

# How to Optimize a Published Checklist to Display in Google Featured Snippets

This is free checklist of the SEO steps I take before publishing a new checklist on Checkli. Each step must be completed to maximize the chance of being ranked on page one of Google, and in Google's Featured Snippets.

Do keyword research. Free tools: <http://checkli.com/s/5bc77aa9a604a>

---

Create a strategic title using your target keyword.

---

Create a lengthy description using your target keyword.

---

Upload a unique featured image.

---

Add an alt tag to your featured image using your target keyword.

---

Add a caption on your image using your target keyword.

---

Add tasks

---

When natural, add subtitles as well.

---

Publish.

---

Add tags

---

Select a relevant category.

---

Share on social media

---

Link to when relevant for other sites, maybe from a more in-depth blog post.

---