



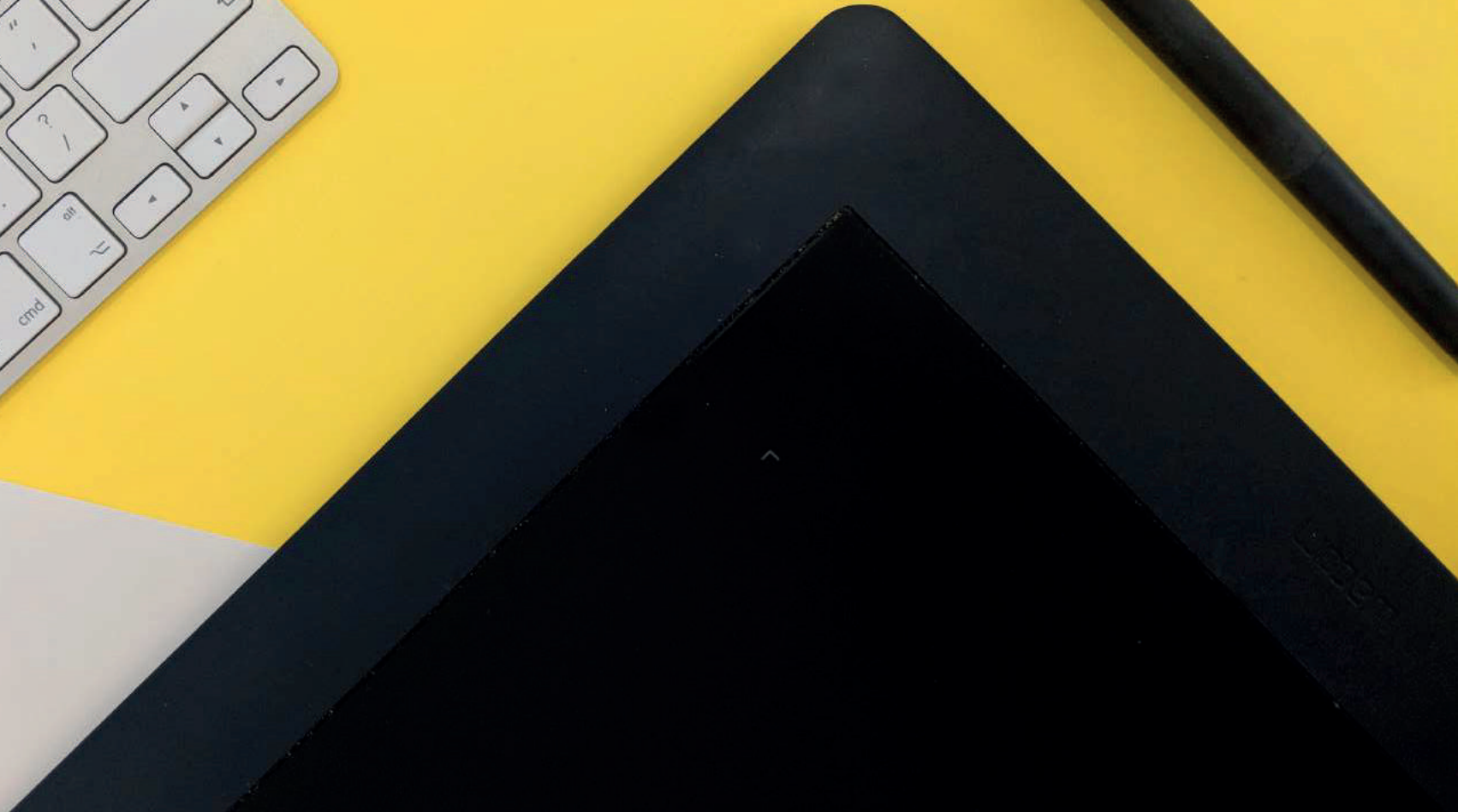
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TECH LANGUAGE SOLUTIONS

Voice Search SEO Ebook

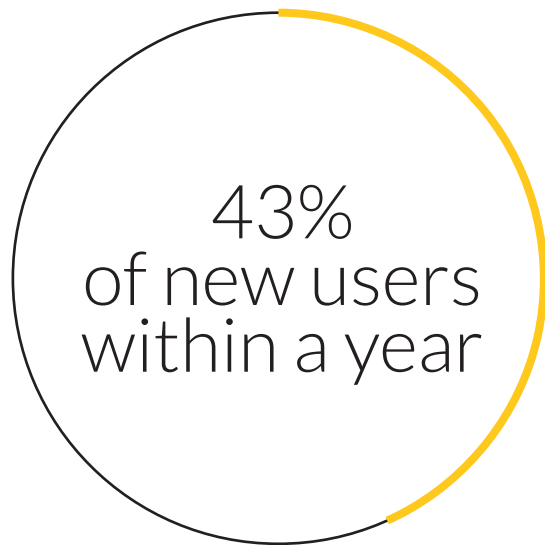


The Importance of
Voice Search SEO
for Companies with a
Digital Marketing Strategy



Voice Search SEO is a relatively new topic and marketers everywhere are trying to adapt to this new reality! In fact, according to ComScore, 43% of voice users only started using this feature within the last year! This shows just how quickly this new technology is taking place.

What seemed far is just a year away: in 2020, around 30% of all internet sessions will be done without the need for a keyboard or a screen, according to Forbes. How will it be possible? Through voice search.



This affects the way people can find us and learn about us and it's imperative to keep up to date so that, when the times comes, we don't simply become invisible.

Is your company ready for this challenge?

We will help you: the right optimisation of SEO is the answer.

Different researches indicate that **30% of all sessions on the internet** will be done with no need for a keyboard or screen. Frightened or looking forward?

You must be asking yourself what kind of intervention or transformation will the voice search cause in your SEO. And what you should do. As specialists in **SEO Multilingual**, we have been testing and applying different SEO voice optimisation strategies for quite some time in AP Portugal Tech Language Services.

In this article, we're sharing the techniques and best practices we use, which you should consider implementing in your company's digital marketing strategy, as well as errors and setbacks to avoid.

Look at this data found in a study done by ComScore:

The average voice search result
page loads in 4.6 seconds

**52%
Faster**

Google Home result pages
are secured with HTTPS

**Over
70.4%**

Google prefers short answers to voice search
Is the typical voice search result in length

**29
Words**

The average Google
voice search result is
written at a
9th
grade level.

The voice search algo-
rithm may rely on
domain authority over
page authority.

The average word
count of a voice search
result page is
2,312
words.

The background is a blurred, yellow-tinted image of a digital dashboard. It features several panels with data. One panel shows 'CTR' at '14.65%' with a small upward arrow and '10.6%' below it. Another panel shows a 'Quality Score' of '9.38' with a small downward arrow and '-0.1%' below it. There are also various line graphs and other numerical data points scattered across the dashboard panels.

***The digital world is in constant evolution
and there's always work to do.***

Growth of Voice Search

The future stopped being science fiction and, as Forbes mentions, **Voice Search SEO** is the key to success for your business.

It is true that for several years there have been “speech-to-text” and “voice dialling” programs, but never before was the efficiency to talk to a device and get the desired answer offered. It is a huge change of paradigm, in fact, it is the end of having to write in order to search.

Currently, we are quite familiar with Apple’s Siri, Microsoft’s Cortana, Google Assistant and Amazon’s Alexa. They are part of our lives, helping us on daily basis.

Just like in written search, voice search will cause profound changes in the way we search for information. And the impact it will have on the companies' business is something we still cannot quantify.

However, we already have some important indicators:

- 1 out of 2 mobile phone users use voice search on daily basis, says Comscore
- According to Comscore, 50% of searches will be done using voice.
- It is assumed that 72% of people with mobile phones with voice search technologies uses it on daily basis, reveals Think With Google.

Before these numbers, doubts dispel as days pass by: voice search is dominating and the future is now. The evolution is here, and the solution is to adapt.

The connection between voice search and SEO

The growth of voice search resources is requiring more attention for the importance of continuous improvement of your website's visibility, to put it on the top of organic search results of the search engine in the different languages in which it is presented. Therefore, it is important to know how to optimise the SEO voice search, because going from written search to voice search brings changes to your website's SEO.

A hand is holding a smartphone, which is the central focus of the image. The phone's screen is dark, and the word "Hello," is visible in a light, sans-serif font at the top. A finger is touching a circular icon on the screen, which appears to be a voice search or assistant button. The entire image is covered with a semi-transparent yellow overlay. The background is a blurred, light-colored surface, possibly a table or desk. The text "Five steps to optimise the SEO voice search" is centered over the phone and hand in a bold, black, sans-serif font.

Five steps to optimise the SEO voice search



Long and interrogative key-phrases

First of all: there are, in fact, differences between key-words in voice searches and those that require a keyboard. Do you remember that key-words became key-phrases? ***The same rule is applied on SEO voice search.***

The key-phrases become questions. In other words, if using Google, for instance, you write in the search box something like "translation companies in Porto", in voice search it becomes a question: "Which translation companies are there in Porto?".

Create long contents that gather as many questions as possible. Long texts with more key-phrases will increase the possibility to find your content on the top of voice search.

Suggestions of key-words, in order to follow the best SEO practices, are easy to find in tools like Google Keyword Planner or even in Google search box. It is an assistance tool you should use.



Questions you need to answer

Before taking any step to improve SEO, choose a topic and from there create content that answers questions about the service your company provides. In fact, after creating a topic answer questions like "who, or what, when, where, why and how". Include

key-phrases that answer questions by which your business will be sought. According to different studies, those key-phrases have to contain around 30 words.



Intervene in SEO, but where it matters

Preparing your content for voice search means doing adjustments, instead of radical changes. After all, SEO for voice search is just SEO.

Set details that make your website conversational and ready to answer quickly to specific questions and your website will keep on receiving targeted traffic.



Optimise SEO for local content

A study published in Forbes talks about an increasing tendency: the search expression "Close to me" increased 500 percent in past two years - voice search will make it even more popular -, due to what we need to conclude that ***geographical SEO will help your company*** and business to become more visible.





Voice search is natural

Voice search is done using day-to-day phrases. More natural and less "robotic", so to say. Write your content in a way as if you were taking part in a conversation. Therefore, the most significant difference between voice searches and text searches is in the formulation, tone and choice of words.

Written search "restaurants in Porto," in voice search turned into something like "where can I have dinner tonight?". It is a small difference, but it has significant consequences for the traffic on your website.

And the only way for it to work in your favour is to hear carefully how your clients talk and apply that in your SEO.

Conclusion

Is voice search here to stay? No one can predict the future! But, seeing how fast things are going, we believe that being prepared for this eventuality would be the best thing we could do. In fact, simply disregarding this new trend could affect all the work, hours, and resources you have put into Inbound Marketing.

Investing in SEO for voice search can seem as something futuristic, but by optimising your website right away to obtain better voice search results you will be taking a step forward earlier than your competition and you will see results. Final note: Amazon announced an income of 1.8 billion dollars coming from voice search, ***an amount that will reach 40 billions in 2020.***

AP | PORTUGAL - Tech Language Solutions is a Portuguese translation company certified by the Quality Standard ISO17100:2015. The Quality Standard ISO 17100, published in 2015 by the International Organization for Standardization's, aims at defining quality requirements and to certify translation services.

- Localisation
- Multilingual Content Management
- Multilingual SEO
- Voice Talent
- Translation
- Interpreting
- Transcription
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