

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.
