

## **What Is An Organic Result?**

Search results are nothing but how potential customers find your site and brand when they search for similar services/products. Two types of search results are available – paid and organic. Every business uses different types of search results as per their needs and demands.

Some brands may use a combination of paid and organic results to reap the desired result quickly. In this article, you will know in-depth about the organic result.

## **Introduction To Organic Search Result**

The organic search result is the website traffic from the search engine results, which is earned, not paid. In other words, you will get traffic from the potential customers for your marketing campaign without paying anything. The organic result often refers to non-paid search results from the search engine.

These results can be influenced or purchased by the advertisers. These results are the ones that the search engine obtains relevant to the user's search query. Organic results are populated according to the relevancy to the user's search query, domain authority and backlinks.

## **Different Types Of Organic Search Results**

In Google, the organic search results are often called blue link results. For many years, Google's organic results have been looked at in this way. Now, you will find many variations and witness several types of results popping up. Here are some of the major types of organic search results.

- **Featured Snippets**

Featured snippets are the short snippets that briefly answer the searcher's questions. They often appear at or near the top of the organic search result of Google. The snippet is also pulled from one of the top-ranking results. In the Ahrefs webmaster tools, you can witness all the featured snippets that your site owns free of cost.

You need to sign up for the Ahrefs Webmaster tools and paste your site into the Site Explorer. After that, go to the organic keywords 2.0 report and tab the SERP features filter. Then, navigate to filter for feature snippets and click where the target ranks.

- **Top Stories**

Another major type of organic result is the top stories. This box features the recently published content about the topic. Usually, these boxes show up in the organic results for trustworthy and newsworthy topics.

- **People Also Ask (PAA)**

PAA boxes show the common questions which people tend to search for. Every question is answered with a short excerpt pulled from the specific page on the web. It helps the readers to get the right solution for their queries.

## **Significance Of The Organic Search Result**

- **Long-Term Success**

The organic search result is a cost-free and long-term technique for the websites to increase the traffic. Not like paid advertising campaigns, organic traffic depends on terms found in focused searches by the audiences/visitors searching for the specific content. Therefore, organic traffic lets you target specific keyword queries to ensure a steady and reliable stream of site visitors.

- **Competitive Edge**

Organic search results are rendering five times more results in conversions compared to other types of referral traffic. So, if you want to take your brand to the next level and become more successful in the online marketplace, you should invest in and [optimize the sites for SEO](#). It gives you a competitive edge and gets the best value for your investment.

- **Better Conversion Rates**

If the consumers with high intent land on your site through the organic search results, they often look for the relevant information. So, you should place informative content on your site to attract consumers and random visitors. When you do so properly, you will enjoy the best conversion rates. In addition, it means you will generate more revenue and profit.

Apart from these, organic search results will render you enough brand building and visibility over the targeted audiences. It gives you enough value for your effort instead of spending a single penny from your bankroll. You will also get higher credibility and rank higher on the SERPs.

If you struggle to get the organic result for your site, then speak with the digital marketing manager of [JDM Web Technologies](#), Naveen. He is well-versed in digital marketing strategies and easily helps you achieve your goals. So, you need not worry about anything.