

What Is Voice SEO and Why Should My Site Be Optimized For Voice Search?

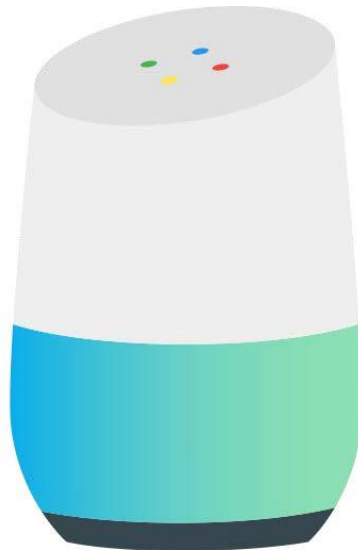
Voice search is a speech recognition technology that allows users to search by saying terms aloud rather than typing them into a search field.

ComScore has predicted that **by 2020, 50% of all searches will be via voice**; and 30% of searches will take place without a screen.

The future of voice search is not predictable. However, we do know that it is gaining considerable traction and its growth is not slowing anytime soon.

Here are a few statistics to prove that voice search is here to stay:

- Voice labs found that there were a total of 33 million voice-first devices in circulation.
- In a survey of SEO trends for 2017 and beyond, voice search stood at the third spot.
- In his keynote, Google CEO Sundar Pichai announced that one-fifth of the queries on Google are voice searches.



Voice Search Statistics

1. 52% of people keep their voice-activated speakers in their living rooms, per Google. 25% keep them in their bedrooms, while 22% keep them in their kitchens.
2. 46% of voice search users look for a local business via voice search on a daily basis
3. There were one billion voice searches made in January 2018



4. 58% of consumers have used voice search to find local business information in the last 12 months
5. 28% of consumers call the business after making a local voice search
6. At the start of 2018, the combined install base for Google Home and Amazon Alexa was 45 million
7. 33% of consumers have called a local business using their smart speaker
8. Google Assistant is now available on more than 400 million devices
9. 37% of over-55's have used voice search for local business
10. 25% of consumers haven't yet tried using voice search for local businesses, but would consider it

Have you noticed a distinct pattern here?

Local Businesses Are the ones who profit the most from Voice SEO!

How To Rank For Voice Search

Below are some things you can do on your website to help get you ranked in voice search.

Voice Ranking SEO

What is a Rich Snippet?

Google SERP (search engine results page) is full of handy features and enriched organic results nowadays – the so called rich snippets.

I will show you what types of rich results and features you can find in Google SERP in 2018 and how you can implement them and benefit from them as a website owner.

Rich snippets are enhanced search results displayed by search engines on their results page. They have more visual appeal than a typical search result in the organic section of the search results.

Rich Snippets categorization

- Sponsored features
- Local business features
- Knowledge features
- Media features
- Voice Query Results
- Search query features

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Why use Rich Snippets ?

- The search engines are able to return more relevant results.
- Users can determine the relevancy of specific results more easily on the SERP.
- Increased click-throughs, and reduced bounce rates, since users have a better idea of the site contents, and relevancy to their query, before they even visit the site.

How do I add Rich Snippets to my website?

There are several very good WordPress plugins that can create the rich snippet schema for your website. If you would like a recommendation or would like us to implement one on your WordPress site, email us at marketing@forlawfirmsonly.com

Is your website mobile ready?

It should go without saying that your website should be mobile ready in 2018! If not, it may be time for a makeover, ensuring that your site is mobile friendly and incorporating the other features that will help you get found on mobile searches.

How can you tell if your website is mobile ready or not?

[Get a Free Report Here](#)

Is your website SSL secured?

What is an SSL Certificate?

An SSL Certificate (Secure Sockets Layer), also called a Digital Certificate, creates a secure link between a website and a visitor's browser. By ensuring that all data passed between the two remains private and secure, SSL encryption prevents hackers from stealing private information such as credit card numbers, names and addresses.

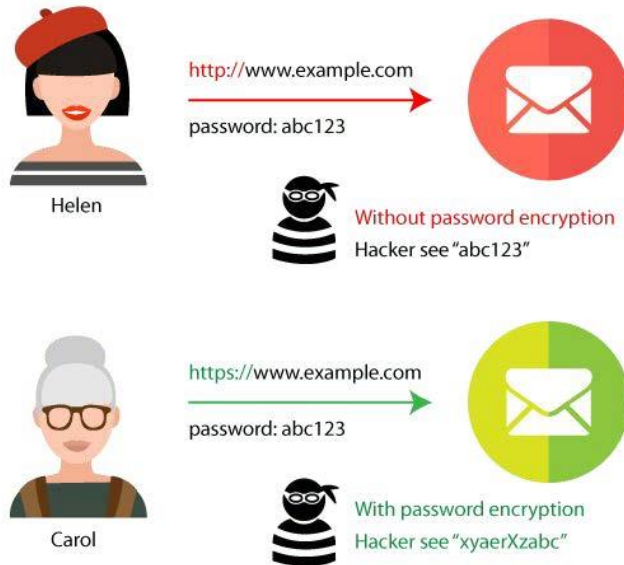
The main benefit of Hypertext Transfer Protocol Secure (HTTPS) is that it provides a secure connection to users on the pages where they share personal data with you. It's great to have on your entire website. But, when a user shares precious info, like credit card details, HTTPS adds extra layers of protection.

An SSL certificate binds together your domain name (or server or hostname), company name and location.

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SSL certificates. Namely, SSL customers can:

- Utilize HTTPs, which elicits a stronger Google ranking
- Create safer experiences for your customers
- Build customer trust and improve conversions
- Protect both customer and internal data
- Encrypt browser-to-server and server-to-server communication
- Increase security of your mobile and cloud apps

I don't take credit cards online-why should I care about adding an SSL to my site?

HTTPS-Secured Websites Dominate Google Voice Search Results

Google has stated that HTTPS can give your website a "minimal boost" in the search results.

But does this also apply to voice search?

Our data suggests that HTTPS might play an even more important role in voice search than in desktop or mobile search.

HTTPS websites dominate Google's voice search results. In fact, **70.4% of Google Home result pages are secured with HTTPS.**

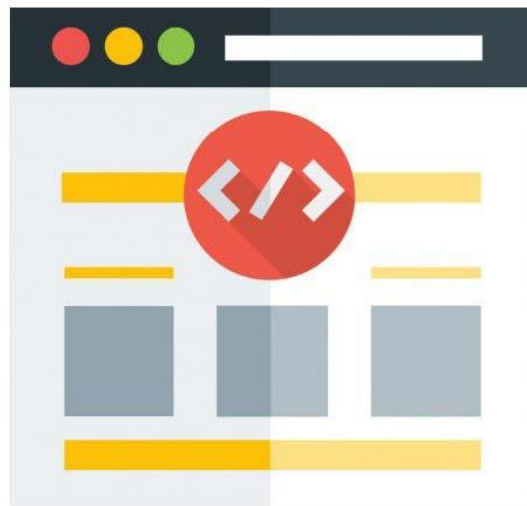
Is your website fast enough?

ATTENTION: This is a HUGE Voice Ranking Factor!

PageSpeed appears to play a **major role in voice search SEO**. The average voice search result page loads in **4.6 seconds (52% faster than the average page)**.

Fast-Loading Websites Appear To Have an Edge in Google Voice Search Results

Do you use metadata?



What is metadata ?

Metadata describes unseen HTML elements that directly communicate and clarify website information for search engines, playing a **critical role in effective Search Engine Optimization** for Voice SEO as well.

<--This includes page titles, keywords and description tags. -->

Why is metadata important?

Meta tags are the foundation of SEO and the first thing you'll find yourself setting up when building a web page. Without meta tags, you can't reach readers organically. It doesn't take much time to generate meta tags, but it's more important than you might think. That's because



93% of all online experiences begin with a search engine.

Organic search traffic is the holy grail of SEO, so it can't be ignored.

Do you have a sitemap?

What is a Sitemap?



A site map is a model of a website's content designed to help both users and search engines navigate the site. A site map can be a hierarchical list of pages (with links) organized by topic, an organization chart, or an XML document that provides instructions to search engine crawl bots.

Types of Sitemaps

As the name suggests, a sitemap (or site map) lists all the pages on your website, but there are two different kinds:

XML Sitemaps- These are specially-structured files used by search engines and other robots to better understand the content of and the relationship between pages on your site.

HTML Sitemaps- These are web pages designed for visitors to provide a complete overview of a large website.

Do you have a FAQ page?

Why FAQ is more important than ever!

If you are planning to get better rankings and **drastically improve your chances** of getting the **Position ZERO from Google**, FAQ Pages is a must have for your website.



FAQ Pages for Voice Rankings!

Having FAQ Pages is Crucial for Voice Ranking because there are voice phrases and questions you can directly target.

FAQ Strategy that WORKS!

- List most important questions on one page
- Redirect people to another page for the answers
- Google Loves this strategy!
- Link FAQ page from your Homepage

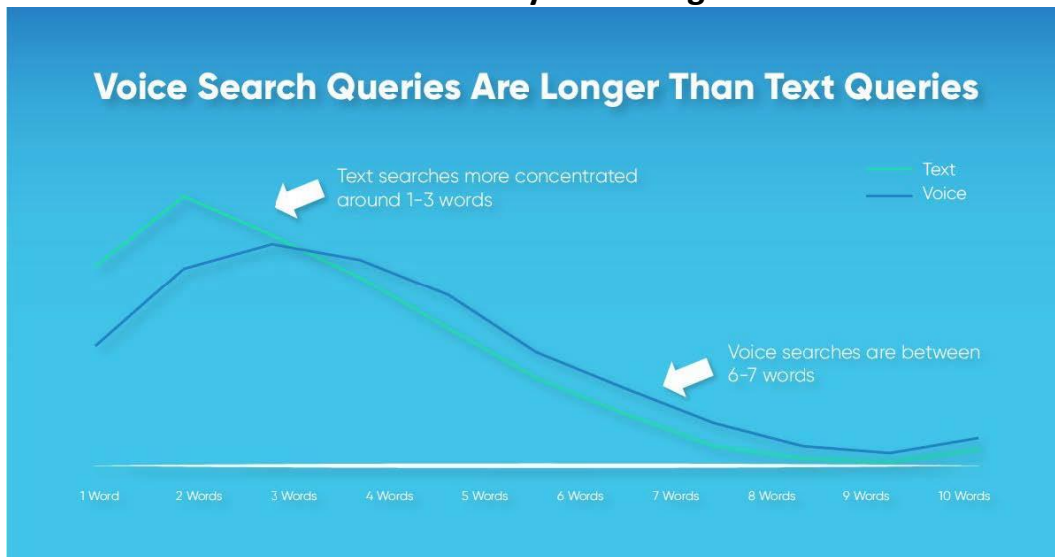
Voicified Keywords Research

What are Voicified Keywords?

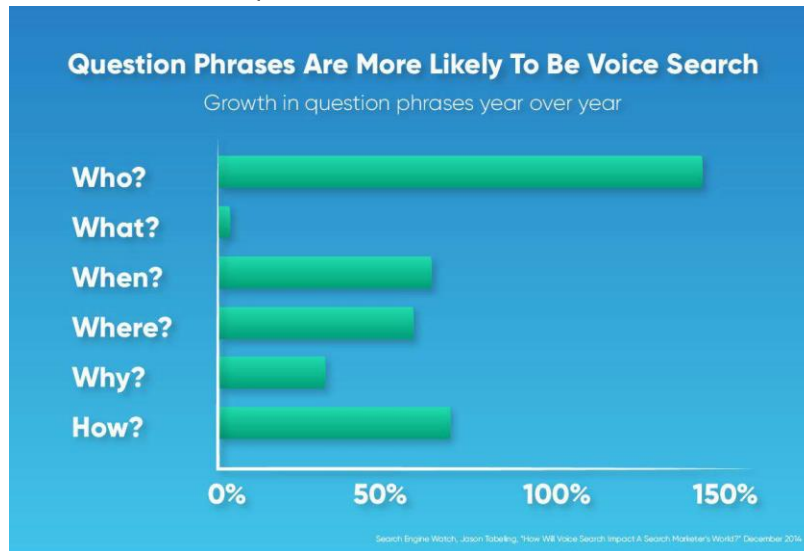
Voicified Keywords means we will target longtail keywords from 5-8 words that that quickly solves a user problem or question.



Best Voice Keyword Length?



Best Questions for Voice Search?



What is Position Zero?

Position Zero is a feature that Google has implemented for several years now that provides information to users above the fold on Google. This information is provided in the form of a featured snippet that gives a summary of the “best” result for a searcher. **Position zero** is a helpful feature for both SEO and visitors. In other words, a **zero ranking** refers to the **ranking** of pieces of information appearing on top of the results from a search engine. 'Snippets' is the name given to those pieces of information.

In order to have the best results when it comes to ranking on “Position ZERO” in Google you must follow all the crucial factors that increases your chance EXPONENTIAL!

STEP 1:

You need to understand what Voice Search and Voice Ranking is, and how it's different from traditional Text SERPs and Text SEO.

Voice Search In a Nutshell:

- Ability to get Position ZERO Spot! (Rank above everything)
- Provides user with immediate and direct response.
- Most of the time it answers a question/problem.



- Users use this with intent! (of finding answer, location, purchase service or product online)

STEP 2:

Your Website or your client's websites needs to have rich snippets present in their HTML Tags (or by using a wordpress plugin)

Rich Snippets In a Nutshell:

- Rich snippets are additional pieces of information about a search result that are included on SERPs.
- Rich Snippets are based on structured data.
- There are many types of rich snippets out there. (ex: Review, Local Business, Recipes, People, Products, Video Content, Events and more)

STEP 3:

It's mandatory that your website is mobile ready and responsive if you want to drastically improve your chances of snatching that position Zero!

Website Responsiveness for VoiceSEO In a Nutshell:

- Your website needs to load properly on every mobile device, making it responsive is crucial for ranking in Voice Search.
- Make sure your images are smaller for mobile. (loads faster)
- Most people use their mobile device or smart device to execute a voice query.

STEP 4:

Website Security is something Google rewards lately! It also prioritize SSL Secured websites in voice SERP (by 74% more!)

SSL Certificates In a Nutshell:

- SSL Certificates ensure the security of your transmitted data server-client side, by using HTTPS transfer protocol and certificates to ensure the identity of the website.
- Improves your overall SERP Rankings (Text Based or Voice Based)
- Position you as a trusted authority



STEP 5:

Your Website SPEED is a CRUCIAL FACTOR! By far the most important when it comes to Voice Rankings.

Site Speed for Voice Search a Nutshell:

- It's been reported that your website needs to load faster than 4.7 seconds in order to qualify for getting a feature snippet on position ZERO!
- You need to compress all images and install cache plugin.
- Make sure your website loads fast both on desktop and mobile.

STEP 6:

You need to start using meta data on all your website content, Pages, Homepage, posts, images, videos!

MetaData a Nutshell:

- MetaData is the root of all SEO, and it's no different for Voice Search.
- Make sure all your website pages and posts have optimized metadata added (ex: Title, Descriptions, Keywords, Data Type).
- Metadata is how the search engine spiders identifies the content type and it's context to better position in SERP Results.

STEP 7:

By using SiteMaps on your website is like giving google a map for your house! If you want better indexation and rankings, a **Sitemap is a MUST!**

Sitemaps in a Nutshell:

- A Sitemap is a model of a website's content designed to help both users and search engines navigate the site.
- Provides instructions to search engine crawl bots.
- There are two different kinds: XML Sitemaps & HTML Sitemaps.

STEP 8:

Want Position ZERO from Google? FAQ Pages is a must have for your website, or your clients websites.



FAQ Strategy in a Nutshell:

- Use Individual FAQ Page and link it to your Homepage.
- Provide all answers on a separate page, and properly add metadata.
- Use as many Voicified Keywords in your FAQ Sections.
- Provide short and long answers on FAQ Pages.

STEP 9:

Voicify your keywords for better voice rankings in Google and all smart assistant devices!

Voicified Keywords in a Nutshell:

- Voicified keywords are 5-7 phrases people ask their device.
- Most of the time, voicified keywords are questions looking for answers or problems looking for solutions.
- Voice Keywords have huge intent and are natural questions people ask.

CONCLUSIONS

If you are serious about ranking in google voice, there is no magic trick or software that does all this for you! You need to follow all the above steps and get your website optimized for claiming a position ZERO result in Voice!

Would you like a Voice Search Ranking Report? Contact us and we will run a report along with recommendations on how to improve your Voice Search ranking.

If you have any questions or need help in achieving Google Maps ranking, please call me at 855-943-8736 ext. 101

Anyone can promise you a lead. We promise you money!

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