



Analysis of Voice-Based Searches and How They Affect Digital Marketing

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ABSTRACT

When it comes to iPhone applications, "SIRI" would be at the top of the list. Google Voice Assistant for Android phones would also not be far behind. For anything sold by Amazon, "Alexa" is the same. One thing unites all of these applications. They assist you by responding to your vocal requests; they are voice-based assistants. With the development of speech-to-text technology and the enhancement of device processing capabilities, voice-based assistants are now the preferred choice for the majority of routine tasks. There has been an increase in voice-based searches along with this shift in user behavior. These days, people use assistants to search the internet. The conventional method of searching by entering text into a browser to access a search engine has changed as a result of this. The search engine's delivery of search results is impacted by this modification. The manner that users access content is affected by changes in search engine processing. This affects the digital marketing strategies used by various websites to increase visitors, carry out branding initiatives, or run promotions.

Keywords: Web, Digital Marketing, Voice Search, Voice Assistant, Internet Marketing, Digitalization.

Introduction

"By 2020, voice searches will account for half of all searches." ComScore.

People these days are constantly searching for a simple, quick fix that will increase the effectiveness of multitasking. Speech-to-text is therefore a great option. This option is particularly appealing to folks who dislike typing or find it inconvenient. Thanks to technological advancements and low error rates in speech to text conversion, voice-based search is revolutionizing internet search behavior.

It makes sense for digital marketers to make sure their material is accessible from all forms of inquiries, including voice search, questions, queries, and so on, given the surge in the use of voice commands for searching. Websites that were previously optimized for text-based searching and search criteria would now need to be optimized for voice-based inquiries because people are starting to search in different ways than just typing.

The Technology of Virtual Assistants Powers Voice Search

Speech to text and voice-based search styles are becoming more and more popular due to the use of voice assistants on our phones, such as Siri or Google Assistant, and the growth of IOT, or the Internet of Things. The most popular personal voice help services available right now are Alexa from Amazon, Cortana from Microsoft, Siri from Apple Inc., and Google Voice Assistant.

Top4 VirtualAssistants

1. Siri(Apple)
2. GoogleNow(Google)
3. Alexa(Amazon)
4. Cortana(Microsoft)

Apple was the first major corporation to incorporate personal voice assistants into its phones. Siri is the name given by Apple to the personal assistant and voice search feature that company installed on its iPhones. Google also unveiled Google Now and its own personal speech assistant. Google Now is an app that uses clues from your everyday phone usage, browsing history, and location to provide you with the essential information even before you ask.

Microsoft Windows 10 Operating System and Cortana, its new personal assistant, were just released. Amazon expanded their virtual assistant, Alexa, and Amazon Echo gadget further, taking it a step farther. Alexa responds to queries such as "Alexa, what will be the weather this week?" by utilizing your smartphone and respond to commands like "Alexa, reschedule my 10:00 am meeting."

Given the higher adoption rate of these things, search patterns clearly have a big impact. Only a small portion of all queries conducted globally a few years ago were voice-based. According to reputable sources, voice searches currently account for 20% of all smartphone searches, and this trend is continuing.

Marketers have been looking for the ideal way to raise site rankings on search engine results pages (SERPs) for years. If the advertisement or site details appear on the first page of search engine results pages, it is usually seen as a success. The main goal of optimisation was to create copy that would entice the target user to click while utilising the right keywords. Since visitors are already accustomed to at least scrolling through all of the results on the initial search page, it is not necessary to be the top option on the result page. Voice-based search is transforming all of this.

Voice-based search no longer offers users a variety of possibilities to weigh before selecting the one that best seems to fit their needs, unlike traditional text search. Most of the time, they will either choose to try a different query to modify the first search result, or the first result they hear will satisfy their quest. This implies that it is now insufficient to even rank second in the search results. This is mostly due to the unique characteristics of voice search and the difficulties it poses for websites designed for written searches.

The next stages to incorporating a successful strategy in light of the expansion of voice search are knowing what people will be talking about, how they will be searching, and what they are looking for, with Google and Facebook AI and AI in general learning more about conversationalist speech.

Literature Review

Presently, the majority of voice-based search industry literature is accessible online, with a smaller quantity available through select journals and research papers.

How is it that the consumers are using voice based search?

Finding out how people use voice-based search is the most important thing to grasp about it. It has been crucial to stay up to date with the data around voice-based search as its popularity grows in order to be ready for any changes that may arise and how they may affect the business. The key statistics for voice-based searches are listed below.

1. More than 50% of teenagers and 41% of adults use voice-based search on a daily basis, according to Northstar Research, 2014. 2014's Northstar Research.
2. Every day, Google receives about 3.5 billion searches. Approximately one-third of the 3.5 billion queries are voice-based (Thee Design, 2017).
3. Among American smartphone users, 71% of those between the ages of 18 and 29; 59% of those between the ages of 30 and 43; 39% of those between the ages of 44 and 53; and 38% of those above the age of 53 use mobile personal assistants (Thrive Analytics, 2014). 60% of the users who use mobile personal assistant are on the go when they use them. (*ThriveAnalytics, 2014*).
4. Voice-based search usually falls into one of four types. 30% of respondents said they would classify as general information, 27% as personal assistants, 22% as local information, and 21% as amusement and enjoyment. 2016's Search Engine Land.
5. Voice-based search queries are typified by a question and are typically longer than text-based searches. Voice-based queries usually consist of three to five keywords, with the first one being what, followed by why, who, where, and how. (2016, Campaign).
6. Of the users, about 50% expressed satisfaction with personal voice assistants, while 38% expressed neutrality. The percentage of users unsatisfied with personal voice assistants was only 12%. 2016's Search Engine Land. According to some experts by the year 2020, 30% of browsing sessions done on the web would be done without a screen. (*Gartner, 2016*).
7. As per comScore, half of all the searches on the web by the year 2020 would be voice based search. (*Campaign, 2016*).
8. 57.8% of the users use voice based search on their smart phones, while 60% of the users

usevoicebasedsearchwhenathome.(StoneTemple, 2017).

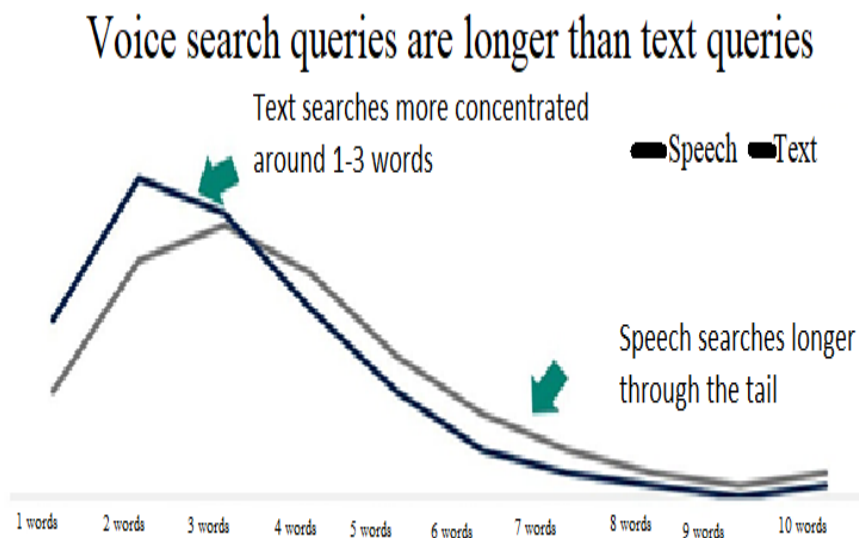
The top 10 amazing statistics about voice-activated search

1. According to Alpine.AI, there were about 1 billion voice-based queries made monthly as of January 2018.
2. According to Technavio, the voice recognition industry would reach a staggering \$601 million by the end of 2019.
3. According to CTA, 25% of consumers utilised voice-activated personal phone assistants to help them shop for the holidays in 2017.
4. According to GeoMarketing, 65% of users of Google Home or Amazon Alexa said they could never envision going back to the time before smart speakers.
5. Speaking with a voice-activated speaker is like having a conversation with a friend, according to 41% of consumers who possess one (Google).
6. According to Global Web Index, 1 in 4 people in the 16–24 age range utilise voice-based mobile search.
7. According to eMarketer, 23.8% of Americans who used voice-activated speakers at least once a month in 2017 used Google Home, while 70.6% of Americans used Amazon Echo.
8. According to OC&C Strategy Consultants, 20% of voice buying in 2017 was grocery shopping. In contrast, only 8% of the activity involved clothes shopping.
9. According to Google, 39% of voice-activated speaker owners would prefer to receive alternatives that would assist them in finding business information, and 52% of them would prefer to receive information about discounts, specials, and promotions from brands.
10. According to comScore, voice-based searches will account for half of all searches by 2020.

Rationale for Study

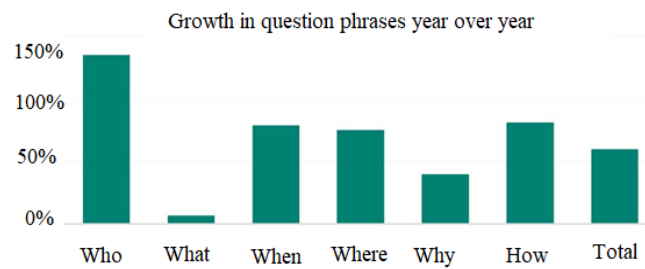
Voice-based searches should yield different results because they are unique.

According to a study, employing voice-based search causes an unconscious change in behaviour. If you use your browser's text-based search function to find a restaurant, you might enter "Best Brunch in Delhi." Your behaviour alters when you use a voice-activated search engine, such as "What restaurant has the best brunch in Delhi?" or "What restaurants are open for brunch now near me?"



Because of this, voice-based search queries are longer than text-based search queries. They typically consist of three to five keywords, tend to ask a question directly, and are characterized by words like who, how, what, where, why, and when. Users also expect the search engine to respond to their queries.

Questions phrases are more likely to be voice



Search Engine Watch Jason Tabling "How Will Voice Search Impact A Search Marketer's World?" December 14

Additionally, carefully examining the word choices made in the inquiry offers additional contexts regarding the user's intent, which would assist advertisers in understanding the consumer's position inside the sales funnel. Is the buyer only doing research or are they prepared to buy?

When a customer inquires, "What is the difference between an infant car seat and a convertible car seat?" for instance, it is likely that they are conducting research. However, there's a good possibility they're prepared to buy if they inquire about things like "Where can I buy a Mesa car seat?" or "How much is a Mesa car seat?".

Questions phrases = voice search degree of intent



Additionally, keep in mind that not every query that begins with a phrase is made equal. "What price" is further down the purchase path and demonstrates more intent than "What is". Provide and produce material that corresponds to the appropriate degree of user intent and addresses certain queries.

You may determine customer intent and ensure that your website has the appropriate material to adjust to voice-based search by using insights from conversational search inquiries.

The results of this study will be beneficial to all digital marketers, large and small company owners alike, who use one or more digital marketing platforms to establish their brand among consumers of their goods or services and connect with prospective clients when they conduct product and service searches.

Problems statement and research objectives

Primary objective

1. To study the awareness and perception of voice-based search and how it affects digital marketing specifically for India region.

Secondary objectives

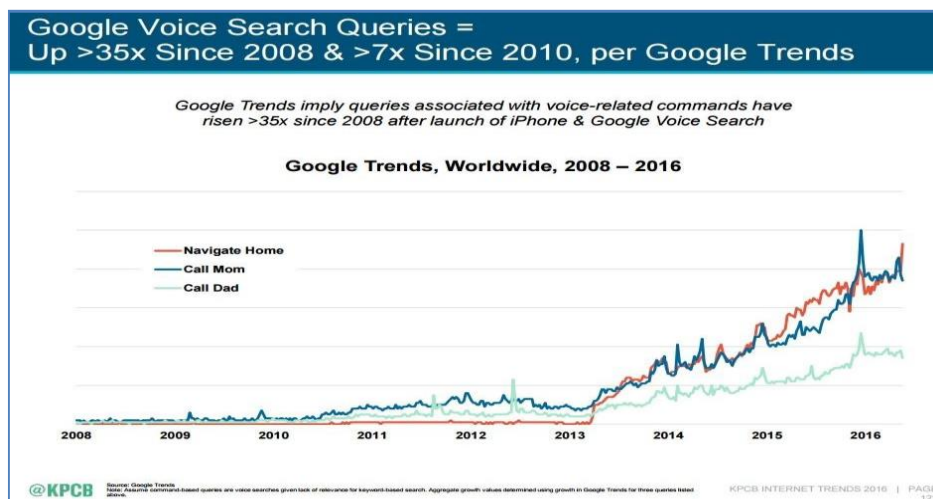
1. To study voice-based search usage trends among people of various demographics.
2. To study the current digital marketing strategy of the organizations and understand what has changed for them. How effective is their strategy in the current market scenario, and whether they are prepared for

thevoicebasedsearchrevolution

Methodology

This research is exploratory. Both qualitative and quantitative analysis is used in this study. Since the goal of this study is to conduct a critical review, data from all over the world have been gathered from the internet. A thorough investigation of secondary data and information was conducted in order to prepare this report. Secondary sources of data and information were gathered from e-books that have been published, periodicals, working papers, conference papers, websites, and articles that have been published in various publications. This is a best practice and standard procedure for critical type evaluation.

AnalysisanddiscussionofStudy



Voice-activated search is mobile, and you use mobile devices on a daily basis

Voice-based search is becoming more mobile-friendly and locally focused as it becomes more integrated into mobile applications and devices. Numerous digital assistants are now included into items that you use on a daily basis, both at work and at home.

For instance, Cortana, a voice assistant included into Windows 10, enables text- and voice-based search on all Windows devices, including Xbox One, laptops, and Windows phones.

Having an Amazon Echo Dot is similar to having a Star-Trek computer at your disposal for voice commands. It can play music, read audio books, answer your queries, and even manage other smart home-connected gadgets in your house.

It's about the conversation

Since we have been using the current search engines for over a decade, we have become adept at expressing ourselves in a few words when we type our searches into them. With voice-based search, users can now find what they're looking for more quickly, intimately, and conveniently than they could with text-based search engines because of natural language.

Because of this, with each encounter, the artificial intelligence that powers voice-based search gets increasingly sophisticated. This improves the artificial intelligence (A.I.) engine's comprehension of the user's purpose and makes search more conversational.

For example: Based on my current geo-location and the context of my recent historical searches, my digital assistant, which I use to live in Ahmedabad but have travelled to Mumbai, should anticipate that when I ask for recommendations for local restaurants, the search results should be in Mumbai and not in Ahmedabad.

The search engines that power voice-activated search and personal assistants are concentrating on novel ways to leverage artificial intelligence and machine learning to analyze all available data signals, including those from their own products and search knowledge graphs, as well as signals of intent such as how a current query relates to past queries, geo-location signals, and your own connected data.

The artificial intelligence systems that underpin voice search will be able to comprehend who you are, what you are doing, and where you are in order to comprehend the context of what you want, based on your behavior patterns and preferences, as more gadgets and the Internet of Things send data signals to them. As a result, voice search becomes somewhat predictive, able to decipher intent and estimate the searcher's potential future demands.

Why should business owners and digital marketers care about voice-based search?

Just consider this: If the success of your business is directly related to your digital marketing strategies, and if those efforts are directly related to voice-based searches, then it follows that voice-based search trends will inevitably have an impact on your firm. Whether or not this has a positive or bad outcome will rely on how successfully your strategies are adjusted to the shifting environments.

Any business would need to adjust to the shifting digital landscapes with the rise of voice-based search and Google's new mobile first index strategy, which ranks the site primarily on its mobile version as opposed to its desktop version. SEO strategies that have been successful thus far will no longer be accepted. Through accurate results and speed and convenience, voice-based search enhances the user experience of the search engine. This would imply that your success rate and the likelihood of the digital personal assistant recommending your website as the best option would increase if your digital marketing strategy and online content are optimised for mobile use.

Voicebased Search & SEO

There are industry professionals who believe that SEO as it exists today may eventually become obsolete due to the rise of voice-based search. Voice-based search is expected to bring about positive changes in digital marketing, according to numerous SEO specialists. It is undeniable that the rise of voice-based search will have an impact on SEO strategy and digital marketing, either positively or negatively. It is up to you whether you view the glass as half-full or half-empty.

The main distinction between voice and text searches is why your SEO approach needs to be adjusted. The ways that voice-based search impacts SEO are listed below.

- It uses conversational language
- Text searches transform into long-tail question queries.
- Emphasis is placed on featured snippets
- Importance of informative and authoritative content
- The way the degree of conversational language varies between text and voice search is one of their primary distinctions. Even while you could search for "best restaurants Delhi," you're more likely to ask Siri, "Hey, what are the best restaurants in Delhi that are open now and have a booking available?" if you use voice-activated search. Voice-based search relies on conversations, therefore your content needs to sound more like natural language.

This includes having the answer to specific questions.

Accurate and timely responses to queries are essential for Google to prioritise them as featured snippets. In one instance, there was a 516% increase in sessions, an improvement in visibility as an authority, and a notable rise in click through rate due to the acquisition of a featured snippet. Google will choose you for this position if you can provide the solution that voice-based searchers are looking for and earn this highly sought-after position by producing material that is both authoritative and educational. This can no longer be accomplished by just repeating keywords a few times without providing a context that makes sense. If the article is well-written, there may also be a chance to advertise your company.

Conclusion

Without a doubt, the mobile market is expanding quickly and will continue to do so in the foreseeable future. Additionally, as technology advances and mass production increases, costs are decreasing. The gadgets' processing power is rising in addition to their lowering cost. People will start using assistants and avoiding typing more and more as processing power and technology advance. Voice assistants are increasingly a feature of everything. These days, voice home assistants like Google Home and Alexa Home exist in addition to phones.

With this it can be concluded that as the voice search grows the search engines would also keep on upgrading themselves. Digital marketing professionals who have not adapted to this change in behavior would be left behind and lose out on the next big wave of digital change.

Gap in Literature/ Limitations of the present investigation

This body of research demonstrates unequivocally that everyone believes voice-based search will have a significant impact on digital marketing. It will fundamentally alter SEO as we currently understand it. Nevertheless, no particular research has been done to demonstrate these effects and how they might alter the scenario for product consumption and search. As of right now, no particular data is available to indicate which business would be more negatively impacted than the other. For instance, the degree and manner in which brick and mortar establishments are impacted may differ from that of internet retailers.

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