

# Optimising for Voice Search



Gian Luca  
Ponti





*“By 2020, 30% of web browsing sessions will be done without a screen.”*



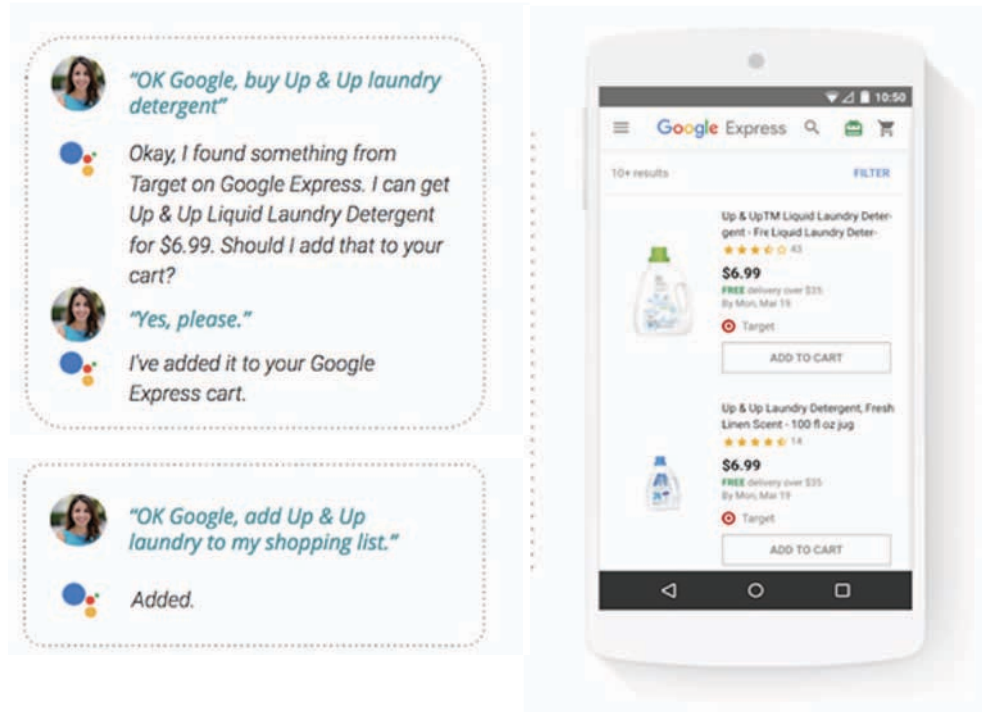
*“By 2020, 50% of all searches will be conducted via voice.”*





The future of search could be SERP-less

# The future of search could be SERP-less



*"OK Google, buy Up & Up laundry detergent"*

*Okay, I found something from Target on Google Express. I can get Up & Up Liquid Laundry Detergent for \$6.99. Should I add that to your cart?*

*"Yes, please."*

*I've added it to your Google Express cart.*

*"OK Google, add Up & Up laundry to my shopping list."*

*Added.*

Google Express

10+ results FILTER

Up & Up™ Liquid Laundry Detergent - Free Liquid Laundry Detergent  
★★★★☆ 43  
**\$6.99**  
FREE delivery over \$35  
By Mon, Mar 19  
Target  
ADD TO CART

Up & Up Laundry Detergent, Fresh Linen Scent - 100 fl oz jug  
★★★★☆ 14  
**\$6.99**  
FREE delivery over \$35  
By Mon, Mar 19  
Target  
ADD TO CART



# The future of search could be SERP-less



Apple  
Siri



Google  
Assistant



Microsoft  
Cortana



Amazon  
Alexa

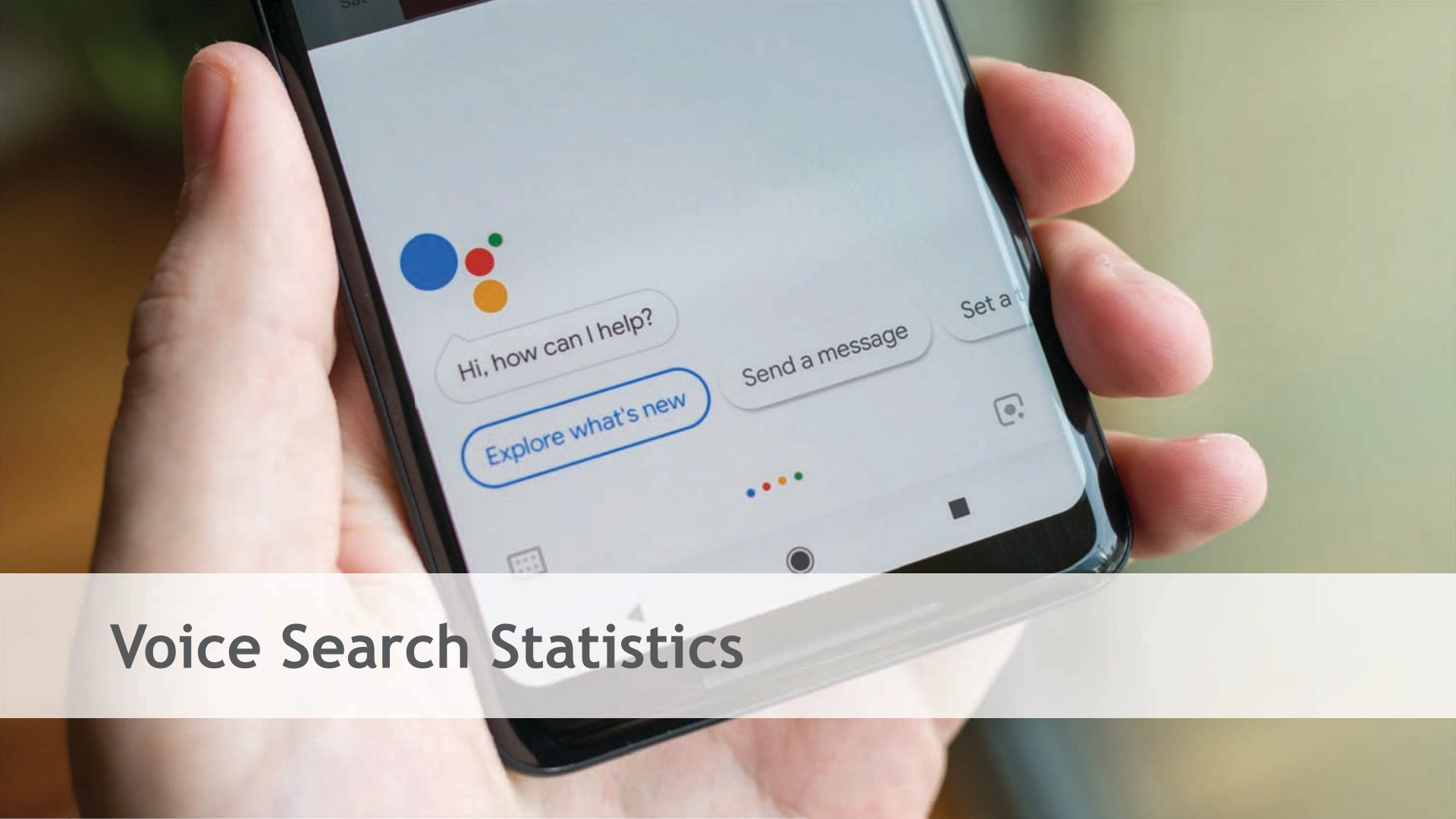


# The future of search could be SERP-less

Voice Search is the new organic search!  
Voice Search will be the death of SEO!

Is it true?





# Voice Search Statistics



# Voice Search Statistics



**72%** of people who own a voice-activated speaker say that their devices are often used as part of their **daily routine**.

Source: Google/Peerless Insights, "Voice-Activated Speakers: People's Lives Are Changing," n=1,642, U.S. monthly active voice-activated speaker owners (Amazon Echo/Dot and Google Home), A18+, Aug. 2017.

think with Google

thinkwithgoogle.com

# Voice Search Statistics



of those who regularly use a voice-activated speaker say they are likely to buy something through their voice-activated speaker in the next month.

Think with Google

Google/Peerless Insights, "Voice-Activated Speakers: People's Lives Are Changing," n=1,642, U.S. monthly active voice-activated speaker owners (Amazon Echo/Dot and Google Home) A18+, Aug. 2017.

# Voice Search Statistics



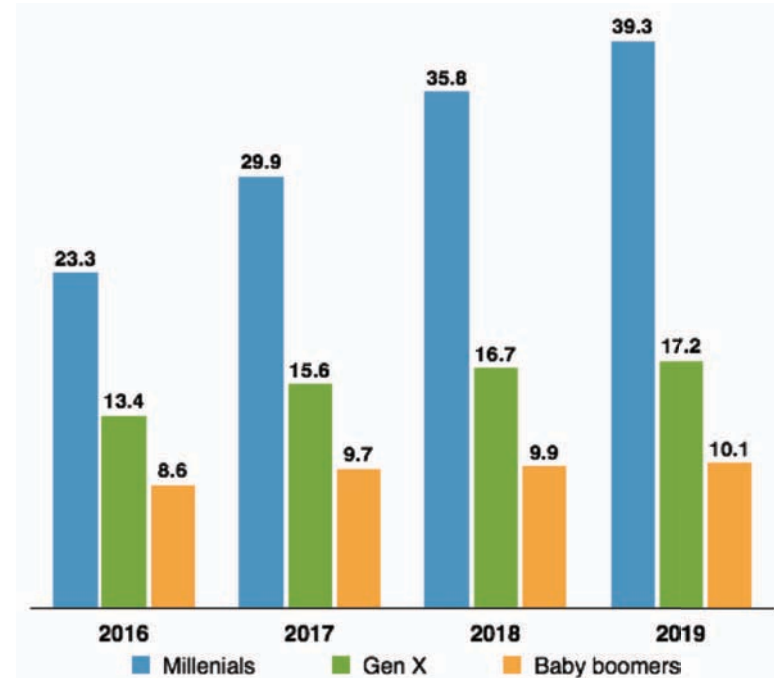
Almost 70% of requests to the Google Assistant are expressed in natural language, not the typical keywords people type in a web search.

Think with Google  
Google Data, May 2017

# Voice Search Statistics

## Demographic Statistics & trend

US Voice-Enabled Digital Assistant Users, by generation 2016-2019

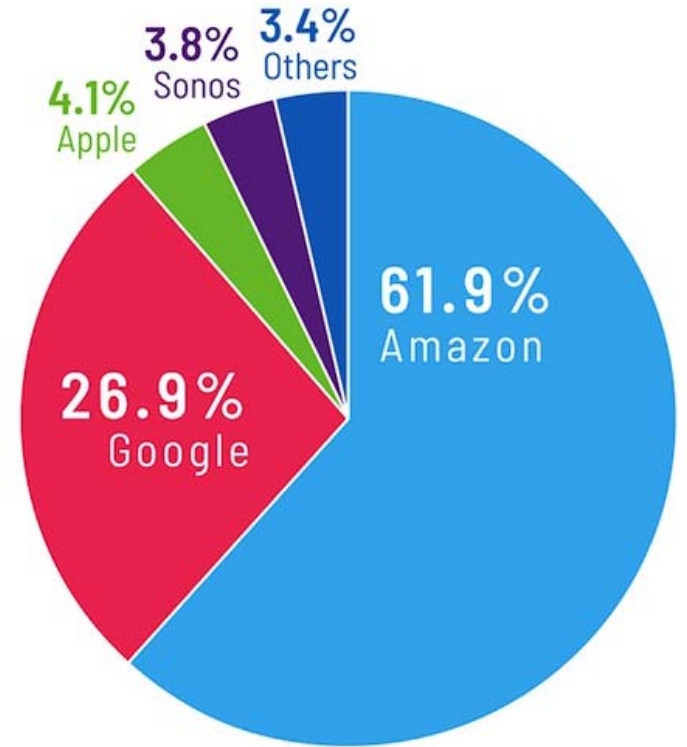


Individuals who use voice-enabled digital assistants at least once month on any device in millions

# Voice Search Statistics

## Demographic Statistics & trend

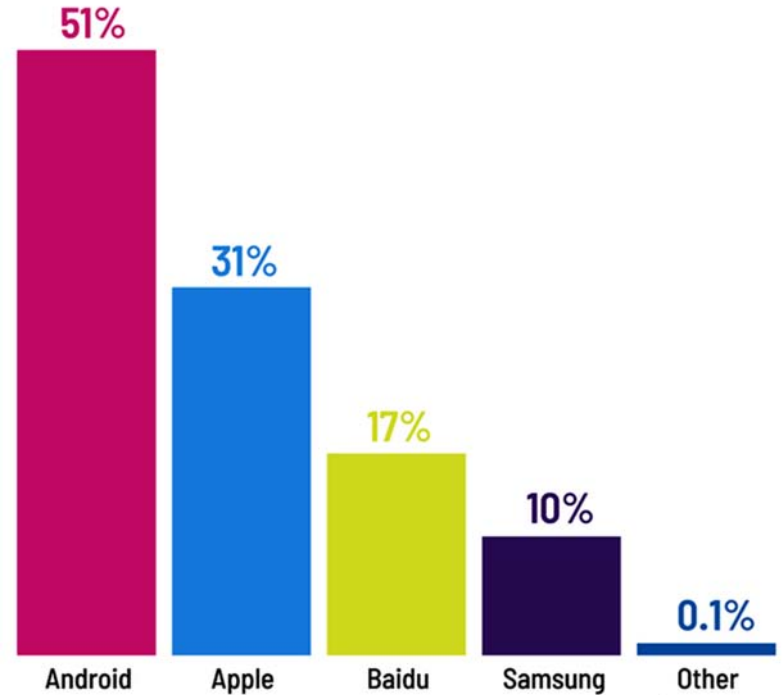
U.S. Smart Speaker Market Share  
May 2018



# Voice Search Statistics

## Demographic Statistics & trend

Global Smartphone Virtual Assistant Penetration - 2018

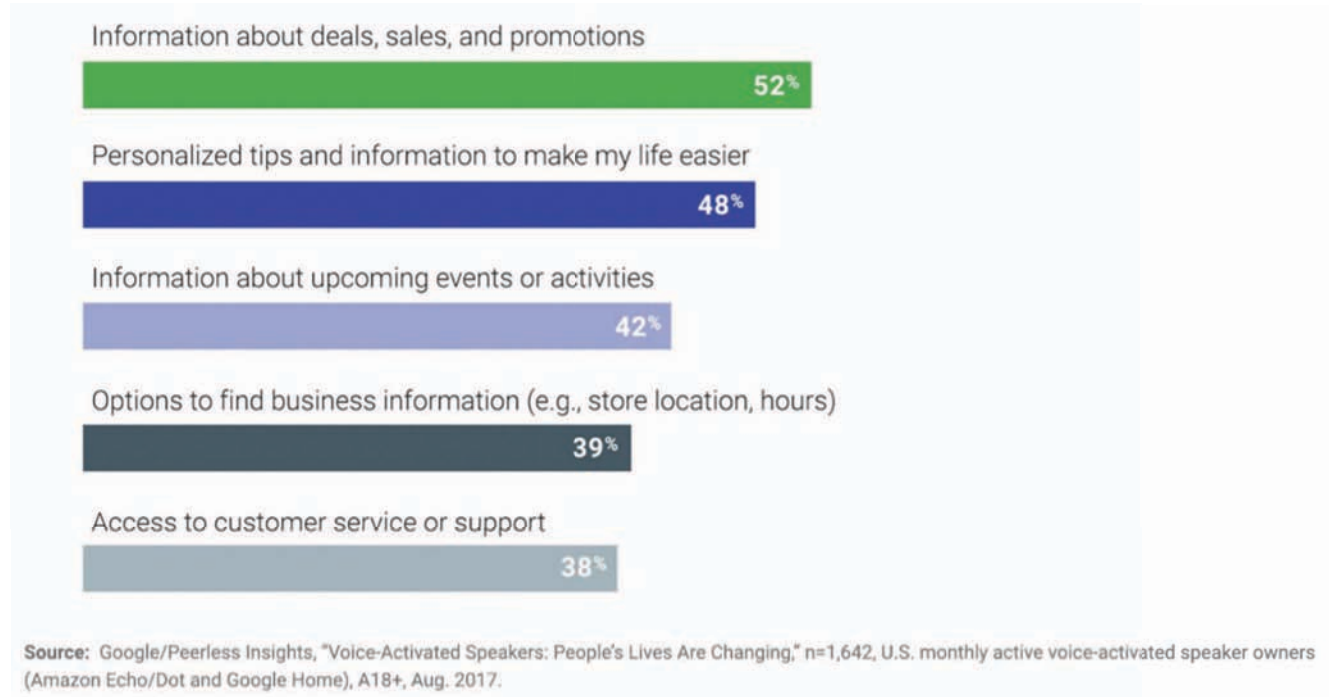




**What Are People Using Voice Search For?**

# What Are People Using Voice Search For?

What voice-activated speaker owners would like to receive from brands

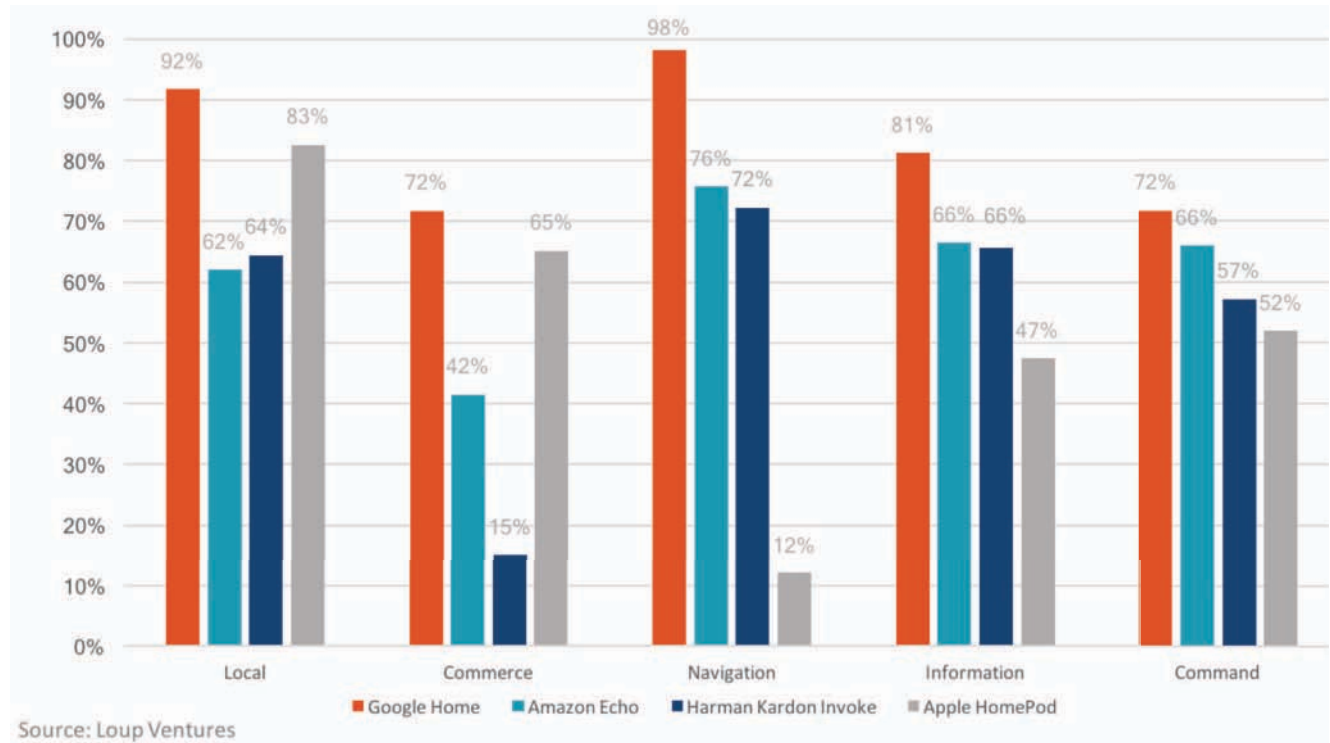




# Does it work?

## Correct answers:

- Google Home 81%
- Amazon Echo 64%
- Kardon Invoke 57%
- Apple HomePod 52.3%



Queries answered correctly by category



## Traditional Search vs. Voice Search



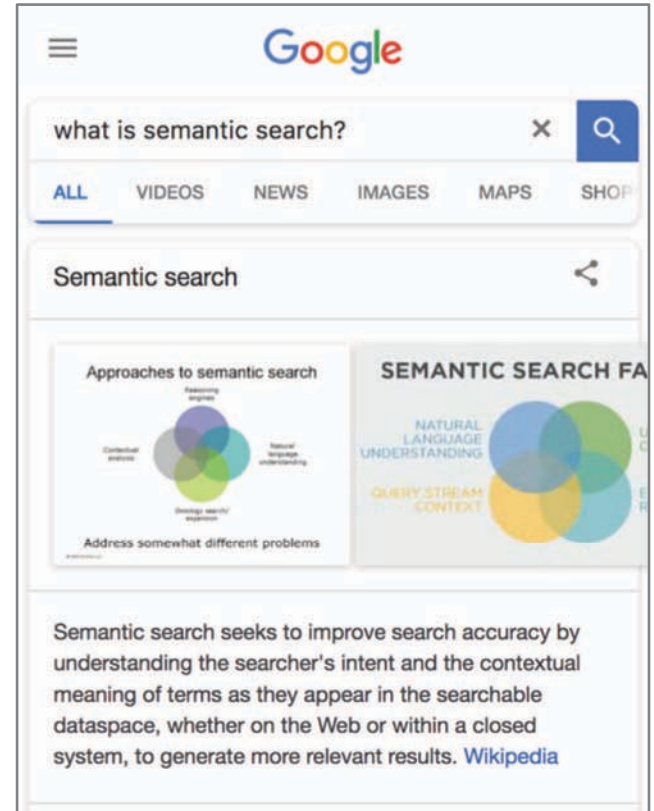


# How to optimise for Voice Search

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## Google Voice Search and the Hummingbird Update

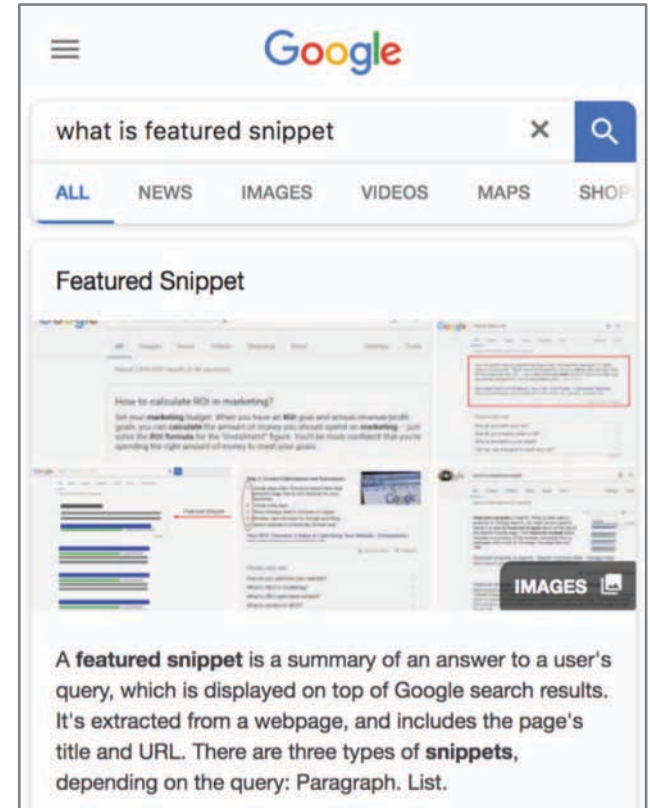
One of the biggest elements that changed with the advent of Hummingbird was the emphasis on **semantic search**, or the implied meaning of search queries.



# How to optimise for Voice Search

## Google Featured Snippets in search

- How-to guides
- Calculations and conversions
- Health (particular symptoms of illnesses)
- Requirements
- Processes
- FAQ
- Question-based queries



The image shows a Google search interface for the query "what is featured snippet". The search results include a "Featured Snippet" box. The snippet contains a definition: "A featured snippet is a summary of an answer to a user's query, which is displayed on top of Google search results. It's extracted from a webpage, and includes the page's title and URL. There are three types of snippets, depending on the query: Paragraph. List." Below the definition, there is a list of three types of snippets: Paragraph, List, and Table. The snippet is highlighted with a red box in the original image.

**A featured snippet** is a summary of an answer to a user's query, which is displayed on top of Google search results. It's extracted from a webpage, and includes the page's title and URL. There are three types of **snippets**, depending on the query: Paragraph. List.

MORE INFO <https://support.google.com/webmasters/answer/6229325?hl=en>

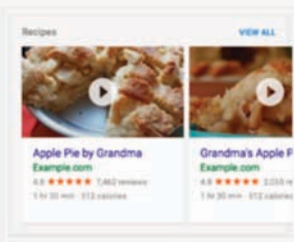
# How to optimise for Voice Search

## Use schema markup

- Meaning of a page
- Page content classification
- Different elements of a page

Example:

Recipe page » what are the ingredients, the cooking time and temperature, the calories, and so on.

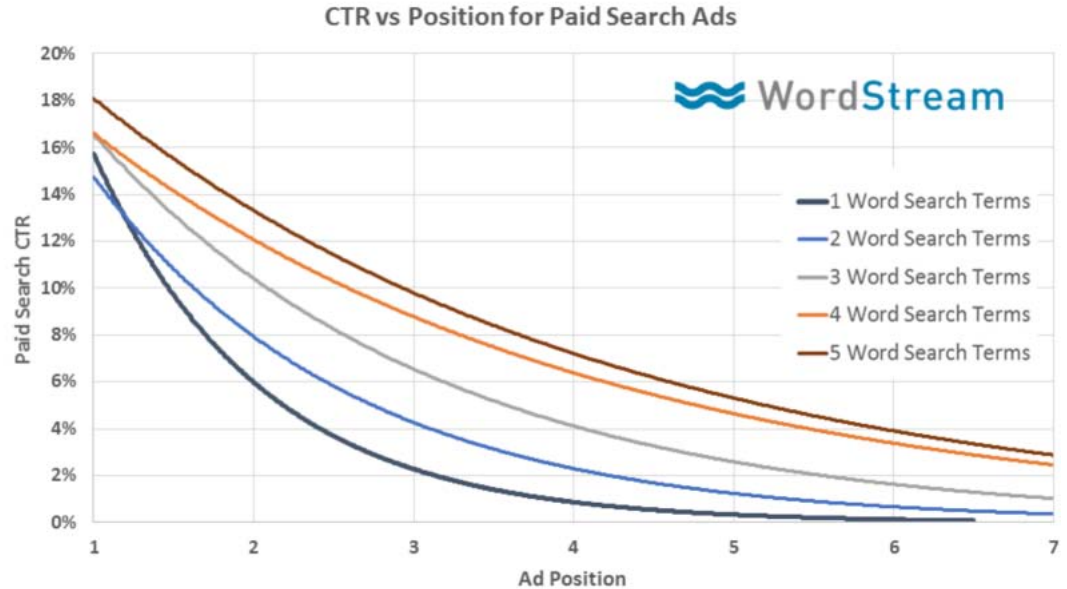


```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Recipe",
  "name": "Grandma's Holiday Apple Pie",
  "author": "Elaine Smith",
  "image": "http://images.edge-generalmills",
  "description": "A classic apple pie.",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4",
    "reviewCount": "276",
    "bestRating": "5",
    "worstRating": "1"
  },
  "prepTime": "PT30M",
  "totalTime": "PT1H",
  "recipeYield": "8",
  "nutrition": {
    "@type": "NutritionInformation",
    "servingSize": "1 medium slice",
    "calories": "230 calories",
    "fatContent": "1 g",
    "carbohydrateContent": "43 g",
  },
}
```

# How to optimise for Voice Search

## Long-tail keywords

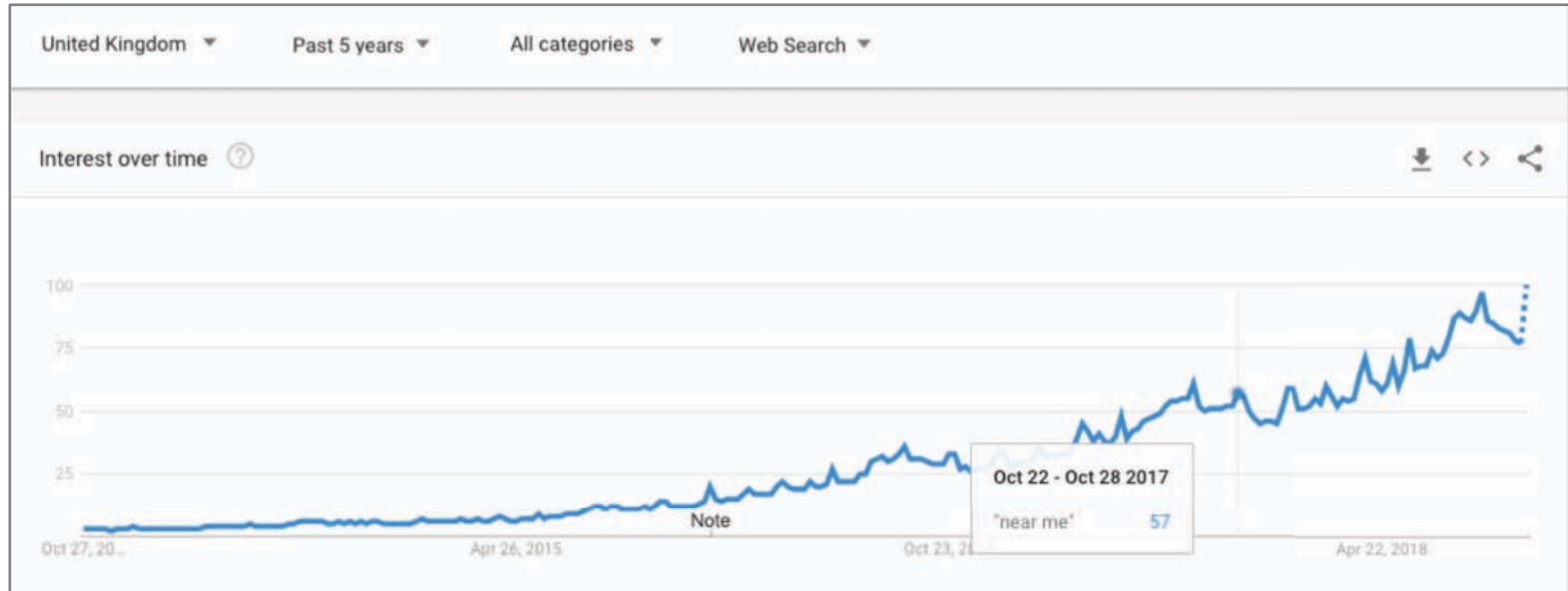
- Often quite specific
- 70% of all search queries
- Less competitive
- Less expensive





# How to optimise for Voice Search

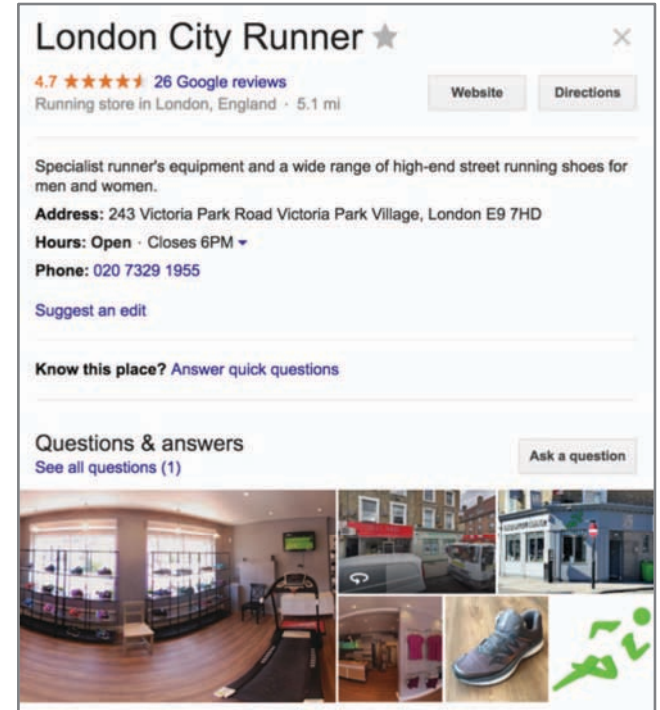
## Optimise for “Near Me” searches



# How to optimise for Voice Search

## Update your Google My Business Listing

- Update your Local Listing
- Respond to reviews
- Post news and updates
- High quality imagery



# How to optimise for Voice Search

## Audit your mobile SEO

### Google Speed Update - July 2018

Affecting ranking in mobile search

### Tools

<https://search.google.com/test/mobile-friendly>

<https://developers.google.com/web/tools/lighthouse/>

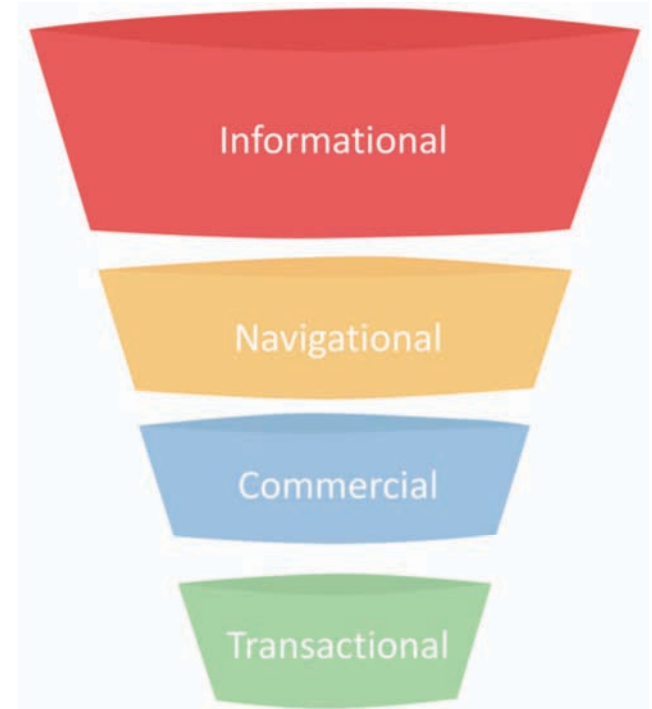
<https://developers.google.com/speed/pagespeed/insights/>



# How to optimise for Voice Search

## Consider different types of User Intent

- Informational intent  
“How often should I water my roses?”
- Navigational intent  
“Digital marketing websites”
- Commercial investigation  
“Which SEO plugin is the most helpful?”
- Transactional intent  
“How much does Apple Watch cost?”



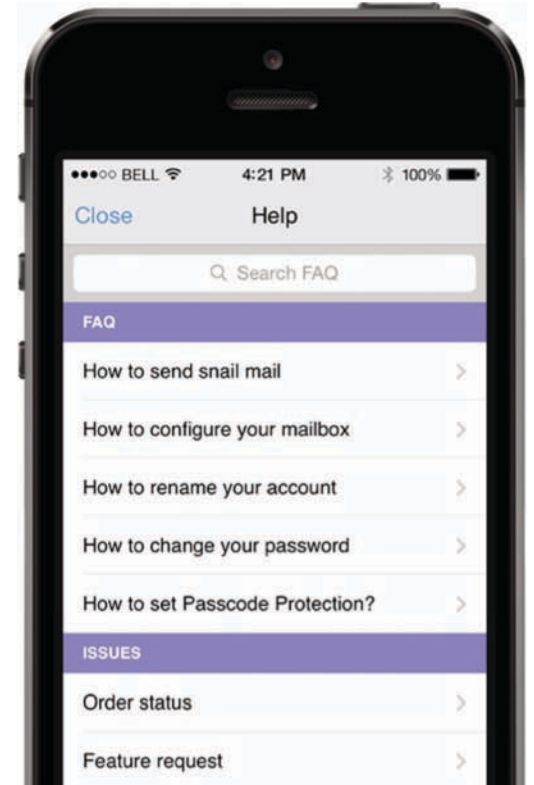
# How to optimise for Voice Search

## Create an FAQ page for your site

- Good match with long-tail keywords
- Reply to question-based queries
- Relevant for the Informational Intent

Voice Search answers are read aloud:

- » write content with natural language
- » write short and concise answers





Project panel

Updated June 23

Traveling is embarking on a journey or an adventure somewhere by various means of transportation.

# Creating an action plan



Thank you!



**WBS**

WEB BEHAVIOUR SPECIALISTS