

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.

- Write you 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
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Option A

- Answer the question in a html paragraph tag
 - Use 54-58 words to answer your question (source: <https://goo.gl/dFRqsc>)
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Option B

- Use HTML bullets directly below your question to answer
 - Start bullets common answer phrasing (First, Second or Step 1, Step 2, etc)
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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)
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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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