

Type No More: How Voice Search is Going to Impact the SEO Landscape

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3 salient features of voice search

Here is the first one:

1. Successful voice search query length on Cortana is 3 words. But...

- Voice search queries gets the most impressions and clicks contained 3 words with a longer tail.
- You can expect voice search to look personal, descriptive and specific, in the future.

2. Question phrases dominate voice search

- In voice search you won't simply say "Bill Gates," to see the following Google knowledge graph.
- Rather, ask your personal assistant a complete question, like "Who is Bill Gates?"

3. Local businesses need to get prepared for a revamp

- It's no wonder that mobile voice search is three times more likely to be local-based than text search.
- This presents a huge opportunity for businesses with local presence.
- Experiment with keywords that include local landmarks and neighborhood places as suffixes.

Structure your content to answer relevant search queries on the subject

One way of getting inside the searcher's head and finding such questions is using tools like FAQFox.

- Once you enter a keyword and select a category in the tool, the tool returns with full questions asked by your target audience at other places on the internet.
- You can download these questions in a spreadsheet. Then, quickly scan and delete the irrelevant questions. And, you can use these exact questions in your relevant articles.
- Similarly, you can also scrape popular forums in your niche to find popular questions. Or, search inside Disqus conversations.
- Also include filler words that make the question sound natural. This will increase your chances to appear for voice queries.

Leverage schema markup, XML Sitemaps and microdata

- If you're on WordPress, then leverage the Schema creator plugin to feed detailed values to search engines and earn their trust.
- Also provide additional microdata on your website, about (HTML specification) your location and website content.
- Update your business hours, product prices, store address (40% of voice queries look for directions) and contact info, on Google, as well as local directories, like Yelp.

Start with the following articles, to optimize your website and online presence.

- [How to Attract Local Customers: A Complete Guide to Local SEO](#)
- [The Ultimate Guide to Social Media Marketing for Local Businesses](#)