SEARCH ENGINE ROUNDTABLE

Opt Out Of Google Feature Snippets With nosnippet Tag

Mar 18, 2016 • 7:37 am | 💬 (1) by Barry Schwartz 🐦➕ | Filed Under Google Search Engine Optimization

Did you know you can opt out of showing up in the featured snippets box, you know the box at the top where Google takes more content from the site to answer the query sooner? They look like this:

You can ensure your site does not show up in that featured snippet box by adding the to your page.

This was posted in the SitePoint Forums back in February, but I missed it until I saw the new "about this result" link that takes you to this page on Google.

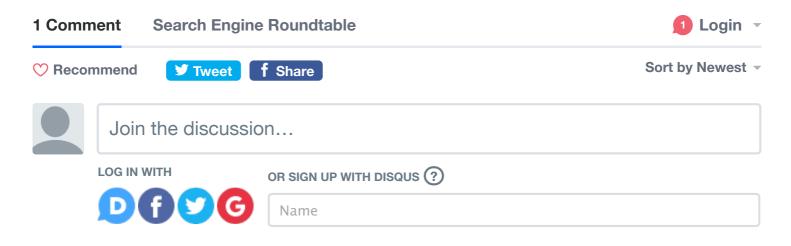On that page, it shares how to opt out of showing up there.

I know many of you wanted a way to ensure Google can't do that to your site but will you add it? I mean, Google might put another site in that box instead of yours...

Some asked that I clarify the obvious: Adding the nosnippet tag to your page will not just remove you from the featured snippet section but also remove your snippets (hence nosnippet) from the main search results.

Forum discussion at SitePoint Forums.

Previous story: Google Image Search Launches Colorized Filter Buttons

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Billy Mays • 3 years ago

Case law still pretty clear there IMHO. If the snippet eliminates the need for a user to click through there are likely civil remedies that can be sought after. Giving a webmaster the option to opt out doesn't change that. We are not required to specifically notify anyone that they cannot steal from us.

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