Voice Search 101 for Small Businesses

58% of consumers used voice search to find local business information last year

46% of voice search users search for a local business daily, with a further 28% searching once a week

Top Industries for Voice Searches

<table>
<thead>
<tr>
<th>Industry</th>
<th>Voice Search Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants/Cafés</td>
<td>51%</td>
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<tr>
<td>Grocery stores</td>
<td>41%</td>
</tr>
<tr>
<td>Food delivery</td>
<td>35%</td>
</tr>
<tr>
<td>Clothing stores</td>
<td>32%</td>
</tr>
<tr>
<td>Hotels/B&amp;Bs</td>
<td>30%</td>
</tr>
</tbody>
</table>

Consumers use voice search to:

- Make a restaurant reservation
- Determine prices of a local business's products/services
- Ask which products a business has in stock
- Buy directly from a business

So how can you optimize your website for voice search?

- Use natural language and multiple-word keywords.
- Add questions and answers on your website.
- Make sure your location, hours and phone number are on your website and search engine directories.

Work with a SCORE mentor to prepare your small business for the voice search revolution.

https://www.brightlocal.com/research/voice-search-for-local-business-study/
https://moz.com/blog/how-voice-search-will-change-digital-marketing-for-the-better/
https://www.highervisibility.com/blog/how-popular-is-voice-search/

Sources:

- https://www.score.org/blog/voice-search-101-for-small-businesses