

# STEPS TO OPTIMIZE YOUR BUSINESS FOR VOICE SEARCH

Ensure your restaurant stays at the top of voice search results by optimizing your business's online presence. Keep this checklist on hand and improve your online presence.

## 1 MANAGE BASIC BUSINESS INFORMATION

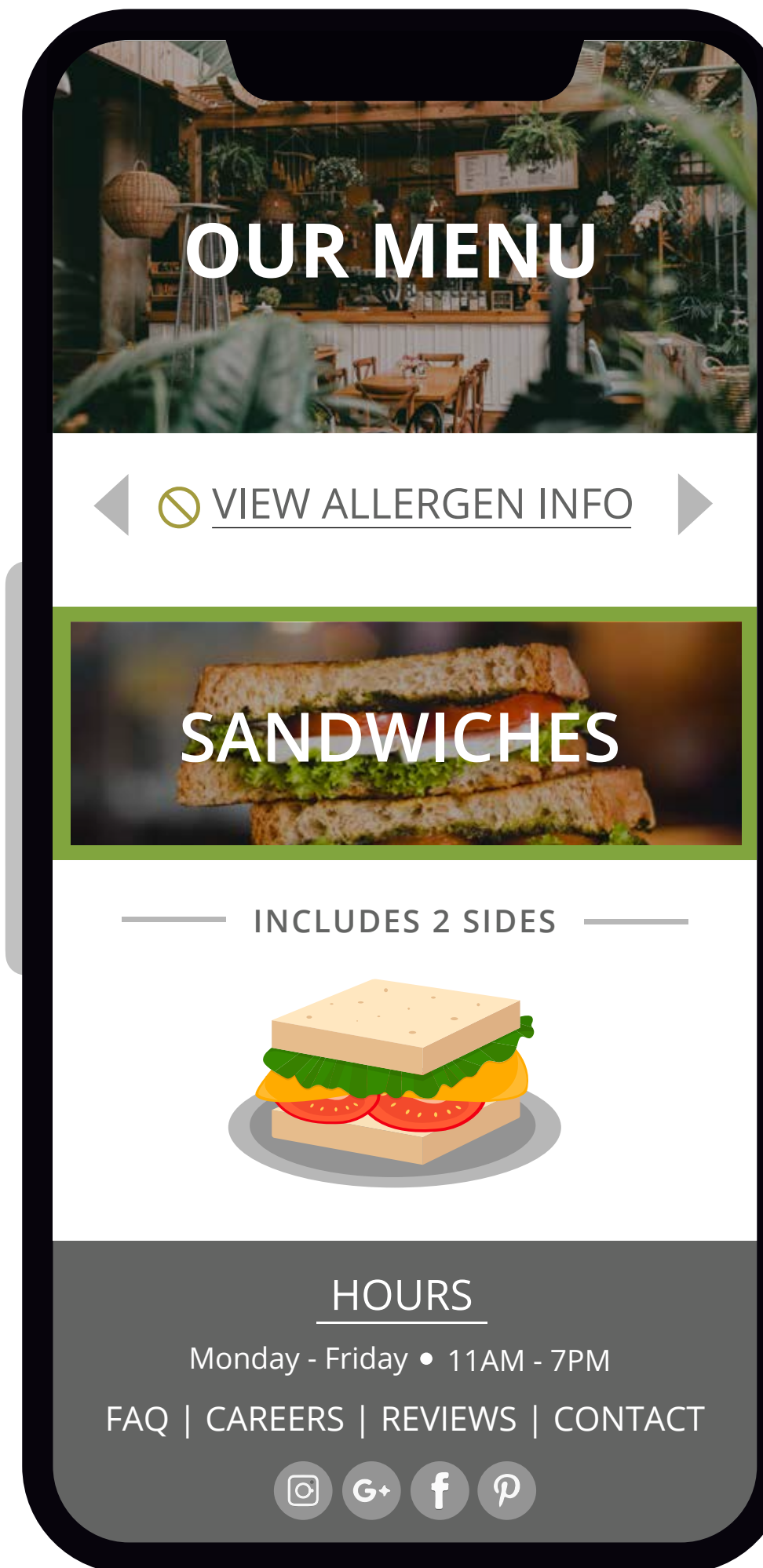
Update your basic online profile with up-to-date information to maintain your search rankings.

- Keep current hours, location, contact information, and dining and delivery services. Update your profile anytime you change any of your pertinent information
- Post current menu offerings, events, and specials on all your online profiles
- Mention third-party delivery partners you work with
- Update all your essential info across each app you use including:
  - Google
  - Bing
  - Yelp
  - Apple Maps

## 2 GET MORE POSITIVE REVIEWS

The more current and positive reviews you can encourage customers to leave online, the better chance your business has at appearing in voice search results.

- Encourage customers to leave reviews on social media and Google Business Profile
- Take the time to respond to any negative reviews to help turn a customer's poor experience into a positive one



## 3 USE VOICE SEARCH KEYWORDS TO YOUR ADVANTAGE

Utilizing keywords is essential to make it to the top of online searches. Voice searches are no exception, but they have different criteria to ensure your restaurant comes up over your competitors.

- Use inquiry-focused keywords and long-tail keywords on your website and social media
- Audit your website to ensure you are using local SEO techniques that allow you to show up on "near me" searches
- Have a FAQ section that is geared towards answering important search questions, such as business hours, service style, cuisine type, and location

## 4 UPDATE YOUR WEBSITE

A fast-loading website will improve your voice search rankings, so check that is up to speed.

- Perform a website loading speed test to ensure your site loads fast
- Make sure your website is mobile-friendly
- Include structured data/schema markup on your website like pricing, address, phone number, and hours