

# Checklist To Steal **Featured** **Snippet**



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# **Checklist to analyze & steal any FS**

- SERP Analysis
- Content Analysis

# **SERP** Analysis

- a.** Do competitors rank for FS & you don't?
- b.** Does variation rank for the FS as well?
- c.** Is your keyword ranking between 2-20 positions?
- d.** Have you checked the FS type on SERP?
- e.** Is FS accompanied with images?
- f.** Do you see the keywords in the result?
- g.** Do you see bolded terms?
- h.** How many words do you see?
- i.** How many characters do you see?

# Content Analysis

- a.** Did you get the feel of FS in content?
- b.** Is it placed under heading?
- c.** What type of content do you see?
- d.** Where is the image situated?

**Let's take an  
example**

## **a. SERP Analysis: Do competitors rank for FS & you don't?**

Here's how you can find it with Ahrefs for your domain.

**Your site >> Organic keywords >> SERP filter >> Featured Snippet**



Overview

Site structure

Calendar

Opportunities New

Backlink profile ▲

Backlinks

Broken backlinks

Referring domains

Anchor

Internal backlinks

Referring IPs

Link intersect

Organic search ▲

Organic keywords

Top pages

Top subfolders

Top subdomains

Organic competitors

Content gap

Paid search ▲

Organic keywords How to use

Monthly volume

United States

Position

Volume

KD

CPC

Traffic

Show results

Cancel

225 keywords

7 Aug 2023

Compare with: 31 Jul 2023

Main positions only

| <input type="checkbox"/> Keyword                                           | SF | Volume | KD | CPC   | Traffic | Change | Paid | Position | CI |
|----------------------------------------------------------------------------|----|--------|----|-------|---------|--------|------|----------|----|
| <input type="checkbox"/> + <a href="#">magento 2 migration services</a>    | 2  | 250    | 15 | 21.84 | 26      |        | 0    | 4        |    |
| <input type="checkbox"/> + <a href="#">magento support and maintenance</a> | 2  | 100    | 9  | 13.02 | 12      |        | 0    | 4        |    |
| <input type="checkbox"/> + <a href="#">magento maintenance services</a>    | 3  | 100    | 11 | 14.89 | 10      |        | 0    | 5        |    |
| <input type="checkbox"/> + <a href="#">pwa app store</a>                   | 2  | 100    | 22 | 1.10  | 9       |        | 0    | 5        |    |
| <input type="checkbox"/> + <a href="#">pwa examples</a>                    | 2  | 400    | 19 | 1.18  | 8       |        | 0    | 12       |    |
| <input type="checkbox"/> + <a href="#">ecommerce launch plan</a>           | 3  | 20     | 0  | N/A   | 8       | +6     | 0    | 4 → 1    |    |

SERP features: where target doesn't rank ×

Word count ▼

☐ On SERP

☐ Not on SERP

☐ Where target ranks

☒ Where target doesn't rank

− All features

☒ Featured snippet

{ } API

Export

225 keywords

7 Aug 2023

Compare with: 31 Jul 2023

Main positions only

| <input type="checkbox"/> Keyword                                           | SF | Volume | KD | CPC   | Traffic | Change | Paid | Position |
|----------------------------------------------------------------------------|----|--------|----|-------|---------|--------|------|----------|
| <input type="checkbox"/> + <a href="#">magento 2 migration services</a>    | 2  | 250    | 15 | 21.84 | 26      |        | 0    | 4        |
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| <input type="checkbox"/> + <a href="#">pwa app store</a>                   | 2  | 100    | 22 | 1.10  | 9       |        | 0    | 5        |
| <input type="checkbox"/> + <a href="#">pwa examples</a>                    | 2  | 400    | 19 | 1.18  | 8       |        | 0    | 12       |

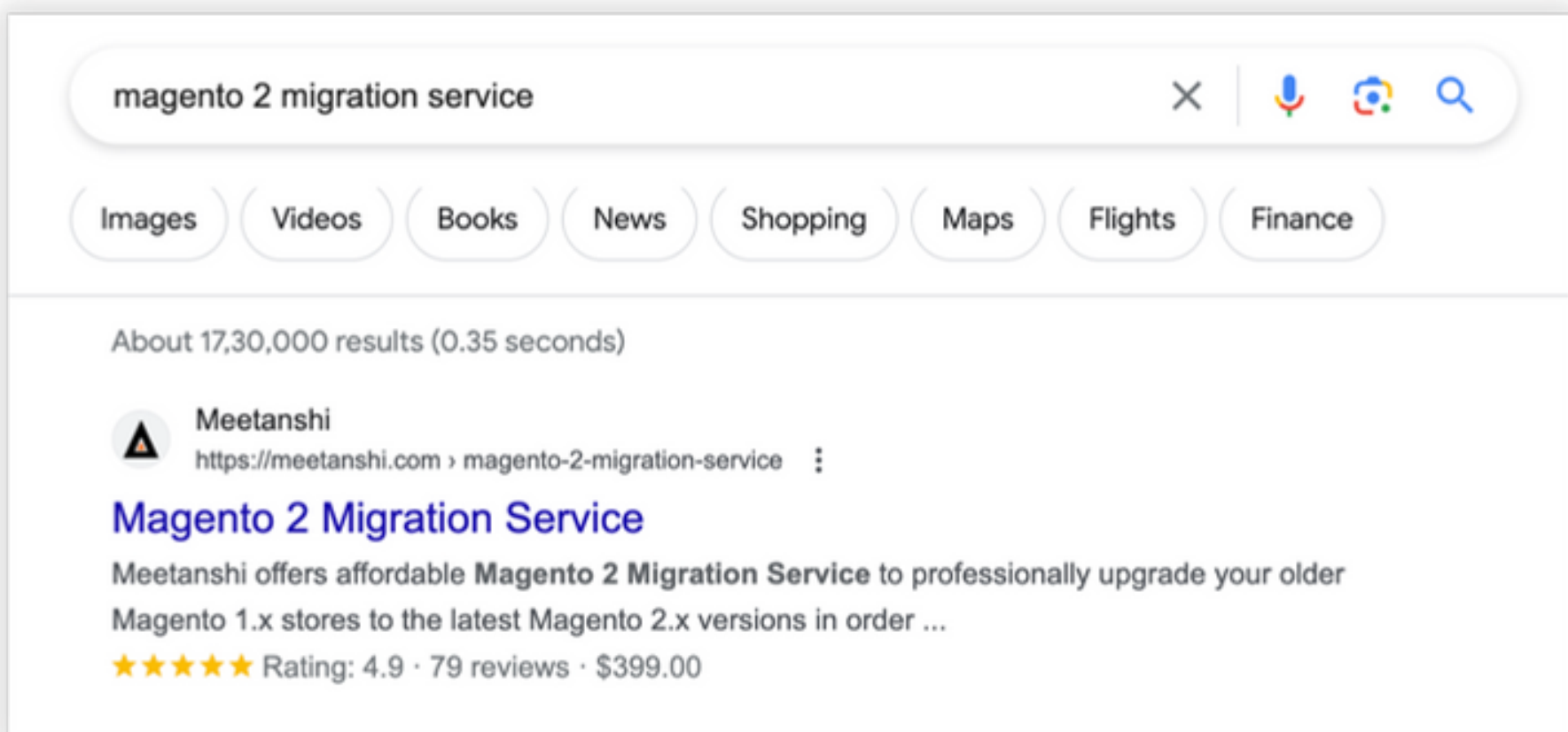
FS exists

**Let's try to rank the KW:**

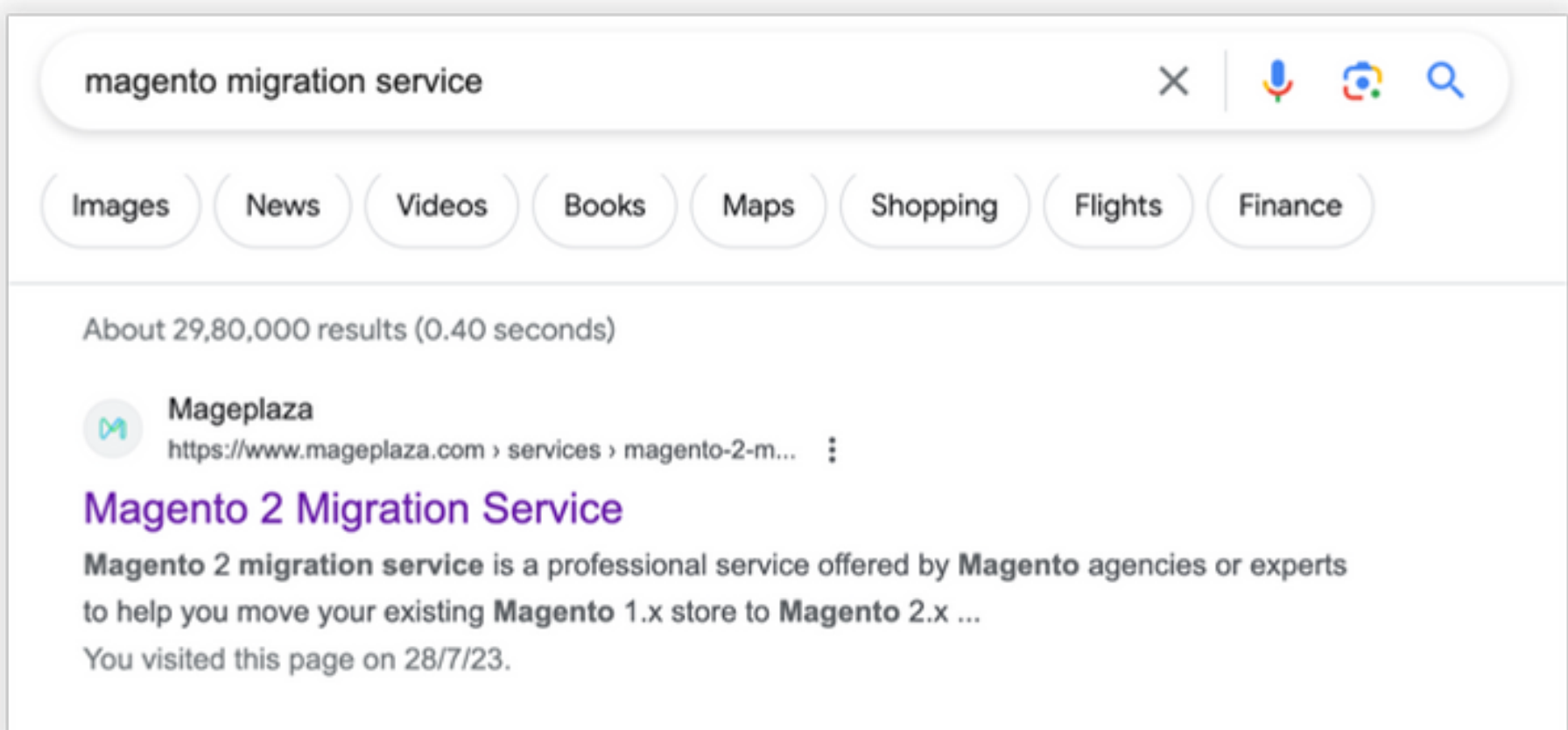
**Magento 2 Migration  
Services**



# b. SERP Analysis: Does variation rank for the FS as well?



FS exists for variations ❌



FS exists for variations ❌

c. SERP Analysis: Is your keyword ranking between 2-20 positions?

Organic keywords

How to use

Monthly volume

United States

Position: 2-20

X

Volume

KD

CPC

220 keywords

5 Aug 2023

Compare with: 29 Jul 2023

Main positions only

| <input type="checkbox"/> Keyword                        | SF | Volume | KD | CPC   | Traffic | Change | Paid | Position |
|---------------------------------------------------------|----|--------|----|-------|---------|--------|------|----------|
| <input type="checkbox"/> + magento 2 migration services | 2  | 250    | 15 | 21.84 | 26      |        | 0    | 4        |

2-20 position ✓

## **d. SERP Analysis:**

# **Have you checked the FS type on SERP?**

- Is it a paragraph?
- Is it a table?
- Is it an ordered list?
- Is it an unordered list?
- Is it a video?

About 7,51,00,000 results (0.48 seconds)

Inbound marketing is a digital marketing method that helps you attract customers to your business by creating useful content and experiences that resonate with audiences. It prioritizes content creation and information sharing as a way to reach customers, rather than relying solely on ads.



Amazon Ads

<https://advertising.amazon.com> › library › guides › inbo... ⋮

## What is Inbound Marketing? Definition, Types & Examples



paragraph FS

nutrients percentage in chocolate



Images

Shopping

News

Videos

Books

Maps

Flights

Finance

About 6,74,00,000 results (0.65 seconds)

How do the nutrients compare?

| Nutrient     | Light (100 g) | Dark (100 g) |
|--------------|---------------|--------------|
| Energy       | 531 kcal      | 556 kcal     |
| Protein      | 8.51 g        | 5.54 g       |
| Carbohydrate | 58 g          | 60.49 g      |
| Fat          | 30.57 g       | 32.4 g       |

[7 more rows](#)



Medical News Today

<https://www.medicalnewstoday.com> › articles ⋮

## Health benefits and risks of chocolate - Medical News Today



About featured snippets



Feedback



table FS

checklist for featured snippet

Images News Videos Books Shopping Maps Flights Finance

About 16,90,000 results (0.41 seconds)

What follows are the most common types of featured snippets.

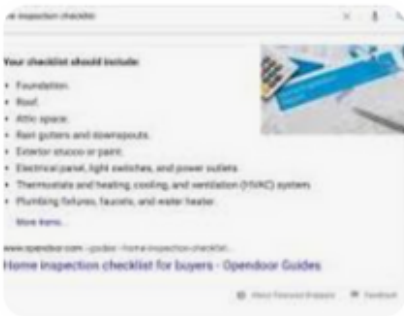
- Paragraph. ...
- List. ...
- Table. ...
- Add a 'What is' heading. ...
- Fully define the topic in 2-3 sentences. ...
- Scale featured snippets when possible. ...
- Prioritize opportunities where you rank in the top 5.

07-Dec-2022

 Search Engine Land  
<https://searchengineland.com> › SEO

[How to get Google featured snippets: 9 optimization guidelines](#)

[About featured snippets](#) • [Feedback](#)



↑  
unordered FS

richest footballer in the world

News Forbes Images Top 5 Top 10 2023 Female American

About 8,83,00,000 results (0.49 seconds)

Top 11 richest football players

1. Faiq Bolkiah | \$20 billion.
2. Lionel Messi | \$600 million.
3. Cristiano Ronaldo | \$500 million.
4. David Beckham | \$450 million.
5. Dave Whelan | \$210 million.
6. Neymar Jr. | \$200 million.
7. Zlatan Ibrahimovic | \$190 million.
8. Kylian Mbappe | \$180 million.

[More items...](#) • 07-Jun-2023

 jagranjosh.com  
<https://www.jagranjosh.com> › ... › Sports and Games

[List of Richest Footballers in the World 2023: Net Worth ...](#)

↑  
ordered FS



how to tie a tie

×



Videos

Images

Windsor knot

Easy

Easy for school

WikiHow

In 3 steps

Step by step

About 3,17,00,00,000 results (0.51 seconds)

▢

Videos

easy

windsor

bow

school

youtube

step by step

men's

fancy

▼

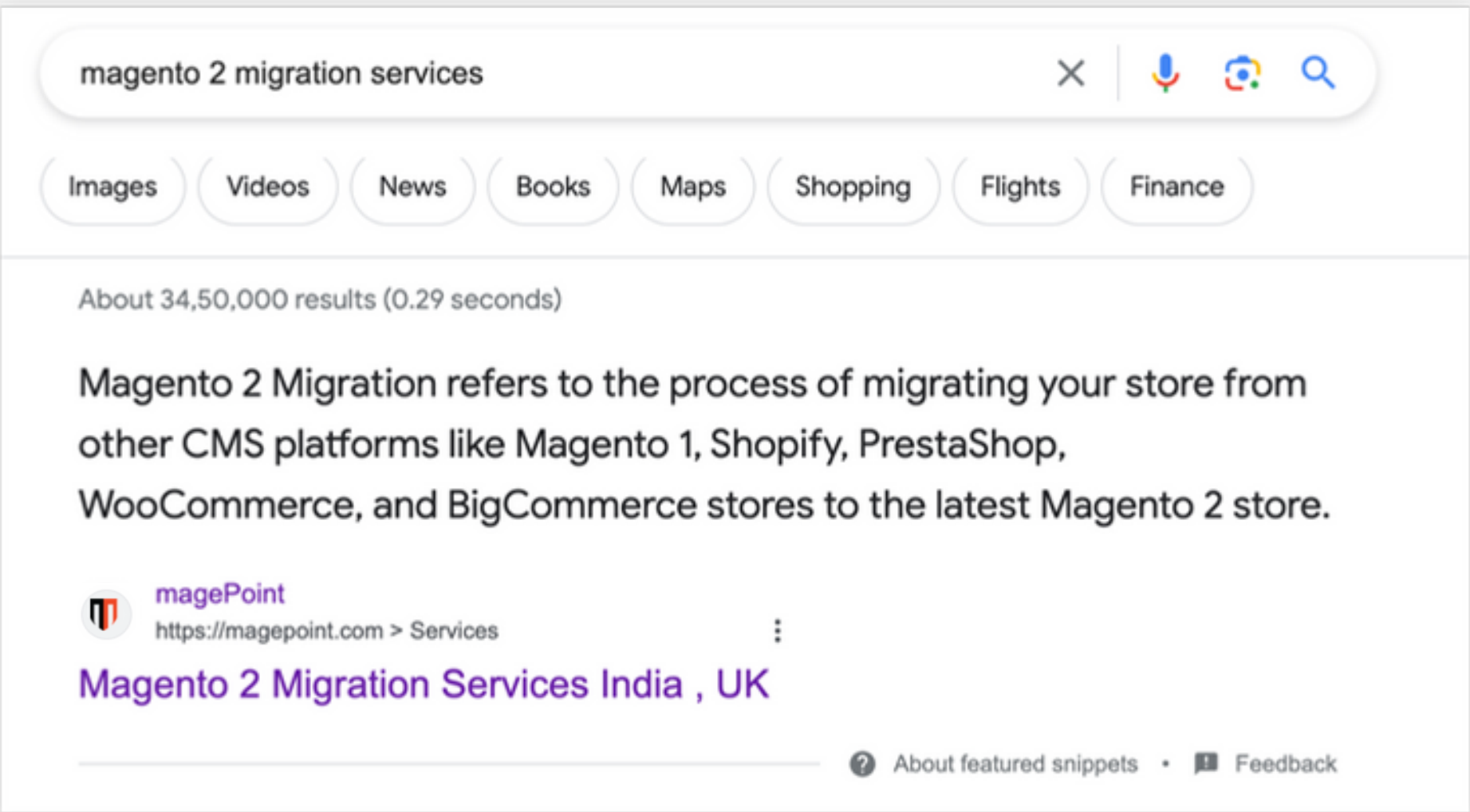


3:33

How to tie a tie EASY WAY (Slowly & Mirrored) Windsor knot

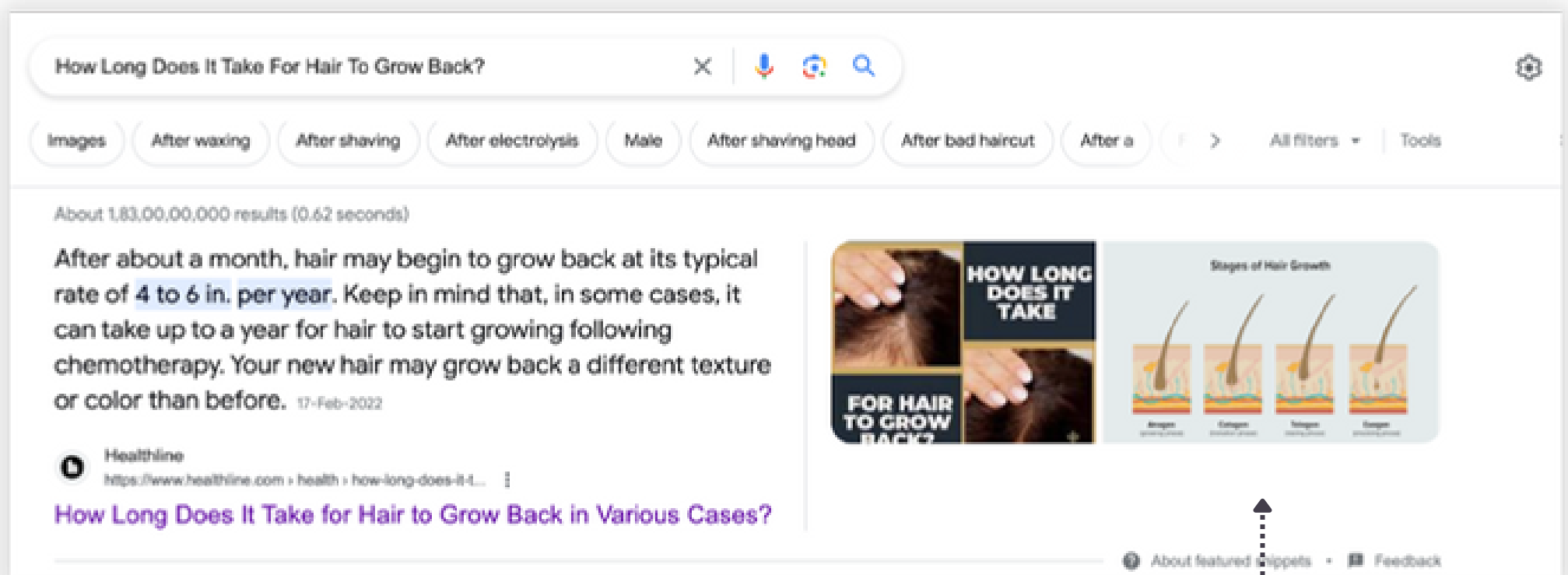
YouTube · How to tie a tie · 03-Sept-2020

video FS



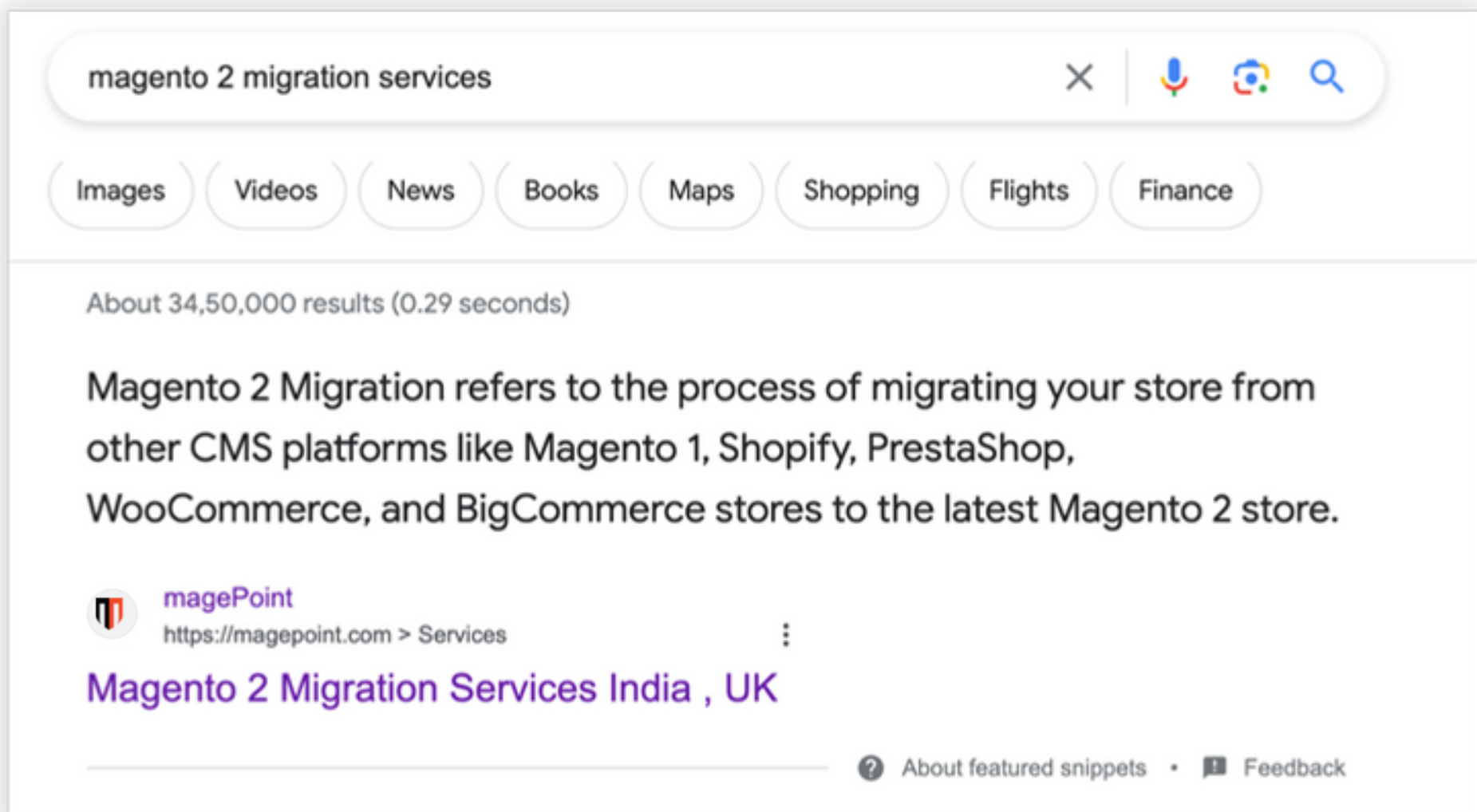
Paragraph FS 

# e. SERP Analysis: Is FS accompanied with images?



We're looking for these types of images

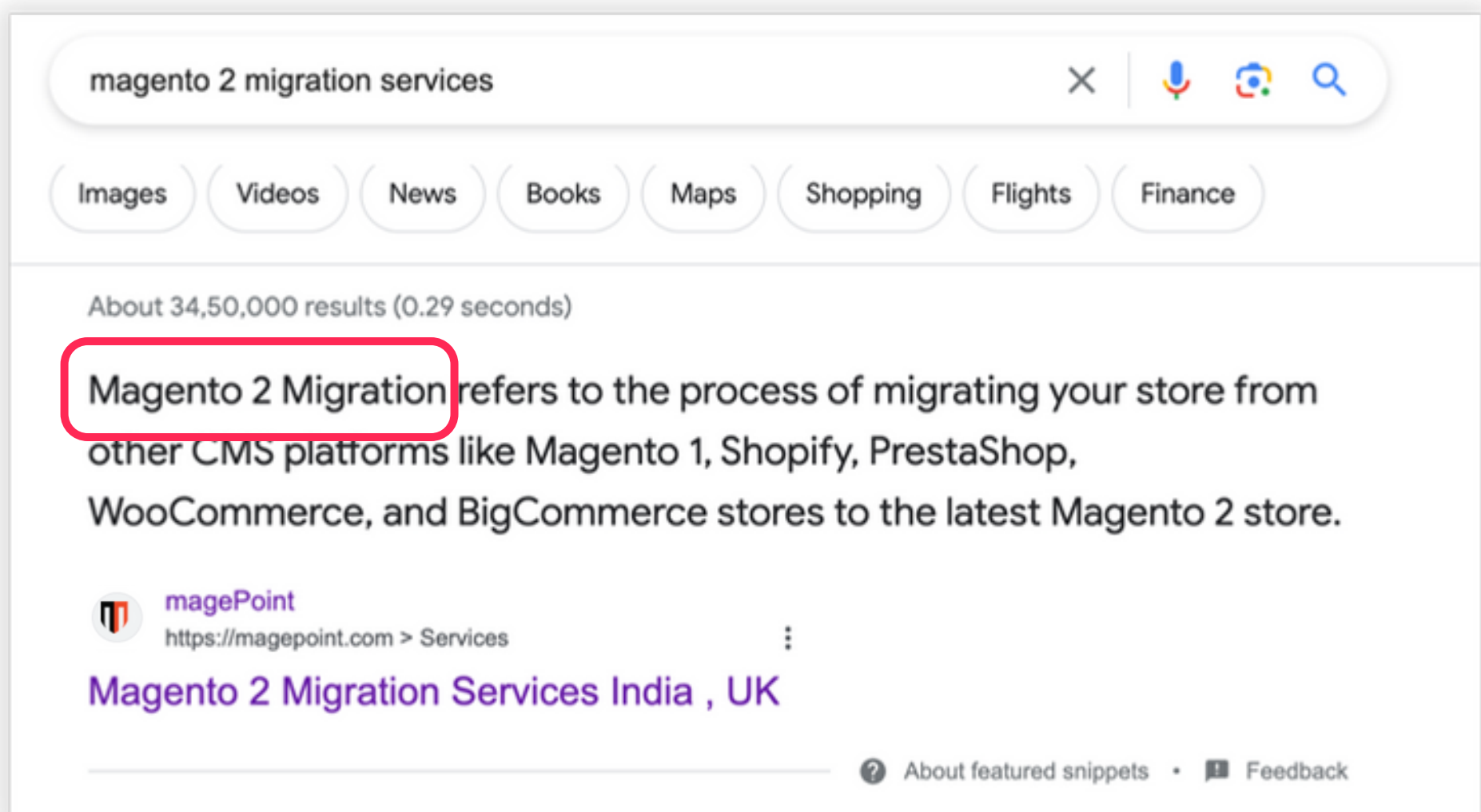




↑  
No image in FS

Image 

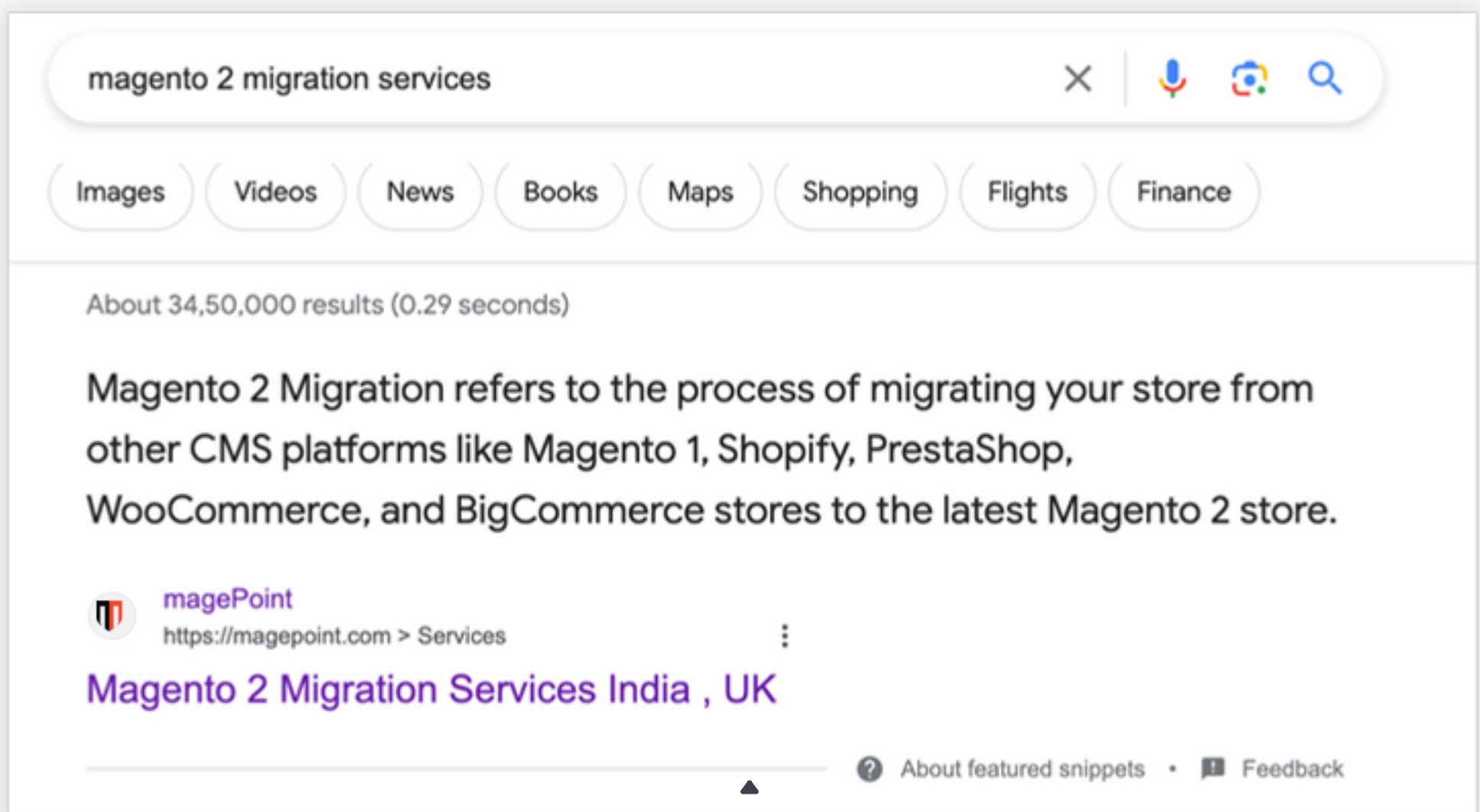
# f. SERP Analysis: Do you see the keywords in the result?



Exact match 

Partial match 

# g. SERP Analysis: Do you see bolded terms?



No bolded terms

Bolded terms ❌

# h. SERP Analysis: How many words do you see?

43 words 194 characters

GO BASIC

OPTIONS

Your text might contain writing issues - [Check now](#)



GRAMMAR & SPELL CHECK

OFF



THESAURUS

Tl

CASE▼



ACTIVITY



SAVE



GOAL▼



AUTO-SAVE

OFF



CLEAR



UNDO



REDO



MORE (9)

Magento 2 Migration refers to the process of migrating your store from other CMS platforms like Magento 1, Shopify, PrestaShop, WooCommerce, and BigCommerce stores to the latest Magento 2 store.

Words determined 

# i. SERP Analysis: How many characters do you see?

43 words 194 characters

GO BASIC

OPTIONS

Your text might contain writing issues - [Check now](#)

✓

GRAMMAR & SPELL CHECK

OFF

📖

THESAURUS

Tt

CASE

▼

📊

ACTIVITY

💾

SAVE

🏆

GOAL

▼

💾

AUTO-SAVE

OFF

🗑️

CLEAR

↶

UNDO

↷

REDO

⋮

MORE (9)

Magento 2 Migration refers to the process of migrating your store from other CMS platforms like Magento 1, Shopify, PrestaShop, WooCommerce, and BigCommerce stores to the latest Magento 2 store.

Characters determined 

## **a. Content Analysis: Did you get the feel of FS in content?**

- What fold is it placed?
- What subheadings are placed above and below?
- Is it close to the table of content?
- Is it placed near the conclusion?



## b. Content Analysis: Is it placed under heading?

### What Is Magento 2 Migration Service?

Magento 2 Migration refers to the process of migrating your store from other CMS platforms like Magento 1, Shopify, PrestaShop, WooCommerce, and BigCommerce stores to the latest Magento 2 store. Magento Development Companies offer Magento 2 Migration services to ensure that your store gets migrated to the Magento 2 platform by keeping the codes intact, that too with minimum downtime.



Placed under H2 ✓

## **c. Content Analysis: What type of content do you see?**

### **What Is Magento 2 Migration Service?**

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Make sure content type matches in content and SERP

**Paragraph FS** 



# d. Content Analysis: Where is the image situated?

## What Is Magento 2 Migration Service?

Magento 2 Migration refers to the process of migrating your store from other CMS platforms like Magento 1, Shopify, PrestaShop, WooCommerce, and BigCommerce stores to the latest Magento 2 store. Magento Development Companies offer Magento 2 Migration services to ensure that your store gets migrated to the Magento 2 platform by keeping the codes intact, that too with minimum downtime.



Image doesn't feature in the snippet. But it's a good idea to replicate the existing structure of the FS winner.

# SERP Analysis

- FS exist for the keyword 
- Variation doesn't have FS 
- Keyword ranks between 2-20 positions 
- Determined FS type on SERP 
- FS with images 
- Keywords in the result 
- Bolded terms 
- Determined words 
- Determined characters 

# Content Analysis

- Feel of FS
- Placed under heading
- Determined content type
- Image placement



# Use above analysis to **flip** the FS

- Word count: ~50
- Add main keyword
- Use synonym keywords
- Better answer
- Better image
- Non-opinionated answer
- Start with magento 2  
migration service is...[answer]

# Our answer & image

## What is Magento 2 Migration Service?

Magento 2 migration service is a service offered by Magento web development companies to migrate Magento 1, Shopify, PrestaShop, WooCommerce, and BigCommerce stores to the latest Magento 2 stores. The idea of Magento 2 migration is to push the use of fast, reliable, secure, and well-performing Magento 2 versions.



# Results

main keyword

magento 2 migration services

Images

Videos

News

Books

Maps

Shopping

Flights

Finance

About 34,50,000 results (0.42 seconds)

Magento 2 migration service

is a service offered by Magento web development companies to migrate Magento 1, Shopify, PrestaShop, WooCommerce, and BigCommerce stores to the latest Magento 2 stores. The idea of Magento 2 migration is to push the use of fast, reliable, secure, and well-performing Magento 2 versions.

Magento 2 Migration Service - Quickest Transition

About featured snippets

Feedback

48 words, 304 characters

| Traffic   | Change      | Value  |
|-----------|-------------|--------|
| 235 16.3% | <div></div> | \$2.9K |





# Was that helpful?

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



**Repost** if you find it useful.

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