

Voice & Local Search Keyword Strategy

Capture near-me queries, voice assistant searches & hyperlocal intent to drive foot traffic and local conversions.

Version	1.0 April 2025	Business	YourBrand [City / Region]
Scope	Voice Search + Local SEO + Near-Me Queries	Devices	Mobile · Smart Speaker · Desktop
Tools	Google KP · GSC · BrightLocal · AnswerThePublic	Review	Quarterly

Purpose: This document maps voice search and local SEO keywords to pages, content types, and optimisation actions. Voice queries are conversational and question-based; local queries carry geo-intent ('near me', '[city]'). Together they represent the fastest-growing segment of search. Replace all [bracketed] placeholders with your actual business data.

58%

of searches are voice

27%

of global web traffic is voice-driven

46%

of voice searches have local intent

76%

of 'near me' searchers visit within 24 hrs

01 | Voice Search Keyword Patterns

Question Structures & Conversational Phrases

Voice vs Typed: Typed = 'best pizza near me' | Voice = 'Hey Google, where is the best pizza place open right now near me?' — Voice queries average 29 words vs 3 for typed. Optimise for natural language, question formats, and Featured Snippet positions.

Common Voice Query Trigger Words & Patterns

Trigger Word	Example Voice Query	User Intent	Best Content Format
Who is / Who are	Who is the best [service] in [city]?	Informational	About page, bio, local profile
What is / What are	What are the opening hours of [YourBrand]?	Informational	FAQ, GBP listing, schema
Where is / Where can	Where can I find [product] near me?	Navigational	Location page, GBP, maps
When does / When is	When does [YourBrand] close today?	Navigational	GBP hours, FAQ schema
How do I / How to	How do I get to [YourBrand] from [landmark]?	Navigational	Directions page, GBP, maps
How much does	How much does [service] cost in [city]?	Transactional	Pricing page, FAQ, schema
Which is the best	Which is the best [product type] to buy?	Commercial	Comparison blog, collection page

Trigger Word	Example Voice Query	User Intent	Best Content Format
Can I / Do you	Do you offer same-day delivery in [city]?	Transactional	FAQ, service page, GBP Q&A
Is there a / Are there	Is there a [business type] open near me?	Local	GBP, local landing page
Tell me about	Tell me about [YourBrand] products	Informational	Homepage, about, product pages
Find a / Find me	Find me a [service] under [price] near me	Transactional	Category page, local landing page
Show me	Show me [product] reviews	Informational	Review page, schema, GBP

02 | Voice Search Keyword Master Table

Top Conversational & Question Keywords

Voice Query	Typed Equivalent	Vol.	KD	Intent	Featured Snippet?	Target Page
What is the best project management tool for small teams?	best project management tool small teams	8,200	28	Informational	Yes	/blog/best-pm-tools
How do I manage a remote team effectively?	how to manage remote team	6,900	24	Informational	Yes	/blog/remote-team-management
What is the difference between Agile and Scrum?	agile vs scrum difference	5,400	22	Informational	Yes	/blog/agile-vs-scrum
How much does project management software cost?	project management software pricing	4,800	30	Transactional	Yes	/pricing
What are the best task management apps for free?	free task management apps	4,200	26	Commercial	Yes	/products/task-manager
How do I create a project timeline?	create project timeline	3,900	20	Informational	Yes	/blog/project-timeline-guide
What does a project manager do every day?	project manager daily tasks	3,500	18	Informational	Yes	/blog/pm-responsibilities
Which tool is better Asana or Trello?	asana vs trello comparison	3,200	25	Commercial	Yes	/compare/asana-vs-trello
How do I write a project status report?	how to write project status report	2,900	19	Informational	Yes	/blog/status-report-template
Can I use [YourBrand] for free?	yourbrand free plan	2,600	15	Transactional	No	/pricing
What is a Gantt chart and how does it work?	what is gantt chart	2,400	17	Informational	Yes	/blog/gantt-chart-guide
How do teams collaborate on projects remotely?	remote team project collaboration	2,200	23	Informational	No	/blog/remote-collaboration
What is the easiest way to track team tasks?	easy team task tracking	1,900	16	Commercial	No	/products/task-tracker
How long does it take to set up project software?	project software setup time	1,700	12	Transactional	No	/getting-started
What features should I look for in team software?	team software features checklist	1,500	14	Informational	Yes	/blog/software-features
Do you offer integrations with Slack and Google?	project tool slack google integration	1,400	11	Transactional	No	/integrations

Voice Query	Typed Equivalent	Vol.	KD	Intent	Featured Snippet?	Target Page
Is [YourBrand] good for marketing teams?	yourbrand for marketing teams	1,200	10	Commercial	No	/use-cases/marketing
How do I import tasks from another tool?	migrate tasks import project tool	1,100	9	Transactional	No	/help/import
What is the best way to prioritise tasks?	how to prioritise tasks at work	980	15	Informational	Yes	/blog/task-prioritisation
Tell me about kanban board software options	kanban board software	900	20	Informational	No	/products/kanban-board

03 | Local Search Keyword Master Table

'Near Me', City & Geo-Modified Queries

Local SEO Rule: Replace [City], [Area], and [Neighbourhood] placeholders with your actual target locations. Create a dedicated local landing page for each high-priority geo. Ensure Google Business Profile (GBP) is fully optimised for all 'near me' and implicit local queries.

Local Keyword	Monthly Vol.	KD	Geo Modifier	SERP Feature	Priority	Target Page / Action
[service] near me	22,000	35	Implicit (GPS)	Local Pack	Critical	GBP + Local landing page
[service] in [city]	14,500	38	City name	Local Pack	Critical	/locations/[city]
best [service] near me	11,200	40	Implicit	Local Pack	High	GBP reviews + landing page
[service] open now near me	8,900	30	Implicit	Local Pack	High	GBP hours + landing page
[service] [city] reviews	6,800	28	City name	Reviews	High	/locations/[city]#reviews
[service] near [landmark]	5,600	25	Landmark-based	Local Pack	High	GBP + location page
cheap [service] in [city]	4,900	32	City + price	Local Pack	Medium	/locations/[city]
[service] [neighbourhood]	4,200	27	Neighbourhood	Local Pack	Medium	/locations/[neighbourhood]
top rated [service] [city]	3,800	31	City + rating	Local Pack	Medium	GBP + testimonials page
[service] [city] prices	3,500	26	City + price	Org + Local	Medium	/pricing + /locations/[city]
same day [service] near me	3,200	22	Implicit	Local Pack	High	GBP + landing page
[service] open on Sunday near me	2,900	20	Implicit + day	Local Pack	Medium	GBP hours update
[service] [city] contact number	2,600	15	City + contact	Knowledge Panel	High	GBP + contact page
walk-in [service] near me	2,400	18	Implicit	Local Pack	Medium	GBP attributes + landing page
[service] [city] appointment	2,200	17	City + service	Org + Local	Medium	/book + /locations/[city]

Local Keyword	Monthly Vol.	KD	Geo Modifier	SERP Feature	Priority	Target Page / Action
emergency [service] near me	2,000	24	Implicit	Local Pack	High	GBP + dedicated emergency page
[service] [city] [year]	1,800	16	City + year	Organic	Medium	/blog/[service]-[city]-guide
family friendly [service] near me	1,600	14	Implicit	Local Pack	Low	GBP attributes + landing page
[service] with parking near me	1,400	12	Implicit	Local Pack	Low	GBP attributes
24 hour [service] near me	1,200	19	Implicit	Local Pack	High	GBP + landing page
[service] [city] free consultation	1,000	13	City + offer	Organic	Medium	/free-consult + /locations/[city]
[service] delivery near me	900	21	Implicit	Local Pack	Medium	GBP + delivery landing page
how to find [service] near me	800	11	Voice + local	Featured Snippet	Medium	FAQ page + GBP
[service] [city] vs [city]	700	15	Multi-city	Organic	Low	/blog/[city]-vs-[city]-guide

04 | Near-Me & 'Open Now' Keyword Clusters

High-Intent Micro-Moment Queries

Proximity Cluster — 'Near Me'

Keyword	Monthly Vol.	Priority
[service] near me	22,000	Critical
best [service] near me	11,200	Critical
[service] near [zip/area code]	5,400	High
[service] walking distance	1,800	Medium
[service] near [landmark/school]	4,200	High
closest [service] to me	3,100	High
[service] nearby open	2,800	High
[service] 5 minutes away	900	Low

Urgency Cluster — 'Open Now / Today'

Keyword	Monthly Vol.	Priority
[service] open now near me	8,900	High
[service] open today	5,200	High
[service] open Sunday	3,800	Medium
[service] open late near me	2,600	Medium
24 hour [service] near me	1,200	High
emergency [service] near me	2,000	High

Keyword	Monthly Vol.	Priority
[service] open on holidays	1,100	Low
same day [service] near me	3,200	High

Price & Value Cluster

Keyword	Monthly Vol.	Priority
cheap [service] near me	6,500	High
affordable [service] [city]	4,200	High
[service] under [price] near me	3,100	Medium
free [service] consultation	2,800	Medium
discount [service] near me	2,200	Medium
[service] best price [city]	1,900	Medium
budget [service] options	1,500	Low
[service] coupon near me	900	Low

Quality & Trust Cluster

Keyword	Monthly Vol.	Priority
top rated [service] near me	5,100	High
[service] with 5 star reviews	3,600	High
best reviewed [service] [city]	2,900	Medium
award winning [service] near me	1,800	Medium
certified [service] near me	1,600	Medium
[service] testimonials [city]	1,200	Low
experienced [service] [city]	1,000	Low
trusted [service] near me	800	Low

05 | Google Business Profile (GBP) Optimisation

The Foundation of All Local & Voice Rankings

Why GBP Matters for Voice: Over 60% of voice search answers for local queries are pulled directly from Google Business Profiles. A fully optimised GBP is the single highest-impact action for local and voice search visibility.

GBP Field Optimisation Checklist

GBP Field	Best Practice	Voice Search Impact	Status
Business Name	Exact legal name — no keyword stuffing	High — used in voice answers	[] Done
Primary Category	Most specific matching category available	Critical — determines pack ranking	[] Done
Secondary Categories	Add up to 9 relevant secondary categories	Medium	[] Done
Address	Consistent NAP (Name, Address, Phone) across all listings	High	[] Done
Phone Number	Local number preferred over toll-free	High — voice reads phone number	[] Done
Website URL	Link to most relevant local landing page	Medium	[] Done
Business Hours	Keep 100% accurate; add special hours	Critical — 'open now' queries	[] Done
Business Description	750 chars; include primary + local keywords naturally	Medium	[] Done
Services / Products	List every service with description & price range	High	[] Done
Photos	Min. 10 photos; update monthly; geotagged	Medium	[] Done
Q&A; Section	Seed 10+ FAQs with keyword-rich answers	High — voice pulls Q&A; answers	[] Done
Reviews	Respond to all reviews within 24 hrs	High — trust signal for voice	[] Done
Review Count	Target 50+ reviews, 4.5+ avg rating	High — local pack ranking factor	[] Done
Posts	Weekly GBP posts with offers/events	Low — freshness signal	[] Done
Attributes	Enable all relevant attributes (parking, Wi-Fi, etc.)	High — filters near-me queries	[] Done

GBP Q&A Seeds — Voice-Optimised FAQ Pairs

Seed these Q&A pairs directly into your GBP Q&A section. Write answers in natural, conversational language — this is what Google reads aloud for voice queries.

Question (as users ask it)	Ideal GBP Answer (conversational, keyword-rich)
What are your opening hours?	We are open Monday to Saturday, 9 AM to 7 PM, and Sunday 10 AM to 5 PM. We also offer extended hours during peak seasons.

Question (as users ask it)	Ideal GBP Answer (conversational, keyword-rich)
Where are you located?	We are located at [Full Address, City, Postcode], just 2 minutes from [nearby landmark]. Free parking is available on-site.
Do you offer same-day service?	Yes! We offer same-day [service] for orders placed before 2 PM. Contact us at [phone] to confirm availability.
What is the price for [main service]?	[Main service] starts from [price]. We offer flexible plans for individuals and teams. Visit our pricing page or call us for a free quote.
Are you open on public holidays?	We are open on most public holidays with reduced hours. Check our Google listing for up-to-date special holiday hours.
Do you offer a free consultation?	Yes, we offer a free 30-minute consultation for new clients. Book online at [URL] or call [phone] to schedule.
How do I get to your [city] location?	From [main road/landmark], head [direction] on [street name] for [distance]. We are on the [left/right], next to [adjacent business]. Parking available.
What payment methods do you accept?	We accept all major credit and debit cards, UPI, net banking, and cash. EMI options are available on select services.

06 | Local Landing Page Blueprint

Page Structure for City & Near-Me
Keywords

Local Landing Page — Required Elements

Element	Formula / Example	SEO Impact	Required?
Title Tag	[Service] in [City] — [USP] [Brand]	Critical	Yes
Meta Description	Looking for [service] in [city]? [USP]. [CTA].	High	Yes
H1	[Service] in [City]	Critical	Yes
Intro Para	Local keyword + service description + area served	High	Yes
Local Schema	LocalBusiness, GeoCoordinates, OpeningHours	Critical	Yes
Embedded Google Map	Iframe of business location	High	Yes
NAP Block	Name, Address, Phone — matching GBP exactly	Critical	Yes
Local Reviews Widget	Pull GBP reviews or embed schema-marked reviews	High	Yes
Nearby Areas Section	'We also serve [area 1], [area 2], [area 3]'	Medium	Rec.
Local FAQs	FAQPage schema with voice-optimised Q&A;	High	Yes
Local Imagery	Photos of local team/store with geo-tagged alt text	Medium	Rec.
CTA with Phone/Book	Click-to-call button; local phone number visible	High	Yes
Directions Section	Written directions from major landmarks	Medium	Rec.
Breadcrumb	Home > Locations > [City]	Medium	Yes

Local Page URL Structure

Page Type	Recommended URL Pattern	Example
City landing page	/locations/[city-slug]	/locations/mumbai

Page Type	Recommended URL Pattern	Example
City + service	/[service]/[city-slug]	/project-management/mumbai
Neighbourhood page	/locations/[city-slug]/[area-slug]	/locations/mumbai/bandra
Near landmark	/locations/near-[landmark-slug]	/locations/near-bandra-station
Multi-location hub	/locations/	/locations/

07 | Schema Markup for Voice & Local

Structured Data That Powers Voice Answers

Schema Type	Voice / Local Use	Key Properties	Priority
LocalBusiness	Core schema for all local pages	name, address, telephone, openingHours, geo, priceRange	Critical
FAQPage	Powers voice FAQ answers & rich results	mainEntity, Question, acceptedAnswer	Critical
GeoCoordinates	Precise location for map/voice queries	latitude, longitude	Critical
OpeningHoursSpec.	'Is [business] open now?' queries	dayOfWeek, opens, closes	Critical
BreadcrumbList	Location hierarchy in SERPs	itemListElement, position, item	Required
Review / AggregateRating	Star ratings in SERPs; trust for voice	ratingValue, reviewCount, author	Required
Service	Individual service pages for voice matching	name, description, provider, areaServed	Required
Event	Local events & pop-ups in search	name, startDate, location, offers	Optional
Offer / PriceSpec.	'How much does X cost' voice queries	price, priceCurrency, availability	Recommended
SpeakableSpec.	Marks content as readable by voice assist.	cssSelector, xpath	Recommended

LocalBusiness JSON-LD Template

```
<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "LocalBusiness",
"name": "[YourBrand]", "image": "https://yourbrand.com/images/logo.jpg", "address": { "@type":
"PostalAddress", "streetAddress": "[Street Address]", "addressLocality": "[City]", "postalCode":
"[Postcode]", "addressCountry": "IN" }, "geo": { "@type": "GeoCoordinates", "latitude": [LAT],
"longitude": [LNG] }, "telephone": "[+91-XXXXXXXXXX]", "openingHoursSpecification": [ { "@type":
"OpeningHoursSpecification", "dayOfWeek": [ "Monday", "Tuesday", "Wednesday", "Thursday", "Friday" ],
"opens": "09:00", "closes": "19:00" } ], "url": "https://yourbrand.com", "priceRange": "$$" } </script>
```

Phase 1 — Foundation (Weeks 1–3)

✓ Fully optimise Google Business Profile (all fields, 10+ photos, seed 10 Q&As;)	GBP Manager
✓ Ensure NAP consistency across GBP, website, and all directories	SEO Specialist
✓ Implement LocalBusiness + OpeningHoursSpecification schema on all local pages	Dev Team
✓ Add FAQPage schema to top 10 voice keywords on FAQ/service pages	Dev + SEO
✓ Audit and fix any GBP categories — ensure primary category is most specific	GBP Manager

Phase 2 — Content Creation (Weeks 4–7)

✓ Create local landing pages for top 5 priority cities/areas	Content + Dev
✓ Write voice-optimised FAQ sections for all major service pages (min 8 Q&As; each)	Content Team
✓ Publish 'near me' and '[service] in [city]' content targeting Quick Win keywords	SEO Writer
✓ Set up GBP weekly posting schedule (offers, events, updates)	Marketing
✓ Add SpeakableSpecification markup to key FAQ and intro paragraphs	Dev Team

Phase 3 — Scale & Monitor (Weeks 8–12)

✓ Build local citations on top 10 directories (Justdial, Sulekha, Indiamart, etc.)	Link Builder
✓ Launch review generation campaign — target 20 new GBP reviews/month	Customer Success
✓ Expand local pages to secondary cities/neighbourhoods	Content Team
✓ Set up BrightLocal / Whitespark for local rank tracking	SEO Lead
✓ Run quarterly NAP audit and refresh all local landing page content	SEO Specialist

Monthly Tracking KPIs

KPI	Tool	Baseline	30-Day Target	90-Day Target
Local Pack appearances	BrightLocal/GSC	Track now	+20%	+60%
GBP profile views	GBP Insights	Track now	+15%/mo	+50%
Direction requests (GBP)	GBP Insights	Track now	+10%/mo	+40%
Click-to-call from GBP	GBP Insights	Track now	+10%/mo	+35%
'Near me' keyword rankings	BrightLocal	Track now	Top 5 for 3 KWs	Top 3 for 10 KWs
Featured Snippet wins (voice)	GSC / SERPbot	0	3 snippets	10+ snippets
Local organic sessions	GA4	Track now	+20%	+75%
GBP review count	GBP	Current	+20 reviews	+60 reviews

KPI	Tool	Baseline	30-Day Target	90-Day Target
GBP avg. star rating	GBP	Current	Maintain 4.5+	Maintain 4.7+
Local landing pages live	CMS	0	5 pages	15 pages

Quarterly Audit Checklist

✓ Re-verify NAP consistency across all directories	✓ Review GBP Q&A; — update answers & add new questions
✓ Refresh GBP photos — add new seasonal images	✓ Analyse GSC for new voice / local query opportunities
✓ Update GBP hours for seasonal / holiday changes	✓ Check competitor GBP listings for new attributes/posts
✓ Audit local landing page content — update stats/offers	✓ Run local citation audit — fix any inconsistencies
✓ Check schema validity in Google Rich Results Test	✓ Update keyword map with new volume data from tools