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.

Google	how to get seo certified	↓ Q
	All News Images Videos Shopping More	Settings Tools
	About 4,360,000 results (0.98 seconds)	
	SEO Certification by Online Marketing Institute 1. \$67/month or Buy now for \$859. 2. Given 6 months to complete your certification following enrollment. 3. A series of 5-11 classes, each class runs between 20-70 minutes. 4. After completion of course, you will be able to take SEO Certification Exam. 5. Learn more. Top 10 SEO Certifications and Courses - SEO for Beginners seoforbeginners.com/seo-certifications-courses/	
Write you page ti	itle in the form of a question or answer (How to, What is, How	do)
Make sure your l	JRL, reflects your page title: /how-to-do-this	
Add your question	n to the page body using a H1, H2, H3, or H4 tag	
Option A	tion in a basel new overb too	
	tion in a html paragraph tag	
Use 54-58 words	to answer your question (source: https://goo.gl/dFRqsc)	
Option B		
Use HTML bullet	s directly below your question to answer	
Start bullets com	mon answer phrasing (First, Second or Step 1, Step 2, etc)	
Option C		
Use Subheading	s (h2, h3, etc) to answer your question	

Notes:	
Make sure your page is optimized for a target keyword and question	
Use https://optimizemysite.com to audit any page against keyword questi	on
Read more about Google's Featured Snippet at: https://goo.gl/guzLG5	Make and Share Free Checklists
	checkli.com