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Strategies for
**Voice Search
Optimization
Success**



Understand Your Type of Customer & Device Behavior

Just as voice search algorithms use data, location, and several data points to understand search context, marketers have to dig deeper into understanding the consumer and their behavior.



Focus on Conversational Keywords

While I don't believe that short tail keywords will ever disappear entirely, they do become far less relevant when we consider the natural phrases used in voice searches. More than ever, marketers need to focus attention on conversational long-tail keywords.

Create Compelling Persona-Based Content

Brevity, context, and relevance are essential when optimizing for voice search. What might be different from your usual SEO strategy is that now you also need to pay special attention to:

- Creating detailed answers to common questions.
- Answering simple questions clearly and concisely.



Provide Context with Schema Markup

Get acquainted with schema markup, if you aren't already. This HTML add-on helps search engines understand the context of your content, which means you rank better in typical searches, and more relevant in specific queries made through voice search.

Build Pages That Answer FAQs

When voice searchers ask a question, they typically begin it with “Who,” “What,” “Where,” “When,” “Why,” and “How.”

They’re looking for answers that fulfill an immediate need.

To answer these queries, make a FAQ page and begin each question with these adverbs.

Think Mobile & Think Local

We are shifting to a mobile-first world where devices and people are mobile. As a result, it is important to remember that mobile and local go hand in hand, especially where voice search is concerned. Mobile devices allow users to perform on-the-go local queries. Voice search, in turn, enables users to ask hyper-local questions.





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