



# What Voice Means for Search

Findings from Microsoft's 2019 Voice Report



Bing

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When it comes to search,  
**EVERYTHING**  
is changing.

Voice isn't coming.  
It's already here.

Get the voice report:  
[aka.ms/moz19](https://aka.ms/moz19)





# Key voice stats from the report



## USAGE

69% of respondents have used a digital assistant.

101010  
010101  
101010


## ADOPTION

75% of households will have at least one smart speaker by 2020.

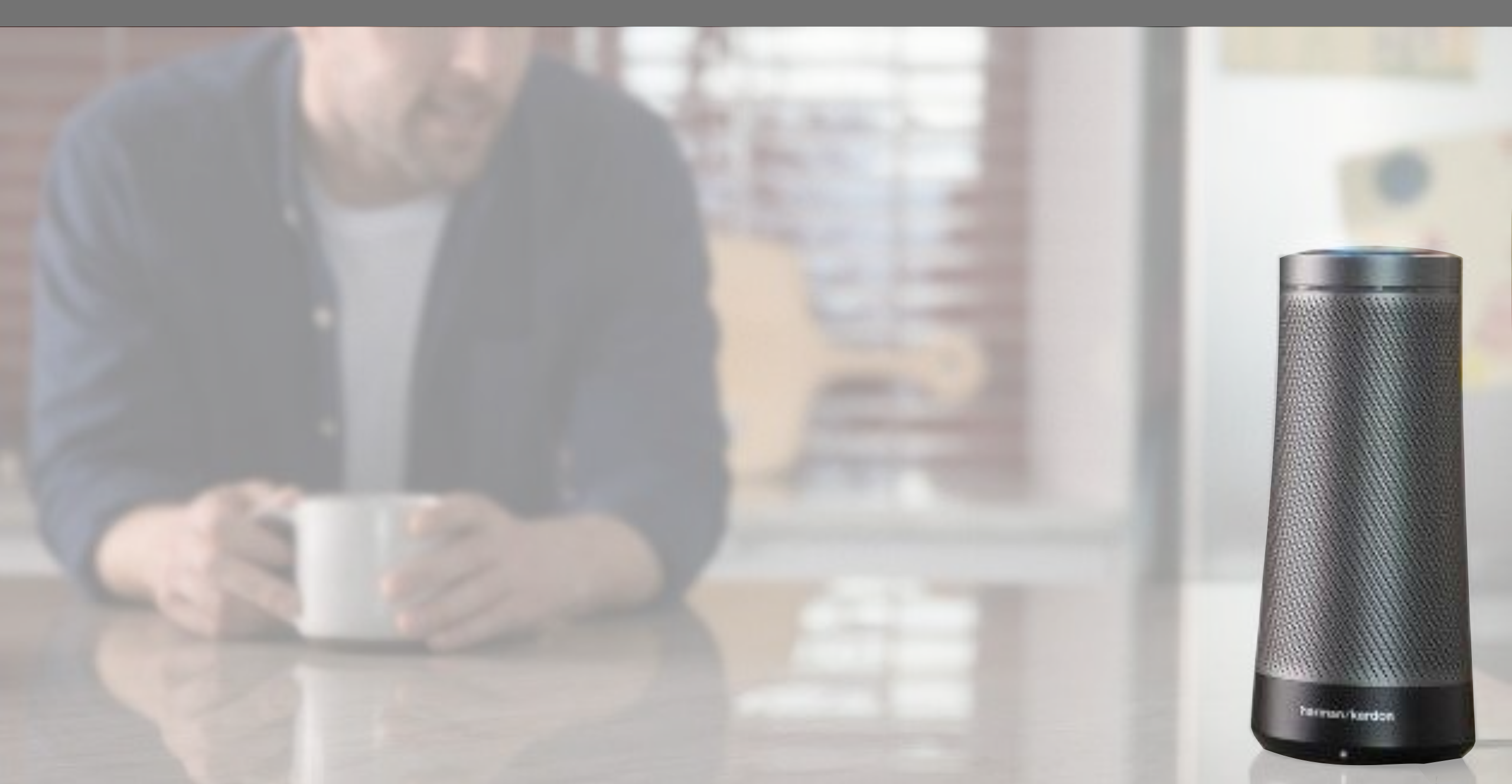


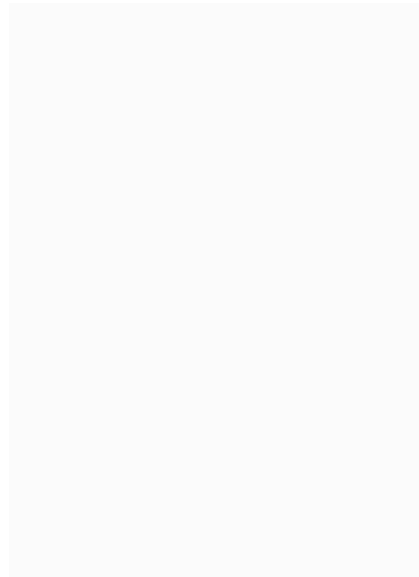
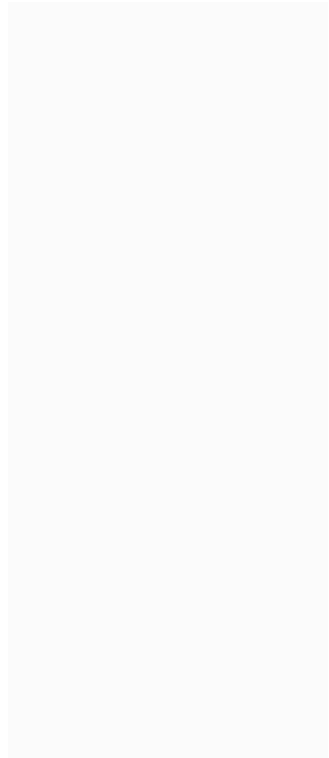
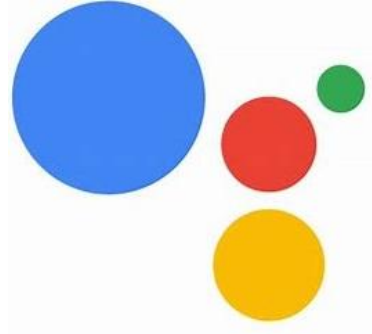
## vCOMMERCE (Shopping)

Over half of consumers expect their digital assistants to help make retail purchases within the next 5 years.

A blurred background image showing a person in a dark blue jacket holding a white mug at a table. In the foreground on the right is a black Harman International speaker.

Search is moving from  
answers  
to actions.





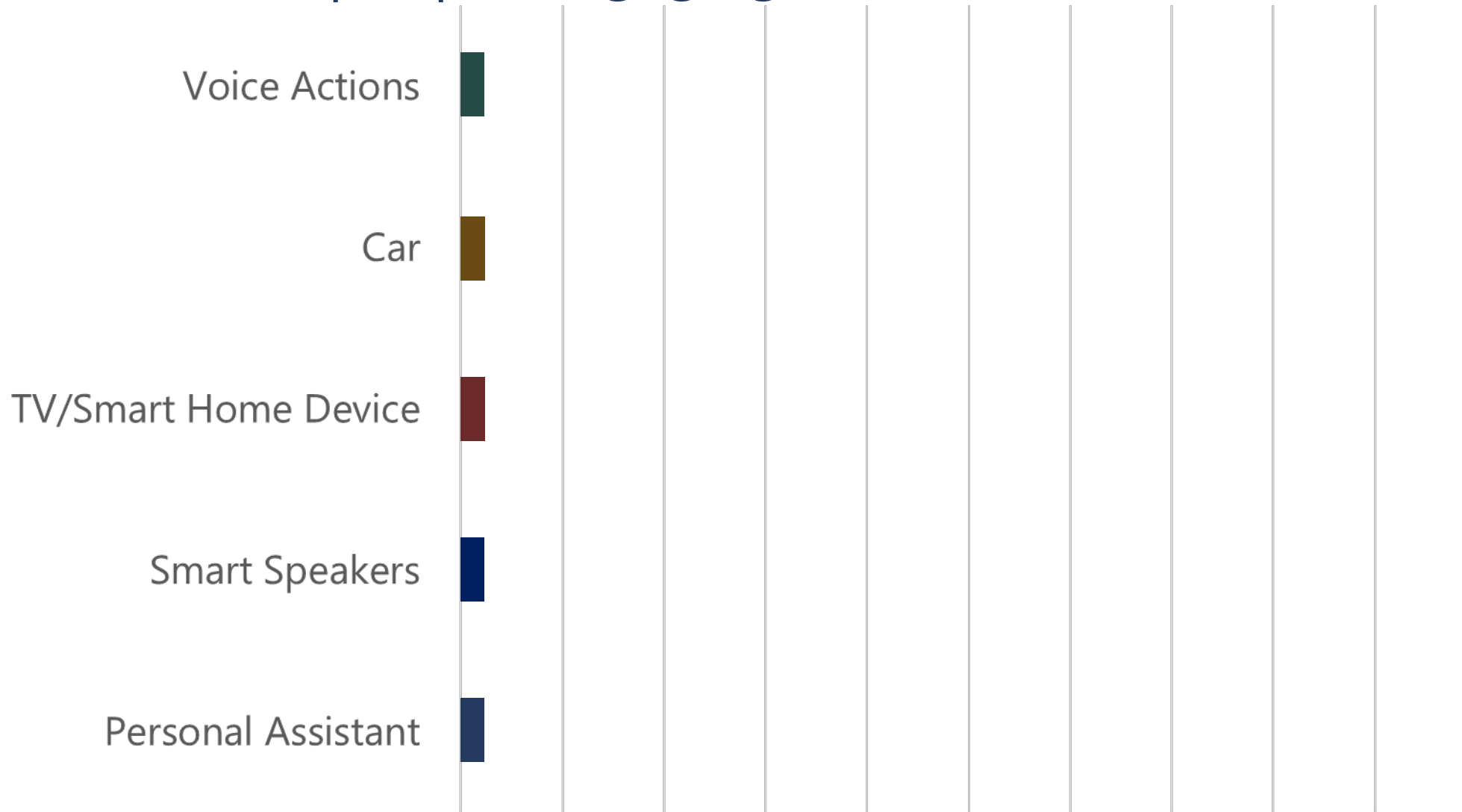


This is Roy.

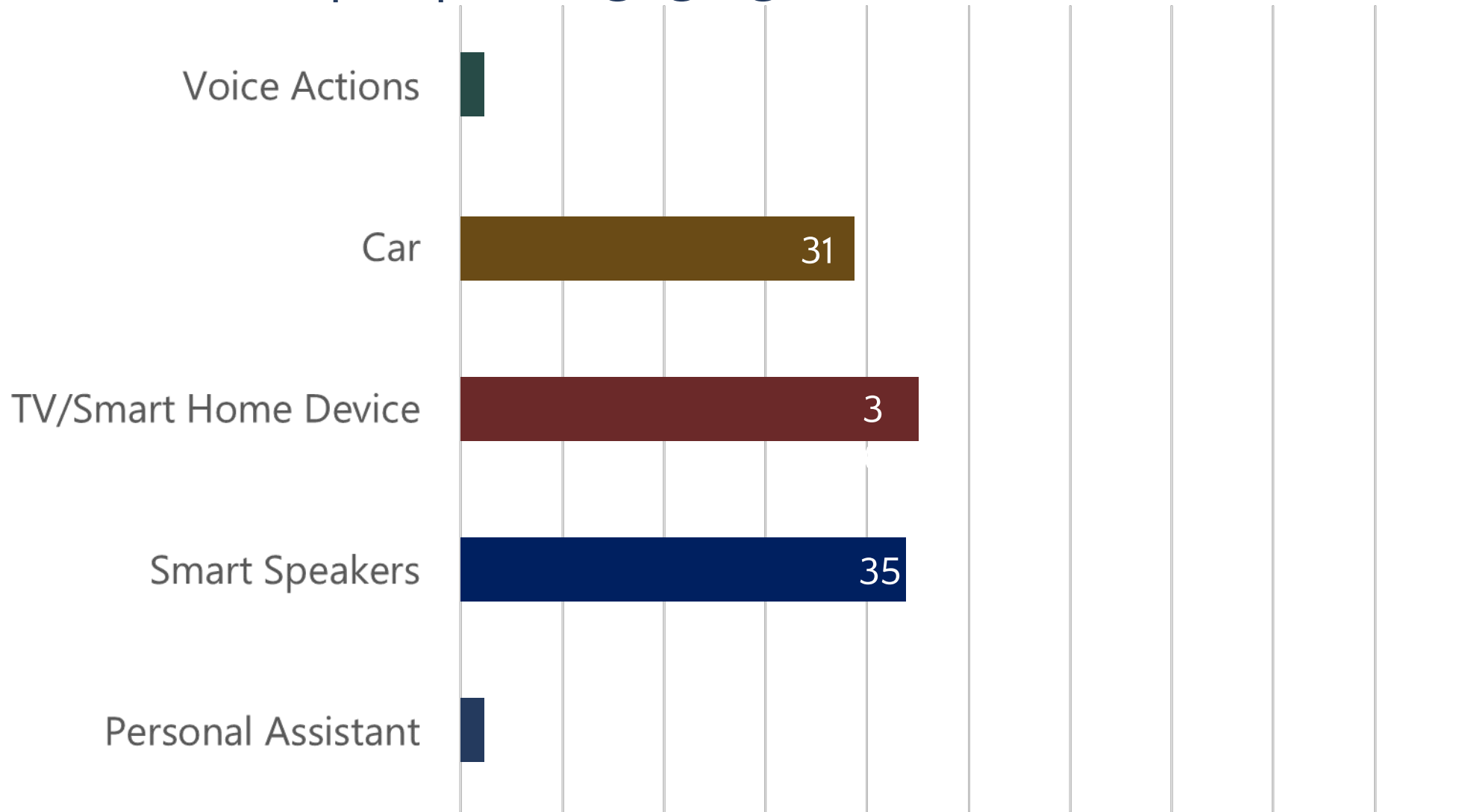
Roy can't type –  
but he can talk!



# How are people engaging with voice?

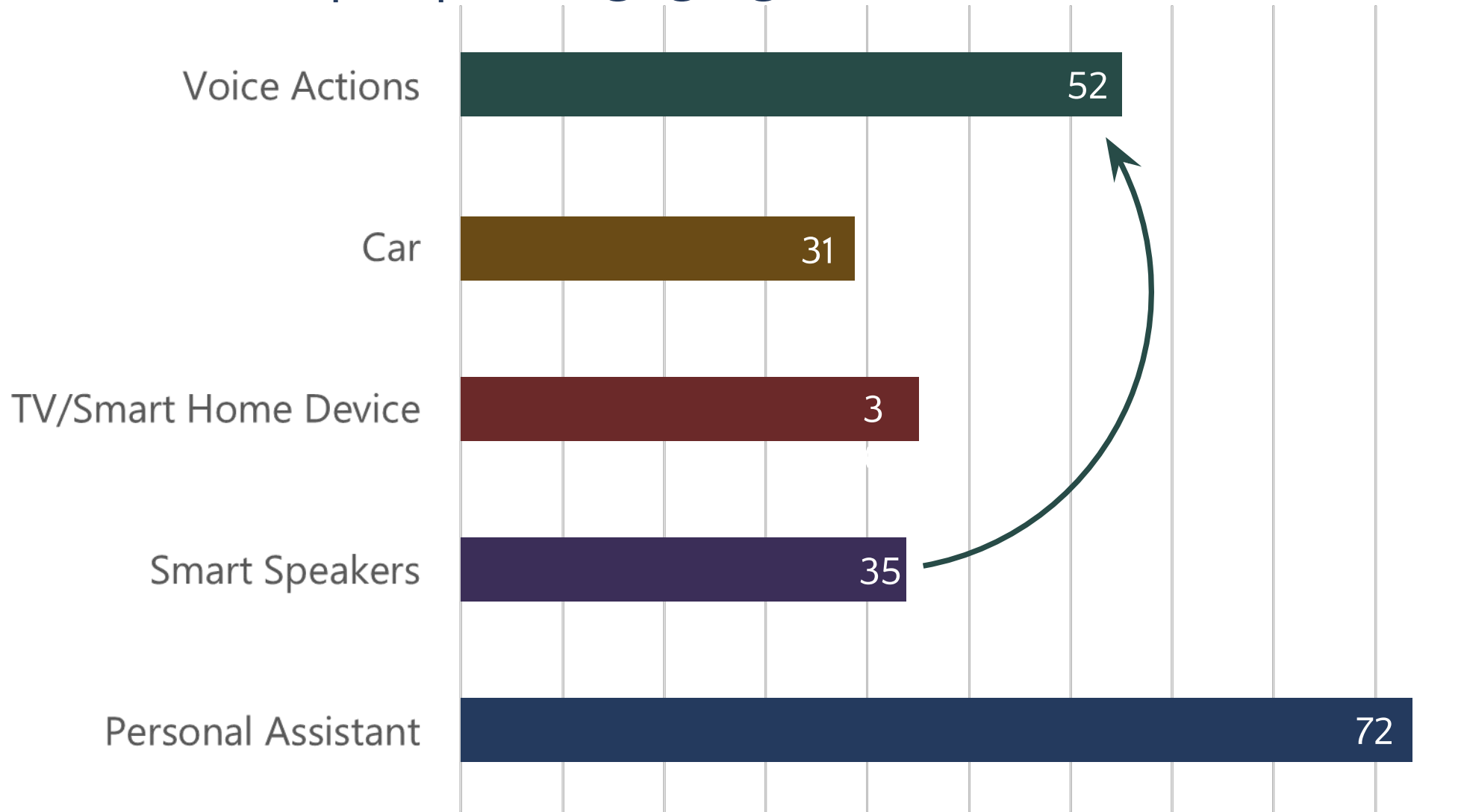


# How are people engaging with voice?





# How are people engaging with voice?





When should my baby begin to get her first tooth?

According to BabyCenter, the vast majority of babies sprout their first tooth between 4 and 7 months old. There are three additional answers. Do you want to hear them?







Here's the answer I found.

### When do babies get their fi...

ANSWER FROM 3 SOURCES

But the vast majority of babies sprout their first tooth sometime **between 4 and 7 months old**. If your baby's an early developer, you may see the first white cap (usually one of the bottom middle teeth) as early as 3 months.

[Baby milestones: Teething | BabyCenter](#)  
babycenter.com

Althc gettir mon their or 1! begi early

Whe First veryw

See more results on Bing.com

When should my baby begin to get her first tooth?

Microsoft

3G 5:35

When do babies get their first teeth

All Images Videos Maps News Shopping | My saves

Microsoft Show results from Microsoft >

309,000,000 Results Any time ▾

[Healthy Baby Teeth - Learn More Today - orajel.com](#)  
<https://www.orajel.com/kids/teething>  
Ad Use Orajel™ To Clean Your Baby's Teeth & Gums Twice A Day To Prevent Tooth Decay Did you know baby teeth start forming before birth? Learn about how baby teeth are ... Sugar Free · Fluoride-Free · Pediatrician Recommended · Ease Teething Pain

**Teething Relief**  
Find the Right Product for Your Loved Ones. Learn More Today!

**Child Oral Care**  
Find Out More About Oral Health That's Right for You.

### When do babies get their first teeth?

ANSWER FROM 3 SOURCES

Most babies sprout their first tooth when they're **between 4 and 7 months old**. An early developer may get his first tooth as early as 3 months, while it may take a late bloomer until he's a year old or more.

[Teething: Your baby's first teeth | BabyCenter](#)  
babycenter.com

While teething can begin as early as 3 months, most likely you'll see the first tooth start pushing through your baby's gum line when your little one is **between 4 and 7 months old**. The first teeth to appear usually are the two bottom front teeth, also known as the central incisors.

[Teething Tots \(for Parents\) kidshealth.org](#)

Feedback

[Baby's First Tooth: 7 Facts Parents Should Know ...](#)  
<https://www.healthychildren.org/English/ages...>

1. Most babies will develop teeth between 6 and 12 months. There is a wide range of variability of ...
2. Fluoride should be added to your child's diet at 6 months of age. Fluoride is a mineral that helps ...
3. Massaging sore gums, offering something cold, or acetaminophen, on an occasional rough night, ...
4. Do not use teething tablets, gels with benzocaine, homeopathic teething gels or tablets, or amber ...

See all full list on [healthychildren.org](#)

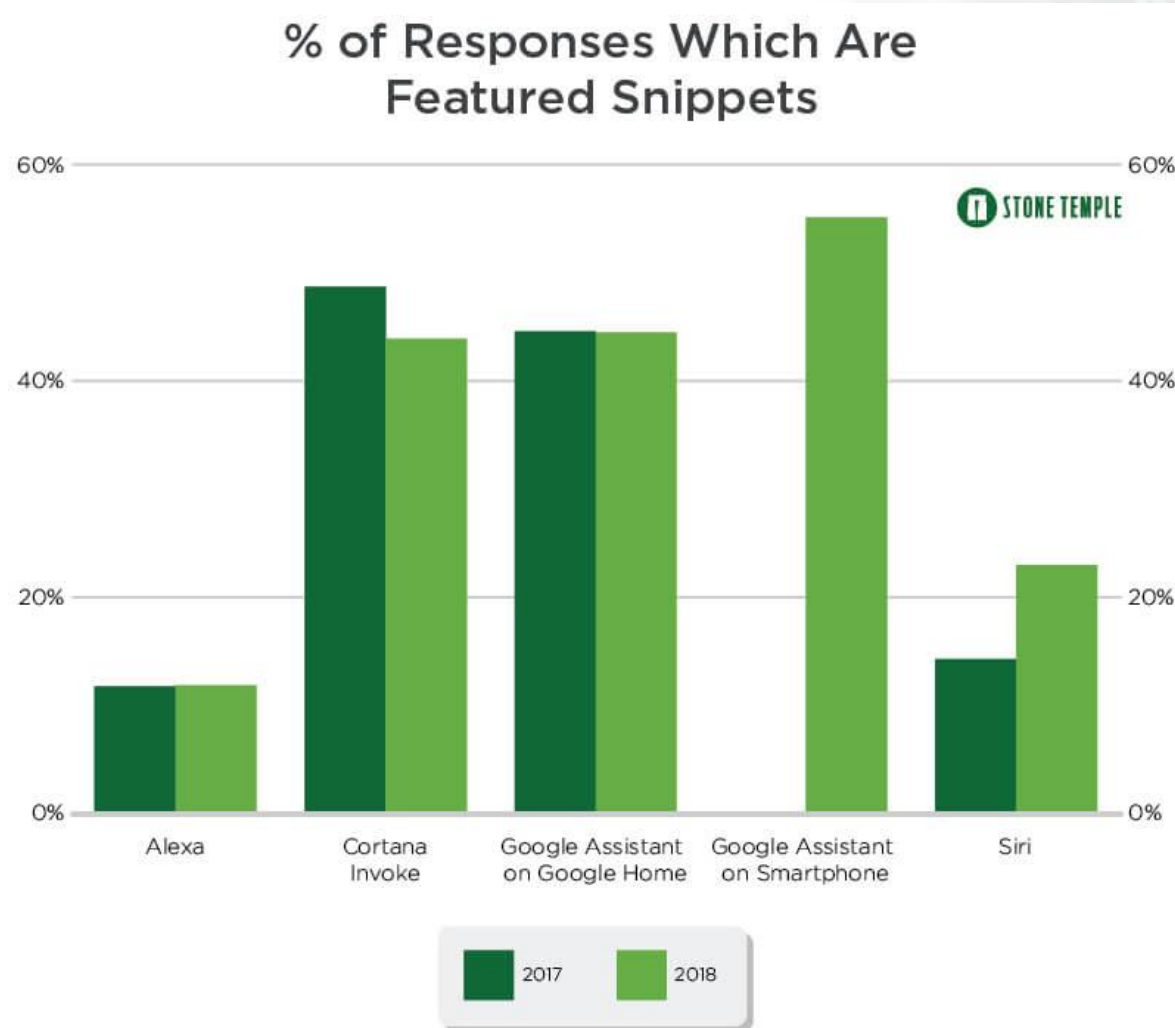
[When Do Babies Get Their First Tooth? - Verywell Family](#)  
<https://www.verywellfamily.com/babys-first-tooth-2634450>

Although the average age for getting their first baby tooth is 6 months, some infants don't get their first tooth until they are 14 or 15 months old. Others can begin teething and get an early baby tooth at 3 ...





# 40% of spoken responses come from featured snippets



Sources: Stone Temple [Digital Personal Assistant Study 2018](#);  
Backlinko, [Voice Search SEO Study, 2018](#)  
Internal Microsoft Data 2018

Optimizing for voice search is  
optimizing for featured snippets



# Optimizing for featured snippets

- 1 Find queries where you are currently ranking in the top 10
- 2 Identify questions related to that query
- 3 Choose how to structure your answer (paragraph, table, list)
- 4 Provide a straight forward answer that adds value
- 5 Write the answers so it sounds natural when spoken aloud
- 6 Think about character count – does it fit on a mobile screen?
- 7 Make it easy to find – **SEO best practices + Fast Loading Pages + Schema**

# Optimizing for featured snippets

1

Find queries where you are currently ranking in the top 10

# Optimizing for featured snippets

1

Find queries where you are currently ranking in the top 10

2

Identify questions related to that query

## 2

## Identify questions related to that query

Mining existing query data – in your analytics platforms or log files

Primary Dimension: **Default Channel Grouping** [Source / Medium](#) [Source](#) [Medium](#) [Other](#) ▲

Secondary dimension ▼ Sort Type: Default ▼

Default Channel Grouping	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?

More dimensions

▼ Acquisition

- Ad Content ?
- Campaign ?
- Keyword ?

Filter the queries and keywords by:

Question words, first person, permissive phrases, etc.



2

## Identify questions related to that query

Filter through query reports

Check query length – long tail more likely to be conversational

=IF(LEN(TRIM(B2))=0,0,LEN(TRIM(B2))-LEN(SUBSTITUTE(B2,"",""))+1)

B2=The cell where the query is



## 2

## Identify questions related to that query

Filter through query reports

### Identify question words

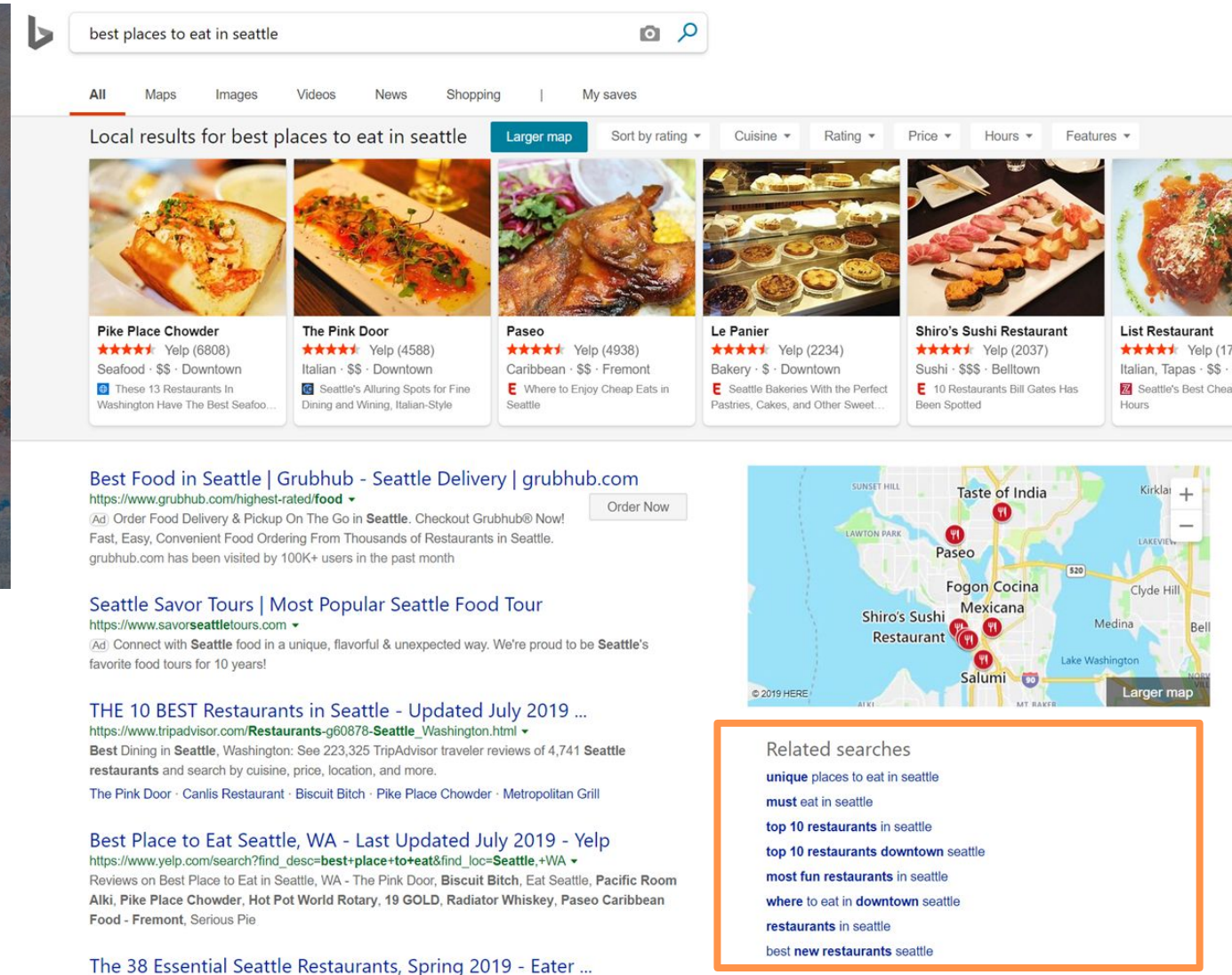
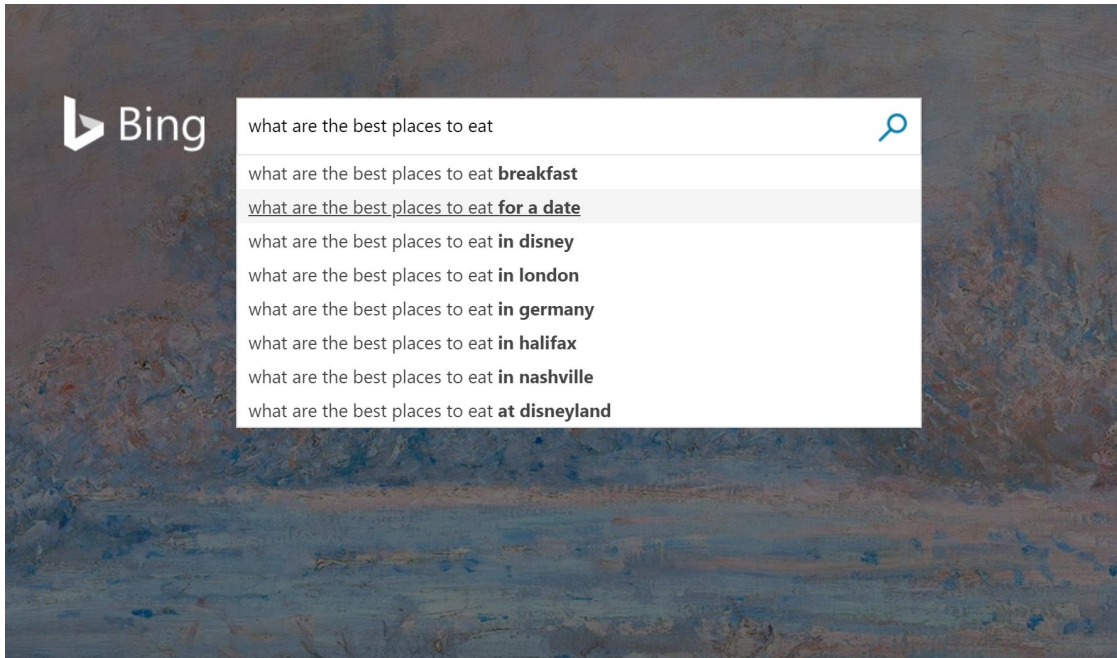
B2=The cell where the query is

```
=IF(B2="","",  
IF(ISNUMBER(SEARCH("show",B2)),",",  
IF(ISNUMBER(SEARCH("how",B2)),"how",  
IF(ISNUMBER(SEARCH("what",B2)),"what",  
IF(ISNUMBER(SEARCH("where",B2)),"where",  
IF(ISNUMBER(SEARCH("when",B2)),"when",  
IF(ISNUMBER(SEARCH("why",B2)),"why",  
""))))))))
```

2

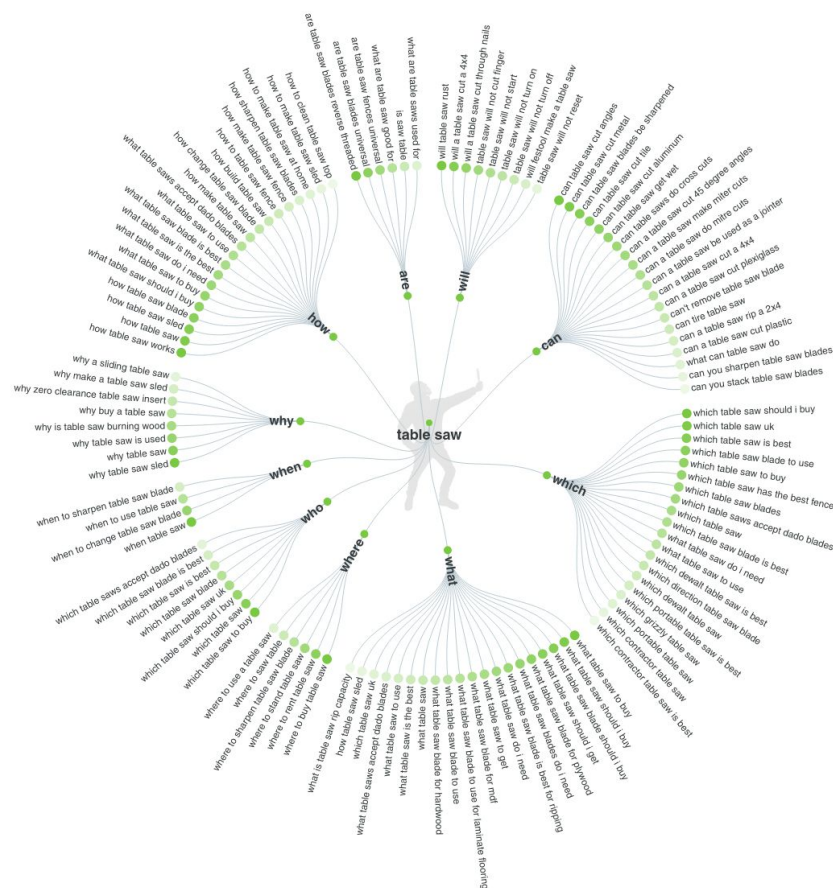
# Identify questions related to that query

Input from the search engines



## Identify questions related to that query

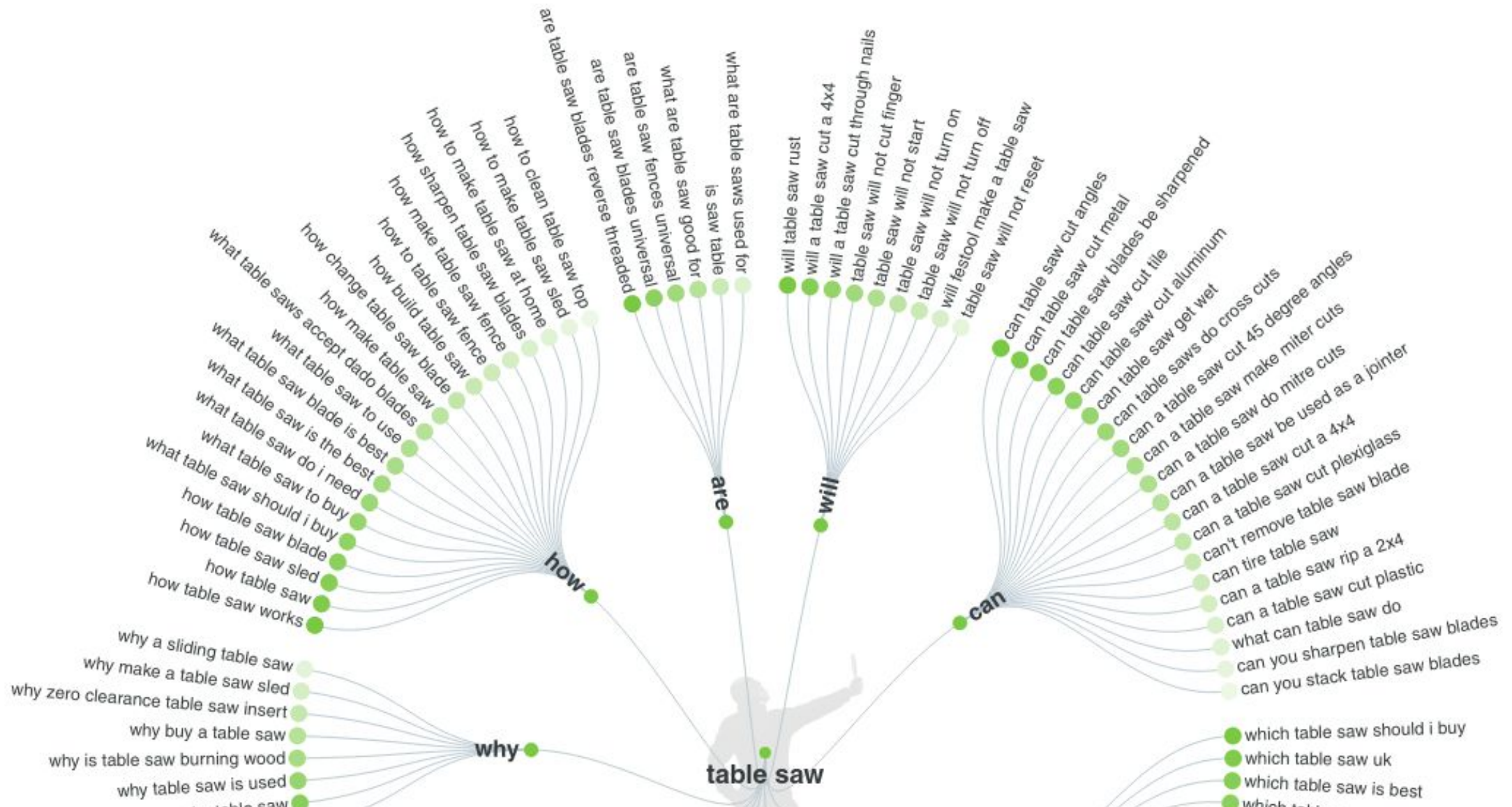
Use free tools like AnswerThePublic that aggregates data for you





# Identify questions related to that query

Use free tools like AnswerThePublic that aggregates data for you



# Optimizing for Featured Snippets

1

Find queries where you are currently ranking in the top 10

2

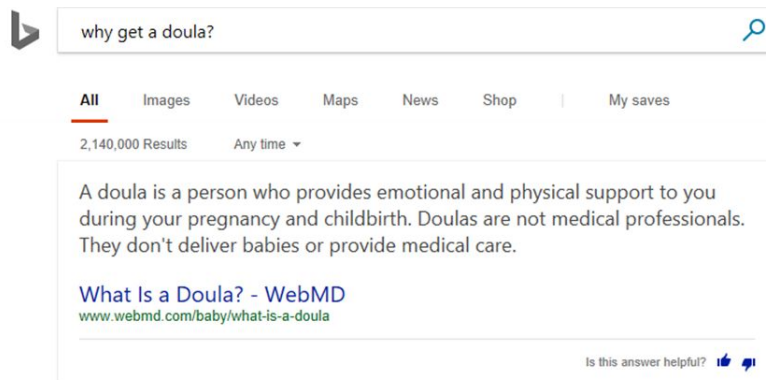
Identify questions related to that query

3

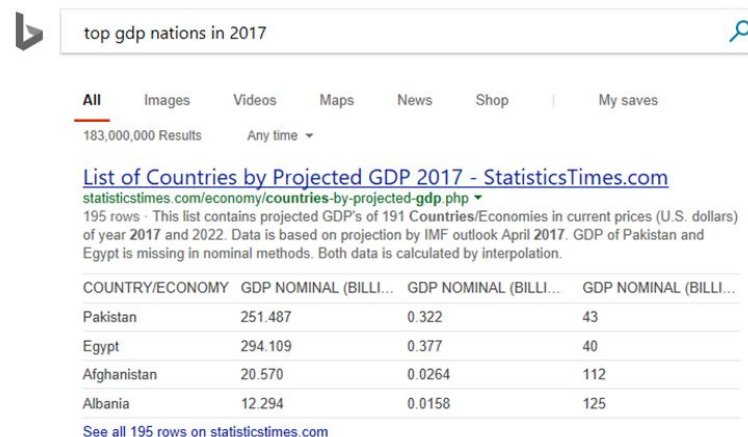
Choose how to structure your answer (paragraph, table, list)

# Decide how to structure your answer (paragraph, table, list)

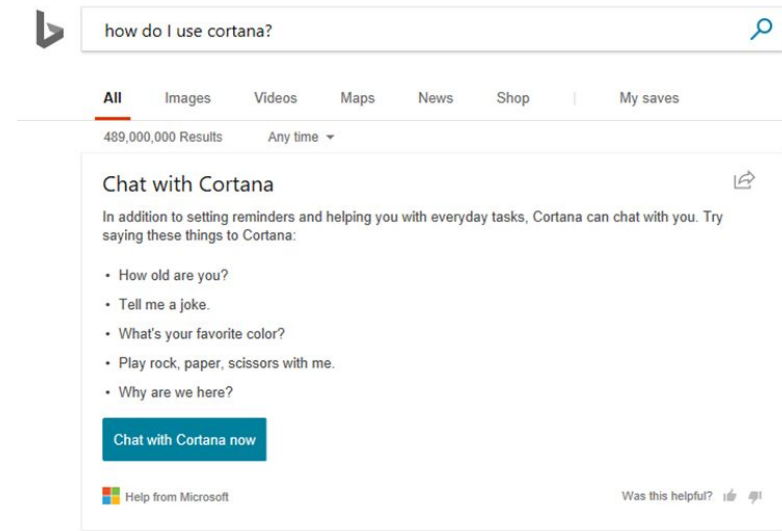
## Paragraph



## Table



## Lists (Bulleterd)



## Lists (Ordered)

**7 Ways to Make a Margarita - wikiHow**  
<https://www.wikihow.com/Make-a-Margarita> ▾

Last updated: Aug 11, 2017 Views: 1.5M

First Method	All Methods	Tips
<ol style="list-style-type: none"> <li>1. Gather the following ingredients: 1 to 2 parts 100% agave tequila 1 part freshly squeezed lime juice 1 part triple sec coarse kosher or sea salt lime for garnish ice Tabasco sauce (optional)</li> <li>2. Wet the rim of your glass with a lime. Cut a small slit into a slice of lime and place the lime on the rim of your glass. Run the lime around the rim of your glass to wet it.</li> <li>3. Salt your glass's rim. Pour some coarse (kosher or sea) salt onto a plate. Holding your glass paralle...</li> </ol>		
<a href="#">See all 11 steps on www.wikihow.com</a>		

# Decide how to structure your answer (paragraph, table, list)





# Optimizing for featured snippets

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Identify questions related to that query

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Choose how to structure your answer (paragraph, table, list)

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Provide a straight forward answer that adds value

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Write the answers so it sounds natural when spoken aloud

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Think about character count – does it fit on a mobile screen?

# Optimizing for featured snippets

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- 7 Make it easy to find – **SEO best practices + fast loading pages + schema**





# Speakable Schema Markup

Currently available in a beta for News Articles — must be part of Google News / Bing News

1

Follow Google News/Bing News Guidelines via Google News Producer or Publisher Center

2

Speakable markup for text content only. (Not Photo captions or source attributions)

3

Don't use Speakable on the entire article. Use it for key points.

4

Speakable text should be 2–3 sentences and take no more than 30 seconds to read.

5

The story should be broken up into short sentences.



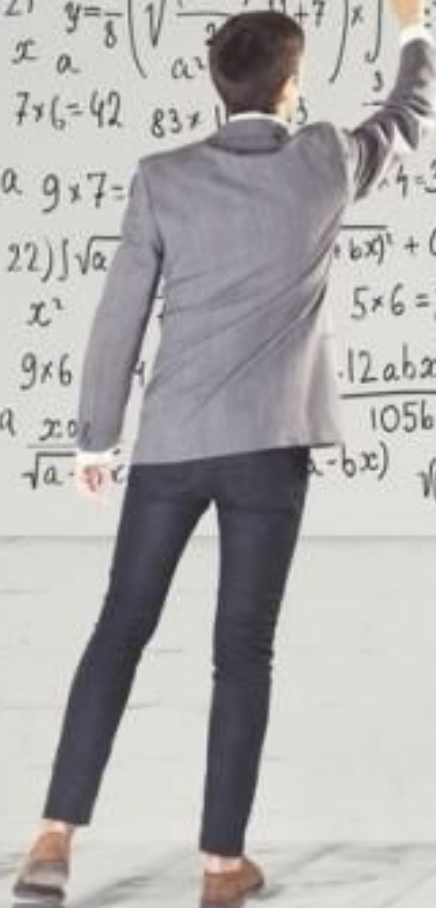
# Speakable Schema Markup on page

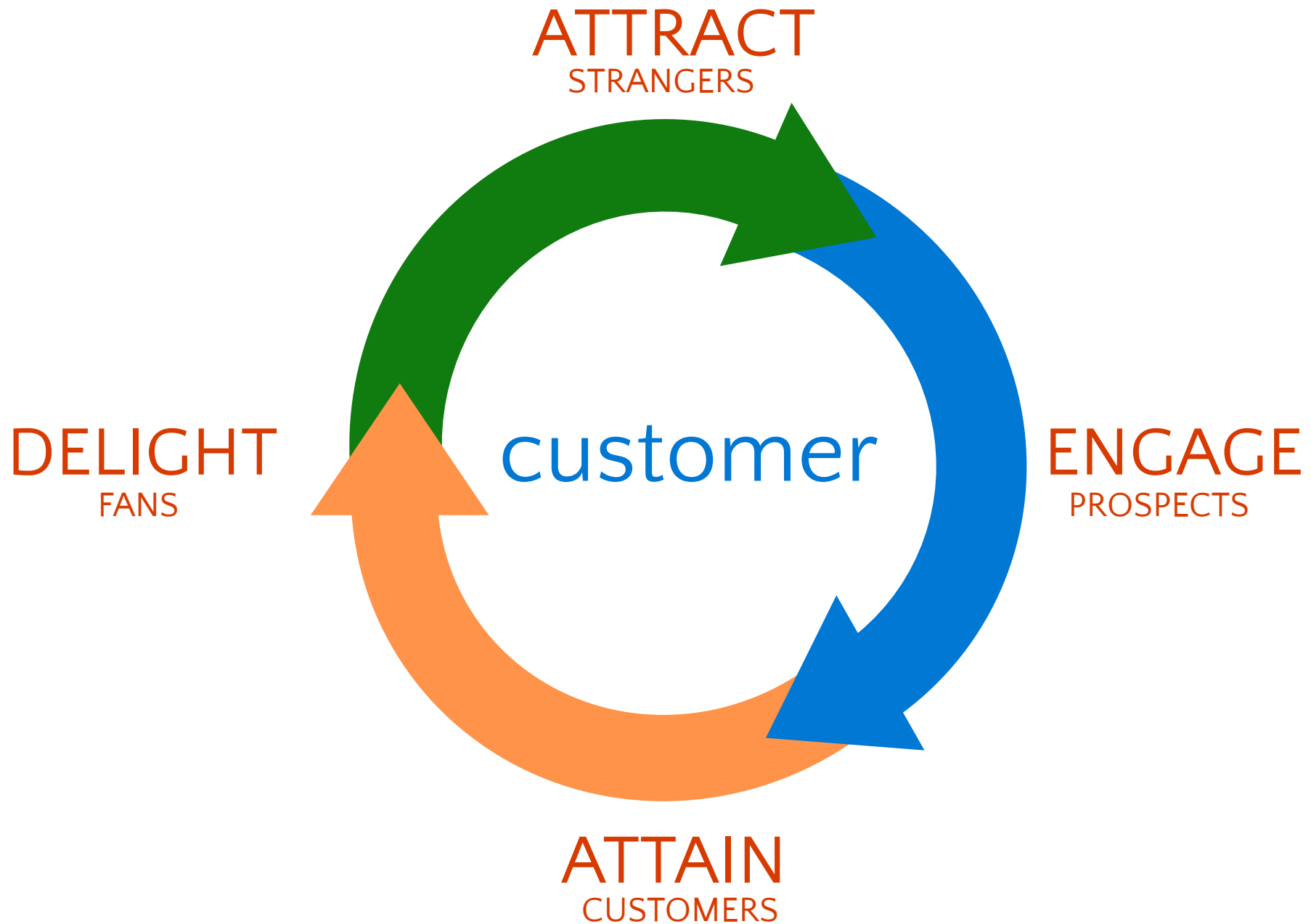
```
1 <html>
2   <head>
3     <title>He does it again! Fox Jumps Over Dog</title>
4     <meta name="description" content="The quick brown fox jumps over the lazy dog for the 30th time.
5       This time the dog was snoozing after eating at his favorite restaurant, Mr. Barkley's! The last
6       time this happened the lazy dog was resting his head on a cool rock." />
7     <script type="application/ld+json">
8       {
9         "@context": "http://schema.org/",
10        "@type": "WebPage",
11        "name": "Quick Brown Fox",
12        "speakable":
13        {
14          "@type": "SpeakableSpecification",
15          "xpath": [
16            "/html/head/title",
17            "/html/head/meta[@name='description']/@content"
18          ]
19        },
20        "url": "http://www.quickbrownfox_example.com/quick-brown-fox"
21      }
22    </script>
23  </head>
24 </html>
```



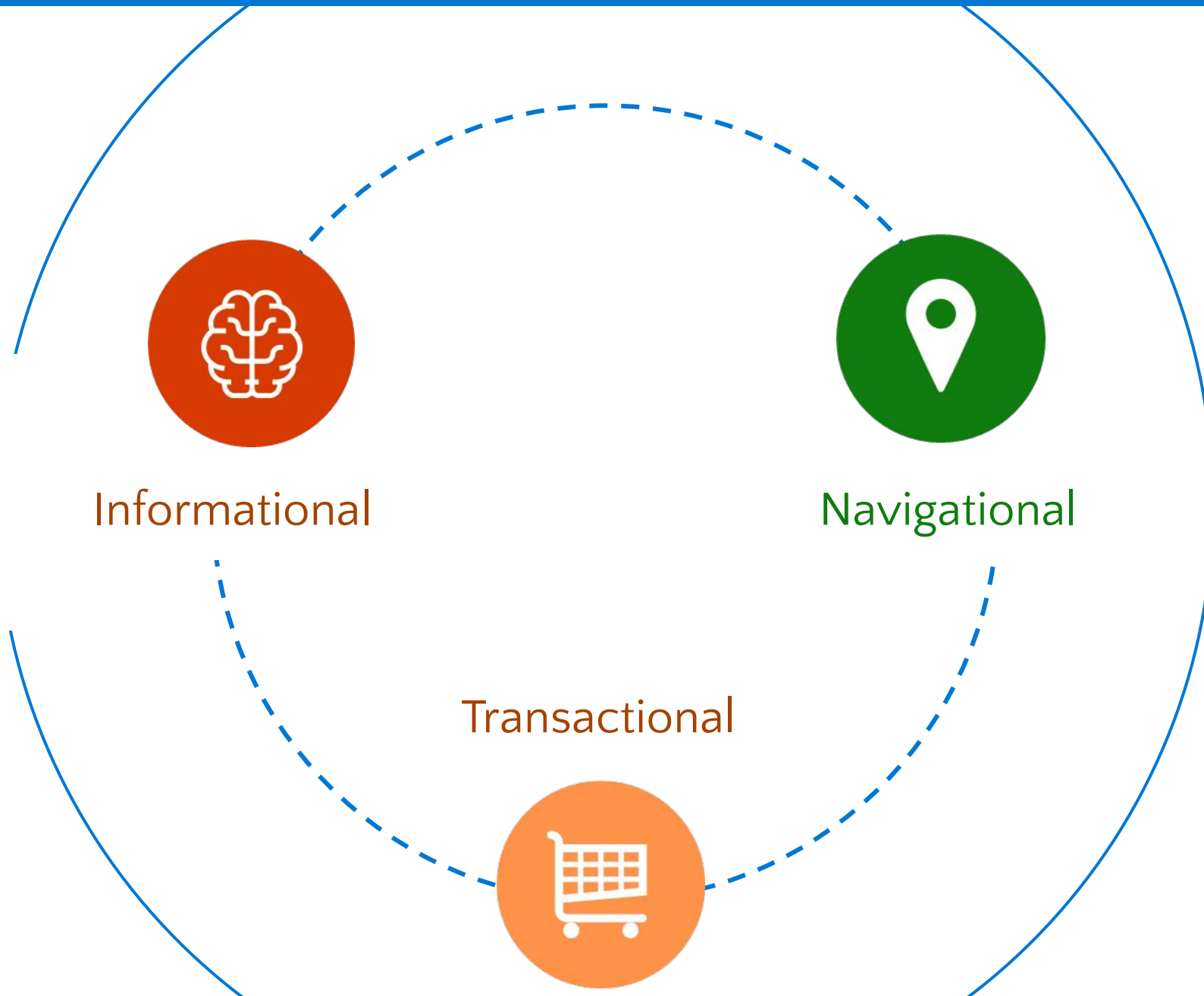
- 1 Type=Webpage or Article
- 2 Name=Title/Name. Don't keyword stuff!
- 3 Always SpeakableSpecification
- 4 Either xpath or CSS
- 5 This pulls the xpath title & meta description to be the spoken content
- 6 Article or Page URL

$x \sqrt{a+bx} dx$   $2 \times 7 = 56$   $79$   $x^2$   $42$   $51 \div 1$   
 $3+2$   $9 \times 10 = 90$   $\sqrt{5}$   $2 \times 4$   $5 \times 4 = 20$   $32$   $48$   
 $12$   $21-3=18$   $45 \times 10 = 450$   $\sqrt{6}$   $x^2$   
 $6+7=13$   $b$   $4+5=10$   $b$   $\frac{1}{2}a$   $48-8=40$   $a$   
 $78$   $83$   $a$   $x$   $a$   $\frac{1}{8} \left( \sqrt{\frac{(3x-5)}{2}} \right) \times \int \frac{3}{x^2} dx$   $x$   $36$   
 $21$   $y = \frac{1}{8} \left( \sqrt{\frac{(3x-5)}{2}} \right) \times \int \frac{3}{x^2} dx$   $x$   $36$   
 $7 \times 6 = 42$   $83 \times 1$   $3$   $65-60$   $5$   $1$   $x$   $1502$   $20$   $8-10$   $20$   
 $a$   $9 \times 7 =$   $4$   $36$   $\sqrt{}$   $35$   $(x)$   $60$   $20$   $7$   $17$   
 $22) \sqrt{a}$   $5 \times 6 = 30$   $4$   $28$   $45$   $6$   $20$   $106b^2$   
 $x^2$   $12abx + 3b^2x$   $105b^2 + C$   $20$   $(a)^3$   $\sqrt{(by)^2}$   $x$   
 $9 \times 6$   $4$   $105b^2 + C$   $20$   $(a)^3$   $\sqrt{(by)^2}$   $x$   
 $a$   $x$   $105b^2 + C$   $20$   $(a)^3$   $\sqrt{(by)^2}$   $x$   
 $\sqrt{a-bx}$   $\sqrt{(a-bx)^3}$   $45$   $7+8$   $2$   $8$   $35$











68% of people  
use voice to ask  
questions or find  
a quick fact





# Informational

Featured  
snippet  
optimization

Knowledge  
graph answer  
boxes

Schema  
mark-up

Conversational  
tone/language

Page speed



65% of people use  
voice to get  
directions

48% of people use  
voice to search for a  
business



# Navigational

Own your  
directory  
Listings

Location  
optimized  
on-site content

Customer  
reviews

Google search results for "redmond microbreweries". The search bar shows "redmond microbreweries" with a microphone icon. Below the search bar, there are tabs for "All", "Maps", "News", "Images", "Shopping", and "More". The "All" tab is selected. The results show "About 39,000 results (0.51 seconds)". A link for "Local Microbrewery Index | Find New Local Microbreweries" is displayed with a small "Ad" label. Below this, a map shows the Redmond area with several brewery locations marked. Below the map, there are four detailed listings for breweries: Black Raven Brewing Company, Postdoc Brewing Company, Mac & Jack's Brewery, and Chainline Brewing Company. Each listing includes a star rating, number of reviews, address, hours, and a small photo. A "More places" link is at the bottom.

Bing search results for "redmond microbreweries". The search bar shows "redmond microbreweries" with a camera icon. Below the search bar, there are tabs for "All", "Maps", "Images", "Videos", "News", "Shopping", and "My saves". The "All" tab is selected. The results show "707,000 Results" and "Any time". A map titled "Redmond Microbreweries" shows the Redmond area with several brewery locations marked. Below the map, there are five detailed listings for breweries: Black Raven Brewing Company, Mac & Jack's Brewery, Postdoc Brewing, Big Block Brewing Redmond, and Chainline Brewing Company. Each listing includes a star rating, number of reviews, address, hours, and a small photo. A "Larger map" link is at the bottom right of the map section.





25% of people  
use voice to  
help them make  
a purchase





## Transactional – vCommerce

Product  
Specific  
Content

Schema  
mark-up  
(Voice + Product)

Customer  
Reviews

FAQs

Conversational  
tone/language

Voice Action/  
Chatbots



# Actions and Chatbots can enable consumers to take action



Transactional queries and actions provide the opportunity for voice skills and chatbots to assist the assistants.

Source: [Microsoft/Bing Ads: Consumer Adoption of Digital Assistants and Voice Technology, March 2018.](#)



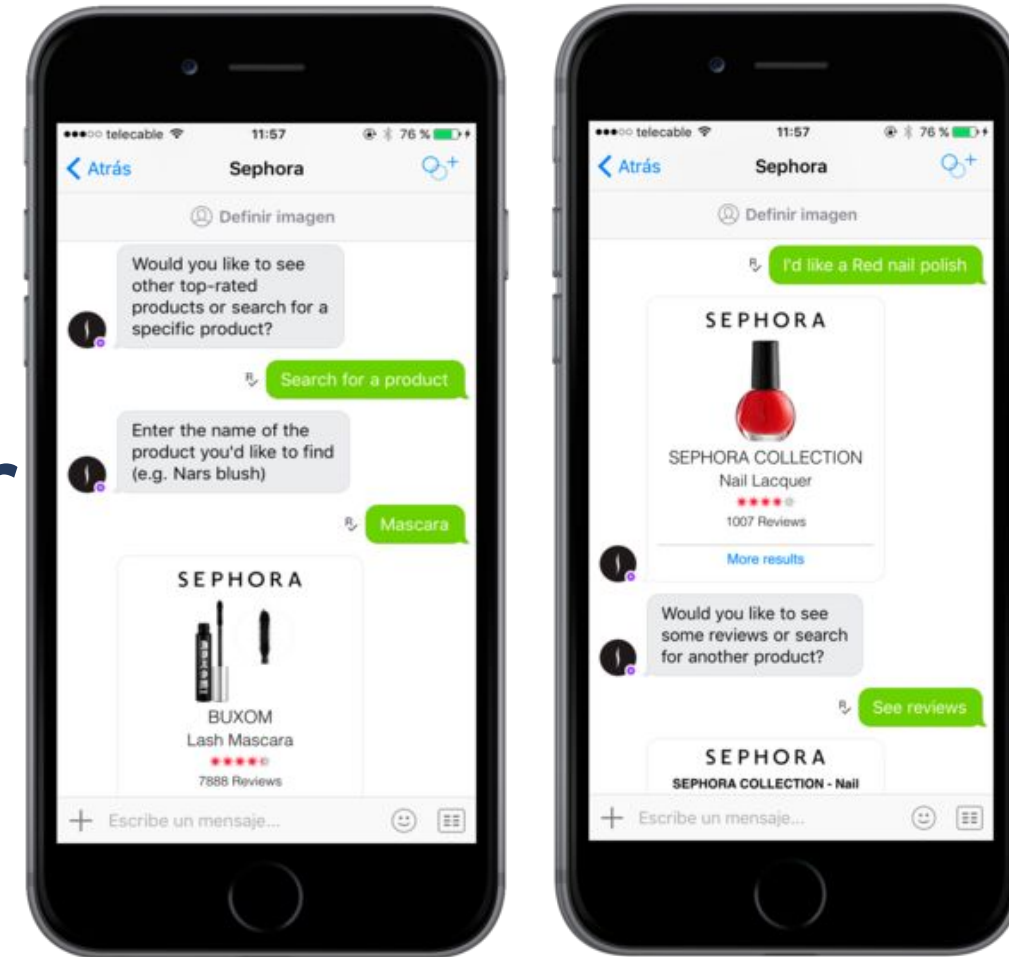


“Your brand needs to have its own agents that can talk directly to customers and to converse across multiple digital assistants.”

–Satya Nadella, Microsoft CEO

# Conversational commerce enhances customer relationships

## Question and Answer





# What you learned today



## Voice is here – optimize for it

Optimize featured snippets for voice



## Voice schema is here – implement it

Start creating a plan for how to implement voice schema based on the Q's your customers ask



## Bots/Actions will enable vCommerce

Start thinking about how you can use bots and actions to get your customers from questions to actions.



# Thank you!

Ask Questions. Say Hi.

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