Before You Hit Publish:
SEO Techniques For Content Optimization
Hi!

Sarah Nicklin
Senior Search Strategist at TopHatRank.com LLC

SEO Techniques For Content Optimization
Content is King!

- Search engines love GOOD content

- In the past, you could stuff keywords, over optimize, spin content, etc.

- Now your content needs to ADD VALUE and be good, structured, quality content.
If Content is King, Then Yoast is Queen

- #1 SEO Wordpress plugin
- Allow for lots of easy customization and control of SEO ranking factors.
- Tutorial for customizing settings here: https://yoast.com/wordpress-seo
Yoast, Recommended Settings

- Use %%excerpt%% to generate meta descriptions.
- Disable (noindex) Author and Date Archives
- Disable (noindex) Tag pages
- Disable media attachments
- Enable Breadcrumbs
- Remove “category” prefix from URLs
- Fill in all social profile information

- Tutorial for customizing settings here: https://yoast.com/wordpress-seo/
The Rest of the Royal Court Includes:

- Topical Focus
- URL Structure & Siloing
- Page Titles
- H tags
- Content structure
- Internal linking
- Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results
Why Do I Care?
Topical Focus

- Determine the topical focus of the page before starting with any other optimization techniques.
- Each page should be focused around ONE topic that is as specific as possible.
- Make sure you have a page for all of your important topics.
Topical Focus

- All other pages should focus on niche or long tail topics in order to support your main topic pages.

- Google wants to provide searchers with the **most relevant result** to their query.

- If you try to be relevant for everything, you end up being relevant for nothing.

https://AnswerThePublic.com
Identify Competing Topical Focus

- Use ScreamingFrog Search Spider to look at Page Titles

- ScreamingFrog.co.uk (free up to 500 urls)

- Use a site: search in Google and look at overlap in relevant results
## Competing Topical Focus = Confusing to Google

<table>
<thead>
<tr>
<th>Google Rank</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>77th</td>
<td>/water/sparkling/same-day</td>
</tr>
<tr>
<td>70th</td>
<td>/water/sparkling/same-day</td>
</tr>
<tr>
<td>71st</td>
<td>/water/sparkling/same-day</td>
</tr>
<tr>
<td>68th</td>
<td>/water/blackberry/sparkling/same-day</td>
</tr>
<tr>
<td>71st</td>
<td>/water/sparkling/same-day</td>
</tr>
<tr>
<td>73rd</td>
<td>/water/sparkling/same-day</td>
</tr>
<tr>
<td>73rd</td>
<td>/water/sparkling/same-day</td>
</tr>
<tr>
<td>71st</td>
<td>/water/sparkling/same-day</td>
</tr>
<tr>
<td>42nd</td>
<td>/bottled-water-packs/office-delivery</td>
</tr>
<tr>
<td>44th</td>
<td>/bottled-water-packs/office-delivery</td>
</tr>
<tr>
<td>46th</td>
<td>/bottled-water-packs/office-delivery</td>
</tr>
</tbody>
</table>
How To Fix Competing Topical Focus

- Re-focus each page to be more separate and specific
- Combine pages and 301 redirect
- De-optimize a less important competing page
  - Internally link from a competing page to the main landing page
The Royal Court

- Topical Focus
  - URL Structure & Siloing
  - Page Titles
  - H tags
  - Content structure
  - Internal linking
  - Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results
URL Structure & Siloing

- The URL should reflect the topical focus of the page (include keywords without over optimizing)
- URLs should be organized into topics & subtopics
  - Use “Blog”, but not “Category”
## URL Structure & Siloing

**Example URLs:**

- [com/bakeware-12-cup-muffin-pan.html](com/bakeware-12-cup-muffin-pan.html)
- [com/bakeware-12-perfect-pizza-crisper-pan.html](com/bakeware-12-perfect-pizza-crisper-pan.html)
- [com/bakeware-copper-chef-cookie-sheet.html](com/bakeware-copper-chef-cookie-sheet.html)
- [com/bakeware-perfect-pizza-crisper-pan.html](com/bakeware-perfect-pizza-crisper-pan.html)

**URLs for Dog Services:**

- [com/dog-services/](com/dog-services/)
- [com/dog-services/daycare/](com/dog-services/daycare/)
- [com/dog-services/grooming/](com/dog-services/grooming/)
- [com/dog-services/boarding/](com/dog-services/boarding/)
- [com/dog-services/school-bus/](com/dog-services/school-bus/)
- [com/dog-training/](com/dog-training/)
- [com/dog-training/new-puppy-classes/](com/dog-training/new-puppy-classes/)
- [com/dog-training/group-class/](com/dog-training/group-class/)
- [com/dog-training/day-school/](com/dog-training/day-school/)
- [com/dog-training/boarding-school/](com/dog-training/boarding-school/)
- [com/dog-training/private-training/](com/dog-training/private-training/)
- [com/dog-training/register/](com/dog-training/register/)
- [com/dog-facility/](com/dog-facility/)
- [com/dog-facility/openhouse/](com/dog-facility/openhouse/)
The Royal Court

--- Topical Focus
--- URL Structure & Siloing
- Page Titles
- H tags
- Content structure
- Internal linking
- Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results
Page Titles

- Search for your primary keyword and see what page titles are ranking in the top positions
  - Use this as a guide, but also be different

- Most important & competitive keyword first

- Use keyword variations in a logical wayage title

- Don’t over optimize (there are exceptions)

- 65 Character limit myth

- Avoid using company name on long page titles
SEO Techniques For Content Optimization: Page Titles

- **Top Ecommerce Platforms**: Shopify Reviews, Volusion, Bigcommerce...
  [Link: https://ecommerce-platforms.com - Articles]
- **Top Seven E-Commerce Platforms**: 2018 Inc.com
  [Link: https://ecommerce-platforms.com - Articles]
- **Best Ecommerce Platform Comparison for Online Businesses in 2018**
  [Link: https://ecommerce-platforms.com/blog/best-ecommerce-platforms/]
- **Best Ecommerce Platforms for August 2018**: Reviews & Platform...
  [Link: https://ecommercequarter.com/ecommerce-platforms/]
- **5 Best Ecommerce Platforms To Build Your Business (Aug 18)**
  [Link: https://www.websitebuilderexpert.com - E-Commerce]
- **Bow Ties**: Formal, Mens Bow Ties and Bowties - The Tie Bar
  [Link: https://www.thetiebar.com/bow-ties]
- **Bow Ties Experts**: Beau Ties Ltd of Vermont
  [Link: https://www.beauties.com/category/bow-ties]
- **Bow Ties**: Formal & Casual, Mens Bowties, Shop Bowtie Styles | Ties ... [Link: https://www.menswear.com/bow-ties]
- **Bow Tie Ties Bowties and Pocket Squares**: Macy’s
  [Link: https://www.macy’s.com/shop/mens-clothing/mens-ties-pocket-squares...]
- **Bow Ties**: Shop Mens Bowties in Many Colors & Styles | JoS. A. Bank
  [Link: https://www.josabank.com/accessories]
- **Bow Ties**: Shop Men's Bowties
  [Link: https://www.amazon.com/Mens-Bow-Ties/b?ie=UTF8&node=2474948011]
- **Bow Ties**: Shop Mens Bow Ties at Amazon.com. Eligible for free shipping and free returns.
  [Link: https://www.amazon.com/Mens-Bow-Ties/b?ie=UTF8&node=2474948011]
- **Bow Ties**: Macy’s
  [Link: https://www.macy’s.com/shop/mens-bow-ties?ID=71432]
The Royal Court

- Topical Focus
- URL Structure & Siloing
- Page Titles
  - H tags
  - Content structure
  - Internal linking
  - Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results
Meta Descriptions

- Not part of the royal court!

- Content in a meta description is not a ranking factor anymore

- You still need to have a unique meta description on each page for quality signals
  - (use Yoast to auto-generate)

- Use this as marketing copy to get people to click on your search result for important pages
  - CTA: Free shipping, Money back guarantee, phone number

- Google will rewrite them anyway to match the query of the searcher
SEO Techniques For Content Optimization: Meta Descriptions
The Royal Court

- Topical Focus
- URL Structure & Siloing
- Page Titles
  - H tags
  - Content structure
  - Internal linking
  - Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results
H Tags (Heading Tags)

- Only **ONE h1 tag** per page!

- Include your **primary keyword** in your h1 tag

- Try to **vary your h1 tag** from your page title

- **H tag hierarchy**

- Do not put h tags in the footer

- Do not put random off-topic text in h tags. It will dilute the topical focus of the page.

```html
<h1> Halloween Store </h1>
  <h2> Halloween Candy </h2>
    <h3> Candy with Sugar </h3>
      <h4> Chocolates </h4>
        <h5> Semi-Sweet Chocolate </h5>
          <h6> Individually Wrapped </h6>
            <h6> Assortments </h6>
            <h5> White Chocolate </h5>
              <h6> Individually Wrapped </h6>
                <h6> Assortments </h6>
                <h5> Chocolate with Nuts </h5>
                  <h6> Individually Wrapped </h6>
                    <h6> Assortments </h6>
                    <h4> Hard Candy </h4>
                      <h3> Sugar Free Candy </h3>
                        <h2> Halloween Costumes </h2>
```
The Royal Court

---

- Topical Focus
- URL Structure & Siloing
- Page Titles
- H tags
  - Content structure
  - Internal linking
  - Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results
The Content of The Page

- **UNIQUE!** Some leniency here for ecommerce (should still use product variations)
- Valuable content
- **Written for humans** (no keyword stuffing)
- Longer is better, **as long as it’s quality** (2k words)
  - Stay on topic
- Make your content **scannable**
  - Use bullet point lists
  - Multimedia (landscape images and videos)
  - Headers and subheaders
  - CTAs and quotes
  - Cite facts by linking to a trusted external source
Permits & Costs
Advance PERMITS ARE REQUIRED, there are no walk-in permits for overnight use. They are limited to 20 people per day, making them highly competitive.

The online permit application form is available here, however, given how quickly these permits go, I recommend reading our detailed guide for getting a permit, which includes some time-saving tips to help you get the dates you want.

If I Could Do It Over Again:
I would do this trip differently and would NOT hike all the way through to Lee's Ferry. Once you hit mile 14 or so, the canyon has widened considerably and there's little to no shade for pretty much the rest of the hike. The last 10 miles especially is wide open desert with precarious loose rock formations you're walking up and over. It feels a lot like being a Hobbit on the way to Moria. We got very lucky in that the last 2 days (3 miles) were overcast and in the high 70s. If not, this part of this hike would have been brutal.

2018 Costs
$45.00 per person per day
$40.00 per dog per day

Day Hikes
The BLM does not limit the number of day-use access passes/unlike the 10 person overnight limit, which makes this a great option for those who want to see the gulch, but were unable to get an overnight permit. You do still need to get a day-use permit and leave it in your car, which can be accessed via self-service envelope stations at the trailhead.

Wire Pass Trailhead To Buckskin Gulch (The Gulch, Not The Trailhead)
- Distance: 3.7 miles one way
- Elevation Gain/Loss: 300 feet
- Difficulty: Moderate
- Crowd Factor: Low
- Water: No

This trail provides a “take a quick look” at Buckskin Gulch. Wire Pass Trailhead offers the most direct access to the gulch for a day hike. From the Wire Pass Trailhead, the trail is 1.1 miles before leading you into the gulch. From here you can just take a look around and go back or travel southwest towards the Buckskin Gulch Trailhead (4.5 more miles), or north/south towards The Confluence (11.5 more miles).

Wire Pass To Middle-Out Escape Exit
- Distance: 6.5 miles one way
- Elevation Gain/Loss: 360 (before scrambling)
- Difficulty: strenuous
- Crowd Factor: Low
- Water: No

From Wire Pass to The Confluence (where Buckskin and Paria Canyons Intersect) is 13.5 mi – pretty long for an in and back day hike. You can go from Wire Pass for 1.7 mi to Buckskin Gulch, then turn right and head towards The Confluence and turn back at any time, or you can exit through the “Middle-Out Escape Route”, which is the only access point to the middle long narrow portion of the gulch. It’s a difficult exit path and requires some steep rock scrambling (ropes are recommended), route finding, and is recommended only for experienced hikers without a fear of heights. Once you make the rocks you’ll be rewarded with some petroglyphs that are thousands of years old! If you’re attempting this route, here’s a great detailed post all about it.

How Long Does It Take To Hike Paria Canyon & Buckskin Gulch?

How Long Does It Take To Hike Paria Canyon & Buckskin Gulch?

If I Could Do It Over Again:
I would do this trip differently and would NOT hike all the way through to Lee's Ferry. Once you hit mile 14 or so, the canyon has widened considerably and there's little to no shade for pretty much the rest of the hike. The last 10 miles especially is wide open desert with precarious loose rock formations you're walking up and over. It feels a lot like being a Hobbit on the way to Moria. We got very lucky in that the last 2 days (3 miles) were overcast and in the high 70s. If not, this part of this hike would have been brutal.

Pre Tip: Thus, I would recommend:

- Day 1: Enter at White House. Hike through the Paria Narrows and set up camp at one of the sites past the confluence.
- Day 2: Spend the day exploring Buckskin Gulch. You can go as far as you like and turn back at any time if it gets too rough.
- Day 3: Explore down Paria Canyon. There's still some really interesting and beautiful things farther down the canyon from the confluence which is worth a look and you can see it without being forced to trek through it, with the option to turn back at any time.
- Day 4: Go back to Buckskin Canyon to White House. Yes, you're seeing the same thing twice, but it's really quite beautiful and is worth a second look. Plus, then you don't need to worry about a shuttle to get from one trailhead to another.

Pre Tip: If you really want to go all the way through, I strongly recommend taking 5 days instead of 4 like we did. Having to hike 9-10 miles a day was tough on us and we were too tired to do much extra exploring of things like the Petroglyphs, which I wish we had more time to explore.

SEO Techniques For Content Optimization: Content Structure
The Royal Court

- Topical Focus
- URL Structure & Siloing
- Page Titles
- H tags
- Content structure
  - Internal linking
  - Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results

SEO Techniques For Content Optimization
Internal Linking

- Internal linking helps to create relationships and hierarchy between pages

- Always try to include internal links from a blog post to other important pages
  - Use keyword anchor text
  - Only link to each page once per post

- Minimize linking out from key pages and conversion pages
The Royal Court

---Topical Focus
---URL Structure & Siloing
---Page Titles
---H tags
---Content structure
---Internal linking
- Images

Royal Wizards:
- Schema Markup
- Featured Snippets
- People Also Ask Results
Images

- Include a HORIZONTAL image
- Breaks up the text
- Creates an og image
- Creates an image for featured snippets
- Images provide added value when they are topically relevant
- Optimize the:
  - File name
  - Alt text
  - Pre-size your images so that you aren’t killing page load speed
The Royal Wizards

- Schema Markup
- Featured Snippets
- People Also Ask Results
Schema Markup

- Use it as much as possible without being spammy
- JSON+LD is preferred
## Schema Markup

Organization markup vs Local business vs Person

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>More Specific Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airline</td>
<td></td>
</tr>
<tr>
<td>Corporation</td>
<td></td>
</tr>
<tr>
<td>Educational Organization</td>
<td>College Or University, Elementary School, High School, Middle School, Preschool, School</td>
</tr>
<tr>
<td>Government Organization</td>
<td></td>
</tr>
<tr>
<td>Local Business</td>
<td>See next table</td>
</tr>
<tr>
<td>Medical Organization</td>
<td>Dentist, Hospital, Pharmacy and Physician</td>
</tr>
<tr>
<td>NGO</td>
<td></td>
</tr>
<tr>
<td>Performing Group</td>
<td>Dance Group, Music Group, Theater Group</td>
</tr>
<tr>
<td>Sports Organization</td>
<td>Sports Team</td>
</tr>
</tbody>
</table>

### Specific Business Type within Local Business Type

<table>
<thead>
<tr>
<th>Local Business Type</th>
<th>Specific Business Type within Local Business Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Shelter</td>
<td></td>
</tr>
<tr>
<td>Automotive Business</td>
<td>Auto Body Shop, Auto Dealer, Auto Parts Store, Auto Rental, Auto Repair, Auto Wash, Gas Station, Motorcycle Dealer, Motorcycle Repair</td>
</tr>
<tr>
<td>Child Care</td>
<td></td>
</tr>
<tr>
<td>Dentist</td>
<td></td>
</tr>
<tr>
<td>Dry Cleaning Or Laundry</td>
<td></td>
</tr>
<tr>
<td>Emergency Service</td>
<td>Fire Station, Hospital, Police Station</td>
</tr>
<tr>
<td>Employment Agency</td>
<td></td>
</tr>
<tr>
<td>Entertainment Business</td>
<td>Adult Entertainment, Amusement Park, Art Gallery, Casino, Comedy Club, Movie Theater, Night Club</td>
</tr>
<tr>
<td>Financial Service</td>
<td>Accounting Service, Automated Teller, Bank Or Credit Union, Insurance Agency</td>
</tr>
<tr>
<td>Food Establishment</td>
<td>Bakery, Bar Or Pub, Delivery, Cafe Or CoffeeShop, Fast Food Restaurant, Ice Cream Shop, Restaurant, Winery</td>
</tr>
<tr>
<td>Government Office</td>
<td>Post Office</td>
</tr>
<tr>
<td>Health And Beauty Business</td>
<td>Beauty Salon, Day Spa, Hair Salon, Health Club, Nail Salon, Tattoo Parlor</td>
</tr>
<tr>
<td>Home And Construction Business</td>
<td>Electrician, General Contractor, HVAC Business, House Painter, Locksmith, Moving Company, Plumber, Roofing Contractor</td>
</tr>
<tr>
<td>Internet Cafe</td>
<td></td>
</tr>
<tr>
<td>Legal Service</td>
<td>Attorney, Notary</td>
</tr>
<tr>
<td>Library</td>
<td></td>
</tr>
<tr>
<td>Lodging Business</td>
<td>Bed And Breakfast, Campground, Hostel, Hotel, Motel, Resort</td>
</tr>
<tr>
<td>Medical Business</td>
<td>Dentist, Pharmacy, Physician</td>
</tr>
<tr>
<td>RadioStation</td>
<td></td>
</tr>
<tr>
<td>Real Estate Agent</td>
<td></td>
</tr>
<tr>
<td>Recycling Center</td>
<td></td>
</tr>
<tr>
<td>Self Storage</td>
<td></td>
</tr>
<tr>
<td>Shopping Center</td>
<td></td>
</tr>
<tr>
<td>Sports Activity Location</td>
<td>Bowling Alley, Exercise Gym, Golf Course, Health Club, Public Swimming Pool, Ski Resort, SportsClub, Stadium Or Arena, Tennis Complex</td>
</tr>
<tr>
<td>Store</td>
<td>Auto Parts Store, Bike Store, Bookstore, Clothing Store, Computer Store, Convenience Store, Department Store, Electronics Store, Florist, Furniture Store, Garden Store, Grocery Store, Hardware Store, Hobby Shop, Home Goods Store, Jewelry Store, Liquor Store, Men's Clothing Store, Mobile Phone Store, Mortgage Rental Store, Music Store, Office Equipment Store, Outlet Store, Pawn Shop, Produce Store, Shop, Store, Sporting Goods Store, Toy Shop, TV Store, Wholesaler Store, Wireless Store</td>
</tr>
</tbody>
</table>

---

**SEO Techniques For Content Optimization:** Schema Markup

---

![TopHatRank](https://tophatrank.com)
Schema Markup: Yoast Makes It Easy!

- Basic Company & Person Schema!
Schema Markup with Yoast

Feeds the Knowledge Graph

SEO Techniques For Content Optimization: Schema Markup
Schema Markup

- Blog: article markup
- Ecommerce: product and offer markup

Amazon.com: Game of Thrones: The Complete Seasons 1-6: GAME ... http://www.amazon.com/Game-Thrones-Complete-Seasons-1-6/dp/B01LBDL7W4

Game of Thrones: The Complete Seasons 1-6: GAME ... https://www.amazon.com/Game-Thrones-Complete-Seasons-1-6/dp/B01LBDL7W4

Game of Thrones: The Complete Seasons 1-6: GAME ... https://www.amazon.com/Game-Thrones-Complete-Seasons-1-6/dp/B01LBDL7W4

Game of Thrones: The Complete Seasons 1-7 (DVD) - Walmart.com https://www.walmart.com/ip/Game-of-Thrones-The-Complete-Seasons-1-7-DVD-6-Disc-Set/55143564

Game of Thrones: The Complete Seasons 1-7 (DVD, 2017) eBay https://www.ebay.com/sch/i.html?_nkw=Game+of+Thrones+Seasons+1-7

Game of Thrones: Seasons 1-7 (DVD) - Best Buy https://www.bestbuy.com/site/game-of-thrones-seasons-1-7-dvd/2759725.p?skuId=8264603&skuQlId=8264603&icid=products%3Acatalog%3Aproducts

Schema Markup

```json
<script type="application/ld+json">
{
  @context: "http://schema.org",
  @type: "Product",
  aggregateRating: {
    @type: "AggregateRating",
    ratingValue: "3.5",
    reviewCount: "11"
  },
  description: "0.7 cubic feet countertop microwave. Has six preset cooking categories."
}
</script>
```
Schema Markup

Review and aggregate rating markup
- What are they reviewing?
- Needs to be attributed to a product or service
- Not on the homepage (spammy)
- Show us the reviews!

In House Financing Car Dealership Houston & Pasadena TX | King of ...

www.kingofcarstx.com/in-house-financing/ •

Rating: 4.8 - 6 reviews

You'll ❤ working with King of Cars
Just ask our customers!

4.75/5 Stars

See all reviews
Schema Markup

Recipe markup: wp recipe maker plugin
https://wordpress.org/plugins/wp-recipe-maker/

Apple Pie by Grandma Ople Recipe - Allrecipes.com
https://allrecipes.com/recipe/apple-pie-by-grandma/

This was my grandmother's apple pie recipe. I have never seen another one quite like it. It will always be my favorite and has won me several first place prizes ...

Easy Classic Apple Pie - 973 Platers - Read Reviews - Recipes Like

Perfect Apple Pie recipe from Pillsbury.com
https://www.pillsbury.com/recipes/Apple-Pie/fc2e565a-

A classic apple pie takes a shortcut with easy Pillsbury® unroll-and-refrigerated pie crust.

Scrumptious Apple Pie recipe from Betty Crocker
https://www.bettycrocker.com/recipes/Apple-Pie/2-

This apple pie is a classic, from the scrumptuous filling to the flaky pastry crust, ... of using fresh apples, and you'll shave about half of the prep time off this recipe.

Apple Pie Recipe : Food Network Kitchen : Food Network
https://www.foodnetwork.com/recipes/Apple-Pie-

Get this all-star, easy-to-follow Apple Pie recipe from Food Network Kitchen.

SEO Techniques For Content Optimization: Schema Markup
The Royal Wizards

- Schema Markup
- Featured Snippets
- People Also Ask Results
Featured Snippets: How To Win!

- **Everything above!** You will not get a featured snippet result unless you’re already ranking on the first page, which means the page needs to be well optimized.

  - 70% of featured snippets are from **https results**
  - 99% are **mobile friendly**

- The **quality, authority and value of the page** are most important for getting a FS results (+ formatting)

- Once you have one featured snippet result, you are more likely to get others.
How To Identify Results With Featured Snippets

- SEMRush.com
- Look for queries you’re on Page 1 for that have a featured snippet result and focus on further optimizing for that query.
Optimizing for Featured Snippets

Majority of featured snippets are How Tos or Questions that show a concise answer to the query.

- What does the current FS look like? This is how you should structure the content on your page!
- Match your headers to the question in the query.
- Incorporate the question into the first sentence of your content and then answer the question as concisely as possible.

<table>
<thead>
<tr>
<th>TYPE OF SNIPPET</th>
<th>% OF TOTAL SNIPPETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paragraph snippets</td>
<td>81.95%</td>
</tr>
<tr>
<td>List snippets (bulleted and numbered)</td>
<td>10.77%</td>
</tr>
<tr>
<td>Table snippets</td>
<td>7.28%</td>
</tr>
</tbody>
</table>

what is the closest airport to havasu falls
Optimizing for Featured Snippets

Content Length:
- Create paragraphs of 40-60 words
  - You can (and should!) further expand on the answer in the subsequent paragraphs in that section.

- Use longer lists/tables to get the “more items” truncated link

### Optimal Featured Snippet Lengths

<table>
<thead>
<tr>
<th></th>
<th>Words</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paragraph</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>45</td>
<td>293</td>
</tr>
<tr>
<td>Max</td>
<td>97</td>
<td>752</td>
</tr>
<tr>
<td><strong>List</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>4.2</td>
<td>10.8</td>
</tr>
<tr>
<td>Max</td>
<td>8</td>
<td>64</td>
</tr>
<tr>
<td><strong>Table</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>3.6</td>
<td>2.5</td>
</tr>
<tr>
<td>Max</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>
Bonus! Featured Snippets & Voice Search

No Search Box? No Problem!

Featured Snippet = Positions ZERO = Position Only
The Royal Wizards

- Schema Markup
- Featured Snippets
- People Also Ask Results
- Accompany featured snippets
- Use **same optimization techniques** as featured snippets
- Use these results as a **guide for the content** to include in your post (as headlines)
People Also Ask Results

- Also pay attention to Google’s autocomplete suggestions, recommended searches, and what other people searched for when clicking to competitor’s pages.
- Put all of these into your content as long as you are still maintaining the topical focus.