



Introduction

Voice Ranking Training

WELCOME TO YOUR **Voice Ranking** Training



I am **Adrian**, one of the
creators of VoiceRank360.

I will be hosting this training along this module. And I'd like to
thank you for taking part of this training.

I am sure you are ready to learn a lot in this space.

You can find me at support@xmarketing360.com



Lesson #1

What Is Voice SEO?



Voice Search **SEO**

Voice search is not a fad. It has comfortably crossed the threshold of early adopters

Voice search is a speech recognition technology that allows users to search by saying terms aloud rather than typing them into a search field.

ComScore has predicted that **by 2020, 50% of all searches will be via voice**; and 30% of searches will take place without a screen.

You have to be signed in to your Google account.

The future of voice search is not predictable. However, we do know that it is gaining considerable traction and its growth is not slowing anytime soon.

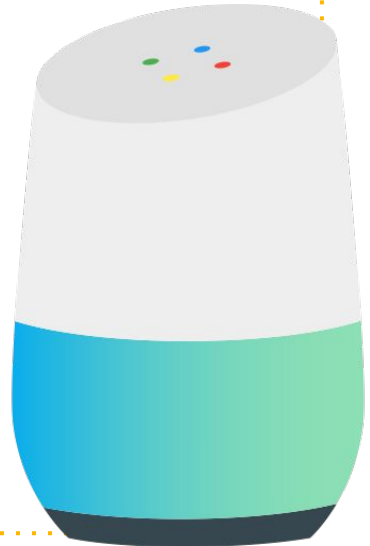
Here are a few statistics to prove that voice search is here to stay:

- Voice labs found that there were a total of 33 million voice-first devices in circulation.
- In a survey of SEO trends for 2017 and beyond, voice search stood at the third spot.
- In his keynote, Google CEO Sundar Pichai announced that one-fifth of the queries on Google are voice searches.



Voice Search Statistics

1. 52% of people keep their voice-activated speakers in their living rooms, per Google. 25% keep them in their bedrooms, while 22% keep them in their kitchens.
2. 46% of voice search users look for a local business via voice search on a daily basis
3. There were one billion voice searches made in January 2018
4. 58% of consumers have used voice search to find local business information in the last 12 months
5. 28% of consumers call the business after making a local voice search
6. At the start of 2018, the combined install base for Google Home and Amazon Alexa was 45 million
7. 33% of consumers have called a local business using their smart speaker
8. Google Assistant is now available on more than 400 million devices
9. 37% of over-55's have used voice search for local business
10. 25% of consumers haven't yet tried using voice search for local businesses, but would consider it





**Have you noticed a
distinct pattern here?**



Local Businesses

Are the ones who profit the most from Voice SEO



Lesson #2

What is a Rich Snippet?



Rich Snippets

Google SERP (search engine results page) is full of handy features and enriched organic results nowadays – the so called rich snippets.

In this guide I will show you what types of rich results and features you can find in Google SERP in 2018 and how you can implement them and benefit from them as a website owner.

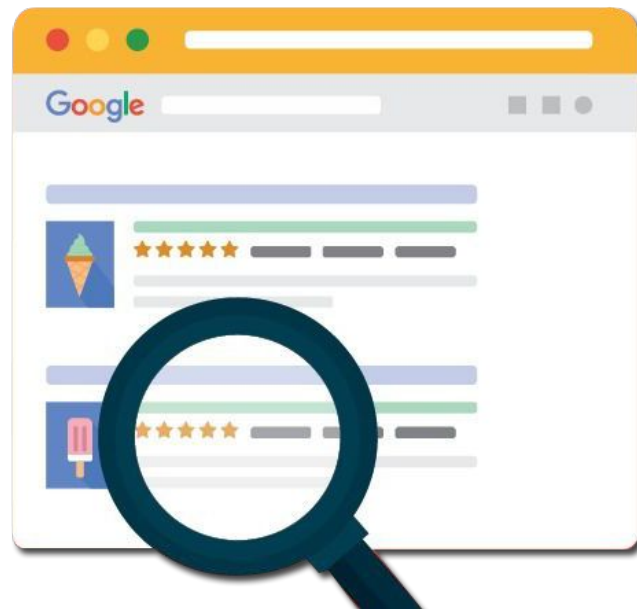


What are Rich Snippets?



Rich snippets are enhanced search results displayed by search engines on their results page. In opposite to a common organic results they have more visual appeal.

They are described by structured data implemented by webmasters on their websites.





Rich **Snippets** Examples

Here is an example of how a Rich Snippet might look like!

But there are more types you can use depending on your particular business.

Dr Oetker Pizza Reviews | Social Soup

www.socialsoup.com/review/DrOetker/?title=Dr+Oetker+Pizza ▼

★★★★★ Rating: 4 - 521 votes

521 **reviews**. 750 people tried Dr Oetker's new **Pizza** Ristorante range of authentic Italian styled frozen **pizzas**. They were sent all the essentials needed to put on a tasty meal for friends and family which included 10 Dr Oetker's **pizzas**, a **pizza** cutter and some freezer gloves to handle the frozen **pizzas**. :Dr Oetker **Pizza**.



Rich **Snippets** categorization

- Sponsored features
- Local business features
- Knowledge features
- Media features
- Voice Query Results
- Search query features



Why to use Rich Snippets ?

Like the canonical tags, the use of Rich Snippets (or Schema.org markup) is by no means mandatory, but it does benefit search engines, users and yes, even site operators. The big difference though is that, unlike the canonical tag, the benefit is more noticeable to all involved:

- The search engines are able to return more relevant results.
- Users can determine the relevancy of specific results more easily, often on the SERP.
- Site operators may benefit from increased click-throughs, and reduced bounce rates, since users have a better idea of the site contents, and relevancy to their query, before they even visit the site.



How to get Rich Snippets ?

Google can show rich snippets if you add structured data to your site. Structured data is a piece of code in a specific format, written in such a way that search engines understand it. Search engines read the code and use it to create rich snippets.



Since you are a member of VoiceRank360 you are entitled to download our Local Rich Snippets Wordpress Plugin that will help you insert the right rich snippets for the right type of content.

To get started all you have to do is simply download it from this page and install it on your wordpress.



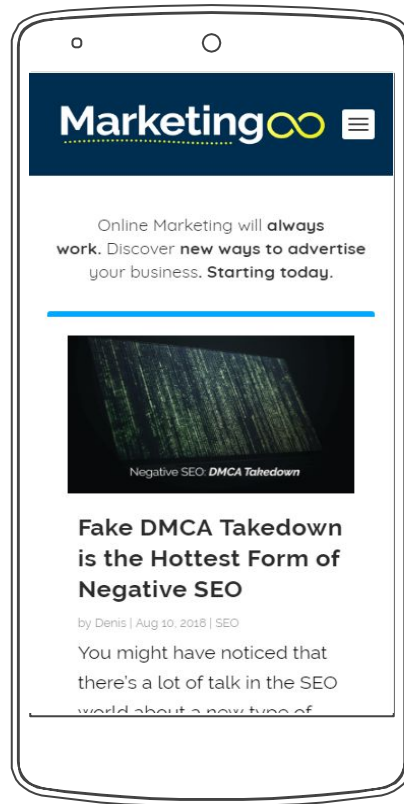
Lesson #3

Is your website mobile ready?

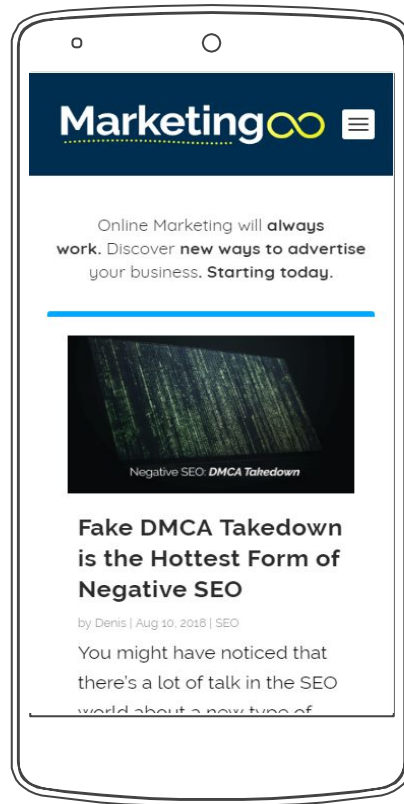
Is your website mobile ready?

It should go without saying that your website or your clients website should be mobile ready in 2018!

How can you tell if your website is mobile ready or not?



Let me Share a
tool with you...





Lesson #4

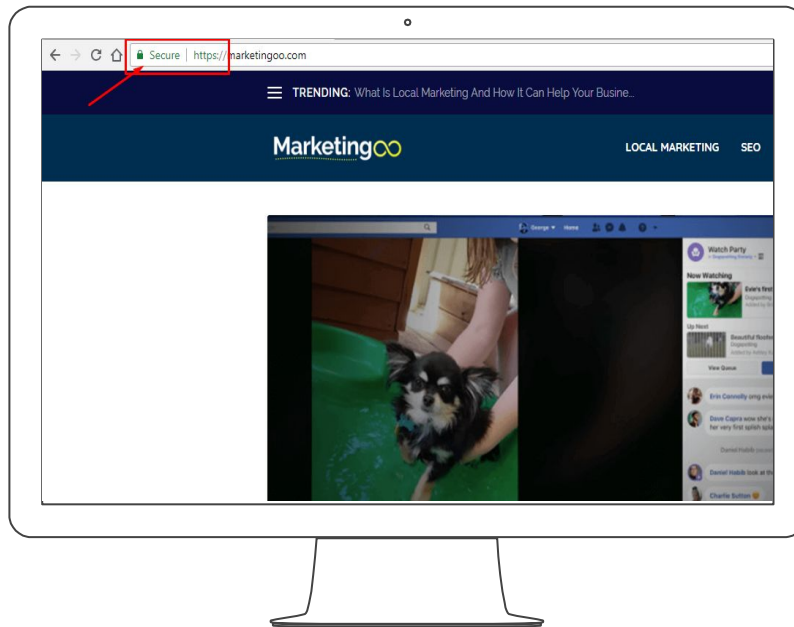
Is your website SSL secured?

What is an **SSL Certificate**?



An SSL Certificate (Secure Sockets Layer), also called a Digital Certificate, creates a secure link between a website and a visitor's browser.

By ensuring that all data passed between the two remains private and secure, SSL encryption prevents hackers from stealing private information such as credit card numbers, names and addresses.

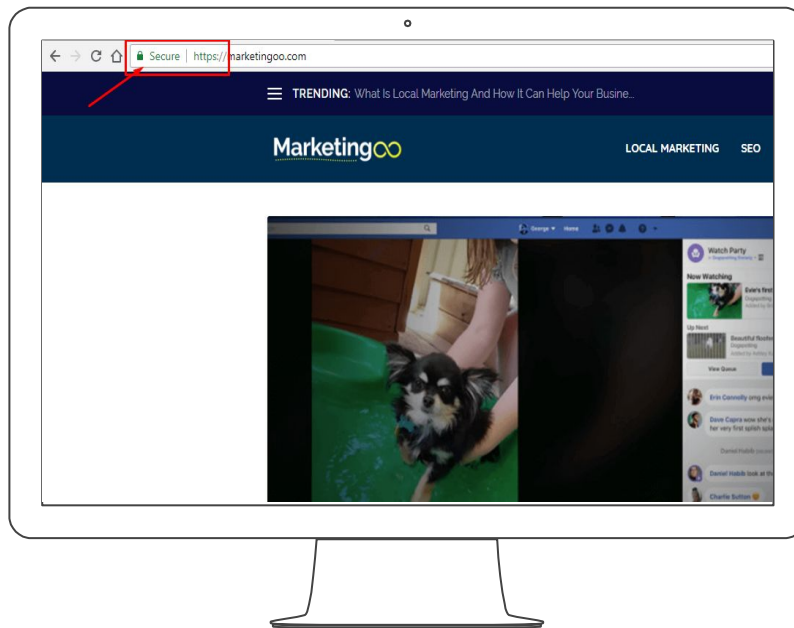


What is an **SSL Certificate**?



The main benefit of Hypertext Transfer Protocol Secure (HTTPS) is that it provides a secure connection to users on the pages where they share personal data with you. It's great to have on your entire website. But, when a user shares precious info, like credit card details, HTTPS adds extra layers of protection.

An SSL certificate binds together your domain name (or server or hostname), company name and location.



How **SSL Secured** works?



SSL certificates. Namely, SSL customers can:

- Utilize HTTPs, which elicits a stronger Google ranking
- Create safer experiences for your customers
- Build customer trust and improve conversions
- Protect both customer and internal data
- Encrypt browser-to-server and server-to-server communication
- Increase security of your mobile and cloud apps



Helen

http://www.example.com
password: abc123



Without password encryption
Hacker see "abc123"



Carol

https://www.example.com
password: abc123



With password encryption
Hacker see "xyaerXzabc"

Why opting for **HTTPS**?



HTTPS-Secured Websites Dominate Google Voice Search Results

Google has stated that HTTPS can give your website a “minimal boost” in the search results.

But does this also apply to voice search?

Our data suggests that HTTPS might play an even more important role in voice search than in desktop or mobile search.



HTTPS

Why opting for **HTTPS**?



HTTPS-Secured Websites Dominate Google Voice Search Results

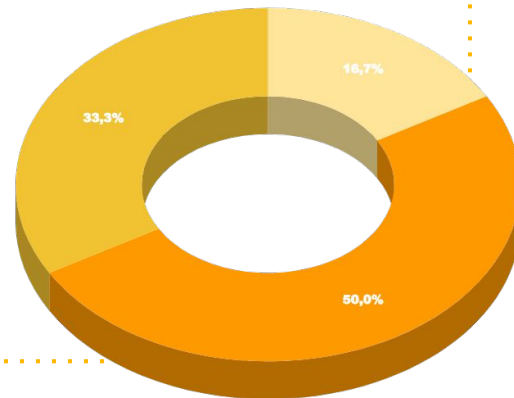
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But does this also apply to voice search?

Our data suggests that HTTPS might play an even more important role in voice search than in desktop or mobile search.

If you want to rank in voice search, HTTPS may help

HTTPS websites dominate Google's voice search results. In fact, **70.4% of Google Home result pages are secured with HTTPS.**





How to get a FREE SSL Certificate?





Lesson #5

Is your website fast enough?

What is your **real** **website speed?**

ATTENTION: This is a HUGE Voice Ranking Factor!



PageSpeed appears to play **a major role in voice search SEO**. The average voice search result page loads in **4.6 seconds (52% faster than the average page)**.

Fast-Loading Websites Appear To Have an Edge in Google Voice Search Results



How to check your **Real PageSpeed Score?**





Lesson #6

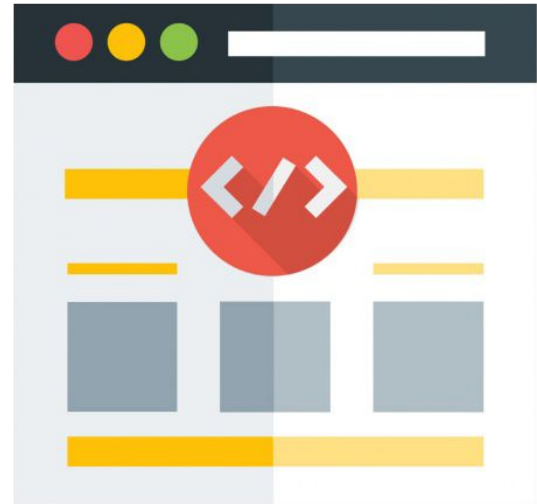
Do you use metadata?



What is **metadata** ?

Metadata describes unseen HTML elements that directly communicate and clarify website information for search engines, playing a **critical role in effective Search Engine Optimization** for Voice SEO as well.

<--This includes page titles, keywords and description tags. -->





Why is **metadata** important?

Meta tags are the foundation of SEO and the first thing you'll find yourself setting up when building a web page.

Without meta tags, you can't reach readers organically.

It doesn't take much time to generate meta tags, but it's more important than you might think.

That's because 93% of all online experiences begin with a search engine

Organic search traffic is the holy grail of SEO, so it can't be ignored





How to fix your metadata.

Fix metadata using the following plugins:

- Yoast SEO
- All In One SEO
- Seo framework plugin for WP (Install plugin and demonstrate the plugin)





Lesson #7

Do you have a sitemap?



What is a Sitemap?

A site map is a model of a website's content designed to help both users and search engines navigate the site. A site map can be a hierarchical list of pages (with links) organized by topic, an organization chart, or an XML document that provides instructions to search engine crawl bots.





Types of Sitemaps

As the name suggests, a sitemap (or site map) lists all the pages on your website, but there are two different kinds:

XML Sitemaps

These are specially-structured files used by search engines and other robots to better understand the content of and the relationship between pages on your site.

HTML Sitemaps

These are web pages designed for visitors to provide a complete overview of a large website.





How to Fix Sitemap?

You can do this two ways.

You can either generate the sitemap from your Google Webmaster platform and submit it to google there.

Or..

You can install a simple wordpress plugin to take care of this for you automatically and keep the sitemap updated as you add content.





Lesson #8

Do you have a FAQ page?



Why FAQ is more important than ever!

If you are planning to get better rankings and **drastically improve your chances** of getting the **Position ZERO from Google**, FAQ Pages is a must have for your website, or your clients websites.





FAQ Pages for Voice Rankings!

Having FAQ Pages is Crucial for Voice Ranking because there are voice phrases and questions you can directly target.





FAQ Strategy that WORKS!

- List most important questions on one page
- Redirect people to another page for the answers.
- Google Loves this strategy!
- Link FAQ page from your Homepage





Lesson #9

Voicified Keywords Research



Voicified Keywords

What are Voicified Keywords?

Vocified Keywords means we will target longtail keywords from 5-8 words that that quickly solves a user problem or question.





Voicified Keywords

What are Voicified Keywords?

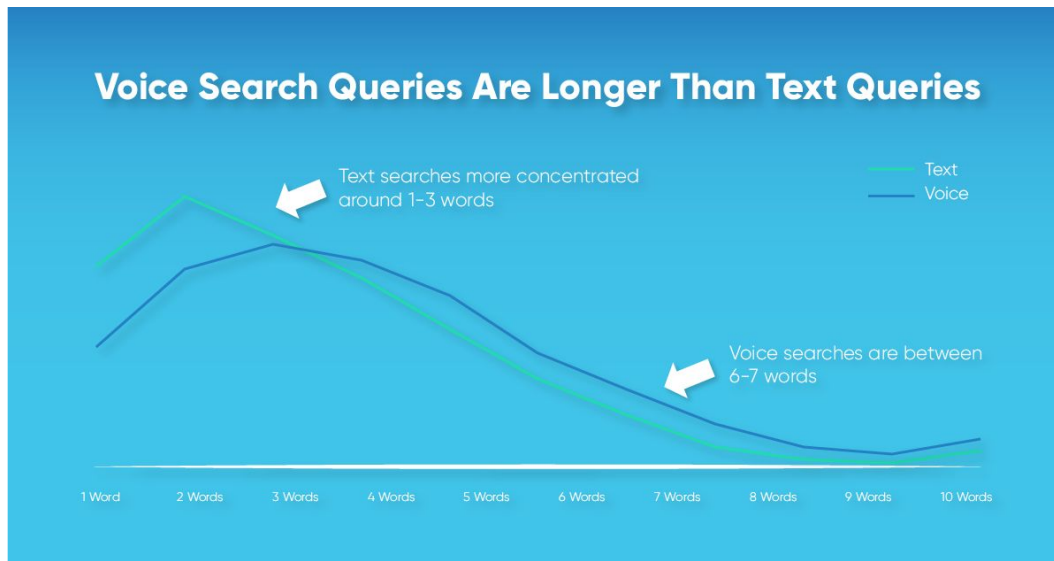
Vocified Keywords means we will target longtail keywords from 6-10 words that that quickly solves a user problem or question.





Voicified Keywords

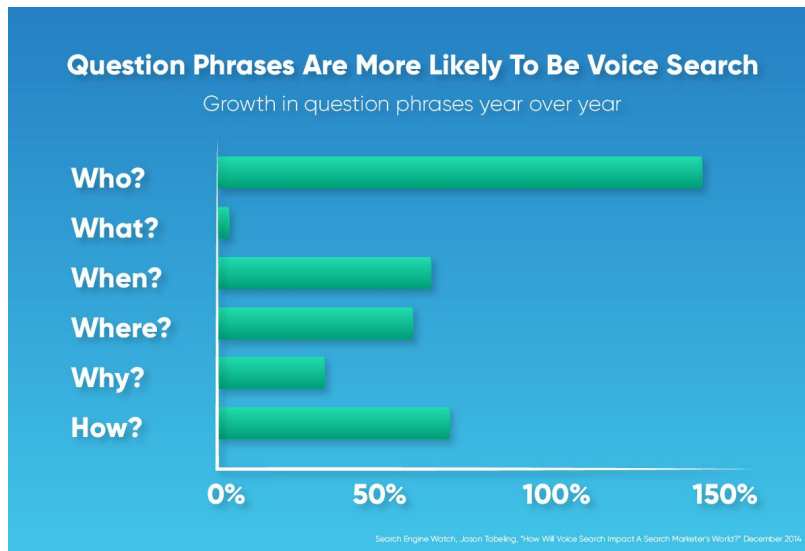
Best Voice Keyword Length?



Voicified Keywords



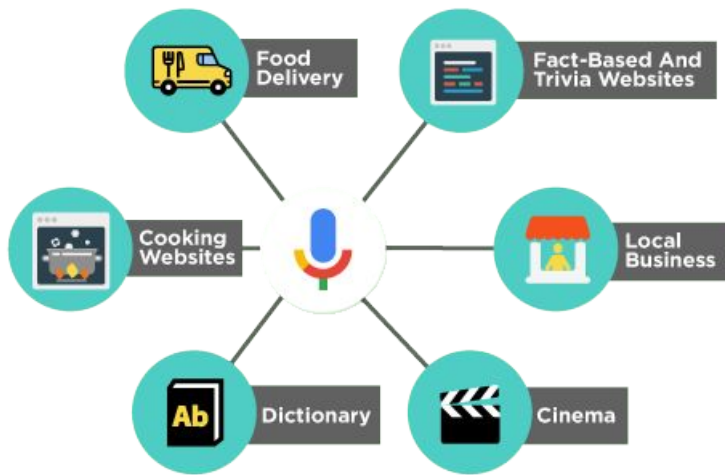
Best Questions for Voice Search?





Voicified Keywords

Who benefit most of Voicified Keywords?





Lesson #10

Wrap it up & Conclusions



Let's RECAP!

In order to have the best results when it comes to ranking on "Position ZERO" in Google you must follow all the crucial factors that increases your chance EXPONENTIAL!

Let's take this Step by Step...



STEP 1:

You need to understand what Voice Search and Voice Ranking is, and how it's different from traditional Text SERPs and Text SEO.

Voice Search In a Nutshell:

- Ability to get Position ZERO Spot! (Rank above everything)
- Provides user with immediate and direct response.
- Most of the time it answers a question/problem.
- Users use this with intent! (of finding answer, location, purchase online)



STEP 2:

Your Website or your client's websites needs to have rich snippets present in their HTML Tags (or by using a wordpress plugin)

Rich Snippets In a Nutshell:

- Rich snippets are additional pieces of information about a search result that are included on SERPs.
- Rich Snippets are based on structured data.
- There are many types of rich snippets out there. (ex: Review, Local Business, Recipes, People, Products, Video Content, Events and more)



STEP 3:

It's mandatory that your website is mobile ready and responsive if you want to drastically improve your chances of snatching that position Zero!

Website Responsiveness for VoiceSEO In a Nutshell:

- Your website needs to load properly on every mobile device, making it responsive is crucial for ranking in Voice Search.
- Make sure your images are smaller for mobile. (loads faster)
- Most of people use their mobile device or smart device to execute a voice query.



STEP 4:

Website Security is something Google rewards lately! It also prioritizes SSL Secured websites in voice SERP (by 74% more!)

SSL Certificates In a Nutshell:

- SSL Certificates ensure the security of your transmitted data server-client side, by using HTTPS transfer protocol and certificates to ensure the identity of the website.
- Improves your overall SERP Rankings (Text Based or Voice Based)
- Positions you as a trusted authority



STEP 5:

Your Website SPEED is a CRUCIAL FACTOR! By far the most important when it comes to Voice Rankings.

Site Speed for Voice Search a Nutshell:

- It's been reported that your website needs to load faster than 4.7 seconds in order to qualify for getting a feature snippet on position ZERO!
- You need to compress all images and install cache plugin.
- Make sure your website loads fast both on desktop and mobile.



STEP 6:

You need to start using meta data on all your website content, Pages, Homepage, posts, images, videos!

MetaData a Nutshell:

- MetaData is the root of all SEO, and it's no different for Voice Search.
- Make sure all your website pages and posts have optimized metadata added (ex: Title, Descriptions, Keywords, Data Type)
- Metadata is how the search engine spiders identifies the content type and it's context to better position in SERP Results.



STEP 7:

By using SiteMaps on your website is like giving google a map for your house! If you want better indexation and rankings, a Sitemap is a MUST!

Sitemaps in a Nutshell:

- A Sitemap is a model of a website's content designed to help both users and search engines navigate the site
- Provides instructions to search engine crawl bots
- There are two different kinds: XML Sitemaps & HTML Sitemaps



STEP 8:

Want Position ZERO from Google?

FAQ Pages is a must have for your website, or your clients websites.

FAQ Strategy in a Nutshell:

- Use Individual FAQ Page and link it to your Homepage
- Provide all answers on a separate page, and properly add metadata to both pages.
- Use as many Voicified Keywords in your FAQ Sections.
- Provide Short and long answers on FAQ Pages.



STEP 9:

Voicify your keywords for better voice rankings in Google and all smart assistant devices!

Voicified Keywords in a Nutshell:

- Voicified keywords are 5-7 phrases people ask their device.
- Most of the times, voicified keywords are questions looking for answers or problems looking for solutions.
- Voice Keywords have huge intent and are natural questions people ask.



CONCLUSIONS

In other words, if you are serious about ranking in google voice, there is no magic trick or software that does all this for you! You need to follow all the above steps and get your website optimized for claiming a position ZERO result in Voice!

It's important to optimize all the factors we discussed in this training, and results will be visible in your traffic.



Thanks!

Any questions?

You can find me at adrian@voicerank360.com



1

Transition headline

Let's start with the first set of slides



*Quotations are commonly
printed as a means of
inspiration and to invoke
philosophical thoughts from the
reader.*



You can also **split** your content

White

Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

Black

Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.



In **two** or **three** columns

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.



A picture is worth a **thousand** words

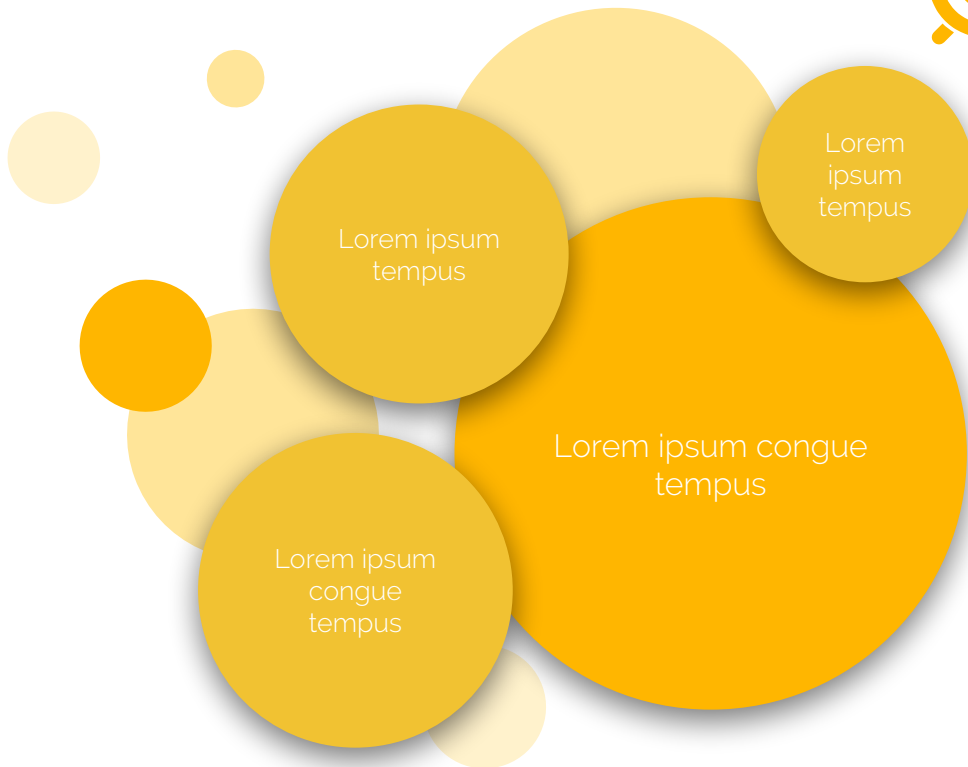
A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.





**Want big impact?
Use big image.**

Use diagrams to explain your ideas





And tables to **compare** data

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16

Maps



our office





89,526,124

Whoa! That's a big number, aren't you proud?



89,526,124\$

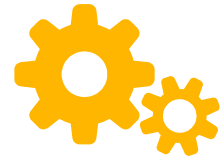
That's a lot of money

185,244 users

And a lot of users

100%

Total success!



Our process is easy



first

Lorem Ipsum

Lorem ipsum dolor sit amet,
consectetur adipiscing.



second

Sit Amet

Lorem ipsum dolor sit amet,
consectetur adipiscing.



third

Donec Ultrices

Lorem ipsum dolor sit amet,
consectetur adipiscing.



last

Litora

Lorem ipsum dolor sit amet,
consectetur adipiscing.



Let's **review** some concepts

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

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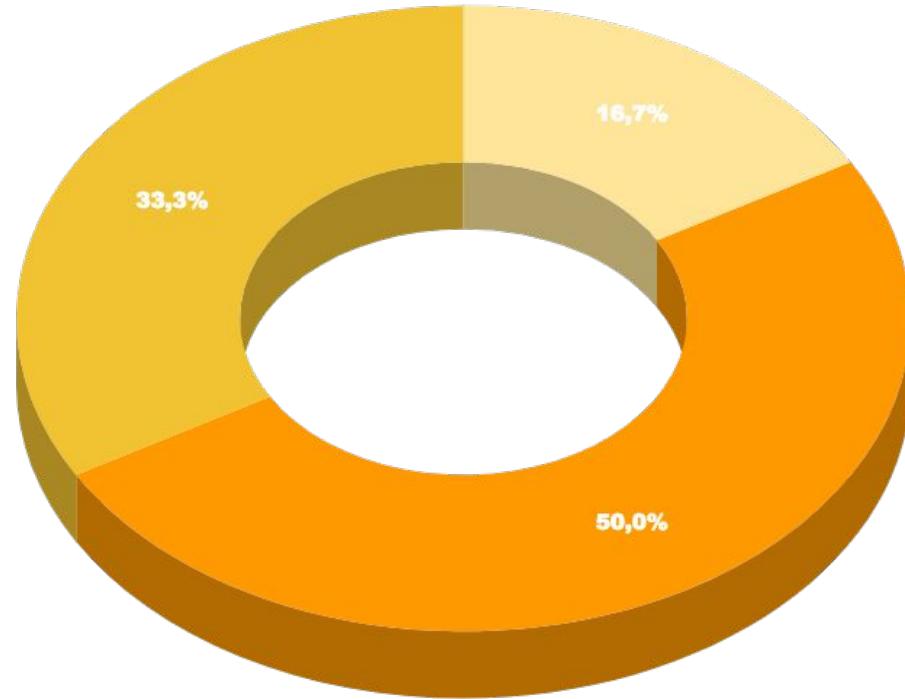
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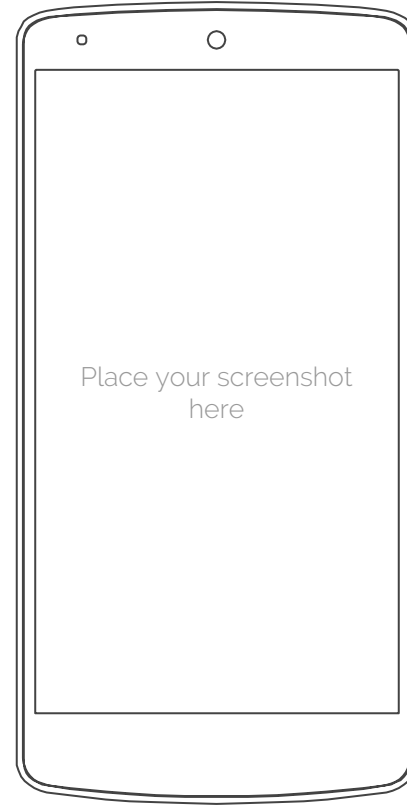
Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.



You can insert graphs from [Google Sheets](#)

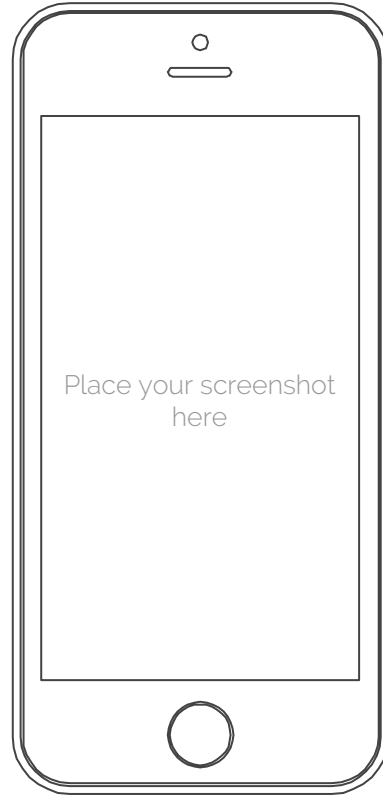
Android project

Show and explain your web, app or software projects using these gadget templates.



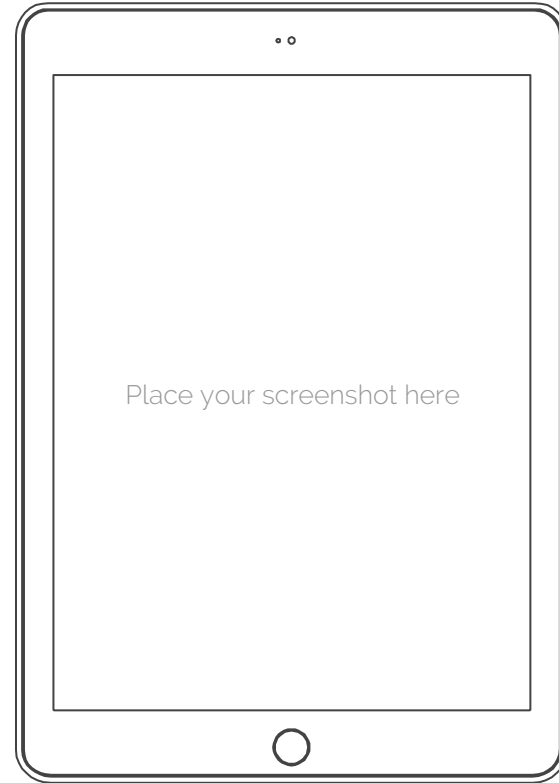
iPhone project

Show and explain your web, app or software projects using these gadget templates.



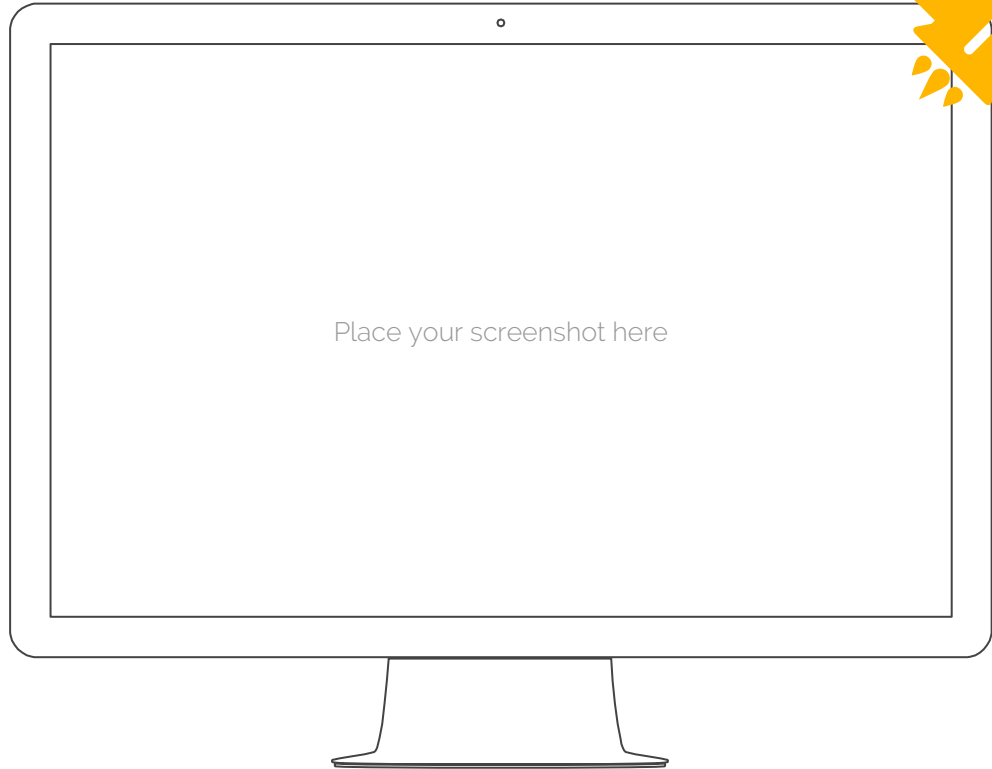
Tablet project

Show and explain your web, app or software projects using these gadget templates.



Desktop project

Show and explain your web, app or software projects using these gadget templates.





Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)



Presentation design

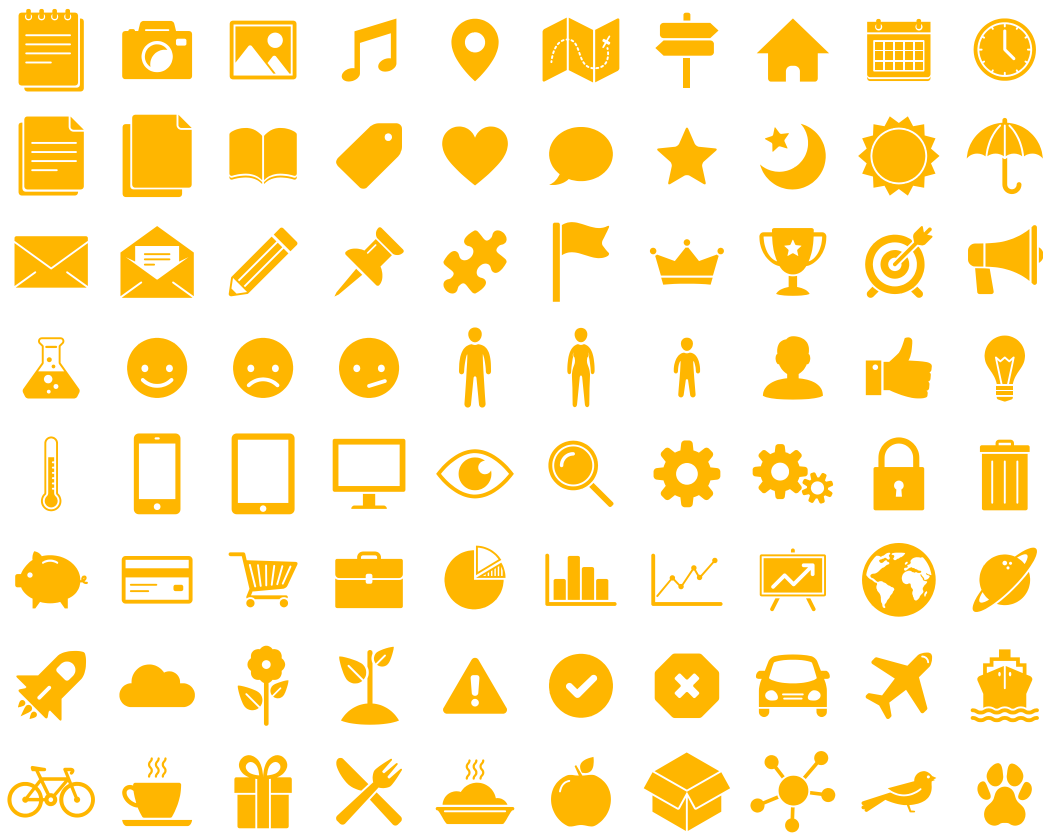
This presentation uses the following typographies:

- Titles: Raleway ExtraBold
- Body copy: Raleway Light

You can download the fonts at

<https://www.fontsquirrel.com/fonts/raleway>

You don't need to keep this slide in your presentation. It's only here to serve you as a design guide if you need to create new slides or download the fonts to edit the presentation in PowerPoint®



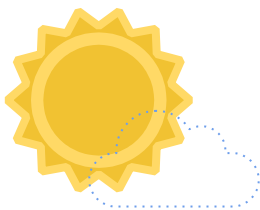
SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Examples:





Now you can use any emoji as an icon!
And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions
<https://twitter.com/googledocs/status/730087240156643328>

