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James 1:17 "Every good gift, every perfect gift, comes from above. These gifts come down from the Father, the creator of the heavenly lights, in whose character there is no change at all."



How to Optimize for Voice Search

The allure of voice search is undeniable- it's faster, hands-free, and lets you multitask.

Voice search had made its appearance in the mainstream in 2011 with the launch of Apple's Siri on the iPhone 4. In 2015, the Amazon Echo became one of the first established smart home devices. From there on, several competitors entered the voice search market.

If you haven't started about thinking incorporating voice search into your SEO strategy, now is the time. Let's look at some strategies that will take you into 2022, and beyond!

Strategies for Voice Search Optimization Success

At the voice search optimization core, it is similar to the SEO of today, but with a refined focus.

#1 Understand Your Customer and Their Preferred Device Type

#2 Focus on Conversational Keywords

#3 Create Persona-Based Content

#4 Build Pages that Answer FAQ

#5 Think Local & Think Mobile



Not everyone is ready to move forward with voice search optimization as many that grew up in an age where technology wasn't talking back to them still have a stigma attached to talking to phones. But the younger generations do not have the same hesitation, and most feel confident using voice search. Voice search is clearly on the rise, and it's important that marketers start to become familiar with voice search optimization and best practices.

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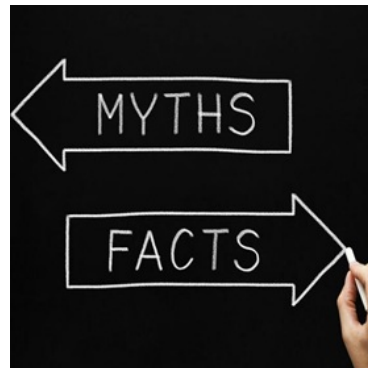
In Case You Missed It!



Best SEO Practices to Remember & Implement Monthly, Weekly, Quarterly

The SEO Strategy is significant in the online success of your clients' website. Remember that effective strategy and focus towards both on-page and off-page optimization works hand in hand with the success. If you haven't already you should organize helpful checklists of SEO tasks that you should perform each time you manage the page, either weekly, monthly or quarterly.

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Fact vs. Myth in Content Management Systems

What is the Fact of CMS then? Content Management Systems provide sets of tools and processes that you can use to help you manage content. But, you are the one that must do the work of actually managing the content. This means that you should learn the tools and understand the processes the CMS gives. Content Management Systems do make creating content more efficient because after you are trained on the software, you can make the changes yourself and there is less need for a

developer.

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