

DID YOU KNOW?

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CROFT
ANALYTICS



Around 8.4 billion
voice assistants are in use
globally, which is more
than the global
population of 8.2 billion.

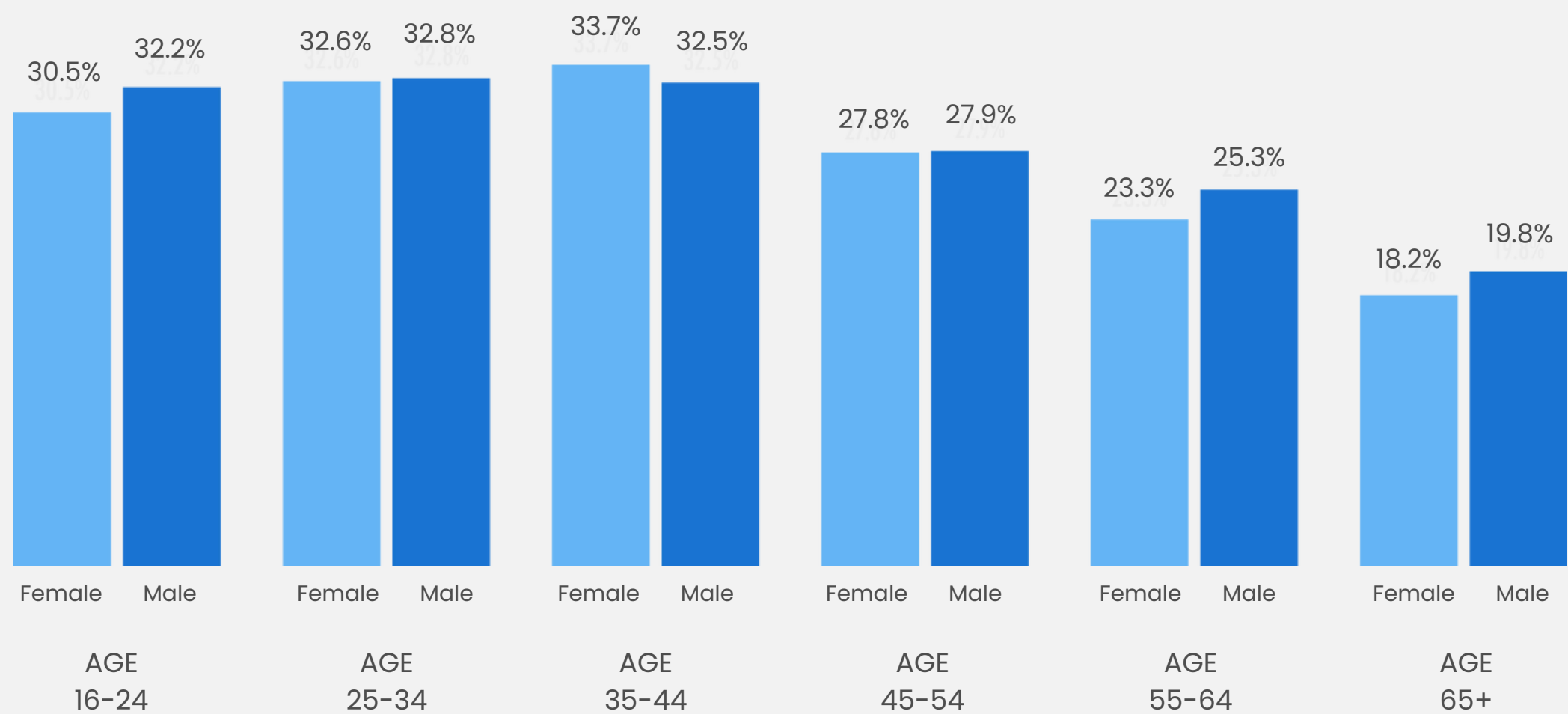
Voice search is changing how we find information. People are moving away from typed keywords and embracing natural, conversational language.

This means your
content strategy
needs to evolve too.

With AI-driven assistants like Alexa, Siri and Google Assistant, people are searching differently using natural, conversational language instead of short keywords.

Use of Voice Assistants

Percentage of **internet users** who use voice assistants (e.g. Siri, Alexa) **each week**, globally.



Why It Matters for Marketers

- ✓ More question-based searches (e.g., “What’s the best smartphone for photography”)
- ✓ Increased local searches (e.g., “Best cafés near me”)
- ✓ Growing voice commerce (ordering products via voice commands)

How to Optimise for Voice Search

- ✓ Use long-tail, conversational keywords
- ✓ Optimise for featured snippets (position zero) by providing concise answers to common questions
- ✓ Prioritise local SEO for location-based searches
- ✓ Ensure your Google My Business profile is up-to-date
- ✓ Implement structured data (schema markup)

Ensure your
website is mobile-
friendly and fast.

Voice search is often used
on mobile. A slow site can
hurt your **voice search
rankings**.

Content Strategy for Voice Search

- ✓ Answer common questions (who, what, where, when, why, how)
- ✓ Write in a conversational tone
- ✓ Keep content clear and concise
- ✓ Use FAQs and bullet points for easy readability

The Future of Voice Search.

In 2025, expect multilingual voice search, AI-powered, context-aware voice search and a greater role in e-commerce.

The future of
search isn't coming.

—

It's already here.
Are you ready?

**Imagine
better.**