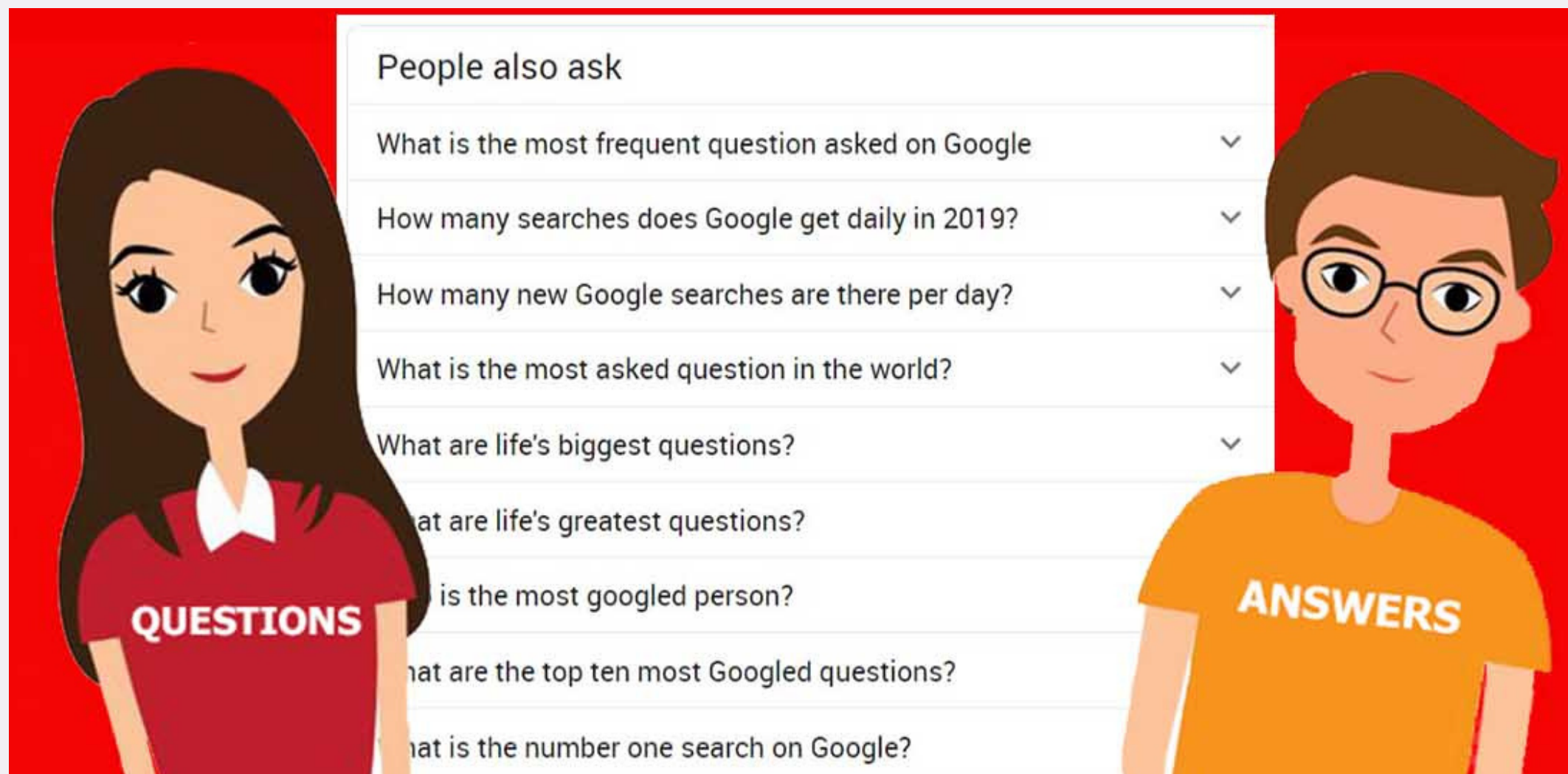




**PEOPLE ALSO ASK (PAA)
AND ITS SIGNIFICANCE FOR
YOUR SEO**



Let's talk about how you can take advantage of the People Also Ask (PAA) feature and create an action plan for implementing an effective PAA strategy for your company's SEO (SEO).





WHAT DO THE 'PEOPLE ALSO ASK' BOX IN GOOGLE SIGNIFY?

The 'People Also Ask' box is a Google SERP (search engine results page) feature that offers additional responses to the user's initial search query. When you click on the PAA results, a webpage extract of the answer appears, along with a link to the page where the answer is found. It also prompts the addition of new questions to the PAA box in a dynamic and simultaneous manner.





IS PAA SIGNIFICANT FOR YOUR SEO STRATEGY?

Without a doubt! Did you know that 75% of the time, a PAA result appears in Google's top three results, giving you a strong chance of being found? As a result, a positive PAA strategy is critical for your SEO. So, without further ado, let's get a handle on this method and see how you can maximise its potential!



A PRODUCTIVE ACTION PLAN TO EXECUTE YOUR PAA STRATEGY

PAA's can be included into your SEO strategy in a variety of ways. Let's have a look at a few of these strategies.

1. FIRST THINGS FIRST – EXTRACT PAA LISTING

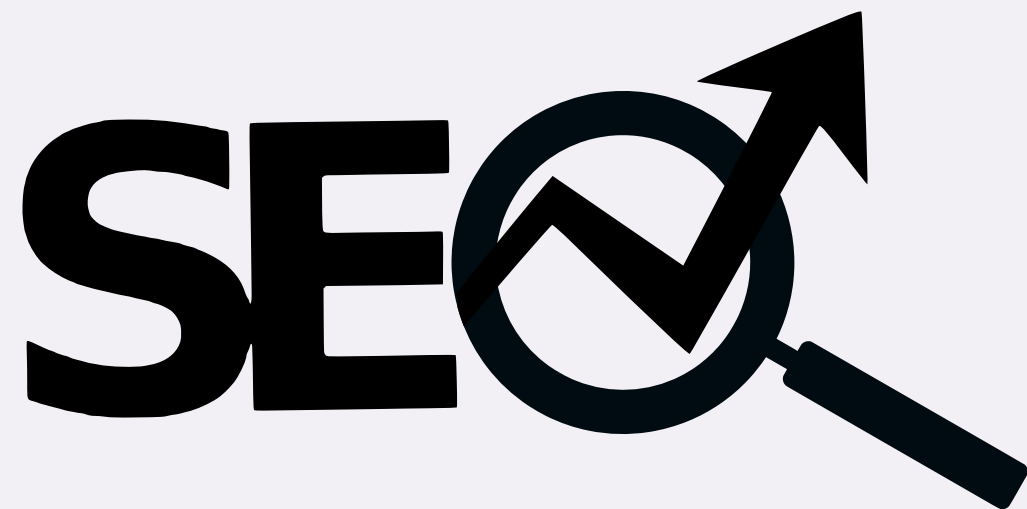
STAT's report is an excellent tool for quickly extracting PAA Listings. People Also Ask (Google), for example, is one of its features that generates a report of PAA inquiries depending on the keywords you've chosen to track.



2. THE MOST CRITICAL PART – ADDRESS QUESTIONS IN YOUR CONTENT



Consider how you may use the PAA findings into your content plan now that you've retrieved your PAA Listings. Begin experimenting with the types of responses that such PAA questions produce. Are they transactional, informative, or navigational? Create or re-optimize your content based on the findings of your analysis.





3. GET READY TO RETAIN USERS ON YOUR WEBSITE WITH THE AID OF YOUR NEWLY OPTIMIZED CONTENT

Customize your new and optimised material to your KPIs (traffic, leads, signups, and more) and use it to effectively retain users on your website. If doing this on your own seems too difficult, a reputable [digital marketing agency in Thane](#) can help you with your PAA Strategy.



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Thank You