

# 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>

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- Create a strategic title using your target keyword.

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- Create a lengthy description using your target keyword.

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- Upload a unique featured image.

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

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- Add a caption on your image using your target keyword.

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- Add tasks

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- When natural, add subtitles as well.

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- Publish.

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- Add tags

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- Select a relevant category.

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- Share on social media

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

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