



Propecta
SEO Results Partner



The Marketer's Guide to Optimizing for Voice Search

INTERACTIVE WORKBOOK

Voice search is gaining popularity for a variety of reasons: personal assistant devices are more accessible, natural language processing is more sophisticated, and typing on mobile phones is slow and error-prone.

While voice search is currently well-known for its B2C implications, the [reasons people prefer it](#) are rooted in user experience:

- ▶ **30% of people use voice search to get results faster.**
- ▶ **24% use it to avoid having to type on small mobile devices.**
- ▶ **12% use it to avoid confusing website menus.**

If voice search is simpler for users, its impact on B2B is inevitable. We already know that [90% of executives use mobile devices](#) to research business purchases. It's a short leap from mobile typing to mobile talking.

And tomorrow's buyers and decision-makers are growing up with it. Today's [teenagers use voice search](#) for everything from directions to homework help, which means it will be second nature by the time they're in corner offices.

To get ahead of the trend, sites and content must focus on three major factors: mobile search, long tail keywords, and featured snippets.

Step 1: Optimize for Mobile

Even if your audience isn't using voice search for business queries (yet), the rapid growth is emphasizing mobile and pushing Google into a [mobile-first ranking algorithm model](#).

- ▶ **Make sure your site is mobile-friendly.** Run your site through Google's [mobile-friendly testing tool](#) to find mobile optimization opportunities.
- ▶ **Improve load speeds.** Most mobile users will abandon a site if it takes [longer than three seconds](#) to load, so run your site through [GTmetrix](#) to analyze its performance.
- ▶ **Consider the user experience on small screens.** Short paragraphs, tappable buttons, easy navigation, center-aligned images. Tools are great, but the best way to test is to use the site on your smartphone.

Voice search or not, your site needs to [rock mobile search](#). Load speeds, engagement signals, and mobile-friendliness are all current ranking factors.

Step 1 Worksheet

Optimize for Mobile

Site passes Google's [Mobile-Friendly Test](#)

Problem Pages : _____

Site passes [GTmetrix speed test](#)

Problem Pages : _____

Pages and content perform well on mobile

Page name: _____

Date tested: _____

Items to fix: _____

Page name: _____

Date tested: _____

Items to fix: _____

Page name: _____

Date tested: _____

Items to fix: _____

Step 2: Optimize Content for Long Tail Keywords

Voice search users are more likely to use natural language for queries, and natural language lends itself to long tail keywords.

For details on how to find, organize, and prioritize long tail keywords, please visit propecta.com/long-tail-keywords. You will also learn how to design content for long tail keywords, and get access to our digital Long Tail Keyword Worksheet.

To cater to voice search, B2B marketers should optimize content for long tail keywords and natural-language queries:

- ▶ **Group related long tail keywords** and target them with all in a single piece of comprehensive content.
- ▶ **Use conversational language in titles and subheads.** A group of related long tail keywords can help outline the structure of a content piece. Then, echo the user's queries in titles, where text is emphasized.
- ▶ **Create a user-friendly FAQ page** to provide answers to questions related your brand, products, or services.

Step 2 Worksheet

Optimize Content for Long Tail Keywords

Page name: _____

Date tested: _____

Long tail keywords related to this content: _____

Date

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Title ideas: _____

Subheads to use: _____

Date changes published: _____

Step 3: Optimize for Featured Snippets

Google often uses the text of featured snippets to provide answers to voice queries. When it does so, it reads the name of the providing brand/website along with the featured snippet. To uncover opportunities and optimize content for featured snippets:

- ▶ **Compile a list of existing content that ranks on page one of results.** You can find this in Google Search Console by expanding "Search Traffic" and selecting "Search Analytics." View average positions by checking the "Position" box, and then select the "Pages" radio button. Finally, click each result with an average ranking of 10 or less, and change the radio button to "Queries" to find the keywords that result in that page.
- ▶ **Determine user intent for keywords with page one rankings,** by conducting a [depersonalized search](#) for each keyword. Review search results to determine which terms have a *learn* intent.
- ▶ **Identify keywords that already produce featured snippets.** Make a note of which queries already include featured snippets and which do not. For those that do, look at the source and what kind of information is being provided.

- ▶ **Optimize content for featured snippets.** Examine existing featured snippets to determine if they can be improved. Make sure to use featured snippet keywords in your H2s, and format content in the same way it's provided in the snippet (list, table, etc.).

If there's no featured snippet, it doesn't mean Google doesn't want one — there may not be anything good enough yet. Dig deeper into user intent research to determine exactly what users are searching for — a definition, a list of options, numbered steps — and create something perfect.

- ▶ **Use original and relevant images.** Often, the text and image in featured snippets come from two different sources. To optimize for featured snippet image display, include original images that illustrate featured snippet concepts, make sure to [optimize them for keywords](#), and ensure images are clear when scaled down to thumbnail size.

Step 3 Worksheet

Optimize For Featured Snippets

Page name: _____

URL: _____

Target Keywords: _____

Currently ranking on page one? Yes No

Is there currently a featured snippet for the target keyword? Yes No

If there is already a featured snippet:

Date reviewed: _____

Brand in featured snippet: _____

URL in featured snippet: _____

Does the featured snippet include an image? Yes No

Image brand in featured snippet: _____

Image URL in featured snippet: _____

Notes about existing snippet: _____

Step 3 Worksheet Cont.

Optimize For Featured Snippets

If there is not a featured snippet:

Does the featured snippet include an image?

- Definition List Ordered "how to" steps

Image URL in featured snippet: _____

Are SERP competitors attempting to target the featured snippet? Yes No

Notes on SERP competitors' attempts: _____

The Importance of Voice Search SEO in 2017 and Beyond

Voice search is being adopted in increasing amounts. It provides a better and simpler search experience on mobile devices, making it important not only for B2C and local businesses, but also for B2B SEO. Optimizing for voice search is crucial for businesses of all types in 2017 and beyond—optimization improves the voice search experience, as well as SEO overall.

An important place to start is with mobile optimization. Voice search simplifies the complexity of searching on mobile devices, and users will expect ease of searching to be followed by easy-to-use results. Improve site load speeds and ensure sites are designed with mobile in mind to enable users to access needed information quickly and easily on small devices.

Additional Resources:

[50% of Search Queries are 4+ Words: How to Target Smarter Keywords](#)

[Keywords that Convert: How to Find and Use SEO Keywords that Drive Sales](#)

[Mobile-First Indexing Audit Checklist](#)

[How to Use Featured Snippets to Increase SEO Traffic \[PDF\]](#)