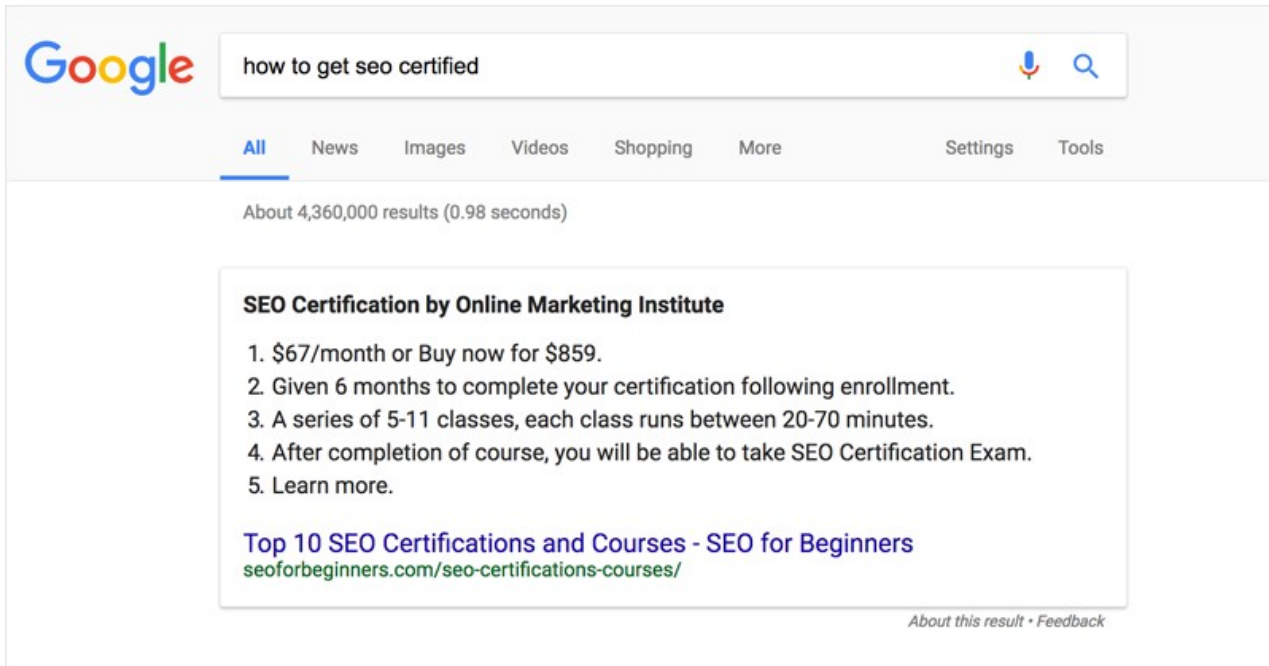


# How to Optimize Your Page for Featured Snippets in Google Search

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 an enormous source of organic traffic.



- Write your 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 with 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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## **Make and Share Free Checklists**

[checkli.com](https://checkli.com)