



Winning With Voice Search

Tips & Tricks to Get More Voice Search Traffic

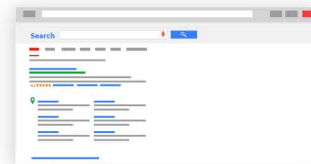
The **power of voice search** is available at your fingertips.

At Advice Local we're dedicated to helping our agency and brand partners get businesses found online in desktop and voice searches.



From building business listings that are voice search-ready to building content on a business' website that answers a consumer's voice search query, it's all about establishing a solid foundation.

According to a study by BrightLocal, local businesses must meet certain criteria to show up in SERPs for voice searches. This includes things like how close the business is to the searcher, how the business interacts with reviews, how many backlinks the business' site has, how active the business is on social media and how visible the business is on industry-specific and local directories.



Because so much of voice search revolves around people searching for businesses near them, it's vital that local retailers, restaurants and service area businesses indicate that they are nearby. Even if people don't specifically search for something "**near me**," voice assistants will still base its voice search results on proximity to the searcher.



1 Voice Search Readiness – The Starting Point

The first step is to build quality, relevant local profiles – yes, we’re referring to Google My Business, Bing and Yelp. It only makes sense that if search engines trust these, so do the voice assistants.

No business can afford to ignore GPS devices and mapping apps. After all, navigation solutions depend on these to get customers where they are going. And with many of these apps being utilized via voice, data accuracy impacts getting found.



Voice-powered listings on sites like **Judy’s Book** that support Speakable Schema Markup are a must, too. Listings that support the inclusion of common frequently asked questions (FAQs) and custom FAQs are essential. Voice Presence can’t be neglected.

Most devices today have their own voice assistant – Apple’s Siri, Bing’s Cortana, Samsung’s Bixby, Amazon’s Alexa and Google’s own proprietary assistant. No one can ignore these – and to get in with these, you have to get in good with the search engines.

Here’s more on [voice search readiness](#).



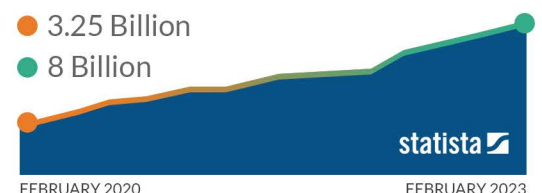
2 Creating a Conversational Voice App

Statista reported in February 2020 that today 3.25 billion voice assistants are in use. If growth continues at the same rate, by 2023 this will be 8 billion.

Creating a conversational voice app is an easy way to ensure the most important information about local businesses is available to the voice assistants.

Whether the voice search user is on-the-go, on the couch or at their desk, they can have a hands-free voice experience with the businesses you represent.

And we have this voice app technology available for you, right now! Our conversational voice app technology gets businesses found on devices supported by **Google Assistant** and **Amazon’s Alexa**.

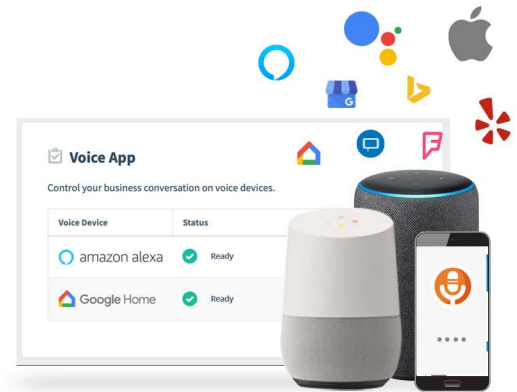




Including answers to the most common questions within the voice app is essential. The ideal voice app will have the ability to add a custom Welcome message, Support message and Exit message.

Features like these make it possible for the voice app to have a conversation with the consumer who is inquiring about the business. Our voice app allows for the addition of branded terms and industry-specific jargon to make the experience for the consumer even better.

Here’s a recording of an **example voice app** we created for Primped Pooches. Notice how we integrated fun lingo to connect on a personal level. This makes the conversational experience so much better.



With our voice app technology, the app can be ready for submission to the app stores within a matter of minutes, with app approvals expected in 3 days or less.

Explore more on our voice app solution [here](#).

3 Getting to Know the Voice Search Generation

According to **Stone Temple Consulting**, the largest group of voice search users is 35–44 year olds. Meanwhile, millennials between the ages of 25 and 34 are the most comfortable using voice search in public.

51% of people age 55+ use voice search because it “empowers [them] to instantly get answers and information,” according to Think With Google’s Sara Kleinberg.



The young’uns (you know, those 10-year-olds wielding their parents’ old smartphone) use voice-enabled features too. Siri types their text messages and Amazon’s Echo searches for information on the web. Parents do it this way – so their kids mimic the behavior, too.

People are no longer worried about typos, so they don’t know the correct spelling of ‘quiche’ – and they don’t care! And why would they? Voice search doesn’t care either.

The convenience of voice search is crossing all generations. Explore this [topic](#) in more detail now.



4 Understanding Voice Search Habits & Intent

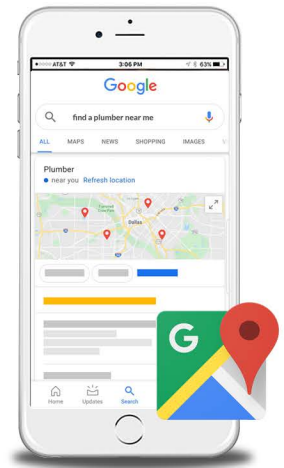
In order for a business to place in a voice search query, they need to understand more about how and the questions a consumer would ask to find their business, product or service.

For example, voice search queries like “*what are the best Mexican food restaurants*” or “*find me the closest Mexican food restaurant*” are both about Mexican food, but the intent is quite different.

Another example is “*how do I fix a clogged sink*” vs. “*find a plumber near me*”. The first query implies the consumer wants to know how to do something and the second implies they want to hire someone to fix something.

Since there is no specific tool to understand voice search analytics (yet), the business has to use a combination of several others tools and apply logic to determine intent – Google Analytics, Google Search Console and SEMRush will help with this.

More on [voice search habits](#) and [intent](#) here.



5 Content Is King in Voice Searches, Too

“Build it and they will come” doesn’t work when it comes to creating a website. The same thing applies to content.

Keyword stuffing has been out of style for a long while, even more so with E-A-T (expertise, authoritativeness and trust-worthiness) taking center stage. For the most part, the same directives Google gives the Quality Raters applies to how to write content that voice assistants will love, too.

Content should use natural language and provide short, direct answers. Content that has filler words like “the” and “an” plus answers the consumer’s query in approximately 29 words seems to surface in voice search queries.

Natural language and intent have a big role in the results that display in a voice search query. For example, a consumer asking Siri, “*Tell me everything you know about cars,*” is going to return a completely different result than “*Tell me everything you know about toy cars.*” The first highlights the movie *Cars*, and the second surfaces information about “model cars”.

Tell me everything you know about toy cars.





When writing content, it's important to consider intent, semantics and the use of long-tail keywords. While this all may seem complicated, some keyword research can help get you there.

SEMRush will provide you a list of questions that consumer's ask relating to certain keyword phrases. A quick Google search will also provide a list of questions under the heading "People also ask". This can help writers create content answering questions that searchers are actually asking.

People also ask	
What is the best model car brand?	▼
What is the most expensive model car?	▼
What is diecast model cars?	▼
What is a 1/24 scale car?	▼
What is the most reliable car brand 2019?	▼
Who makes the best car model kits?	▼

Get more [keyword research strategies](#) now.

6 Go for the Snippet to Get the Win

Position zero is the spot to claim the win in voice searches. Businesses that surface in featured snippets on desktop and mobile searches increase the likelihood of being the voice search result, too. According to a Backlinko study, 40.7% of all voice search answers come from featured snippets.

So how does one optimize for the featured snippet? While there is no secret recipe, here is a formula that improves the odds.

- A. Write content to answer a specific question.
- B. Include the question and answer as close to the top of the page as possible.
- C. Format the question and answer in a paragraph or list format if possible.

According to STAT, paragraph snippets amount to 81.95% of total snippets. Lists are in second place, with 10.77% of the total, and table snippets are only 7.28% of the total snippets.

Of course, do all this while keeping natural language, semantics and long tail keywords in mind.

More on featured snippets [here](#).

