

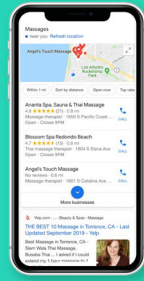
WHAT VOICE SEARCH MEANS FOR MARKETERS and HOW BRANDS CAN PREPARE FOR IT

As marketers, we've all heard the term “**voice search**” but what does it actually mean for your brand and its multiple retail, restaurant, or service locations?

FACT

Voice is the future of search.

You can no longer ignore it and you need to plan for it.



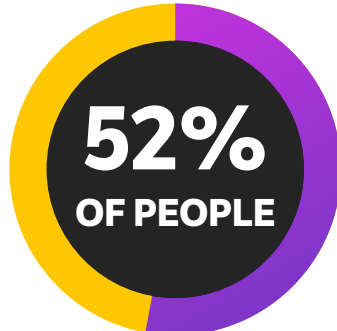
WHY?

VOICE SEARCH is ON THE RISE

18 MILLION

SMART SPEAKERS

exist in the U.S.



have more than one device — and growing.

by **NEXT YEAR**

50%

OF ALL SEARCHES

will be voice-activated



30%

OF ALL SEARCHES

will be done using a device without a screen, according to Gartner.

WHAT DEVICES ARE PEOPLE USING?

Amazon Echo and Alexa-powered devices **61%**

Google Home **24%**

Other **15%**



70 MILLION CONSUMERS

— across all generations — use voice-enabled devices at least once a month.

HOW DOES THAT TRANSLATE to LOCAL SEARCH and PURCHASE BEHAVIOR?

58%

AND

46%












OF CONSUMERS use voice search to find a local business.

OF THEM do it daily.

27%

OF U.S. SMART SPEAKER USERS will make a purchase using their devices.

WHAT ARE CONSUMERS ASKING THEIR DEVICES?

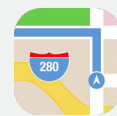
	Everyday Household Items	25.11%
	Apparel	21.15%
	Entertainment e.g. Music, Movies, etc.	21.15%
	Games	18.94%
	Consumer Electronics	14.54%
	Groceries	11.89%
	Travel	11.89%
	Furniture	9.25%
	Appliances	8.37%
	Prepared Meal / Drink	7.05%
	Local Services e.g. Dry Cleaning, etc.	3.52%

WHERE DO THE DEVICES GET THEIR DATA?

GOOGLE ASSISTANT is powered by [Google My Business](#)

AMAZON ALEXA is powered by [Yelp](#)

SIRI is powered by [Apple Maps](#) + [Yelp](#)



INVESTING IN PROXIMITY SEARCH OPTIMIZATION™ (PSO)

gives you a **significant advantage in local search**, in that it creates data consistency and accuracy across sites, which in turn helps your local rankings and visibility — across devices.

WHEN CUSTOMERS ARE ASKING

MAKE SURE THE ANSWER is YOUR BRAND

YOUR MULTI-LOCATION BRAND OR FRANCHISE MUST

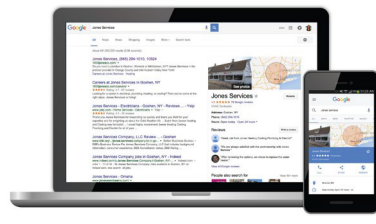
— **1** —

Choose a provider and platform that has broad and deep PSO expertise and are adept at optimizing and distributing your data across all sites and devices.



— **2** —

Maintain your Google My Business (GMB), Yelp, Bing, TripAdvisor, and Apple Maps listings and data across 300+ networks and ensure that attributes are up-to-date and properly categorized.



— **3** —

Understand the most common keywords and categories you want to be found for and optimize your local pages with those products, services, and other important terms.



— **4** —

Improve location ratings and manage reviews continuously.



— **5** —

Ensure your sites load rapidly.



— **6** —

Test, measure, refine, and stay on top of new developments.



MOMENTFEED can help ensure that all your local sites are optimized through our unique **Proximity Search Optimization™** platform.

Prepare yourself for the future of voice!



Listen to this WEBINAR for even more insights, stats, and trends!

Sources:

<https://www.brightlocal.com/research/voice-search-for-local-business-study/>
<https://www.searchenginejournal.com/new-study-reveals-what-people-are-buying-through-voice-assistants/287277/#close>
<https://www.emarketer.com/content/marketing-beyond-the-screen>
<https://www.dialogtech.com/voice-search-statistics/>
<https://searchengineland.com/its-time-for-local-business-to-take-voice-search-seriously-299101>
<https://www.wordstream.com/blog/ws/2018/04/10/voice-search-statistics-2018>