



Advice Local Announces New Voice Search Readiness Algorithm Integration Within Local Presence Management Solution

Local search technology provider, Advice Local is an innovator. Their Voice Search Readiness Algorithm will help agencies, franchises and brands alike.

MCKINNEY, Texas--(BUSINESS WIRE)-- Voice search is no longer the future of SEO – it's the present. Voice assistants including Google Assistant, Amazon Echo, Apple's Siri, Microsoft's Cortana and Samsung's Bixby are smarter than ever. Finding these assistants so helpful, people from every generation are using them regularly.

Advice Local lives at the forefront of the local presence management industry, as demonstrated by their newest algorithm, the Voice Search Readiness Score. Now part of their ever-expanding proprietary technology, this feature will display a score that allows their partners and SMBs alike to easily identify if a business is findable via voice search. Their technology makes it simple to determine on which platforms the business is findable via a "Ready" or "Not Ready" status.

This Voice Search Readiness Score is calculated based on a business' listing submissions and optimization on data sources such as Google My Business, data aggregators, and data enhancers – all accessible within their easy-to-use dashboard.

Advice Local CEO Bernadette Coleman says, "The use of voice search is revolutionizing the digital marketing industry. Since most voice assistants deliver the top results when answering a query, local businesses cannot afford to place further down in search results."

This reality is so important that, along with their [Voice Search Readiness Score](#), Advice Local has produced a [voice search guide](#). Everyone can download the guide for free.

To determine if a client business or your business is voice search-ready, run a free online visibility report. To learn more about becoming an Advice Local partner, visit AdviceLocal.com or call 855-714-7634.

About Advice Interactive Group:

Advice Interactive Group is a local search technology and digital marketing solution provider. More than 300,000 businesses around the web use Advice Local's local presence management solution to take control of their data, keep their location information current, optimize and syndicate their business profiles. This drives face-to-face and digital interactions intended to boost customer engagement, build audiences, and increase sales through an all-inclusive, white-labeled SaaS-based dashboard and marketing platform.

Based in the Dallas/Fort Worth area with more than 70 employees, Advice has been recognized as one of the SMU COX Dallas 100™, is a three-time Inc. 500 Company, and recently picked up an Internet Marketing Association Award.

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