

## **Have You Optimized Your Content for Voice Search and PASO?**

Voice search is becoming increasingly popular on the web, and if your content marketing plan does not take this into account, you could lose market share to your competitors in a hurry. In 2018, an impressive 20% of all web queries are handled by vocal assistants like Alexa, Google Assistant, and Siri. This means your content can immediately leapfrog the competition in localized search results when you learn effective personal assistants search optimization or PASO.

It used to be that the typical Internet browser would type a search request into a physical keyboard. Then touchscreens became the norm on computers, tablets, and smartphones, and you could tap your search request on a virtual keyboard. Technology is always progressing, with marketers attempting to make life easier for their prospects. The result is verbal search, which only appears to be growing ever more popular.

### **PASO is the New SEO**

Search engine optimization is important. In the past, that meant optimizing your content for search engines. There are a number of considerations to be made depending on the type of content in question, but when you optimize your content properly, search engines like Google send you lots of relevant, free web traffic. As our computer interactions continue to mirror sci-fi movies and television series like Star Trek more and more, optimizing content for vocal search is becoming increasingly important.

Voice searches are predominantly location based. That means most of the verbal searches people make today have to do with locating local resources. Someone may say "list Mexican restaurants in Jacksonville, Florida" or "dry cleaners in 32224 area code". This means your content

should contain geographical references and data points wherever they apply.

## **PASO Means Longtail Phrases and Conversational Speaking**

Longtail keyword phrases are 3 or more words in length. When people use vocal assistants to search for things on the web, they don't usually use just one or two words. This is because they speak conversationally as if they were talking to a human being. An example of a longtail keyword phrase is "Jacksonville Mexican restaurants." Someone speaking to Siri or Alexa may say, "Give me a list of Jacksonville Mexican restaurants."

If you are a restaurant owner in Jacksonville that serves Mexican cuisine, all your web content had better include the phrase "Jacksonville Mexican restaurants." This makes it easier for search engines to find your content for that particular vocal search phrase, and to move you up the ranks of local search results for that and other similar keywords. Additionally, optimizing for vocal search means claiming your Google My Business listing, since most verbal searches are geographic in nature.