

9 Tips to Optimize Featured Snippet



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What is a Featured Snippet?



A **Featured Snippet is a brief summary at the top of Google that directly answers a user's query, driving more traffic to the page.**



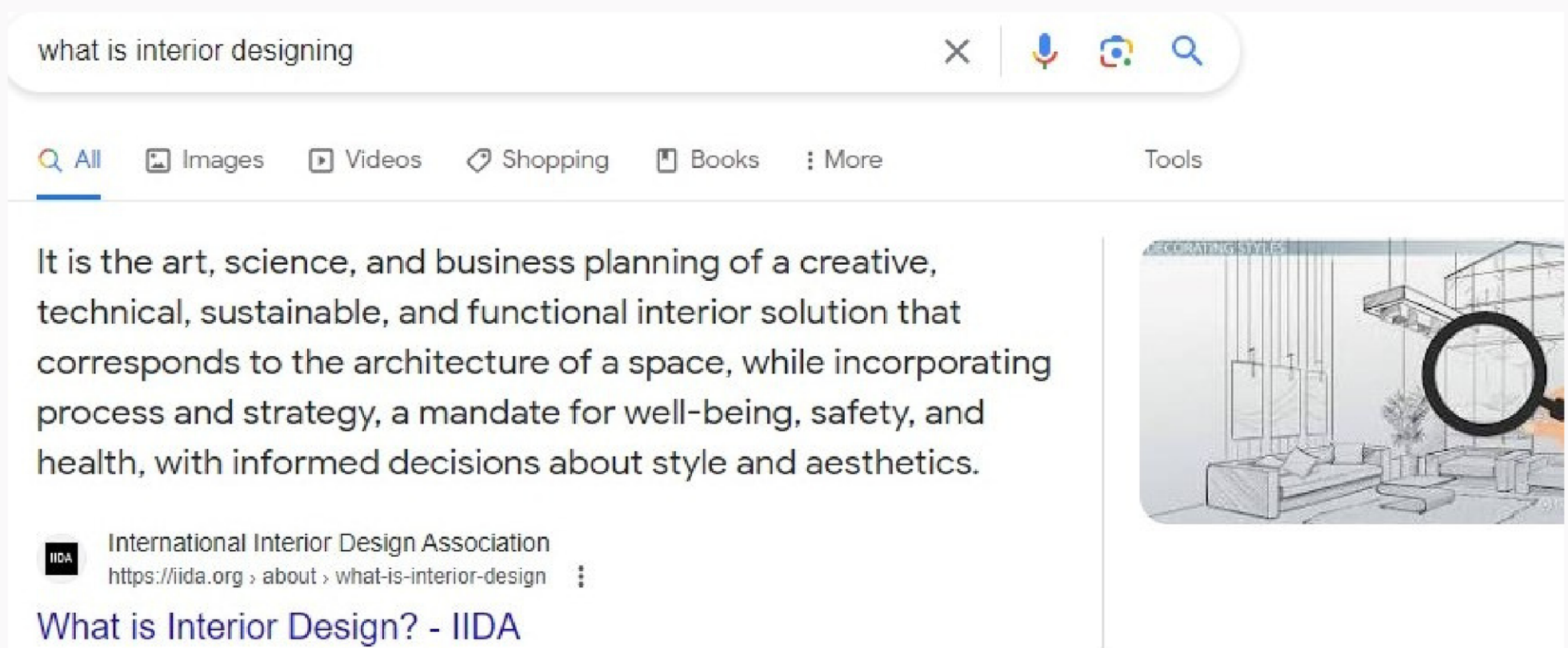
Types of Featured Snippets

- 1 Paragraph
- 2 List
- 3 Table
- 4 Video
- 5 Accordion or "People also ask"



Paragraph

A **paragraph featured snippet** offers a concise, direct answer in text, common on Google, often showing a relevant excerpt from a webpage.




A screenshot of a Google search interface. The search bar contains the text "what is interior designing". Below the search bar, there are navigation tabs for "All", "Images", "Videos", "Shopping", "Books", and "More". The search results show a paragraph featured snippet for the query. The snippet text reads: "It is the art, science, and business planning of a creative, technical, sustainable, and functional interior solution that corresponds to the architecture of a space, while incorporating process and strategy, a mandate for well-being, safety, and health, with informed decisions about style and aesthetics." Below the text, the source is identified as "International Interior Design Association" with the URL "https://iida.org > about > what-is-interior-design". To the right of the text is a small image of a modern interior design scene with a magnifying glass over a portion of it. A purple arrow points to the right at the bottom of the slide.

what is interior designing

All Images Videos Shopping Books More Tools

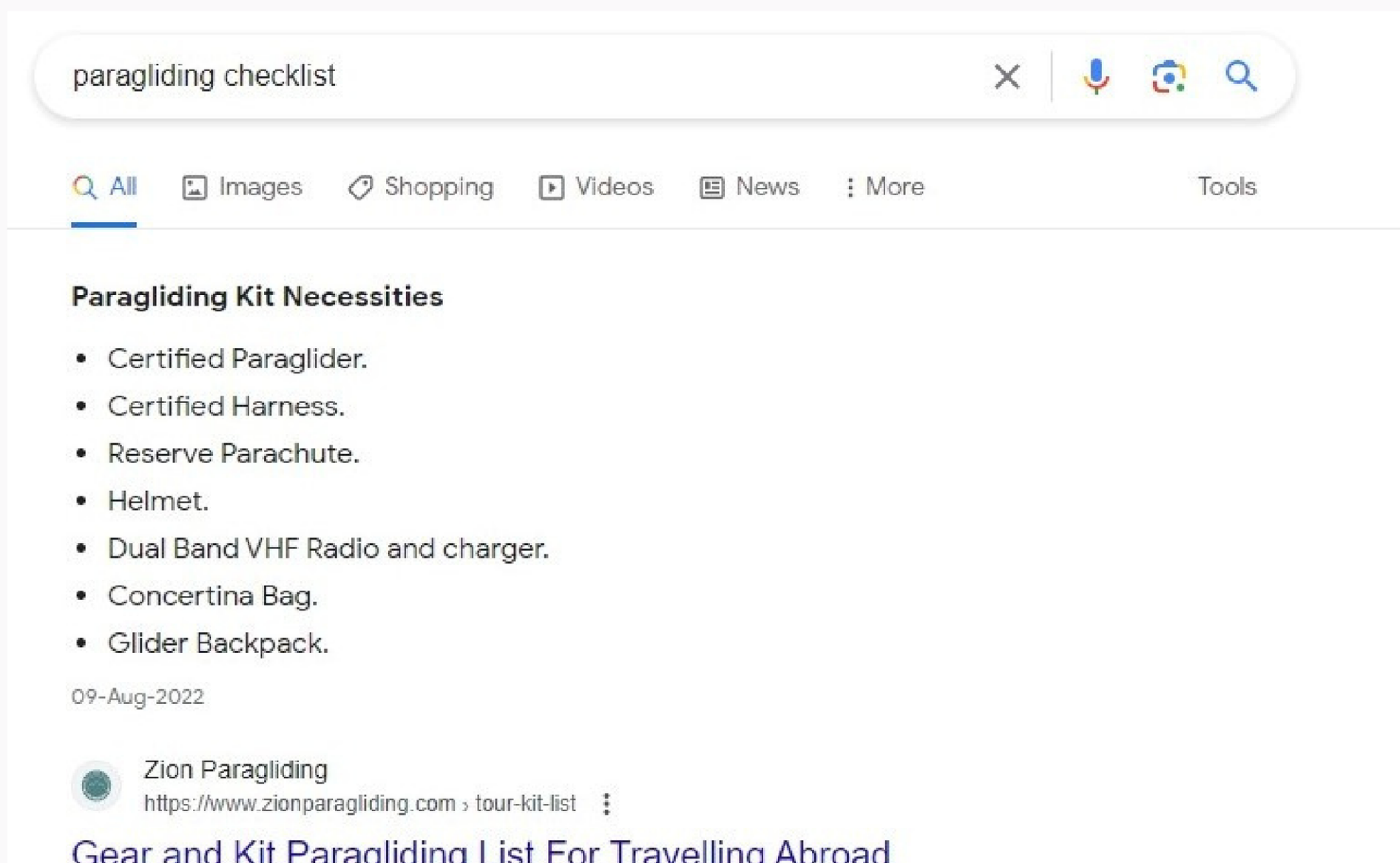
It is the art, science, and business planning of a creative, technical, sustainable, and functional interior solution that corresponds to the architecture of a space, while incorporating process and strategy, a mandate for well-being, safety, and health, with informed decisions about style and aesthetics.

 International Interior Design Association
<https://iida.org> > about > what-is-interior-design

What is Interior Design? - IIDA

List

List featured snippets present information in numbered or bulleted format for easy user understanding.



paragliding checklist

All Images Shopping Videos News More Tools

Paragliding Kit Necessities

- Certified Paraglider.
- Certified Harness.
- Reserve Parachute.
- Helmet.
- Dual Band VHF Radio and charger.
- Concertina Bag.
- Glider Backpack.

09-Aug-2022

Zion Paragliding
<https://www.zionparagliding.com › tour-kit-list>

Gear and Kit Paragliding List For Travelling Abroad

→

Table

Table snippets condense and present data in a tabular format directly within the search results.

earnings of top companies in india

All News Images Videos Books More Tools


Profitable companies of India

S.No.	Name	NP Qtr Rs.Cr.
1.	TCS	11380.00
2.	Hind. Unilever	2657.00
3.	Infosys	6215.00
4.	ITC	4964.52

23 more rows

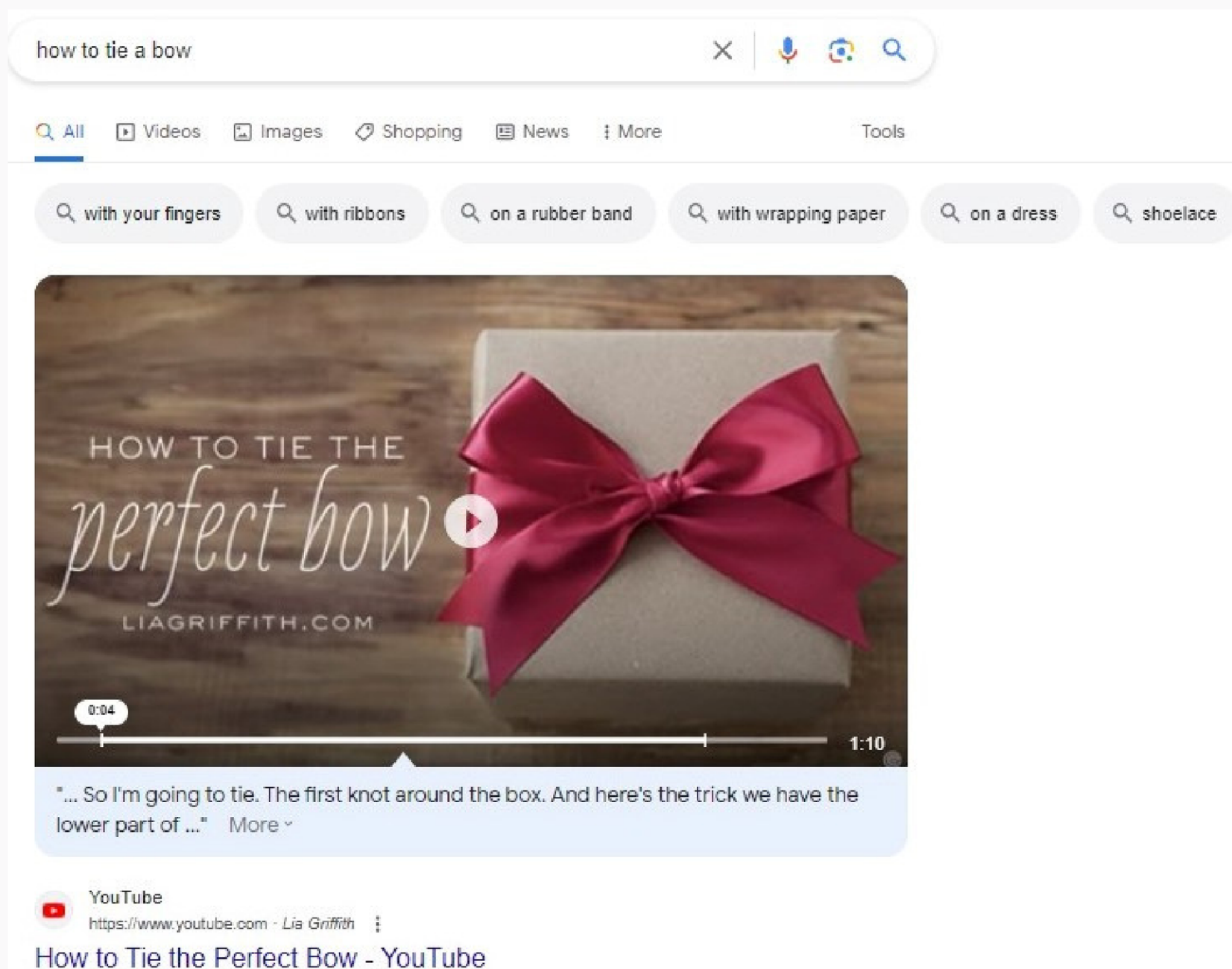
Screener
<https://www.screener.in/screens/profitable-companies...>

Profitable companies of India - Screener



Video

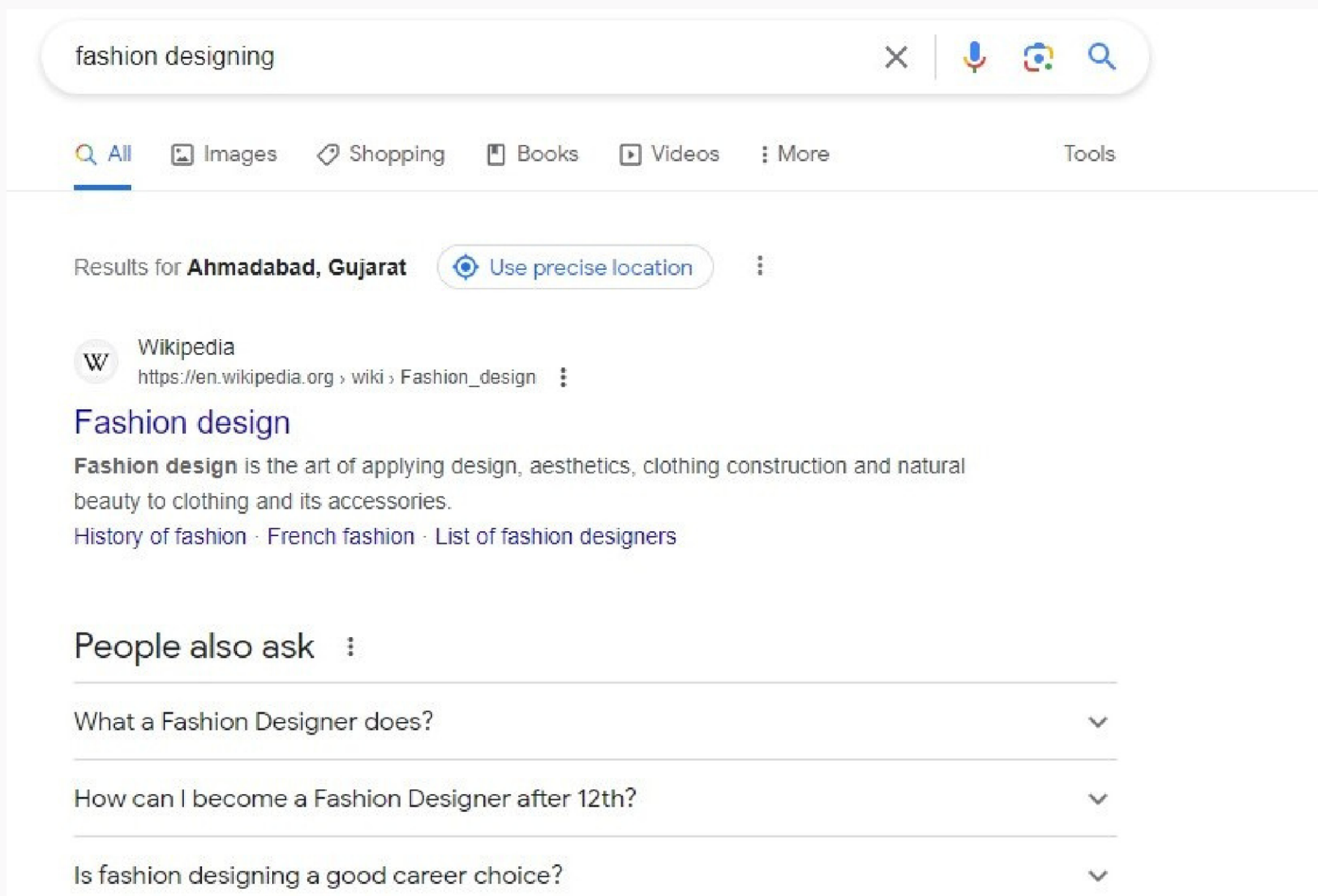
Video snippets are Google's way of highlighting specific video content that directly answers a user's query.



The image shows a Google search interface for the query "how to tie a bow". The search bar contains the text "how to tie a bow" and includes icons for search, voice search, and image search. Below the search bar, there are navigation tabs for "All", "Videos", "Images", "Shopping", "News", and "More". A row of suggested search filters is displayed, including "with your fingers", "with ribbons", "on a rubber band", "with wrapping paper", "on a dress", and "shoelace". The main content area features a video snippet from YouTube. The video thumbnail shows a gift box wrapped in brown paper with a large, vibrant red bow. The text on the video reads "HOW TO TIE THE perfect bow" and "LIAGRIFFITH.COM". A play button icon is overlaid on the video. Below the video, a text snippet reads: "... So I'm going to tie. The first knot around the box. And here's the trick we have the lower part of ..." with a "More" link. At the bottom of the snippet, the YouTube logo and the URL "https://www.youtube.com - Lia Griffith" are visible, along with the title "How to Tie the Perfect Bow - YouTube". A purple arrow points to the right from the bottom right corner of the snippet area.

Accordion or “People also ask”

“People also ask” featured snippets are unique. They show expandable questions related to the user's query, and clicking reveals answers from websites, functioning like Google's help guide.



The screenshot shows a Google search interface for the query "fashion designing". The search bar at the top contains the text "fashion designing" and includes icons for clearing the search, voice search, image search, and a magnifying glass. Below the search bar, navigation tabs for "All", "Images", "Shopping", "Books", "Videos", "More", and "Tools" are visible. The search results are for "Ahmadabad, Gujarat" and include a "Use precise location" button. The first result is from Wikipedia, titled "Fashion design", with a brief description: "Fashion design is the art of applying design, aesthetics, clothing construction and natural beauty to clothing and its accessories." Below this, there are links for "History of fashion", "French fashion", and "List of fashion designers". A section titled "People also ask" follows, containing three expandable questions: "What a Fashion Designer does?", "How can I become a Fashion Designer after 12th?", and "Is fashion designing a good career choice?". Each question has a downward-pointing chevron icon to its right. A purple arrow on the right side of the image points towards the "People also ask" section.

**Ready to explore the tips that
lead to **Featured Snippet** ?**

So lets move to the tips!



Follow these rules to optimize for **Featured Snippets**:

- 1 Add a “What is” heading.
- 2 Use an “is” sentence structure.
- 3 Fully define the topic.
- 4 Match the featured snippet format.
- 5 Don’t use your brand name.
- 6 Don’t use first-person language.
- 7 Optimize Heading tags & Review competitors’s snippet.
- 8 Prioritize when you rank in the top five.
- 9 Iterate your optimizations.



Tip 1

Add a 'What is' heading

To optimize for a featured snippet, add a **"What is [keyword]" heading tag** in your content. This signals to Google that your content may be used as a featured snippet.

For example:

What is Software Engineering?



Tip 2


Use the 'is' sentence structure

When optimizing for the featured snippet, it's important to include an "is" statement.

The first sentence should start with the structure: "[Keyword] is..."

By using an **"is" statement**, you should see a higher percentage of your optimizations result in winning the featured snippet.

For example:

Software engineering is the branch of computer science that deals with the design, development, testing, and maintenance of software applications. 

Tip 3

Fully define the topic in 2-3 sentences

Provide a quick, **complete topic description in 2-3 sentences**. First sentence defines, second and third convey essential facts. Avoid unnecessary words.

For example:

Embroidery is the craft of decorating fabric or other materials using a needle to apply thread or yarn. Embroidery may also incorporate other materials such as pearls, beads, quills, and sequins.



Tip 4

Match the featured snippet format

Match the featured snippet type in your content: **paragraphs, lists, videos, accordion or tables.**

For example:

If you see a paragraph snippet, add a few sentences. If it's a list, include a similar list.



Tip 5

Never use your brand name in Featured Snippet text

Content Writers or SEO Specialist often follows previously mentioned tips, but in order to highlight the brand, they get disqualified.

Featured snippets fuel voice search, so the content must make sense in that context.

For example:

Upwork almonds are loaded with vitamins and minerals making them a nutrient-rich evening snack.

Using general language instead of brand names increases the chances of getting a featured snippet.

The ideal optimization could look something like this:

Almonds are loaded with vitamins and minerals making them a nutrient-rich evening snack.



Tip 6

Don't use first-person language

Avoid first-person language in featured snippet optimization. Use objective, generic language to ensure information's broad relevance and user understanding.

For example:

A treadmill is a device generally used for walking, running, or climbing while staying in the same place.



Tip 7

Optimize Heading tags & Review competitors's featured snippet

To optimize for Google featured snippets, **use H2 and H3 tags for key content and review competitors' snippets** for insights. If you notice common heading tags elements, consider tweaking your global templates to make your content more likely to show up as a featured snippet.



Tip 8

Prioritize opportunities where you rank in the top 5

Higher ranking pages are more likely to get featured snippets. A study by Ahrefs found that the first position has a 30.9% chance, while positions 2 and 3 have 23.5% and 15.9% chances, respectively.

For example:



The screenshot shows a search engine interface with the query "shoe lace tying steps". The top result is from "Raising Children Network" with the URL "https://raisingchildren.net.au > preschoolers > dressing". The title is "How to tie shoelaces: 'bunny ears' method in pictures" and the date is "06-May-2022". The snippet text reads: "Put your fingers inside the ends of the bunny ears, then hold on and pull tight. You've now tied the loops in a knot. The shoelaces are tied." To the right of the text is a small image showing hands tying shoelaces. A yellow arrow points from the text "In top 5" to the search result, and a purple arrow points from the search result to the right.

In top 5

Great opportunity

Tip 9

Iterate your optimizations

If your content doesn't get a featured snippet, keep refining it through iterations.

Start with minor adjustments and work to more major ones if you're still not seeing the desired results.

It may take multiple rounds to succeed.



Was that helpful?

Feel free to drop the good, the bad & the ugly comments.



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