



## Voice Search

How voice search is impacting the healthcare community, and what you can do to stay ahead

According to comScore, 79.3% of us mobile subscribers age 13 and older own a smart phone. That figure represents nearly 67% of the US population according to comScore. That means that nearly 2 out of 3 people in the US are likely to be using a smart phone. With the increasing reliance consumers have on highly mobile, highly interactive devices with small screens (or no screens in some cases), understanding the ins and outs of voice search has become critical.

**50%**  
of searches will be  
voiced-based by 2020

Voice search is no longer a promise of future technology – it's how many users find information. The powerful combination of ubiquitous mobile devices with incredible power – and the sophistication of voice-search technology – has made voice search readiness the new SEO.

2017 arguably became the year of the intelligent agent, with smart speakers and voice assistant products [tripling in sales](#) with over 25 million sold, making access easier than ever. Voice assistants have also become exceptionally sophisticated, helping customers find information in seconds without typing or having to sift through dozens of web pages.

Whether it's on your phone with Siri or through Amazon's Alexa, simply "asking" for information leverages the power of the web in a seamless and highly personalized way. It's no wonder that according to ComScore, [half of all searches](#) by 2020 will be voice-driven.

For the [healthcare industry](#), voice search poses a huge opportunity to capture more business. Google is pioneering access to medical information and services through voice queries. With a new medical symptom checker, Google is collecting valuable information from the top healthcare companies in the world. Using voice search, users can check symptoms, find information about healthcare, and local services all to help with potential problems.

For healthcare organizations to capitalize on this rapid trend, voice search and structured data capabilities have become "must haves."

**33M**  
33 million voice-based  
assistants are already in use  
by the US public

## Voice Search is More Important than Ever for Medicine

If you're using a smartphone, a voice assistant in your car or a voice-powered speaker, you likely have a powerful, accurate, and widely-known assistant that can pull data in just seconds based on a simple voice query. Over [33 million](#) voice-based assistants are in circulation, meaning more and more searches on-line are conducted with voice. Smart assistants provide strong potential uses for medicine. App creators are already working on apps to assist voice searchers with fast information for any medical-related questions:



*Hey Alexa, where can I find a doctor that treats flu symptoms?*

## The options are almost limitless.

According to Mediapost, 30% of searches by 2020 will be conducted without the use of a screen. Already [over one billion searches](#) are conducted using voice every single month. This has led voice queries on Google to explode, increasing by [over 35x](#) in the past few years. And voice search is not limited to “young adults,” in fact, almost [half of all adults](#) (about 40%) use voice search at least one time each day.

The increasing usage of devices with no – or limited – screen real estate means that voice search is going to become increasingly important – and mandatory – soon. For businesses that rely on providing accurate information to consumers, it’s critical to understand that this usage shifts means changing the way you think about sharing information, getting found and providing users with answers.

## Voice-based searches pack intent to buy and visit local businesses.

According to Search Engine Watch, those who search with mobile voice are [3x more likely to buy](#) than those who conduct a standard, text-based search. [Half of voice searchers](#) are using it when researching products, brands, and local-based businesses. Voice search currently dominates the mobile search landscape due to ease of use. Anyone who has ever been driving or walking around in public has been in a situation where asking a question like “where is the nearest clinic” would be far more convenient than having to type a search query.

These types of voice-powered searches also yield a high amount of information about business location and attributes. For the business, that means that being available online in every channel so that you can be available to consumers on any device, any time – with 100% accuracy each time.

Voice search relies on a very complex technology infrastructure that makes the question & answer experience seem simple and straight forward but can in fact be very complex. Here’s how you can prepare your healthcare or medical company to capture voice-based search traffic and local-driven traffic.

Schema markup, your must-have technology

Google announced that they are using schema markup and structured data to [pull medical data](#) from leading sources into the knowledge graph. For example, searching for “Flu Treatment” will pull up a diverse pallet of information from sources like the Mayo Clinic.

# Schema

Google is using schema markup and structured data to pull medical answers from leading sources into the knowledge graph



The screenshot shows a search result for 'Flu' with a teal header. Below the header, there are three tabs: 'ABOUT', 'SYMPTOMS', and 'TREATMENTS', with 'TREATMENTS' being the active tab. The main content area displays the text: 'Treatment consists of fluids and activity modifications. The flu is treated primarily with rest and fluid to let the body fight the infection on its own. Over-the-counter anti-inflammatory pain relievers may help with symptoms. An annual vaccine can help prevent the flu and limit its complications.'

# Answers

When searching for recipes Google is more likely to give you an answer - then a series of links to recipes

When voice searching for common queries about medical symptoms, Google will now pull information from the knowledge graph and feed it directly back to users. The information in the knowledge graph is fed by schemas. So, what exactly is schema markup, and how can you utilize it for voice search?

Schema markup, also referred to as structured data, is meta-data about the information on your site – snippets of code that tell search engines what the content on your website is, what it means etc. These snippets of code are invisible to website visitors but are critical for search engines like Google to interpret and use the information on your site. For instance, while a user can quickly scan your website headlines and text to understand your business and the basic offering, search engines need a bit more help. Structured data helps to provide the necessary breadcrumbs to Google, helping them to decipher meaning to populate rich snippets and knowledge graphs.

According to Google, "Google uses structured data that it finds on websites to understand the content of any given page, as well as to gather information about the web and the world in general." For example, when searching for recipes with Google, you'll likely notice special search results like this:

## Steps

1. Heat oven to 425°F. Prepare Double-Crust Pastry.
2. Mix sugar, flour, cinnamon, nutmeg and salt in large bowl. Stir in apples. ...
3. Roll other round of pastry. Fold into fourths and cut slits so steam can escape. ...
4. Bake 40 to 50 minutes or until crust is brown and juice begins to bubble through slits in crust.

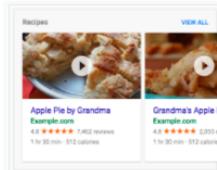


[Scrumptious Apple Pie Recipe - BettyCrocker.com](https://www.bettycrocker.com/recipes/...apple-pie/c9a4acc6-85aa-4128-b0b0-1a17bde...)

<https://www.bettycrocker.com/recipes/...apple-pie/c9a4acc6-85aa-4128-b0b0-1a17bde...>

Structured data helps Google pull the correct information and deliver better experiences for text-based searchers and voice searchers alike. Here's what the same recipe looks like when Google sees it:

Each significant element of the recipe has snippets of code that allow Google to quickly pull data and display it as rich results on the SERPs. The fact that search



```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Recipe",
  "name": "Grandma's Holiday Apple Pie",
  "author": "Elaine Smith",
  "image": "http://images.edge-generalmills.com/56459281-6fe6-4d9d-984f-38",
  "description": "A classic apple pie.",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4",
    "reviewCount": "276",
    "bestRating": "5",
    "worstRating": "1"
  },
  "prepTime": "PT30M",
  "totalTime": "PT1H",
  "recipeYield": "8",
  "nutrition": {
    "@type": "NutritionInformation",
    "servingSize": "1 medium slice",
    "calories": "230 calories",
    "fatContent": "1 g",
    "carbohydrateContent": "43 g",
```

# Schemas

Schema.org is the ultimate source of information about what structured data elements are available for any given industry

engines use these techniques is great for capitalizing on voice search because Google will show these types of results first.

But how do you know what these “tags” should look like? How do you know what’s possible when targeting voice search. A great place to start is the Schema.org website. Schema.org is a site – primarily managed by major search engines – with published specifications on schema tags across many industries and use cases. You can take advantage of [hospital-specific structured data elements](#):

## Implementing schemas on your site

Property	Expected Type	Description
<b>Properties from <a href="#">Hospital</a></b>		
<a href="#">availableService</a>	<a href="#">MedicalProcedure</a> or <a href="#">MedicalTest</a> or <a href="#">MedicalTherapy</a>	A medical service available from this provider.
<a href="#">medicalSpecialty</a>	<a href="#">MedicalSpecialty</a>	A medical specialty of the provider.
<b>Properties from <a href="#">MedicalOrganization</a></b>		
<a href="#">healthPlanNetworkId</a>	<a href="#">Text</a>	Name or unique ID of network. (Networks are often reused across different insurance plans).
<a href="#">isAcceptingNewPatients</a>	<a href="#">Boolean</a>	Whether the provider is accepting new patients.
<a href="#">medicalSpecialty</a>	<a href="#">MedicalSpecialty</a>	A medical specialty of the provider.
<b>Properties from <a href="#">Organization</a></b>		
<a href="#">actionableFeedbackPolicy</a>	<a href="#">CreativeWork</a> or <a href="#">URL</a>	For a <a href="#">NewsMediaOrganization</a> or other news-related <a href="#">Organization</a> , a statement about public engagement activities (for news media, the newsroom's), including involving the public – digitally or otherwise -- in coverage decisions, reporting and activities after publication.
<a href="#">address</a>	<a href="#">PostalAddress</a> or <a href="#">Text</a>	Physical address of the item.
<a href="#">aggregateRating</a>	<a href="#">AggregateRating</a>	The overall rating, based on a collection of reviews or ratings, of the item.
<a href="#">alumni</a>	<a href="#">Person</a>	Alumni of an organization. Inverse property: <a href="#">alumniOf</a> .
<a href="#">areaServed</a>	<a href="#">AdministrativeArea</a> or <a href="#">GeoShape</a> or <a href="#">Place</a> or <a href="#">Text</a>	The geographic area where a service or offered item is provided. Supersedes <a href="#">serviceArea</a> .
<a href="#">award</a>	<a href="#">Text</a>	An award won by or for this item. Supersedes <a href="#">awards</a> .
<a href="#">brand</a>	<a href="#">Brand</a> or <a href="#">Organization</a>	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.
<a href="#">contactPoint</a>	<a href="#">ContactPoint</a>	A contact point for a person or organization. Supersedes <a href="#">contactPoints</a> .

A great, simple, and effective option is using [Google’s structured data tool](#):

Ensure that your key pages are tagged with structured data so that Google can show better results for your site. Having proper schemas on your site is a critical first step towards voice-search compatibility, but it’s just the beginning.

### Structured Data Markup Helper

Website  Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

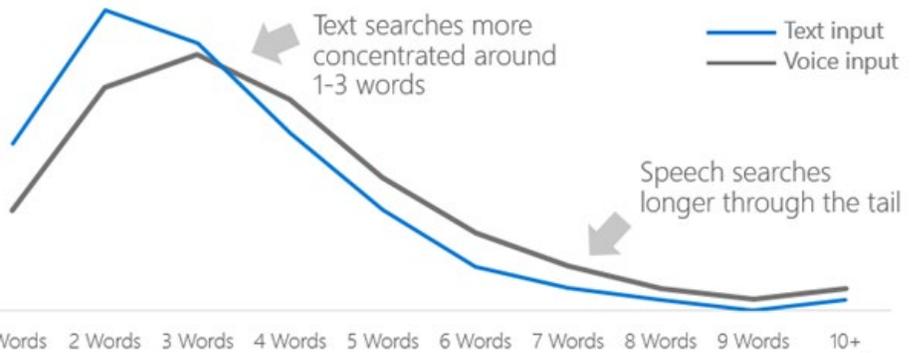
- Articles
- Book Reviews
- Events
- Local Businesses
- Movies
- Products
- Restaurants
- Software Applications
- TV Episodes
- TV Episodes with Ratings

## Target Long-Tail Industry Searches with Content

Voice-search queries are often longer than standard, text-based searches. They are more natural, long-tail phrases. For example, “doctors downtown SF” vs. “where can I find a doctor near me?” Overall, long-tail queries tend to surpass standard text searches that consist of one to three words:

# Questions

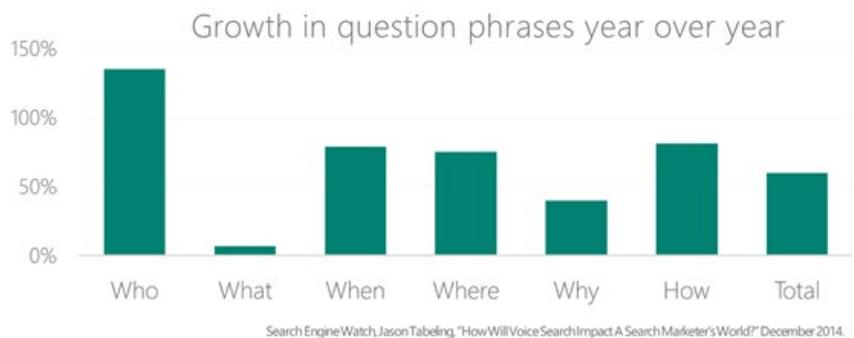
Users are increasingly asking questions that start with who, what, when, where, why and how.



(Image Source)

In addition to being lengthy, searches with voice are often question-based. For instance, users will often ask where businesses or areas are located:

## Question phrases are more likely to be voice search



(Image Source)

Long-tail searches like this provide a perfect opportunity for your healthcare business to capitalize using unbranded content. For example, creating content that answers key questions in your niche or even questions relevant to your local area:

People also ask	
What are the flu symptoms for 2017?	▼
How do you feel when you have the flu?	▼
How long does the flu last for?	▼
How do you treat flu symptoms?	▼

Feedback

### What Are the 6 Early Flu Symptoms? - Healthline

<https://www.healthline.com/health/cold-flu/early-flu-symptoms>

Apr 17, 2017 - During flu season, having a scratchy throat or body aches can signal the arrival of the virus. Learn how to identify the flu from its early symptoms.

Am I Too Sick or Contagious to ... · Body Aches · Will Putting Onions in Your ...

Healthline is a master at this tactic, turning commonly-asked questions into detailed, long-form blog posts to capture more traffic:

# Early Flu Symptoms

- 1. Fatigue | 2. Body aches and chills | 3. Cough | 4. Sore throat | 5. Fever |
- 6. Gastrointestinal problems | Symptoms in children | Emergency symptoms |
- Recovery period | Protect yourself | Prevention

## Overview

Detecting early symptoms of the flu can prevent the spread of the virus and possibly help you treat the illness before it gets worse. Early symptoms can include:

- fatigue
- body aches and chills
- cough

Using this technique, you can start to drive more local traffic from natural, long-tail voice queries. You can even create video content showing people how to treat the most common symptoms of a cold:

### Common Cold Treatments: Decongestants, Cough Suppressants, and ...



<https://www.webmd.com > Cold, Flu, & Cough > Reference>

Mar 16, 2017

Since there is no cure for the common cold, treatment has two goals: to make you feel better and to help you fight ...

### 8 Tips to Treat Colds and Flu the 'Natural' Way - WebMD



<https://www.webmd.com > Cold, Flu, & Cough > Reference>

Jump to No. 5: Take a Steamy Shower - Steamy showers moisturize your nasal passages and relax you. If you're dizzy from the flu, run a steamy ...

### How to Practically Cure a Cold in One Day - YouTube



<https://www.youtube.com/watch?v=rP7kJFG5Uvk>

Dec 2, 2009 - Uploaded by Howcast

Watch more Cough, Flu & Cold Remedies videos: [http://www.howcast.com/videos/262906-How-to-Practically ...](http://www.howcast.com/videos/262906-How-to-Practically...)

# Where

Location-focused questions like “where” are much more likely to indicate “purchase intent”

## Understanding the relationship between questions & intent

This top-of-the-funnel content will bring in new traffic that likely is not yet aware about your business or your brand. It will also boost your credibility with searchers who have heard of you. With voice queries, intent can change quickly. For example, someone asking “what” or “how” questions is probably at the top of the funnel. They aren't ready to buy yet. They're still learning and exploring their search. When they start searching with location-based queries like “when” and “where,” you can infer that they are much further down the funnel and are ready to act:

Question phrases = voice search degree of intent



(Image Source)

Using a keyword research tool like [Moz's Keyword Explorer](#), start searching for long-tail industry phrases.



Structure your content and landing page CTAs based on the type of voice query. For instance, on content for “where” queries, use CTAs that prompt someone to drop in and visit:

*FREE Flu Shots!*

On top-of-the-funnel content, focus on capturing emails and building a following.

### Develop long-form, user-focused content.

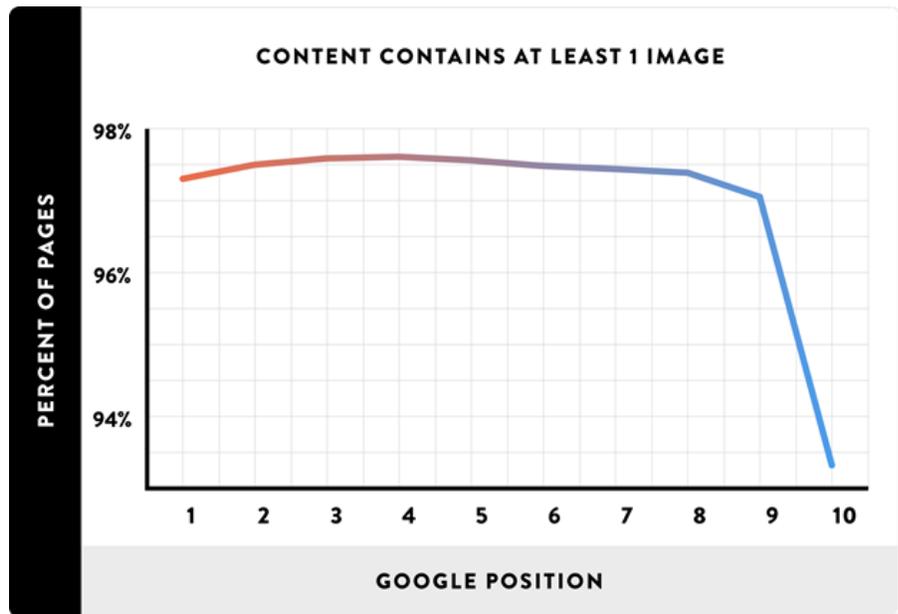
Content shouldn't only be built for keywords. Google search engines aren't built around keywords, so keyword stuffing will only negatively impact your rankings and traffic. To capture voice search users, ensure that your content is topical and conversational. Optimize the formatting for online readers [who primarily skim](#). That means headers (h1,h2,h3), lists, bullet points and any tactic to give the user information faster:

**Content**  
Long-form, user-focused content should be easy to read and “skim” with bullets and proper use of headers to guide the reader

A screenshot of a blog post titled "10 Steps to Omnichannel Success" published on March 28, 2018. The article features a circular diagram with icons for Local &amp; SEO, Digital Media, Programmatic, Meta-search, and Social. Below the diagram are social media share buttons for Google+, Facebook (2 likes), and Twitter. The article text discusses the importance of personalized strategic marketing programs and lists 10 critical elements for omnichannel success. The first two elements are: 1. Start with goals, and 2. Put personas at the center. Each element includes a brief explanation and a list of bullet points.

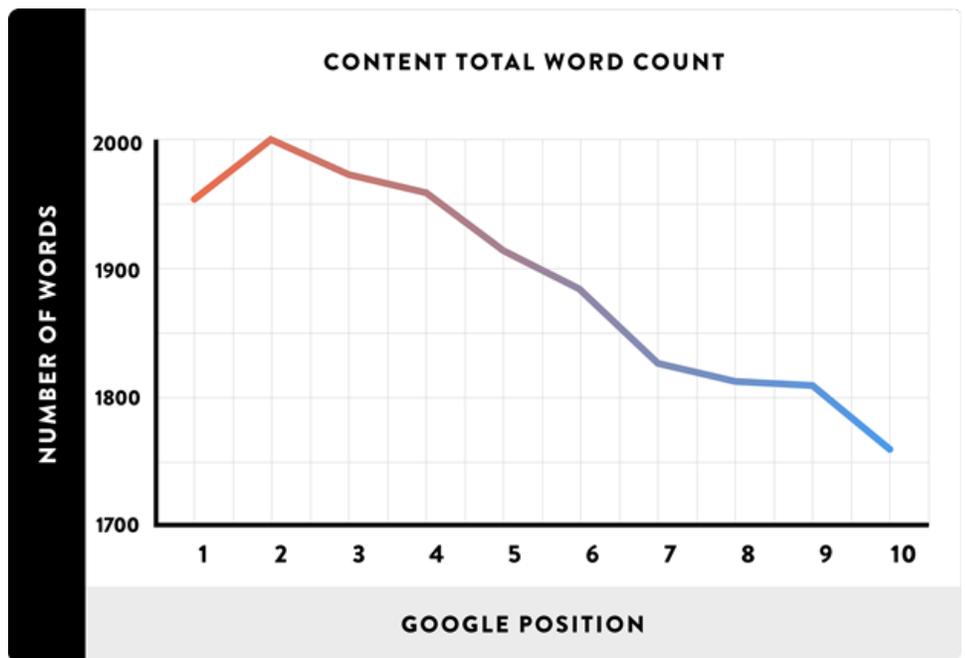
Optimize your content for the reader, not the search engine. By doing that, you'll provide amazing experiences and ensure that users return to your site again. You should always place relevant images in your articles wherever applicable. But be

careful, don't just use images for the sake of using images. Backlinko found that content with one or more images in the post itself gets higher rankings:



(Image Source)

When developing content for both users and search engines, be sure it's long-form, too. The top ranking content on a given Google search has at least 1,890 words on average:



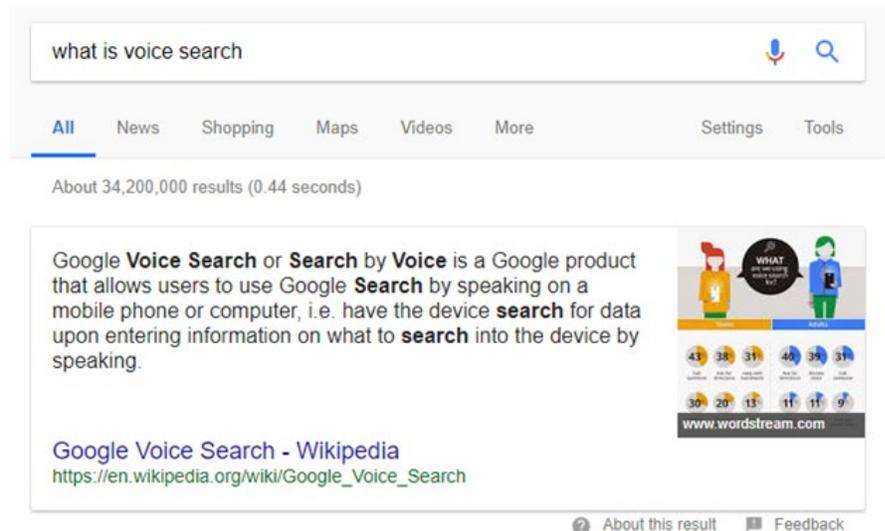
(Image Source)

Why is length of content so important? Because long-form content covers multiple related topics in a single post, giving the searcher a virtual one-stop-shop

where all their pain points can be addressed without having to click back to Google and explore five more links. In addition, always think about the structure of your content like you would the [information architecture](#) of your site. How are users consuming content and how can they find it easier and faster? When consuming content, the top paragraphs and beginning content will be digested first. According to Buffer, only [45% of people](#) read articles online for more than 15 seconds. It's critical to place the most important information for voice searches at the top of your content.

## Create content for Featured Snippets to capture more voice traffic

[Featured snippets](#) are important to driving more mobile and voice search traffic. For instance, when searching for "what is voice search" you will receive a featured snippet:



These snippets were created by Google to provide users with information quickly. To give them an idea of what to expect before clicking.

"We display featured snippets in search when we believe this format will help people more easily discover what they're seeking, both from the description and when they click on the link to read the page itself. It's especially helpful for those on mobile or searching by voice." --- Google

Google makes it abundantly clear that featured snippets are critical for mobile and voice search rankings and traffic. So, how do you rank for them?

## Answer questions with your content.

According to [marketing wizard Neil Patel](#), "If your content doesn't answer questions, it won't get into the featured snippet." Featured snippets answer user questions or solve pain points instantly. Your content must be geared towards questions or someone seeking information on a subject. Location based searches

# Featured

Featured snippets are short answers that Google uses to respond to voice queries. For example, searching for "what is voice search" will yield this reply

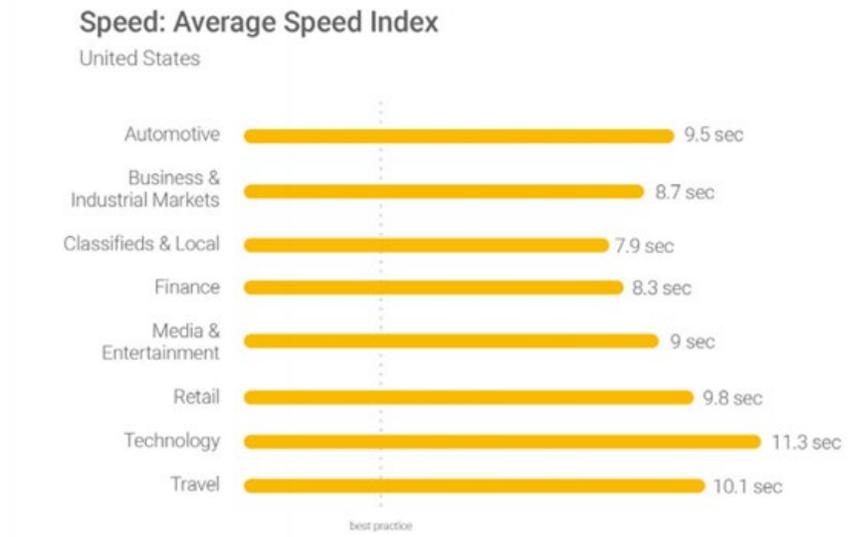


# Speed

A fast mobile website is a key factor to ensure high rankings and greater opportunity in a voice world.

## Focus on speed.

Speed is also a huge factor on mobile sites. Google's [mobile page speed benchmarks](#) found that most sites are way too slow, missing the three-second load time mark:



(Image Source)

Slow page speed can negatively impact the [user experience](#) and cause high bounce rates. Even just a few seconds of increased load times can dramatically increase the chances of a visitor bouncing:



As page load time goes from:

**1s to 3s** the probability of bounce **increases 32%**

**1s to 5s** the probability of bounce **increases 90%**

**1s to 6s** the probability of bounce **increases 106%**

**1s to 10s** the probability of bounce **increases 123%**

(Image Source)

Using [Google's Test My Site tool](#), you can scan your current website to see if it's mobile-friendly or responsive and if you need to focus on increasing speed.

Test your mobile speed.

Most sites lose half their visitors while loading.

Enter URL to test your speed.



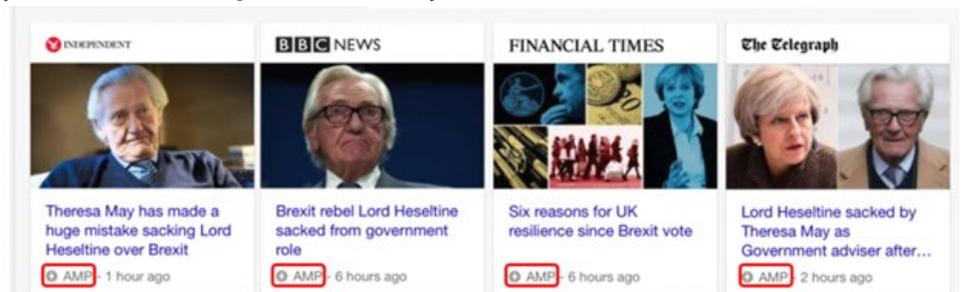
The “my site” test tool will give you direct insights into specific factors that are causing slow mobile load times and step-by-step ways to fix those problems.

### Utilize Google AMP for faster loading content

In addition to speed, your content should be easily indexed on mobile devices. For instance, using technologies like [Google Accelerated Mobile Pages \(AMP\)](#) will help your content rank higher and be easily accessed on mobile devices:

# AMP

AMP technology provides a blazingly fast mobile experience that will help get higher content ranking for mobile



(Image Source)

For one company, AMP produced a 27% increase in mobile traffic and an 18% increase in conversions.

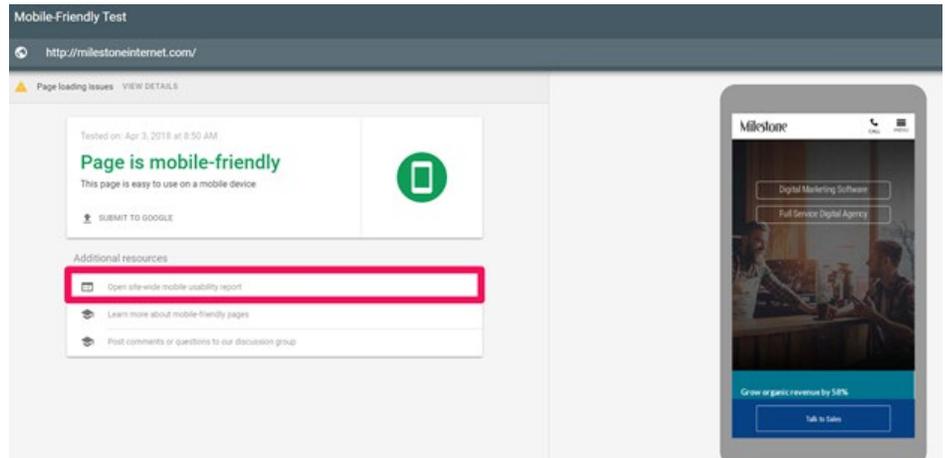


(Image Source)

Using [Google’s tutorials](#), you can get started with AMP today to take advantage of faster mobile pages that generate higher conversions, CTRs and traffic.

## Test your mobile site usability

When developing mobile-first pages, be sure to avoid flash containing page elements, these won't load on most mobile browsers. Use a tool like Google's Mobile-Friendly Test to see if your site pages are optimized for mobile:

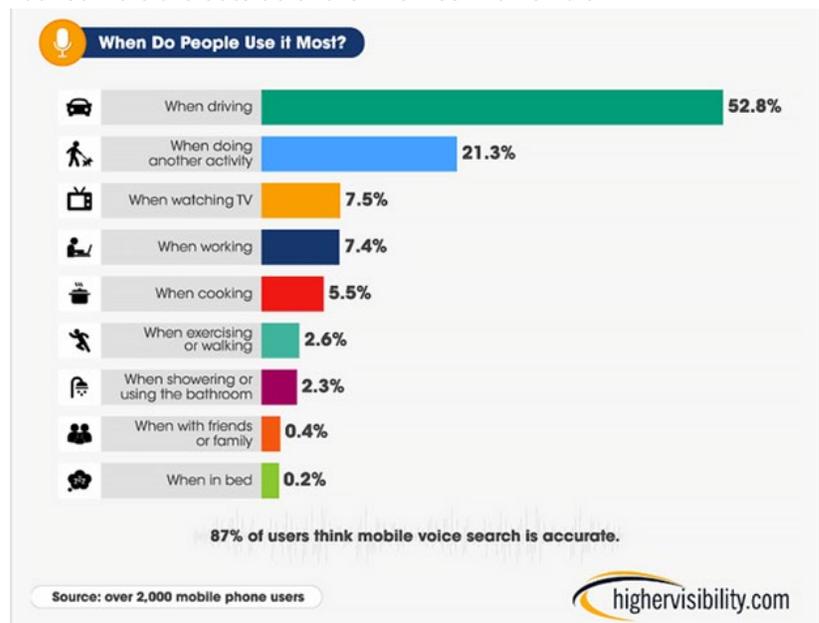


Select "Open site-wide mobile usability report" to get an in-depth look at your mobile usability. This report covers everything from viewports, text size, page element functionality, plug-ins and more. Refine your mobile pages and eliminate any elements that don't work or create bigger text that's easier to read. Make mobile your top focus moving forward from speed to AMP and preparing for the mobile-first index.

## Focus on Local Optimization

When it comes to leveraging voice search for hospitals and medicine, one of the biggest techniques is to [drive local traffic](#). You want to encourage more people to visit your hospital instead of going to a direct competitor. Currently, [88% of searches](#) with queries like "near me" are mobile-driven. Voice searches are increasingly mobile and local. In fact, voice search on mobile is most common when consumers are outside of their homes in a vehicle:

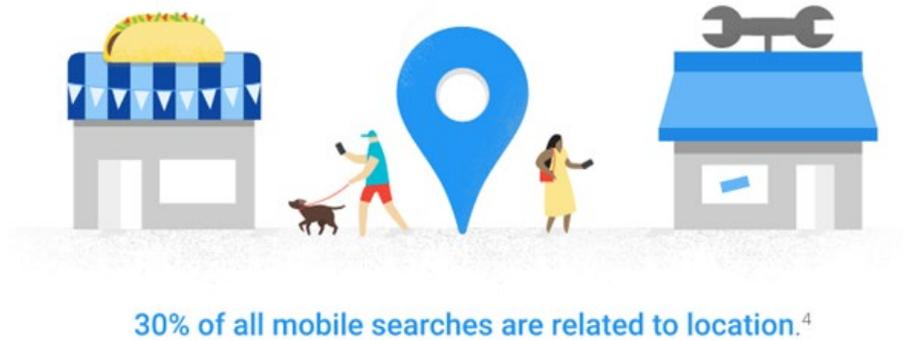
**Local**  
Optimize content for local search.  
88% of searches with queries like "near me" are mobile-based queries



(Image Source)

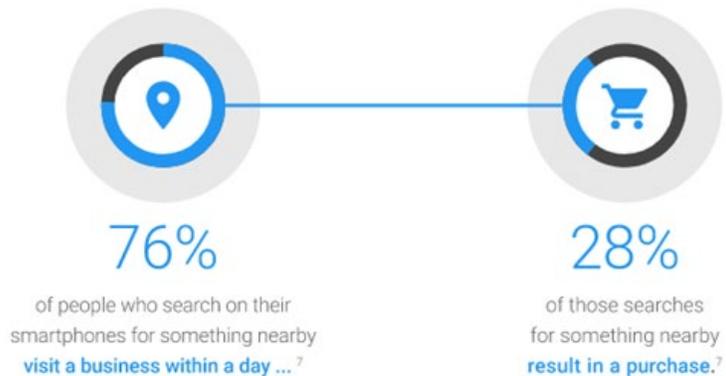
This provides hospitals with critical opportunities to turn a basic voice search into a direct conversion or customer. Google found that 30% of all mobile searches are location-based, let alone just voice search.

**30%**  
of all mobile searches are location-based - regardless of whether they are voice or text based



(Image Source)

Google also noted a 1.3x increase in searches containing “where to buy/find/get” in the last year alone. These mobile searches aren’t open-ended, resulting in just online experiences. 76% of users who use mobile and voice queries visit that business within a day, and 28% of them make a direct buying decision:



(Image Source)

It’s more important than ever to focus on local optimization to reach these searchers. But doing so is easier said than done.

### Optimize Google My Business Listings

For starters, focus on optimizing your [Google My Business](#) listing. This free service from Google will allow you to customize the information that Google gives about your business for local search queries:

See photos See outside

## St. Mark's Hospital ★

3.4 ★★★★★ 257 Google reviews  
Hospital in Millcreek, Utah

[Website](#) [Directions](#)

**Address:** 1200 E 3900 S, Salt Lake City, UT 84124  
**Hours:** Open 24 hours · [See more hours](#)  
**Phone:** (801) 268-7111

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

**Questions & answers** [Ask a question](#)

**Q:** Why is that the EMERGENCY ROOM CHARGES are simply over priced!! I mean 20min. in the E.R.. \$8.585!  
 (2 answers)  
[See all questions \(10\)](#)

**Reviews from the web**

4.2/5 [Facebook](#) · 971 votes

With news-based features, you can provide constant updates, special offers for sales, and discounts or important information:

← St. Mark's Hospital 🔍 📍 ⋮

OVERVIEW REVIEWS ABOUT

📞 CALL 📍 DIRECTIONS 📖 SAVE 🌐 WEBSITE

📍 1200 E 3900 S, Salt Lake City, UT 84124

**Open 24 hours**  
 🕒 Emergency Room: Open 24 hours [See more hours](#)

🏥 **Departments:** [Comprehensive Spine Center at St. Marks](#), [St Mark's Bariatric Center](#), 12 more

📞 (801) 268-7111

[Suggest an edit](#)

**QUESTIONS & ANSWERS**

**Q:** Why is that the EMERGENCY ROOM CHARGES are simply over priced!! I mean 20min. in the E.R.. \$8.585! For what!????? Its ridiculous how much Yal can charge YOUR PATIENT into a BANKRUPTCY.. Then on top of that there is the physicians billing.... ANGRY

**A:** Okay, but why did you go in to the ER, what were you seen for, and are you sure it was only 20 minutes? The last

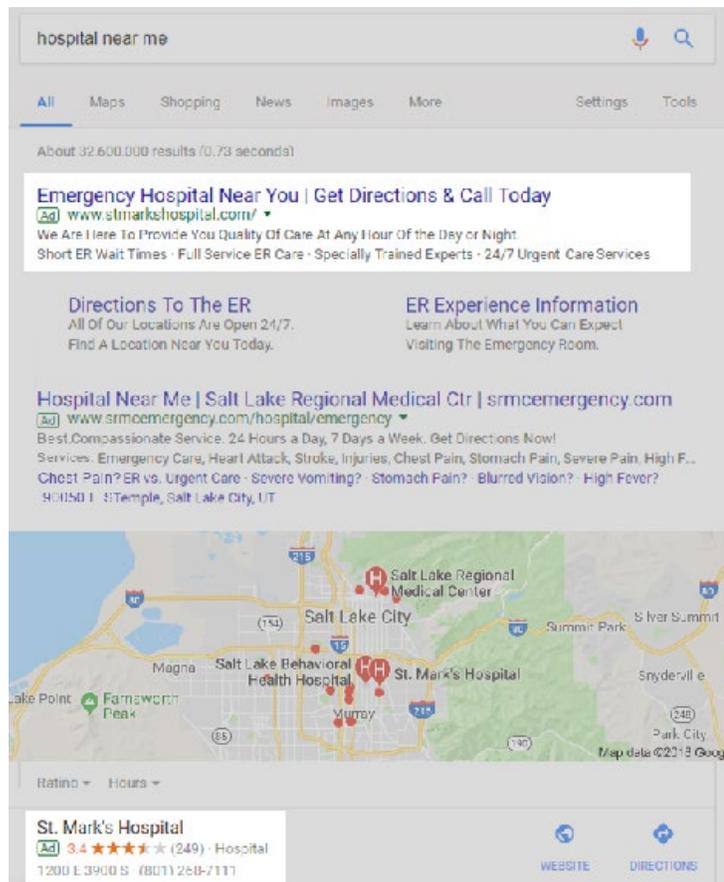
Optimize your Google My Business listing with phone numbers, up-to-date hours, location information, [and reviews](#) to set yourself up for voice-based local queries. Focus on using GMB as a tool to growing your local and social authority, which will in turn grow your domain authority.

To excel at local SEO best practices, follow these key steps:

- Try partnering with other local organizations or groups to gain valuable backlinks and relevant local traffic in your area.
- In your GMB listing, include: company name, address, contact, hours, locations, keywords and social links.
- Participate in local Twitter feeds and engage with users in your area

### Run local “near me” ads

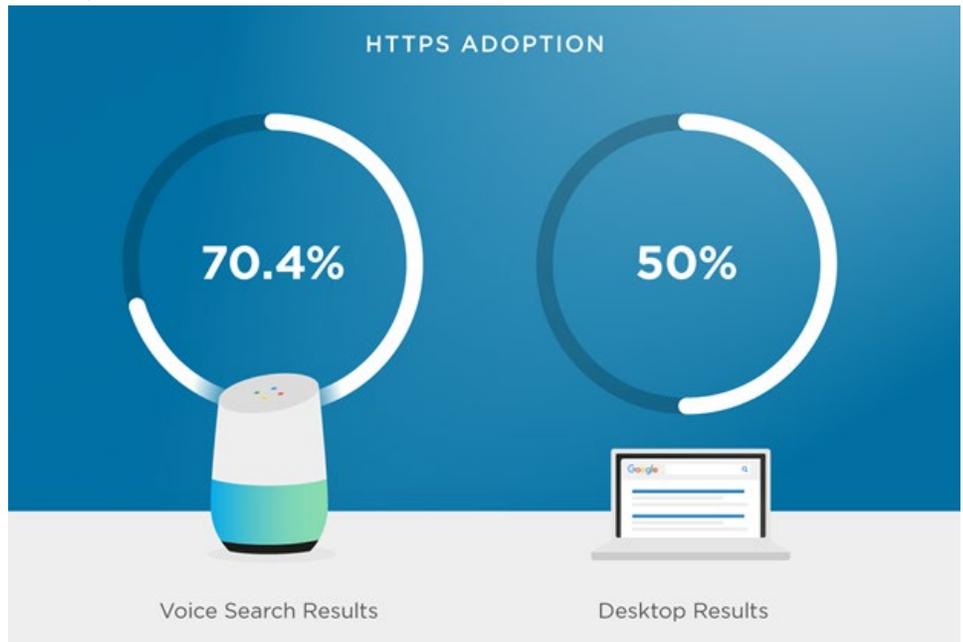
Next, consider running ads that are locally optimized. For example, conduct a search for hospitals in your area:



You will likely notice that hospitals are advertising their businesses on Google AdWords. Using [Promoted Pins](#), you can optimize your ads for local voice searches. Considering that most voice searches are local and are done inside vehicles, it's the perfect chance to capitalize on traffic that is looking for a hospital fast.

## Bonus: Make Sure Your Site is HTTPS and SSL Secured

Backlinko recently conducted a [study regarding voice searches](#), the data behind it and what user behavior looks like. The results were interesting, yet potentially problematic - while it's commonly known that HTTPS [can boost rankings](#) by a small percentage, it matters much more when it comes to voice search. More than it does on desktop and mobile in general. In fact, Backlinko found that 70.4% of voice search results were from HTTPS URLs, compared to only 50% for traditional desktop results.



(Image Source)

Essentially, voice search results are much more likely to pull information and content from sites on the search results that utilize HTTPS. If you want to rank higher for voice search results and capture more hospital traffic, HTTPS should be a priority. Depending on your current web hosting platform, you can likely purchase an SSL certificate and HTTPS functionality through them. In some cases, it's free to upgrade if you haven't already.

## Conclusion

Voice searches are booming as sales of smart devices and smartphones with assistants increase. It's easier than ever before to use voice search, and the results are extremely accurate. As Google continues to expand voice search results, specifically in the healthcare field, it's more important than ever for hospitals to optimize for voice search. Use schema markup to help Google send consumers to your website, while targeting long-tail industry keywords with content optimized for the consumer journey. In addition, make mobile optimization a top priority as Google pushes its mobile-first index while also making sure that local optimization a priority to capitalize on potential foot traffic from mobile voice searchers.

In the healthcare field, voice search is a powerful ally in driving consumers awareness as well as actions, understanding the power of voice search – and creating a technology roadmap to take advantage – are critical steps in benefiting from the technology.