

VOICE SEARCH 101: YOUR GUIDE TO SEO SUCCESS

HELLO!

I am Carolyn Lyden

Search Engine Optimus Prime @CallRail

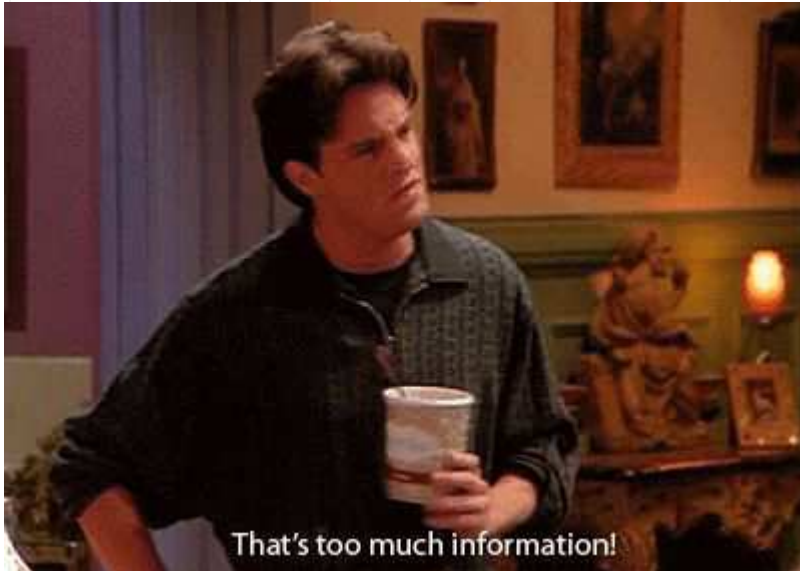
I love the internet and animals.

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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?

1

20%

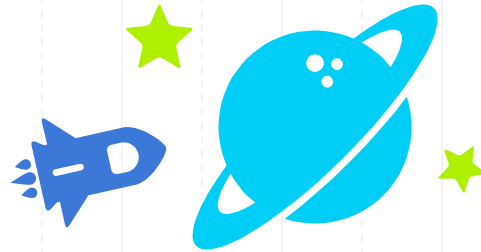
of searches in 2016 were voice

20 million

estimated “smart speakers” in American homes

52%

of smart speaker owners use it for “general questions”

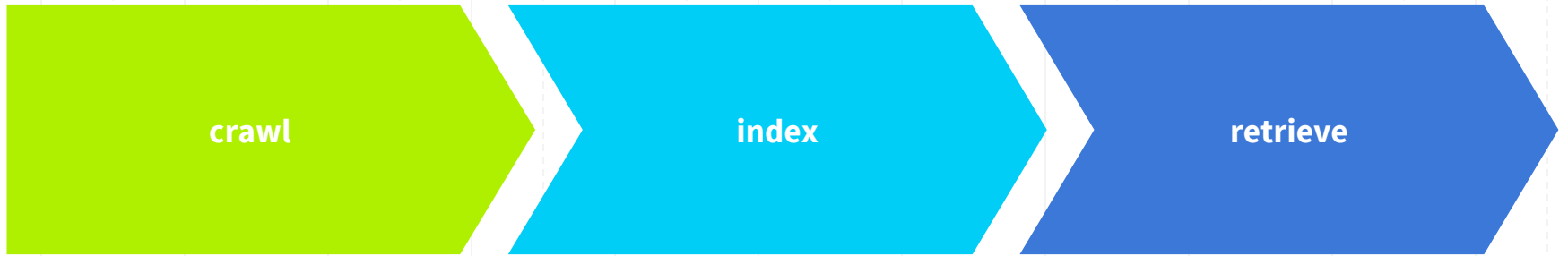


“ THE INTERNET

is a series of tubes.”

- Senator Ted Stevens

HOW SEARCH ENGINES WORK





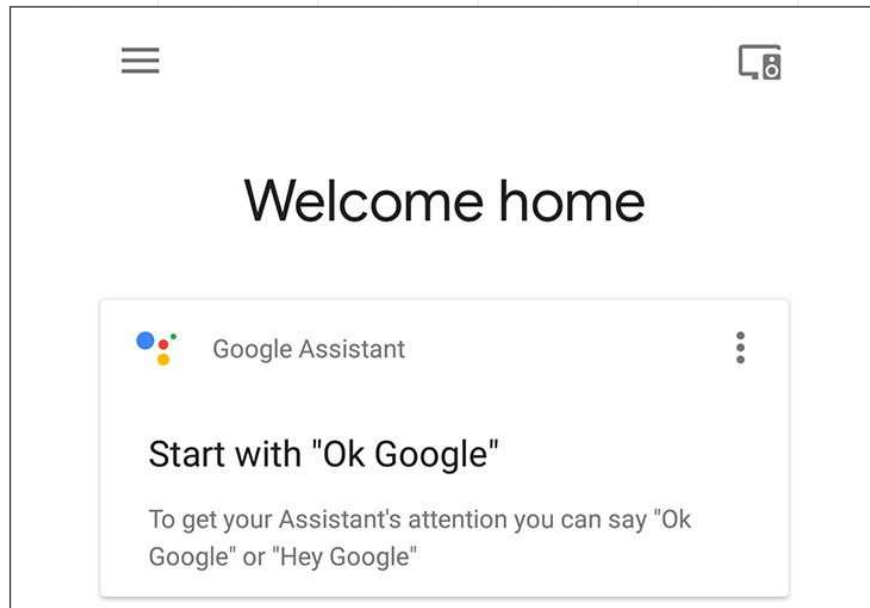
*Things that were optional even just a couple years ago, are no longer optional. Being **mobile-friendly** is a requirement. Being **secure** is rapidly becoming a differentiator. **Marking up** your content is no longer a nice-to-have.*

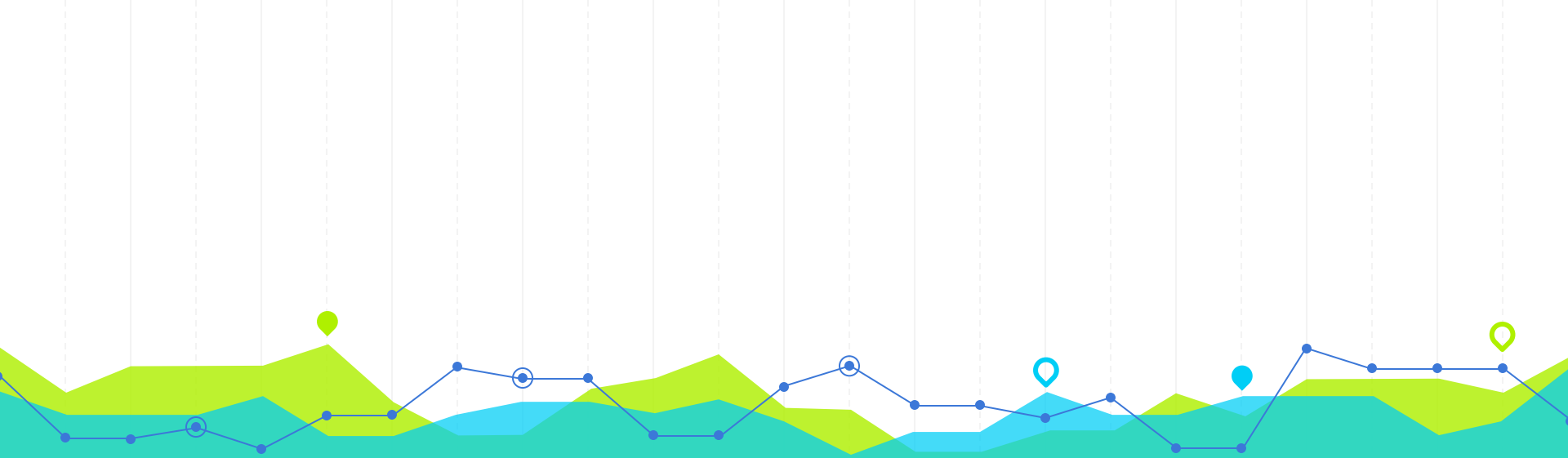
Everyday adoption of those technical items grows, which means the playing field is changing. If a search engine suggests a protocol is worth using, it's worth paying attention.

- Duane Forrester, Yext VP of Industry Insights

WHAT MATTERS IN 2018 SEARCH

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



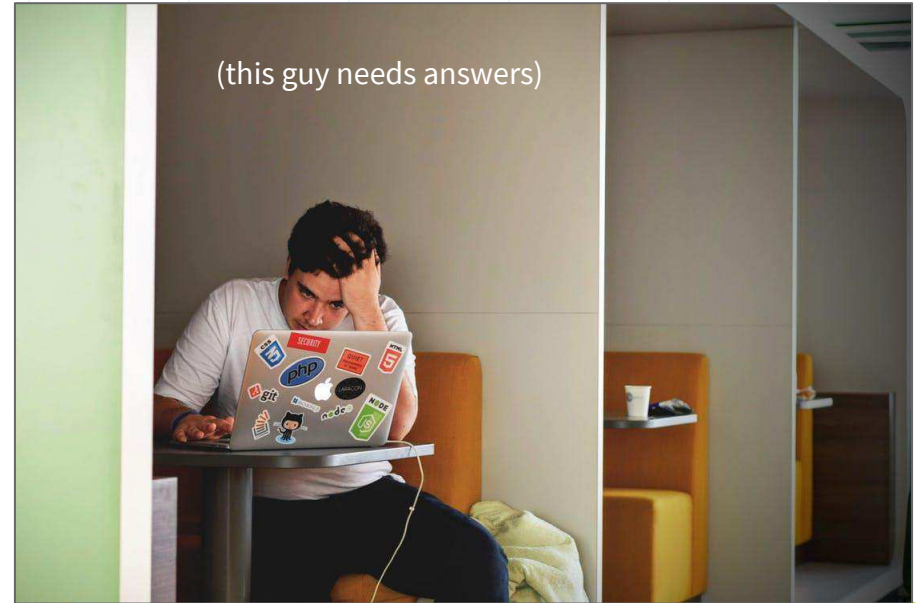


Types of Provided Answers

2

TYPES OF ANSWERS ON GOOGLE

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



RICH ANSWERS

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

how big is the earth

All Videos Images Shopping News More Settings Tools

About 330,000,000 results (0.73 seconds)

Earth / Radius

3,959 mi



People also search for

	Sun 432.288K mi		Moon 1.079K mi		Mars 2.106K mi
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KNOWLEDGE GRAPH

The screenshot shows a search engine interface for the query "disneyland rides". At the top, there is a search bar with the text "disneyland rides" and a microphone icon. Below the search bar are navigation tabs: "All", "Videos", "Images", "News", "Shopping", "More", "Settings", and "Tools". The main content area is titled "Disneyland > Rides" and features a horizontal carousel of ride thumbnails. The visible thumbnails are: Matterhorn Bobsleds, Splash Mountain, Haunted Mansion, Space Mountain, It's a Small World, Pirates of the Caribbean, Indiana Jones Adventure, and Jungle Cruise. Below the carousel, there are three sections of text links: "Attractions | Disneyland Resort" with a URL and a list of rides; "Rides & Attractions | Disneyland Resort" with a URL and a description; and "Main Street Vehicles | Rides & Attractions | Disneyland Resort" with a URL and a description. On the right side of the page, there is a knowledge panel for "Disneyland". It includes a star icon, a "Website" button, a "Directions" button, a 4.5-star rating, "17,548 Google reviews", and the text "Theme park in Anaheim, California". Below this is a snippet of text from Wikipedia: "Disneyland Park, originally Disneyland, is the first of two theme parks built at the Disneyland Resort in Anaheim, California, opened on July 17, 1955. It is the only theme park designed and built under the direct supervision of Walt Disney. Wikipedia". To the right of the text is a small map showing the location of Disneyland Park in Anaheim, California, with a red pin and a "See photos" button.

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

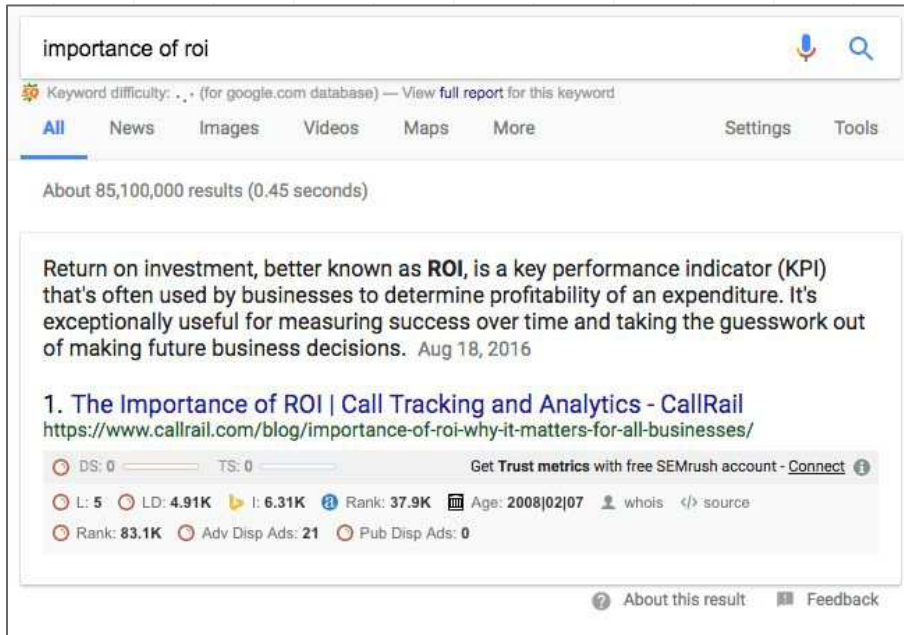
RICH SNIPPET

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



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 ...

(FINALLY...) FEATURED SNIPPET



importance of roi

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

All News Images Videos Maps More Settings Tools

About 85,100,000 results (0.45 seconds)

Return on investment, better known as **ROI**, is a key performance indicator (KPI) that's often used by businesses to determine profitability of an expenditure. It's exceptionally useful for measuring success over time and taking the guesswork out of making future business decisions. Aug 18, 2016

1. The Importance of ROI | Call Tracking and Analytics - CallRail
<https://www.callrail.com/blog/importance-of-roi-why-it-matters-for-all-businesses/>

DS: 0 TS: 0 Get Trust metrics with free SEMrush account - Connect

L: 5 LD: 4.91K I: 6.31K Rank: 37.9K Age: 2008|02|07 whois </> source

Rank: 83.1K Adv Disp Ads: 21 Pub Disp Ads: 0

About this result Feedback

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

3

TYPES OF FEATURED SNIPPETS



- Paragraphs
- Lists
- Tables

PARAGRAPHS

The image shows a Google search interface. At the top left is the Google logo. The search bar contains the text "what is a main line tracking number". To the right of the search bar are icons for voice search and a magnifying glass. Below the search bar, there is a link to "View full report for this keyword" and navigation tabs for "All", "Videos", "News", "Shopping", "Images", and "More". On the right side of the navigation area are "Settings" and "Tools".

On the left side of the page, there is a sidebar with several options: "SEOquake" with a toggle switch, "Parameters", "SERP report", and "Export CSV". Below these are "Sort this page" and "Locale" settings, which include a dropdown for "United States" and "Language", a "Set locale" button, and a "Reset" button.

The main search results area shows "About 8,780,000 results (0.84 seconds)". The first result is a featured snippet with the text: "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". To the right of this text is a small portrait of a smiling man in a dark shirt.

Below the snippet is a list item: "1. What is a main line tracking number? | Call Tracking and Analytics" with the URL "https://www.callrail.com/blog/main-line-tracking-number/". Underneath the URL are two progress bars: "DS: 31" and "TS: 38". At the bottom of the result box are "Adv Disp Ads: 21" and "Pub Disp Ads: 0".

At the bottom right of the page, there are links for "About this result" and "Feedback".

LISTS (ORDERED & UNORDERED)

The image shows a Google search interface. At the top left is the Google logo. The search bar contains the text "steps to set up call tracking". To the right of the search bar are a microphone icon and a magnifying glass icon. Below the search bar, there is a small icon of a person and the text "Keyword difficulty: 59.19% (for google.com database) — View full report for this keyword". Below this are navigation tabs: "All", "News", "Videos", "Images", "Shopping", "More", "Settings", and "Tools". The main content area displays a search result with the title "How to Set Up Call Tracking Using CallRail" and a list of four steps. Below the list is a link to "1. How to Set Up Call Tracking with CallRail - Fit Small Business" with the URL "https://fitsmallbusiness.com/set-up-call-tracking/". Underneath the link is a performance bar showing "DS: 41" with a red progress bar and "TS: 47" with a blue progress bar. Below the performance bar are two more metrics: "Adv Disp Ads: 3" and "Pub Disp Ads: 0". At the bottom right of the search result area are two icons: a question mark and a speech bubble, with the text "About this result" and "Feedback" respectively.

Google

steps to set up call tracking

Keyword difficulty: 59.19% (for google.com database) — View full report for this keyword

All News Videos Images Shopping More Settings Tools

How to Set Up Call Tracking Using CallRail

1. Step 1: Choose which Channels to Track.
2. Step 2: Choose your Phone Numbers.
3. Step 3: Set Up Call Routing.
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/>

DS: 41 TS: 47

Adv Disp Ads: 3 Pub Disp Ads: 0

About this result Feedback

TABLES

2016 car sales by brand



All

News

Images

Shopping

Videos

More

Settings

Tools

About 33,500,000 results (0.84 seconds)

U.S. Auto Sales Brand Rankings – 2016 Year End

Automaker

2016

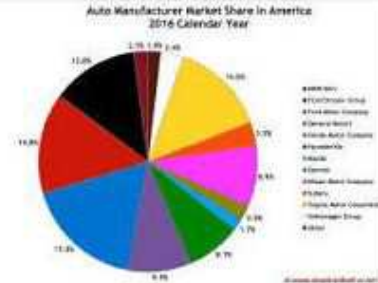
General Motors 3,042,775

Ford Motor Company 2,599,211

Toyota Motor Corporation 2,449,630

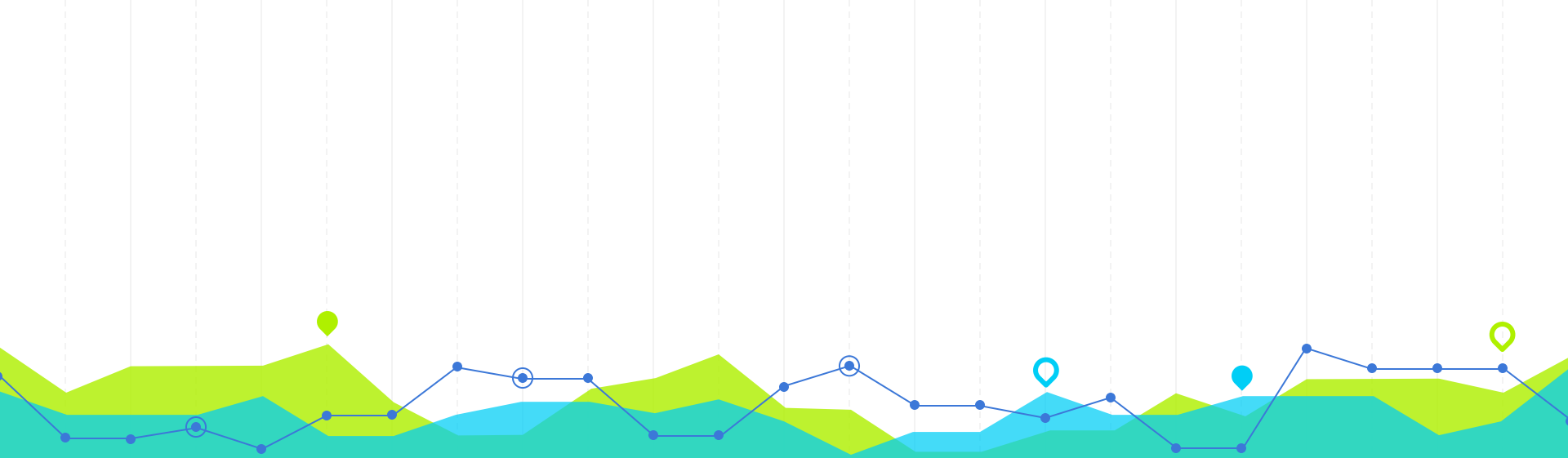
FCA/Chrysler Group 2,244,315

48 more rows



U.S. Auto Sales Brand Rankings - 2016 Year End - - Good Car Bad Car

www.goodcarbadcar.net/2017/01/usa-2016-auto-brand-sales-results-rankings/



How to Write for Voice Search

4

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

