

Voice Search Activity Sheet

If voice search is important to the success of your business, you're going to want to complete this checklist. It helps you refine website content, revise online local listings, and develop future content with a voice-search mindset.

- ☐ Does my brand sound like another word?
 - If so, what does it sound like? Should we include that in our meta tags?

 - Check my Google Search Console for keywords used to find my brand
 - Identify search from mobile devices in Google Analytics and the Search Console
- ☐ Conversational Element
 - Review existing content for question-based headlines, subheads, and content
 - Develop Q&A-based content based on the commonly asked questions about our services.
 - How do we answer who, what, where, why, when, and how questions?

- ☐ Local Search
 - Do we use the phrase "near me" on any of our pages or in the meta tags?
 - Yes
 - No
 - Is the firm's phone number on our local listing(s)?
 - Yes
 - No
 - Do we include an after-hours number to call?
 - Yes
 - No
 - Is the firm's full mailing address, or landmarks near our office listed?
 - Yes
 - No
- ☐ Do I need to pay for a tool to help me identify keyword phrases for my brand/services?
 - Yes
 - No
- ☐ When was the last time we did an SEO audit? _____
 - Should we do a new audit focused on voice search?
 - Yes
 - No
 - Do we know how to do an SEO audit internally?
 - Yes
 - No
 - How much is our budget to conduct an audit? _____

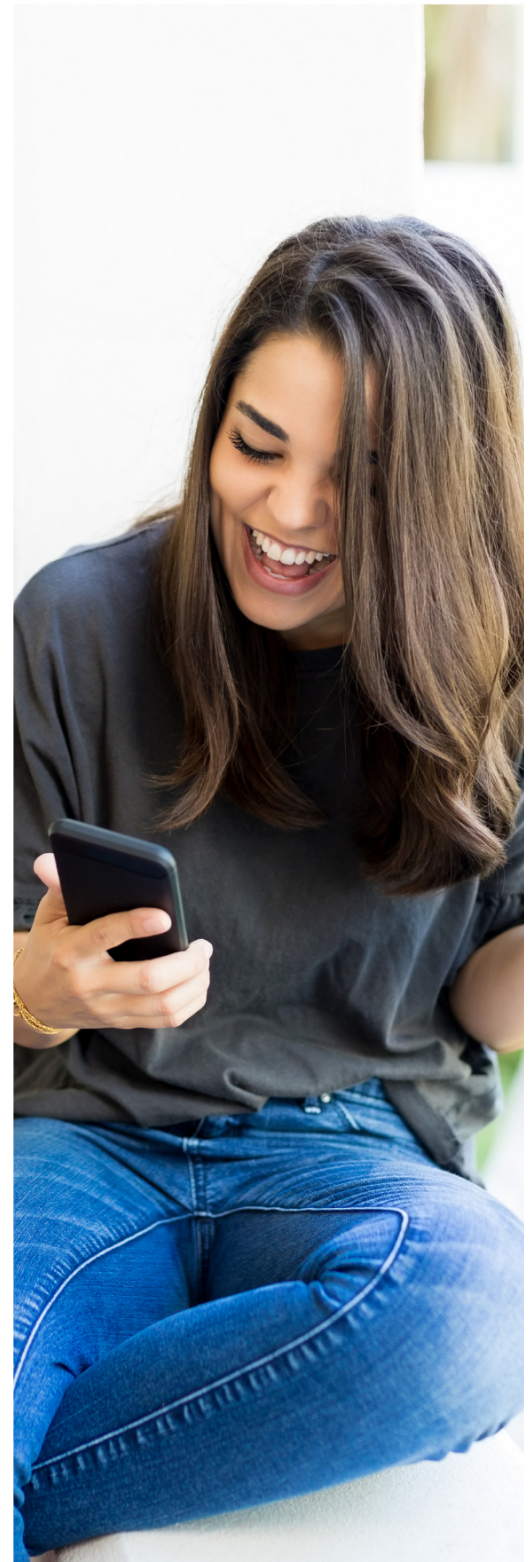


Image: Canva