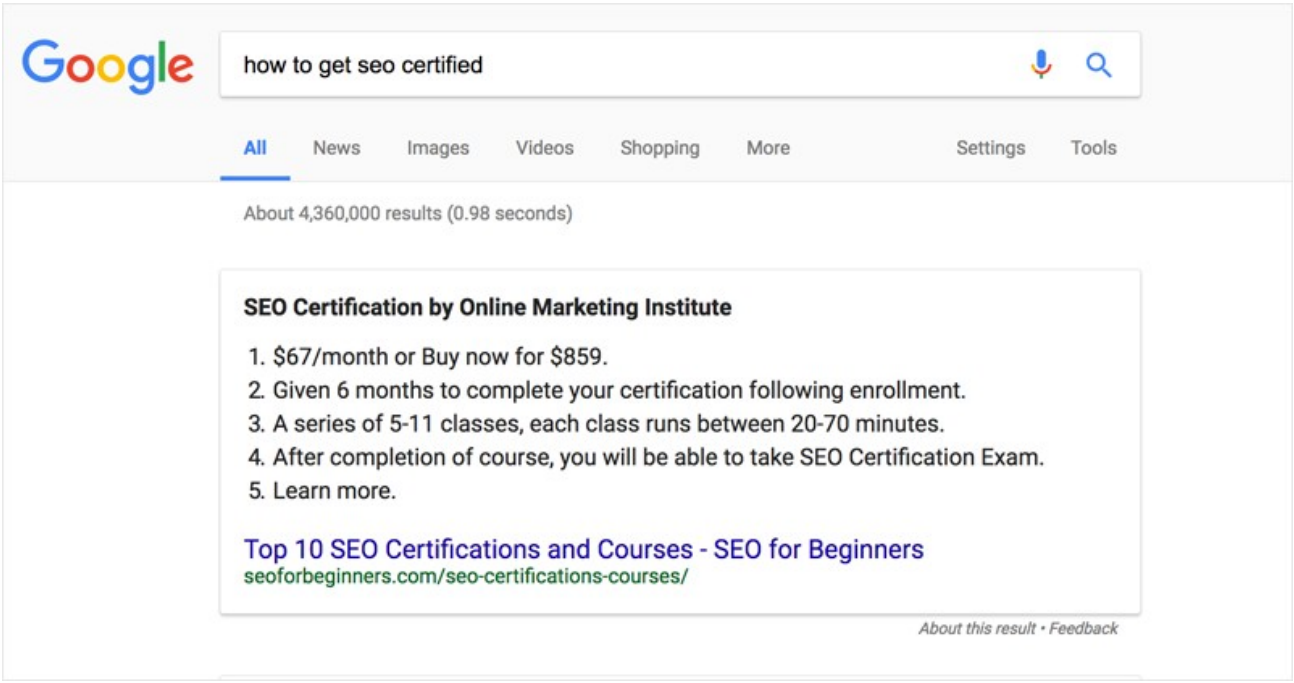
How to Optimize Your Page for Featured Snippets in Google Search

This is how to get a snippet of your content, and a link to your page, to show first in Google search. Consider this the "Holy Grail" of search results and a enormous source of organic traffic.



- ◯ Write you page title in the form of a question or answer (How to..., What is..., How do...)
- ◯ Make sure your URL, reflects your page title: /how-to-do-this
- ◯ Add your question to the page body using a H1, H2, H3, or H4 tag

Option A

- ◯ Answer the question in a html paragraph tag
- ◯ Use 54-58 words to answer your question (source: https://goo.gl/dFRqsc)

Option B

- ◯ Use HTML bullets directly below your question to answer
- ◯ Start bullets common answer phrasing (First, Second or Step 1, Step 2, etc)

Option C

- ◯ Use Subheadings (h2, h3, etc) to answer your question
- ◯ Begin subheadings with common answer phrasing like (First, Second or Step 1, Step 2, etc)

Notes:

- [ ] Make sure your page is optimized for a target keyword and question
- [ ] Use https://optimizemysite.com to audit any page against keyword question
- [ ] Read more about Google's Featured Snippet at: https://goo.gl/guzLG5

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