

# Study of SERP Features/Snippets likeliness which attract online health services searchers in France

**Abstract:** SERP (Search Engine Results Page) Features attraction and use are on the peak of their surge and are going to entice its users at least for coming 5 years a least until any generation next technology would replace the method of searching information online. Various scientific and neuro studies are always underway in meeting up the search users' expectations. Generation next solution to this search method is exponentially shifting towards neurology mapping, which is enthralling it to Artificial Intelligence based on neuro sciences. In order to suggest similar kind of solution to these digital needs in coming era, this paper aims to study the search behaviour and mannerism of SERP usage further to sum up in expectations for the healthcare market in France is at our prime focus. We aim to establish what SERP features are making it most used, giving easy to read and understand experience, catchy to eyes and presented in sophisticated manner. We want to search out the further scopes of improvements in making Health SERPs more purposeful to users. For this purpose we aim to dig out huge SERP data bases first and then on the basis of the findings we aim to design a questionnaire to be tested in local French market. We expect that this research shall be serving as a corner stone article to fulfil digital marketing and healthcare needs.

**Keywords:** Fonctionnalités SERP les plus appréciées en France, Principaux extraits SERP appréciés par les chercheurs en France, Principales fonctionnalités SERP Secteur de la santé France, Fonctionnalités de la page de résultats des moteurs de recherche les plus populaires, Fonctionnalités SERP les plus utilisées, Extraits SERP, Principales fonctionnalités SERP utilisées pour la recherche d'informations, Most liked SERP Features in France, Top SERP Snippets liked by searchers in France, Top SERP Features Healthcare Sector France, Trending Search Engine Results Page Features, Most used SERP Features, SERP Snippets, Top SERP features used for information search

**SERP Features:** such as Quick Answer, Featured Snippets, Top and Bottom Ads, Video Carousels, Rich Snippets, Deep-links, People Also Ask For, Local 3 Pack, Knowledge Panels, Image Packs, Twitter Cards, Top Stories, News Block, Product Carousel, Shopping Carousel, Star Rating, Weather Cards etc.