



# INCORPORATING VOICE SEARCH INTO YOUR E-COMMERCE STRATEGY

## VOICE SEARCH IS COMING, VOICE SEARCH IS COMING!

Well, really, voice search is already here. No longer just a trend, some even consider the surge of using vocal commands with digital devices a revolution. Whatever you call it, there's one thing we can agree on: voice search cannot be ignored and should be a major consideration in your e-commerce digital marketing strategy.

## STILL NOT CONVINCED VOICE SEARCH IS THE NEXT BIG THING?

Check out these statistics that cement voice search as a phenomenon not to be overlooked.

**OVER 1 BILLION** voice searches are completed every month

It is estimated that Amazon has sold **5.1 MILLION** smart speakers in the US since 2014

Google says **20%** of mobile queries are voice searches

**1 IN 4** shoppers used voice search to holiday shop during the 2017 season

Where can I buy a toy car for my nephew for Christmas?

## Clearly, voice search isn't just a fad. HERE'S HOW TO INCORPORATE IT INTO YOUR E-COMMERCE STRATEGY:

### UNDERSTAND YOUR CUSTOMER.

How old is your typical customer? What kind of devices does your customer use?

**If they use mobile devices and are 16-60 years old, there's a very good chance they use voice search.**

### RECONSIDER YOUR KEYWORDS.

Voice search is all about keywords using natural language and questions.

Really dive in and **focus on long tail keywords** to accommodate users searching with voice. Make sure to **consider how people would ask questions** at different points in the buyer's journey too!

### IMPROVE SITE SPEED.

Voice search is all about being fast.

People are even less patient when completing voice searches than manual ones and search engines know that. **Decrease your site load time and you'll be more likely to be included in the short list of voice query search results.**

```
<span itemprop="servesCuisine"> hot dogs</span>
```

### IMPROVE SCHEMA MARKUP.

Having a page with readily available information is crucial for getting in voice search results.

Like site speed, **having a site that can be easily crawled thanks to good schema markups will increase your odds of being included in the top search results.**

### MOBILE-FRIENDLY FOCUS.

One out of every five voice searches completes their searches on mobile.

**It's crucial to have a responsive site design with mobile-friendly navigation for hordes of voice searches coming your way.**

### UP YOUR LOCAL AD TARGETING.

Results for "I want to order sushi" or "Where can I get my pants hemmed?" would be highly unhelpful unless they were local to the voice searcher.

**Make sure to optimize your local advertising and SEO efforts.**

### GET IN THE FEATURED SNIPPETS.

Remember, voice search results are more selective than traditional search results so, if you're in the featured snippets it's likely you'll be in the voice search results too!

how to hard boil an egg

**Hard:** Place your **eggs** in a pot and cover with cold water by 1 inch. Bring to a **boil** over medium-high heat, then cover, remove from the heat and set aside for 8 to 10 minutes. Drain, cool in ice water and peel.

[Hard Boiled Eggs Recipe | Food Network](https://www.foodnetwork.com/recipes/eggs)  
<https://www.foodnetwork.com/recipes/eggs>



**"SIRI, HOW DO I SEE MORE COOL INFOGRAPHICS LIKE THIS ONE?"**

"Check out all of Perfect Search Media's infographics on the Perfect Search blog!"

Sources:

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