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.

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.