



OPTIMIZING YOUR CPG BRAND **FOR VOICE SEARCH**



A new method of internet searching entered the picture about a decade ago, and it has grown to have huge ramifications for CPG marketing.

More than 150 million smart devices with **voice search** capabilities were sold in 2020 alone, and **more than half** of people who own a device with voice search said they speak to it at least once a day. In addition, 55% of people with smartphones use the voice assistant to search, and nearly 40% of all internet users access voice search at least once a month.

CPG brands need to consider how to optimize their brand for voice search unless they want to miss out on their part of tens of millions of voice searches that happen every day. Here are some of the top considerations in optimizing your CPG brand for voice search.

01 VOICE SEARCHES ARE CONVERSATIONAL

When people type a search term into Google, they often write the word itself or, at most, a phrase. Voice searches, though, are usually in the form of a question, and the AI bots that decode them need to figure out what the asker wants using context clues and other information.

HOW TO OPTIMIZE:

You will want to include **conversational long-tail keywords** in your content. “Where can I buy Cheetos?” is one example of a conversational long-tail keyword, where the typical typed-in keyword would be something like “Cheetos retail locations.”

02 VOICE SEARCHERS WANT QUICK ANSWERS

It’s not unusual for text-based searches to be in-depth and contain a number of tangents. But voice searches are typically more limited to wanting answers to specific questions like a restaurant’s operating times or what the weather in a particular location is like.

HOW TO OPTIMIZE:

Voice assistants pull content from the web, so you want to provide content that provides quick answers along with more in-depth content. Try to anticipate questions that voice searchers would ask and write content that includes answers to those questions along with more in-depth information.

03 VOICE SEARCHES ARE OFTEN LOCALIZED

Compared to text queries, a larger number of voice searches are asking localized questions, often about restaurants, local places, and events, or retail locations. If your content doesn't include these terms and information about them, you will be missing out on traffic from voice searches that seek this data.

HOW TO OPTIMIZE:

Use **location keywords** in your content, and don't assume voice assistants can get location cues through context. You can also incorporate local landmarks, phrases local people use to describe nearby locations, and title tags that contain local terms or locations.

04 VOICE SEARCHES LOOK FOR STRUCTURED DATA

Structured data is contained in the coding of your page and is considered metadata that people don't see, but voice assistants do. One type of structured data is called schema markup and appears in the site's coding to signify the context of the data people can see. Voice assistants rely heavily on metadata tags like schema markup to pull results quickly from a site.

HOW TO OPTIMIZE:

Familiarize your coding team with structured data and provide the terms and words you want them to use when they build your content pages for each of your products and marketing sites.

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