



Voice Search for Beginners - 2

2019

Ads & germany reports

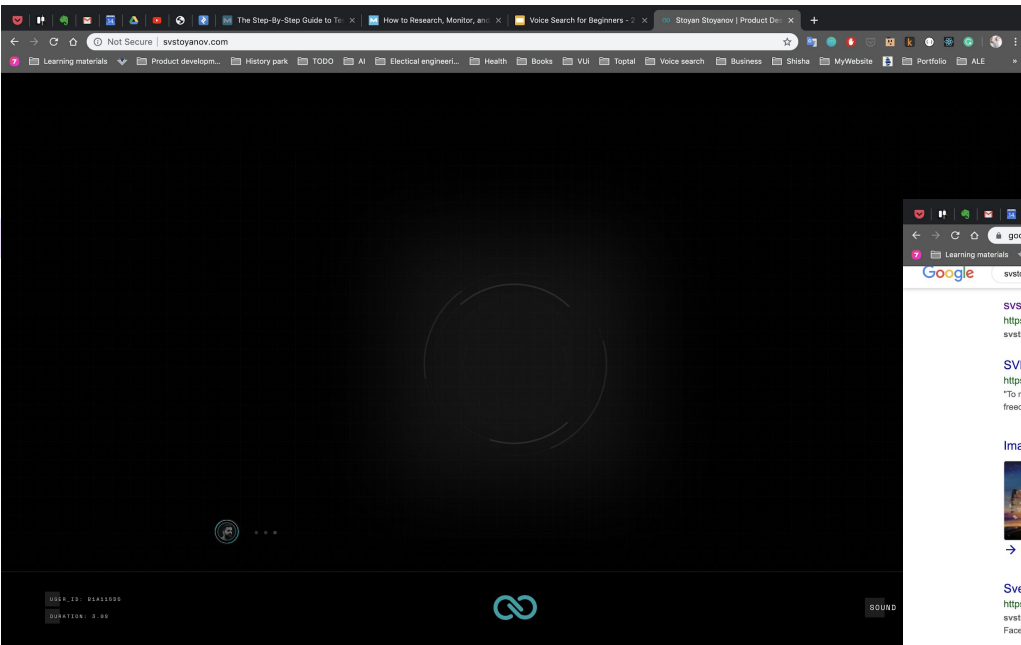
- > So far google are testing ads for voice
- > Against policy is to promote content since the ad will be on position 0
- > 1 of 2 Germans are using voice
- > Near me is on of the top in search queries
- > [Referral link](#)

What we will learn?

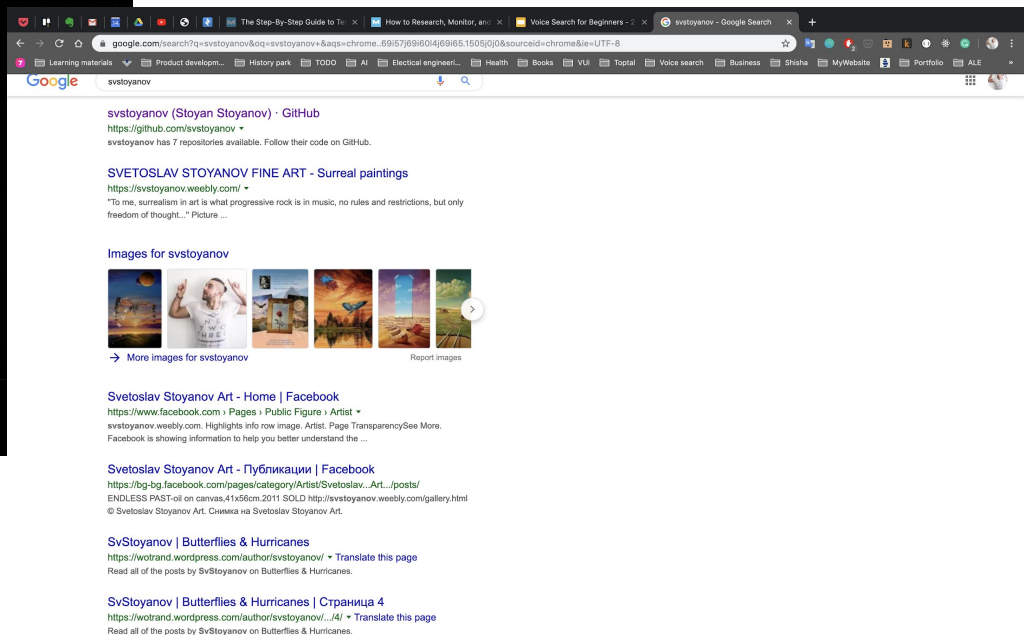
- > What google takes in consideration
- > How to research and optimise for questions
- > Optimise for GMaps
- > Featured snippets
- > Test & Optimise phrases & keywords
- > Homework

Let's recap - what google
takes in consideration

Our website



Our web presence



A smart speaker with a white upper half and a grey fabric mesh lower half sits on a dark, textured wooden surface. In the background, a kitchen setting is visible with a white coffee cup on a saucer, a croissant on a plate, and various kitchen items like a kettle and a fruit bowl on a white shelf.

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

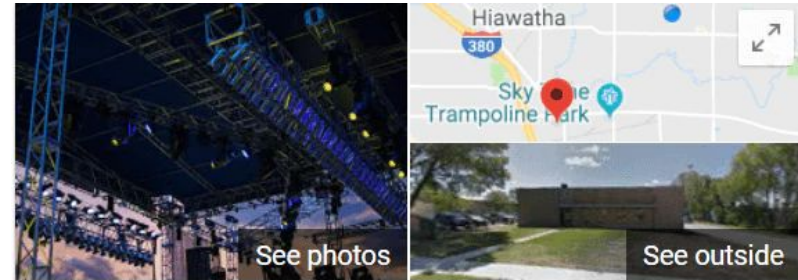
Optimise for Google Maps



Google uses Google maps, search and youtube
to retrieve information

> Google My Business

- > Name
- > Category
- > Images
- > Competitor stand out



See photos

See outside

Wired Production Group ★

5.0 ★★★★★ 7 Google reviews

Event management company in Cedar Rapids, Iowa

Website

Directions

Address: 2037 N Towne Ln NE, Cedar Rapids, IA 52402

Hours: Opens soon · 8AM ▼

Phone: (319) 294-9410

[Edit your business information](#)



Wired Production Group

on Google

Whether you need a corporate event planned from scratch or simply some extra help wit...

1 day ago

[Learn more](#)



> Information consistency

The Information used from you in your google my business needs to be consistent across different platforms



Google Search



Google Maps



Facebook



Bing



Foursquare



Factual



Hotfrog



us-info



ShowMeLocal



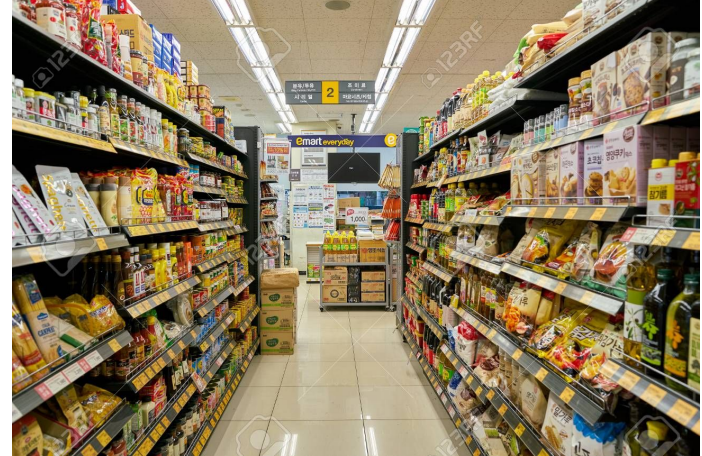
Navmii

> Picture Hack

All of your pictures needs to GEO marked
and having the naming structure:
keyword-location.jpg

[GeoIMG](#)

Add pictures to different sources:
Pinterest grouped as albums and tagged



> Name & Category

Your name could contain a keyword:
eg. BEER JS

Good practice to add more than 1 category. Remember that the primary will shown and the rest hidden.

Check your competitors categories

1. Google maps -> view source
2. CMD+F and search

> Using Google my business for traffic

You can use google my business to create a traffic by making posts/announcements for new products/services/news etc.

That how you are generating a keyword traffic. The campaign is active 7 days

Добавяне на
продукт

Добавяне на
актуализация

Добавяне на
събитие

Добавяне на
оферта

Дръжте клиентите си в течение, като споделите новите неща

Не се ограничавайте само до последователите си – мотивирайте хората, които търсят бизнеса ви, да ви посетят, като публикувате актуализации и оферти направо в местната си малка обява в Google



Създайте първата си публикация

> Tracking traffic from GMB

To track the traffic you can add a different tracker using google domain builder and integrate it in analytics after

[GoogleCampaignBuilder](#)

| Primary Dimension: Keyword Source Landing Page Other ▼ | | |
|--|-------------------------------------|---|
| Plot Rows | | |
| Secondary dimension ▼ | | |
| Sort Type: Default ▼ | | |
| <input type="checkbox"/> | Source ? | Acquisition |
| | | Sessions ? ↓ |
| | | 6,715 % of Total: 44.76% (15,002) |
| <input type="checkbox"/> | 1. google | 3,064 (45.63%) |
| <input type="checkbox"/> | 2. googlemybusiness | 2,948 (43.90%) |
| <input type="checkbox"/> | 3. bing | 408 (6.08%) |
| <input type="checkbox"/> | 4. yahoo | 264 (3.93%) |
| <input type="checkbox"/> | 5. aol | 19 (0.28%) |

> **WARNING** bad hack

You can report a competitor if there names are different (visual from hidden) in Google Maps.

Suggest for edit and type in the hidden name

> Reviews. Why are important & how to generate them

You can ask people to write reviews in a timing perfect for them.

Eg. maybe after leaving your restaurant



Reviews

Review summary



> Increasing traffic with reviews tactic

A simple strategy:

1. Ask for reviews in a survey
2. Edit them by adding search keywords, phrases and questions, brand name mentions
3. Send an email to the user
Thanking him + the correction
4. Review added

Be polite!

> Increasing traffic with answer tactic

A simple strategy:

1. Go and answer a review
2. Add keywords and phrases
description

Do not be spammy!

> Plugins for reviews

WP has a nice plugin which can help add your total review score to the website boosting your search results

WP Plugin



> A nice tactic

In your email that you send to customers you add a search generated result link. That how you can increase the generated searches for your domain and increase the discoverability

Featured snippets

- > Voice only has one result! Index **0**. Except the hybrid mode
- > **Remember!** - Snippet answer is between 38-43 words
- > Trusted mentions and backlinks

Here are my easy-to-follow steps to get start a self-hosted WordPress blog, no technical experience required.

1. Step 1: Decide what to **blog** about. ...
2. Step 2: Choose a **blogging** platform. ...
3. Step 3: Find a host. ...
4. Step 4: Pick a domain name. ...
5. Step 5: Get started with WordPress. ...
6. Step 6: Design & use your **blog!**

[How to Start a Blog \(to Make Money or Otherwise\) in 2018](https://amylynnandrews.com/how-to-start-a-blog/)


<https://amylynnandrews.com/how-to-start-a-blog/>



When are snippets shown:


- They tend to show up for queries with questions words e.g. Who, How, Have, What, Does, When, Where, Should, Which and Why
- They tend to show up for overarching or head topics
- "People also ask" *most times* lead to queries with featured snippets
- They tend to show up for higher traffic terms (but Google is adding more all of the time)

Table - 16%



[All](#)
[Images](#)
[News](#)
[Videos](#)
[More](#)
[Settings](#)
[Tools](#)

About 178,000,000 results (0.61 seconds)


WordPress Hosting Comparison – a Comprehensive Guide |...
[www.bluehost.com/](#)  Recommended by WordPress. Sign up today and launch your website in minutes! Free SSL. Enhanced cPanel. 1-Click WordPress Install. Free Domain. Types: WordPress Hosting, Shared Hosting, Dedicated Hosting.

Launch Your Website Now

Launch your website the right way.
Custom templates and free domain

WordPress Web Hosting

Special offer for WP users.
Free domain and site builders.



Top 10 WP Hosting Services | Last Updated: August 2019
[www.hostadvice.com/Compare/WordPress](#)  We Reviewed 1200+ WP Hosting Companies. Discover The Top 10 Services of 2019! 24/7 Live Chat Support. Exclusive Offers. Expert & User Reviews. Save Time & Money. Highlights: An Internet's Web-Hosting Information Center, Helping You Find Quality Hosting Services.
[Hosting Tools](#) · [Resource Center](#) · [Blog Center](#) · [About Us](#) · [Contact Us](#)

The best cheap WordPress hosting providers compared (in a nutshell)


| Company | Price |
|-----------|-----------|
| Bluehost | \$2.95/mo |
| Hostinger | \$0.80/mo |
| DreamHost | \$2.59/mo |

Jul 30, 2019

The 10 Best Cheap WordPress Hosting Services (Aug 2019 Deals)
<https://www.codeinwp.com/blog/best-cheap-wordpress-hosting/>

 About Featured Snippets
  Feedback


Paragraph - 63%





[All](#)
[Images](#)
[Videos](#)
[News](#)
[Maps](#)
[More](#)
[Settings](#)
[Tools](#)

About 1,900,000,000 results (0.60 seconds)

No, **WordPress** is not copyright **free**. It is licensed in a way that allows everyone to use it, but each contribution made to the software is copyrighted. It is released under GPL, so you are **free** to use, modify, and redistribute the code. Feb 14, 2019








Why is WordPress Free? What are the Costs? What is the Catch?
<https://www.wpbeginner.com/.../why-is-wordpress-free-what-are-the-costs-w-...>

 About Featured Snippets  Feedback

Why is WordPress Free? What are the Costs? What is the Catch?
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 Feb 14, 2019 - No, **WordPress** is not copyright free. It is licensed in a way that allows everyone to use it, but each contribution made to the software is copyrighted. It is released under GPL, so you are free to use, modify, and redistribute the code.
[What is WordPress VIP?](#) · [20 top WordPress companies](#) · [Online Business Ideas](#)


People also ask

| | |
|--|---|
| Is WordPress free with GoDaddy? |  |
| Why should I use WordPress? |  |
| Can you make money from a free WordPress blog? |  |
| Are WordPress plugins free? |  |

 Feedback


WordPress.com vs WordPress.org – Which is Better? (Pros and ...)
<https://www.wpbeginner.com > Blog > Beginners Guide >>
 Mar 8, 2019 - The free WordPress.com platform is a good choice for hobby bloggers and those

List - 19%



[All](#)
[Videos](#)
[Images](#)
[News](#)
[Maps](#)
[More](#)
[Settings](#)
[Tools](#)

About 934,000,000 results (0.88 seconds)


Tutorial on How To Use WordPress | Bluehost - bluehost.com
[www.bluehost.com/](#)  Get a Free Domain and 24/7 Support from WordPress Experts. Get Started Today! Free SSL. 1-Click WordPress Install. Enhanced cPanel. Types: Shared Hosting, WordPress Hosting, VPS Hosting, Dedicated Hosting, eCommerce, Domain Registration.

Launch Your Website Now

Launch your website the right way.
Custom templates and free domain

WordPress Web Hosting

Special offer for WP users.
Free domain and site builders.

How to Create a WordPress Site | themeforest.net...
[www.themeforest.net/](#)  The #1 Source For Responsive WordPress Templates, Find Yours & Get Online Today! Fully Responsive Themes. 50M+ Items Sold. Unlimited Free Upgrades. Over 8M Customers. Join the 10M+ Community. 100% Money Back Guarantee. 6 Months Premium Support.
[Freebies of the Month](#) · [WP Website Builder](#) · [100% Responsive Themes](#) · [Themes on Sale](#)

Here's how you can do the same.

1. Select a **WordPress** plan. To begin creating your website, select a **WordPress** plan. ...
2. Set up your domain name and hosting provider. ...
3. Install **WordPress**. ...
4. Choose your theme. ...
5. Add posts and pages to your website. ...
6. Customize your website. ...
7. Install your plugins. ...
8. Optimize your website to increase page speed.

[More items...](#)

How to Use WordPress: Ultimate Guide to Building a WordPress ...

Table - 16%

> Table snippets are shown when and suited for

Data is compared

Make sure that you start with an appropriate heading immediately followed by your table and data.

Show max of 5 items

Paragraph - 63%

> Paragraph snippets are shown when and suited for

1. Comparisons (X vs. Y)
2. Who is...
3. What is...
4. Why is...
5. How is...

Between 38 and 43 words

List - 19%

> Paragraph snippets are shown when and suited for

When there is a step flow process

Answer with less than 7 bullet points to trigger engagement afterward

Picture

> A picture can appear alone or in a carousel

Good to know is the dimensions to be: 4:3 and the size W 600px - H 425px

Video

> A video to appear it needs to

1. Has a transcript well written
2. A subtitles with the video
3. Optimised description with long tail keywords
4. Organised structure of the content step by step

Find the best phrase opportunities

- > [Ask the public](#)
- > [semrush](#)
- > Google people also ask
- > Google suggestions - in the beginning of the query or at the end
- > See how people are searching for you - [textOptimizer](#)
- > Social questions, forums, etc..

Tips

- Find all aggregators that are trusted and give them a logo and a link
- Be accurate in your answer to the question
- Optimise using a FAQ page and also hot questions and answer pairs on LP
- Optimise for implicit and explicit questions
- Research for the same queries you appear. If someone else is on 0 index beat him!
- Optimise your website

Research and optimise for questions

Types

- Basic questions - quick and easy to understand answers
- How - to questions - usually a step by step guide. Here you can add a video
- Brand questions - competition comparison or a product
- Brand ROPO (research online, buy online/offline)
 - High intent - how to buy stuff
 - Navigational - where to find a thing
 - Competitive research - comparing your brand to your competition
 - Reputational - brand history, culture

Types of questions and where they suit

How - to:

1. FAQ
2. [Yoast](#) for data structure

ROPO:

1. Blog content
2. Video content
3. Optimise for as many related branded terms as possible

High intent:

1. Product Q&A
2. Q&A Schema
3. Quality content

Navigational:

1. Product specific
2. Knowledge base
3. Videos
4. Q&A schema or [optimiser](#)

Competitive:

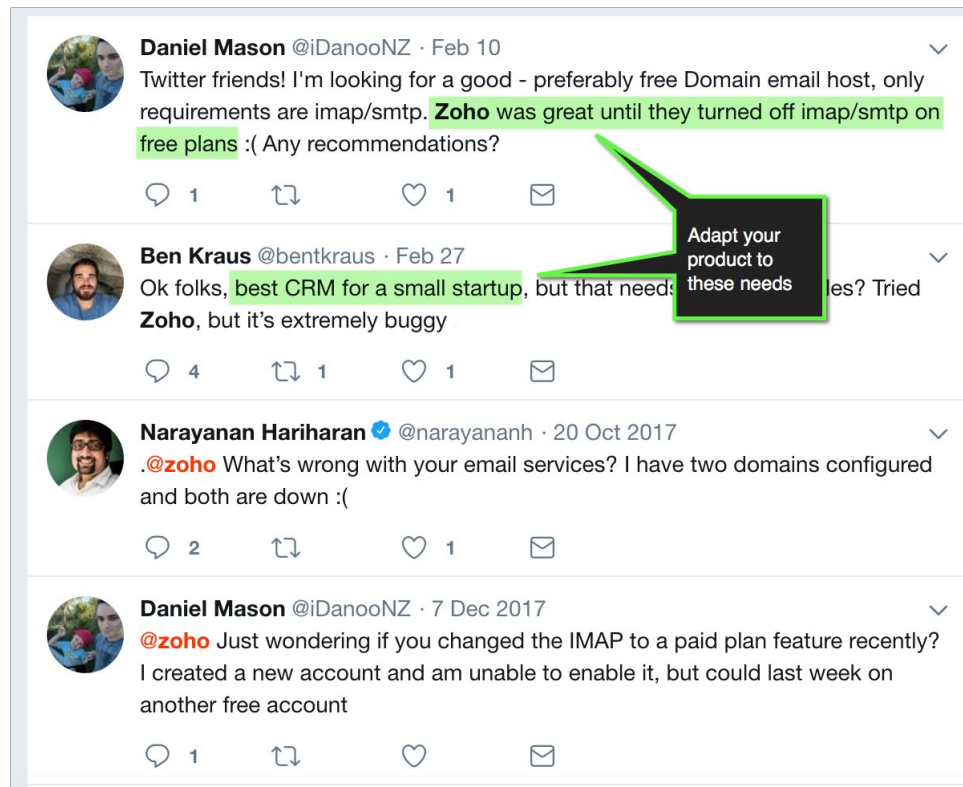
1. Specific landing + video
2. Optimised branded terms
3. Try to have branded terms!

Reputational:

1. Specific landing page + video
2. Add Big mentions like forbes

Where to find questions about my biz

- > Twitter - [brandname ?]
- > Socials
- > Quora



Homework

- > Create or optimise your existing business for near me search queries. Think and describe a strategy for gathering positive reviews, people generated content.
- > Create a research for your niche to figure out the key phrases, keywords and questions that you will cover for your website.
- > *(Optional)* If you have an already existing online presence describe the key phrases that people are using to find you.

Hint: You can use google analytics, socials and etc. Write them down in your google slides preso



Thanks!

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svstoyanov.com

[linkedin.com/in/svstoyanov](https://www.linkedin.com/in/svstoyanov)