

# BUILDING BETTER CONTENT



AI Snippets Checklist

meetmoniker.com

## Content Research

### Use Google Search for Questions




Start typing your target topic into Google and use the results to inform your content planning. These are real questions users are searching for and can guide your content focus.

- Review the the "People Also Ask" section 
- Make note of the autocomplete suggestions 

**Example:** Type "AI snippets" and note questions like "What are AI snippets?" or "How to optimize for AI snippets?"

### Identify Question-Based Keywords

Use tools like SemRush, Ubersuggest, or AnswerThePublic to find common questions your audience is asking.

- Look for "how-to" queries 
- Look for "what is" queries 
- Look for "why" queries 

**Example:** "How to optimize for AI snippets?"

### Analyze Competitor Snippets

Research existing featured snippets for your target keywords. Note things like:

- Format (list, paragraph, table) 
- Content style 

## Content Development

### Base Subheadings on Google AI Overview

Use Google's AI-generated overviews to guide your content structure.

- Search your target keyword and review the suggested sections ✓
- Align your H2s and H3s with these to match Google's priorities ✓

**Example:** If Google suggests "What are AI snippets?" and "How to optimize for AI snippets?" as sections, use those as your subheadings.

### Answer the Query Clearly and Concisely

- Place the most direct answer to the query in the first 50-60 words ✓
- Make sure the answer falls directly below the appropriate subhead ✓

This formatting helps increase the chance of being pulled into a snippet.

### Prioritize Human-Friendly Content

Google prioritizes content that is in-depth yet easy to read.

- Write in a conversational tone ✓
- Break up long paragraphs ✓
- Use simple language to keep your content accessible ✓
- Target a 7th- to 8th-grade reading level. ✓

**Tip:** Use tools like Grammarly or Hemingway to check readability scores and make adjustments.

## Formatting for Snippets

### Structure for Readability

Make your content easy to skim. Google loves structured content for snippets.

- Prioritize the use of appropriate sub-headings ✓
- Incorporate bullet points, and numbered lists when possible ✓

### Incorporate Visuals and Examples

These can appear in rich snippets and provide Google with additional context to help place your articles.

- Add charts to showcase data and insights ✓
- Add images and video into the body of the article ✓
- Don't ignore your alt. text and media descriptions ✓

### Test & Iterate

Tools like SEMRush can help you monitor and track the effectiveness of your snippet placements. Remember:

- Track the performance of your content over time ✓
- Make ongoing adjustments to optimize and improve performance ✓

**Need Help implementing a longform content strategy for your business?**

Get in touch with our team of experts today:  
[info@meetmoniker.com](mailto:info@meetmoniker.com)