



Understanding Google's Speakable Structured Data Feature

By Trevor Walter | October 17, 2024

Google's Speakable Structured Data is designed to help publishers optimize their content for voice assistants, like Google Assistant. It allows specific sections of web pages, such as headlines or summaries, to be marked as "speakable," which can then be read aloud in response to user queries. By using this structured data, businesses and content creators can enhance their visibility in voice search results, making it easier for users to access key information hands-free.

How It Works

By implementing schema.org/speakable markup, publishers can choose which parts of their articles are best suited for text-to-speech. This is particularly helpful for news publishers or informational content creators. Smart speakers and assistants can then present this information audibly, helping improve both accessibility and user engagement.

Implementation

To use Speakable, webmasters must apply the markup to key portions of their content and ensure compliance with Google's technical requirements. Testing the markup via tools like Google's Structured Data Testing Tool is essential to ensure it's correctly implemented.

Benefits

- **Voice Search Optimization:** Enhances the content's compatibility with voice search queries.
- **Improved Accessibility:** Allows users to consume content hands-free, boosting accessibility for the visually impaired or multitasking users.
- **Increased User Engagement:** By being optimized for voice search, content can potentially reach a broader audience, driving more interaction.

For more information, you can visit [Google's official Speakable Documentation](#).