Voice Search for Beginners - 3

2019

What we will learn?

> AEO website optimisation

> Quality Content

> Optimising for speed

> Backlinks

> DA

> Structured data & site backbone

> Tips

> Homework

AEO website optimisation

How google crawl

> It has little spiders which index your site on specific time. The spiders goes through your content sees similarities in the content and marks how big of a deal is your quality. It is based on referrals and people search keywords compared to what you have in your website

> Keep in mind the number of pages google is indexing. For voice it is important the content to be long and quality one not that much of the pages.

> Google spiders are using your sitemap to understand what to crawl

> Not every page is necessary to be crawled

> Understand if you are crawled - *site:domainName.com*

Criterias for AEO

> Speed

> Mobile friendliness

> High DA

> Fight for "V" a.k.a. position 0

> Quality content

> Proper set website structure

> Optimised for _ Near Me _

Quality Content

Content criterias for voice search

> Use voice that is natural

> Long tail words around keywords

> Use fillers

> Avoid jargon, buzzwords. A buzzword can become a brand word

> Check your content - http://www.hemingwayapp.com/ https://www.semrush.com/swa/demo

Headings

> Titles under 48 chars

> Can start with a question

> Starting with a keyword or contain them

> Location keyword can be included inside

> H1 for starting, clean structure and pointing the main topic

> H2, H3, etc.. following a hierarchy and a context around the main topic

> Brain hacks: [Title], "Title" 124Title

Climbing in Iceland with Loki the Deceiver

Paragraphs

> 38-43 words

> Formatted with an answer

> Easy to be understood

> After a heading

> Short paragraphs. Why? (mobile friendliness and prep for a snippet hub)

FAQ page

> Best for Q&A

> Query == question in the voice world

> Be clear, consist and to straight to the point

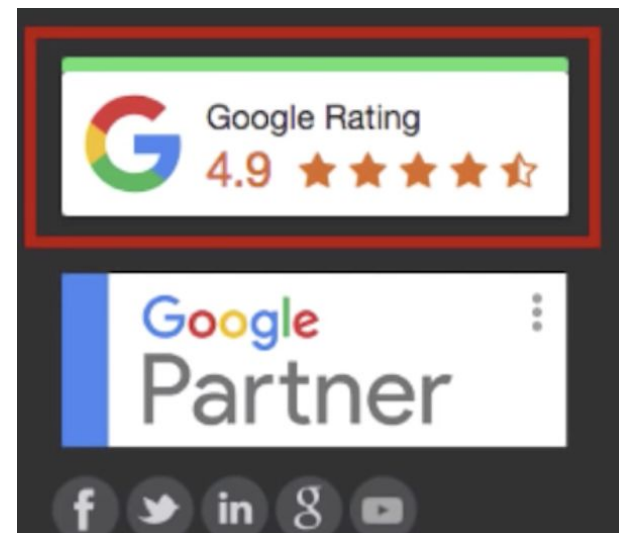> In the answer you can include keywords, brand name, product, etc..

Eg. [LINK](#)

Contact page

> Add the same address, phone number from Google my business

> Structure the opening closing hours as they are in GMB

> Direct Google maps link and address img

Page footer

> Adding social links

> Adding opening hours in the same way of GMB if possible

> Adding reviews & ratings

Blog pages

Questions that an article needs to answer

> What is a lead magnet?

> Does my business need a lead magnet?

> What does a good lead magnet include?

> What are some good lead magnet ideas?

An article strategy

> Ask the question in your article (that may be a subheading)

> Immediately follow the question with a one-paragraph answer

> Make sure you've done a research for question types so an article can ask multiple similar questions. This is called a feature snippet hub

Blog formatting

> Heading: What Is a Lead Magnet?

> Paragraph: A lead magnet is…

> Sub-heading: Why Every Business Needs a Lead Magnet

> Sub-heading: What Makes a Good Lead Magnet

> Heading: 69 Irresistible Lead Magnet Ideas

> Heading: Useful Lead Magnet Ideas

Etc…

Tips

> Calculate readability text - https://charactercounttool.com/dale__chall__readability__level.html https://readable.com/blog/the-flesch-reading-ease-and-flesch-kincaid-grade-level/

> Monitor your domain based on queries you appeared with Ahrefs

> Optimise featured snippets

> Semantically related keywords

- Let's not forget to add synonyms, antonyms and etc.
- Do not just put in a row all the keywords because you can get banned. Google has 2 algos about keyword Hummingbird and Panda
- To generate ideas you can use - https://lsigraph.com/

Product page

> Adding a product Q&A can increase the possibility of appear in a voice result

> Try optimising the questions for the 5W and H

> Tagging pictures and calling them with the proper name: product-category

> Use lists to describe products

> Wrap around your products with data structured

- ○ Reviews
- ○ Name
- ○ Attributes

Customer questions & answers

🔍 Have a question? Search for answers

▲
3
votes
▼

Question: What does the deluxe edition include?

Answer: Yes It will have an Steelbook has including DLC Summons like Chocobo Chick, Cactuar and Mini Soundtr
By NoctisCrystallisXV on June 27, 2019

⌄ See more answers (1)

▲
2
votes
▼

Question: Pre-ordered with coupon, canceled old pre-order. returned today and coupon was not applied. what car with?

Answer: Customer service said the promo will be back just keep watching the website but they don't know wher
By Stephen Piner on July 2, 2019

⌄ See more answers (3)

▲
1
vote

Question: Will the game still be turn based?

Answer: No, it won't be turn-based (bummer because it's my favorite). However, my understanding is there will b

Mobile friendly content

> A good thing is to have in mind that paragraphs need to be short. Remember the 38-43 words rule?

> Increase the white space! Do not put everything next to each other guys

> All your images needs to be optimised for mobile

> Title short, interesting and could be a question type title with keywords inside of the searching query
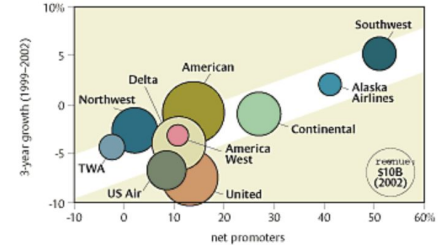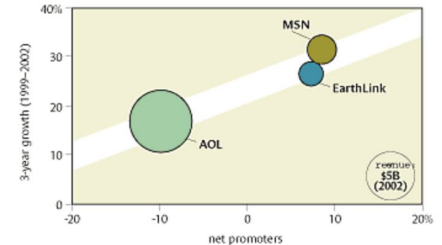
> High quality of writing

are extremely likely to recommend the company to a friend or colleague. (The net-promoter figure is calculated by subtracting the percentage of customers who say they are unlikely to make a recommendation from the percentage who say they are extremely likely to do so.) It's worth noting that the size of companies has no relationship to their net-promoter status.

Airlines

Southwest
American
Delta
Northwest
Alaska Airlines
Continental
TWA
America West
US Air
United
revenue $10B (2002)
net promoters
3-year growth (1990–2002)

Internet Service Providers

MSN
EarthLink
AOL
revenue $5B (2002)
net promoters
3-year growth (1999–2002)

Car Rentals

Enterprise
Avis
Budget
National
revenue
3-year growth (1990–2002)
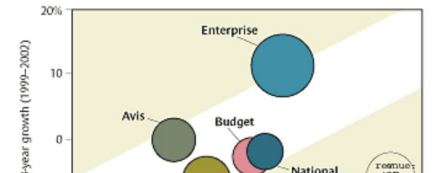
Human factors

> Make your content interesting

> Dwell time - the time between the user enters a result and goes back or closes the tab. Google is keeping an eye on this measurement

> Criteria we tend to use as humans

- Clarity
- Structured
- Logical
- Simplicity
- Deep understanding
  - Long text > 2300 words
  - Guides
  - Topics with different faces and angles
  - Great visuals
  - Supporting facts and data for persuasive content
  - Original research
  - First person experience telling (Writing a story)

Strategies

> Pillar - the main hub

Eg. How to guide

> Cluster - the content that is additional and will link to the main content

Eg. Additional article to the How to guide

My working flow:

> Adding keywords & phrases

> Adding the titles

> Writing the text around the key phrases/questions

> Simplification

> Adding statistics and visuals

> Measure it

Tips

> Explain how to do something.

> Establish credibility.

> Create curiosity.

> Command a benefit of a product/service/news headline.

> Engage the conversation within the reader's head.

> Explain the idea of the "WHY" of your brand (read Simon Sinek).

Optimising for speed

Why?

> Google is experience!

> Assistant answer

> 90% chance for bounce rate if answer is not shown within 5 sec

> Measure it - https://developers.google.com/speed/pagespeed/insights/

How to optimise it?

> Use CDN (content delivery network)
  - Content delivered closer to the user reaching point. That way it will load faster

> If your server is on PHP than use the latest one

> Optimise your CSS and minify it
  - Unnecessary classes, using more styles than you need to
    - Eg. margin: 2px & margin: 2px 2px 2px 2px or margin: 2px 4px

> Split the content so it will load on chunks. The most necessary parts are first and than the rest

> Optimise and minify your graphical resources

> Use higher tier of hosting services

> Compress your pictures

> Take advantage of caching

Backlinks

What are?

> You mention me and i will mention you

> Viral posts generate links

> For SEO and AEO they are important because you are gaining credibility and trust in the eyes of Google algos!

> Does your link works?

> The bigger the person that mentions you the better you will get ranked
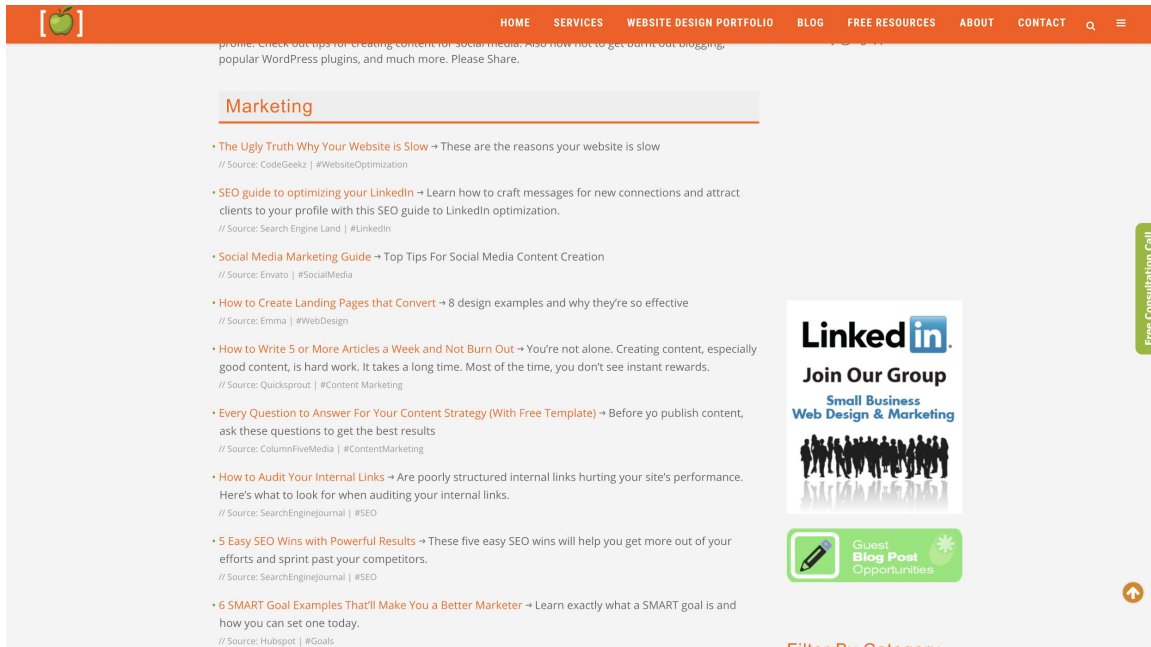
Strategies for building them

> Link roundUps

> Broken link building

> Build links from scratch - be everywhere

> Brand links - brand your words

> Sorcerer - try to be the first

> Pre-outreach - reach people in your industry

> Guidelines - generate traffic by launching guidelines and promote your content

> Guest posting - go on podcasts, write on peoples blog

Link roundUps

> Daily, weekly, monthly blog posts with amazing content. Suggestors

> You can find them for your industry by typing: "keyword" + "link roundups"e

> After that you need to pitch your content to those roundups with an email

profile. Check out tips for creating content for social media. Also how not to get burnt out blogging, popular WordPress plugins, and much more. Please Share.

Marketing

• The Ugly Truth Why Your Website is Slow → These are the reasons your website is slow
// Source: CodeGeekz | #WebsiteOptimization

• SEO guide to optimizing your LinkedIn → Learn how to craft messages for new connections and attract clients to your profile with this SEO guide to LinkedIn optimization.
// Source: Search Engine Land | #LinkedIn

• Social Media Marketing Guide → Top Tips For Social Media Content Creation
// Source: Envato | #SocialMedia

• How to Create Landing Pages that Convert → 8 design examples and why they're so effective
// Source: Emma | #WebDesign

• How to Write 5 or More Articles a Week and Not Burn Out → You're not alone. Creating content, especially good content, is hard work. It takes time. Most of the time, you don't see instant rewards.
// Source: Quicksprout | #Content Marketing

• Every Question to Answer For Your Content Strategy (With Free Template) → Before yo publish content, ask these questions to get the best results
// Source: ColumnFiveMedia | #ContentMarketing

• How to Audit Your Internal Links → Are poorly structured internal links hurting your site's performance. Here's what to look for when auditing your internal links.
// Source: SearchEngineJournal | #SEO

• 5 Easy SEO Wins with Powerful Results → These five easy SEO wins will help you get more out of your efforts and sprint past your competitors.
// Source: SearchEngineJournal | #SEO

• 6 SMART Goal Examples That'll Make You a Better Marketer → Learn exactly what a SMART goal is and how you can set one today.
// Source: Hubspot | #Goals

LinkedIn
Join Our Group
Small Business
Web Design & Marketing

Guest Blog Post Opportunities

Filter By Category

Broken link building

> Find a site that you want to link to

> Check for broken links in few pages and run the check my links extension

> Give your content for replacement

> Send a personalised email to swap the content

Domain authority

What is?

> Metric from 1 to 100 predicting how domain is ranked in google. It is not a ranking factor. Google doesn't use in it's algorithm. It predicts rankings

> The higher your authority is the difficult is to grow it

> Sites with high amount of external links are ranked higher with high DA

> DA is a comparative tool it is used within context

    ○   Let's say for the keyword portfolio your site is ranked with DA of 59 compared with you competitor which DA is 50. But building new links for the next month increases it with 3 so your DA next month is 62

> DA power is when you compare your website to the competitors ones

> When there is an update DA can fluctuate for everyone

> With higher domain authority you will rank better in google

Pieces:

> Link Profile

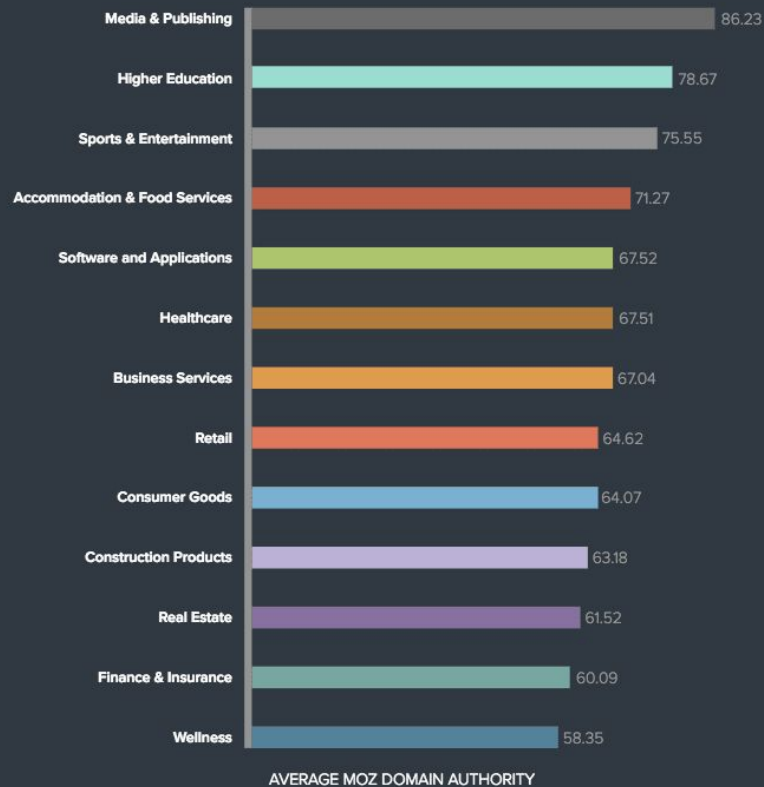- How many great link are pointing at you

> Moz rank

- Same as google rank

> Moz Trust

- How much Moz is trusting your domain

Average Moz Domain Authority by Industry

Industry	Average Moz Domain Authority
Media & Publishing	86.23
Higher Education	78.67
Sports & Entertainment	75.55
Accommodation & Food Services	71.27
Software and Applications	67.52
Healthcare	67.51
Business Services	67.04
Retail	64.62
Consumer Goods	64.07
Construction Products	63.18
Real Estate	61.52
Finance & Insurance	60.09
Wellness	58.35

AVERAGE MOZ DOMAIN AUTHORITY

Analysis based on the average Moz Domain Authority between January 1, 2016, and December 31, 2016, from 701 businesses.

SoftUni Digital

Checking your DA

> Use tools like: https://analytics.moz.com/pro/link-explorer/home & SERP's analysis

How to increase it

> Quality content

> Check competitors
- Site size, content and DA similar to yours

> Audit your backlinks remove every poor quality backlinks
- Analyse your links.
- Get more followed links - great content that people want to link to.

> Monitor your page links

> Build high quality backlinks
- Try getting mentioned from medias and professionals
- Build links by promoting your high quality pages and content

Structured data & site backbone

What is structured data

> Helps search engines to categorised your content

> Structured content and proper structure of your website (*eg. sidebar*)

> Standard is to use schema.org - microdata tags

> Google has guidelines how they expect you to wrap your info

> Assistant uses to read it data

> As many as possible elements as you wish

> There are also WP plugins - https://wpschema.com/

> 3 formats - Rich data, Microdata, JSON-LD

In the news

Christina Aguilera Belts New York Medley at NBA All-Star Game: Video
Us Magazine - 1 day ago

David Letterman's intern asks NBA All-Stars the tough questions
SI.com - 1 day ago

Schema.org

> The de-facto standard

> It adds attr to elements telling google what is the type of content

> It helps google to visualise specific data into Google

> It helps AEO to show a result based on your data description and attr

> Java script object notation for linked data - JSON-LD is the standard for Google

> Use this to steal pre-made code

```html
<div itemscope itemtype
="http://schema.org/Movie">
  <h1 itemprop="name">Avatar</h1>
  <div itemprop="director" itemscope
itemtype="http://schema.org/Person">
  Director: <span
itemprop="name">James Cameron</span>
(born <span
itemprop="birthDate">August 16,
1954</span>)
  </div>
  <span itemprop="genre">Science
fiction</span>
  <a
href="../movies/avatar-theatrical-trai
ler.html"
itemprop="trailer">Trailer</a>

  </div>
```

Examples:

Tools

> Testing -
https://search.google.com/structured-data/testing-tool/u/0/

> Adding data
https://www.google.com/webmasters/markup-helper/u/0/

> Guidelines -
https://developers.google.com/search/docs/guides/search-gallery

> Pre-made JSON-LD - https://jsonld.com/video/

Titles

> Titles under 60 chars

> Starting with a keyword or contain them

> Location keyword can be included inside

Eg. **<title>Sofia City Guide | Where To Visit, Eat & Stay In 2019</title>**

Meta

> Max 160 characters

> Include keywords

> Include a question asked from people

> Warning! Hidden meta with keywords can block your website

Eg. **<meta name="description" content="Are you traveling to Sofia in 2019? Check out our Sofia city guide to find the best places to visit, the best places to eat and drink, and where to stay." />**

Robot.txt

> It is a txt file

> Tells Google which files can be indexed and shown in google

> We do want some pages to be hidden

> Warning! Edit the file if you only know what it is. Some properties can hide your website from the face of google

Eg. "**Thank you page**", "**Summary card page**", **maybe you are doing A/B testing**

Tips

> Share your website everywhere

> Appear on aggregators

> Re-check zombie links

> Tips for updating old content

Homework

Choose a site that you like and

- Research it key phrases, key words, DA, etc.
- Optimise it content for AEO
  - Eg. optimise the FAQ, Blog and blog post
- If the site has an e-commerce part optimise at least 3 product pages
- Use google slides or Google docs to describe it
- Bonusi: Try to wrap around an article, question or by choice component in the site with structured data

Thanks!

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