

VOICE SEO

BY MAT SLAVICA @DIGITALSTAND

What is it?

How Does it Affect You?

Should You Invest?

**Hey Siri, what is
voice search**



Searching with your voice is
3.7x faster than **typing**

(40 vs 150)~ Bing

HOW MANY OF US USE VOICE SEARCH?

Using voice search globally, predicted to hit 4bn this year

3.25bn

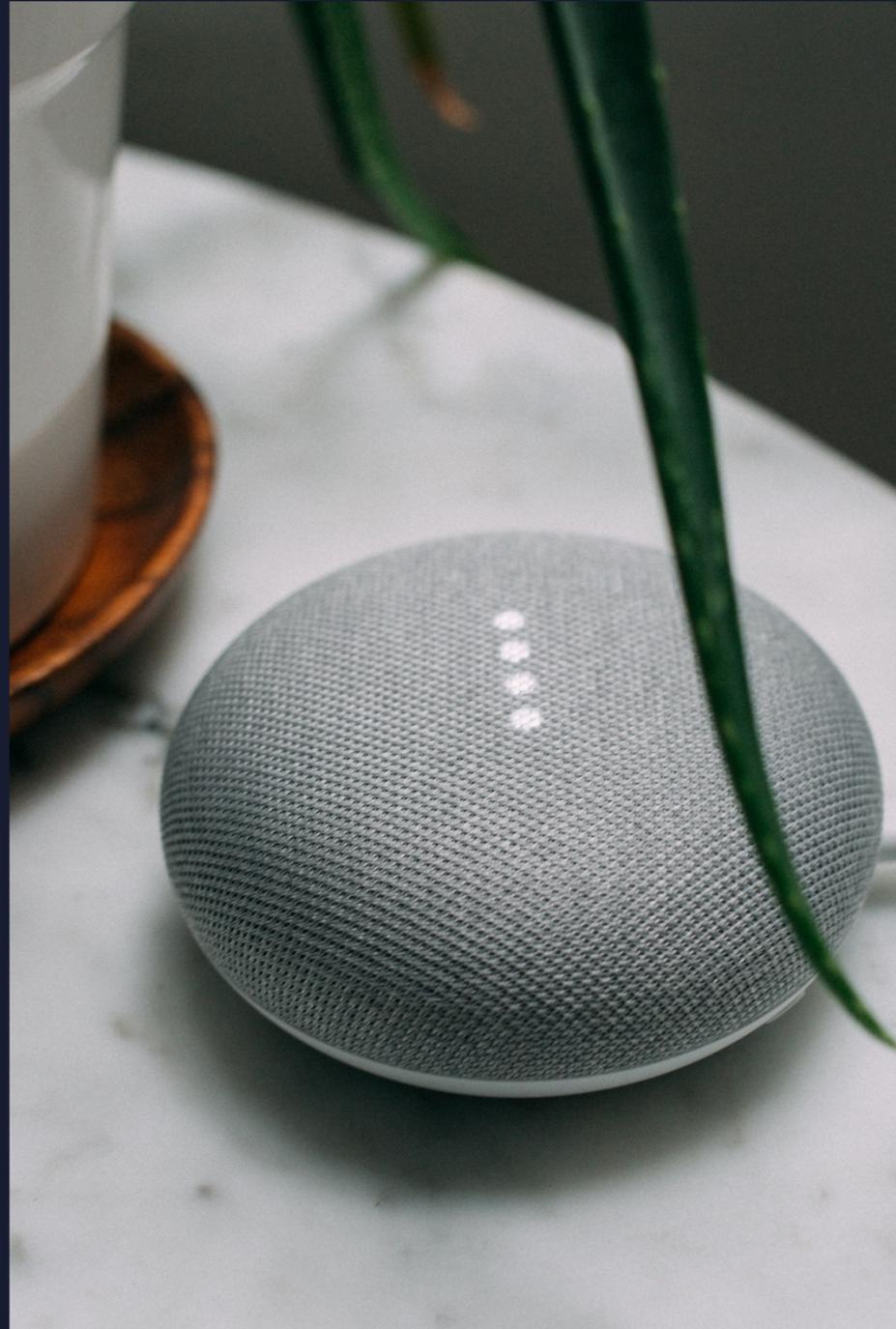
We are kind of there!
With social media at 3.96 bn, and 4.6bn using the internet

4.35bn



20% of all Google searches are now voice activated

HOW – WHEN – WHAT



**HOW DOES IT
AFFECT YOU?**

ANSWERED DIRECTLY OR NOT

	NO	YES	
Recipes: Photo's, ingredients, methods, measurements	✓	✗	Cooking conversions
Sports analysis	✓	✗	Sports scores
Product Comparison	✓	✗	Product price comparison
Diet analysis or comparison	✓	✗	Foods in a diet

ADDITIVE: VOICE VS. TYPED

What does Protein Powder do for you?

590

27k



Protein Powder

70%

“Of all answers returned from voice search occupy a SERP feature (60% of those being a featured snippet).” ~ SEM Rush

VOICE COMMERCE SALES

\$164bn

The total value of all voice commerce sales predicted to done by 2024 ~ Voicebot

DIGITAL VOICE ASSISTANTS

8.4bn

The number of digital voice assistants in use worldwide ~ Statista

WORLD POPULATION



\$8.1bn

By 2024

**SHOULD YOU
INVEST?**



Website Speed

- ✓ Below 1.5 seconds (the faster the better)
- ✓ This affects all of your SEO
- ✓ Google want to present the information fast
- ✓ Pingdom website speed test
- ✓ Think with Google test my site

1-3

Keywords

Because we are typing we get it out as briefly as possible

7 - 10

Keywords

When we speak it is easier and far more conversational in nature

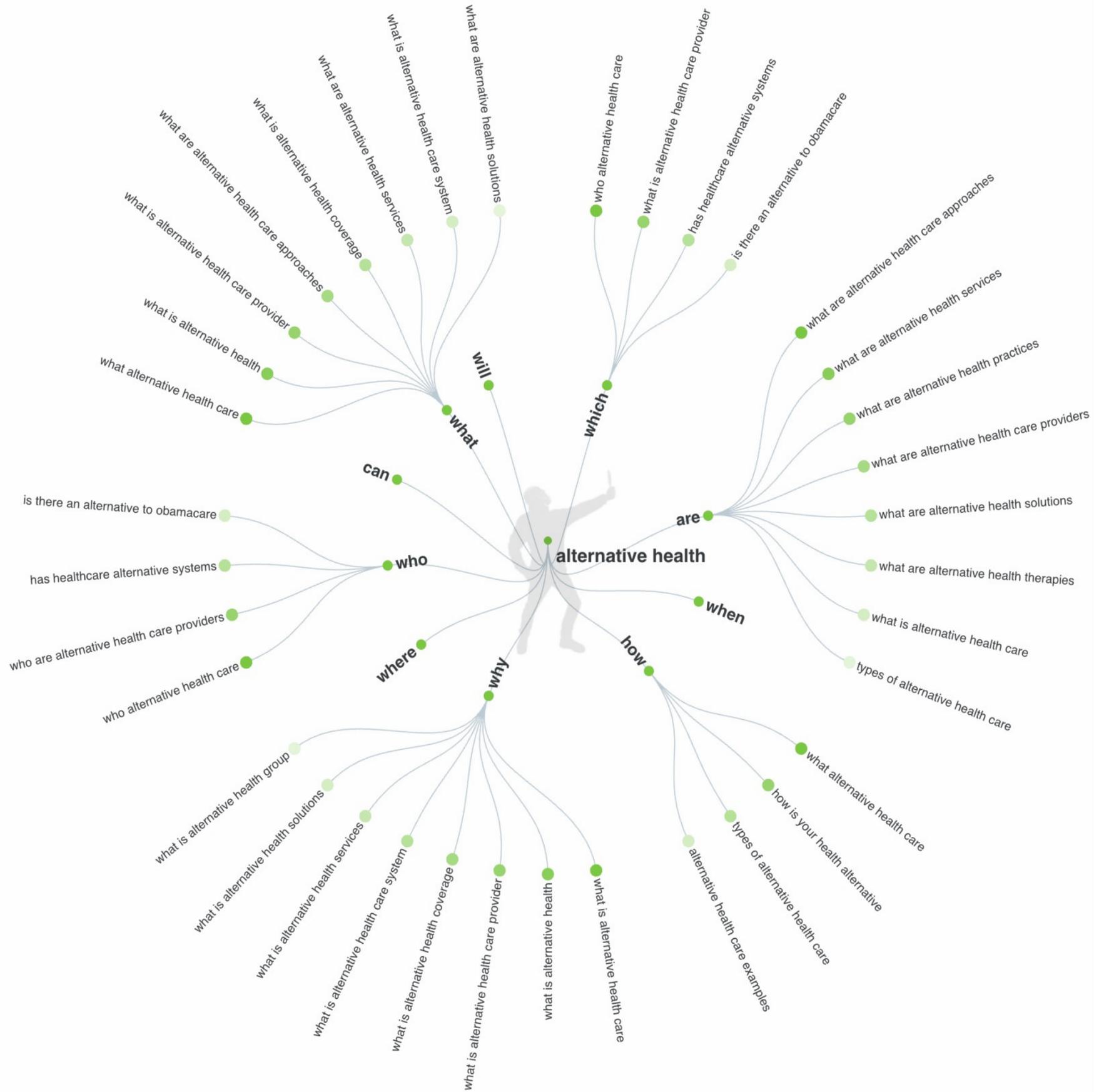
Voice

Same result

Text

Same result

A screenshot of a Google search results page. The search bar at the top contains the text "what is the best conference to attend for natural food". Below the search bar, there are navigation tabs for "All", "News", "Images", "Shopping", "Maps", and "More". The search results show "About 574,000,000 results (0.99 seconds)". Under the "Events" section, there are filters for "Today", "Tomorrow", "This Week", "This Weekend", "Next Week", and "This Month". The first event listed is "Naturally Good" on "Sun 30 May - Tue 1 June" at "ICC Sydney, 14 Darling Dr Sydney NSW". There is a small image of the event to the right of the text.

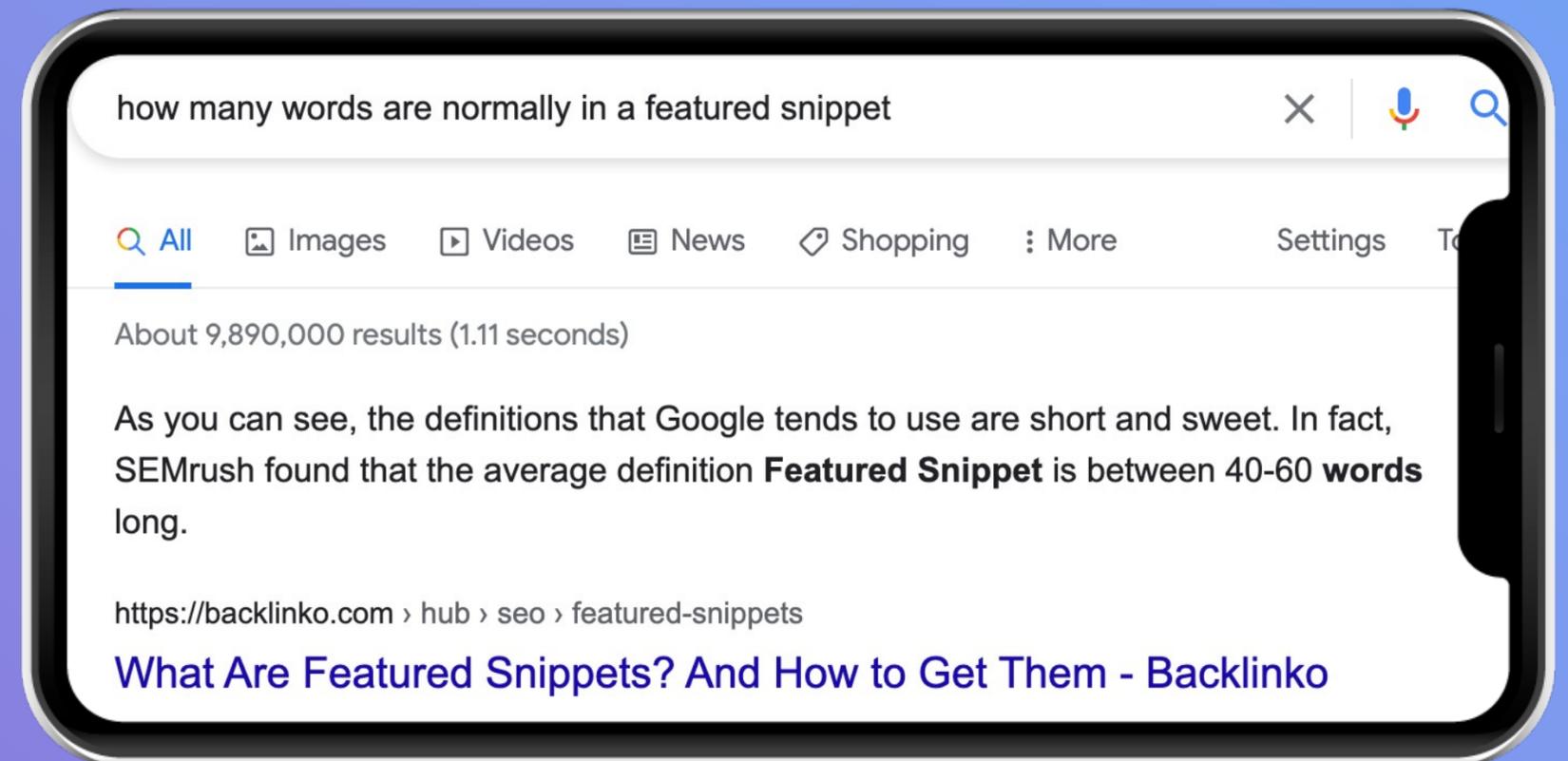


The important thing is to not stop questioning.
(answerthepublic.com)

ALBERT EINSTEIN

NUMBER OF WORDS

Your answer should be 29 words or thereabouts. You should have the question in the title, and the keywords and related keywords in the answer and keep it at a 9th grade reading level



\$164 bn

Voice Commerce

8.4 bn

Voice Consoles

20%

Of Google Search

29

Words

THE END!

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