

HOW TO GET FEATURED SNIPPETS




WHAT IS A FEATURED SNIPPET?

- Google's Featured Snippet is the first result shown when a person searches for a question-based query. The featured snippet uses some of the information available on one of the sites featured on the first page without people actually having to visit the first page.

About 600,000,000 results (0.04 seconds)

By the numbers, the Sony **PlayStation 4** is our winner. It has a total advantage in virtual reality, and the PS4 Pro means it is a more powerful platform until Microsoft's Scorpio comes out. The **Xbox One** is still the better system for media features, however, especially with Ultra HD Blu-ray playback on the **Xbox One S**. Nov 15, 2016



Xbox One vs. PlayStation 4: Top Game Consoles Duke It Out | PCMag ...
<https://www.pcmag.com/article2/0,2817,2419594,00.asp>

About this result Feedback

People also ask

- What is more popular Xbox or PlayStation? ▾
- What is the difference between Xbox and PlayStation? ▾
- What is the difference between Xbox One and ps4? ▾
- Is Xbox or ps4 cheaper? ▾

Feedback

Should I buy a PlayStation 4 or an Xbox One? It depends. - Business ...
<https://www.businessinsider.com/ps4-vs-xbox-one-2018-7> ▾

Jul 29, 2018 - In Sony's case, the service is **PlayStation Network**; in Microsoft's case, it's **Xbox Live**. ... With Game Pass, users can download and play more than 100 original **Xbox**, **Xbox 360**, and **Xbox One** games on the **Xbox One**.

WHY ARE FEATURED SNIPPETS IMPORTANT?

- The short answer is that it improves CTR.
- While measured improvement statistics are really dependent on the keyword and question being asked, several studies have noted that getting your content featured in the snippet will increase traffic.
- Some studies have noted that pages with a featured snippet get as much as 2x more traffic than others that appear on the first page.

TYPES OF FEATURED SNIPPETS - PARAGRAPH

how many states in usa

All Images News Shopping Maps More Settings Tools

About 4,230,000,000 results (0.74 seconds)

50 states

Originally Answered: How many states are there in the USA? The United States of America is a federal republic consisting of **50 states**, a federal district (Washington, D.C., the capital city of the United States), five major territories, and various minor islands.



[How many states are there in the United States? - Quora](https://www.quora.com/How-many-states-are-there-in-the-United-States)
<https://www.quora.com/How-many-states-are-there-in-the-United-States>

About this result Feedback

TYPES OF FEATURED SNIPPETS - LIST

how to make bread

All Videos Books Shopping Images More Settings Tools

About 504,000,000 results (0.71 seconds)

Top tips for perfect homemade bread:

1. Mix the flour, salt and yeast in a large bowl. ...
2. Tip the dough onto a lightly floured work surface and knead it until the dough becomes satin-smooth.
3. Place it in a lightly oiled bowl to prove. ...
4. Knock back the dough, then gently mould it into a ball.

More items...

[How to make bread | BBC Good Food](https://www.bbcgoodfood.com/videos/techniques/how-make-bread)
<https://www.bbcgoodfood.com/videos/techniques/how-make-bread>

garlic sourdough pita flour whole wheat dough pumpkin fat

About this result Feedback

TYPES OF FEATURED SNIPPETS - TABLE

Length

=

Inch Centimetre

Formula multiply the length value by 2.54

[More info](#) [Feedback](#)

**SO, HOW DO I GET A
FEATURED SNIPPET?**



FOCUS ON IDENTIFYING COMMONLY ASKED QUESTIONS AND GOOD FOCUS KEYWORDS

- You want to know what questions your market is asking and how they ask it. (For example, how vs why, etc.)
- There are many helpful tips in which to find keywords (especially, long-tail ones) in which to aim for:
 - Semrush has features which let's you see the keywords competitors have a featured snippet for.
 - Google itself offers a load of questions people are asking.
 - Answer The Public provides some very helpful suggestions too.

ANSWER THE QUESTION

- In-text it should be your aim to answer the previously identified question. As previously mentioned, this is not an exact science, but it has been suggested that Google will be more likely to feature your answer as a snippet if you do the following:
 - Answer the question underneath a header (h2, h3). This means that your header should be the question.
 - Use shorter paragraphs to answer the question. Ideally, the answer should be between 40 and 50 words and it should always include the keyword.

IN ADDITION...

- Answering multiple high search volume questions on a single page increases the potential of it becoming the featured snippet for several different questions. Google is more likely to use a page for a featured snippet if it already has a featured snippet.
- Don't be afraid to make headers questions. Google likes attempting to answer questions and is thus more likely to suggest pages the algorithm feels is efficient in doing this.

SOURCES

- <https://moz.com/blog/optimize-featured-snippets>
- <https://blog.hubspot.com/marketing/how-to-featured-snippet-box>
- <https://www.stonetemple.com/featured-snippets-guide/>
- <https://searchengineland.com/seo-featured-snippets-leads-big-gains-236212>
- <https://support.google.com/webmasters/answer/6229325?hl=en>
- <https://neilpatel.com/blog/how-to-get-your-content-in-the-google-serps-featured-snippet/>
- <https://neilpatel.com/blog/rank-google-featured-snippets/>