

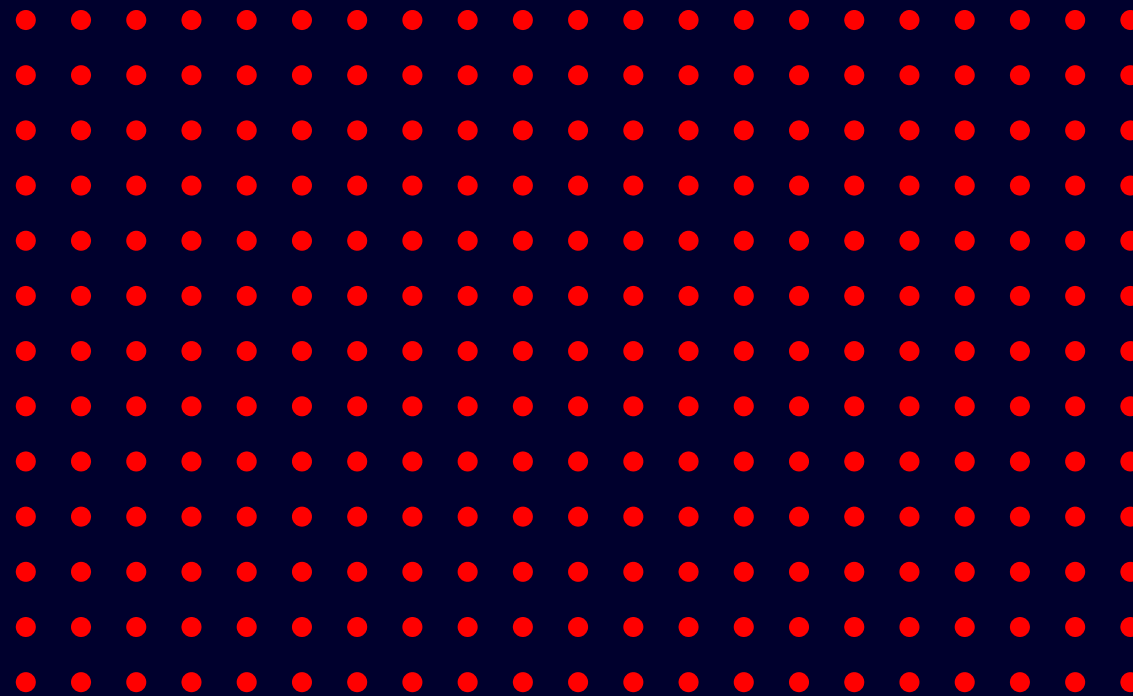


Voice Search for an International Audience

How to Make the Most of International Opportunities for Voice Search

Ed Hartigan and Emily Mace

www.moravia.com



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Introductions

- Ed Hartigan

Digital Marketing & Media Director at Moravia



- Emily Mace

Head of International SEO at Oban



Voice search by the numbers

By 2020, 50%
of searches
will be voice

There were
35 times
more voice
searches in
2016 than in
2008

40% of adults
currently use
voice search
at least once
a day

Voice search by the numbers

- Voice search is a growing trend around the world and a hot topic
- All major tech companies have voice assistants, from apps to home assistants/smart speakers
- In 2016, Amazon's top-selling product at Christmas was the Echo smart speaker with Alexa



Hey Cortana



More mobile devices = more voice search



The tools aren't great linguists... yet

- Cortana is available in 14 regions and speaks 8 languages:
 - Chinese (Simplified): China
 - English: Australia, Canada, India, UK, US
 - French: France, Canada
 - German: Germany
 - Italian: Italy
 - Japanese: Japan
 - Portuguese: Brazil
 - Spanish: Mexico, Spain

- Alexa only works in English and German



But Siri is getting pretty good

Australia

Austria

Belgium (Dutch, French)

Brazil

Canada (English, French)

Chile

China (Cantonese, Mandarin)

Denmark

Finland (Finnish)

France

Germany

Hong Kong (Cantonese)

India (English)

Ireland (English)

Israel (Hebrew)

Italy

Japan

Malaysia (Malay)

Mexico

Netherlands

New Zealand

Norway

Republic of Korea

Russia

Saudi Arabia (Arabic)

Singapore (English)

South Africa (English)

Spain

Sweden

Switzerland (French, German,
Italian)

Taiwan (Mandarin)

Thailand

Turkey

United Arab Emirates (Arabic)

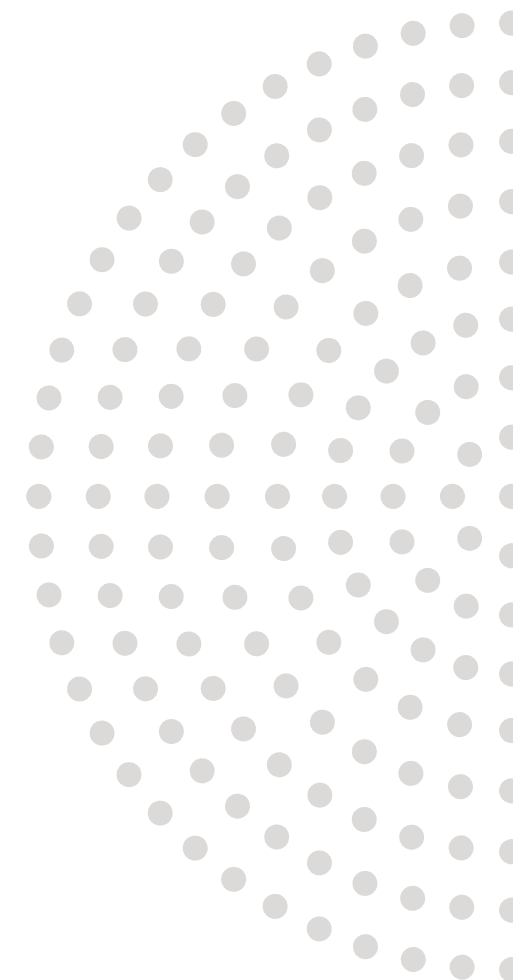
UK

USA (English, Spanish)



And better is coming

- Google's voice recognition software now "speaks" 119 languages, including:
 - Arabic
 - Mandarin and Cantonese
 - 10 languages for India
- This improves its understanding of syntax and encourages adoption
- Amazon is looking at supporting around 50 languages
- Baidu has a voice search project too!



Where do the results come from?

Google results are served from

- Siri
- Google Home

Bing results are served from:

- Alexa
- Cortana

But also...



WIKIPEDIA
The Free Encyclopedia

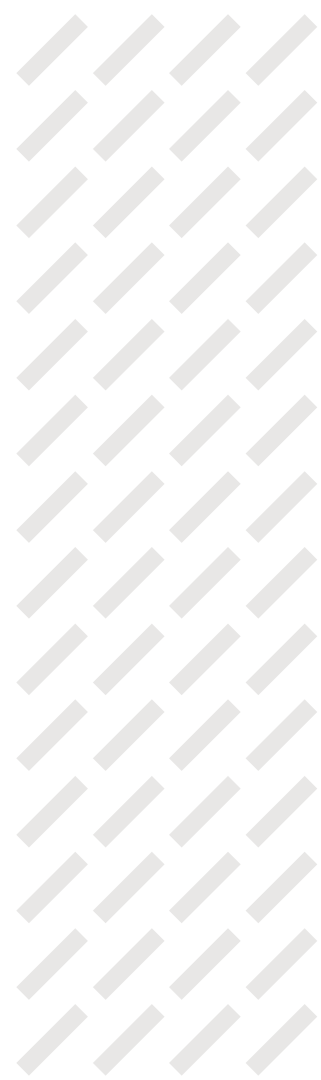
Reference 

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What results show up and why?

- “Who is...” – results from Wikipedia
- “Who played...” “What movie...” – results from IMDB
- “What is...” – results from sites like Reference.com
- Queries not served by content from these sites are given the number 1 result in the search results
- Common queries are questions and searches that include “near me”



What voice isn't too good at...yet

- Apart from Alexa ordering from Amazon, ecommerce isn't there yet – BUT this will be the biggest growth area in the coming months
- Understanding accents – with hilarious effects at times!
- Google and the others are working on ways to advertise in the responses. Paid marketing will follow.

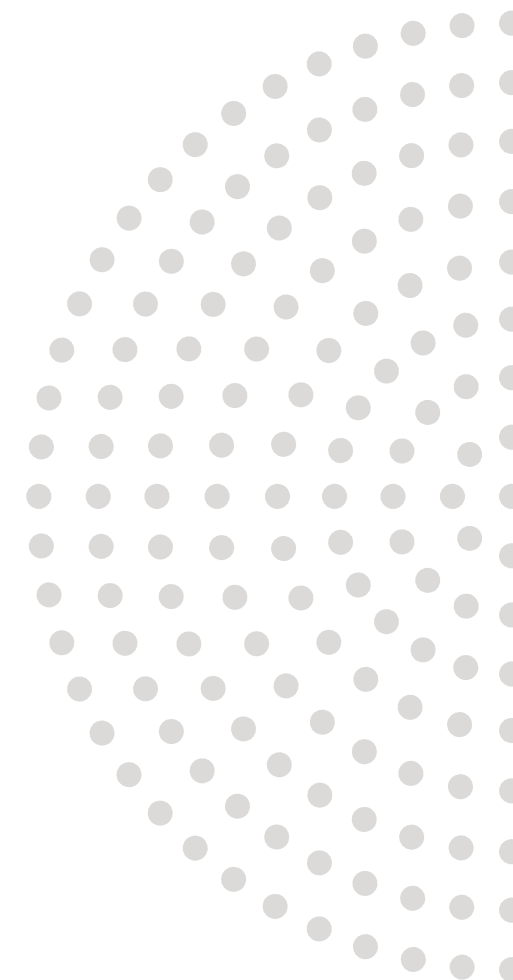
A top-down view of a desk with various items: a white smartphone in the top left, a silver laptop keyboard in the top center, a grey notebook with a black pen in the top right, a white mouse in the middle right, a white headset in the bottom right, and a spiral notebook with a pencil in the bottom right.

Taking Advantage of Voice Search

How enterprises should respond to the trends

Anatomy of a voice search

- Longer search terms
- Less likely to be one- or two-word phrases
- More likely to be questions or locally based searches
- More important to have natural language on your website, in all languages!





What do you need to consider?

- Naturally written local language content
- Types of content
- Structured data
- Mobile friendliness
- Local SEO

Content Recommendations

■ DO

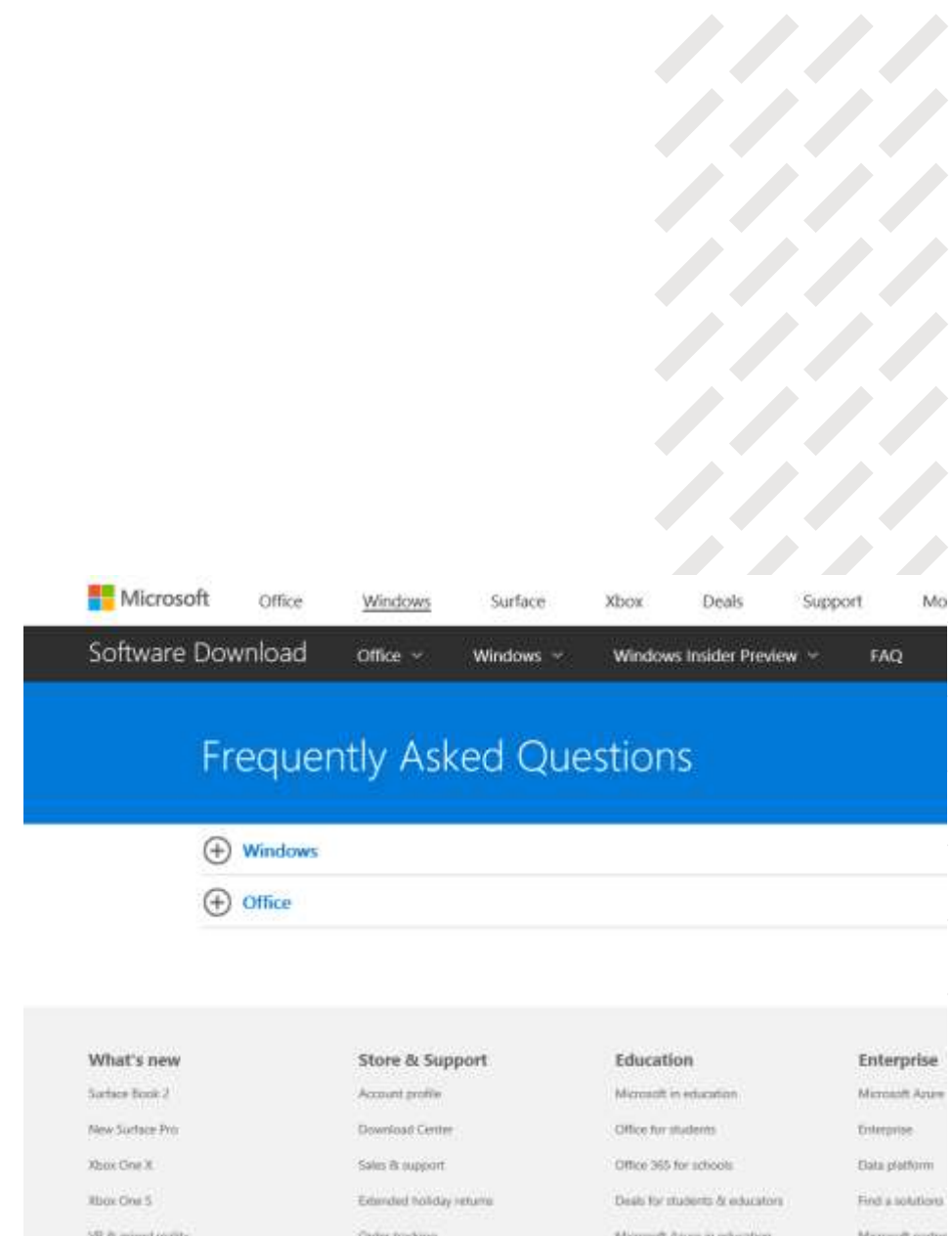
- Write how people speak
- Consider conversational search
- Look at how people use language in each market
- Consider local listings and store locations
- Include FAQ content

■ DON'T

- Use automatically translated content
- Assume everyone is the same
- Obsess over short-tail keywords

Types of content

- Long-form articles
- FAQ content
- Specific content that answers user questions
- Local business pages (one per location)



Local SEO

- “Near me” is a common addition when using a voice query
- Appearing in the local listings will help you

The screenshot shows a Google search for "apple near me". The search bar contains the text "apple near me" and has a microphone icon and a search icon. Below the search bar, there are tabs for "All", "Maps", "Shopping", "News", "Images", "More", "Settings", and "Tools". The search results show "About 101,000,000 results (0.85 seconds)".

The first result is "Apple Store - Find a Store - Apple (UK)" with the URL <https://www.apple.com/uk/retail/>. Below this, there are several local listings for Apple stores in Brighton, England:

- Find a Store - Apple**: Find an Apple Store and shop for Mac, iPhone, iPad, Apple Watch ...
- Regent Street**: Apple Store Regent Street opening hours, contact information and ...
- Churchill Square**
- Store List**: Browse a list of every Apple Store throughout the world and view ...
- Meadowhall**: Apple Store Meadowhall opening hours, contact information and ...
- Genius Bar Reservation**

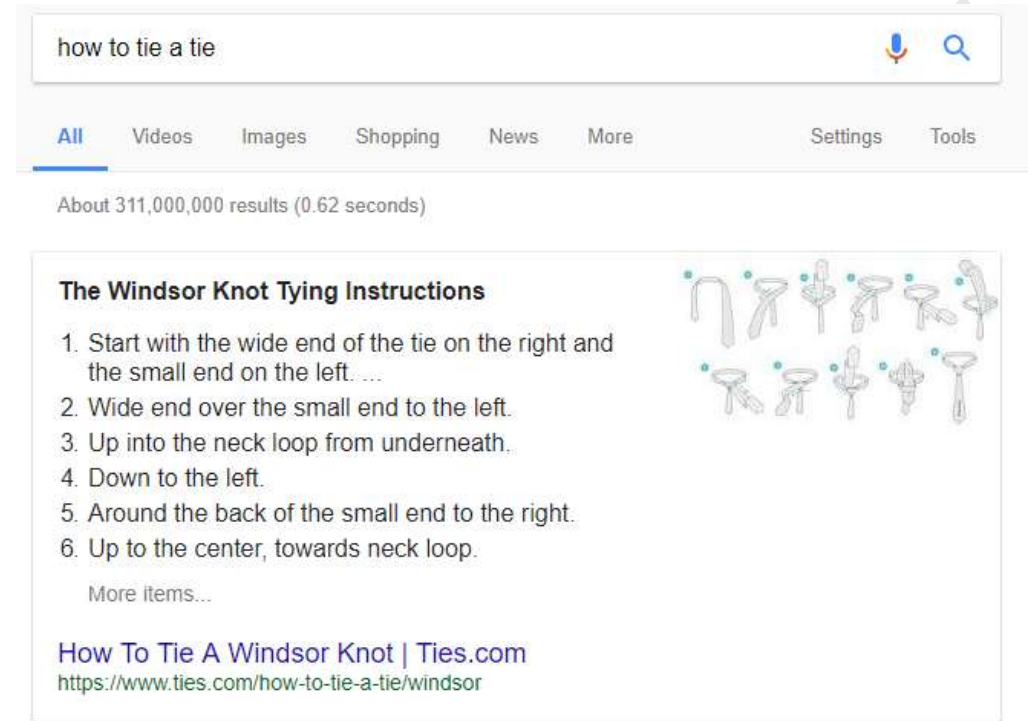
On the right side of the search results, there is a map showing the location of "Apple Churchill Square" in Brighton, England. The map includes a photo of the store's interior and a "See photos" button. Below the map, the listing for "Apple Churchill Square" is shown with a 2.8 star rating, 137 Google reviews, and the text "£££ · Electronics store in Brighton, England". There are buttons for "Website" and "Directions".

Structured data

- Your developers can implement schema code to help with how content is processed by voice assistants. Useful schema includes:
 - Articles
 - Local business addresses
 - Product schema for ecommerce
 - Reviews
- Knowledge graphs play a part, so getting all the code in place now will help organic visibility AND voice in the future

Let's talk article schema

- Can help you appear in the answers box in Google
- Place schema code around:
 - Paragraphs
 - Lists
 - Tables
 - Images
- Base what you code on your local in-country keyword research



WHAT QUESTIONS DO PEOPLE WANT ANSWERS TO?

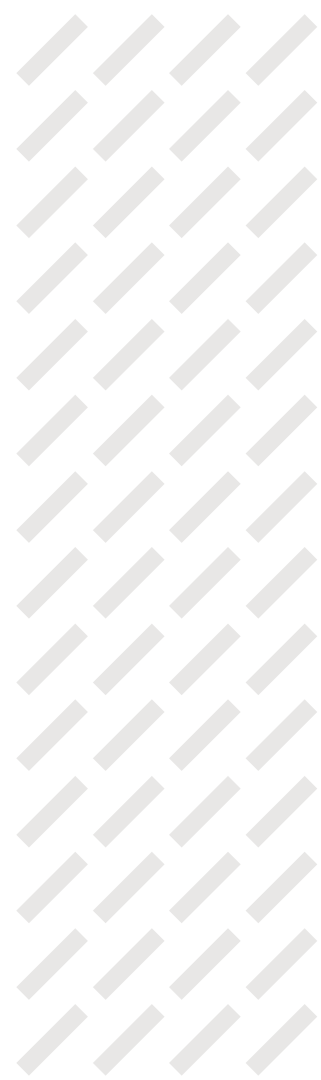
Mobile friendliness

- Mobile is now the largest driver of traffic across the web
- Search engines are rewarding mobile-friendly sites
- Voice search is often mobile-based
- The speed of your website influences how visible you are on mobile devices
- Voice assistant apps link to search results too!



Closing thoughts

- It's a hot topic and it's in its infancy
- BUT you can't ignore it and must start to think about your content and how it will be found around the world on voice devices
- Your first step is understanding how people search in each market you are in, and how they use language to ask questions





Thank you