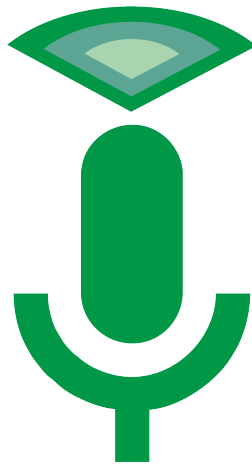


Voice Search : The Next Gen Search

-White Paper



Integrated Approach to Business

Smarketing | Digital Marketing | Frameworks

Introduction:

We are a mobile generation! We love to do things fast, on-the-go and multi task. In last 3 years a lot has changed in the "Search" world. No wonder that top technology companies continue to invest in Voice Based Digital Assistants (read Siri for Apple, Cortana for Microsoft & Alexa for Amazon). Google Home (read "OK Google") is the new entrant in this domain.

<https://alamedaim.com/seo-trends/>

According to Alameda Internet Marketing Mobile Optimisation go the highest no. of votes for Top SEO Trends with 18 votes. Voice Search is third with 9 votes.



Factors Driving Voice Search Growth:

- **From Phrased Based Search to Conversation Based Search:** Try this out to believe me! Search for Ice cream parlour on your device and try the same through voice based search. I am sure that there will be different outcomes. The reason is that some websites are voice search optimised and other are not.

A

Phrase Based Search:

Hot Chocolate Fudge Ice Cream, nearest store.

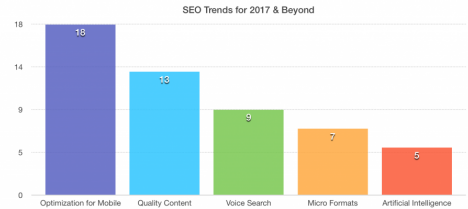
B

Voice Based Search:

I want to have Hot Chocolate Fudge Ice Cream. Get me the nearest store, urgently.

- **60% of searches are now on mobile devices:** With more and more people switching to mobile devices, the search has to move to voice. While they are on the move, you can't expect them to type all the time. "Ok Google" is really HOT this year! Are you "OK Google" ready? From,, simple search to finding directions , voice does it all for you.

- **25% of Searches on Mobile are Voice Searches:** Survey data from *MindMeld* found that there has been a significant increase in voice assistant and voice search usage. 60% of the respondent said that they started using voice search in less than 6 months. Voice search on mobile is on upward move.
- **From Conversational to Transactional:** Top technology companies are training people to be “conversational” with their searches. This in turn will also facilitate “Transactions” as the voice based assistance will support booking, purchases and conversions.



Why voice is imperative for you?

- **Local Business:** When it comes to local business, voice is 3 times more likely to be used as compare to text based search. So if you want to stay ahead of the competition you need to be available on these 03 primary parameters on voice: **Location** → **Engagement** → **Quality**. The voice based search engines can narrow down search results by “operating hours”, “expertise” and “customer ratings”.



- **Search is Becoming Intelligent:** Gone are the days when search was only matching keywords. Today the search engines are looking to understand the meaning and the intent so that it can deliver best results. They are conversation ready. Voice search engines understand emergency, urgency and mood of the voice query. If your businesses can deliver accordingly then it is time that search engines know it.





So What You Need To Do and Do Fast? Here are Quick Seven from SmarrtGrid on “Voice Search”.

- **Be Mobile Friendly:** An absolute must as majority of searches will be on mobile devices.
- **Make Site Crawl Friendly:** Search Engines love transparency. Don't hide! The more you share the more they like you.
- **Avoid Flash:** While we have nothing against flash but these files are not readable. It is best to avoid them on mobile devices.
- **Call Tracking:** Most voice searches are looking for quick information. Call integration works wonders. “Click to Call” and “Call Tracking” are must for any mobile voice based search. The kind of experience you provide on call goes a long way in creating impression.
- **Local Search:** Voice plays very important role in local searches. If you run a local business, voice search is a must.
- **Optimise Load Time:** Shoppers don't wait for more than 3 seconds. 40% shoppers will abandon shopping cart if not optimised.
- **FAQs as Marketing:** Important information, ready reference, emergency and urgent services need prompts to addition of adverbs to FAQs. Search engines learn from FAQs and then present the information in line with the intent of voice based query.



Conclusion:

Mobile devices are poised to be personal assistant to any user. Search Engines, Digital Assistant will keep learning more about the user's preferences. It is essential for any business to integrate and be part of this intelligent chain. The collaboration of your web presence with voice based search will ensure that you will remain ahead of the competition.

Talking India Specific: We are a nation of multiple languages. It will be interesting to see how top tech companies solve the “Vernacular Riddle”?



By

Harmeet Singh Bahra

