



SEO Keyword Research: AI Answering Services (AI Receptionists)

Overview: Below is a comprehensive list of 50 short- and long-tail keywords related to **AI answering services** (AI virtual receptionists). These keywords are grouped into logical **topic clusters** and include monthly search volume estimates (US/Canada), keyword difficulty (relative SEO competition on a 0-100 scale), and the **search intent** (informational, commercial, transactional, or navigational). We also suggest a relevant **blog content idea** (title/angle) for each keyword – focusing on **high-value, low-competition opportunities** – to inform content strategy. The research emphasizes a B2B context (small to mid-sized businesses in the US/Canada) where an AI receptionist service (an AI-powered 24/7 call answering solution) would be relevant.

Keyword List and Clusters

Keyword	Intent	Cluster	Volume	Difficulty	Relevant Blog Idea
AI answering service	Commercial	AI Answering Services (General)	600	40	<i>"AI Answering Services 101: An Introduction for Businesses"</i>
AI answering services	Commercial	AI Answering Services (General)	400	40	<i>"A Guide to AI Answering Services and Their Benefits"</i>
AI receptionist	Informational	AI Answering Services (General)	1,000	50	<i>"The Rise of AI Receptionists: Are They the Future of Customer Service?"</i>
AI receptionist service	Commercial	AI Answering Services (General)	500	40	<i>"What Is an AI Receptionist Service (and Do You Need One)?"</i>
AI virtual receptionist	Commercial	AI Answering Services (General)	300	35	<i>"Meet Your AI Virtual Receptionist: How It Works 24/7 for You"</i>
AI phone answering service	Commercial	AI Answering Services (General)	150	30	<i>"Never Miss a Call: How AI Phone Answering Services Provide 24/7 Coverage"</i>

Keyword	Intent	Cluster	Volume	Difficulty	Relevant Blog Idea
AI call answering service	Commercial	AI Answering Services (General)	150	30	<i>"Never Miss a Call: How AI Phone Answering Services Provide 24/7 Coverage"</i>
automated answering service	Commercial	AI Answering Services (General)	700	50	<i>"Automated vs. Live Answering: Finding the Right Solution for Your Business"</i>
automated receptionist	Informational	AI Answering Services (General)	250	30	<i>"Automated vs. Human Receptionist: Pros, Cons, and a Hybrid Approach"</i>
AI receptionist software	Commercial	AI Answering Services (General)	200	25	<i>"Top 5 AI Receptionist Software Tools in 2025 (and How to Choose)"</i>
AI receptionist app	Commercial	AI Answering Services (General)	150	20	<i>"5 Best AI Receptionist Apps for Small Businesses"</i>
what is an AI receptionist	Informational	AI Answering Services (General)	100	20	<i>"What Is an AI Receptionist? Benefits & Use Cases for SMBs"</i>
virtual receptionist	Commercial	Virtual Receptionist & Traditional	8,100	70	<i>"Virtual Receptionist vs. Answering Service: Which Fits Your Business?"</i> 1
virtual receptionist services	Commercial	Virtual Receptionist & Traditional	2,000	60	<i>"Top Virtual Receptionist Services for Small Businesses (Review)"</i>
telephone answering service	Commercial	Virtual Receptionist & Traditional	18,100	80	<i>"Telephone Answering Service vs. AI: Key Differences Explained"</i> 2

Keyword	Intent	Cluster	Volume	Difficulty	Relevant Blog Idea
answering service	Commercial	Virtual Receptionist & Traditional	15,000	85	"5 Signs Your Business Needs an Answering Service (and How AI Can Help)"
answering service for small business	Commercial	Virtual Receptionist & Traditional	300	50	"Best Answering Services for Small Businesses in 2025 (Including AI Options)"
business answering service	Commercial	Virtual Receptionist & Traditional	200	50	"Small Business Answering Services: Comparing Live vs. AI Options"
phone answering service	Commercial	Virtual Receptionist & Traditional	5,000	70	"Never Miss a Call: Phone Answering Services vs. Modern AI Receptionists"
live answering service	Commercial	Virtual Receptionist & Traditional	3,600	60	"AI vs. Live Answering Services: A Cost & Quality Comparison"
law firm answering service	Commercial	Industry/Use-Case Specific	500	40	"Why Law Firms Are Adopting AI Answering Services for Client Intake"
medical answering service	Commercial	Industry/Use-Case Specific	800	50	"Never Miss a Patient Call: AI Answering Services for Medical Practices"
dental answering service	Commercial	Industry/Use-Case Specific	300	40	"How Dental Offices Use AI Receptionists to Improve Patient Scheduling"
real estate answering service	Commercial	Industry/Use-Case Specific	300	30	"From Leads to Listings: AI Answering Services for Real Estate Pros"

Keyword	Intent	Cluster	Volume	Difficulty	Relevant Blog Idea
HVAC answering service	Commercial	Industry/Use-Case Specific	150	25	"Why HVAC Businesses Use 24/7 AI Answering Services for Emergency Calls"
veterinary answering service	Commercial	Industry/Use-Case Specific	100	20	"Who Answers After Hours? AI Answering Services for Veterinary Clinics"
AI receptionist for small business	Commercial	Industry/Use-Case Specific	200	15	"AI Receptionists for Small Businesses: Save Money & Never Miss a Call"
24 hour answering service	Commercial	Service Features (24/7, After-Hours)	1,600	70	"Never Miss a Call: How 24/7 AI Answering Services Boost Customer Satisfaction" <small>(3)</small>
after hours answering service	Commercial	Service Features (24/7, After-Hours)	800	60	"After-Hours Calls Solved: The Benefits of an AI Answering Service for Off-Hours"
bilingual answering service	Commercial	Service Features (24/7, After-Hours)	150	30	"Bridging the Language Gap: AI Answering Services for Bilingual Support"
Spanish answering service	Commercial	Service Features (24/7, After-Hours)	150	20	"Serving Spanish-Speaking Customers: The Role of Bilingual Answering Services"
24/7 virtual receptionist	Commercial	Service Features (24/7, After-Hours)	50	20	"24/7 Virtual Receptionist: How AI Handles Your Calls Around the Clock"

Keyword	Intent	Cluster	Volume	Difficulty	Relevant Blog Idea
AI receptionist vs human receptionist	Informational	Comparisons & Decision-Making	100	40	"AI vs. Human Receptionist: Comparing Costs, ROI, and Customer Experience" <small>4</small>
answering service vs receptionist	Informational	Comparisons & Decision-Making	150	30	"Answering Service vs. In-House Receptionist: What's Best for a Growing Business?"
answering service vs voicemail	Informational	Comparisons & Decision-Making	100	20	"Voicemail vs. Live vs. AI - Handling After-Hours Calls Effectively"
Smith AI vs Ruby Receptionists	Commercial	Comparisons & Decision-Making	50	15	"Smith.ai vs. Ruby Receptionists: Comparing Features & Finding the Right Fit"
how much does an answering service cost	Informational	Cost & ROI	800	40	"Answering Service Pricing Explained: Traditional vs. AI Solutions"
answering service cost	Informational	Cost & ROI	600	40	"Answering Service Costs: How Much and How AI Can Save You Money"
answering service pricing	Transactional	Cost & ROI	400	35	"Answering Service Pricing: A Complete Guide for Small Businesses"
virtual receptionist cost	Commercial	Cost & ROI	300	25	"Is a Virtual Receptionist Worth It? A Cost Breakdown vs. Hiring Staff"
AI receptionist cost	Commercial	Cost & ROI	100	15	"How Much Does an AI Receptionist Cost? (and Is It Worth It)"

Keyword	Intent	Cluster	Volume	Difficulty	Relevant Blog Idea
best answering service	Commercial	"Best of" & Reviews	1,200	70	"Best Answering Services 2025: Top Picks Reviewed and Compared"
best answering service for small business	Commercial	"Best of" & Reviews	800	60	"Best Answering Services for Small Businesses (2025 Edition)"
best virtual receptionist service	Commercial	"Best of" & Reviews	400	50	"Top 5 Virtual Receptionist Services in 2025 (Pros & Cons)"
best AI answering service	Commercial	"Best of" & Reviews	200	30	"Top 5 AI Answering Services in 2025 (and How to Choose One)"
answering service reviews	Commercial	"Best of" & Reviews	500	50	"Answering Service Reviews Roundup: What Users Say & Which to Choose"
Smith AI	Navigational	Competitor Brands	7,000	60	"Smith.ai Review: Virtual Receptionist Pros, Cons, and Alternatives"
OpenPhone	Navigational	Competitor Brands	65,000	50	"OpenPhone Review: Is This AI Phone System Right for Your Business?"
PolyAI	Navigational	Competitor Brands	1,500,000	60	"What Is PolyAI? An Overview of the Enterprise AI Answering Service"
Ruby Receptionists	Navigational	Competitor Brands	3,000	70	"Ruby Receptionists (Ruby) Review: Comparing the Human+AI Approach vs. Full AI"

<small>**Notes:** Volume = estimated monthly searches (US/Canada). Difficulty = SEO competition (0 = easiest, 100 = hardest). **Intent:** **Informational** – user seeks info/answers; **Commercial** – researching a product/

service (high purchase intent); **Transactional** – ready to take action (e.g. pricing, signup); **Navigational** – seeking a specific brand/site.</small>

Competitive Landscape & Content Opportunities by Cluster

- **AI Answering Services (General):** Search results for broad AI receptionist terms are a mix of vendor content and informational articles. For example, telephony/VoIP companies like Nextiva and CallRail have “What is an AI Receptionist?” explainer posts ⁹. AI solution providers (e.g. Vendasta, MyAIFrontDesk) rank with guides and “top AI services” listicles ⁵. Notably, leading AI receptionist products like **PolyAI** and **OpenPhone** generate significant search interest (\approx 1.5M and 65K monthly searches, respectively) ⁷ – reflecting high awareness in this space. This cluster’s SERPs often highlight the **benefits of AI (24/7 availability, call routing, lead capture)**, but there’s still room for beginner-friendly content (e.g. explaining AI vs traditional answering) for SMB owners. *Top competitors:* AI software providers’ blogs (Vendasta, Smith.ai, etc.) and review roundups of AI services.
- **Virtual Receptionist & Traditional Answering Services:** High-volume generic terms like “virtual receptionist” and “answering service” are dominated by established providers and directories. Industry leaders such as **Ruby Receptionists** (Ruby) and AnswerConnect rank for these, and comparison sites or ads are common. These keywords have **significantly higher search volume** than any niche terms ¹, making competition tough. The intent is largely commercial – users searching these often seek a service provider. Many top results are service pages or ads emphasizing 24/7 live agents, reliability, and cost savings of outsourcing. *Content gap:* Few of these results mention **AI** – presenting an opportunity to introduce AI advantages in comparison content (e.g. blog posts contrasting AI-driven receptionists vs traditional live answering). New content could target long-tail variations (like “for small business” queries) where fewer authoritative pages exist.
- **Industry/Use-Case Specific:** Queries like “medical answering service” or “law firm answering service” return specialized solutions (e.g. medical call centers, legal intake services) and sometimes landing pages of answering service companies targeting those verticals. There is limited content highlighting **AI** in these contexts – most top results are traditional service providers. A few AI startups are beginning to produce niche content (for instance, a dental-focused AI vs human cost comparison ¹⁰), but overall competition is low. *Opportunity:* Create targeted content for key industries (medical, legal, dental, home services) framing how AI receptionists address each industry’s pain points (e.g. after-hours patient calls, client intake for law firms). Such content can fill topical gaps and rank well given the relatively low difficulty and high relevance to those specific searches.
- **Service Features (24/7, After-Hours, Bilingual):** Searches emphasizing **24/7 or after-hours** call answering (e.g. “24 hour answering service”) typically yield marketing pages from traditional answering services touting 24/7 live operators. These results underscore the demand for round-the-clock coverage – a benefit AI can provide at lower cost. Vendasta’s blog, for example, explicitly highlights that an AI receptionist ensures you “never miss a call” after hours ³. However, few if any results focus on **AI** being the mechanism of 24/7 service. Similarly, “bilingual/Spanish answering service” searches surface providers that offer bilingual human operators. *Opportunity:* Content that highlights **AI’s always-on availability** and multi-language capabilities can stand out. For instance,

an article about how an AI receptionist handles after-hours emergencies or supports Spanish-speaking customers could address user needs while facing relatively low competition in SERPs.

- **Comparisons & Decision-Making:** There is active content around “**AI vs human receptionist**” comparisons, much of it driven by AI solution vendors. Numerous blog posts (Overbooked.ai, Welco.ai, Spyne.ai, etc.) detail the cost and performance differences ⁴, often concluding that a hybrid approach is ideal ¹¹. This indicates moderate competition on those exact “AI vs human” queries. Meanwhile, comparisons like “**answering service vs voicemail**” or “**vs in-house receptionist**” have been covered by some traditional service blogs and Q&A forums, but are not overly saturated. These comparison topics are valuable as they target businesses on the fence about switching solutions. *Strategy:* To outrank competitors, provide data-driven comparisons (e.g. response time, cost, lead conversion rates). Citing concrete ROI stats can be persuasive – for example, Botphonic’s analysis found an AI receptionist at ~\$500/month captured all calls and saved ~\$40k annually compared to a human receptionist ¹² ¹³. Such content appeals to both informational and commercial intent readers. There’s still a gap for **neutral, side-by-side comparisons** (most existing content is by companies subtly promoting their own solution), so a well-balanced comparison could gain trust and rankings.
- **Cost & ROI Focus:** Many searchers explicitly inquire about **costs** (“how much does an answering service cost?”). Content around pricing is common – e.g., blog posts by answering service companies breaking down typical plans, or forum answers sharing price ranges. Key competitive content often highlights the cost advantage of virtual receptionists or AI. For instance, one AI provider’s blog calculated a human receptionist can cost \$50k–\$65k/year vs. \$1.8k–\$36k/year for an AI receptionist (available 24/7 with no sick leave) ¹⁴. This kind of data is compelling. *Competitors:* Traditional providers (like Ruby or PATLive) have pages or calculators on service pricing, and AI vendors emphasize cost savings in their marketing. When targeting these queries, ensure the content is up-to-date (mention 2024–2025 pricing trends) and consider **SEO optimization for featured snippets** (directly answering “How much does it cost?”). There is an opportunity to angle content on **AI ROI** – not just listing prices, but demonstrating return on investment (e.g. leads captured after hours, savings on labor) to differentiate from basic pricing pages.
- **“Best of” & Reviews:** High-intent commercial searches such as “**best answering service**” or “**best virtual receptionist**” bring up many **listicles, rankings, and review sites**. These SERPs are competitive – often led by affiliate sites or industry blogs that have compiled top 10 lists. For example, MyAIFrontDesk’s blog post listing the “*top 8 AI answering services of 2025*” is one such content piece in this niche ⁵. Users searching these terms are likely comparing options, so they expect unbiased comparisons or aggregated reviews. *Competitors:* Capterra/G2 and other software review platforms also appear for “[service] reviews,” capturing navigational intent for brand + “reviews.” To compete here, a strategy is to produce **niche “best” lists** – for instance, “best answering services for small businesses” or “best AI-powered answering services.” These narrower list posts can target long-tail variants and highlight AI solutions, potentially ranking where broader “best answering service” articles by high-authority sites might be too stiff to beat. Also, incorporating genuine user reviews or data can boost credibility. Identifying any *topical gap* – e.g., no existing “best AI receptionist for dental clinics” list – and being the first to publish one, could capture specialized traffic with low competition.

• **Competitor Brand Keywords:** Searches for specific service providers like “**Smith AI**”, “**OpenPhone**”, “**Ruby Receptionists**” etc., are navigational; the user often intends to reach that company’s site or read reviews. The brands themselves (and their PPC ads) will dominate these results. However, supporting content such as **comparisons or reviews** can capture some traffic. For example, a blog titled “Smith.ai vs Ruby: Which Is Better for a Law Firm?” could attract users who are comparison-shopping those two services. We see some of this already – MyAIFrontDesk’s article on Nexa includes a note comparing it to Ruby and Smith.ai ⁸, and numerous third-party blogs compare various virtual receptionist services. While ranking directly for a competitor’s exact name is difficult (the official site and major review sites take precedence), creating *alternative content* like “Competitor X Review” or “Top 5 Alternatives to [Competitor]” can be a way to appear in related searches. Note: Brand keyword SEO is delicate – content must be genuinely useful (e.g. objective pros/cons of the competitor and where your service differs) to have a chance of ranking and not be seen as purely promotional. Given the high volume for some brand names (e.g. “PolyAI” has ~1.5 million searches, though many could be related to AI topics broadly) ⁷, even a fraction of those searchers looking for comparisons could be valuable. Ensure any brand-focused content is kept updated, as services and user opinions change frequently.

Overall, the keyword landscape shows **strong interest in virtual receptionist services** (high-volume, high-competition) ¹ and **growing interest in AI-powered solutions** (lower volume but rapidly rising, with many recent content entrants). Established answering service companies currently capture many generic queries, but **topical gaps exist** where AI-focused content can shine – especially in *industry-specific use cases*, *cost/ROI discussions*, and *modern comparisons of AI vs traditional solutions*. By targeting those opportunities with high-quality, SEO-optimized content (as outlined in the blog ideas above), an AI receptionist service can improve its organic visibility and attract the SMB audience researching these keywords.

Sources: High-volume traditional terms (e.g. “*virtual receptionist*”, “*telephone answering service*”) show significant monthly searches ¹ ². Leading AI receptionist providers like PolyAI and OpenPhone are gaining thousands of searches ⁷, reflecting market interest. Existing content from AI vendors and industry blogs (Vendasta, MyAIFrontDesk, Botphonic, etc.) covers comparisons and benefits ³ ¹⁴, underscoring key value points (24/7 availability, cost savings). However, many niche queries and specific pain points lack tailored content – presenting an opportunity for targeted blogs and pages. By leveraging these insights, we can craft a content strategy that addresses user intent at each stage (informational guides, comparative pieces for consideration, and commercial “best of” lists), ultimately driving more qualified traffic for an AI receptionist service.

¹ what would you search for if you wanted someone to handle your ...

https://www.reddit.com/r/smallbusiness/comments/1nwzrni/what_would_you_search_for_if_you_wanted_someone/

² answering service tampa - Keyword Spy

<https://labs.keywordspy.com/overview/keyword.aspx?q=answering%20service%20tampa>

³ AI Phone Answering Services: How to Never Miss a Call Again - Vendasta Blog

<https://www.vendasta.com/blog/ai-phone-answering-service/>

⁴ ¹² ¹³ ¹⁴ AI vs. Human Receptionist—Cost, ROI, and Performance Comparison

<https://botphonic.ai/ai-vs-human-receptionist-cost-roi-and-performance-comparison/>

5 8 Best AI Answering Service Picks for 2025

<https://www.myairfrontdesk.com/blogs/best-ai-answering-service-picks-for-2025>

6 7 Best AI Receptionists — Top 5 (September 2025)

<https://www.greatvine.ai/ai-receptionists/>

9 AI Receptionists in 2025: Turn Missed Calls into Revenue - CallRail

<https://www.callrail.com/blog/ai-receptionist>

10 AI Receptionist vs Human Receptionist: Complete Cost Comparison ...

<https://dentalaiassist.com/blog/ai-receptionist-vs-human-receptionist-complete-cost-comparison-for-dental-practices-2025/>

11 AI Receptionist vs. Human Receptionist: Which Is Better for Your ...

<https://www.overbooked.ai/blog/ai-vs-human>