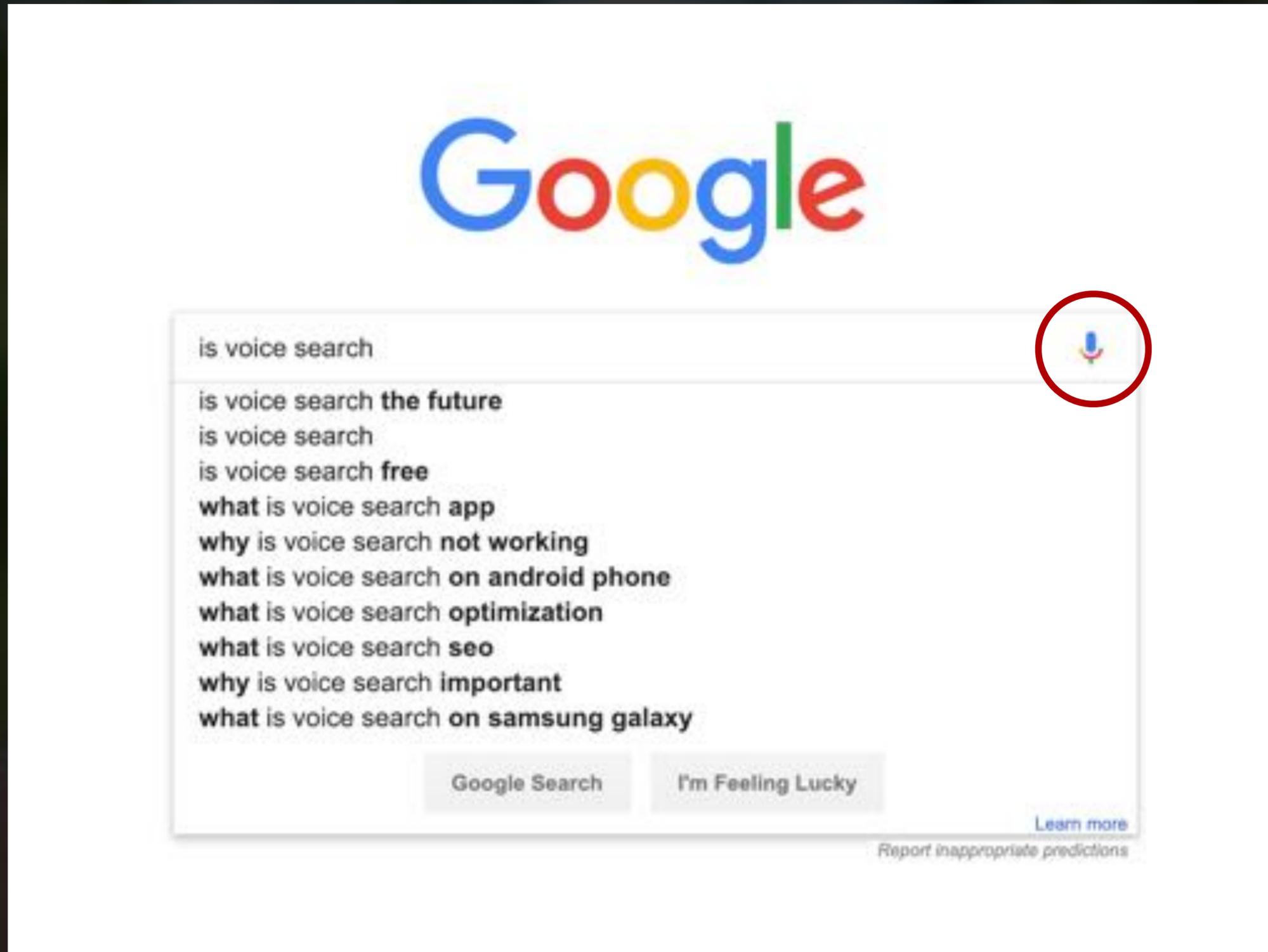


# OPTIMIZING FOR ~~VOICE~~ CONVERSATIONAL SEARCH



#VOICESEARCH BY @ALEYDA FROM #ORAINTI AT #FOS19

# Voice search seems to be everywhere now



But no, voice is not expected to eat visual search and kill SEO



voice search will kill seo



All

Images

Videos

News

Maps

More

Settings

Tools

About 7,440,000 results (0.34 seconds)

### Is Voice Search Killing The Power Of SEO? - Forbes

<https://www.forbes.com/sites/jaysondemers/.../is-voice-search-killing-the-power-of-seo...>

Mar 17, 2017 - Local relevance rising. Voice search is mostly used on the go, so it's likely that local SEO and hyper-local optimization will grow in relevance.

### How Voice Search Will Impact SEO in the Future - Torque

<https://torquemag.io/2018/08/how-voice-search-will-impact-seo-in-the-future/>

Aug 3, 2018 - We're going to get on the impact voice search will have on SEO and why ... tasks to SEO optimization but won't kill the good old SEO of course.

#### People also ask

What is Voice Search SEO?

What does voice search mean?

How do I optimize my website for Voice Search?

What is voice search optimization?

Feedback

UGH

### Is Voice Search Finally Killing SEO? - Fuel Travel

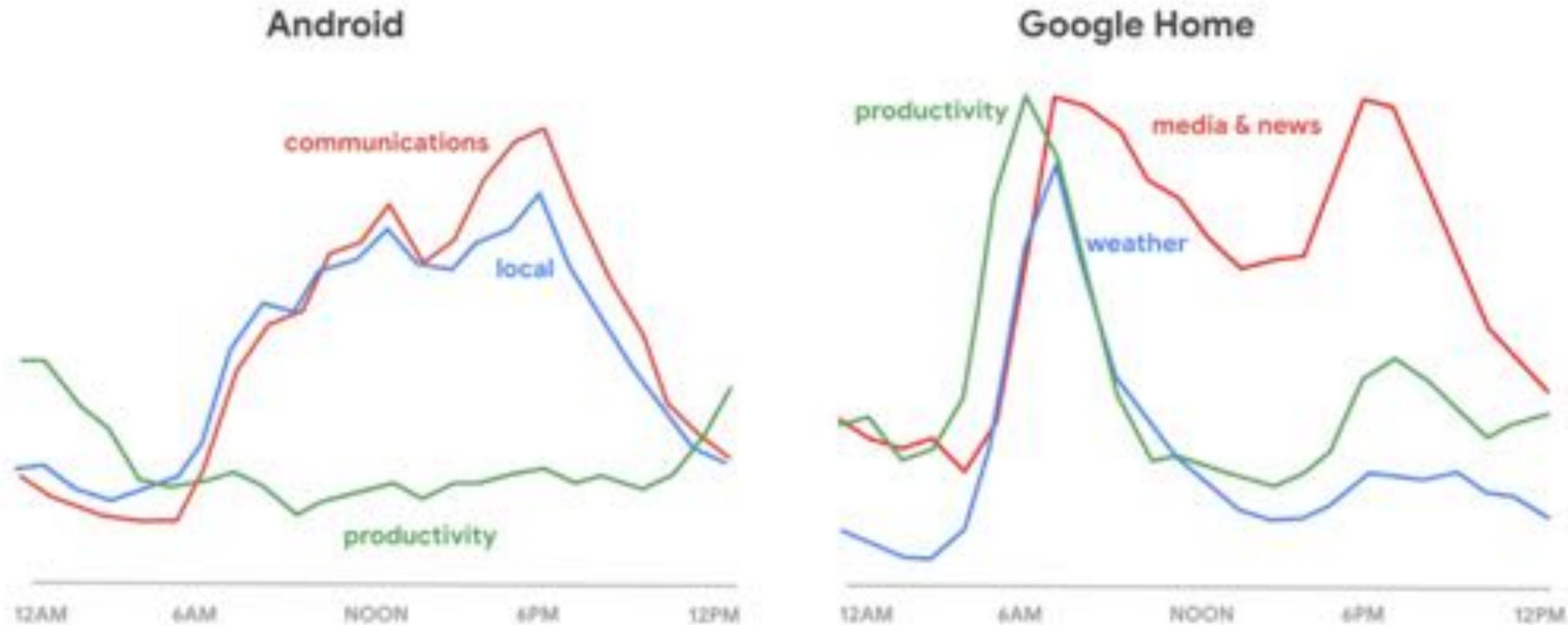
<https://www.fueltravel.com/.../fuel-hotel-marketing-podcast-episode-87-voice-search-f...>

May 14, 2018 - Fuel Hotel Marketing Podcast: Episode 87 – Is Voice Search Finally Killing ... approximately 50% of all searches are going to be made via voice ...

#VOICESEARCH

# People are using voice but mostly for "some" type of queries

## Daily habits with the Google Assistant



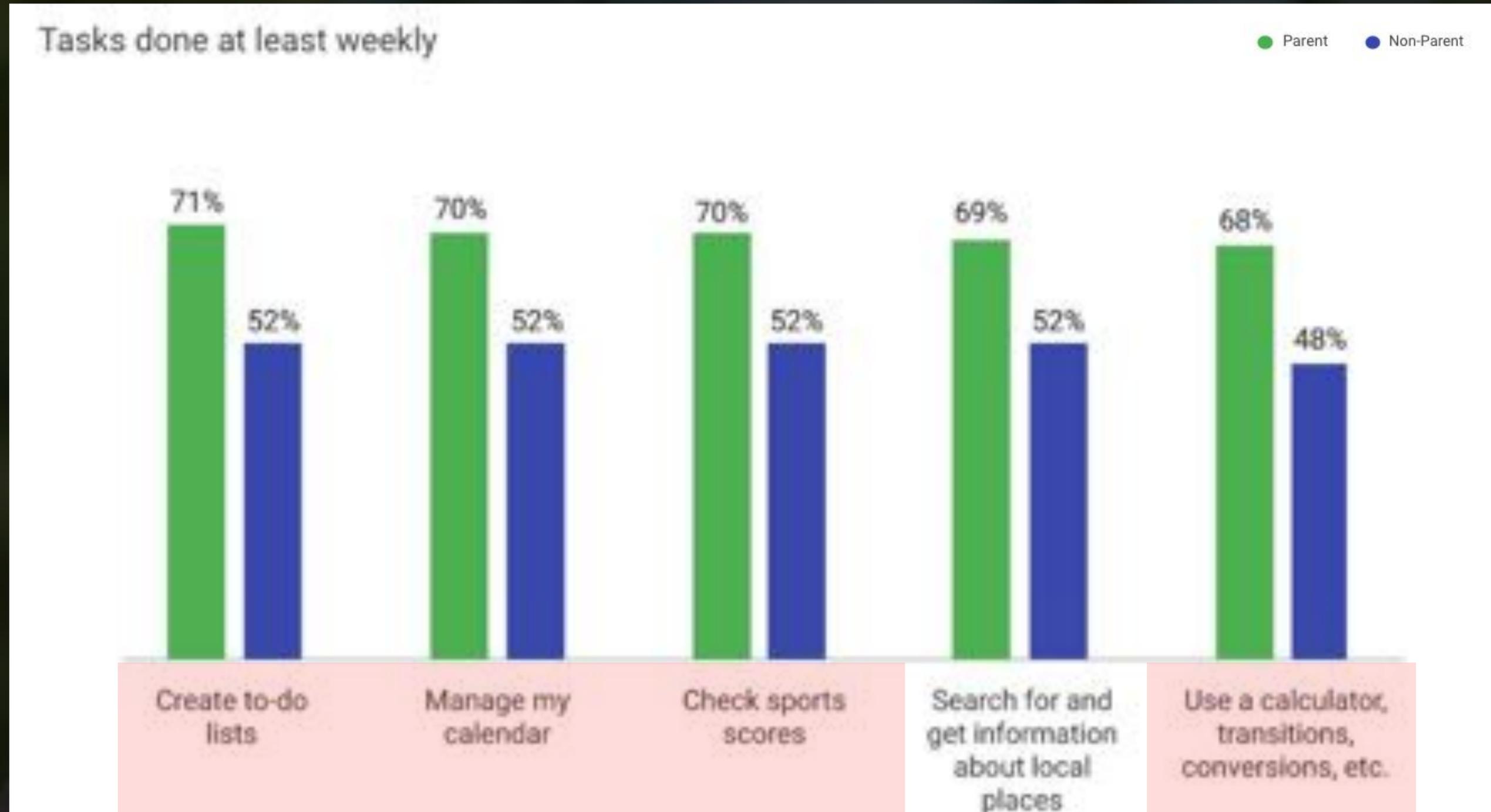
# Mainly for simple, action-driven requests, easier to ask through voice while on the go

## Voice is about action.

When people talk to their Google Assistant, they're usually trying to get something done. Assistant queries are 40 times more likely to be action-oriented than Search, with people asking for things like "send a text message," "turn off the lights," or "turn on airplane mode."

Why do we think this is happening? For many tasks, particularly while you're on the go, it can be much easier to get things done through voice. I can say "turn on the lights and play some music," without having to worry about which app I need to open. Even for basic things like creating a calendar invite, I don't have to look down at my phone or interrupt what I'm doing, I can just say "create an appointment for noon on Saturday." These seem like small things, and they are. But they illustrate what makes voice so unique—the technology allows me to complete a task in a way that feels natural. The more we can build these types of experiences, the closer we get to an ideal Assistant.

# Most of assistants requests at the moment are for to-dos, managing the calendar, doing simple tasks



A high share of queries require visuals to satisfy users, especially in the decision making process of the customer journey

By num of keywords	By volume
All keywords	4,661,490
> s	1,638,300
> gift	521,610
> happi	448,610
> boyfriend	89,790
> meme	79,300
> funni	76,750
> movi	65,330
> cute	60,860

## All keywords

Total volume 4,661,490 | Average difficulty 5.56%

Keyword	Volume
valentines day	450,000
valentine's day 2017	246,000
happy valentines day	201,000
valentines day gifts for him	110,000
valentines day gifts	90,500
valentines day quotes	90,500
when is valentine's day	90,500
happy valentines day images	60,500
valentine's day 2018	60,500
valentines day cards	49,500
valentines day ideas for her	49,500



how to dress for Valentines Day

Here's a result from the web



- To Look Alluring, Show Some Skin. ....
- Focus on 1 Area. ....
- Fight the Tight. ....
- Go For Stretch and Drape. ....
- Slip On a Sexy Sweater. ....
- Try a Little Leather. ....
- Animal Prints Bring Out the Tiger. ....
- Shiny, Sparkly is Sexy.

10 Ways to Dress Sexy on Valentine's Day Without Letting it All ...

Search

Will you be my Valentine?

Picture



Yes, some visuals are needed to satisfy this search

# Google also don't think everything will shift to voice as half of the assistant interactions are of voice + touch

## Screens change everything.

The world hasn't completely shifted to voice, nor do we expect it to. Screens bring a completely new canvas for conversational AI, where we can bring together voice and touch in an intelligent way. So when you ask for a pasta dough recipe, you can get visuals of what the dough should look like while the Assistant reads you the steps along the way.

With the launch of Smart Displays and our new visual experience for phones, we've evolved the Google Assistant to become much more dynamic, spanning voice, screens, tapping and typing. And we're seeing people respond—in fact, nearly half of interactions with Assistant today include both voice and touch input.

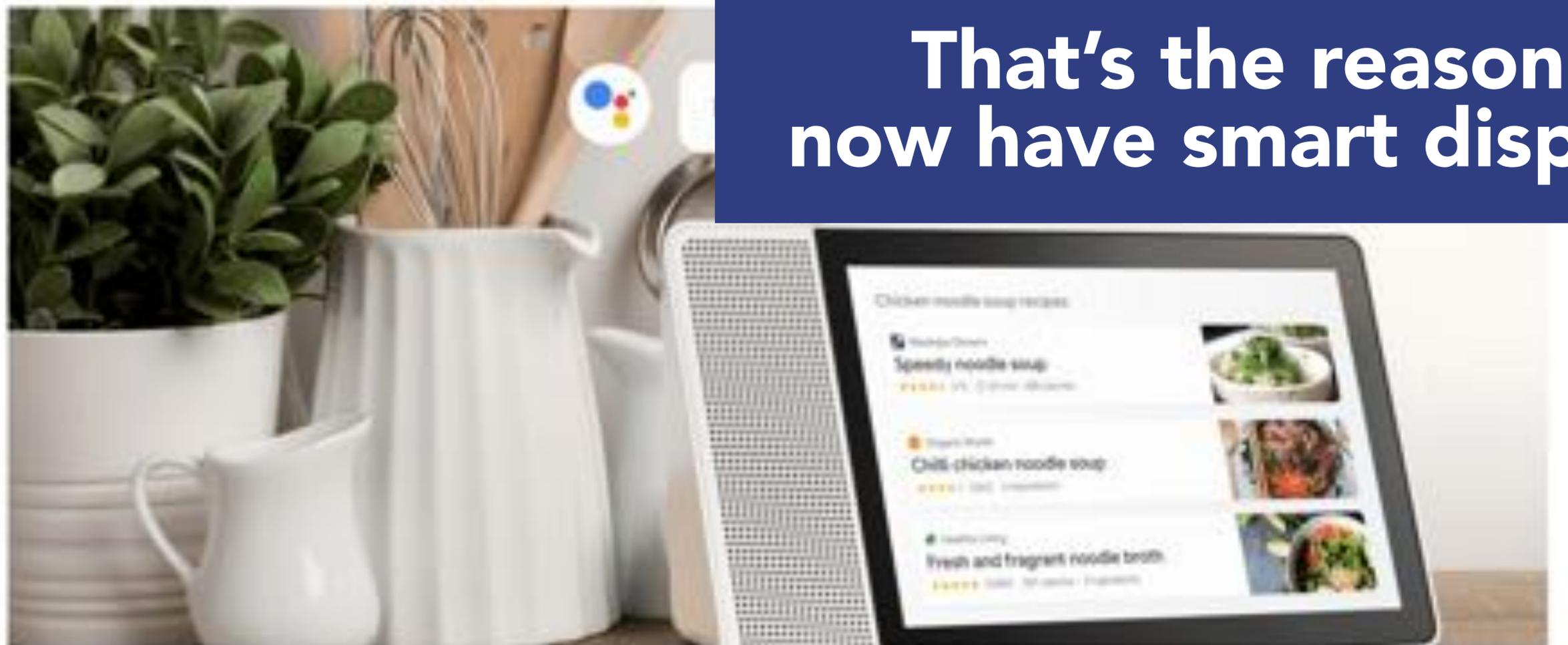
# Google made it clear in their 20 anniversary future of search post

As Google marks our 20th anniversary, I wanted to share a first look at the next chapter of Search, and how we're working to make information more accessible and useful for people everywhere. This next chapter is driven by three fundamental shifts in how we think about Search:

- **The shift from answers to journeys:** To help you resume tasks where you left off and learn new interests and hobbies, we're bringing new features to Search that help you with ongoing information needs.
- **The shift from queries to providing a queryless way to get to information:** We can surface relevant information related to your interests, even when you don't have a specific query in mind.
- **And the shift from text to a more visual way of finding information:** We're bringing more visual content to Search and completely redesigning Google Images to help you find information more easily.

GOOGLE ASSISTANT

# The first Smart Displays with the Google Assistant are now available in stores



**That's the reason why we now have smart displays too**

# So voice is an aspect of a new conversational search context that SEO needs to take into consideration

## People expect conversations.

When people start using voice assistants, we often see very simple commands. But very quickly, expectations go up in terms of complex dialogue. We might see "weather Chicago" typed in Search, whereas with the Assistant we see much longer and more conversational queries like "what's the weather today in Chicago at 3pm." On average, Assistant queries are 200 times more conversational than Search.

We've seen that even simple commands can take all forms. For example, people ask the Google Assistant to set an alarm in more than 5,000 different ways, which means that we have to build the Assistant to understand this conversational complexity.

# A shift from disconnected searches to an ongoing search journey experience

As Google marks our 20th anniversary, I wanted to share a first look at the next chapter of Search, and how we're working to make information more accessible and useful for people everywhere. This next chapter is driven by three fundamental shifts in how we think about Search:

- **The shift from answers to journeys:** To help you resume tasks where you left off and learn new interests and hobbies, we're bringing new features to Search that help you with ongoing information needs.
- **The shift from queries to providing a queryless way to get to information:** We can surface relevant information related to your interests, even when you don't have a specific query in mind.
- **And the shift from text to a more visual way of finding information:** We're bringing more visual content to Search and completely redesigning Google Images to help you find information more easily.

# Welcome to the ~~voice~~ conversational search era



Hi, how can I help?

## Meet your Google Assistant.

Ask it questions. Tell it to do things. It's your own personal Google, always ready to help.

who's aleyda Solis

Here's what I found about her

Aleyda Solis  
SEO consultant



Education: [University of Salamanca](#)  
Organization founded: [Orainti](#)



Search

what does Aleyda Solis do

Aleyda Solis / Professions

SEO Professional >

Internet Marketer >



Search

Pictures

College

Education

Where results become answers of a conversation journey supported by the Google assistant

**How can you identify conversational queries to target with your site content?**



**#VOICESEARCH BY @ALEYDA FROM #ORAINI AT #FOS19**

# They are full questions, asked in natural language



Almost 70% of requests to the Google Assistant are expressed in natural language, not the typical keywords people type in a web search.

# People are now using the search assistants as personal advisors

**Conversational**

**First Person**

**Immediate**

# For real



best car  
insurance for me



which dog is  
right for me



what should I  
get for lunch



how often should  
I wash my hair



best haircut  
for me



how many credit  
cards should I have

# Sad but shockingly true

## All keywords

Total volume **37,600** | Average difficulty **11.09%**

<input type="checkbox"/>	Keyword ↕		Volume ↕
<input type="checkbox"/>	how often should you wash your hair	↑↑↑	14,800
<input type="checkbox"/>	how often should i wash my hair	↑↑↑	4,400
<input type="checkbox"/>	how often to wash hair	↑↑↑	1,900
<input type="checkbox"/>	how often should you wash your hair african american	↑↑↑	720
<input type="checkbox"/>	how often should you wash your hair male	↑↑↑	590
<input type="checkbox"/>	how often are you supposed to wash your hair	↑↑↑	480
<input type="checkbox"/>	how often should men wash their hair	↑↑↑	480



what should I  
get for lunch



how often should  
I wash my hair



how many credit  
cards should I have

# Check the assistants' voice commands to identify query patterns to look for

## Search

- Stocks: "OK, Google, how are Alphabet's stocks doing?"
- Words: "OK, Google, what does [word] mean?"
- Spelling: "OK, Google, spell [word]."
- Special events: "OK, Google, when is [event]?" (Easter, for example.)
- People: "OK, Google, who is [person]?"
- Facts: "OK, Google, how tall is [person]?"
- Things: "OK, Google, what is [thing]?"
- Places: "OK, Google, what country is [location] in?"
- Animal sounds: "OK, Google, what does [animal] sound like?"
- Distance: "OK, Google, how far is [business name] from here?"
- Restaurants: "OK, Google, what are the nearest restaurants to me?"
- Businesses: "OK, Google, are there any [business type] around here?"
- Business information: "OK, Google, how late is [business] open?" or "Is [business] open now?"
- Quotes: "OK, Google, give me a quote" or "OK, Google, give me a love quote."
- Medical information: "OK, Google, what is a torn meniscus?"
- Calories: "OK, Google, how many calories are in [food item]?"

## Shopping

- Get voice shopping instructions: "OK, Google, how do I shop?"
- Order items from Google Express: "OK, Google, buy dish soap."
- Reorder a previously purchased item: "OK, Google, reorder Old Spice deodorant."
- Add to shopping list: "OK, Google, add [item] to my shopping list."
- Check shopping list: "OK, Google, what's on my shopping list?"

## Entertainment

- Sports updates: "OK, Google, who is [team] playing next?" or "OK, Google, did the [team] win last night?"
- Sports scores: "OK, Google, what was the score for the last [team] game?"
- Team information: "OK, Google, tell me about [team]."
- Movies: "OK, Google, what movies came out last Friday?"
- Casting for movies: "OK, Google, what actors are in [movie]?"
- Shows by network: "OK, Google, what shows are on [network]?"

## Travel

- Get flight prices to a destination: "OK, Google, how much is a round-trip flight to New York?"
- Get flights with a specific airline: "OK, Google, find me flights with Jet Blue."
- Check on your flights: "OK, Google, when is my next flight?" or "OK, Google, my flights in [month]."

# Most are informational queries, starting with the 6Ws

**What**

**When**

**Who**

**Where**

**Why**

**How**

# Also in Dutch too

Google Home Help

## Antwoorden en informatie krijgen

[Feiten, informatie en meer](#)

### Feiten en informatie

Krijg antwoord op je dagelijkse vragen.

- 'Hoe lang is Barack Obama?'
- 'Wat is de hoofdstad van Mali?'
- 'Hoeveel Oscars heeft Denzel Washington gewonnen?'
- 'Waarom is de lucht blauw?'
- 'Hoe ver weg is de zon?'
- 'Wat is het kleinste land in Europa?'

### Berekeningen

Voer ingewikkelde berekeningen uit.

- 'Wat is 15% van 92?'
- 'Wat is de vijfdemachtswortel van 97?'

**Hoe**

**Wat**

**Waarom**

**Hoeveel**

Go through your existing search queries looking for these initial questions patterns

### Performance

Search type: Web | Date: Last 12 months | Query: +how

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEAR	
Query			Clicks	↓ Impressions	CTR
how to find a coliving			0	220	0%
how does cyberghost work			0	178	0%
how many co			0	151	0%
how to make money while traveling the world			0	144	0%
how does remote year work			0	127	0%
how to get remote jobs in india			6	120	5%
how to find a remote job			0	119	0%

# Performance

Search type: Web | Date: Last 12 months | **Query: +can I** | + NEW | Last updated: 1/27/19

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Query	Clicks	↓ Impressions	CTR	
how can i work in switzerland	0	1	0%	
can i use paypal to send money western union	0	1	0%	
can i use revolut as a bank account	0	1	0%	89
can i use venmo to transfer money to myself	0	1	0%	83
where can i find my revolut iban	0	1	0%	44

Look for first person questions or geo-modifiers

# Expand your top queries with those of your main competitors including these questions patterns

Top 100    Volume  Advanced filters

Organic Search Positions 1 - 100 (605) <sup>1</sup>

	<input type="checkbox"/>	Keyword	Pos. <input type="button" value="v"/>	Diff. <input type="button" value="v"/>	Traffic <input type="button" value="v"/>	Traffic % <input type="button" value="v"/>	Volume <input type="button" value="v"/>	URL
>	<input type="checkbox"/>	wat is only petite	1 + 1	0	23	< 0.01	50	<a href="https://www.zalando...ite/">https://www.zalando...ite/</a> <input type="button" value="L"/>
>	<input type="checkbox"/>	wat is express levering	2 + 2	0	9	< 0.01	70	<a href="https://www.zalando...htm">https://www.zalando...htm</a> <input type="button" value="L"/>
>	<input type="checkbox"/>	wat is tapered fit	6 + 6	0	7	< 0.01	140	<a href="https://www.zalando...ans/">https://www.zalando...ans/</a> <input type="button" value="L"/>
>	<input type="checkbox"/>	wat doe je aan naar sollicitatiegesprek	4 + 4	0	6	< 0.01	90	<a href="https://www.zalando...ips/">https://www.zalando...ips/</a> <input type="button" value="L"/>
>	<input type="checkbox"/>	wat is een duffeltas	4 + 4	0	6	< 0.01	90	<a href="https://www.zalando...bag/">https://www.zalando...bag/</a> <input type="button" value="L"/>
>	<input type="checkbox"/>	wat is een jerseyjurk	2 + 2	0	6	< 0.01	50	<a href="https://www.zalando...urk/">https://www.zalando...urk/</a> <input type="button" value="L"/>
>	<input type="checkbox"/>	wat is een chino broek	10 + 10	0	6	< 0.01	210	<a href="https://www.zalando...nos/">https://www.zalando...nos/</a> <input type="button" value="L"/>

# Look for Google's related keywords and suggestions

Google

valentines day gifts

Volume: 27,000/mo | CPC: \$1.15 | Competition: 0.99

Ad Images Shopping Videos News More Settings Tools

About 188,000,000 results (0.82 seconds)

**Valentine's Day Gifts 2019 | GettingPersonal**  
<https://www.gettingpersonal.co.uk/valentines-day/valentines-day-gifts.htm>  
Valentine's Day Gifts & Personalised Presents - if you need a little inspiration... Valentine's Day, the most romantic time of year... We also have gifts for every type of recipient: for him, for her, boyfriends, girlfriends, husbands and wives.

**50+ Best Valentine's Day Gifts for Her 2019 – Great Gift Ideas for Wife ...**  
[https://www.goodhousekeeping.com/holidays/valentines-day-ideas/\\_/valentines-day-g...](https://www.goodhousekeeping.com/holidays/valentines-day-ideas/_/valentines-day-g...)  
3 days ago - Shop from this list of thoughtful and affordable Valentine's Day gifts for your wife, girlfriend, or significant other.

**Valentine's Day Gifts | notonthehighstreet.com**  
<https://www.notonthehighstreet.com/valentines-day>  
Shop our range of unique Valentine's gift ideas and find everything you need for the most romantic Valentine's Day yet. Find the perfect present today.

**Valentine's Day Gifts For Him & Her | Valentine's Day 2019 - Prezzybox**  
<https://www.prezzybox.com/valentines-day-gifts.aspx>  
Give a cute gift that's as unique as love for Valentine's Day 2019. Show your affections with something romantic and extra special. Finding the perfect Valentine's ...

People also ask

- What is the best gift for Valentines Day?
- What is the best gift for a boyfriend in Valentine?
- What is the best gift for girlfriend in Valentine?
- What should I buy my girlfriend for Valentines Day?

Valentine's Day Gifts 2019 | Valentine's Gift Ideas - Gifts.com

### Related Keywords

Export to CSV

Keyword	Vol	CPC	Comp
valentines day gifts for him	24,000	\$0.81	0.98
valentines day gifts for her	8,300	\$1.57	0.96
valentine day gifts for girlfriend	6,600	\$0.48	1
creative valentines day gifts for boyfriend	4,100	\$0.27	0.91
best valentine gift for girlfriend	3,600	\$0.69	0.92
valentines day gifts for husband	1,230	\$0.24	0.96
cheap valentines day gifts for him	720	\$0.17	0.32
valentines day gifts list	260	\$0.42	0.81

SEO Mission - built for SEO Experts  
Now supports Chrome & Firefox

### People Also Search For

Export to CSV

Keyword	Vol	CPC	Comp
valentines mens gift	49,500	\$0.74	0.99
valentines day gifts for him	24,000	\$0.81	0.96
valentines day presents for him	9,900	\$0.90	0.97
valentine gifts for girlfriend	9,900	\$0.47	0.99
valentine day gifts for girlfriend	6,600	\$0.48	1
best valentine gift for girlfriend	3,600	\$0.69	0.92
personalized valentine gifts	2,900	\$1.55	0.93

KEYWORDS EVERYWHERE

Google | jeans | Netherlands | 200 / 200 queries left

Overview

Questions

- KEYWORD IDEAS
- All keyword ideas
- Phrase match
- Having same terms
- Also rank for
- Search suggestions
- Newly discovered

Questions

- TRAFFIC SHARE
- By domains
- By pages

KEYWORDS LISTS

KD Volume Word count SERP features Include Exclude More filters

397 keywords

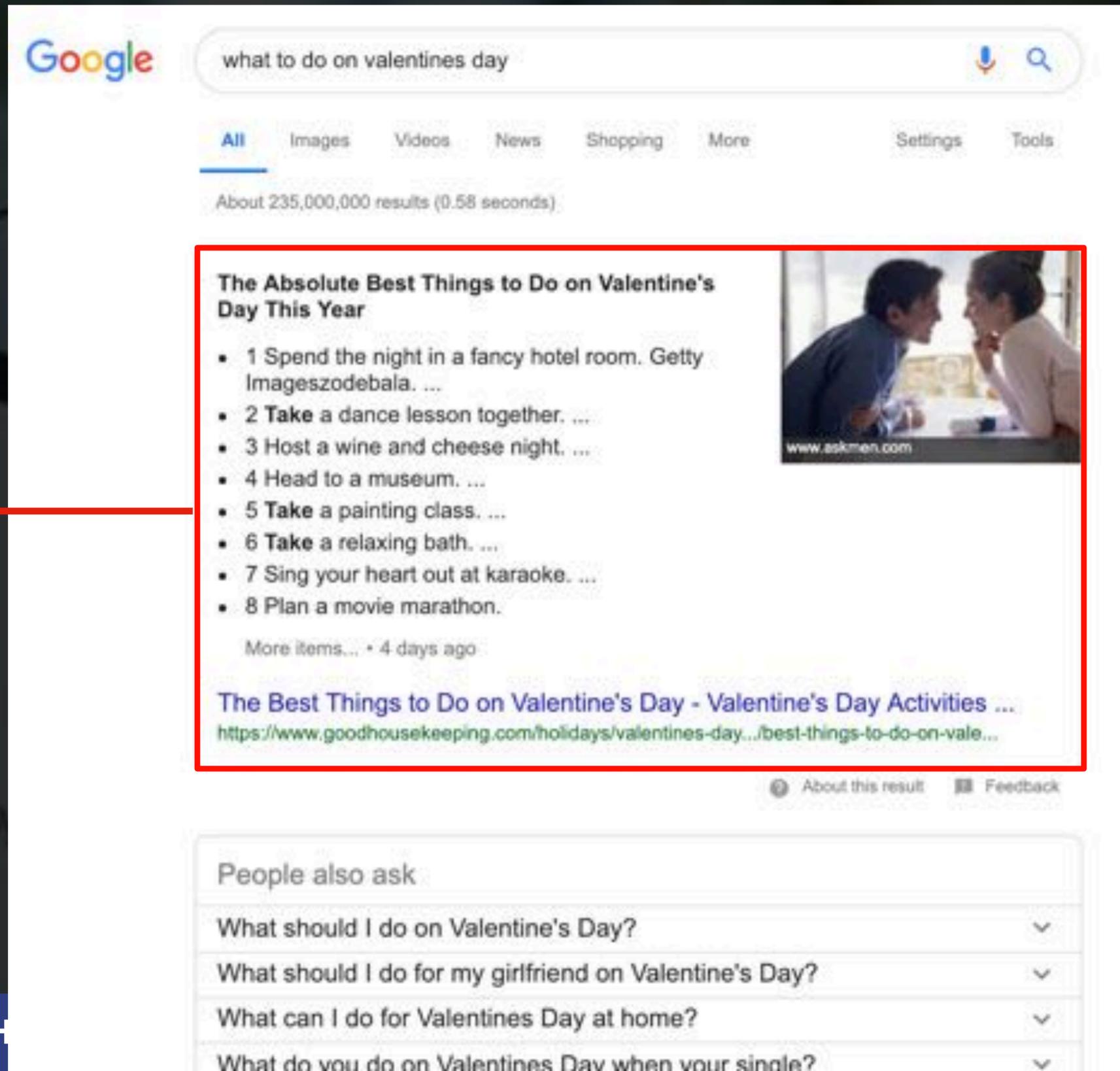
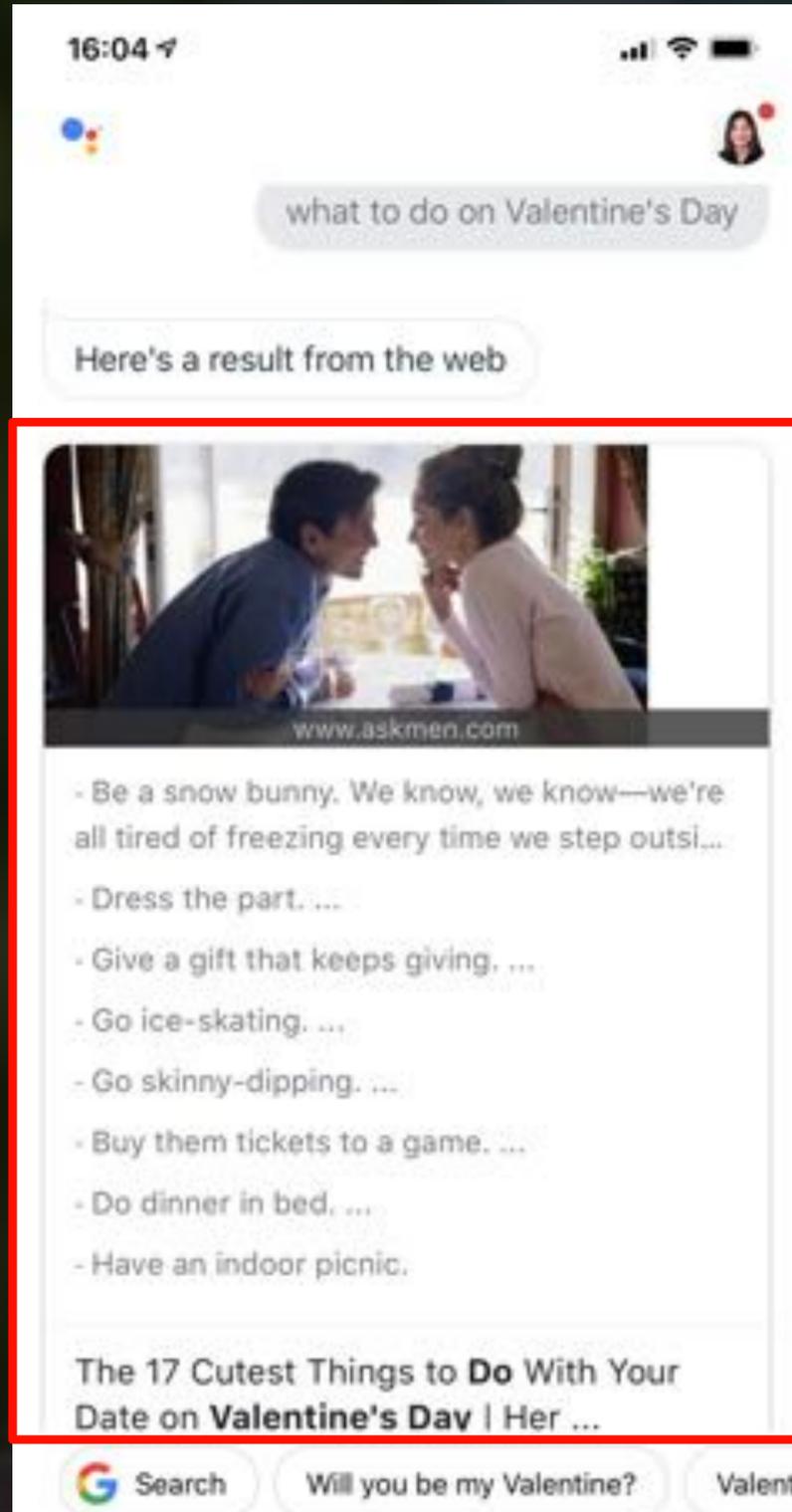
Keyword	KD	Volume
+ welke maat jeans heb ik	0	300
+ wat is slim fit jeans	0	150
+ welke jeans bij welk figuur man	0	60
+ wat is een cropped jeans	0	60
+ push up jeans waar te koop	0	40
+ toxik3 jeans waar te koop	0	40
+ jeans maat 34 welke confectiemaat	0	40

Do a keyword research focused on questions based on all of these to identify opportunities

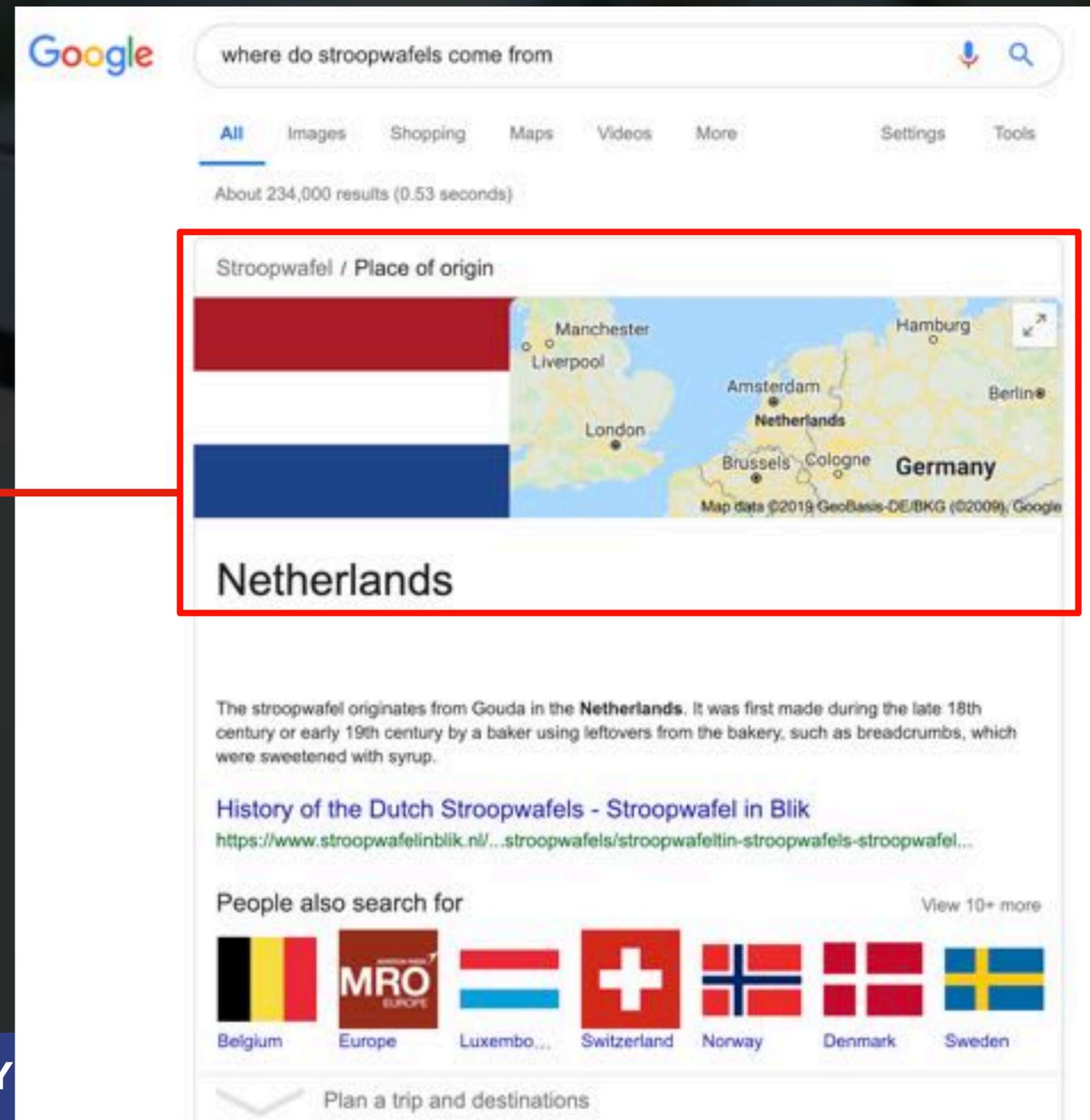
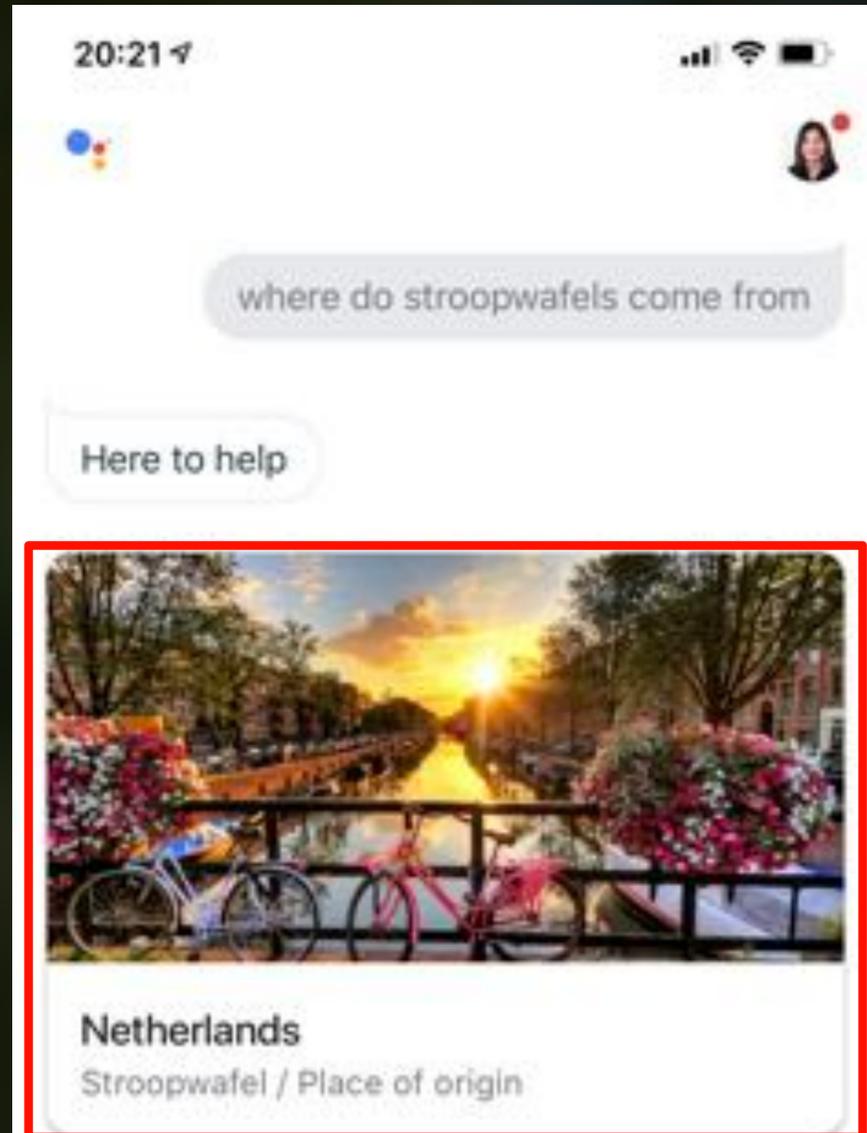
**How can you optimize for these conversational queries with your site content?**



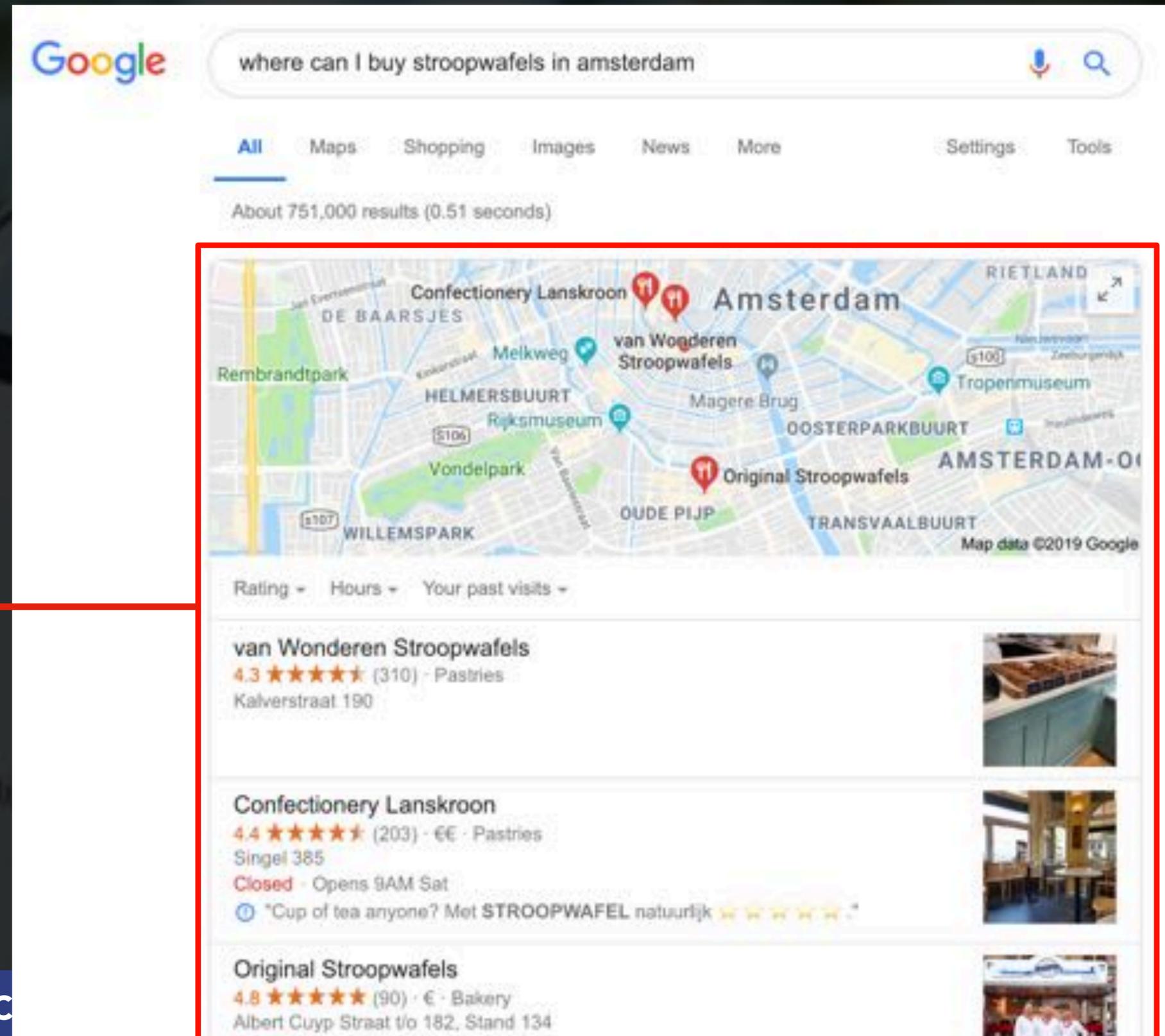
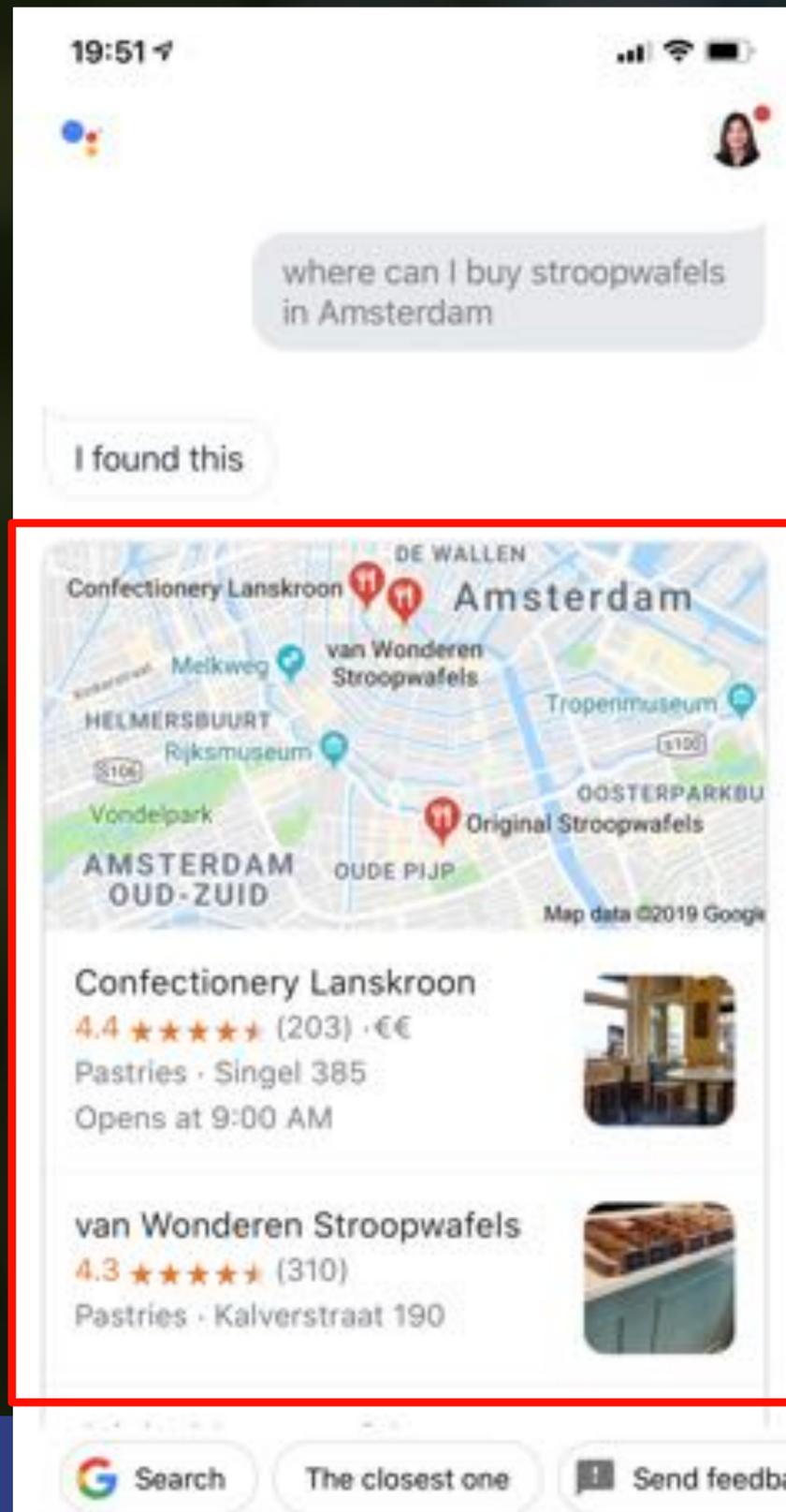
# It's about becoming the 1st search ~~result~~ answer



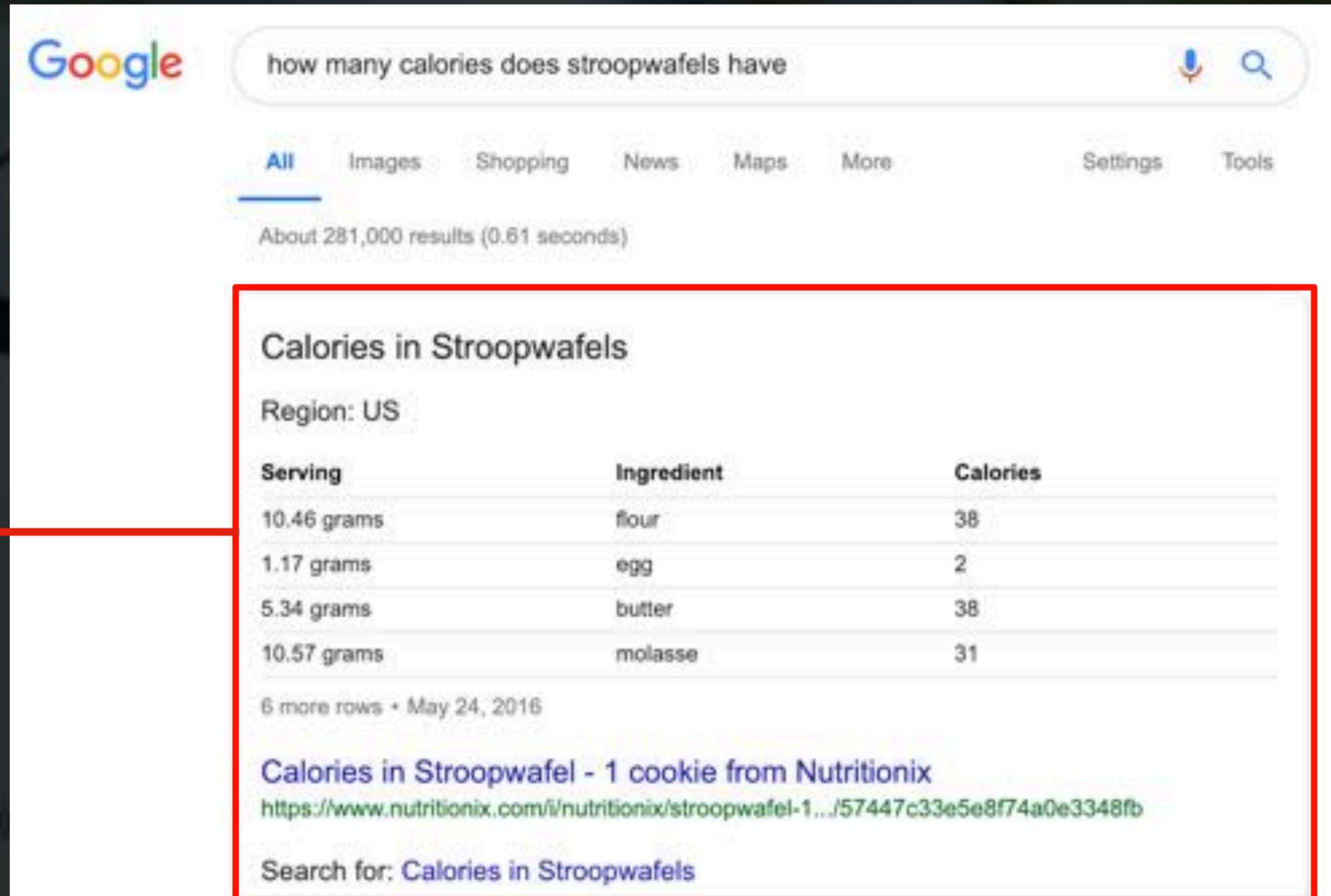
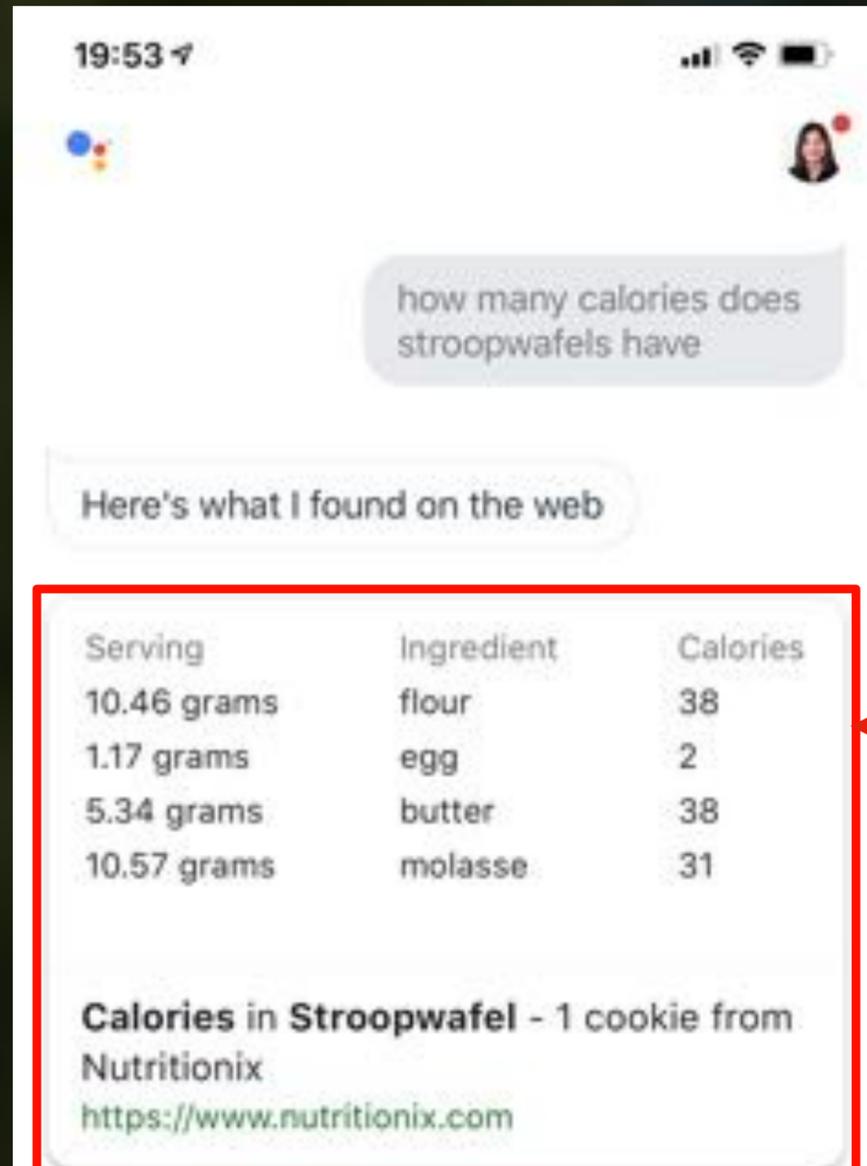
# For factual questions, these are usually “answer boxes” powered by the knowledge graph...



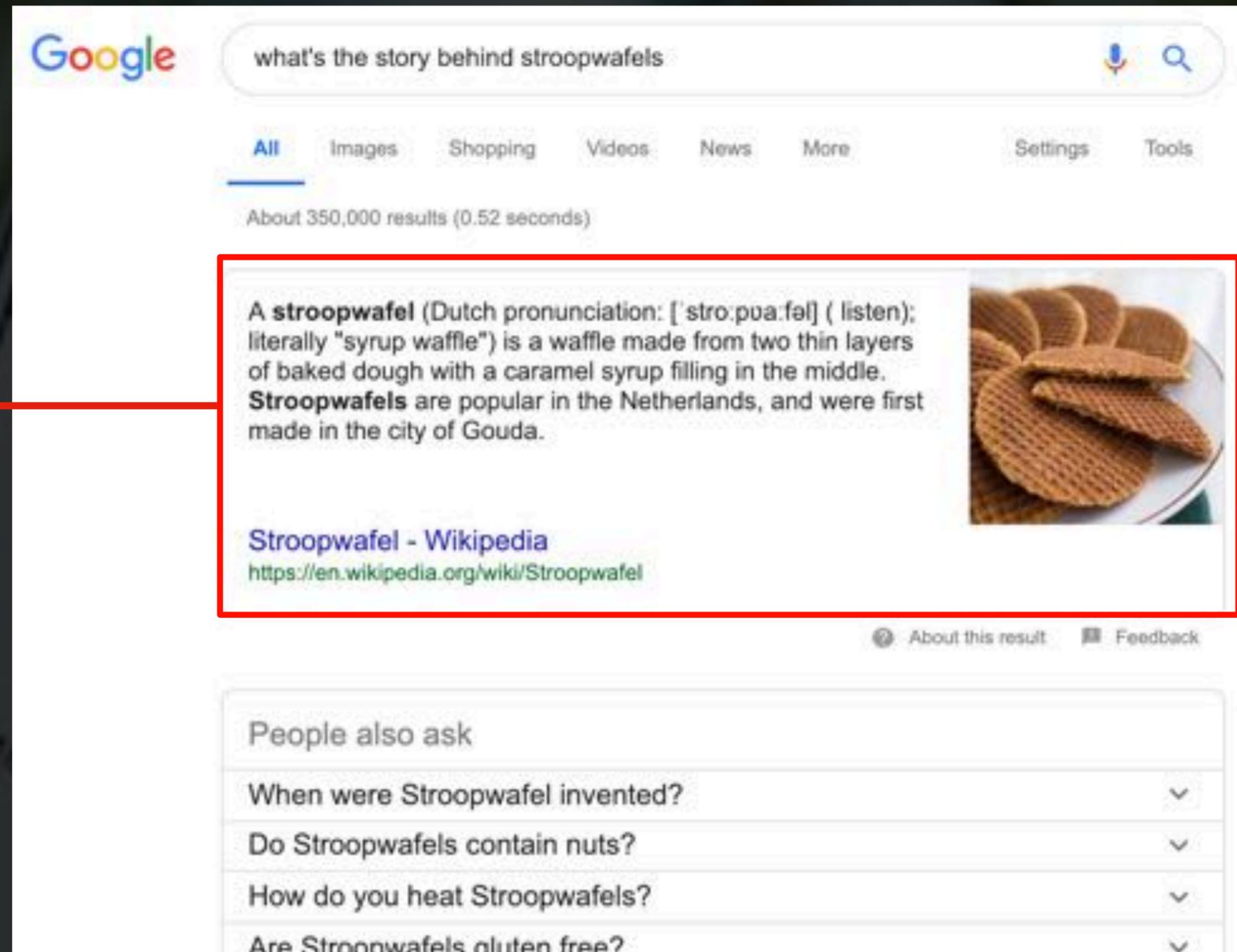
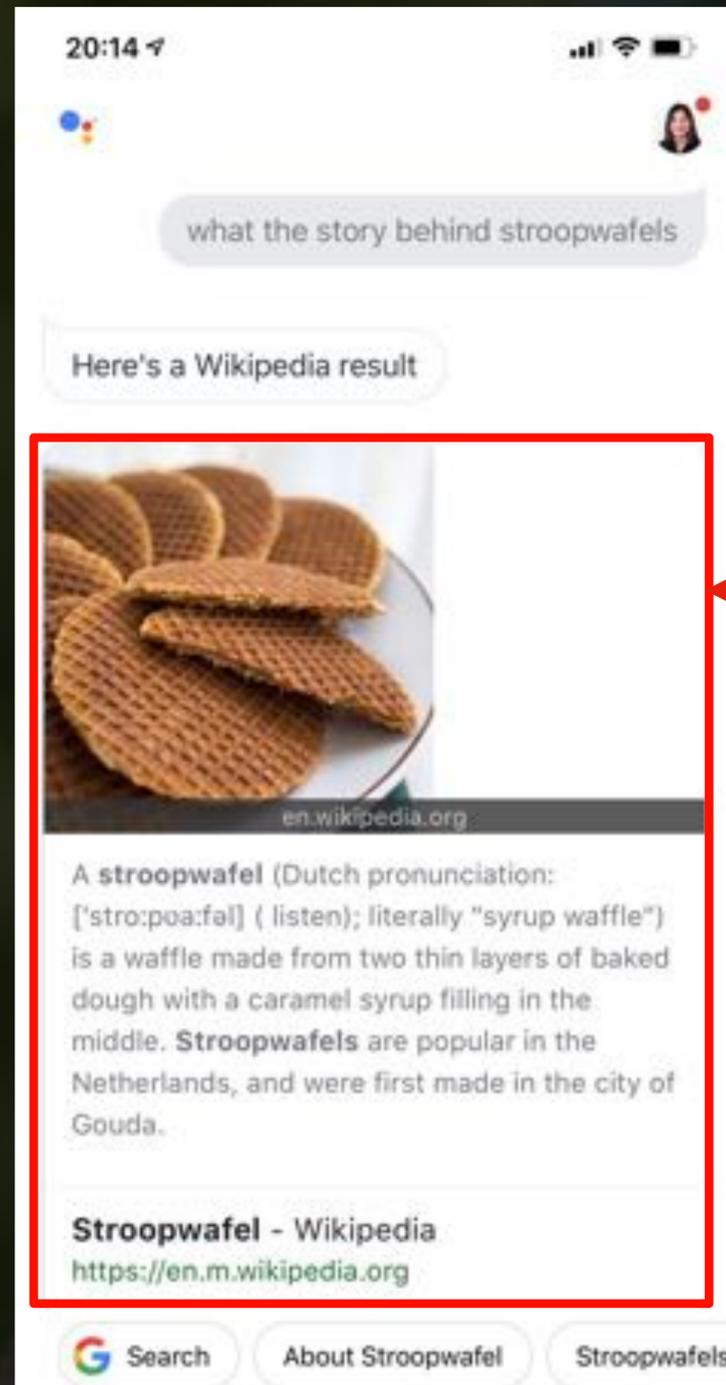
# ...or results from Google's own services



# Featured snippets are then shown for more complex questions, which are also usually used by the assistant



**"40.7% of all voice search answers came from a Featured Snippet."**



# Questions, prepositions, and comparisons dominate featured snippet results

**Questions**  
52.57%

**Prepositions**  
33.65%

**Comparisons**  
28.64%

# These are usually targeted by FAQ, guides, resources addressing informational queries in the customer journey

Google search results for "jeans maat 34 welke confectie maat". The snippet from "de spijkerbroek.nl" is highlighted with a red box. Below the snippet are other search results.

Inch Maat	Confectie maat Dames	Confectie maat Heren
34	42	50
36	44	52
38	46	54
40	48	56

18 more rows

[Meet uw Maat - VoF de Spijkerbroek](https://www.despijkerbroek.nl/meet-uw-maat)

[Jeans maten omrekenen voor Dames & Heren | Maatmeten.nl](https://maatmeten.nl/jeans/)

[Maatadvies en tabellen - Big L](https://www.bigl.nl/maatadvies-en-tabellen)

Website screenshot from "de spijkerbroek.nl" showing a "Meet uw Maat in Jeans" guide. The page includes a search bar, navigation menu, and a table for converting inch measurements to Dutch confectie maat for both men and women. A red box highlights the table, and a red arrow points from the Google search snippet to this table.

Inch Maat	Confectie maat Dames	Confectie maat Heren
27	34	42
28		
29	36	44
30		
31	38	46
32	40	48
33		

# They need to be already ranking well



## FEATURED SNIPPET POSITION BREAKDOWN

<b>1</b>	43.23%	<b>6</b>	2.15%
<b>2</b>	21.58%	<b>7</b>	1.37%
<b>3</b>	13.95%	<b>8</b>	0.88%
<b>4</b>	9.12%	<b>9</b>	0.64%
<b>5</b>	6.15%	<b>10</b>	0.38%

# The content should be organized in paragraphs, lists or tables of certain length based on their type



PARAGRAPH	Words	Characters
Average	44	297
Maximum	108	691


LIST	Items	Words per Item
Average	5	6
Maximum	8	52

**It should be well structured, easy to read content, featured in a secure, mobile friendly page**



### ANATOMY OF A (MOBILE) FEATURED SNIPPET HUB

<b>1</b> 83% of URLs are Secure (HTTPS)	<b>6</b> Avg. images with alt text 12
<b>2</b> Avg. 22 Headers and Subheaders	<b>7</b> Avg. external link 33
<b>3</b> Avg Word Count 2,260	<b>8</b> Median Social Shares 139
<b>4</b> Avg Paragraph Length 38 Words	<b>9</b> Avg. Google Mobile Friendly Score 95/100
<b>5</b> Write at a 7th Grade Level	<b>10</b> Avg. Google Mobile Usability Score 95/100

# Take also into consideration the criteria used by the Google Assistant to evaluate speech results quality

## Evaluation of Speech for the Google Assistant

Thursday, December 21, 2017

But spoken responses are very different from display results, as what's on screen needs to be translated into useful speech. Furthermore, the contents of the voice response are sometimes sourced from the web, and in those cases it's important to provide the user with a link to the original source. While users looking at their mobile device can click through to read the original web page, an eyes free solution presents unique challenges. In order to generate the optimal audio response, we use a combination of explicit linguistic knowledge and deep learning solutions that allow us to keep answers grammatical, fluent and concise.

# It's about information satisfaction but also length, formulation and potential elocution of your content

How do we ensure that we consistently meet user expectations on quality, across all answer types and languages? One of the tools we use to measure that are human evaluations. In these, we ask raters to make sure that answers are satisfactory across several dimensions:

- **Information Satisfaction:** the content of the answer should meet the information needs of the user.
- **Length:** when a displayed answer is too long, users can quickly scan it visually and locate the relevant information. For voice answers, that is not possible. It is much more important to ensure that we provide a helpful amount of information, hopefully not too much or too little. Some of [our previous work](#) is currently in use for identifying the most relevant fragments of answers.
- **Formulation:** it is much easier to understand a badly formulated written answer than an ungrammatical spoken answer, so more care has to be placed in ensuring grammatical correctness.
- **Elocution:** spoken answers must have proper pronunciation and prosody. Improvements in text-to-speech generation, such as [WaveNet](#) and [Tacotron 2](#), are quickly reducing the gap with human performance.

“usefulness of the response, and for audio responses, the quality of the speech”

Query	Spoken Response	Rating	Discussion
[beethoven pathetic sonata]	Playing Beethoven's pathetic sonata	Length= <b>OK</b> Formulation= <b>Good</b> Elocution= <b>Good</b>	The response is well-formed with no issues.
[how far is alpha centauri from the sun]	Alpha Centauri is 4.367 light years from earth.	Length= <b>OK</b> Formulation= <b>Good</b> Elocution= <b>Good</b>	The response is well-formed with no issues.
[where did einstein go to college]	On the website example.com, they say: Joseph Einstein is expected to attend Harvard in Fall 2017.	Length= <b>OK</b> Formulation= <b>Good</b> Elocution= <b>Good</b>	The response is incorrect, since the question is likely asking about Albert Einstein, but the spoken response is concise and has no obvious errors. All three factors are ok.
[is a pregnancy test accurate]	On the website example.com, they say: However, recent research indicates that if a woman has missed a period, then many home pregnancy tests are not sensitive enough and cannot diagnose pregnancy.	Length= <b>A bit long</b> Formulation= <b>Moderate</b> Elocution= <b>Good</b>	The formulation of the response has a minor problem, in that it has an erroneous leading phrase "however". Length is a bit long as the response could have been more concise.

# Use also the speakable structured data property to specify your "speech friendly" content

## Speakable (BETA)



★ This feature is in beta and subject to change. We are currently developing this feature and you may see changes in requirements or guidelines.

The `speakable` [schema.org](https://schema.org) property identifies sections within an article or webpage that are best suited for audio playback using text-to-speech (TTS). Adding markup allows search engines and other applications to identify content to read aloud on Google Assistant-enabled devices using TTS. Webpages with `speakable` structured data can use the Google Assistant to distribute the content through new channels and reach a wider base of users.

The Google Assistant uses `speakable` structured data to answer topical news queries on smart speaker devices. When users ask for news about a specific topic, the Google Assistant returns up to three articles from around the web and supports audio playback using TTS for sections in the article with `speakable` structured data. When the Google Assistant reads aloud a `speakable` section, it attributes the source and sends the full article URL to the user's mobile device through the Google Assistant app.

For more information about what content can be eligible for `speakable` structured data for the Google Assistant, see [Eligibility](#).

## Structured data type definitions

`Speakable` is used by the `Article` or `Webpage` object. The full definition of `speakable` is available at [schema.org/speakable](https://schema.org/speakable). You must include the required properties for your content to be eligible for this feature.

The `speakable` property can be repeated an arbitrary number of times, with two kinds of possible `content-locator` values: CSS selectors and xPaths. Use one of the following properties:

### Required properties

`cssSelector`

Text

Addresses content in the annotated pages (such as class attribute). Use either `cssSelector` or `xPath`; don't use both. For example:

```
["headline", "summary"]
```

`xPath`

Text

Addresses content using xPaths (assuming an XML view of the content). Use either `cssSelector` or `xPath`; don't use both. For example:

```
/html/head/title
```



## Technical guidelines

Follow these guidelines when implementing `speakable` markup for Google Assistant.

- Don't add `speakable` structured data to content that may sound confusing in voice-only and voice-forward situations, like datelines (location where the story was reported), photo captions, or source attributions.
- Rather than highlighting an entire article with `speakable` structured data, focus on key points. This allows listeners to get an idea of the

## Content guidelines

Follow these guidelines when writing

- Content indicated by `speakable` structured data should have concise headlines and/or summaries that provide users with comprehensible and useful information.
- If you include the top of the story in `speakable` structured data, we suggest that you rewrite the top of the story to break up information into individual sentences so that it reads more clearly for TTS.
- For optimal audio user experiences, we recommend around 20-30 seconds of content per section of `speakable` structured data, or roughly two to three sentences.

**Even if you're not a US news site eligible to appear in news results it provides criteria to follow to be "speech ready"**

The goal is to be shown like this



# Use the previous criteria to optimize content to be concise & well structured, using headings and images

Google goede laptop voor school

Alle Shopping Afbeeldingen Video's Nieuws Meer Instellingen Tools

Ongeveer 5.000.000 resultaten (0,45 seconden)

**Goed rapportcijfer! Dit zijn de 5 beste school laptops**

- Acer 15 CB3-532-C968. Natuurlijk een Chromebook op 1! ...
- Asus R540SA-DM610T. ...
- HP 14-bp070nd. ...
- Lenovo IdeaPad 110-15ISK 80UD0164MH. ...
- Apple MacBook Air 13 inch (2017)



25 sep. 2017

School is cool! Mits je de beste school laptop hebt | Tech Magazine  
<https://tech.bol.com/be/article/school-is-cool-mits-je-de-beste-school-laptop-hebt>

Over dit resultaat Feedback

Welke studenten laptop is het beste voor jou? - Coolblue - Voor 23.59 ...  
<https://www.coolblue.nl> ... Laptops > Studenten laptops  
★★★★★ Beoordeling: 9,3/10 - 41.917 reviews  
4 dagen geleden - De vraag is alleen welke laptop het beste bij jou, je studie en je budget past. Wij helpen je kiezen. ... past bij mijn studie? Apple Back-to-School ...

Kies de beste laptop voor school of studie: 5 bikkelharde tips  
<https://nl.hardware.info/> ... Kies-de-beste-laptop-voor-school-of-studie-5-bikkelharde...  
31 aug. 2017 - Blijven de kleuren goed, dan heb je een laptop met IPS-scherm: dat is wat je voor studie en school moet hebben. Slimme tip: een mat scherm is ...

School is cool! Mits je de beste school laptop hebt | Tech Magazine  
<https://tech.bol.com/be/article/school-is-cool-mits-je-de-beste-school-laptop-hebt>  
25 sep. 2017 - Lerend Nederland duikt binnenkort weer de schoolbanken in! Een laptop is tegenwoordig in het onderwijs net zo onmisbaar als een docent.

Getest: dit zijn de vijf beste laptops voor studenten | Multimedia | iHLN ...  
<https://www.hln.be> > iHLN > Multimedia

https://tech.bol.com/be/article/s... 67%

## Goed rapportcijfer! Dit zijn de 5 beste school laptops

1.  **Acer 15 CB3-532-C968**  
Natuurlijk een Chromebook op 1! Deze Acer heeft een voortreffelijke prijs-specificatieverhouding.  
[Bekijk op bol.com](#)

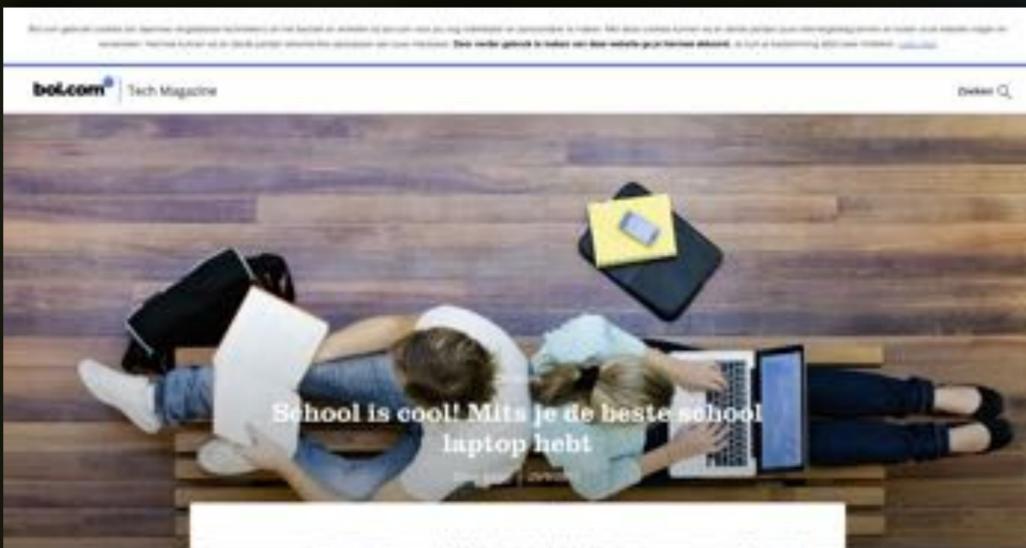
 **Asus R540SA-DM610T**  
Voor de prijs van een Chromebook is het bijna ongelooflijk dat je zo'n fraaie 15,6 inch allrounder met 4 GB RAM en razend snelle

Inspector Console Debugger Style Editor Performance Memory Network Storage Accessibility

```
<h3 class="module-toplist-title">
  Goed rapportcijfer! Dit zijn de 5 beste school laptops
</h3>
<p class="module-toplist-subtitle">—</p>
<div class="module-toplist-list">
  <div class="module-toplist-item">
    <p class="module-toplist-index" style="background-color: #f6f3ed">1</p>
    <div class="module-toplist-image">
      <div class="lazy-wrapper" style="background: rgba(0, 0, 0, 0) none repeat scroll 0% 0%;">
        
      </div>
    </div>
    <div class="module-toplist-description">
      <h4 class="module-toplist-heading">Acer 15 CB3-532-C968</h4>
      <p class="module-toplist-text">—</p>
    </div>
  </div>
  <div class="module-toplist-item">
    <p class="module-toplist-index">2</p>
    <div class="module-toplist-image">
      <div class="lazy-wrapper" style="background: rgba(0, 0, 0, 0) none repeat scroll 0% 0%;">
        
      </div>
    </div>
    <div class="module-toplist-description">
      <h4 class="module-toplist-heading">Asus R540SA-DM610T</h4>
      <p class="module-toplist-text">—</p>
    </div>
  </div>
  <div class="module-toplist-item">
    <p class="module-toplist-index">3</p>
    <div class="module-toplist-image">
      <div class="lazy-wrapper" style="background: rgba(0, 0, 0, 0) none repeat scroll 0% 0%;">
        
      </div>
    </div>
    <div class="module-toplist-description">
      <h4 class="module-toplist-heading">HP 14-bp070nd</h4>
      <p class="module-toplist-text">—</p>
    </div>
  </div>
  <div class="module-toplist-item">
    <p class="module-toplist-index">4</p>
    <div class="module-toplist-image">
      <div class="lazy-wrapper" style="background: rgba(0, 0, 0, 0) none repeat scroll 0% 0%;">
        
      </div>
    </div>
    <div class="module-toplist-description">
      <h4 class="module-toplist-heading">Lenovo IdeaPad 110-15ISK 80UD0164MH</h4>
      <p class="module-toplist-text">—</p>
    </div>
  </div>
  <div class="module-toplist-item">
    <p class="module-toplist-index">5</p>
    <div class="module-toplist-image">
      <div class="lazy-wrapper" style="background: rgba(0, 0, 0, 0) none repeat scroll 0% 0%;">
        
      </div>
    </div>
    <div class="module-toplist-description">
      <h4 class="module-toplist-heading">Apple MacBook Air 13 inch (2017)</h4>
      <p class="module-toplist-text">—</p>
    </div>
  </div>
</div>
```



# Google selects the best structured & concise content of the page that specifically answers the query



**L**erend Nederland duikt binnenkort weer de schoolbanken in! Een laptop is tegenwoordig in het onderwijs net zo onmisbaar als een docent. Maar ga je voor een compacte Chromebook? Of een prijzige ultrabook waarvoor je je spaarvarken moet stukslaan? Tech Magazine gaat op zoek naar de beste laptop. We maken het rapport op en presenteren een top 5.

## Word jij een Chromebookenwurm?

Een onderzoek naar de beste school laptop moet beginnen met Chromebooks. Een Chromebook is betaalbaar - al snel honderden euro's goedkoper dan een normale laptop. Hij is doorgaans compact en licht, je hoeft er geen software zoals Windows en Office voor te kopen. Druk je op de aan-knop, dan is je na een paar seconden al opgestart. De cloud is het uitgangspunt en dus werk je ook makkelijk op een pc op school of bij je ouders. En de avon gaat de hele schooldag mee. Zijn Chromebook klaar als een favoriet, rustaar?

## Chromebook: boekje open

Of een Chromebook voor jou een gouden greep is, ligt er nogal aan. Zijn laptop heeft als besturingssysteem de Google browser Chrome OS. Je gebruikt geen reguliere software, maar doet alles met de browser en Chrome- of Android-apps. Surfen, e-mailen, foto's bewerken, tekenen, gamen, noem maar op: voor alle taken is er wel een app of site. Maar bijvoorbeeld Windows-games of zwaardere foto- en videobewerkingssoftware kun je niet op je Chromebook draaien.

## Harde schijf versus cloud

Let er verder goed op dat een Chromebook relatief (over) weinig harde schijfruimte heeft, bijvoorbeeld 16 of 32 GB. Maar goed: je zit vooral vanuit de cloud werken. En daarvoor krijg je een jaar lang 100 GB Google Drive-opslag gratis. Geschikte Chromebooks voor scholieren en studenten zijn bijvoorbeeld de Acer C720-512-C966 en de Asus C200SA-D1900.



## Keurige allround machientjes

Stel nu dat je naar school gaat of studeert en méér wilt dan een Chromebook. En laten we er gemakshalve vanuit gaan dat je budget, net zoals bij de meeste scholieren en studenten, beperkt is. Voor 300 tot 500 euro kun je een prima school laptop kopen. Neem bijvoorbeeld de Asus RS405A-DM610T, HP 14-bp070nd of Lenovo IdeaPad 110-15ISK 80UD0164MH. Dat zijn geen briesende werkpaarden met ronkende processoren en vlamvende video's. Maar keurige allround machientjes om allerlei taken soepel in te koppen. Denk aan een 128 GB harde schijf, 4 GB RAM en een 1,6 GHz processor.

## Ultrabook voor ultraprestaties

Een ultrabook is zo'n beetje het tegenovergestelde van een Chromebook. Het zijn notebooks met premium specificaties. Maar dan zeer compact, licht en met een zeer lange batterijduur. Ideaal dus voor in de schoolbanken of op reis. Voor heftig gamewerk, zware videobewerking of uiterm multitasken draait 'ie zijn hand niet om. Je raadt het al: daar hangt wel een stevig prijskaartje aan. Mooie exemplaren voor scholieren en studenten zijn bijvoorbeeld de Microsoft Surface Book, Asus ZenBook-serie en Apple MacBook Air 13 inch (2017).

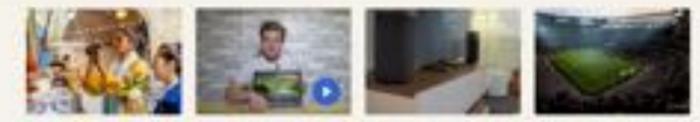
## Goed rapportcijfer! Dit zijn de 5 beste school laptops

-  **Acer 15 CB3-510-C966**  
Natuurlijk een Chromebook op 't Dons kan best een voorkeurskeuze zijn voor de school. [Bekijk de laptop](#)
-  **Asus RS405A-DM610T**  
Wie de prijs van een Chromebook is het type mogelijk dat je wilt. Maar 15,6 inch scherm met 4 GB RAM en 128 GB harde schijf. [Bekijk de laptop](#)
-  **HP 14-bp070nd**  
Mogelijk het meest populaire, met de voorkeur dat je niet wilt op 15 inch scherm. [Bekijk de laptop](#)
-  **Lenovo IdeaPad 110-15ISK 80UD0164MH**  
Met specificaties als 4 GB RAM, 128 GB harde schijf en een 2,5 GHz Intel Core i5 processor is dit een redelijk school laptop. Maar dan voor een budgetprijs van. [Bekijk de laptop](#)
-  **Apple MacBook Air 13 inch (2017)**  
Als Chromebook is het mogelijk en compact, maar met premium specificaties en prestaties. Maar een MacBook is tevens een beetje prijzig. [Bekijk de laptop](#)

Meer: De laptop, Computer, Laptop, Accessoires, Backschool, Chromebook, Ultrabook

Door:  **Emiel**

Deel dit artikel: 



**Clayton** leg de stad vast met de jure camera  
**Teddy** best de Air Chromebook E13  
**Terrence** Een tijdje achter de schermen van Philips Gilson Vrouwenclub...  
**Arwen** Release FRA 18-29 september

< 1 2 >

Het Nederlandse Mjöltnir komt met een backpack die al jouw gear stijlvol beschermt. Wat er ook gebeurt!

# Check which of your identified queries trigger featured snippets already to prioritize & optimize their content

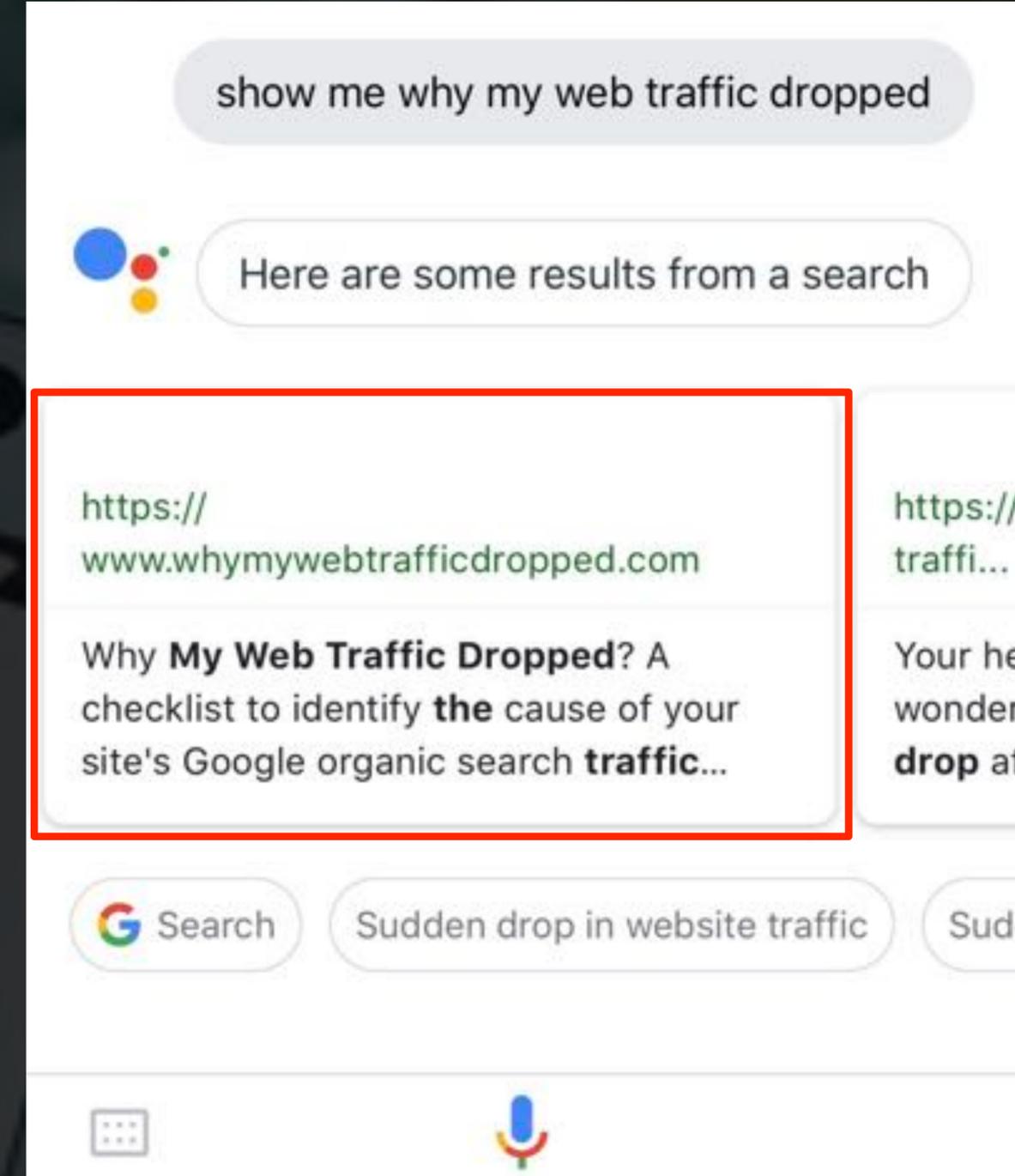
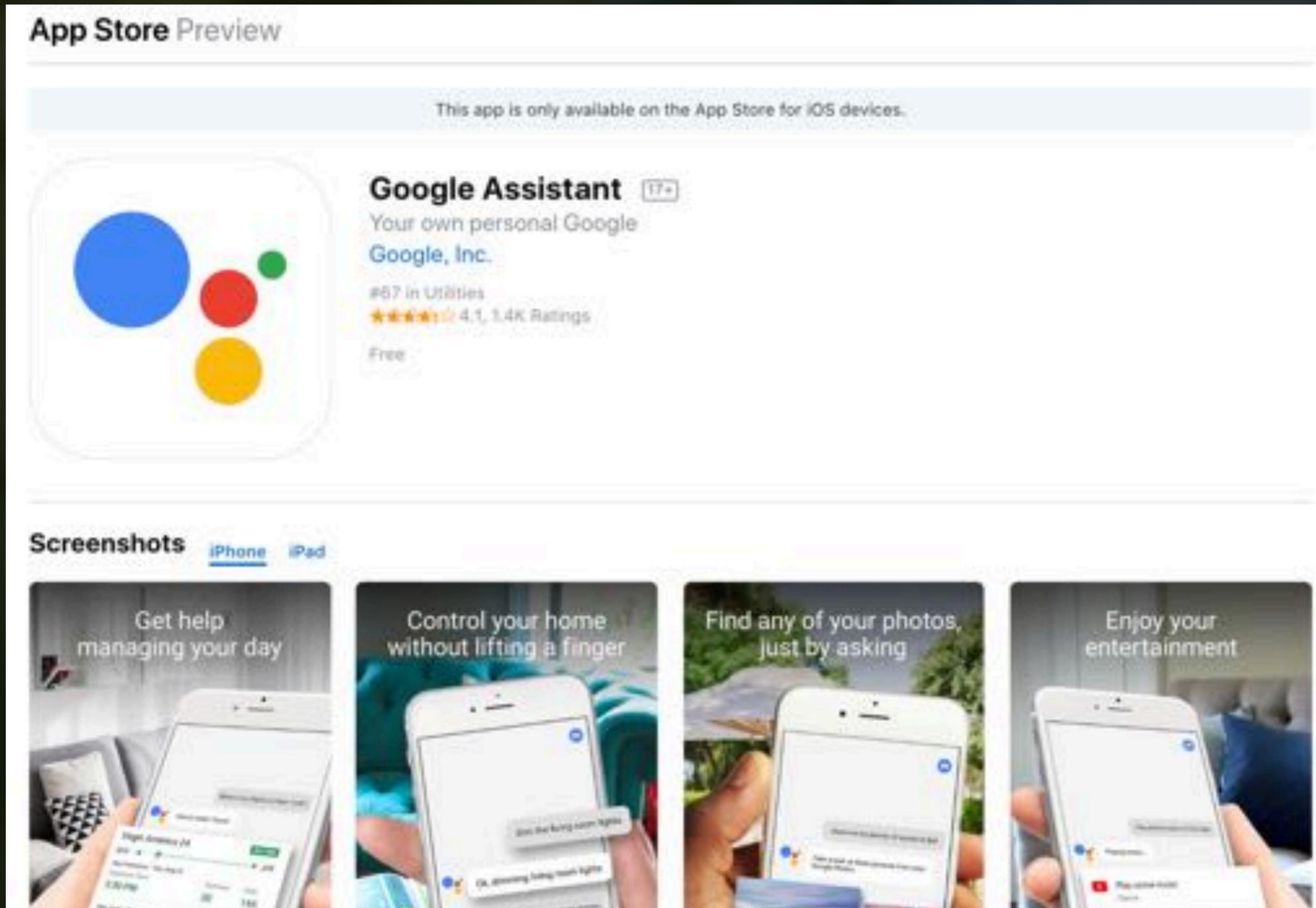
The screenshot shows the Ahrefs Keywords Explorer interface for the keyword 'jeans' in the Netherlands. A red box highlights the filter 'SERP features: Include Featured snippet'. The table below lists 73 keywords with various metrics.

Keyword	KD	Volume	Clicks	CPC	CPS	RR	SF	Parent topic
+ jeans maten	0	600	524	\$0.80	0.85	1.13	0	jeans maten
+ top 10 kledingwinkels mannen	11	400	248	N/A	0.65	1.05	0	herenmode amsterdam
+ de wit schijndel koopzondag	0	350	314	\$0.06	0.85	1.20	0	openingstijden
+ spijkerbroek merken	12	350	240	\$0.30	0.65	1.11	0	merk spijkerbroeken
+ jeans merken	4	300	270	\$0.45	0.92	1.19	0	jeans merken
+ maattabel jeans	0	300	219	\$1.40	0.75	1.23	0	jeans maten
+ jeans maat	0	300	318	\$0.35	1.15	1.08	0	jeans maten
+ webshops kleding	15	250	270	N/A	1.18	1.08	0	populaire kleding webshops
+ jeans maattabel	0	200	144	\$0.60	0.76	1.13	0	jeans maten
+ prijs modonalds	1	200	183	\$0.00	0.82	1.15	0	modonalds prijzen
+ jeans maten heren	0	200	173	\$0.40	0.87	1.09	0	jeans maat

# You can monitor if your site and competitors are already shown in them, their type, for which query and page

T...	Keyword	URL	Search Volume	Competition	Trend	CPC
	horloge merken	<a href="http://www.bol.com/nl/m/merken-horloges/">www.bol.com/nl/m/merken-horloges/</a>				0,50 €
	roman top 10	<a href="http://www.bol.com/nl/t/top-10-literatuur-romans/N/24410/">www.bol.com/nl/t/top-10-literatuur-romans/N/24410/</a>				0,10 €
	sieraden merken	<a href="http://www.bol.com/nl/m/merken-sieraden/">www.bol.com/nl/m/merken-sieraden/</a>				0,50 €
	top 10 romans	<a href="http://www.bol.com/nl/t/top-10-literatuur-romans/N/24410/">www.bol.com/nl/t/top-10-literatuur-romans/N/24410/</a>				0,10 €
	goedkope mini pc	<a href="http://www.bol.com/nl/l/mini-pc-s/N/10455+4278456023/">www.bol.com/nl/l/mini-pc-s/N/10455+4278456023/</a>				0,70 €
	grieks kookboek	<a href="http://www.bol.com/nl/l/nederlandstalige-griekse-kookboeken/N/">www.bol.com/nl/l/nederlandstalige-griekse-kookboeken/N/...</a>				0,30 €
	merken tassen	<a href="http://www.bol.com/nl/m/merken-tassen/">www.bol.com/nl/m/merken-tassen/</a>				0,50 €

# Check if these are featured in the Google's Assistant results through the mobile app too

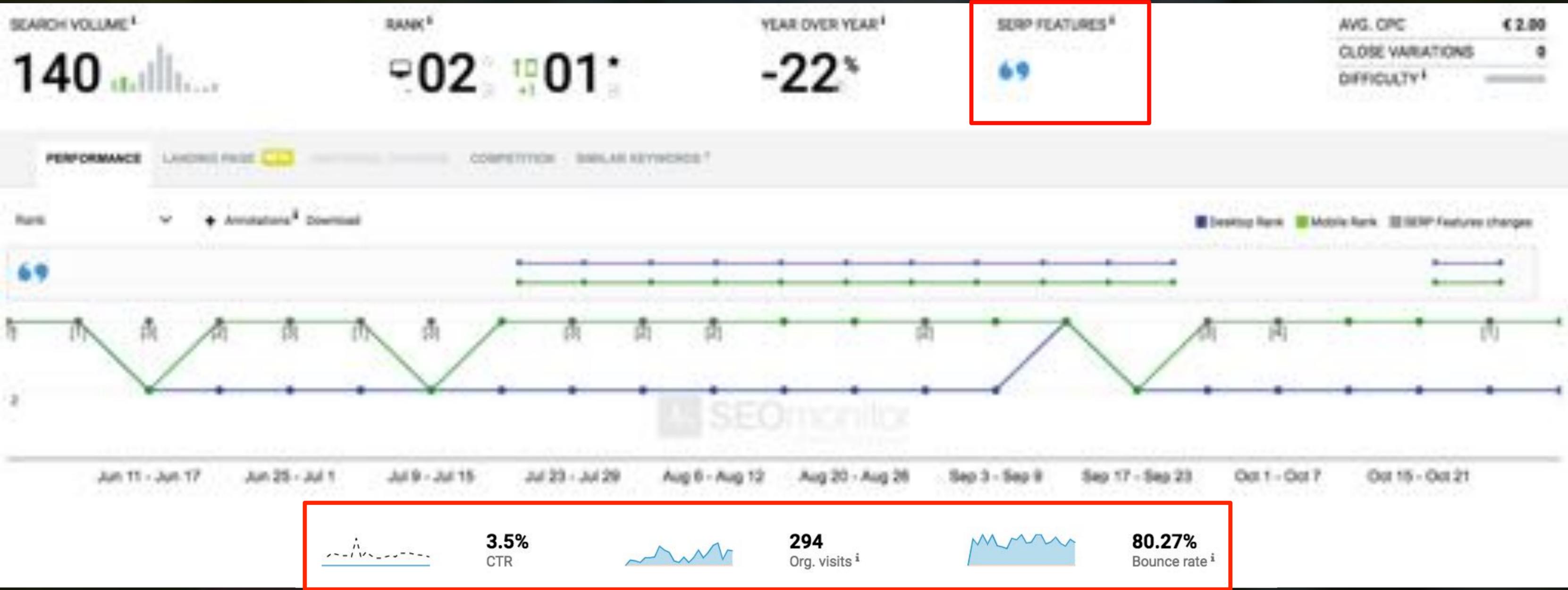


18 keywords with 2 close variations ( 2 tanks)

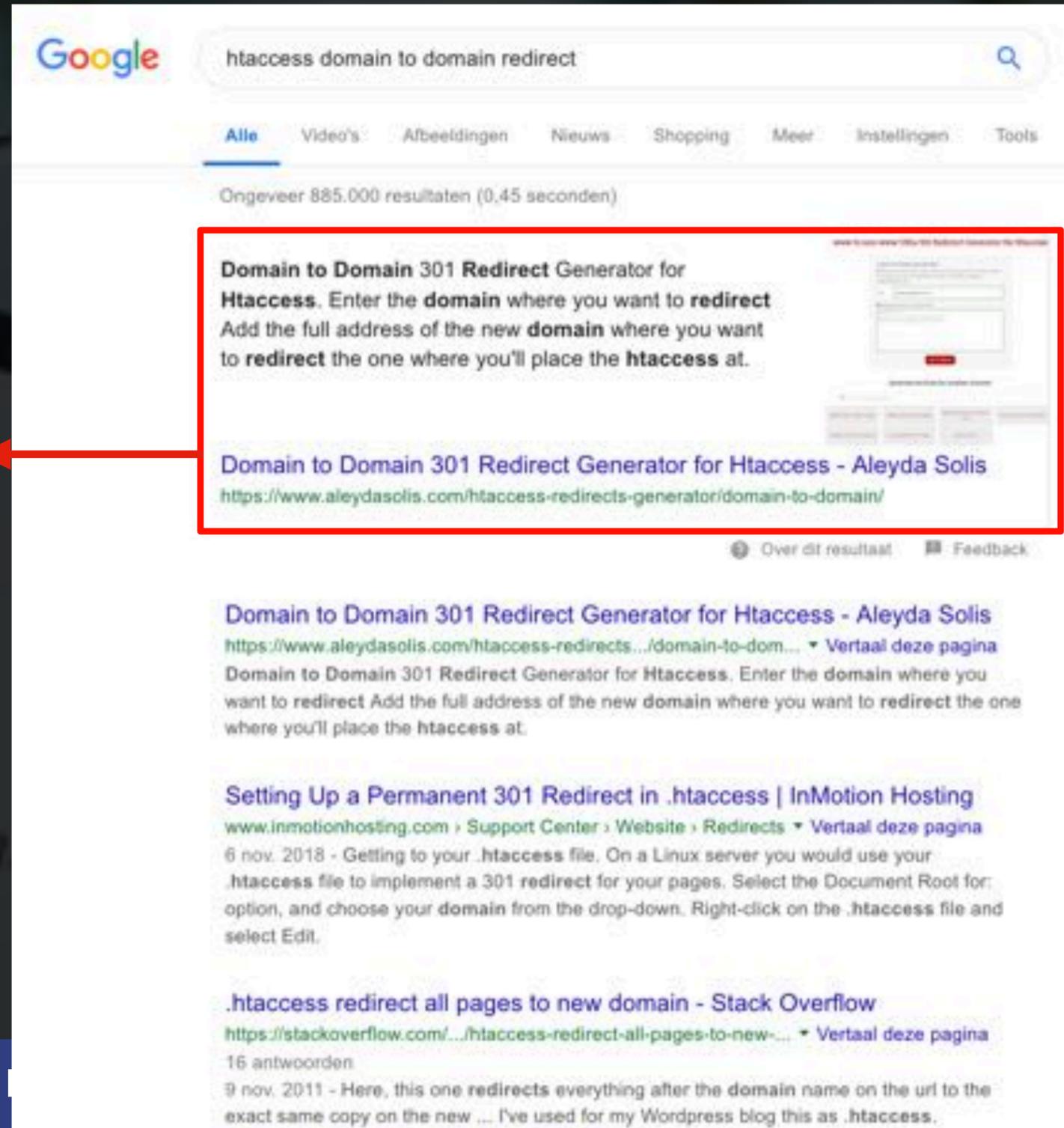
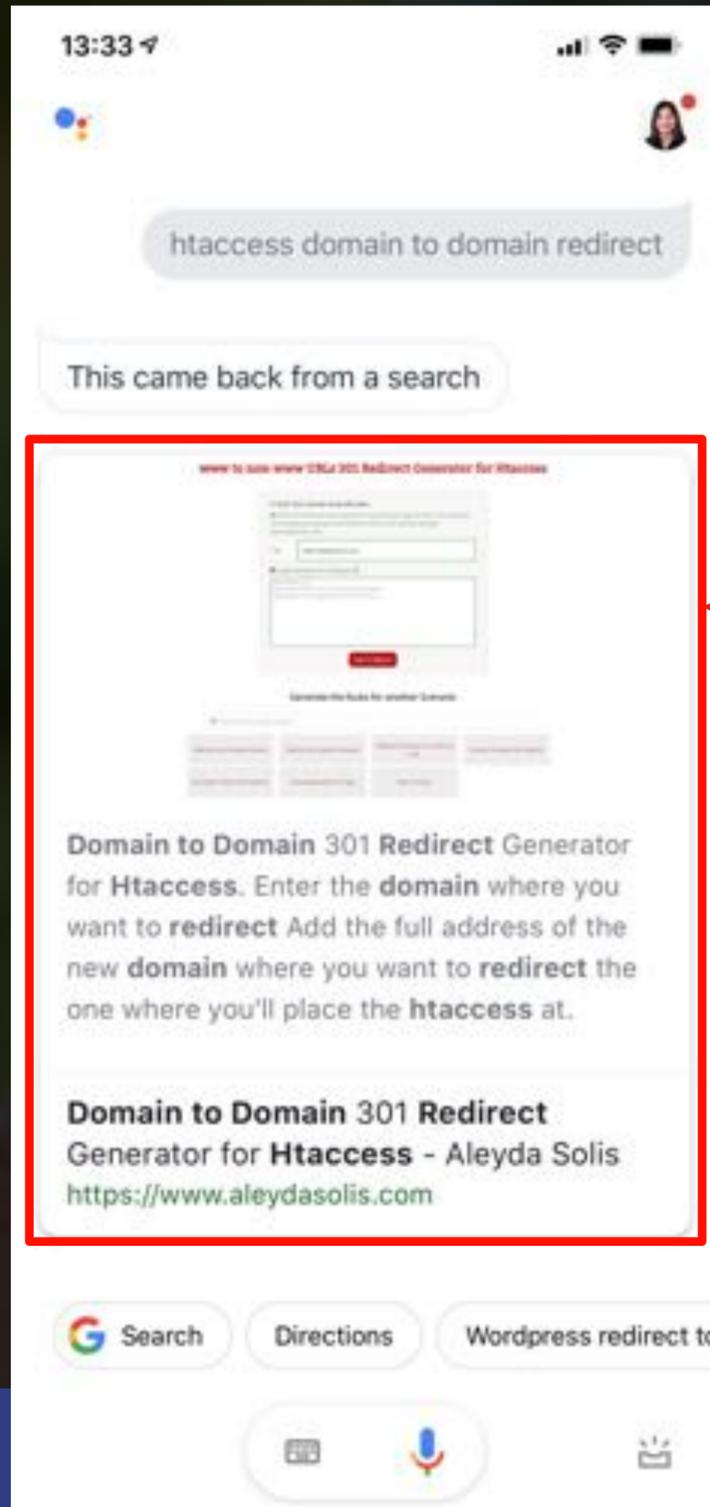
Keyword	1 SERP	Search Volume	YoY	CPA	Rank	Change								
		170	+80%	€ 2.20	1	-	10	+11	99+	-	3	+18	99+	-
		170	+80%	€ 1.34	1	+18	46	-	99+	-	3	+17	99+	-
		140	-25%	€ 2.00	2	+18	99+	-	15	+18	99+	-	4	+18
		110	+10%	€ 1.07	1	+18	3	-5	99+	-	4	+18	99+	-
		80	+10%	€ 1.73	1	+18	20	-	99+	-	6	+18	99+	-
		80	+5%											
		70	-5%											
		80	+5%											
		80	+10%											
		80	+10%	€ 1.60	1	+18	32	-	99+	-	14	-5	99+	-
		80	+80%	€ 0.88	1	+18	10	-5	99+	-	3	+18	99+	-
		20	+100%	€ 8.78	1	-	99+	-	82	+18	66	+34	37	+63
		20	+100%	€ 1.85	1	+18	9	-	99+	-	4	+18	99+	-
		20	+100%	€ 1.14	1	+18	10	-5	99+	-	5	+18	99+	-
		20	+100%	€ 4.50	1	+18	9	-5	99+	-	3	+18	99+	-
		20	+200%	€ 2.74	1	+18	43	-	99+	-	3	+18	99+	-
		10	+100%	€ 1.44	1	+18	18	-	99+	-	8	+18	99+	-

You can do this also by using your own rank tracking software

# Assess their impact to identify and expand the best performing queries also from a conversion perspective



# It should be a win-win scenario for voice answers and additional SERP visibility!



**How can you additionally expand your site presence with the Google Assistant?**



**#VOICESEARCH BY @ALEYDA FROM #ORAINI AT #FOS19**

The assistant doesn't only use Websites content but also Google Actions for answers...

Actions on Google Vertical Solutions Docs Community Program Search ALL PRODUCTS

Build Actions for the Google Assistant with Actions on Google. [GO TO ACTIONS CONSOLE](#)

## Help users get things done across Google

Engage billions of users across the Google Assistant and soon Google Search, Android, and other surfaces by developing Actions and linking them with our ever-growing intents catalog.

[START BUILDING](#) [LEARN MORE](#)

### Conversation developers

Design, build, and distribute fully-customizable conversational Actions across Google, using Dialogflow or one of our many templates.

[LEARN MORE](#)

### Smart home developers

Build smart home Actions to connect, query, and control IoT devices through your cloud infrastructure.

[LEARN MORE](#)

### Content creators

Make content you've already integrated in Google services—such as AMP news, recipes markup, and podcasts—more discoverable.

[LEARN MORE](#)

## Build engaging Actions with our latest features

### Develop Actions for a global audience

Make your Actions available in 16 supported languages.

[LOCALIZE YOUR ACTIONS](#)

### Use Google Assistant Action Links to drive discovery

Promote your Actions to your existing users on the web and on your apps.

[LEARN MORE](#)

### Sell goods and services globally

Make your conversational experiences work for you by selling physical goods and services across the world.

[ADD TRANSACTIONS](#)

Documentation

- OVERVIEW
  - Basics
    - Introduction
    - Distribute Your Actions
  - Get Started
- DEVELOPER WORKFLOW
  - Design
  - Setup
  - Build
  - Test
  - Deploy
  - Measure
  - Policies and Terms
- SOLUTIONS
  - Content Actions
  - Templates
  - Smart Home

## Overview

Actions on Google is a developer platform that lets you create software to extend the functionality of the **Google Assistant**, Google's virtual personal assistant, across more than 500 million devices, including smart speakers, phones, cars, TVs, headphones, watches, and more.

Users engage Google Assistant in conversation to get things done, like buying groceries or booking a ride (for a complete list of what's possible now, see the [Actions directory](#)). As a developer, you can use Actions on Google to easily create and manage delightful and effective conversational experiences between users and your own 3rd-party fulfillment service.

### Actions for the Google Assistant

Unlike with traditional mobile and desktop apps, which use computer-centric paradigms, users interact with **Actions** for the Assistant through natural-sounding, back and forth conversation.

**Key Terms:**

- **Intent:** A goal or task that users want to do, such as ordering coffee or finding a piece of music. In Actions on Google, this is represented as a unique identifier and the corresponding user utterances that can trigger the intent.
- **Action:** An interaction you build for the Assistant that supports a specific intent and has a corresponding fulfillment that processes the intent.
- **Fulfillment:** A service, app, feed, conversation, or other logic that handles an intent and carries out the corresponding Action.

**Actions are conversational applications that can be triggered via the Google Assistant directly or through a matching intent**

# Check the existing actions in your sector with the Assistant Directory

The screenshot shows the Google Assistant website's 'What it can do' page. The browser address bar displays <https://assistant.google.com/explore>. The page header includes the Google Assistant logo and navigation links: Overview, Get the Google Assistant, What it can do (selected), and News and resources. A vertical sidebar on the left lists various action categories: Your Actions, Arts & lifestyle, Business & finance, Education & reference, Food & drink, Games & fun, Health & stress, Home control, Kids & family, Local, Movies, photos & TV, Music & audio, and News & magazines. The main content area features a large heading 'What can I do for you, Aleyda' and a search bar with the text 'Search over 1 million actions to try'. Below the search bar is a carousel of three featured actions: 'Interview the cast of "Solo" with My Special Guest', 'Send a Smile Today with 1-800-Flowers', and another 'Interview the cast of "Solo" with My Special Guest'. At the bottom, a 'You might like' section displays a 'Unit Conversions' action with a green icon and a sub-action 'How many miles is a 5k?' with a 4.5 star rating.

[HTTPS://ASSISTANT.GOOGLE.COM/EXPLORE](https://assistant.google.com/explore)

Fashion ones, for example

Google Assistant    Drive    Get the Google Assistant    What it can do

Arts & lifestyle  
Business & finance  
Education & reference  
Food & drink  
Games & fun  
Health & fitness  
Home control  
Kids & family  
Local  
Productivity  
Shopping  
Social & communication  
Sports  
Travel & transportation  
Weather

Search: fashion

### Get trivia [View more](#)

 **Fashion Quiz**    Use this app to improve your fashion knowledge.    [Ask Fashion Quiz](#)    ★ 5.0

### Have fun [View more](#)

 **Fashion Quiz**    Use this app to improve your fashion knowledge.    [Ask Fashion Quiz](#)    ★ 5.0

### Shop for clothing and accessories [View more](#)

 **chatshopper Fashion**    chatshopper helps you to find new fashion items 🗨️ 👤 🛍️    [Speak to chatshopper Fashion](#)    ★ 4.5

 **fbb online**    fbb, India's Fashion Hub has been the face of affordable fashion destination in India.    [Talk to fbb online](#)

 **super kids**    Super Kids lets you shop latest fashion products and toys for kids    [Talk to super kids](#)    ★ 4.4

### More Results

 **Liva Fluid Fashion**    Explore more about LIVA - Fabrics Never Felt So Fluid    [Ask about Liva Fluid Fashion](#)    ★ 4.0

#VOICESEARCH

## Discovery Methods

### By Action phrase

Users discover your Actions by saying things like "Ok Google, learn about the number 42". The Assistant knows you can handle this action and says "For that, try saying 'Ok Google, let me talk to **Geek Num**". Action phrases give you an easy and powerful way to increase usage of your Actions by supporting specific and differentiated tasks that your Actions excel at handling.

### Actions Directory

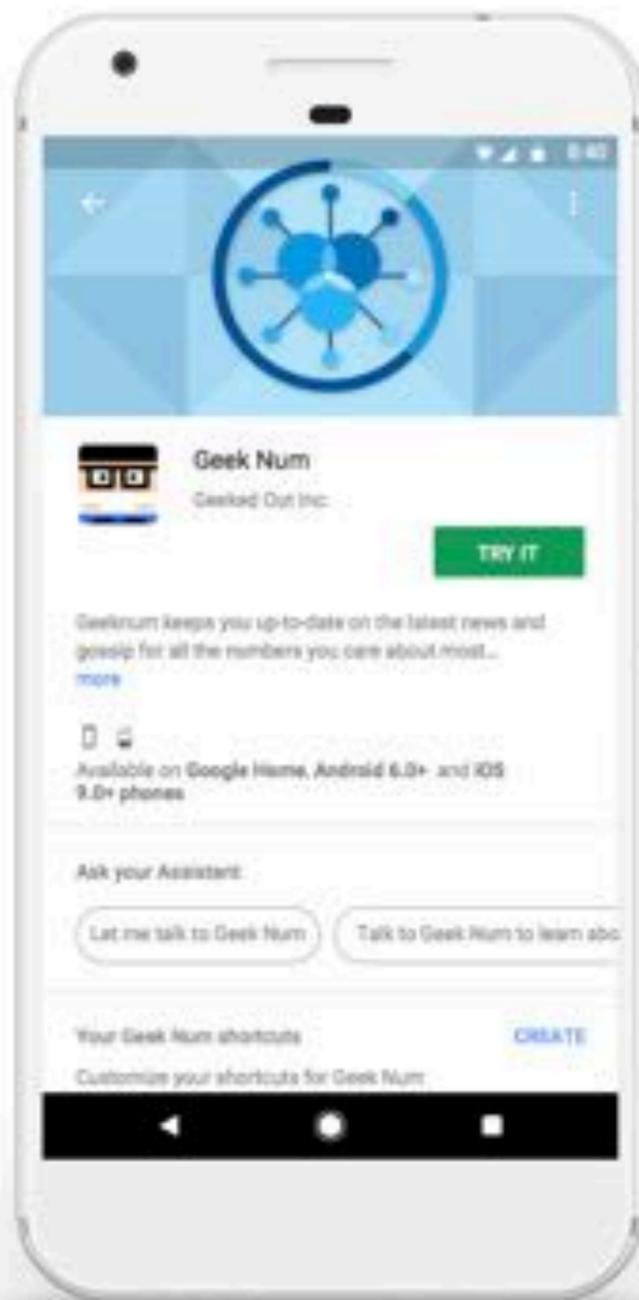
Users can browse and discover Actions that they might want to use on the [Actions directory](#). Your Actions project listing shows a description of your Actions, the surfaces they're available on, sample invocations, ratings, and more.

### On your website

You can provide a link to the web or mobile version of your Action project's listing in our directory, so you can promote your Actions and drive usage. You should write good descriptions and provide great images on what your Action's experience is like to increase traffic and ranking.

### Action links

You can generate a link to a specific Action in your project. When a user clicks on your link on a web or mobile browser, they will be directed to the Assistant and your Action will be invoked.



You can build one to expand the distribution of your site content as well as complement its functionality

# Like I did here, taking into consideration the simpler, action driven requests made through voice



<https://www.whymywebtrafficropped.com>

## Why My Web Traffic Dropped?

**A checklist to identify the cause of your site's Google organic search traffic loss**

The 2018 Edition

Have you checked your Web analytics just to find out your site has lost a high share of its organic search traffic in the last days? Don't panic! Here's a checklist that will help you to identify the cause:

### 1. A tracking problem?

Verify if your site is suffering from a real general traffic loss happening to all of your channels and pages, or specific one per area or device caused by configuration issues by checking the following:

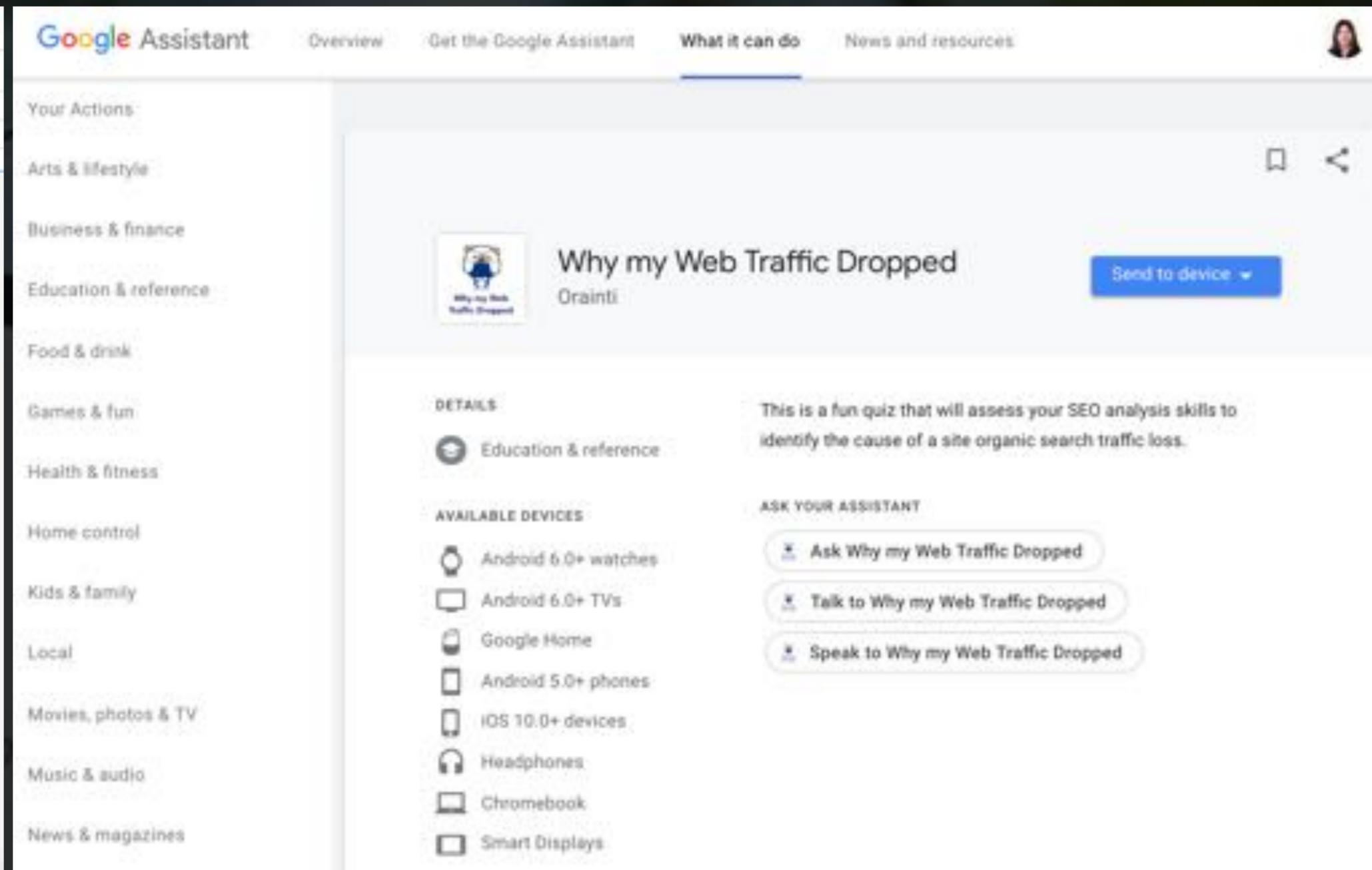
- **Has your site been Offline?** Verify if your site is (and has been) online and correctly working, or if it might have been down due to technical issues. You can be alerted when this happens by using an "uptime service" such as: [Pingdom Uptime Monitoring](#), [UptimeRobot](#) or [Little Warden](#).
- **Do you have analytics tracking issues?** Google Analytics Web tracking setup is correct for which you can verify if you have lost the traffic from all the sources or it is only happening to organic, as well as if this is something affecting all of your site's pages or only certain areas. If it's happening to all the traffic and not only to organic, use [Google Tag assistant](#) to verify your top pages Google Analytics tracking configuration, as it could be due to a configuration error in existing pages or new ones, such as those generated when launching AMP -for which you will need to set up [Google AMP Client ID API service](#)— that could not be correctly tracked.

Make sure that your site is running smoothly and all your properties pages are correctly tracked before moving on.

### 2. A search behavior change?

Verify if there has been a change in users search behavior due to seasonality or even change of preferences:

- **Compare your current traffic trend with the ones of previous years:** Use your Web Analytics, to see if they coincide. If there's a difference verify if this only happens with your organic traffic or also with any other source of traffic too.
- **Identify your audience search volume trend for your targeted queries:** Using the [Google Keyword Planner](#) "Search volume trends" feature or the trend shown in most of keyword tools, such as [KWFinder](#), in case you don't have historical data to see if they coincide



Google Assistant Overview Get the Google Assistant What it can do News and resources

Your Actions

- Arts & lifestyle
- Business & finance
- Education & reference
- Food & drink
- Games & fun
- Health & fitness
- Home control
- Kids & family
- Local
- Movies, photos & TV
- Music & audio
- News & magazines

**Why my Web Traffic Dropped**  
Orantli

Send to device

**DETAILS**

- Education & reference

**AVAILABLE DEVICES**

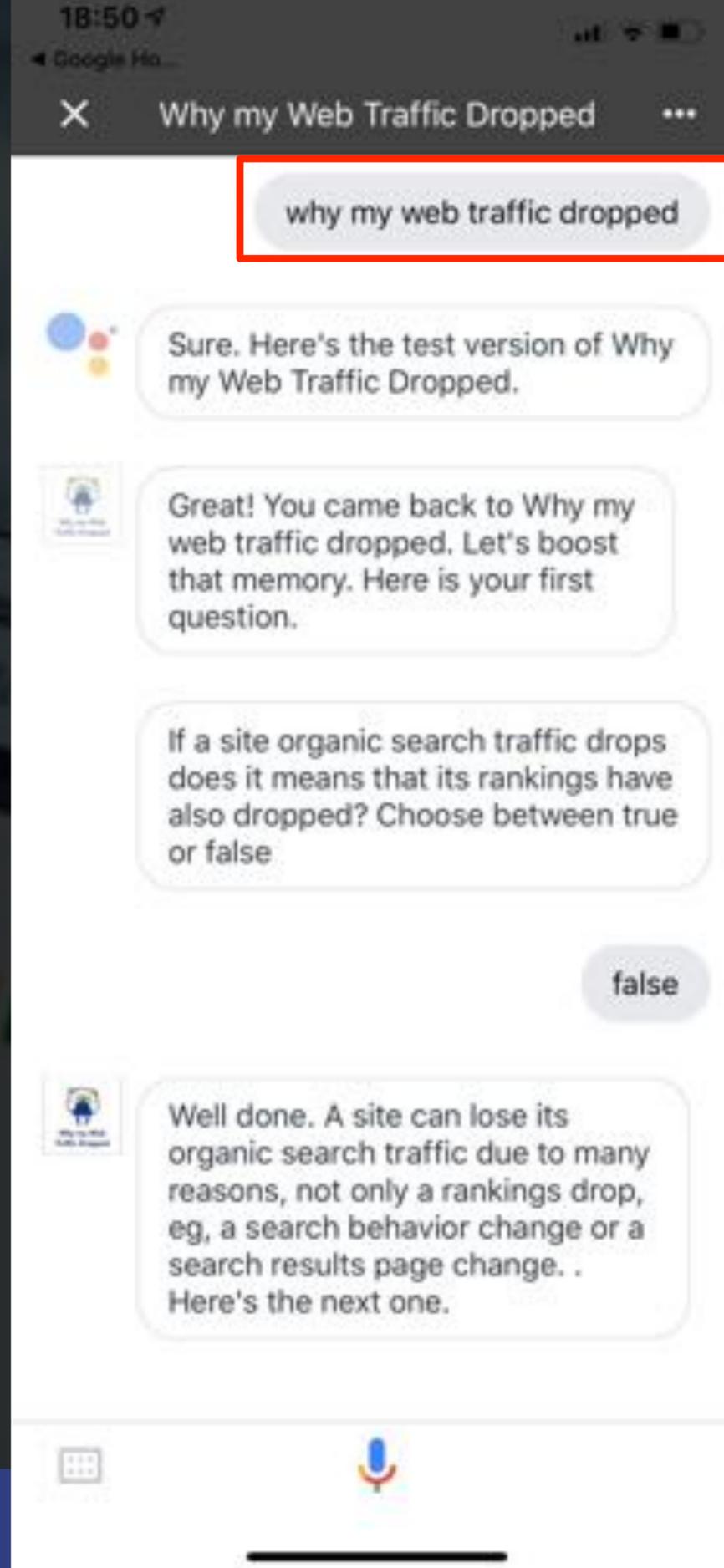
- Android 6.0+ watches
- Android 6.0+ TVs
- Google Home
- Android 5.0+ phones
- iOS 10.0+ devices
- Headphones
- Chromebook
- Smart Displays

This is a fun quiz that will assess your SEO analysis skills to identify the cause of a site organic search traffic loss.

**ASK YOUR ASSISTANT**

- Ask Why my Web Traffic Dropped
- Talk to Why my Web Traffic Dropped
- Speak to Why my Web Traffic Dropped

It works like this



#VOICESEARCH BY @ALEYDA

Welcome to your project, Aleyda's Action!  
Get started on building by choosing a development experience

 <b>Games &amp; fun</b> Play trivia games Tell jokes Get my fortune	 <b>Home control</b> Control lighting Control appliances & televisions Control home security	 <b>Kids &amp; family</b> Tell a story Play trivia Take a quiz	 <b>Food &amp; drink</b> Find food recipes Order food Get nutrition facts
 <b>Shopping</b> Manage shopping lists Shop groceries Check prices	 <b>Business &amp; finance</b> Check financial markets Get info about businesses Check balances	 <b>Health &amp; fitness</b> Get info about health & medicine Track exercise Diagnose symptoms	 <b>Social &amp; communication</b> Make phone calls Manage messages Make video calls
<b>More options</b>			
 <b>Templates</b> Get started easily by uploading a Google spreadsheet	 <b>Actions SDK</b> Use command-line interface tools to create your Actions	 <b>Device registration</b> Enable Google Assistant for your hardware	 <b>Conversational</b> Build a customized conversational experience

**Google highly facilitates Actions development with Actions Console Projects**

# Along a complete documentation, demos and tutorials to facilitate the development process

← Build Actions for the Google Assistant (Level 1) 50 min remaining

1 Overview

2 Understand how it works

3 Setup

4 Starting a conversation

5 Create conversational responses

6 Implement a webhook

7 Next steps

## 1. Overview

Actions on Google is a developer platform that lets you create software to extend the functionality of the [Google Assistant](#), Google's virtual personal assistant, across more than 500 million devices, including smart speakers, phones, cars, TVs, headphones, and more.

Users engage Google Assistant in conversation to get things done, like buying groceries or booking a ride. (For a complete list of what's possible now, see the [Actions directory](#).) As a developer, you can use Actions on Google to easily create and manage delightful and effective conversational experiences between users and your own 3rd-party fulfillment service.

This codelab is part of a multi-module tutorial. Each module can be taken standalone or in a learning sequence with other modules. In each module, we'll provide you with end-to-end instructions on how to build Actions from given software requirements and how to test your code. We'll also teach the necessary concepts and best practices for implementing Actions that give users high-quality conversational experiences.

This codelab covers beginner-level concepts for developing with Actions on Google. You do not need to have any prior experience with the platform to follow this codelab.

### What you'll build

In this codelab, you'll build a simple conversational Action with these features:

- Users can start a conversation by explicitly calling your Action by name, which then responds with a greeting message.
- Once in conversation, users are prompted to provide their favorite color. Your Action parses the user's input to extract the information it needs (namely, the color parameter).

Did you find a mistake? [Please file a bug](#).

Next

It has an assistant that will allow you to choose your action type

Actions on Google Alexia's Action

### Which template would you like to use?

The type of experience you choose will help set up the project, but won't limit what you can make

[BACK](#)

- **Trivia**   
Create your own trivia game show ... putting your friends, family, and other Assistant users in the hot seat ...
- **Personality quiz**   
Build a personality quiz that rewards survey takers by assigning an enlightening (or quirky) classification based on their answers.
- **Flash cards**   
Help your friends or study group learn new concepts and test their knowledge with flash cards

# It will take you through the different Actions development steps in the console

The screenshot shows the Google Actions console interface. The top navigation bar includes 'Actions on Google', the current project name 'Why my Web Traffic Dropped', and a 'Go to docs' link. A left sidebar contains navigation options: Overview, Setup, Build, Test, Deploy, Measure, and Advanced Options. The main content area is titled 'Trivia' and features a blue banner with a star icon and the text 'Want to promote your Template Action? Share your Action directory link with others.' Below this, there's a 'Personality' section with the instruction: 'Customize your action by choosing a personality that reflects how you want it to sound. Different personalities will have different ways of presenting your prompts and responses.' Three personality options are displayed: 'Regal Queen' (The courtiers just adore it), 'Mr. Montgomery' (You can do this), and 'Beeps the Robot' (C'mon, let's play!). A 'NEXT' button is visible below the options. At the bottom, a progress indicator shows four steps: 'Fill in your content' (checked), 'Test your Template Action', and 'Get it ready for release'.

The screenshot shows the 'Get ready for deployment' section of the Google Actions console. It features a 'Quick setup' section with the message 'You've finished all the steps. Well done!' and a checked step 'Decide how your Action is invoked' with the sub-message 'You're all set.'. Below this is the 'Build your Action' section with the message 'You have finished building Actions. Good job!' and two checked steps: 'Add Action(s)' (sub-message: 'You've built one Action.') and 'Test Actions in the simulator' (sub-message: 'Your Action is ready to test.'). The 'Get ready for deployment' section has the message 'You have finished all the steps. Hooray!' and three checked steps: 'Enter information required for listing your Action in the Actions directory' (sub-message: 'You are all set.'), 'Select the countries your Actions will be deployed to' (sub-message: 'All 213 countries are selected.'), and 'Select the surfaces your Actions will run on' (sub-message: 'Your Actions will run on phones and speakers.').

# It will also give the option to build actions by using Diagogflow or even with Google Docs based templates

English

## Upload content via Google Sheets

1 Create Sheet   2 Connect Sheet   3 Validate

Templates use Google Sheets to add content to your app. You can use the pre-filled sheet below to add your content, or create your own from scratch. If you're creating your own sheet from scratch, follow the recommended content format so your app works correctly. [Learn more](#)

[Make a copy of the pre-filled Google Sheet for editing](#)

NEXT

Why my web traffic dropped

File Edit View Insert Format Data Tools Add-ons Help Last edit was on August 4

100% 123 - Roboto 12

### Flash Cards

Enter your questions and answers below.  
Note that synonyms for answers that aren't just partial matches can be separated with the | character.  
Remember to change your game title and settings in the Configuration tab.

Question	Answer	Hint	Follow Up
If a site organic search traffic drops does it means that its rankings have also dropp	FALSE		A site can lose its organic search traffic due to many reasons, not
Are all organic search rankings drops caused by manual penalties or search algorit	FALSE		A site can lose its organic search rankings due to many reasons, n
Can you check if your site is suffering from a Google manual penalty in the Google	Yes		See if your site has been manually penalized by checking if you ha
Can you be alerted of Google's Search Algorithm Updates in the Google Search Co	No		Google doesn't alert from search algorithm updates in the Google
Can you be alerted if your site is suffering from security issues in the Google Searc	Yes		Google can alert you if security issues are identified in your site co
Can you suffer from an organic search traffic drop due to a search behavior change	TRUE		Your audience search behavior towards your products or services
Which of the following cannot be used to assess your site crawlability? Choose bet	Google Analytics		The Google Search Console Index Coverage Status report as well a
Which of the following tools cannot be used to see your site's search results pages	Google Analytics		Search results features are not shown in Google Analytics
What can you identify by analysing your Web server logs? Crawlability issues, a rar	Crawlability issues		Web server logs can be used to check the crawling behavior on a
Google's crawlers use a Web Rendering service that is based on Chrome 41, 40 or Chrome	41		Google's crawlers use a Web Rendering service that is based on C
Can you use a "Validate Fix" feature in the Google Search Console "Index Coverag	Yes		You can use the Validate Fix feature in the Google Search Conso
Which of the following tools can be used to see if you have a Google Analytics trac	Google tag assistant		The Google Tag assistant can be used to see if you have a Google
Can hacked content on your Website cause organic search traffic drops? Answer y	Yes		In order to protect its users, Google tries to keep hacked content o
Can you use the Google Search Console to check if your site pages have a click th	Yes		You can use the Google Search Console performance report to se

Actions on Google

Why my Web Traffic Dropped

Go to docs

Overview

Directory information

SETUP

- Invocation

BUILD

- Actions
- Theme customization

TEST

- Simulator

DEPLOY

- Directory information
- Location targeting
- Surface capabilities
- Release

MEASURE

- Analytics

ADVANCED OPTIONS

- Account linking
- Brand verification
- Backend services

English

Modify languages

Description

Short description

How good are you identifying the cause of a site organic traffic loss? Take this (

Full description

This is a fun quiz that will assess your SEO analysis skills to identify the cause of a site organic search traffic loss.

2879 characters left

Sample invocations

Sample invocations are phrases based on the invocation phrases you already defined for your Actions. They are listed as suggestion chips in the Actions directory and help users understand the queries that invoke your Actions. You can enter up to 5 sample invocations for your project.

- Ok Google. Ask Why my web traffic dropped
- Ok Google. Talk to Why my web traffic dropped
- Ok Google. Speak to Why my web traffic dropped

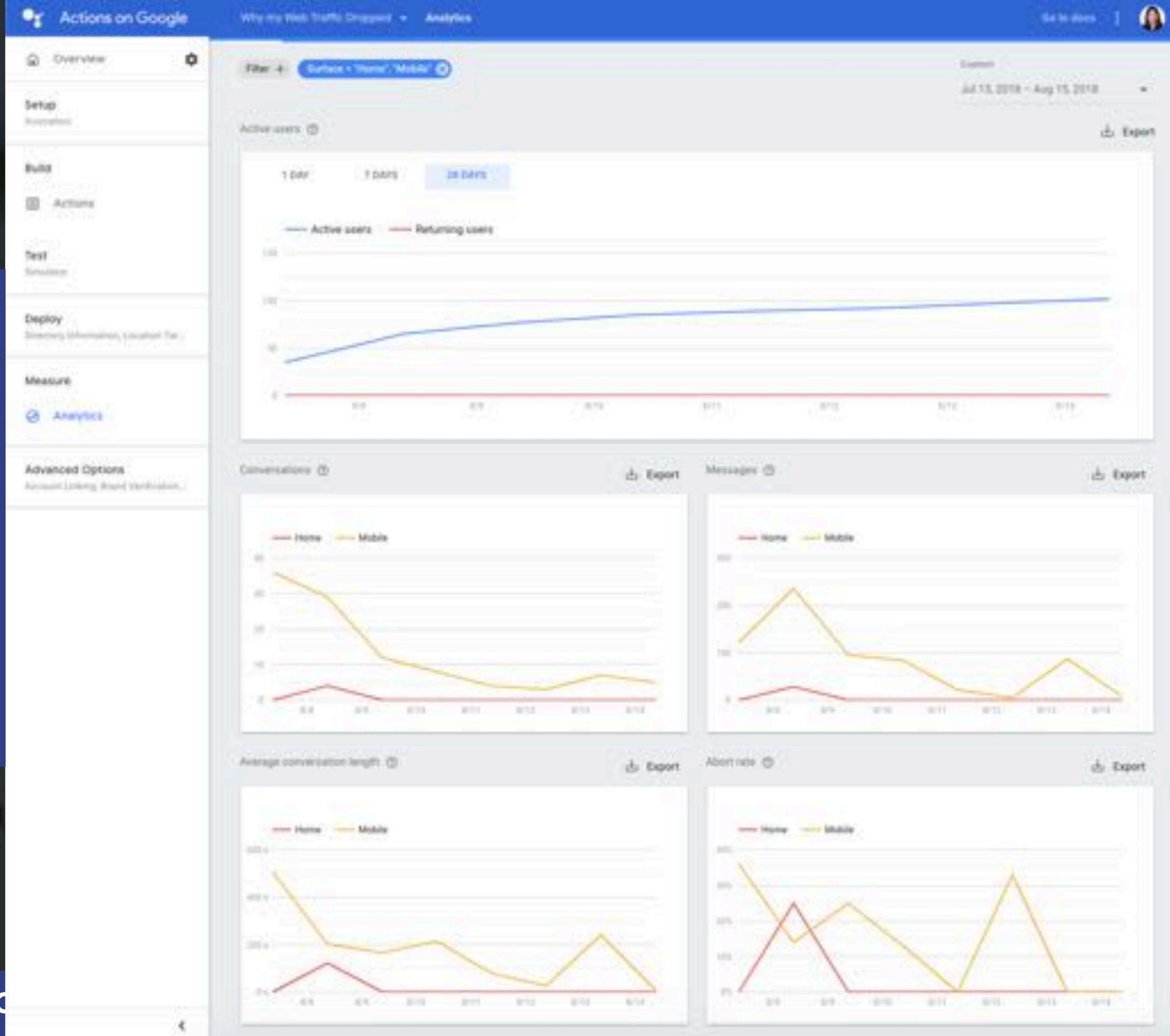
ADD INVOCATION

Preview of your Actions in the Actions directory

Allowing to specify, design, as well as test your Action content, including how it will be invoked

Actions can expand your voice discoverability, allowing you to better understand your users voice behavior too

#VOICESEARCH



can you pass The Turing test



I don't mind if you can tell I'm not human. As long as I'm helpful, I'm all good



Do you want to be human?

Do you



**As you can see, optimizing for the new conversational search journey, addressing voice queries is possible, positive... and not that hard**

# Dank u wel

- 
- \* **SEO Consultant & Founder at Orainti**
  - \* **SEO Speaker at +100 Events in +20 countries**
  - \* **Crawling Mondays Host**
  - \* **Author "SEO. Las Claves Esenciales."**
  - \* **Blogger in Search Engine Land & Search Engine Journal**
  - \* **Featured in Forbes, Entrepreneur, Huffington Post**
  - \* **European Search Personality of 2018**