



# THE WORDPRESS SEO BLUEPRINT

## How To Get Google To Award You Featured Snippets

Featured snippets are when Google shows part of your content at the very top of the search results page. This content usually includes some text and maybe an image, a list or a poll pulled by Google from the actual post.

The screenshot shows a Google search interface with the query "what is the best web hosting service". The results include two sponsored links (Ad) and a featured snippet. The featured snippet is a list of 8 web hosting services, each with a rating of 4/5, enclosed in a red hand-drawn box. To the right of the list is an orange box with the text "best Web Hosting Service" and an icon of a server. Below the list is a link to "More items..." dated Oct 4, 2019. At the bottom of the featured snippet area is a link to "The best web hosting service 2019 | TechRadar" with its URL.

Google

what is the best web hosting service

10 Best Hosting Services 2019 | World's Top Hosting Providers

(Ad) [web-hosting.thetop10sites.com/Best\\_-\\_Hosting/Services](http://web-hosting.thetop10sites.com/Best_-_Hosting/Services) ▾

Compare **Best Hosting Services** 2019. Get a Free Domain + Top **Hosting** For Only \$1! Top 2018 **Hosting** Deals. Expert Reviews & Ratings. Pro **Web Hosting** for \$0.50. WordPress **Hosting**. Free Domain + **Web** Builder. Free **Website** Templates. Blog **Hosting** Comparison.

Best Website Hosting Services 2019 - WordPress Hosting -...

(Ad) [www.bluehost.com/](http://www.bluehost.com/) ▾

Free Domain & SSL Certificate. 1-Click WordPress Installs & 24/7 Support. Enhanced cPanel.

1. Bluehost **web hosting** - 4/5. Our #1 favorite **best web hosting service**. ...
2. InMotion **Hosting** - 4/5. Another fabulous **website hosting** option. ...
3. HostGator **web hosting** - 4/5. **Best** value for money. ...
4. Hostinger - 4/5. **Best** for business. ...
5. GoDaddy **web hosting** - 4/5. **Best** for SMBs. ...
6. Tsohost **web hosting** - 4/5. ...
7. Wix **web hosting** - 4/5. ...
8. SiteGround.

[More items...](#) • Oct 4, 2019

**best.**  
Web  
Hosting  
Service

The best web hosting service 2019 | TechRadar

<https://www.techradar.com> > [web-hosting](#) > [best-web-hosting-service-websites](#)

Getting a featured snippet is a great achievement and while its quite tough to do so, it's not impossible.

Here are some very practical steps you can take to achieve this:

- First target a keyword or keyphrase that answers a very specific question
- You could also try targeting keywords that already have a featured snippet but whose content isn't comprehensive enough
- Determine the best way to present the answer - could be text, a poll or maybe even a table
- Add facts and quality references in your content
- Make sure your article gets on the first page of Google
- Ultimately it's Google that will determine whether or not to award your article with the featured snippets.