Google

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Insights from Googlers into our products,
technology, and the Google culture

Jump to the information you want right from the search snippets

September 25, 2009

For most search results, Google shows you a few lines of text to give you an idea of what the page is about — we call this a "search snippet." Recently, we've enhanced the search snippet with two new features that make it easier to find information buried deep within a page.

Normally, a search snippet shows how a page, as a whole, relates to a your query by excerpting content that appears near and around where your query terms show on the page. But what if only one section of the page is relevant to your search?

That's where these new features can help, by providing links within the snippet to relevant sections of the page, making it faster and easier to find what you're looking for. Imagine, for example, that we're researching trans fats and cholesterol, and their effects on the body. If we start with a generic query like [trans fats], Google returns several results with lots of information about trans
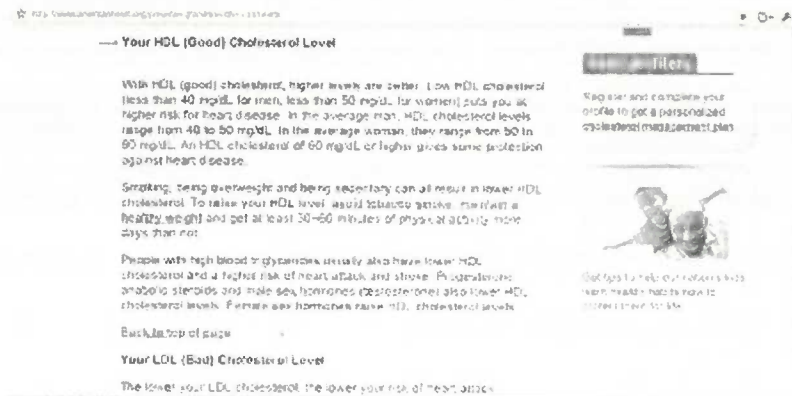
fats in general, including this result from Wikipedia:

Trans fat - Wikipedia, the free encyclopedia
Trans fat is the common name for unsaturated fat with trans-isomer fatty acid(s). Trans fats
may be monounsaturated or polyunsaturated but never saturated. ...
History - Chemistry - Presence in food - Nutritional guidelines
en.wikipedia.org/wiki/Trans_fat - Cached - Similar

Now, included with the snippet are links to specific sections within the page, covering different subtopics of trans fats. Since we're particularly interested in what's healthy and what's not, "Nutritional guidelines" is probably where the most relevant information is. Clicking this link will take you directly to that section, midway down the page.

Now imagine we're particularly interested in learning about good cholesterol and what levels of it are healthy, so we try a more specific query, [good cholesterol level]. The top result is from the American Heart Association and has tons of information about cholesterol levels. The specific information about good (HDL) cholesterol, however, is contained in one section titled "Your HDL (good) cholesterol level". Since the query was more specific, the snippet for this result now provides the option to "jump to" just this section of the website.

What Your **Cholesterol Levels** Mean
Jump to Your HDL (good) cholesterol level Jul 2, 2009 ... With HDL (good) cholesterol,
higher levels are better. Low HDL cholesterol (less than 40 mg/dL for men, less than 50
mg/dL for women) puts ...
www.americanheart.org/presenter.jhtml?identifier=183 - Cached - Similar

Clicking on "Jump to Your HDL (good) cholesterol level" takes you directly to the most relevant information on the page:

Clicking on the title of the snippet ("What Your Cholesterol Levels Mean") still takes you to the top of the page, as always.

If you're a webmaster and would like to have these links appear for your webpages, take a look at the Google Webmaster Central Blog for info on some of the things you can do. And in the meantime, we hope these enhancements help you find the information you're looking for faster.

Posted by Chris Kern, Snippets Team

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Andrew Broadbent　1 year ago (edited) · Shared publicly

Hi +**Chris Kern**　When does Google decide use this? How do business owners optimize their pages for this? D you need anchors in your page and links to them so Google knows they are real. Then does the search have to relate to content near the anchor and you have to still rank.

+5　[+1]　· Reply

Greg Smith　1 year ago
Great share +**Andrew Broadbent** :0)

Andrew Broadbent　1 year ago
Thanks +**Greg Smith**

Scott Hendison 2 years ago · Shared publicly

I just saw this "jump to" link in the snippet for the first time ever, 4 years after this post was written...

+1 [+1] · Reply

Daniele Gobbetti via Google+ 2 years ago · Shared publicly

Volevo chiedere conferma (o forse dare una notizia?) alle persone che si occupano di **#SEO** : fino a poco tempo fa per diverse query avevo risultati con link alle sezioni delle pagine (come annunciato qui: http://googleblog.blogspot.it/2009/09/jump-to-information-you-want-right-from.html nel 2009).

Read more · Translate

[+1] · Reply

Pooja Sharma 1 year ago · Shared publicly

How about I put the anchor tag in different page and link it to the page with list of headings? For Ex: I have created one page with list of services and its main headings covered under every service. If someone clicks on any heading under any service he directly goes to the location where that heading is placed with anchor tag on that service page. Will it help?

[+1] · Reply

Jeffery yuan 2 years ago · Programmer: Lifelong Learning (Feature Requests/Random Thoughts)

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http://googleblog.blogspot.in/2009/09/jump-to-information-you-want-right-from.html

[+1]

DCSH Outlet SRL 9 months ago · Shared publicly

Hi, Can someone help with optimization www.dcsh.ro .Vreau to know if anyone knows how I can improve the site for information to optimize searching google and can provide correct information for my buyers. If you can help me forward ideas and proposals google@dcsh.ro address.

[+1] · Reply

Labels: search , search quality

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