



Voice Search for Beginners

2019

Hi there!

> I am
Stoyan Stoyanov,
Product/UX-er
Just a designer, toptal-er
and bushcrafter



What we will learn?

- What is voice
- How to optimise our content for voice
- How to identify key phrases
- Factors for voice search
- Criterias & components for voice search
- Optimisations
- Strategies for increasing domain authority, being in snippets and site optimisation
- Best practices & tips
- Case studies

Voice is

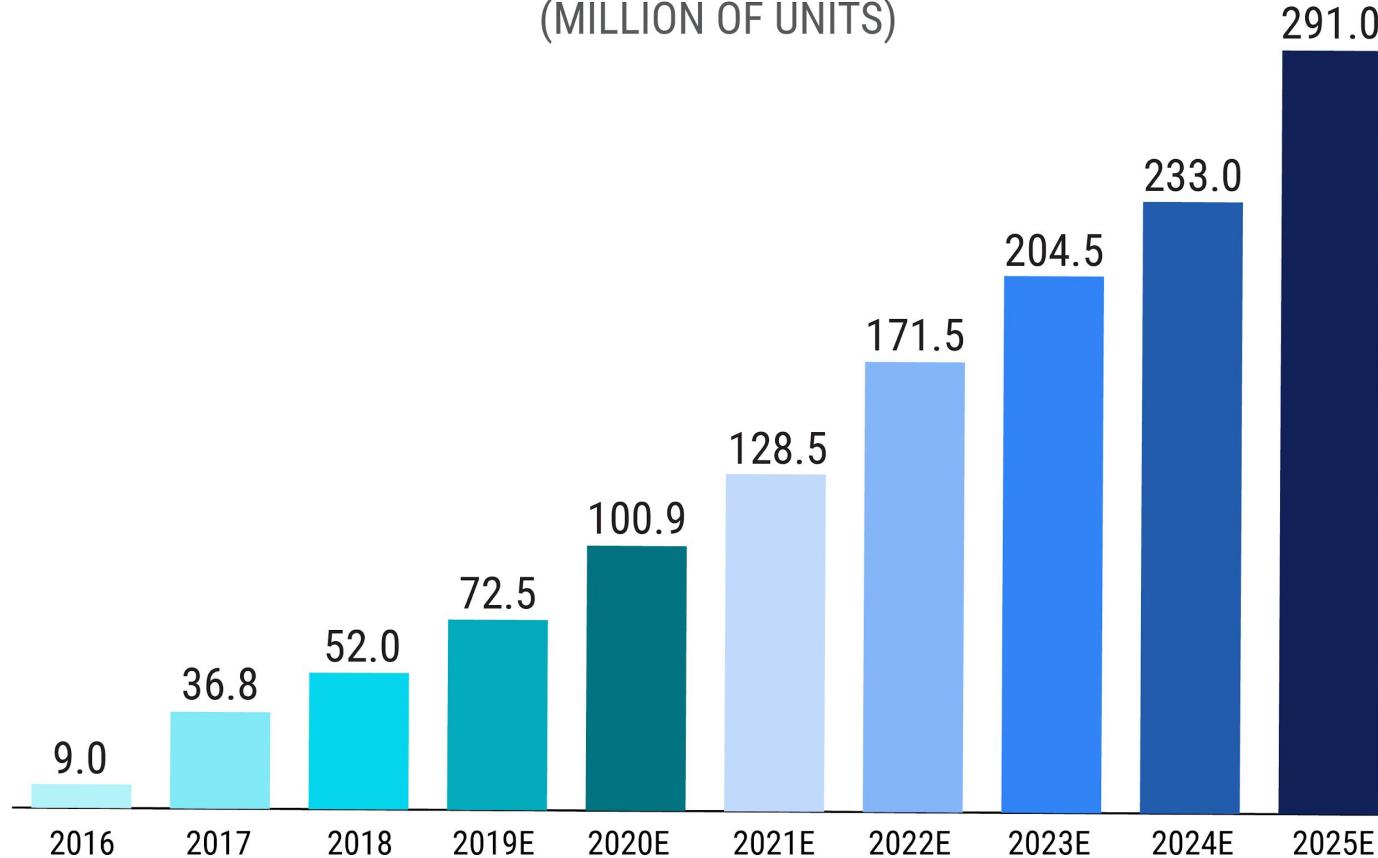


Homo sapiens

From: Pedia

Global Smart Speaker Sales Forecast (Except China)

(MILLION OF UNITS)



Source: Loup Ventures



Showcasing how people are searching using an assistant compared to regular search

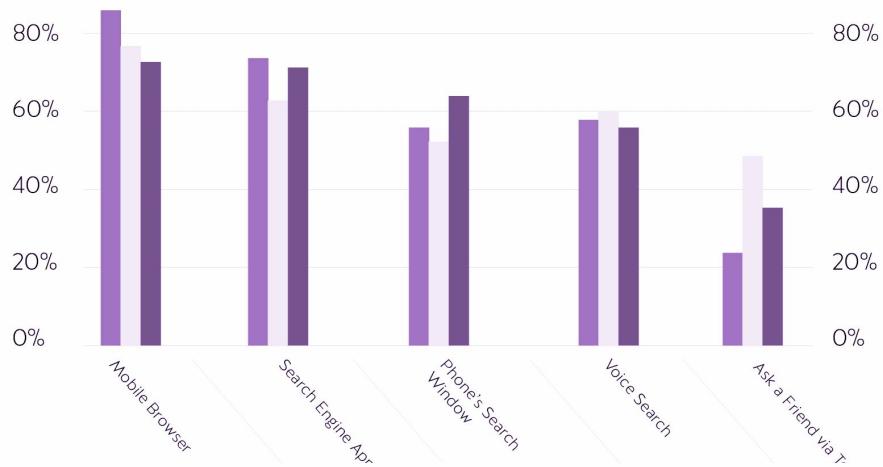
Trigger Words	Count	% of Total
how	658,976	8.64%
what	382,224	5.01%
best	200,206	2.63%
the	75,025	0.98%
is	53,496	0.70%
where	43,178	0.57%
can	42,757	0.56%
top	42,277	0.55%
easy	31,178	0.41%
when	27,571	0.36%
why	25,980	0.34%
who	24,930	0.33%
new	24,779	0.33%
recipe	22,967	0.30%
good	22,807	0.30%
homes	21,132	0.28%
make	19,774	0.26%
does	19,449	0.26%
define	19,375	0.25%
free	18,315	0.24%
i	18,245	0.24%
list	17,136	0.22%
home	17,118	0.22%
types	16,575	0.22%
do	16,448	0.22%

> 25% of search queries
are triggered from these
words

PERFICIENTdigital

Top 3 Choices for Performing Searches

2017 2018 2019



41% of people who own a voice-activated speaker say it feels like **talking to a friend or another person**.

15:38

4G 73%

15:40 4G 73%

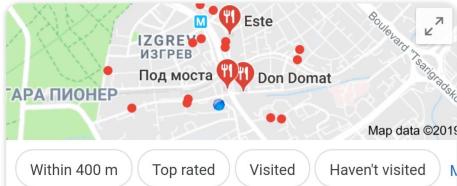
4G 73%

15:40 4G 73%

4G 73%



can you show me the nearest restaurants



Под моста
5.0 ★★★★★ (4) · 90 m
Restaurant



Don Domat
4.0 ★★★★★ (757) · \$\$ · 160.0 m
Pizza · 1113, ul. "Tintyava" 136
Cosy · Casual · Good for kids



Este
4.5 ★★★★★ (176) · 400.0 m
Restaurant · ul. "Nikolay Haytov" 3



Search The closest one

Type a message



boiko borisov

Here you go



Jack Taylor, Getty Images

Boyko Borissov

Prime Minister of Bulgaria

[Wikipedia](#) – Boyko Metodiev Borisov is a Bulgarian

Party Who is the Prime Minister of Bulgaria?

Type a message



Answer engines provides between 1 and 3 results, depends.

15:40



google.com/search?q=boikc



Boyko Borissov

Prime Minister of Bulgaria



OVERVIEW

PEOPLE ALSO SEARCH FOR

Boyko Metodiev Borisov is a Bulgarian politician who has been serving as Prime Minister of Bulgaria since May 2017. He was previously Prime Minister on two other occasions, from 2009 to 2013, and from 2014 to January 2017, making him Bulgaria's third-longest serving Prime Minister to date. [Wikipedia](#)

Born: June 13, 1959 (age 60 years), [Bankya](#)

Previous offices: Prime Minister of Bulgaria (2014–2017), Prime Minister of Bulgaria (2009–2013)



More about Boyko Borissov

[Claim this knowledge panel](#)

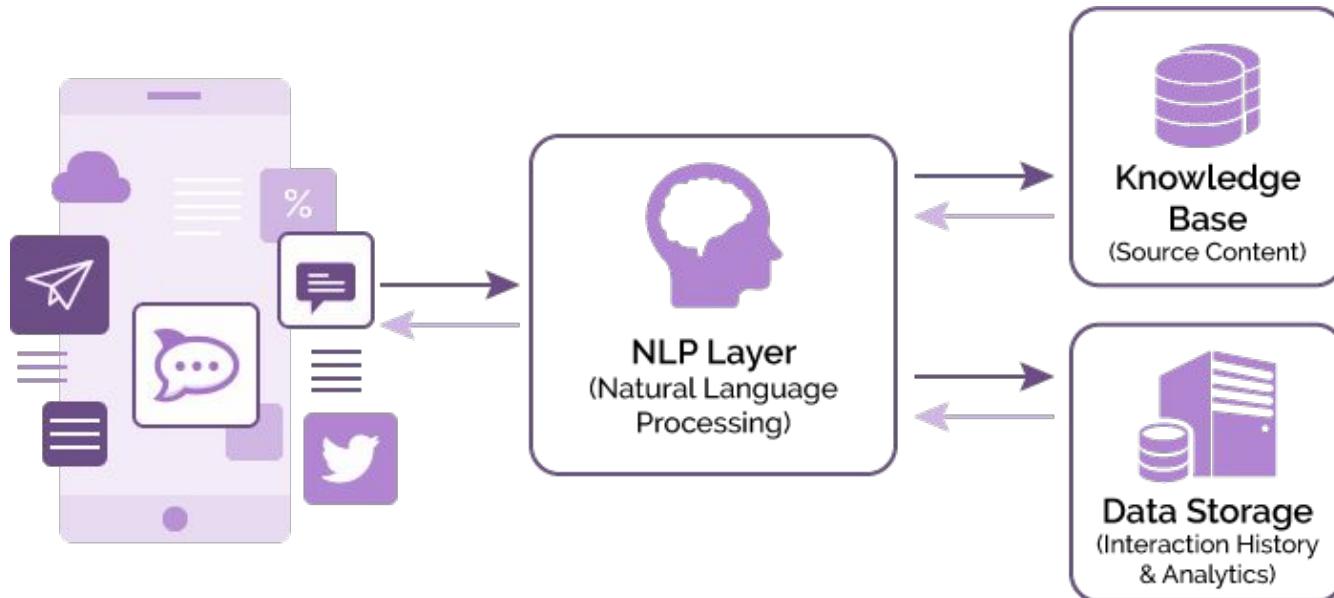
Feedback

People also search for



Search engines provides more than one result. The best one is called index 0 and is putted in a snippet

Where does info comes from?



Assistant

- > Uses google search
- > Google Business
- > Google maps

Siri

- > Safari search
- > Yelp

Echo

- > Amazon
- > Yelp
- > Bing

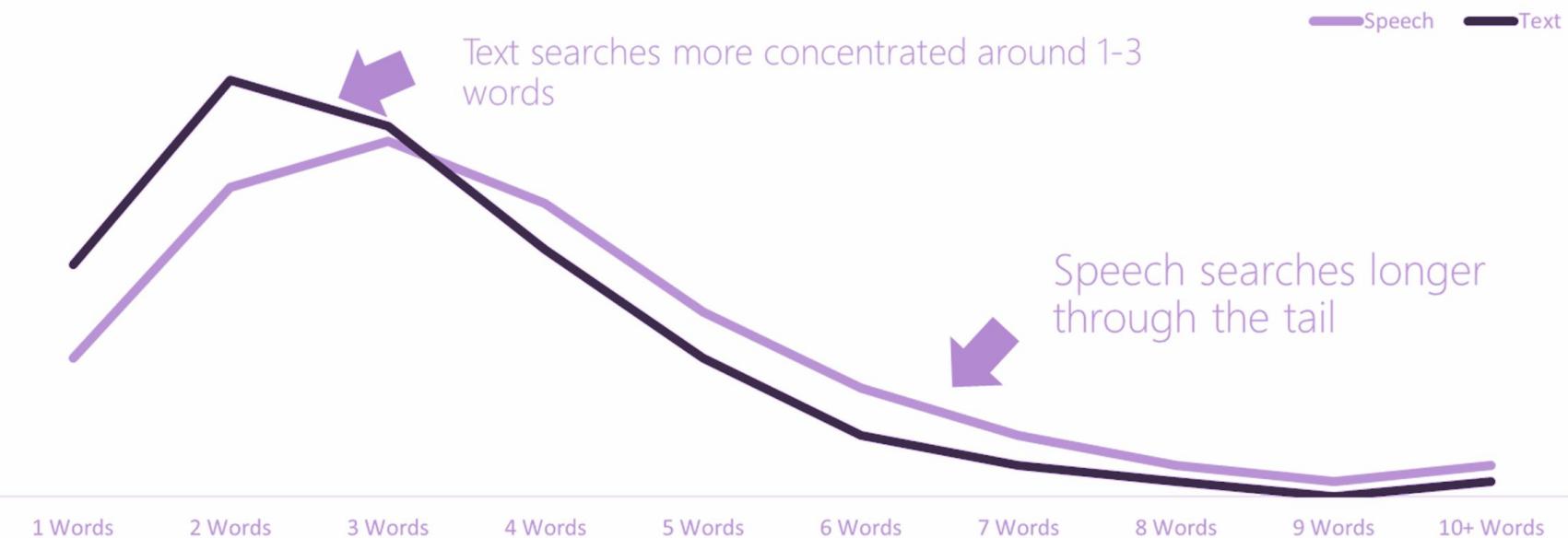
Cortana

- > Yelp
- > Bing

Cortana is based on amazon! But aiming businesses

Wait? What?

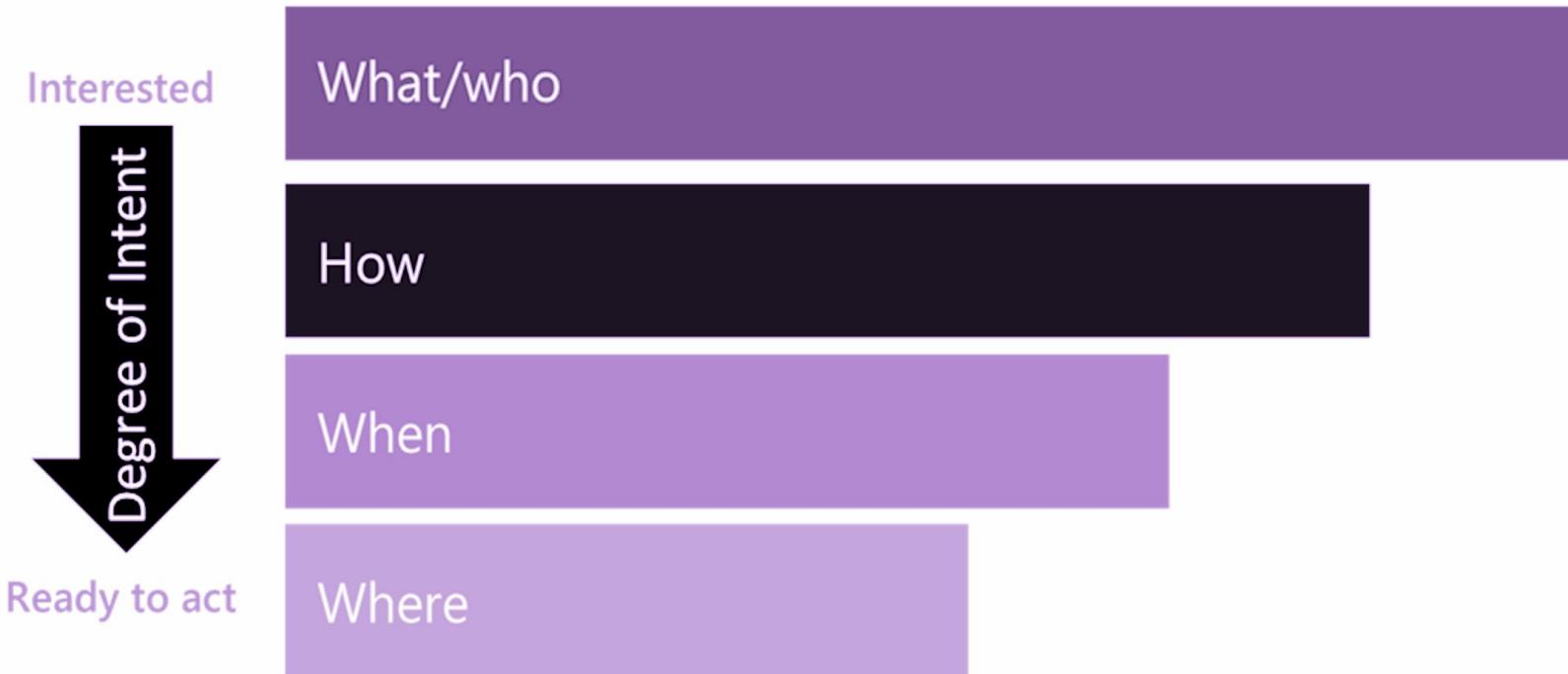
Voice search queries are longer than text queries

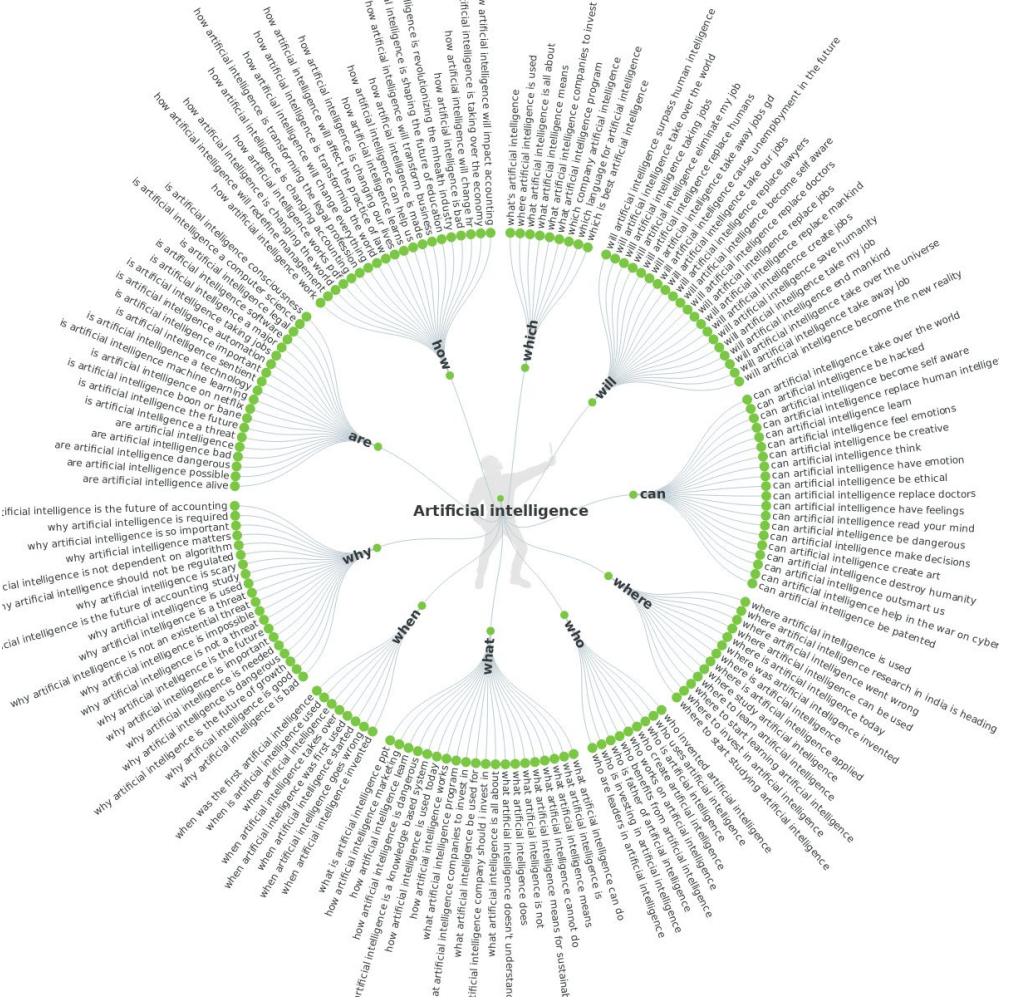


Question phrases are more likely to be voice search

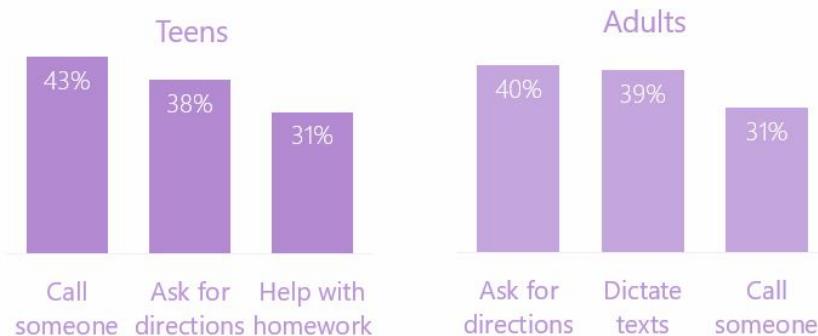


Question phrases = voice search degree of intent





One key phrase million results on how can be searched and in combination with what words



Think that the new generation is lazy.

What is the cost for air fare to Bahamas?
How much does it cost to fly to the Bahamas?
Where can I find Bahamas vacation info?
How do I get to the Bahamas?
What's the best Bahamas vacation package?
When is the best time to travel to the Bahamas?

Adding filler words to the question queries to increase search results. We are speaking with fillers right?

Impact of voice search over SEO

Regular search queries

- > Short
- > Specific
- > Often standalone sentences
- > Human NOT understandable

Eg. “best suitcase”, “Rauch”, “sushi restaurant”

Voice search queries

- > Longer
- > Often phrased as questions
- > Can be tied heavily on location:
“_near me” - type of queries

Eg. “Who is Boiko Borisov”, “What is bushcraft”,
“Can you show me the best pizza places near me”



The new rules of answer engines

- > Position 0 in the new page 1
- > Communication and credibility
- > Localisation is key
- > You need to have a strategy
- > Optimise for both SEO & AEO

Components of Voice Search

Building credibility for confidence

- > Credibility gives answer engines confidence in their results
- > Page authority was back in the old days. Make room for domain & brand authority
- > Links & mentions are essences
- > Quantity & quality reviews == Google understanding for your credibility
- > Backlinks stays
- > Content structure is king
- > Welcome to the Question - Answer era.
- > Constant re-iteration on key search phrases
- > Different niches has different domain authority

Rank	Root Domain	Linking Root Domains	Domain Authority
1	apple.com	4,124,066	<div style="width: 100%;">100</div>
2	www.google.com	10,074,154	<div style="width: 100%;">100</div>
3	microsoft.com	3,661,587	<div style="width: 100%;">100</div>
4	youtube.com	15,979,042	<div style="width: 99%;">99</div>
5	www.blogger.com	21,723,090	<div style="width: 99%;">99</div>
6	docs.google.com	2,002,805	<div style="width: 99%;">99</div>
7	support.google.com	3,574,980	<div style="width: 99%;">99</div>
8	play.google.com	2,066,408	<div style="width: 99%;">99</div>
9	en.wikipedia.org	5,052,420	<div style="width: 98%;">98</div>
10	mozilla.org	1,693,054	<div style="width: 98%;">98</div>
11	accounts.google.com	2,513,350	<div style="width: 98%;">98</div>
12	wordpress.org	8,633,333	<div style="width: 98%;">98</div>
13	sites.google.com	1,497,349	<div style="width: 98%;">98</div>

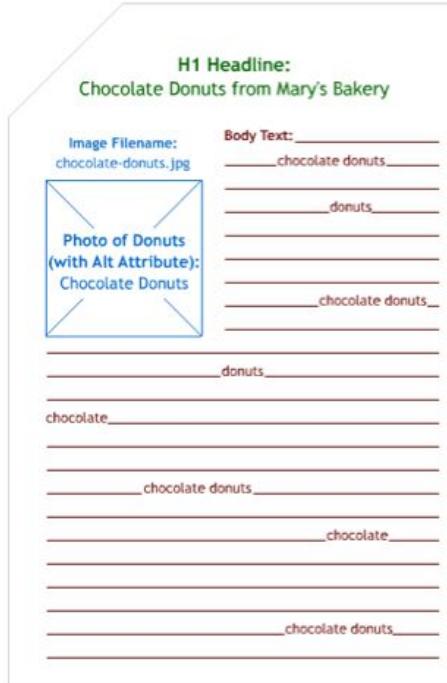
[Mozilla top 500 authoritative website](#)

The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolatey donuts ever made.



The faster the better

- Using semantic HTML5 and structured markup ([schema.org](#))
- Information is from trusted partners - add yourself in a trusted website based on the niche (eg. crunchbase)
- Optimise your website speed - faster == credible
- Be in the mouth of your users - socials
- Links & Pictures
- Do not forget to measure! ([smrush.com](#))
- UX



Voice is part of your existing marketing strategy!

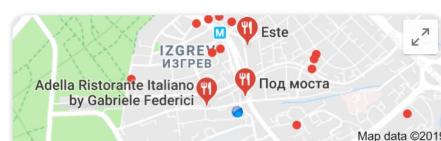
Okay Google



17:22

67%

which are the top 10 near me restaurants



Top rated Within 400 m Visited Haven't visited

Под моста

5.0 ★★★★★ (4) · 89 m
Restaurant
Closes soon · 6PM



Adella Ristorante Italiano by Gabriele Federici

4.5 ★★★★★ (119) · 200.0 m
Restaurant · ul. "Tintyava" 15
Cosy · Casual · Good for kids



Este

4.5 ★★★★★ (176) · 400.0 m
Restaurant · ul. "Nikolay Haytov" 3



 Search

The closest one



Type a message



Answer shows top locations

17:23

67%

from where can i buy a mac

 https://www.macworld.co.uk › ...

Where to Buy a Mac 2019: Best Place to Buy an iMac, MacBook ...

Jul 9, 2019 · Here, we point you in the right direction for your new Mac, whether that's Apple's own store, a third-party seller, or even refurbished or second-hand. ...



Apple surprised us on 21 May by updating its MacBook Pro line for 2019. ... The MacBook Air also got a spec bump as part of Apple's 9 ...

 https://www.bradsdeals.com › blog

Why You Should NOT Just Walk into the Apple Store to Buy Your Mac

Aug 5, 2019 · So where is the best place to buy a Mac? You'll always find a better deal by getting online



 Search

Where to buy MAC Cosmetics?

Type a message



Google is not sure what I mean

17:21

68%

who is galdi

Let's see



Kwanchai_Khammuane

Tables

Furniture

[Wikipedia](#) — A table is an item of furniture with a

History

Types

Etymology

What car

Type a message



Google tries to assume what I've meant

17:23

67%

what is a chrome cast



Chromecast is a streaming media adapter from Google that allows users to play online content such as videos and music on a digital television. The adapter is a dongle that plugs into the TV's HDMI port; a cable connects to a USB port to power the device.

 https://whatis.techtarget.com › C ...

What is Chromecast ? - Definition from WhatIs.com

 Search

About Chromecast

Cast Chro

Type a message



Top 0 features snippet result

17:24 4G 67%

how much is one leva in japanese
yen at the moment

1 Bulgarian Lev equals

60.28 Japanese Yen

Aug 15, 14:23 UTC · Disclaimer

1D 5D 1M 1Y 5Y Max



1 Bulgarian Lev
60.28 Japanese Yen

 Search  Send daily  Lev to yen 

Type a message 

How query. Shows the top 0 result

17:22 4G 67%

how sushi is made

How is sushi made



Sushi is made of small pieces of raw fish that are wrapped in rice and seaweed. The seaweed, called nori, is collected with submerged bamboo nets. While some sushi is mass-produced using robots, the best sushi is made by hand.

 [https://www.benihana.com/history...](https://www.benihana.com/history/)

How is Sushi Made - History of Sushi |

 Search  About sushi 

Type a message 

Show the most trusted site

17:22 4G 67%

who is the architect of sagrada
familia

La Sagrada Familia / Architects



Antoni Gaudí



Francisco de Paula
del Villar y Lozano



 Search  About Sagrada Família 

Type a message 

Google shows all the
architects related with the
Who query

Have cars gotten more expensive?

Here's a summary from the website

washingtonpost.com: Have cars actually gotten more expensive over time? It's a common complaint we hear from shoppers: new cars have gotten too expensive.

The average transaction price of a new car rose to over \$34,000 last year, compared to about \$28,800 10 years ago and under \$20,000 a decade earlier.



What's next >>>

Lesson #2

- > Researching and research tools
- > Examining voice search factors in details
- > Optimising for Google
- > Strategies
- > Rules and practices
- > Homework 1

Lesson #3

- > Optimising your website
- > Criterias and what to do
- > Strategies
- > Building credibility
- > Homework 2

Lesson #4

- > Good practices
- > Tools
- > Examples
- > Optional: presenting homework



Thanks!

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