

ON-PAGE SEO (Content & Structure)

Structure the information in order to dominate featured snippets, people also ask boxes, and AI SERP listings.

Add FAQ Page Schema to at least 3 articles of your blog:

Increases your likelihood of displaying in PAA and rich snippets by marking up Q&A.

Use How To Schema on step-by-step tutorials:

Allows your guides to appear with learning steps, images, and carousels on Google.

Respond to a major question with 40-60 words each post:

Ranks in featured snippets and voice search answers that have short summaries.

Use H2/H3s in terms of long-tail questions:

Enhances semantic relevance and makes content capable of bringing about PAA results.

Add bulleted or numbered lists to each article:

Google likes them very much when they want to add them as snippets (mostly ranking and procedures).

Where it is appropriate, add tables or comparison charts:

SERPs frequently present structured tabular data in the form of prices, specifications, or comparisons.

OFF-PAGE SEO (Authority & External Signals)

Credibility signals credence, which enhances snippet-worthiness and zero-click appearance.

Backlink your snippet-optimised pages:

The rich format content gets a higher ranking and credibility because of the authoritative links associated with it.

Review zero-click keyword performance each month:

Take the high-impression, low-CTR queries and refresh the content to capture more snippets.

Network with niche publishers and blogs:

Use third-party credibility to have your content promoted and exposed more widely.

Share snippet-focused posts through social and email:

These engagement indicators, such as shares and clicks, enhance discoverability and positioning in content.

Obtain PR coverage or thought-leadership mentions:

Unlinked brand mentions add value to Google knowledge graph and authority scores.

Technical SEO (Schema & Tools Search)

Make sure that it is machine-readable and eligible to have advanced SERP features.

Test key pages with the Rich Results Test on Google:

Ensures schema implementation is correct and can be improved.

Add Organization or Person schema on About/Home pages:

Assists in allowing Google to set a verified identity behind the site.

Track Impression vs CTR Gap in Search Console:

High impression, low CTR can be an indication that snippets and AI overviews are cannibalizing clicks.

Testing PAA triggers with SERP simulator tools:

See which questions your content would potentially surface for and build upon them.

Search Labs or incognito testing of the AI Overviews:

Allows knowing whether your content appears in AI summaries or not, and tailoring copy accordingly.

LOCAL SEO (Location-Based Discovery)

Target Google Maps, Google business profiles, and local zero-clicks.

Fully update your Google Business listing:

Local pack and Maps visibility are boosted by accurate hours, categories, photos, and services.

Make sure NAP is consistent across directories:

Name, Address, Phone must be consistent in JustDial, Yelp, Yellow Pages, etc.

Each location page should have one geo-targeted keyword:

The target audience can be reached by using keywords such as dentist in Koramangala.

Activate Local Business markup in the local/service pages:

Strengthens location relevance and local rich result eligibility.

Focus on creating and engaging with the local reviews:

The reviews directly influence local ranking and zero-click map visibility.

Include a Google Map on your Contact page:

Enhances accuracy in location and provides better visibility with respect to mobile local search.