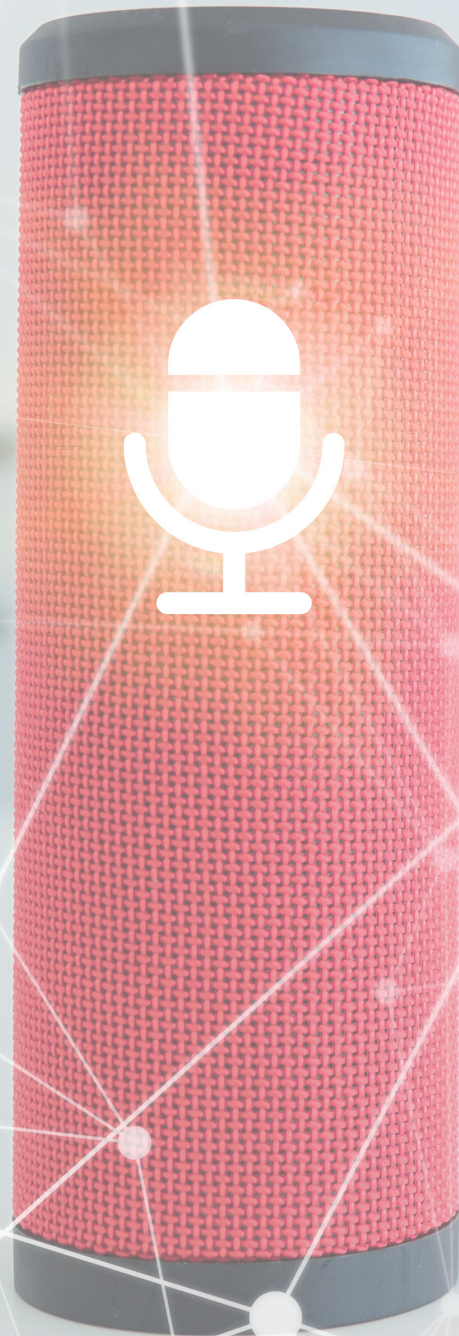# How To Create A Voice Engine Optimization Strategy

A 5-Step Checklist

The VEO Checklist

☐ **Increase Your Local Rankings**
Optimize listings to be found through higher rankings.

☐ **Increase Your Site Speed**
Increase site speed to deliver answers quickly.

☐ **Provide Conversational Answers**
Answer common customer questions with voice-friendly content.

☐ **Add Schema Markup**
Help search engines find your content with structured data.

☐ **Test it!**
Put your VEO strategy to the test with your voice assistants.

Increase Your Local Rankings

This is the first and most important step. When it comes to voice search, ranking in that #1 position is everything. Depending on the device, oftentimes voice assistants only return the first listing for local search results.

Ensure your business is #1 by cleaning and optimizing your local business listings. Start by making sure you have your business name, address, phone number, website, category, hours, and description (a.k.a. NAPWCHD) all up-to-date.

Doing things like responding to all reviews and answering consumer questions on your listings are also great ways to earn higher rankings. An increased ranking on the SERP will not only maximize your brand's online visibility but also increase the likelihood for your content to be the top voice assistant result.

N - Name
A - Address
P - Phone
W - Website
C - Category
H - Hours
D - Description

Increase Your Site Speed

It's one thing to have great content but it doesn't help anyone if your site is too slow.

The average voice search result page loads in 4.6 seconds. Voice assistants want to give their users the fastest possible answers and if your website doesn't load quickly enough, search engines won't wait around for it to load.

Try to keep your site speed under 3 seconds. You can test your site using Google's PageSpeed Insights tool.

Did You Know?

71% of consumers prefer to conduct queries by voice instead of typing.

Provide Conversational Answers

Voice search queries are typically more conversational and asked in the form of questions. Brands can optimize for voice search queries by creating content that **answers common questions**. Think of answering your most frequently asked customer questions such as "What time does the bakery close?" or "Is your store dog friendly?".

Answer location-based FAQs by featuring these questions on your website's local pages. Asking and answering these questions on your website might help your brand earn a featured snippet. According to a recent study, around 80% of Google Assistant voice search answers come from featured snippets.

Add Schema Markup

Now that you have answers on your website, ensure they're found in search by adding schema markup.

Schema markup is a form of structured data used to help search engines read the content of your webpages.

Adding schema markup to your FAQs will make it easier for search engines to read your content and help you rank as a featured snippet. Featured snippets are the selected search results that appear on the top of the search page.

It's important to rank for featured snippets since many voice assistants use featured snippets to respond to voice search queries.

You can add and optimize structured data to your website through Google's Structured Data Markup Helper.
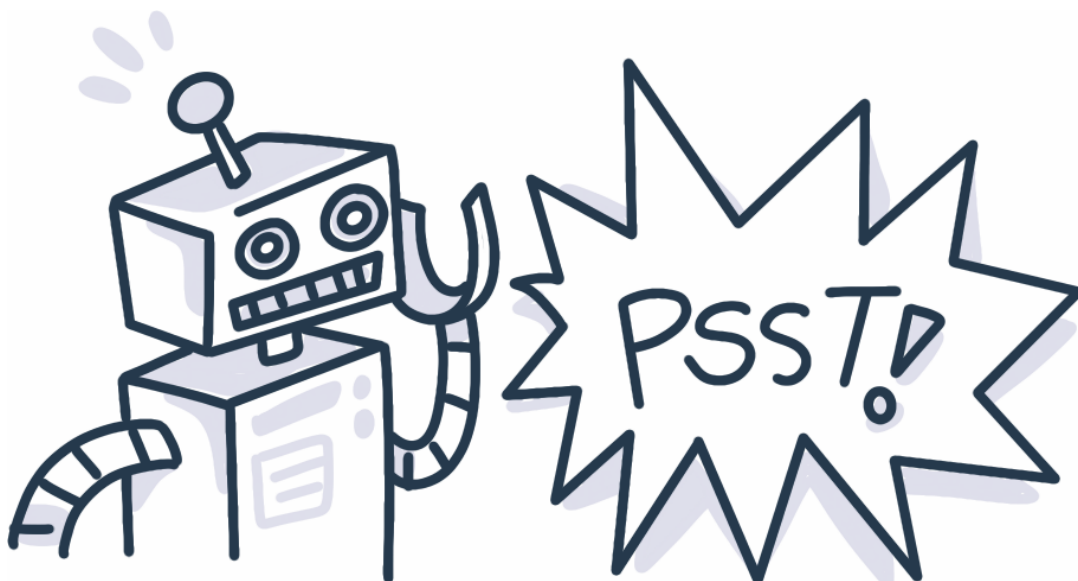
Test It!

Test your voice search readiness by conducting common search queries on different devices (speakers, phones, wearables, etc.) and voice assistants (Google, Alexa, Siri, etc.). Each voice-enabled device offers different results and different benefits for brands and users alike. See where your brand ranks for your most common keywords and discover new ways to improve your voice readiness.
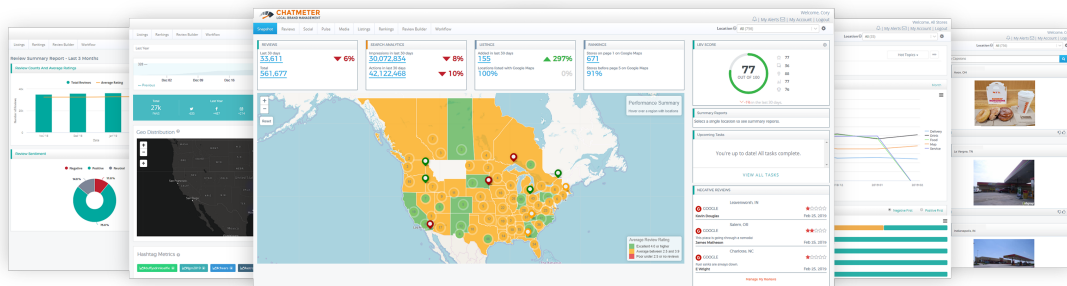
Test Your VEO On A...

- Smart Device

- Smart Speaker

- Smart Earbuds

- Fitness Device

- Smart TV

- In-Car Assistant

- Smart Watch

- Laptop

- Smart Appliance

- Desktop

Optimize Your Brand With Chatmeter

Now that your brand is voice-ready, see how Chatmeter can take your reputation management and local SEO strategy to the next level.

Listing Management

Create, update, and optimize your local listings with Chatmeter and see how you can expand your reach.

Review Management

Read, analyze, and respond to reviews everywhere. Our review tools help you to engage with local customers.

Social Media

Listen and engage with your loyal fans on social media. Easily monitor all social activity across 100's of accounts.

Local Pages

Make it easy for your customers to locate the right information about the business location closest to them.

Local SEO

Outrank the competition with local SEO tools built to help you gain the local online visibility your brand deserves.

Request Your Free Brand Audit!

GET STARTED