

The Rise of Voice Search

Voice search is a **speech recognition technology** that allows users to search by voicing their queries aloud rather than typing them into search engine.

Types of Digital Assistants

Apple's Siri, Microsoft's Cortana, Amazon's Alexa, Google Assistant, Baidu's DuerOS, Samsung's Bixby.

14M

people in the U.S got their first smart speaker device in 2018

(Source: NPR Report: Smart Speakers See 78% Increase YOY)



Artificial intelligence (AI) in voice search systems get smarter and smarter the more you use it.

Why now?

Voice search is **convenient, fast** and especially **instant**. User voice searches are longer and more personal. Major search companies like Google and Bing have trained their search engines to use **natural language**.

95%

word recognition

is actually the same threshold of accuracy as human speech.

(Source: Internet Trends Report 2018 by Mary Meeker, presented at Code 2018 conference).

Searching with your voice is

▶ **3.7x** faster than typing.

(Source: Voice Search: The Definitive Guide, Backlinko)

46% of voice search users look for a local business daily.

58% of consumers have used voice searches to find local business information.

(Source: BrightLocal)

What now?

Voice searches are different, and the results should be, too. **Longer content means more voice search traffic**. Keep that in mind when developing content.

Desktop/Mobile Search

best brunch on Main St

Voice Search

what restaurant has the best brunch on Main St

Conversational queries are becoming more popular and standardized. Google data shows significant growth in mobile searches.

↑ **65%+**

"Should I?"
"Do I need?"

↑ **85%+**

"Can I?"

(Source: How conversational searches change your search strategy, Google).

What's next?

We are moving from **keywords to voice**. With billions of dollars being poured into AI, it won't take long for voice search to become part of everyday life.

21% of the population
53M
people A18+ in the U.S. now own at least one smart speaker.

↑ **78%+**
increase in the total number of speaker devices in homes year-over-year.

(Source: The Smart Audio Report, Edison Research)

We predict that SEO will be the first area of search impacted and foresee that once voice search becomes monetized, its growth will rise even more.