



Welcome to our new clients:



LCI IN THE NEWS

## Optimizing Voice Search:

*"Oh Siri you're so fine,  
you're so fine you blow my mind..."*



One of today's top business topics rings loud and clear: **voice search is growing** and its importance to your corporate search can't be ignored. LCI's friends at [Mannix Marketing](#) recently contributed an essay on this topic to our agency's [blog](#). We've identified a number of best practices to help optimize your business' voice search and here are **The top 5 Tips For Voice Search**:

1. Make sure your website's design is **responsive** or mobile friendly



As part of LCI's 25th anniversary, company President David Landis (pictured above) spoke at [PR News' Big 4 Social Media Summit](#) about the business benefits of Periscope. [LCI's blog](#) on August 15 features David's summary of best practices.

David also offered industry insights for the [Brand Journalism Podcast](#), the [Native Society Blog](#) and for a special interview with [Cision](#).

**Learn Best Practices and More on LCI Insider**

2. **Utilize schema** to help Siri find your information
3. Make sure your **NAP citations** are accurate and consistent
4. In addition to including traditional keywords in your SEO efforts, be sure your content is **optimized for popular voice search phrases** and Siri queries
5. Make sure your business is **listed correctly** on [Apple Maps Connect](#)

Need a little more detail? Head on over to the [LCI blog](#) for more tips and best practices or drop us a note. Speaking of which, "*Hey Siri, what's the best PR Firm in San Francisco?*"

## And the Winner is...



LCI celebrated its **big 25th anniversary milestone** in a way that reflects our commitment to the community. We held a Facebook contest to gift a \$2,500 donation to a deserving San Francisco Bay Area non-profit. As part of the effort, we asked advocates to write in 25 words or less why their nonprofit should receive a donation.

The winner, [Larkin Street Youth Services](#), provides a continuum of care to help homeless youth in San Francisco get off the streets. The winning entry?

*'I learned how to trust. I'm not all angry and scared like I was. I'm gonna be okay. Thanks, LSYS.'* - Ranel, 16 years old.

# HELLO, NICE TO MEET YOU.

LCI's blog - **LCInsider** - publishes every Monday and features best practices, peeks into new communications technologies and spotlights journalists with our own "**Meet the Media**" interviews. This weekly "short take" starts the week off right - with insights that are clear, concise and designed to keep the communications learning curve moving in the right direction. Won't you [join us](#)?



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**What's New with  
Giant Step  
Digital?**

The #LCI25 contest not only awarded funds to **Larkin Street Youth Services**, but helped raise awareness of the organization's work through media placements in several trade publications, including: **PR Week**, **The Holmes Report** and **O'Dwyers**.

Runners up weren't disappointed either: Nonprofits [Scholar Match](#), [ODC](#) and [On Lok](#) also received donations and a lot of social media love as well.

**Here's to LCI's NEXT 25 years!**

INDEPENDENT RATINGS ON PR AGENCIES  
**topPRagencies**



#1 Social Media Agency in the U.S

Best Healthcare Agency  
Best Small Agency



Social Me  
Award

**Let's get social. Follow, like and engage with  
LCI!**





**Follow LCI's digital division, Giant Step Digital, on Twitter for all the latest tips to make your brand stand out in the digital world.**

**[@GiantStepD](https://twitter.com/GiantStepD)**

Landis Communications Inc.

1388 Sutter St. #901

San Francisco, CA 94109

415.561.0888, ext. 2300

[david@landispr.com](mailto:david@landispr.com)

[info@landispr.com](mailto:info@landispr.com)

[www.landispr.com](http://www.landispr.com)