VOICE SEARCH 101: YOUR GUIDE TO SEO SUCCESS
HELLO!

I am Carolyn Lyden
Search Engine Optimus Prime @CallRail
I love the internet and animals.

Twitter: @Carolyn_Lyden
LinkedIn: Carolyn Lyden
TODAY’S AGENDA

1. What matters in voice search
2. Types of Google provided answers
3. Types of featured snippets
4. How to write for voice search
What Matters in Voice Search?
20% of searches in 2016 were voice

20 million estimated “smart speakers” in American homes

52% of smart speaker owners use it for “general questions”
“THE INTERNET is a series of tubes.”

- Senator Ted Stevens

Source: PCMag
Things that were optional even just a couple years ago, are no longer optional. Being **mobile-friendly** is a requirement. Being **secure** is rapidly becoming a differentiator. **Marking up** your content is no longer a nice-to-have.

Everyday adoption of those technical items grows, which means the playing field is changing. If a search engine suggests a protocol is worth using, it’s worth paying attention.

- Duane Forrester, Yext VP of Industry Insights

Source: Search Engine Land
WHAT MATTERS IN 2018 SEARCH

- Mobile-First Indexing
- User-Focused Content
  (more on this later)
- Schema Markup
- Claim your GMB listing!

Welcome home

Start with "Ok Google"

To get your Assistant's attention you can say "Ok Google" or "Hey Google"
Types of Provided Answers
TYPES OF ANSWERS ON GOOGLE

- Rich answers
- Knowledge graph
- Rich snippet
- Featured snippet

Source: Search Engine Journal
Answered instantly, without credit to the site
Covers short, factual things
Google says they don’t need to provide credit because these answers are public domain
Pulls from a variety of sources
Shows on the right in a box or above the organic search results in a gallery or carousel
Search results for brands, people, and organizations
Enhances organic search result
According to information **marked up** on the site using structured **schema data** from Schema.org
Rating stars, product availability, and pricing information, as well as photos for reviews

**RICH SNIPPET**

Get Local and Toll-Free Numbers Instantly | Call Tracking and Analytics
https://www.callrail.com/phone-numbers/ ▼
⭐⭐⭐⭐⭐ Rating: 9.7/10 - 165 reviews
Local call tracking numbers ensure your customers and leads know where your business resides. Whether you need tracking phone numbers in your hometown ...
Live at the top of the search results
Google pulls the info from one of the organic listings on the first page of search results
Google gives that website credit via a link
Or voice, “According to…”
Types of Featured Snippets
TYPES OF FEATURED SNIPPETS

- Paragraphs
- Lists
- Tables

Source: Search Engine Journal
A main line tracking number is a phone number used with software to track, record, and analyze phone calls to a business's main line. Feb 2, 2017
LISTS (ORDERED & UNORDERED)

How to Set Up Call Tracking Using CallRail

1. Step 1: Choose which Channels to Track.
2. Step 2: Choose your Phone Numbers.
4. Step 4: View Your Call Reports.

1. How to Set Up Call Tracking with CallRail - Fit Small Business
https://fitsmallbusiness.com/set-up-call-tracking/
## 2016 car sales by brand

<table>
<thead>
<tr>
<th>Automaker</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Motors</td>
<td>3,042,775</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>2,599,211</td>
</tr>
<tr>
<td>Toyota Motor Corporation</td>
<td>2,449,630</td>
</tr>
<tr>
<td>FCA/Chrysler Group</td>
<td>2,244,315</td>
</tr>
</tbody>
</table>

48 more rows

**U.S. Auto Sales Brand Rankings - 2016 Year End**

[Source: www.goodcarbadcar.net/2017/01/usa-2016-auto-brand-sales-results-rankings/]
How to Write for Voice Search
HOW TO CREATE CONTENT FOR VOICE SEARCH

- Specific answers to questions (AnswerThePublic.com)
- Long-tail keywords (Think: Semantic Search)
- Tangential content (Moz)
- Little to no branding TOFU (It’s not about you!)
A PICTURE IS WORTH A THOUSAND(ish) WORDS

ALT tagging your images has 2 major benefits:

1. It tells accessibility programs (like screen readers for people with vision issues) what an image is about.

2. It tells the Googlebots what an image is about. Bots can’t tell what an image is based on HTML alone. They need an ALT tag to flat out tell them.
LET'S REVIEW

1. Get ready for mobile-first indexing (aka get a responsive site).
2. Get your local SEO in order (claim GMB listing).
3. Mark up what you can (better to do it now as you go then en masse later).
4. Prioritize long-tail keywords and optimize for natural language queries.
5. Focus on user intent and user experience.
6. Add alt text to images.
THANKS!

Any questions?

Get this presentation:
rebrand.ly/VoiceSearch101