

SEARCH ENGINE ROUNDTABLE

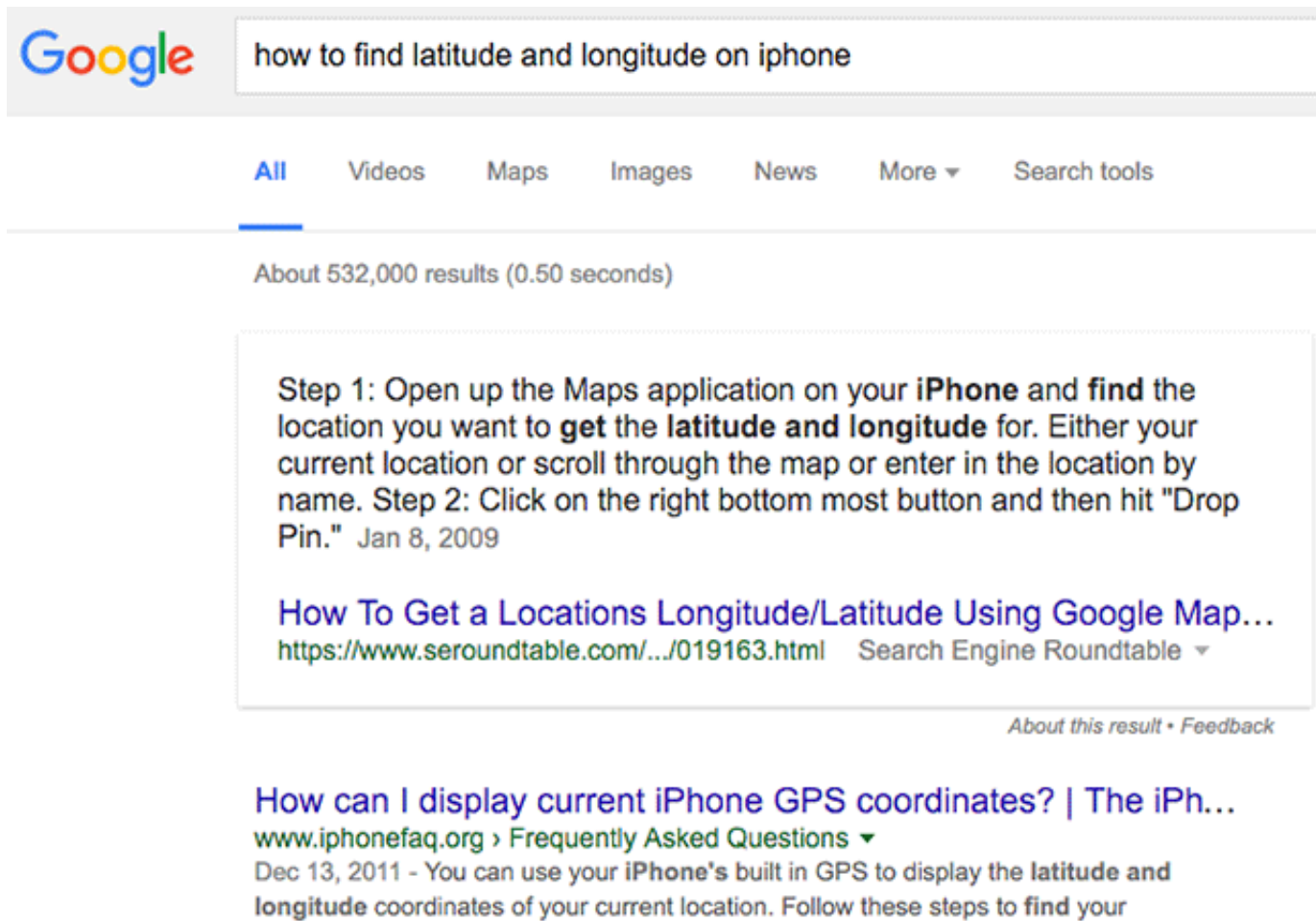
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Opt Out Of Google Feature Snippets With nosnippet Tag

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:



The screenshot shows a Google search interface. The search bar contains the text "how to find latitude and longitude on iphone". Below the search bar are navigation tabs for "All", "Videos", "Maps", "Images", "News", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 532,000 results (0.50 seconds)". A featured snippet box is highlighted, containing the following text: "Step 1: Open up the Maps application on your iPhone and find the location you want to get the latitude and longitude for. Either your current location or scroll through the map or enter in the location by name. Step 2: Click on the right bottom most button and then hit "Drop Pin." Jan 8, 2009". Below this is a link: "How To Get a Locations Longitude/Latitude Using Google Map..." with the URL "https://www.seroundtable.com/.../019163.html" and "Search Engine Roundtable". To the right of the link is a small "About this result • Feedback" link. Below the featured snippet is another search result: "How can I display current iPhone GPS coordinates? | The iPh..." with the URL "www.iphonefaq.org > Frequently Asked Questions" and the date "Dec 13, 2011 - You can use your iPhone's built in GPS to display the latitude and longitude coordinates of your current location. Follow these steps to find your".

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](#)



The advertisement features the Article Forge logo on the left, which consists of an orange bird-like icon and the text "articleforge". To the right of the logo is the text "Unlimited High Quality Unique Content" with a small "i" icon and an "x" icon. Below this text is a central button that says "Try Free Now!" with two orange arrows pointing towards it from the left and right.

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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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