Getting Your **Content Ready** for
VOICE SEARCH

A guide to growing your audience through conversational search

50% of all searches will be voice searches by **2020**, according to comScore.[1]

VOICE BASICS

An app for voice-assisted technology is called a skill. Each product has a skill store.

Examples of skills are:
- Playing trivia games
- Finding out wait times at hospitals
- Doing meditation
- Checking sports scores

SEO figures prominently into voice.

The top 3 desktop results are 75% more likely to be selected for voice search results.[2]

The answers for voice questions are pulled from a featured snippet on a third-party site, typically one that ranks high for SEO.

TIPS TO OPTIMIZE YOUR CONTENT FOR VOICE SEARCH

Voice search prefers **concise answers.** The average response is 29 words.

Questions and answers are key. Semantic search is the future for search engines, and people search for topics using questions.

Structured content will help you. By placing your content into your CMS in chunks, it can appear anytime, anywhere, on any device. You will make building

When you answer questions in the content, **write conversationally** but still on-brand.

Did you provide **user satisfaction** by giving the user the information they wanted?

Always **think about context.** How and where is the customer using the skill?

The average voice search is written at a **9th grade reading level.**

Keep tasks short with few follow-up questions.

Consumers are **using voice to search for local service providers.** Local businesses who may not have focused on SEO will need to optimize their content.

Gartner says that **30%** of all technology interaction will **happen by voice in 2018.**[3]

For more **useful tips** on content strategy and content marketing, check out https://ahamediagroup.com/resources

[1]https://www.campaignlive.co.uk/article/just-say-it-future-search-voice-personal-digital-assistants/1392459
[2]https://backlinko.com/voice-search-seo-study
[3]https://www.gartner.com/newsroom/id/3551217

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