

A generational change in the way the world searches.

Approved Partner of Moboom + Yext

International emerging technologies specialising in voice search and data citation management technology.



The emergence of voice search



Voice search is dramatically altering the customer journey. People of all ages are utilising voice search in growing numbers to perform search engine queries, find local businesses, make purchase decisions, and more.

Experts project that the adoption of voice technology will increase exponentially in the coming years. In fact, comScore predicts that by 2020, 50% of all searches will be voice searches. Additionally, PwC predicts that, as the technology becomes more sophisticated, consumers will begin to entrust their voice-enabled devices with complex purchases like clothing and travel reservations.

And when consumers search for local businesses with their voices, they usually engage with those businesses by calling: studies show that 28% of people who perform a local voice search go on to call the business. Calls are the most popular next action following a voice search.

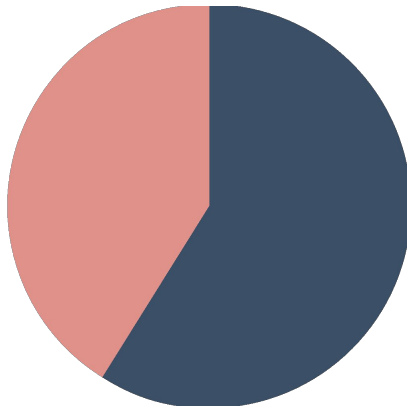
Businesses who are proactive about optimising for voice search and call conversions will have a major advantage over their competitors.

To monetise the voice search revolution, digital marketers should take steps to optimise their site(s) for voice search. They should also capture the right analytics on calls to their locations for the marketing insights to generate more callers that convert to customers.

This eBook gives insight into Moboom voice search technology, provide explanation on how Voice and citation management work together,, and explain the best practices to drive more leads and customers from voice search (both typed and talked) to your business.

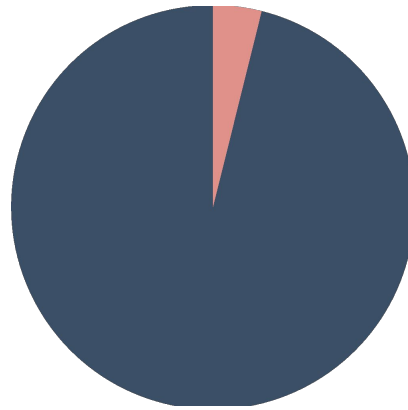
Sources: comScore, PwC, BrightLocal, BrightEdge, Dialogue Tech

The way the world searches



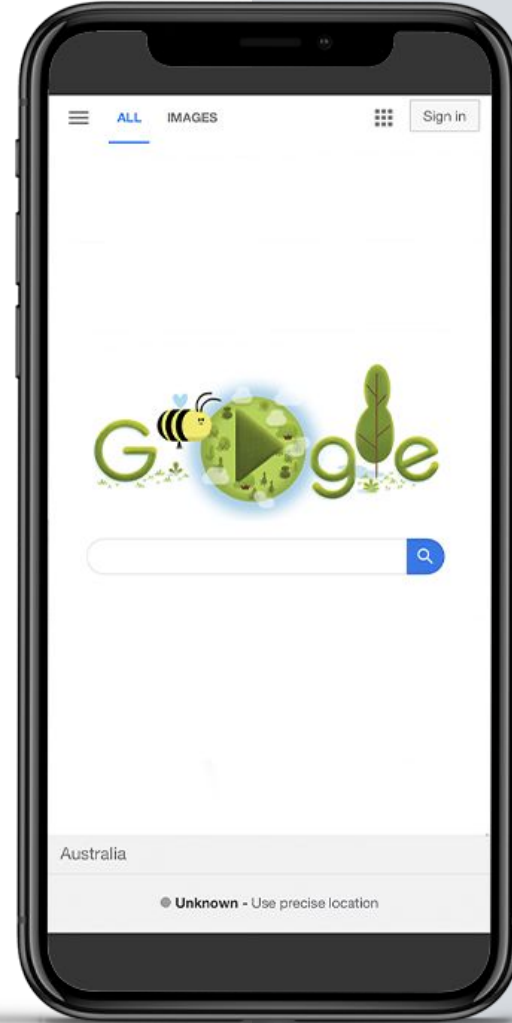
65%

Google processed 2.33 trillion searches in 2019 – A total of 7 billion per day with 65% of those on mobile devices



<4%

of online business listings are voice search ready



\$

\$389^b

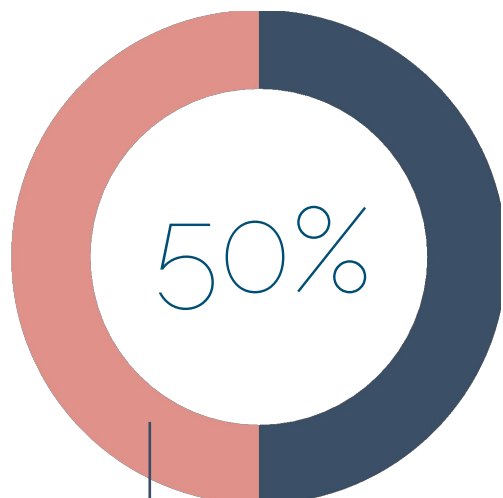
Print classified revenue has dried up. Global Digital Advertising spend to be US \$389b in 2020

\$

\$1.27^{tr}

Web development, cloud hosting and SEO to reach US \$1.67tr by 2022.

Voice search has arrived



of **ALL** searches will be Voice by 2020^{*1}



of mobile searches today are voice^{*4}



Business listings are voice search ready^{*5}



Of adults now use Voice Search at least once per day^{*6}



Mobile voice related searches compared to text are 3x more likely to be **local based**^{*2}

22%
of voice search queries are looking for location based^{*3}



References:

1 - <https://www.dialogtech.com/blog/search-marketing/voice-search-statistics>

2 - <https://neilpatel.com/blog/seo-for-voice-search/>

3 - <https://searchenginewatch.com/2017/05/11/what-does-voice-search-mean-for-your-local-seo-strategy/>

4 - <https://seoexpertbrad.com/voice-search-statistics/>

5 - <https://searchenginewatch.com/2019/04/18/voice-search-study-uberall/> <https://searchengineland.com/just-4-of-u-s-businesses-voice-search-ready-finds-analysis-of-nearly-75000-companies-315143>

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The voices in your house



Top 6 Voice Search Devices



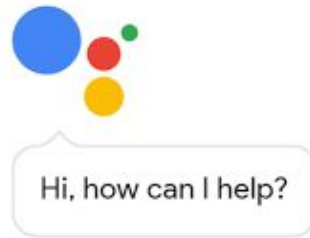
1

Google Home



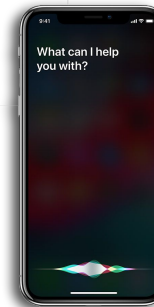
2

Amazon
Alexa/Echo



3

Google
Assistant



4

Siri/iPhone



5

Android
Phone and
Devices



6

Microsoft
Cortana

Voice by device



Question:

Have you spoken to or issued commands to any of the following technology devices?



57%

Smartphone



29%

Tablet



29%

Laptop



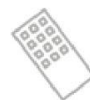
29%

Desktop



27%

Speaker



21%

TV Remote



29%

Car Navigation



14%

Wearable

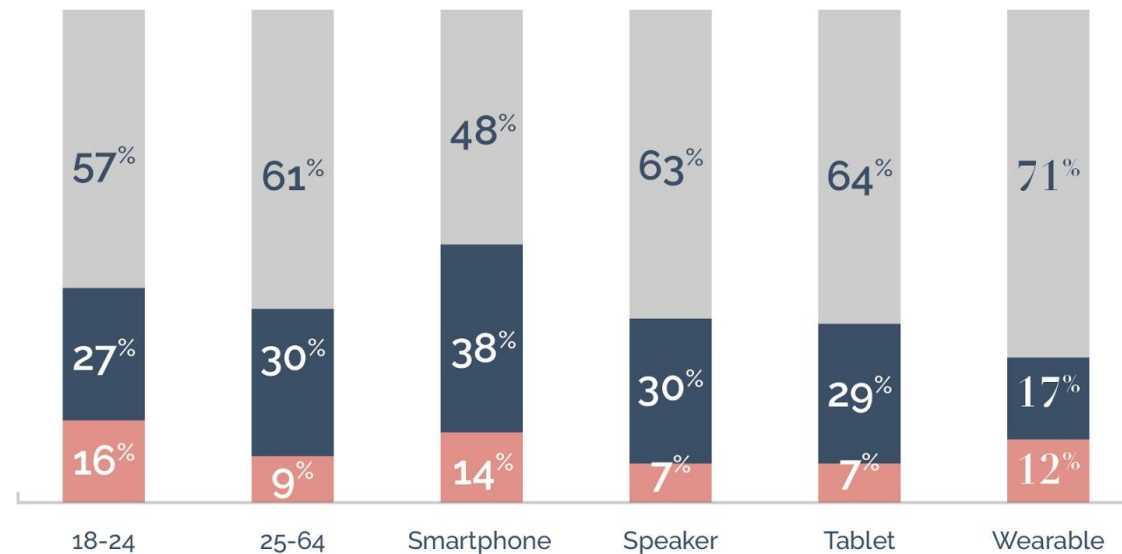
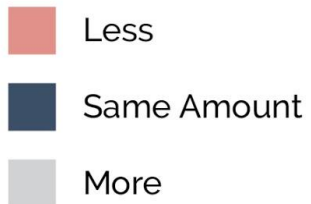
In a recent survey conducted by PwC, 90% of respondents stated that they had basic familiarity with voice-enabled devices. Below are the most common products users engage with voice search.

How often does your business need to be heard



Question:

How often will you use your voice devices in the future?



Over half of all surveyed 18-24 year-olds and 25-64 year-olds expect their voice search usage to increase in the coming years. The vast majority of consumers also expect their voice usage to increase across every device—smartphones, speakers, tablets, and wearables.

The most important S's in Search



Speed

Page loading speed appears to be the most critical factor in voice search. The faster the better.



Security

Provide a site which is secure – having non-secure sites negatively impacts all SEO.



Seamless

Deliver relevant content to the specific device being used by the consumer.



Schema

Coding language created in collaboration by Google, Bing and Yahoo.



Synchronize

Consistent, accurate business listing information across sites with domain authority improves SEO.

Outrank the ranked









Moboom sites are built with sophistication and Schema which enable voice search compatibility.

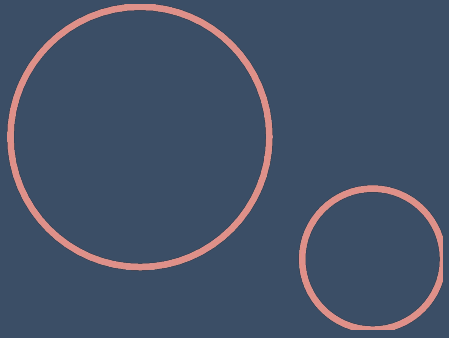
Page loading speed appears to be the most critical factor in voice search. The faster the better. Drupal, Wordpress, Squarespace and the like are inferior products when it comes to voice search compatibility. Typed or talked, Moboom voice compatible sites will outrank those without Schema,

Complement existing SEO or build to outrank it - you can rebuild an exact replica or use the opportunity to be voice search compatible as a complete rebuild project.

Voice.Pages can be(-at) your web pages



TECHNOLOGY	PLATFORM TYPE	TECHNOLOGY RELEASED	GLOBAL SITES UPDATE CAPABILITY	VOICE SEARCH READY	AUTOMATIC PRODUCTION CAPABILITY	SPEED (TTFR)	AUTOMATED SECURITY	SEAMLESS (DEVICE SPECIFIC)
 MOBOOM <small>DRIVEN BY DATA</small>	Hosted DXP	2019	✓	✓	✓	Fast	✓	✓
 WordPress.com	Self-hosted CMS	2001	✗	✗	✗	Slow	✗	✗
 Joomla!	Self-hosted CMS	2005	✗	✗	✗	Slow	✗	✗
 Drupal	Self-hosted CMS	2001	✗	✗	✗	Slow	✗	✗
 SQUARESPACE	Hosted web platform	2003	✗	✗	✗	Very Slow	✗	✗
 SQUARESPACE	Hosted web platform	2006	✗	✗	✗	Very Slow	✗	✗



Key Search Challenges.

The internet is empty

Today the internet is **largely empty of voice search capability** – a void that needs to be rapidly filled by the digital services ecosystem.

- The ecosystem includes web development, web hosting, search engine optimisation (SEO) & digital advertising.
- Tens of thousands of established companies including online directories, digital agencies and data publishers are **not voice search ready**.
- Millions of businesses are effectively **“invisible”** to voice search.
- There are no simple solutions to upgrade websites and the data to make content voice compatible.
- When a **generational shift in search methodology happens**, the money and commercial spending around the change quickly follows.



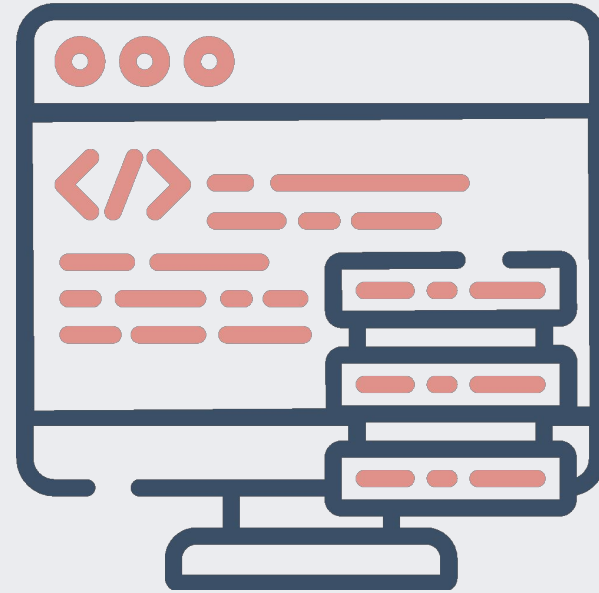
How do we fix the internet



Build a Voice Page

Moboom VoicePages:

- Are physical web pages with voice enabled search built into its DNA to boost organic search results across traditional search and voice.
- Complement existing digital presence solutions, not replace them.
- Easy to deploy – either single business location or automated for scale (multiple locations).
- Can be template driven or client branded (you choose).



You can't copy us

Patented Technology

Moboom's Patent has the ability to publish **any type** of content and **any amount** of content on to **any device**.

Moboom is essentially a **powerful publishing engine** that can ingest any type of data feed – manual or programmatic – and ensure the content delivery and display is device specific.

Any third-party widget can seamlessly interact with the website content. Voice search capability was added in 2019.

The applications extend far beyond the production of websites for small business owners.



Let's get integrated

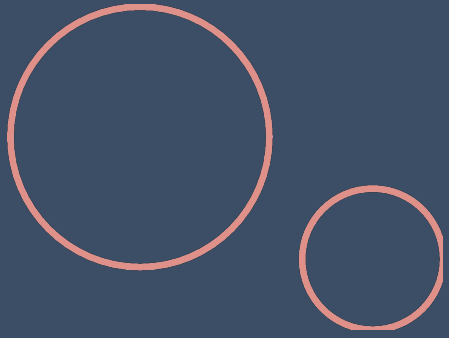


VOICEPAGES CAN BE MANUALLY INTEGRATED WITH ANY CMS OR DATA FEED

Voice Pages can be:

- Built from a template with content manually added
- Integrated with any CMS, including citation management solutions (Yext)
- Custom built using any coding language to suit your branding guidelines
- Mass produced from structured data sets in automated process
- Managed centrally or individually, or combination of both
- Use any URL structure desired by your business





Citation Management.

Review Your Citations



Head over to our website and scroll to the following section half way down the homepage - choose any business location you like, and discover the citations in need of updating and optimisation.

[180 Degree Marketing | Home | Marketing Agency Canberra](#)

How is your business listed online?

Check the health of your online business information with help from our listings scan. Instantly see how your most critical location data appears on Google, Yelp, Facebook and dozens more maps, apps, search engines, and directories.

Business Name:

Business Address:

Street address only

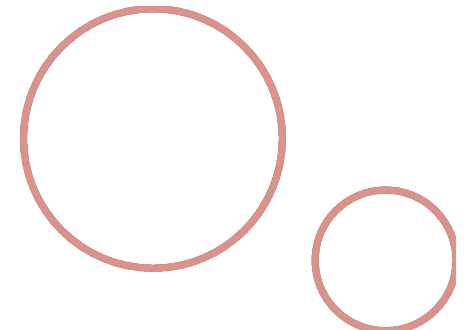
Suburb:

State:

Postcode:

Phone:

Scan My Presence



Let's Recap



Citation Management and Voice.Page Technology Summary:

Citation management and voice search software ranks highly in Google. The software collects citations from various sources, organises them, and compiles them into a bibliography or list of works cited. The voice component allows businesses to rank highly in search and be optimised ongoing via organic search and ranks highly for SEO.

This software integrates with more than 40 third-party platforms, including Google, Amazon Alexa, Apple Maps, and Facebook, managing all citations and locations from a single platform. This technology is most effective for businesses with multiple locations who are strategically focused on content based marketing.

What's so good about it again?



Blocking Competition

Starting to successfully block competition on the first page of Google results – without spending anything additional on AdWords.

New Revenue

The software sparks a level of new lead generation for businesses which is all 100% trackable and measurable.

Built for Voice Search

The landing pages are built for voice search as well as optimised for SEO results that offers your business a first mover advantage in the market over competitors.

Greater Investment Value

Starting to successfully block competition on the first page of Google results – without spending anything additional on AdWords.

Significant Point of Difference

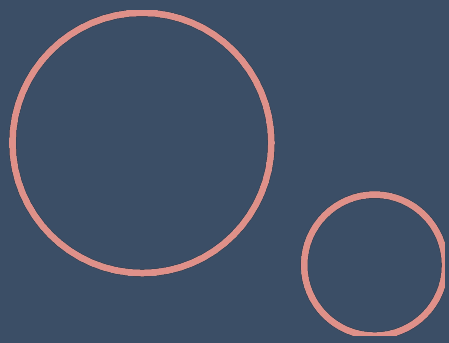
Starting to successfully block competition on the first page of Google results – without spending anything additional on AdWords.

Solution Summary



Your business could consider a Voice.Page technology solution for each physical location + the corporate website. All designs would be approved by your corporate marketing team so the Voice.Pages could look exactly the same as regular websites, but operate in a far more sophisticated way with in-built Schema and detailed analytics.

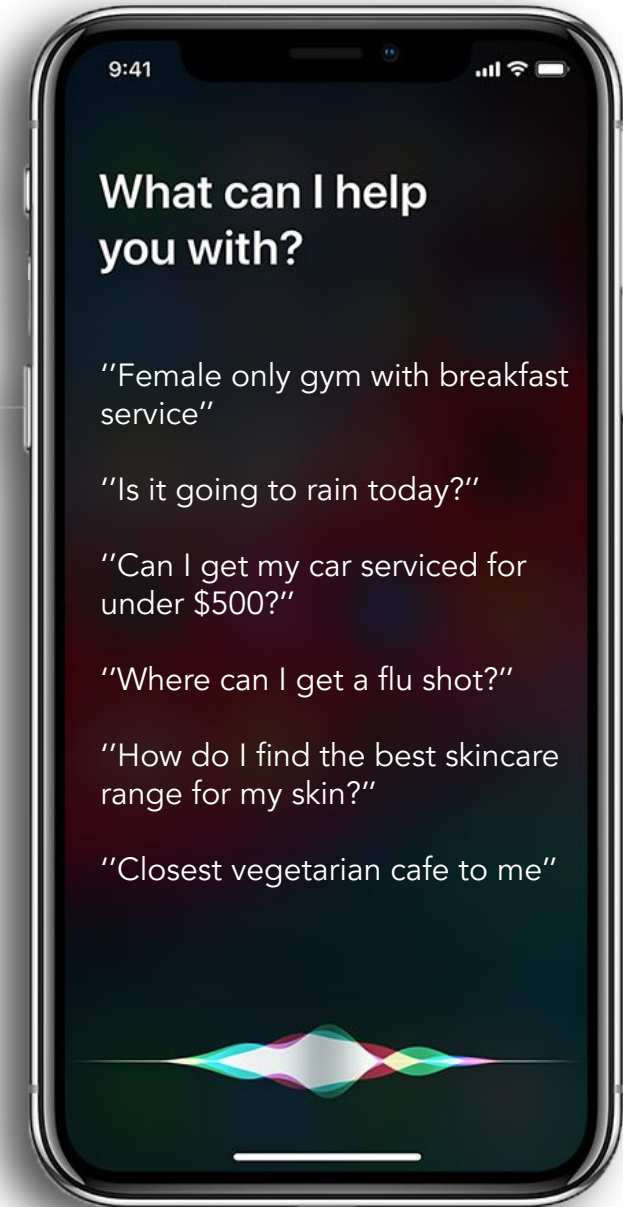
- There is capability for every location to have their own Voice.Page website with national and local content optimised for SEO and voice search (typed and talked as referred).
- First party reviews and ratings can be added and managed centrally for each location.
- Social media links can be integrated seamlessly for each location.
- Business profiles published across 48+ prominent digital properties accurately and consistently optimised.
- CRM data feeds compatible with the software to deliver results for the key purpose of lead generation.
- Simple, easy option to update and upgrade to sites when required that can be self-managed by corporate or individual locations (the choice is yours).
- All at a fraction of the cost compared to alternative traditional solutions.

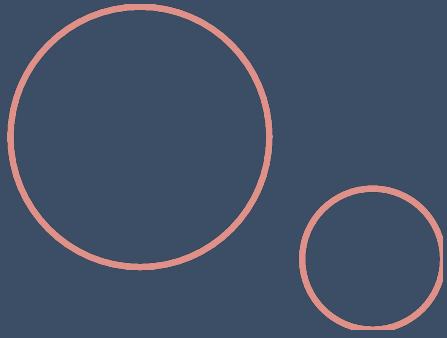


Interested?

Do the test yourself first.

“Hey Siri”





Thank You

For the opportunity to be heard, we look forward to teaching you more about Voice technology.