Vikings	Sun, 1/21 3:40 PM
 Vikings 29	 18:54	 Eagles	

All times are in Pacific Time [Feedback](#)



Games, news, and standings

Recipes

recipe for lasagna  


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About 7,600,000 results (0.65 seconds)





1. Cook noodles according to package directions; drain. ...
2. Stir in tomatoes, tomato paste, water, sugar, 3 tablespoons parsley, basil, fennel, 1/2 teaspoon salt and pepper; bring to a boil. ...
3. In a small bowl, mix egg, ricotta cheese, and remaining parsley and salt.
4. Preheat oven to 375°. ...
5. Bake, covered, 25 minutes.



[Best Lasagna Recipe | Taste of Home](https://www.tasteofhome.com/recipes/best-lasagna)
<https://www.tasteofhome.com/recipes/best-lasagna>



 About this result  Feedback

People also ask

- How do you make a lasagne? 
- How do you make ricotta cheese for lasagna? 
- How do I make beef lasagna? 
- How do you make a simple lasagna? 

Feedback

Research

research on cancer  

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About 28,100,000 results (0.63 seconds)

Scholarly articles for **research on cancer**

Statistical methods in **cancer research** - Breslow - Cited by 14812



Some drinking-water disinfectants and contaminants, ... - IARC Working Group on ... - Cited by 407

Non-ionizing Radiation: Static and extremely low- ... - IARC Working Group on ... - Cited by 381


Cancer research is **research** into **cancer** to identify causes and develop strategies for prevention, diagnosis, treatment, and cure. **Cancer research** ranges from epidemiology, molecular bioscience to the performance of clinical trials to evaluate and compare applications of the various **cancer** treatments.

[Cancer research - Wikipedia](#)

https://en.wikipedia.org/wiki/Cancer_research


 About this result  Feedback

People also ask

How much money do cancer researchers make? 



What is the new cure for cancer? 

Who is curing cancer? 

What percent of money donated to American Cancer Society goes to research? 

[Feedback](#)

Twitter Tweets

Weather Twitter  

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About 8,750,000 results (0.74 seconds)

The Weather Channel (@weatherchannel) · Twitter

<https://twitter.com/weatherchannel> 

Shift in the jet stream will bring big changes next week, including warmer temperatures in the East and an active weather pattern - here are 4 things to know: [wxch.nl/2BfMyPf](https://www.wxch.nl/2BfMyPf) pic.twitter.com/WqNpQYF...

27 mins ago · [Twitter](#)

Chance of #severe thunderstorms returns Sunday into Monday from eastern Texas toward the northern Gulf Coast: [wxch.nl/2DmJmmy](https://www.wxch.nl/2DmJmmy) pic.twitter.com/1pP0Ufd...

2 hours ago · [Twitter](#)

Winter Storm #Jaxon will spread #snow, wind and some #ice from the Rockies to the Upper Midwest and northern New England into next week. Latest forecast: [wxch.nl/2n0RDqv](https://www.wxch.nl/2n0RDqv) pic.twitter.com/3J39PsD...


3 hours ago · [Twitter](#)

#weather hashtag on Twitter

<https://twitter.com/hashtag/weather> 

1h ago @Interior tweeted: "A dramatic pic of a summer thunderstorm .." - read what others are saying and join the conversation.

NWS (@NWS) | Twitter

<https://twitter.com/nws?lang=en> 

17.4K tweets · 4478 photos/videos · 2.65M followers. "Active **weather** is expected for much of the nation through the weekend - including heavy snow for some, rain for others, and even the potential for some severe **weather**. Check <https://t.co/VyWINDk3xP> for the latest in your area.

<https://t.co/3zEqxIUyt>