

HEADLINE: How to Optimize Your Writing for Voice Search

SUBHEADLINE: Tips to get your writing to Position Zero

You want to do a web search on a topic of interest.

So what do most people do these days? They dig in their pocket for their mobile device, not dash to a computer. That's now old school.

And why type when I can just ask Siri or Alexa, or now ChatGPT or Claude or Perplexity? The gadget or AI program does the work for you. Just verbally ask your question, give it usually a few seconds and BOOM – instant info in readable paragraph fashion.

But you're a copywriter whose job it is to get those pages you're working on to jump to the top of the search list. In a verbal search world now, how to make that happen to boost your copywriting career?

Using keywords is still a thing, but now it's more like key sentences

People usually ask questions in sentence form: "what's the best way to make a baked potato?"

For your topic think about how you would ask the question, then find a spot to include that question in your writing. That could be in body copy or section headings. Word for word.

SEO still rules the roost but with more AI tools integrated into web browsers and search engines, it's now become more conversational. Adapt your writing to match those questions so AI apps can find your material more quickly.

Or even FAQs if you include those

A voice query is a question after all. Create a good FAQ section with different questions that you think people would ask about that subject. The search program should then find them.

It's longer and conversational but when people ask that same question, the SEO gods will jump right to your piece. And searchable keyWORDS are already in that sentence.

Don't overlook FAQs. Google searches like them because they offer short answers to many questions related to your topic. Be sure to give that section a solid name like FAQ Page or Q&A that would be easy for an app to discover.

Know your schema

That's a fancy term for having a well organized framework on whatever your topic is.

Think outlines that logically go from the start to the finish of your subject. Write your material the same way so a search can find your writing quickly.

Adding bolded headings to sections should be part of that framework. Hopefully you already know about the importance of adding those headings, like we're doing here. People like to skim them to get the gist of a long piece quickly and so do search engines.

Keep your writing tight

The experts say voice assistants often look for concise blocks of content when searching. Consider using short answers after your headings, no more than 50 words.

Most people don't want to dig through long paragraphs so keep your writing down to just one or two sentences per paragraph. It's like snacking with quick bites instead of chowing down big gulps.

Try using numbered or bulleted lists, a popular way to share information. Long and windy makes the bot's job harder and instead they'll head elsewhere when searching.

Long pages could mean slow loading times

And Alexa, Siri and friends hate that. Down the search list you fall.

Stay away from thick writing. The slower a page takes to find and examine, the worse the search rating.

Images are popular to include with your descriptions, but images that take too long to load slow down the search. Watch out for the file sizes of your images, keep them small. High resolution is for printing good paper copies of images, not good for web searching.

A page design that's clunky and time consuming is also a red flag. Make the voice assistant's job as easy as you can with a simpler, cleaner design.

Write like you're talking to someone

Just like a vocal question. Formal writing with bigger words is tougher to slog through.

Instead it's KISS – Keep It Simple Sunshine. Use common words, short sentences and synonyms to relay your information.

But vary your phrasing because people may ask a vocal query in slightly different ways. Try to anticipate what your reader is asking for and include that in your text.

Think local, write local

Statistics say well over 50 percent of questions given to a voice assistant are about local topics. Or searches close to where someone currently is or to a place they're going.

If you're writing about a specific spot or a subject tied to a certain area, be sure to include local names and phrases. A vocal query may include those exact words and your writing needs to match that.

Consider going multilingual and demographic

The web is worldwide. There are lots of different people out there, how many can you reach with your writing?

Who's your primary audience? Concentrate on that language and perhaps use some phrases in a different language if it fits.

And consider that speech may differ between age groups. Grandpa talks differently than Junior. See how you can use varied phrasing to reach as many as you can.

Will multimedia be an issue?

On some devices they want to show images or video windows alongside your text. How you design your material could become a problem on a smartphone, tablet or hybrid device.

Add alt text, descriptive file names, and structured media snippets to help search programs find your page and description more quickly.

Use other programs to assist your writing

Try [Semrush](#) for SEO help. [Ahrefs](#) has some free AI tools to locate effective keywords or write better sentences.

For research check out [AnswerThePublic](#) for what's hot in web searches today. They have a free version to help guide your writing direction.

Of course Google has plenty of tools to use like People Also Ask for up to date researching. But don't overlook that Alexa uses Bing for its searching. Use webmaster tools inside Bing for even more help.

Need assistance? AWAI can help your voice search writing succeed with programs and books like

- [The AWAI Method](#)
- [Creative Rules for the 21st Century](#)
- [How to Use the Power of AI](#)
- And the free AWAI manifesto [Copywriting in the Age of AI](#)

Examine the [extensive AWAI catalog](#) for guidance sure to score.

The ultimate goal is to nail Position Zero – your material is displayed first above organic search material when someone uses a voice assistant to find something. Top of the screen and itching to be checked out.

Alexa or Siri, how did we do? It's a brave new world.

Meta description: Learn how to optimize your writing for voice search with tips on SEO, FAQs, local phrasing, and conversational content.

alt="Young woman using voice search on her smartphone as part of a modern web browsing experience"



Or find an image of a person talking to their mobile device rather than just looking at it.