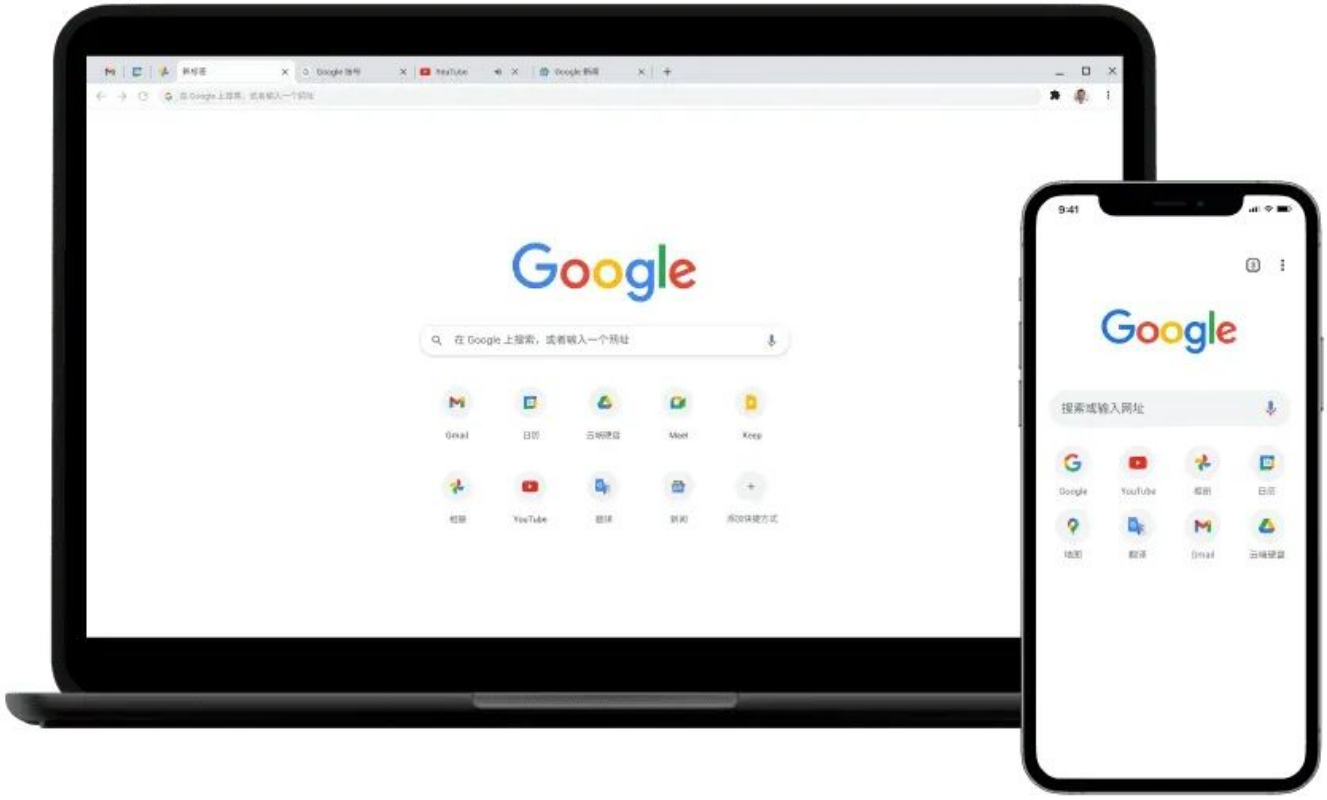


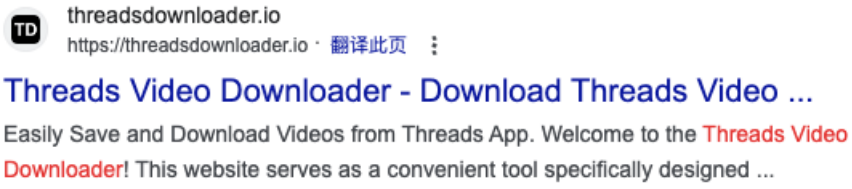

# 10种谷歌结构化搜索结果样式介绍及实现方法，最骚的是第9种

原创 我是哥飞 哥飞




**样式1：普通样式**

我们先记清楚，下面这种是最普通的，也是使用最多的搜索结果样式，一般4部分： 1、域名； 2、url 路径，如果有目录，还会逐级显示； 3、标题； 4、描述。




**样式2：单行小导航**

下面这种，在最普通的基础上，增加了第5部分，网站小导航。 一般是用户经常搜索，经常点进去的，就会被谷歌提取出来，作为小导航。




大家看下面的截图，明明tool.lu网站本身有导航的，为什么会抽取下载链接转换作为小导航呢?
因为是按照用户的最常搜索，最常点击的方式来筛选的。




**样式3：多行导航**

然后bejson这种也是小导航，但是比tool.lu那种显示空间就更大了。不仅仅多行展示，每个还有描述。这 也是根据用户的搜索点击习惯抽取出来的。




那怎么才能有小导航呢?
那就需要你这个页面，有链接到自己网站内页的链接，同时那个内页也需要是访问量比较大的。
备注：这个小导航谷歌有专业名词，我一下子忘记了，临时也没去查文档，就当给大家留作业了，可以去查一查文档。

**样式4：搜索框+ 小导航**

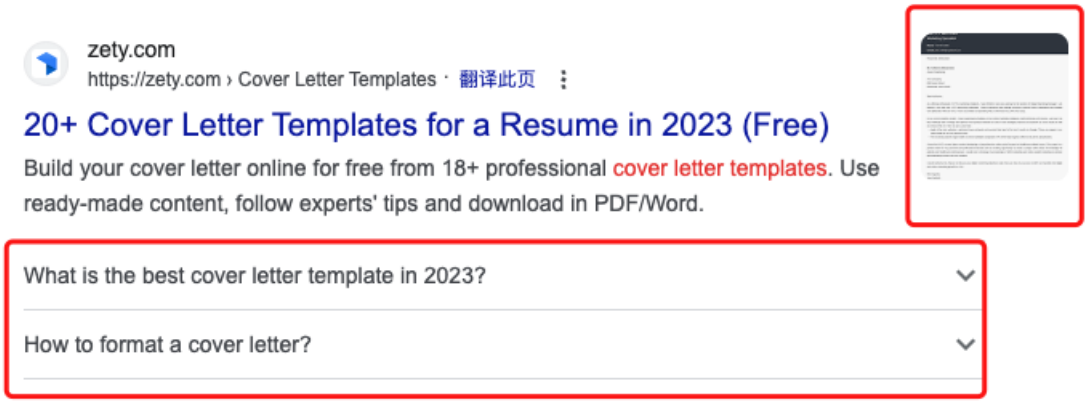
然后再看下面V2EX这个，更进一步，连搜索框都给你放出来了。



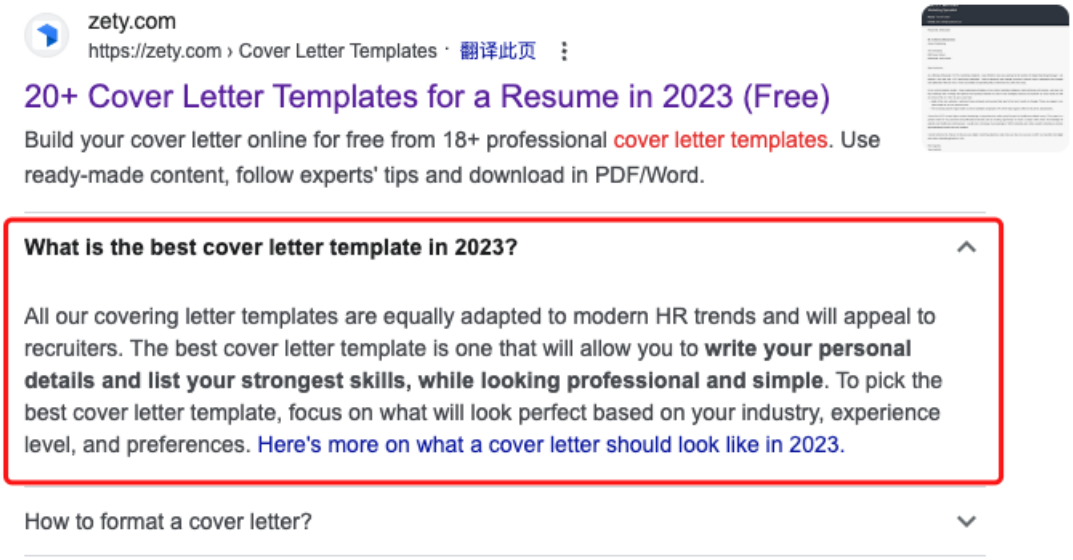

V2EX的站内搜索用的是谷歌站内搜索，并且首页顶部就是搜索框，并且比较多人用，那么谷歌就会认为你这个是用户需要的，就给你展示出来了。

**样式5：折叠面板**

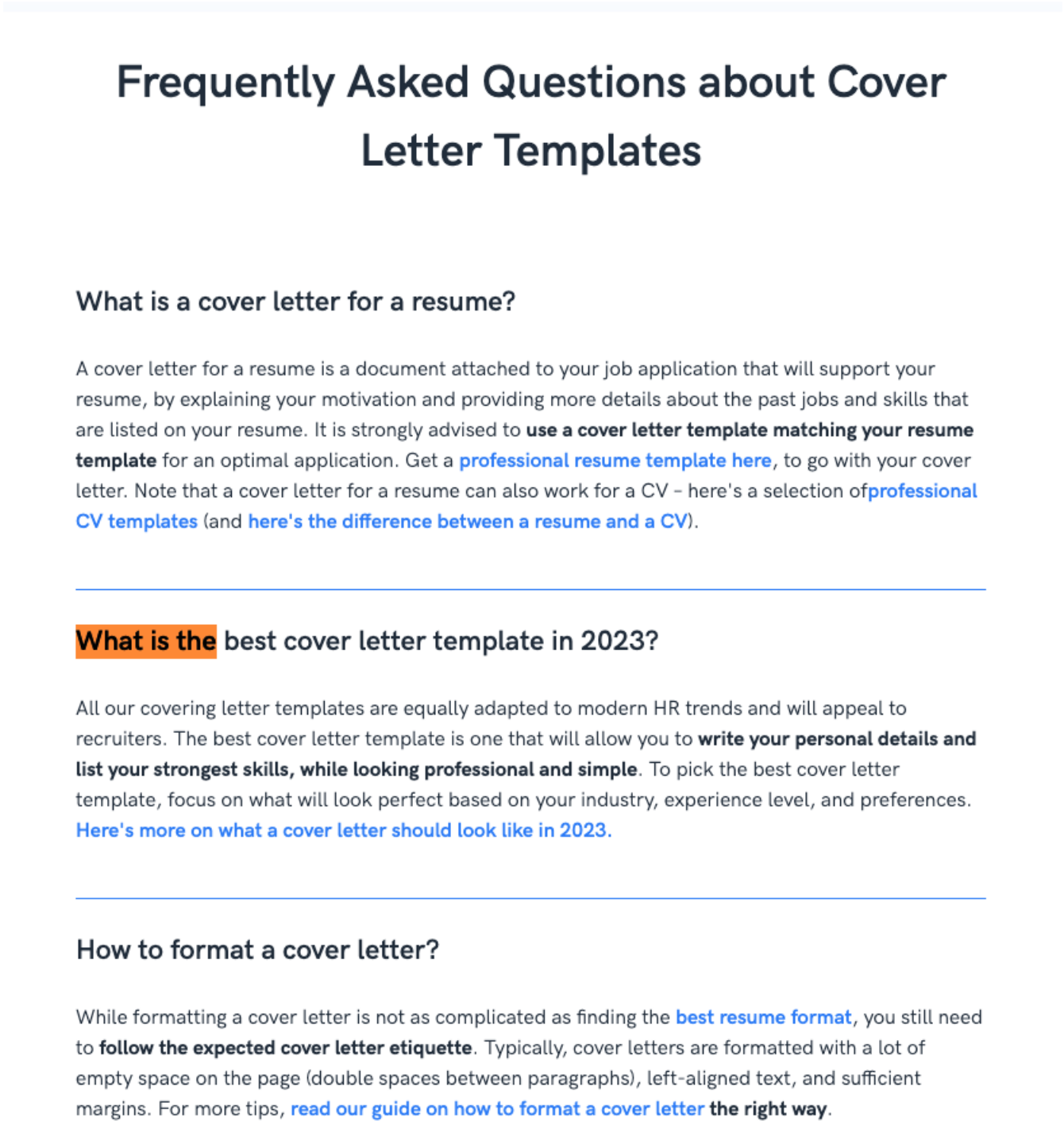
再看下面这种折叠面板，默认被折叠，点击可展开。




下面是展开后的效果




这些都来源于页面的QA部分，谷歌认为，QA也就是帮助中心里的内容是用户可能会感兴趣的，会在点击搜索结果之前，展开查看的，所以就抓取过来了。



# Frequently Asked Questions about Cover Letter Templates

## What is a cover letter for a resume?

A cover letter for a resume is a document attached to your job application that will support your resume, by explaining your motivation and providing more details about the past jobs and skills that are listed on your resume. It is strongly advised to **use a cover letter template matching your resume template** for an optimal application. Get a professional resume template here, to go with your cover letter. Note that a cover letter for a resume can also work for a CV - here's a selection ofprofessional CV templates (and here's the difference between a resume and a CV).

---

## What is the best cover letter template in 2023?

All our covering letter templates are equally adapted to modern HR trends and will appeal to recruiters. The best cover letter template is one that will allow you to **write your personal details and list your strongest skills, while looking professional and simple**. To pick the best cover letter template, focus on what will look perfect based on your industry, experience level, and preferences. Here's more on what a cover letter should look like in 2023.

---

## How to format a cover letter?

While formatting a cover letter is not as complicated as finding the best resume format, you still need to **follow the expected cover letter etiquette**. Typically, cover letters are formatted with a lot of empty space on the page (double spaces between paragraphs), left-aligned text, and sufficient margins. For more tips, read our guide on how to format a cover letter **the right way**.

那对于我们来说，要怎么才有可能被抓取到这种呢?
有样学样，直接在页面里放置QA列表即可。

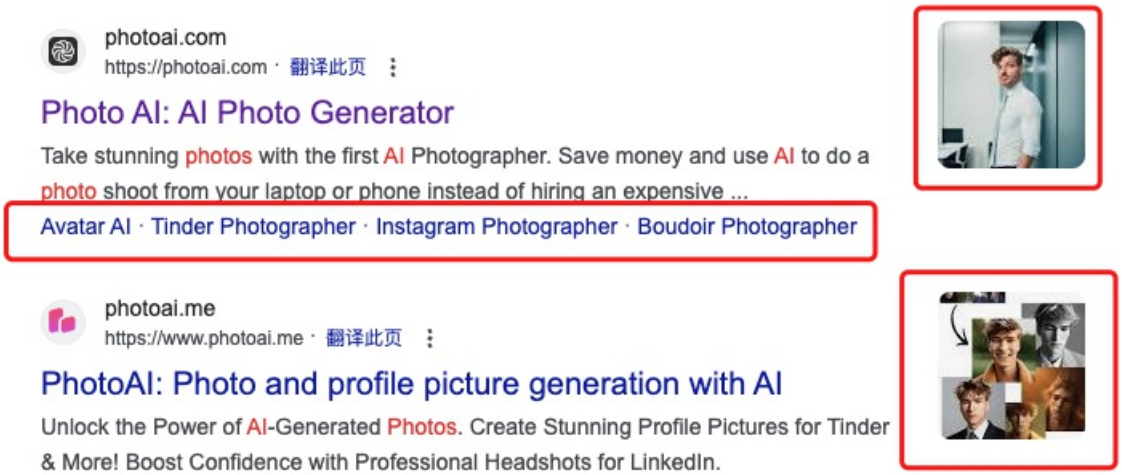
**样式6：画廊**

这种在标题下方，描述上方显示一组几张图片，也是一样的，最开始谷歌本意是想给画廊类网页直观的显示出部分图片。
那么只要你的页面里，有图片列表，注意，要大图，那么就会被抓取到。




**样式7：右侧缩略图**

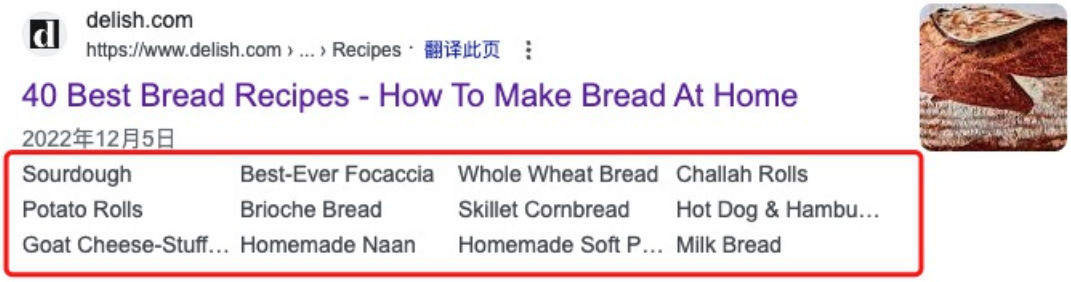
这种右侧缩略图同理，要求页面里有一张大图。




同时还能发现，小导航和右侧缩略图，也会同时出现。

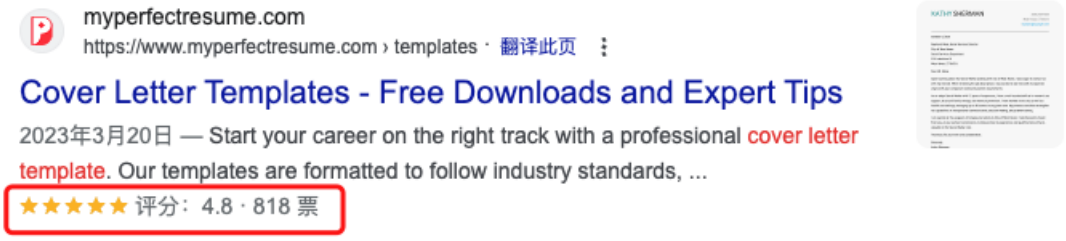
**样式8：表格型描述**

下面这种直接用表格形式作为描述出现。



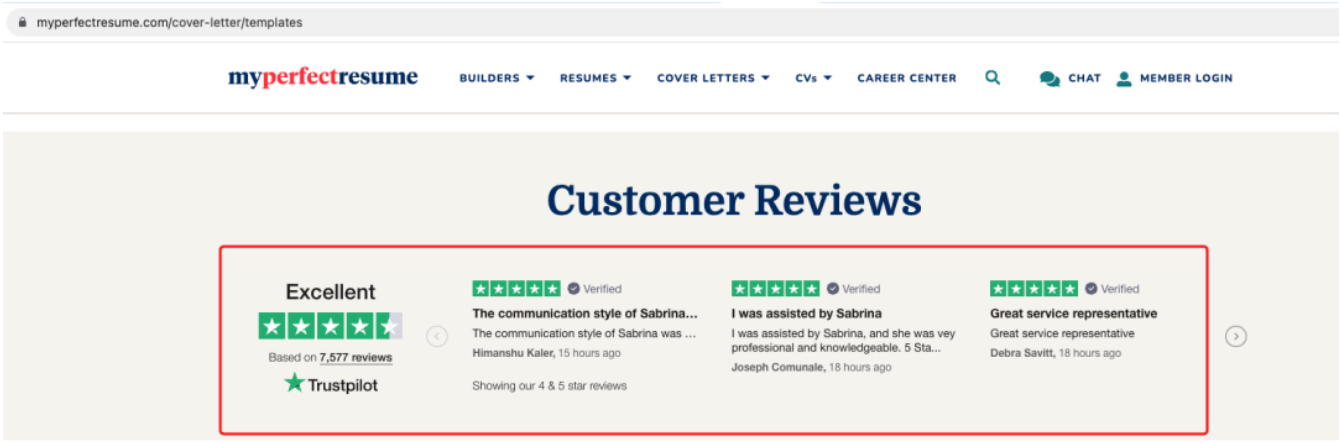

**样式9：评分**

下面这个评分是最骚的，用户看到搜索结果里的评分，会以为是谷歌对这条搜索结果的打分，就会更愿意去点击。

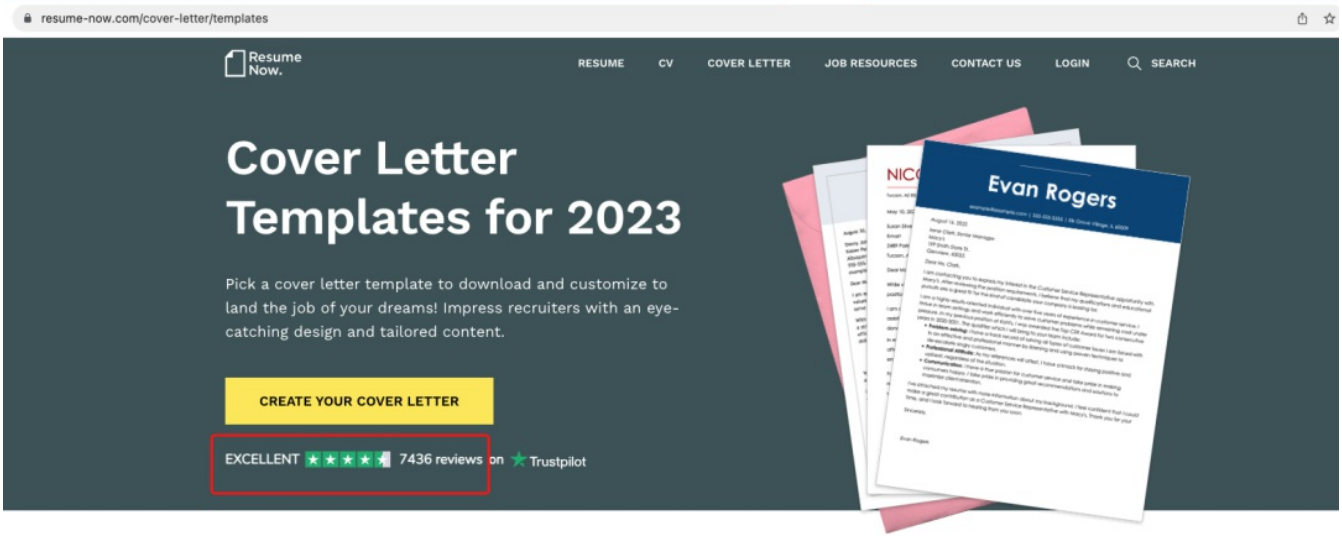



另外，黄色的星星也挺吸引眼球的。

打分其实抓取来源是页面里的打分，不一定要这个多个打分，一个页面只需要一个即可。




看这里更清晰，一个页面有一个打分就可以了。




而我们要怎么提交打分给谷歌呢？看html源码就知道，直接提供一个 <script>标签，里边放 type 为 application/ld+json 的 json 数据即可。

那么谷歌支持哪些格式呢？别急，我们先把10种样式介绍完，后面再介绍如何利用 application/ld+json给谷歌提交结构化数据 。

```
      ]
    }</script><script type="application/ld+json">{
    "@context": "https://schema.org/",
    "@type": "CreativeWorkSeries",
    "name": "How to Write a Good Cover Letter for a Resume &amp;amp; Get a Job",
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": 4.555555555555555,
      "reviewCount": 9
    }
  }</script><meta property="workz:page:id" content="7144"><meta name="description
```

看下面这里就清楚，为什么谷歌会显示打分了。



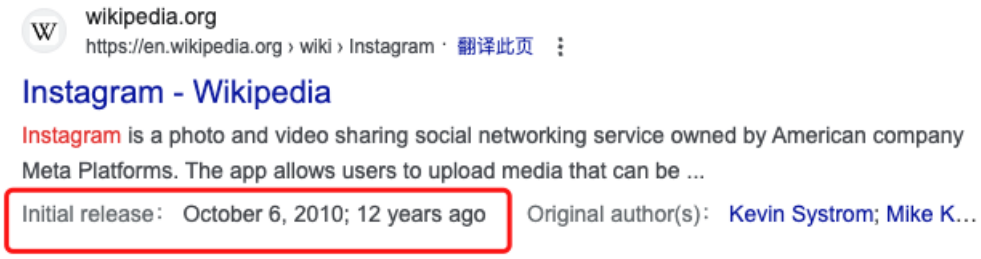

因为本意，谷歌是想给这类用户会打分的页面，直接把评分显示到搜索结果页面来，帮助用户去做决策的。

结果上面两个搞简历的站长骚操作，直接在页面里显示了打分组件，并且提供了结构化的json数据，最终就显示出来了。

我们也可以学习这个操作，因为用户会以为是谷歌给网页的打分就会点进来。

**样式10：底部结构化信息**

看维基百科的这个搜索结果，在描述的下方，增加了一些结构化信息，都是一些关于这个结果的用户关心的信息。




而信息源，其实是维基百科页面右侧的这个结构化表格信息。

# Instagram

131 languages

Article Talk | Read View source View history Tools

From Wikipedia, the free encyclopedia

*For the song, see Instagram (song).*
*"Insta" redirects here. For the food delivery service, see Instacart.*

**Instagram**[a] is a photo and video sharing social networking service owned by American company Meta Platforms. The app allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location — via geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations, view trending content, like photos, and follow other users to add their content to a personal feed.[7]

Instagram was originally distinguished by allowing content to be framed only in a square (1:1) aspect ratio of 640 pixels to match the display width of the iPhone at the time. In 2015, this restriction was eased with an increase to 1080 pixels. It also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature—similar to its main competitor Snapchat—which allowed users to post their content to a sequential feed, with each post accessible to others for 24 hours. As of January 2019, Stories is used by 500 million people daily.[7]

Originally launched for iOS in October 2010 by Kevin Systrom and Mike Krieger, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion by June 2018.[8] In April 2012, Facebook Inc. acquired the service for approximately US$1 billion in cash and stock. The Android version was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. As of October 2015, over 40 billion photos had been uploaded. Although often admired for its success and influence, Instagram has also been criticized for negatively affecting teens' mental health, its policy and interface changes, its alleged censorship, and illegal and inappropriate content uploaded by users.

Instagram

Instagram

| | |
|---|---|
| Original author(s) | Kevin Systrom · Mike Krieger |
| Developer(s) | Meta Platforms |
| Initial release | October 6, 2010; 12 years ago |
| Preview release(s) [±] | |
| Android ([[ Alpha version\|Alpha]]) | 358.0.0.0.19 / October 15, 2022; 8 months ago[1] |
| Android (Beta) | 257.0.0.14.110 / October 15, 2022; 8 months ago[1] |
| Operating system | iOS · Android · Fire OS · Microsoft Windows |
| Size | 231.3 MB (iOS)[2] 50.22 MB (Android)[3] 50.3 MB (Fire OS) [4] |
| Available in | 32[5] languages |
| List of languages | [show] |
| License | Proprietary software with Terms of Use |
| Website | instagram.com |

## History

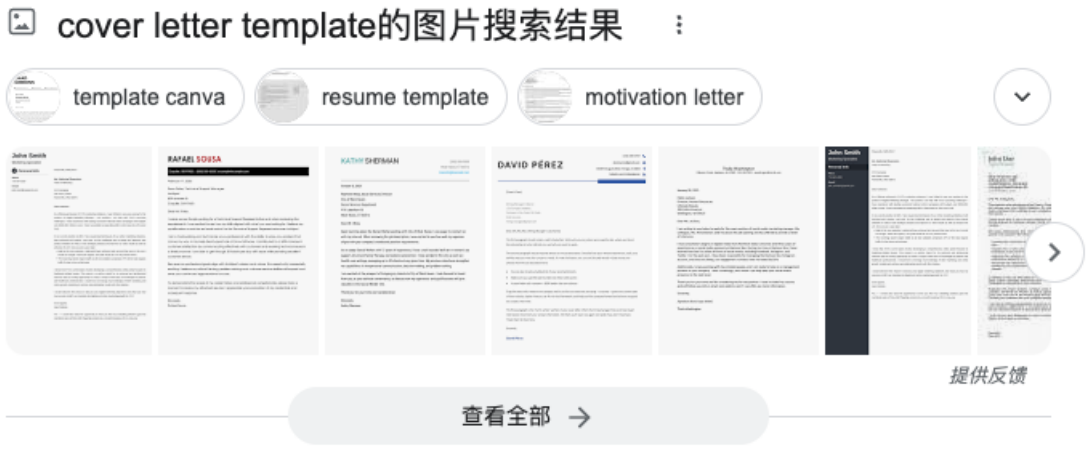
*For a chronological guide, see Timeline of Instagram.*

Instagram began development in San Francisco as Burbn, a mobile check-in app created by Kevin Systrom and Mike Krieger.[9] Realizing that it was too similar to Foursquare, they refocused their app on photo-sharing, which had become a popular feature among its users.[10][11] They renamed it Instagram, a portmanteau of "instant camera" and "telegram".[12]

### 2010—2011: Beginnings and major funding

On March 5, 2010, Systrom closed a $500,000 seed funding round with Baseline Ventures and Andreessen Horowitz while working on Burbn.[13] Josh Riedel joined the company in October as Community Manager,[14] Shayne Sweeney joined in November as an engineer,[14] and Jessica Zollman joined as a Community Evangelist in August 2011.[14][15]

其实还有一种样式，如下图所示，直接在搜索结果里显示了部分图片搜索结果。有时候甚至会在第一个搜索结果之前显示。那么这里的位置就很重要了。




要怎么才能上这个位置呢？有两个要求：
1、要求搜索词本身是跟图片相关的； 2、要求你的页面里有大图，并且都给 img 标签加上了 alt 属性。
好了，看完这么多样式之后，你就会发现，想要什么样式，其实源头在我们的网页里。
我们有什么数据才会展示什么，如有评分，我们才会展示一个评分组件到网页里。
那么就要求我们了解清楚，谷歌支持哪些样式，然后思考我们有什么数据，怎么展示才更符合我们的利益。

这里有必要说一下，在谷歌支持抓取结构化的json数据之前，也包括现在，其实谷歌也支持从页面中抓取数据后结构化展示。
因为毕竟还有大量的网页里没有写json，谷歌需要考虑到这种情况，并能够支持抓取。
而现在，谷歌支持直接抓取页面里<script>标签提供的结构化数据。
看看别人实际使用的例子就知道了，如何在网页的 head 里的 < script > 放置 application/ld+json 数据。

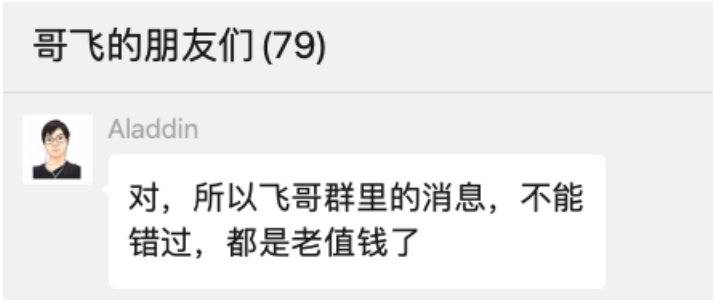
```
    <script type="application/ld+json" nonce="s2gsrSLOhZDTpv9Y56zHtA==">
{
  "@context": "https://schema.org",
  "@id": "https://blog.hubspot.com/marketing/best-cover-letter-examples#article",
  "@type": "NewsArticle",
  "headline": "The 23 Best Cover Letter Examples: What They Got Right",
  "image": [
    "https://www.hubspot.com/hubfs/cover-letter-example_24.webp"
   ],
  "datePublished": "2023-05-18T11:00:00+0000",
  "dateModified": "2023-05-18T11:00:00+0000",
        "author": {"@type":"Person","name":"Amanda Zantal-Wiener","url":"https://blog.
        "speakable":{"@type":"SpeakableSpecification","xPath":["//title","/html/head/m
        "publisher":{"@type":"Organization","name":"HubSpot","url":"https://www.hubspc
}
</script>
```

```
      ]
    }</script><script type="application/ld+json">{
    "@context": "https://schema.org/",
    "@type": "CreativeWorkSeries",
    "name": "How to Write a Good Cover Letter for a Resume &amp;amp; Get a Job",
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": 4.555555555555555,
      "reviewCount": 9
    }
  }</script><meta property="workz:page:id" content="7144"><meta name="descriptior
  position: fixed;
```

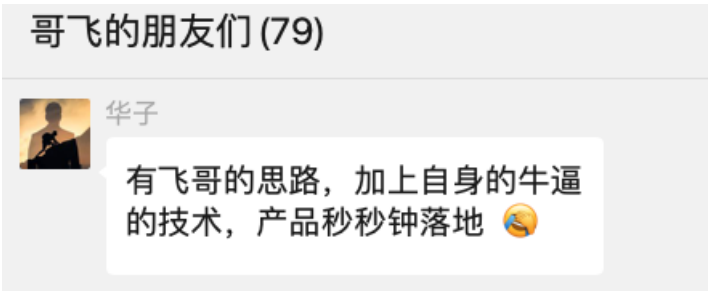
更多用法建议大家直接打开下面网址，在谷歌搜索帮助中心学习。
https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data?hl=zh-cn




以上是今晚在哥飞的付费社群里的分享，也顺便写成文章分享给大家。
这个社群是7月2日建立的，到目前为止，已经有79位老板加入了。
价格666元一年，目前进来的老板们都说超值。




群里不仅仅聊， 还真的动手做，目前群友们已经做了好几个网站， 几个 浏览器插件了。




有建站第一天就一千访问量的新站，还有第一天就从搜索引擎来了两千多访问量的新站。
如果感兴趣的话，请加我的微信 qiayue 咨询了解更多，也可以扫描下方二维码加我。

Console.log()

广东 深圳



扫一扫上面的二维码图案，加我为朋友。

修改于