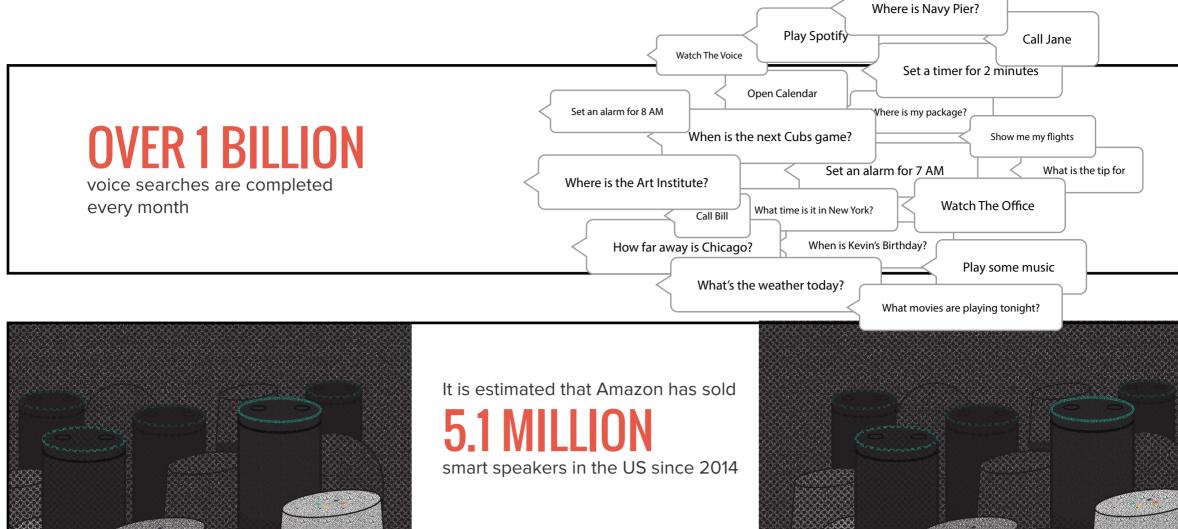


STILL NOT CONVINCED VOICE SEARCH IS THE NEXT BIG THING? Check out these statistics that cement voice search as a

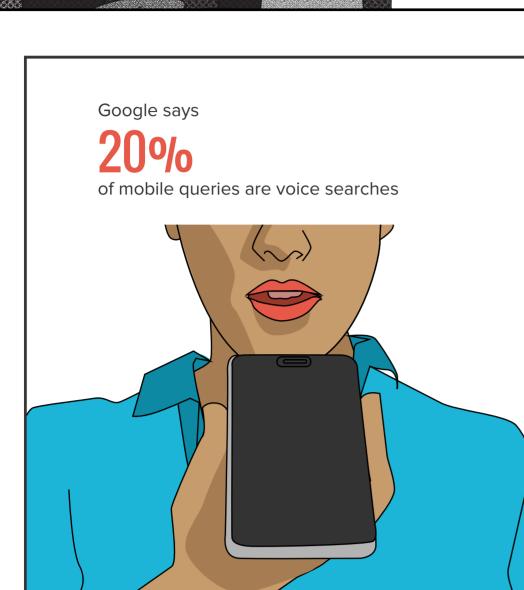
phenomenon not to be overlooked.

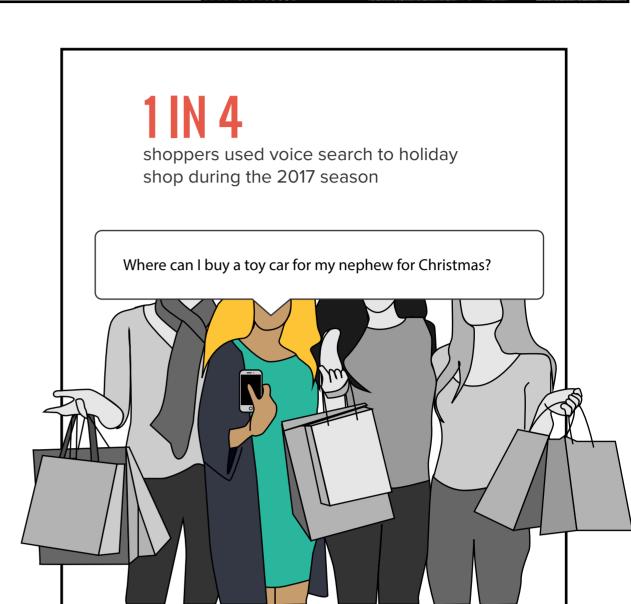


Clearly, voice search isn't just a fad.

HERE'S HOW TO INCORPORATE IT INTO YOUR

E-COMMERCE STRATEGY:



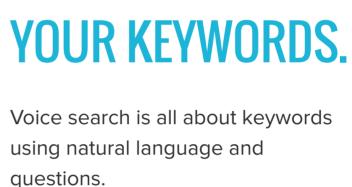




What kind of devices does your customer use?

If they use mobile devices and are

16-60 years old, there's a very good chance they use voice search.



RECONSIDER

questions. Really dive in and focus on long tail

keywords to accommodate users searching with voice. Make sure to consider how people would ask questions at different points in the buyer's journey too!

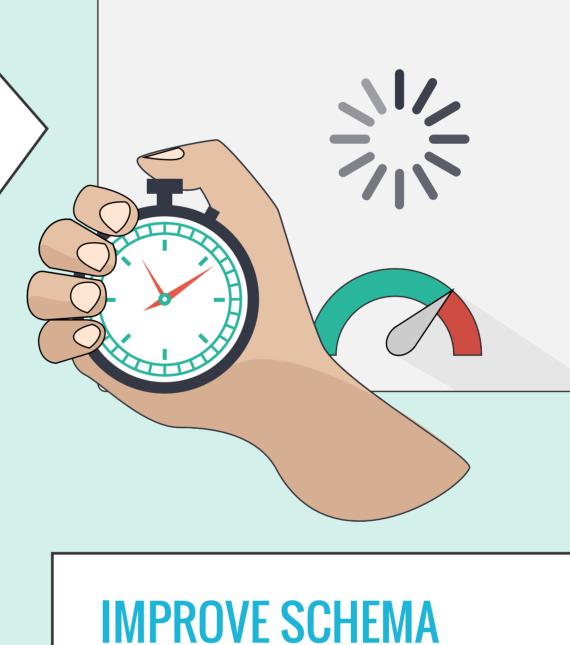


SPEED. Voice search is all about being fast.

People are even less patient when completing voice searches than

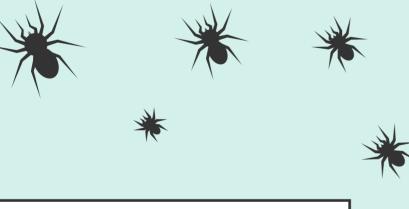
know that. Decrease your site load time and you'll be more likely to be included in the short list of voice query search results.

manual ones and search engines



hot dogs

FOCUS.



Having a page with readily available information is crucial for getting in voice search results.

MARKUP.

Like site speed, having a site that can be easily crawled thanks to good schema markups will increase your odds of being included in the top search results.

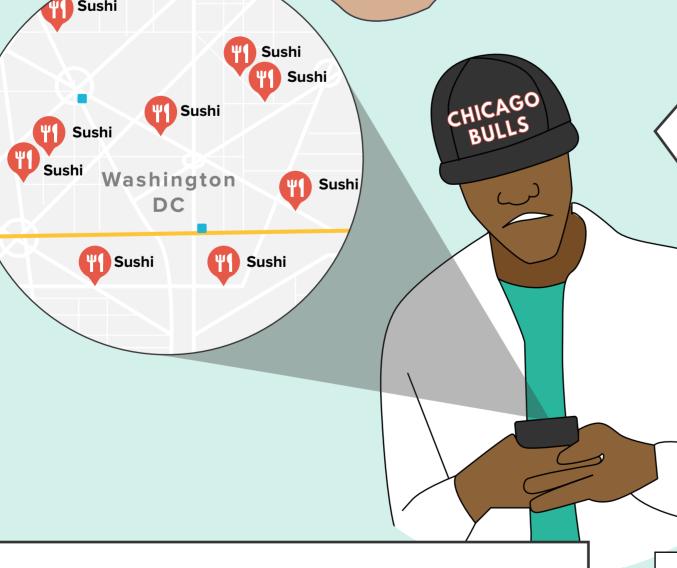
One out of every five voice searchers completes their searches on mobile.

MOBILE-FRIENDLY

site design with mobile-friendly navigation for the hordes of voice searches coming your way.

It's crucial to have a responsive

Sushi



Results for "I want to order sushi" or "Where can I get my pants hemmed?" would be highly unhelpful unless they were local to

UP YOUR LOCAL

AD TARGETING.

the voice searcher. Make sure to optimize your local advertising and SEO efforts.

SNIPPETS. Remember, voice search results are more selective than traditional search results so, if you're in the featured snippets it's likely you'll be in the voice search

GET IN THE FEATURED

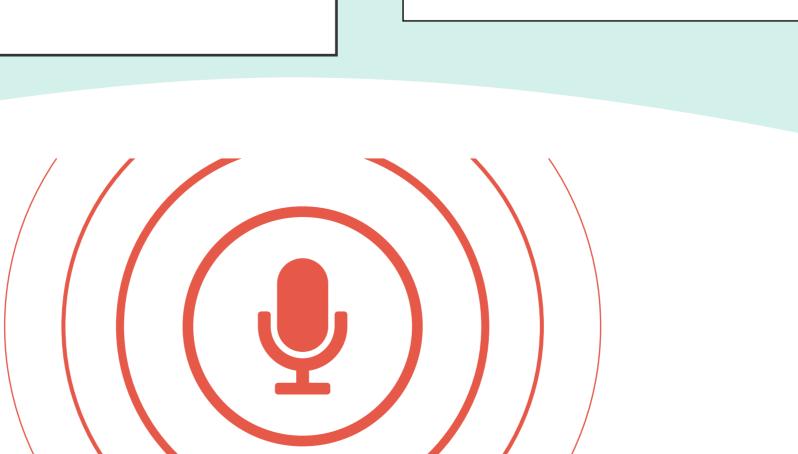
results too!

cold water by 1 inch. Bring to a boil over medium-high heat, then cover, remove from the heat and set aside for 8 to 10 minutes. Drain, cool in ice water and peel. Hard Boiled Eggs Recipe | Food Network

https://www.foodnetwork.com/recipes/eggs

Hard: Place your **eggs** in a pot and cover with

how to hard boil an egg



"SIRI, HOW DO I SEE MORE COOL INFOGRAPHICS

"Check out all of Perfect Search Media's infographics on the Perfect Search blog!"

LIKE THIS ONE?

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