

Voice Over in the Google Era



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The ways of the past are no barrier to success for savvy voice over entrepreneurs of the new Google Era.

The search giant has brought more to our fingertips than any other web portal on the Internet, corralling relevant websites and taming the Wild West of the World Wide Web.



There Has Never Been a Better Time

Free career resources and advice is available, job opportunities are bountiful, and the costs associated with getting started and building a home recording studio are at the lowest they have ever been thanks to online marketplaces and the global village.

Broadcasters from the old school of presenting are using their highly developed instincts and production skills to land jobs from other radio and television stations around the world.

Singers and stage actors from the theatre are exercising their vocal versatility, performing as voice actors in animation, film, and documentary narration as well as producing music beds and jingles for commercials.

Salespeople, former telephone marketers, and educators with great voices are flexing their persuasive musculature in commercials, telephony, and educational voice overs with the gusto and ambition of jockeys at the gate, waiting to unleash their voices on the world.

These are just some of the people who make up the voice industry. This guide will help you succeed in the Google Era, one Google service at a time.

Google Web Search

What is it? Google Search is the largest search engine on the Internet. Google has indexed billions of web pages and organized the results in a pecking order of which sources are deemed most relevant or popular by other people who link to websites.

What does it do for me? Google Search can act as a gateway for thousands of visitors to find your website and learn more about your services. Ranking high in the search engine, particularly for your name, is very important.

How can I use it to the fullest? Optimize for keywords and be sure to update your website often. Build links to your website and add valuable content that the search engines will index to generate more pages in their engine related to your website.

URL: <http://www.google.com>



Google Image Search

What is it? Google Image Search provides people looking for images with literally billions of images indexed by their search engine, available for viewing. To use Image Search, select the "images" tab or visit <http://images.google.com>. You can enter a query in the image search box, then click on the "Search" button. If you'd like to see a larger image, click the thumbnail on the results page to see a larger version of the image, as well as the web page on which the image is located.

What does it do for me? Google analyzes the text on the page adjacent to the image, the image caption and dozens of other factors to determine the image content. Google also uses sophisticated algorithms to remove duplicates and ensure that the highest quality images are presented first in your results. If you properly tag your images, you will rank higher for specific keywords.

How can I use it to the fullest? Name your images appropriately and be sure to use descriptive keywords that indicate what your image is of.

URL: <http://images.google.com>



Google News Search

What is it? Google News picks up press releases and news from approved sources to distribute in their search engine. The News Search is an excellent tool for keeping up to date on what a competitor is up to or on topics that interest you.

What does it do for me? Google News can spread your message to journalists and bloggers who are looking for fresh content to publish on their websites or via traditional publications such as newspapers, magazines, and journals. Being found in Google News also helps others to learn about you and provides you with more links in their search engine.

How can I use it to the fullest? Be sure to update your content regularly and distribute a press release announcing any news about your voice over business or achievements. Going through online press release distribution websites that are recognized as news sources by Google will dramatically increase your visibility and get you in front of people who will cover your story.

URL: <http://news.google.com>



Google Blog Search

What is it? Google Blog Search is a special search engine where you can find content of interest posted on blogs. The Blog Search features content updated on a minute by minute basis published to the web by bloggers and article writers as well as citizen reporters.

What does it do for me? Google Blog Search enables you to sort results in order of freshness, relevancy, or posts dated within certain periods of time.

How can I use it to the fullest? Google favors fresh content. Update your blog regularly, contribute to other blogs by leaving comments and tag your posts to increase the likelihood of being found in the search engine.

URL: <http://blogsearch.google.com>



Google Video

What is it? The world's first open online video marketplace, where you can search for, watch and even buy an ever-growing collection of TV shows, movies, music videos, documentaries, personal productions and more.

What does it do for me? Google Video can be used to find videos that you may have produced and circulated on the Internet. In order to be included in Google Video, it is wise to upload your video through the Google Video system for inclusion.

How can I use it to the fullest? Upload any video samples that you may have (and also have permission to circulate) that feature you or your vocal talents. This may be commercials that you have provided a voice over to, video presentations, and video blogs. Be sure to optimize with appropriate tags and keywords for best results as well as submit to be included.

URL: <http://video.google.com>



Google Directory

What is it? Google Directory is the Open Directory Project also known as DMOZ, the largest human-edited directory on the web.

What does it do for me? Google Directory provides you with a free directory listing not only in the Google Directory but hundreds of other directories that are fed by the Google Directory.

How can I use it to the fullest? You can navigate to a specific category for male or female voice talent and add yourself to the list for inclusion. Be patient as the approval process can take up to six months.

URL: <http://www.google.ca/dirhp?hl=en>



Google AdWords

What is it? Google AdWords is a quick and simple way to advertise on Google, regardless of your budget. AdWords ads are displayed along with search results on Google, as well as on search and content sites in the growing Google Network, including AOL, EarthLink, HowStuffWorks, & Blogger. With searches on Google and page views on the Google Network each day, your Google AdWords ads reach a vast audience.

What does it do for me? Google AdWords directs traffic to your website on a pay-per-click basis, ensuring that you are visible in the search results as sponsored listings as well as giving you the tools to maintain and track your AdWords campaigns on a regular basis.

How can I use it to the fullest? Always stick to your budget and restrict the amount of time and number of locations your advertisements are being served.

URL: <https://adwords.google.com/support/>



Google AdSense

What is it? Google AdSense is a fast and easy way for website publishers of all sizes to display relevant, unobtrusive Google ads on their website's content pages and earn money. Because the ads are related to what your users are looking for on your site, you'll finally have a way to both monetize and enhance your content pages.

It's also a way for web site publishers to provide Google search to their site users, and to earn money by displaying Google ads on the search results pages.

What does it do for me? You can earn extra money for hosting pay-per-click ads from Google advertisers on your website.

How can I use it to the fullest? Optimize your website so that the advertisers that are selected to advertise on your website are related to the core theme of your website. Maintaining higher levels of traffic on your website will also bring in more revenue via those streams.

URL: <https://www.google.com/adsense/support/>



Google Analytics

What is it? Google Analytics shows you how people found your site, how they explored it, and how you can enhance their visitor experience. Improve your website return on investment, increase conversions, and make more money on the web.

What does it do for me? With over 80 reports, your free Google Analytics account will track visitors through your site, and will keep track of the performance of your marketing campaigns - whether they're AdWords campaigns, email campaigns, or any other advertising program.

How can I use it to the fullest? With this information, you'll know which keywords are really working, which ad text is the most effective, and where your visitors are dropping off during the conversion process. Don't be fooled by the fact that this functionality is available to you for free - Google Analytics is a full-featured, powerful analytics package.

URL: <http://www.google.com/support/analytics>



Key Points to Remember

Now that you've learned more about Google and the many ways that you can use their services to your advantage, it's time to start putting some time and effort into making Google work for you!

Remember to:

Submit to the Google Directory

Start a Blog

Build Links to your Website

Advertise your Services

Track your Progress

Create a Press Release

Wishing you all the best on your Google adventure,

Voices.com

Website Optimization Service

Give clients a great first impression with our 5-point website optimization service.

We will:

- Create an compelling profile, write your description and double-check your text for spelling.
- Ensure your MP3 demos are optimized for fast load times and accurate playback.
- Tag your demos correctly with content-rich keywords, making it easier for clients to find your website.
- Promote you and your demos in the Featured Talent Categories, prime Internet real estate listed on our high-traffic home page.
- Review your auditions and provide suggestions for how you can improve your auditions and proposals with the goal of helping you get more voice-over work at Voices.com.

The Google logo, consisting of the word "Google" in its signature multi-colored font.The Yahoo! logo, featuring the word "YAHOO!" in a bold, red, sans-serif font.The MSN logo, with the letters "msn" in a blue, lowercase, sans-serif font, accompanied by a small, colorful butterfly icon to the right.

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