

Future of Search Marketing

What's Now. What's Next.





About Me



President, Chief Search Artist @ Be Found Online

15 Years in the Digital Marketing World



BEFOUNDONLINE

huble
digital

- #1 Ad Age – Best Places to Work
- 6-Time Inc. 5,000 Honoree
- Top B2B & SEO Agency in Chicago – Clutch 2021
- Best Large PPC & SEO Agency – Finalist US Search Awards
- Top 1% of All Google Partners
- Torch Award for Marketplace Ethics – Honorable Mention 2017



Today's Menu



The New SERP



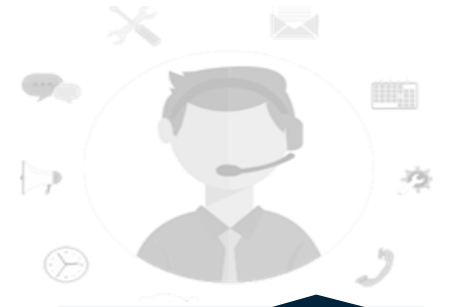
The New Devices



**Marketplace
Changes**



Organic Updates



Paid Ads



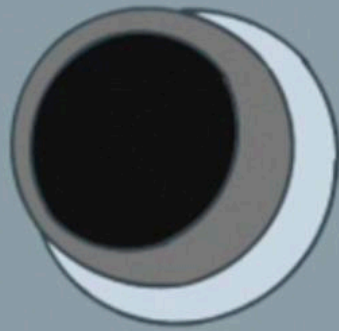


WARNING



1:36

SELF-DESTRUCT








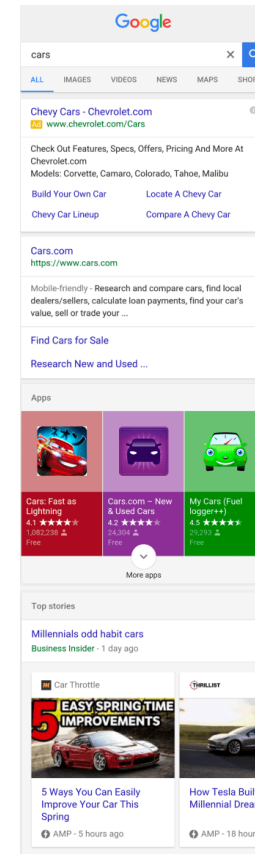


Decoding the SERPs

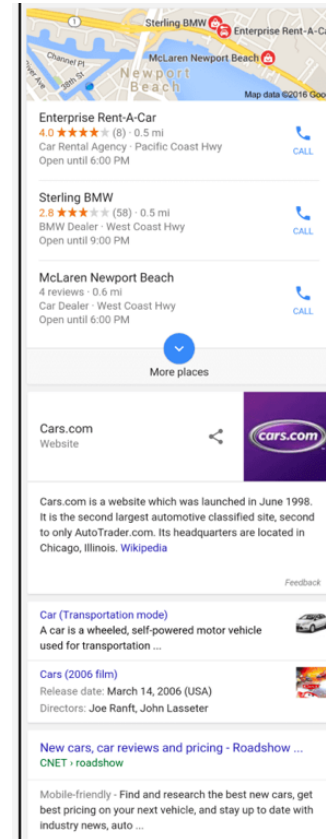
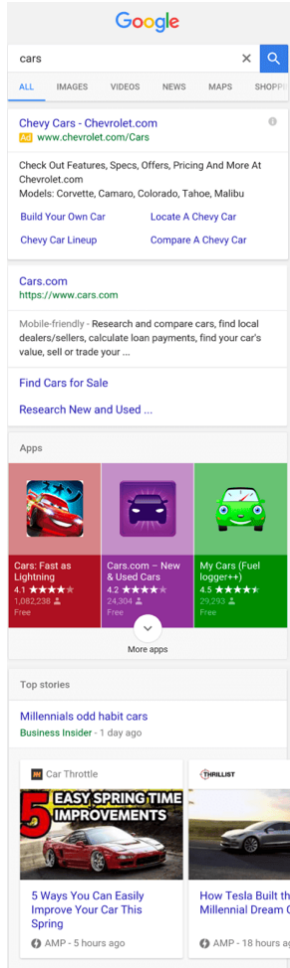
*Search Engine Results Page






Search is Evolving

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



Anatomy Of A Search Result: 2021



-  The New SERP
-  The New Devices
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Anatomy Of A Search Result: 2021

The screenshot shows a Google search for 'cars'. The results are categorized as follows:

- Paid Ad:** A sponsored result for 'Chevy Cars - Chevrolet.com' with a link to 'www.chevrolet.com/Cars' and promotional text about features, specs, and offers.
- Organic Result:** A search result for 'Cars.com' with a link to 'https://www.cars.com' and a description of the website's services.
- Apps:** A section titled 'Apps' displaying three app cards: 'Cars: Fast as Lightning', 'Cars.com - New & Used Cars', and 'My Cars (Fuel logger++)'.
- News:** A section titled 'Top stories' featuring articles like 'Millennials odd habit cars' and '5 Ways You Can Easily Improve Your Car This Spring'.

Paid Ad

Organic Result

Apps

News






The screenshot shows a Google search for 'cars' with the following sections:

- Local:** A map view showing nearby car rental agencies and dealerships like 'Enterprise Rent-A-Car', 'Sterling BMW', and 'McLaren Newport Beach' with their ratings and contact information.
- Knowledge Graph:** A section for 'Cars.com' providing a brief history of the website, its founding date (June 1998), and its status as a major automotive classified site.
- Organic Result:** A search result for 'New cars, car reviews and pricing - Roadshow ...' from CNET.

Local

Knowledge Graph

Organic Result

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



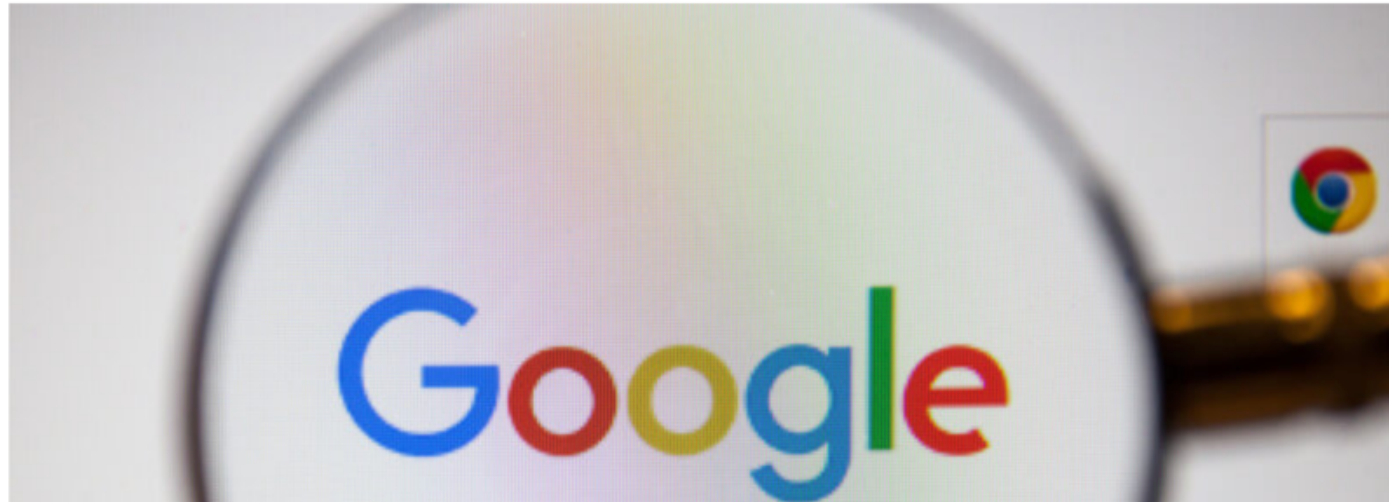
The Moving Target Continues






15%

Google reaffirms 15% of searches are new, never been searched before

Google processes trillions of searches every year, and still, 15% of those queries have never been seen by Google before.

Barry Schwartz on April 25, 2017 at 10:47 am



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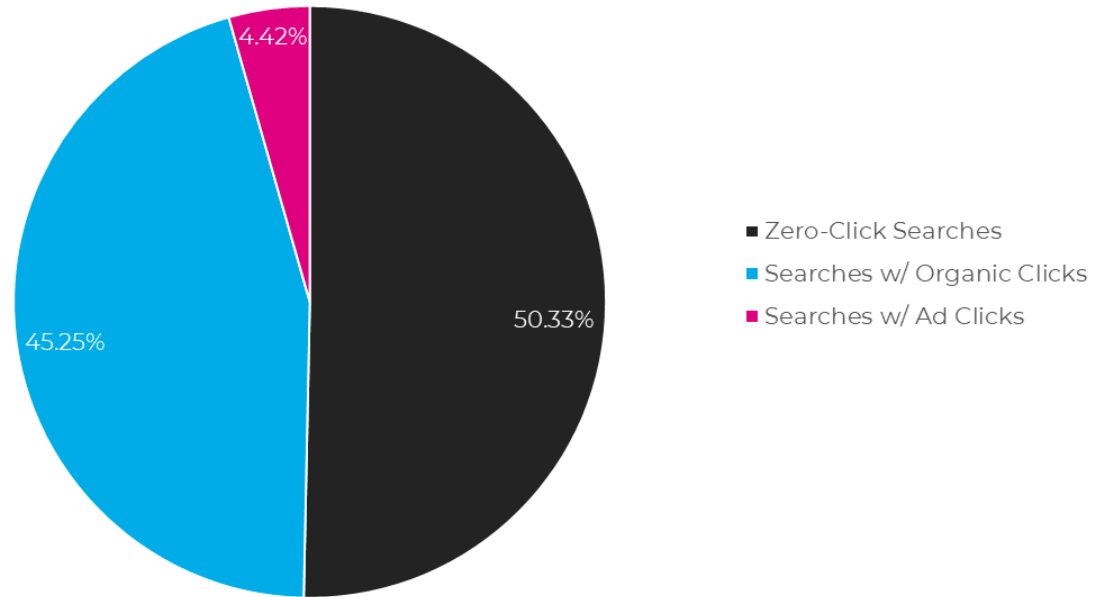


The World Beyond Clicks

50%






Paid, Organic, & Zero-Click Searches in Google (June 2019)

data from 40M+ browser-based searches on millions of desktop & mobile devices in the United States



jumpshot

SparkToro

-  The New SERP
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The “Big” Update in 2021

5/2021

Google Page Experience Update to launch May 2021 with new labels in search results

Google will highlight search results that have a great page experience.

Barry Schwartz on November 10, 2020 at 11:00 am

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Rich Results

Courses

Android Courses | Coursera
 Coursera > courses > query=android


Android App Development
 This Specialization enables learners to successfully apply co...
 Vanderbilt University >

Java for Android
 This MOOC teaches you how to program core features and cl...
 Vanderbilt University >


Build Your First Android App (Project-Centered Cour...
 What you'll achieve: In this project-centered course*, you'll de... >

Recipes

Recipes



Perfect Apple Pie
 Pillsbury
 4.5 ★★★★★ 276 reviews
 3 hr · 230 calories



Apple Pie by Grandm
 Allrecipes
 4.8 ★★★★★ 6,931 reviews
 1 hr 30 min · 512 calories

Reviews

g The Nightingale by Kristin Hannah –
 Reviews ...
 Goodreads app - Installed

★★★★★ Rating: 4.5 - 159,018 votes
 The Nightingale has 159018 ratings and 21386 reviews. Emily May said: "Oh, for heaven's ... More lists with this book."

Open on goodreads.com

Products

Lava Lite Classic Lava Lamp, Purple/Blue - Walmart.com
 Walmart > Lava-2118-Lava-Lite-Classic-...

★★★★★ Rating: 3.5 - 60 votes - \$13.17 - In stock
 Mobile-friendly - Buy Lava Lite Classic Lava Lamp, Purple/Blue at Walmart.com.

Events






San Francisco Party Events | Eventbrite
 Eventbrite > ca-san-francisco > parties

Mobile-friendly - Looking for the best parties that San Francisco has to offer? Find your next great experience on Eventbrite.

Best SF Party 5/6 ...
 Fri, May 6 Temple Nightclub, San ...

Hip Hop Massive Party ...
 Fri, May 6 HUE Lounge ...

SET with CARLO LIO at ...
 Fri, May 6 Verso, San Francisco ...

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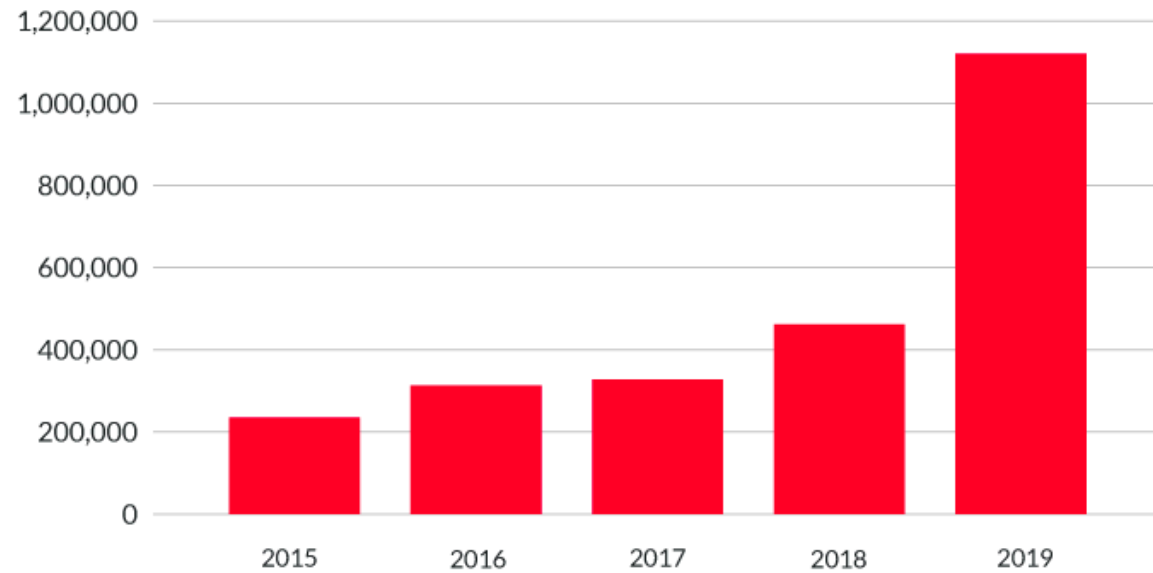







Rich Results

+2x
2019 vs 2018

PERFICIENT/digital

Total Rich Answers








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Quick Answers

The screenshot shows a Google search for "why is the sky blue". The search bar contains the query, and the results page displays a featured snippet. The snippet text reads: "A clear cloudless day-time sky is blue because molecules in the air scatter blue light from the sun more than they scatter red light. When we look towards the sun at sunset, we see red and orange colours because the blue light has been scattered out and away from the line of sight." To the right of the text is a diagram showing light rays from the sun hitting a person on Earth, with blue light being scattered more than red light. Below the snippet is a link titled "Why is the sky Blue?" from math.ucr.edu. Below that is a "People also ask" section with four questions: "Why the sky is blue and not violet?", "What is the sky made up of?", "Why is the sky blue in terms of physics?", and "Is the sky colorless?". At the bottom, there is another link titled "Why is the sky blue? :: NASA Space Place" with a URL and a brief explanation of Rayleigh scattering.

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Quick Answers

is coffee good for you?

All Images Videos Maps News Shop | My saves

68,000,000 Results Any time ▾

Coffee

PERSPECTIVES FROM THE WEB

<p>You could burn more fat. Caffeine is found in almost every over-the-counter fat-burning supplement commercially available today. And for good reason. It's been shown to increase metabolism by 3 to 11 percent, and to increase the burning of fat from 10 to 29 percent, depending on your body type.</p> <p>9 Surprising Reasons Why Coffee Is Really Good for Yo... inc.com</p>	<p>vs</p> <p>Research Showing Harmful Effects of Caffeine. More than 4 cups of coffee linked to early death. Caffeine consumption may raise blood pressure. Increased risk of heart attacks among young adults. Caffeine linked to gout attacks. Breast Tissue Cysts In Women. Caffeine could cause incontinence. Caffeine may cause insomnia.</p> <p>20+ Harmful Effects of Caffeine caffeineinformer.com</p>
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Featured Snippets

Google search for "larry david net worth". The search results show a featured snippet with the text "around \$900 million" and a small image of Larry David. Below the snippet is a text-based snippet from Business Insider stating that David's net worth was around \$900 million in March 2015.

Larry David / Net worth

around \$900 million

Between the two hit shows and a massive "Seinfeld" syndication deal (the sitcom has reportedly netted \$3.1 billion in fees for reruns on US TV channels) it has been estimated that David's net worth was around \$900 million. Mar 3, 2015

Larry David Net Worth - Business Insider
www.businessinsider.com/larry-david-net-worth-2015-3

Bing search for "what is larry david worth". The search results show a featured snippet with the text "\$400 million USD (2016)" and a small image of Larry David. Below the snippet is a table of other celebrities' net worths. To the right is a knowledge panel for Larry David, including his birth date, education, and family members.

what is larry david worth

85,100 RESULTS Any time

Larry David · Net worth
\$400 million USD (2016)

Jerry Seinfeld	\$800 million USD (2016)
Julia Louis-Dreyfus	\$200 million USD (2017)
Michael Richards	\$45 million USD (2017)
Cheryl Hines	\$10 million USD (2016)

Larry David
Comedian

Lawrence Gene David is an American comedian, writer, actor, playwright, and television producer. He and Jerry Seinfeld created the television series Seinfeld, where he served as its head writer and executive producer from 1989-96. David has subsequently gained further recognition for the HBO series Curb Your Enthusiasm, which he als...

Wikipedia IMDb

Born: Jul 02, 1947 (age 69) · Brooklyn, NY
Education: University of Maryland, College Park · Sheepshead Bay High School
Children: Romy David (Daughter) · Cazzie David (Daughter)
Height: 5' 11" (1.80 m)
Spouse: Laurie David (m. 1993 - 2007)
Parents: Morty David (Father) · Rose David (Mother)

Larry David Net Worth | Celebrity Net Worth
www.celebritynetworth.com › ... › Richest Comedians
Larry David net worth: Larry David is an American writer, producer, comedian and actor who has a net worth of \$400 million. ... Larry Charles Net Worth.

Larry David Net Worth - TheRichest
www.therichest.com/celebnetworth/celeb/comedian/larry-david-net-worth
Video embedded - Larry David Net Worth. TheRichest ... Larry David was born in Brooklyn by his parents Morty and Rose. After he completed his high school, ...

- The New SERP
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- Paid Search



Entity Carousel

tesla inventions

× | 🔊 🔍

⋮ M

🔍 All 🖼️ Images 📺 Videos 📰 News 📖 Books ⋮ More ⚙️ Settings 🛠️ Tools

Nikola Tesla / Inventions

<p>pulsating direct variable alternating t</p> <p>Alternating current</p>	<p>Tesla coil</p>	<p>Remote control</p>	<p>Van de Graaff Generator</p> <p>Teleforce</p>	<p>Telegeodyn...</p>	<p>Violet ray</p>	<p>Tesla's oscillator</p>	<p>Introduction to Three Phase Induction Motor</p> <p>Induction motor</p>
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The PAA (People-Also-Asked)

www.g2.com ▾
G2: Business Software and Services Reviews
Compare the best business software and services based on user ratings and social data. Reviews for CRM, ERP, HR, CAD, PDM and Marketing software.

G2.com 4.6 out of 5

Website G2.com · Product Description G2 helps ...

About

G2 is the world's largest tech marketplace where businesses ...

Categories

CRM software - Pricing Software - ERP Systems - HR software - ...

[More results from g2.com »](#)

Sell G2

Sell more software. Every month, millions of people research ...

Compare Software

Discover & Compare Product Alternatives. Considering new ...

Scoring Methodologies

G2 Research Scoring Methodologies. G2 scores ...

People also ask

- What does g2 crowd do? ▾
- Is g2 crowd legit? ▾**
- How does g2 crowd make money? ▾
- How much does g2 crowd cost? ▾

[Feedback](#)

www.apple.com ▾
Apple
Discover the innovative world of **Apple** and shop everything iPhone, iPad, **Apple** Watch, Mac, and **Apple** TV, plus explore accessories, entertainment, and expert ...

iPhone

iPhone 12 Pro - iPhone 12 - Compare - iPhone 11 - Buying

iPad

Featuring an all-new iPad Air, an even faster iPad, iPad Pro in ...

Shop Online

Shop online with a Specialist. Need help shopping for gifts ...

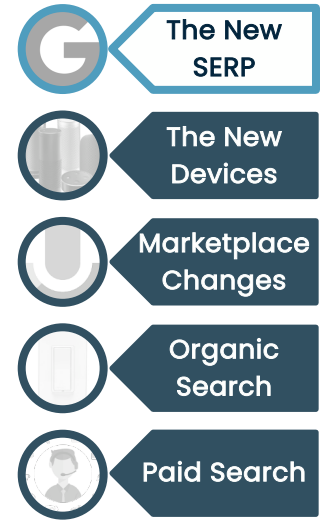
Apple Watch

Watch Series 6 - Watch SE - Compare Models - Series 3 - ...

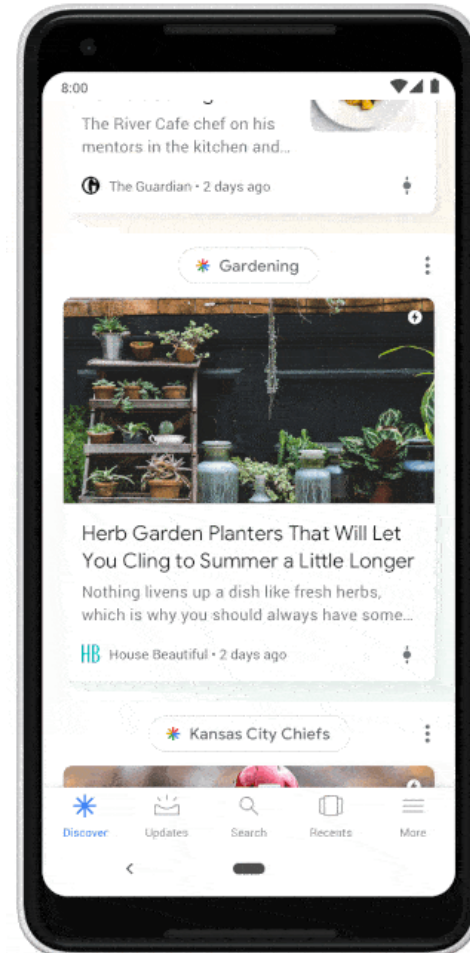
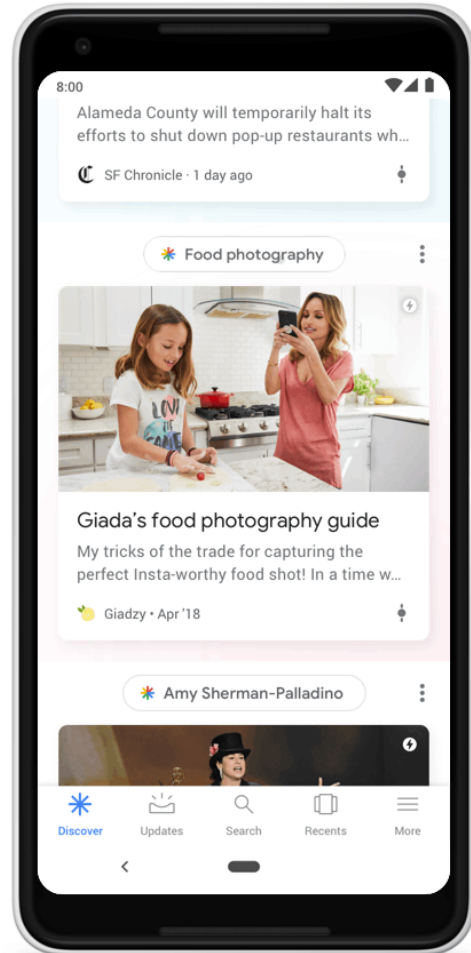
People also ask






- Why is Apple so bad? ▾**
- Is Apple really worth? ▾**
- Why is Apple so expensive? ▾**
- What's the cheapest Apple product? ▾

[Feedback](#)



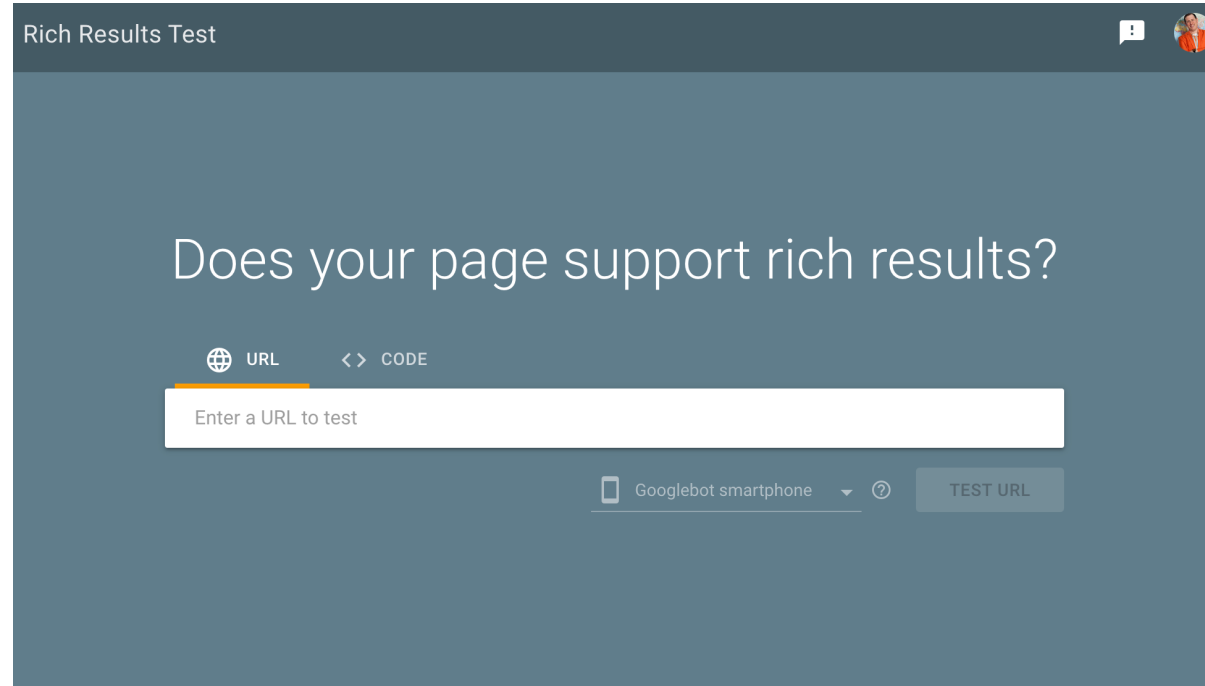
Google Discover








-  The New SERP
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Exercise #1

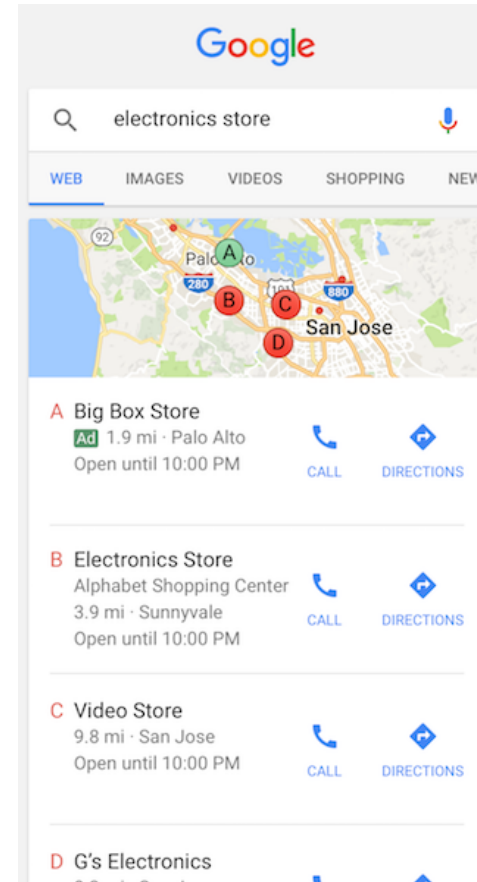
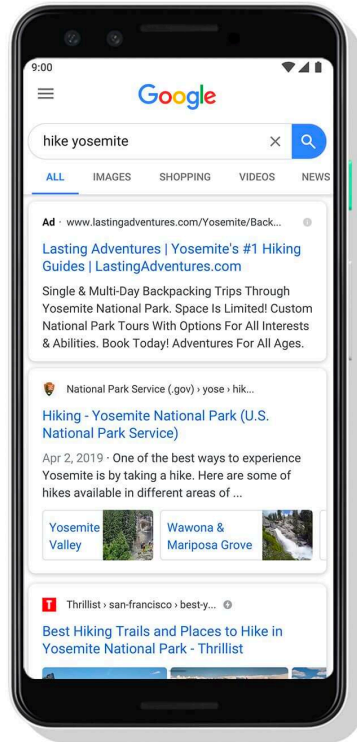
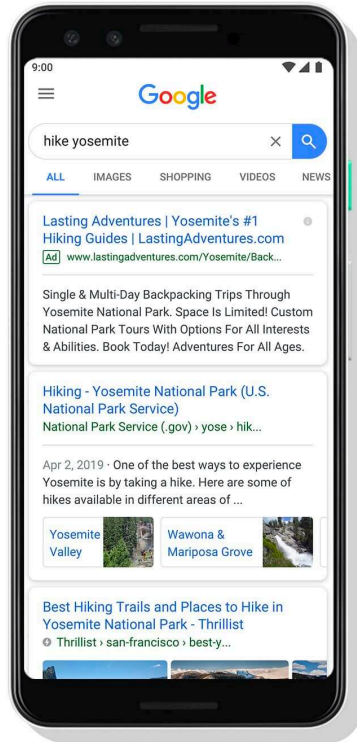







-  The New SERP
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Link at our Resource Hub: bfo.io/futuresearch



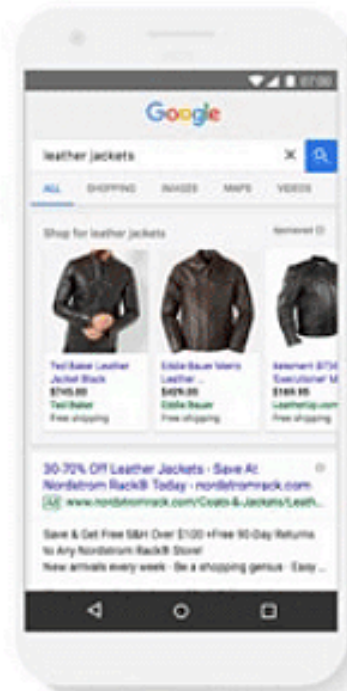
Ads Will be Everywhere



-  The New SERP
-  The New Devices
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Shopping Happens Everywhere

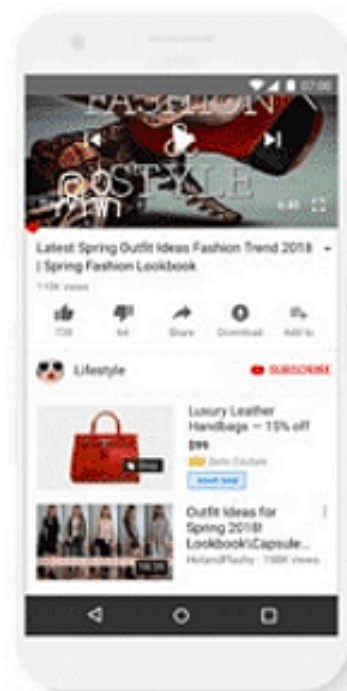
Sponsored Shopping Unit on Search



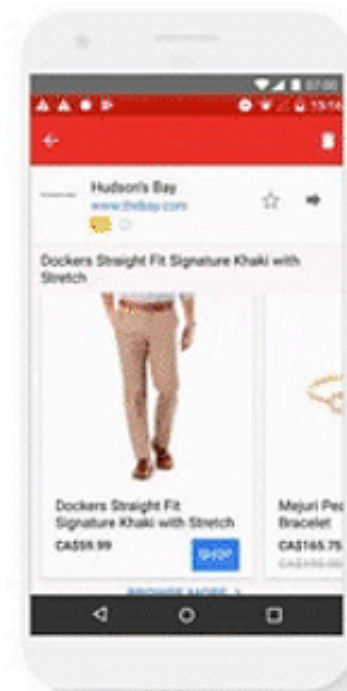
Display Networks








YouTube

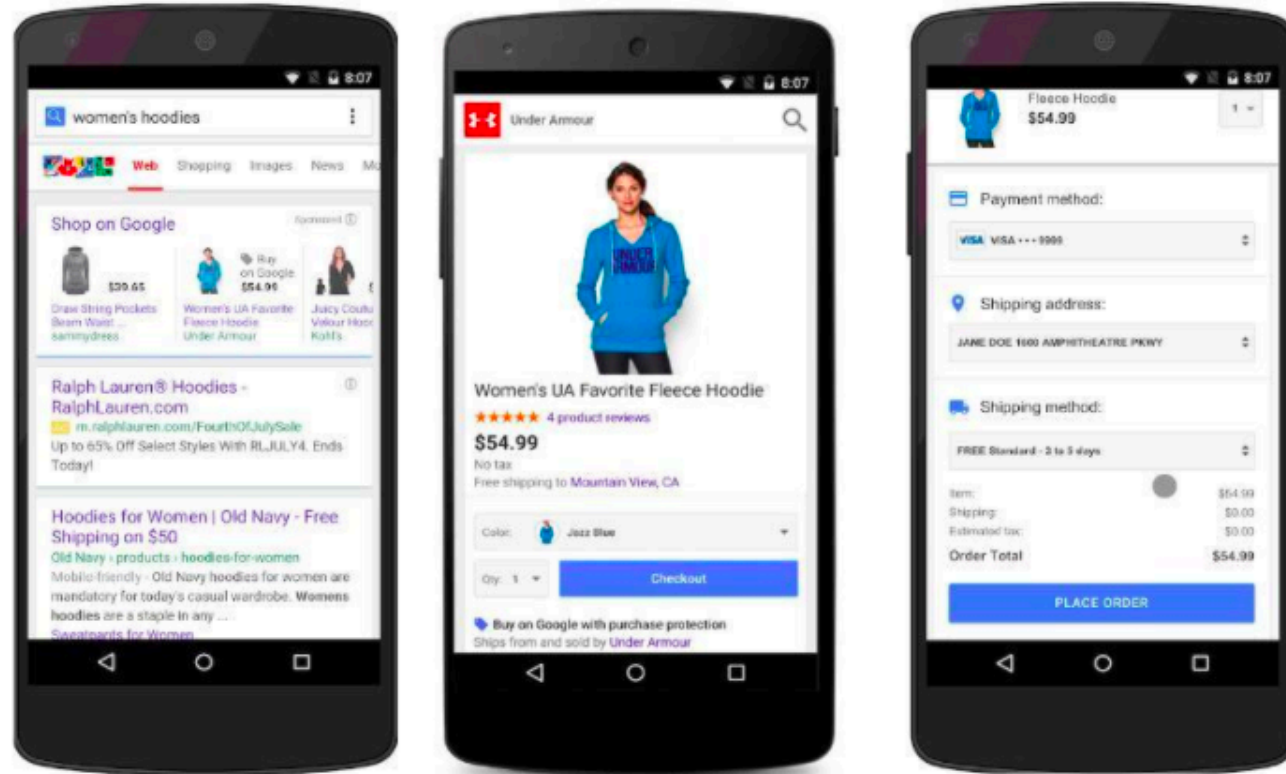







Gmail



-  The New SERP
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Google Hosted Transactions



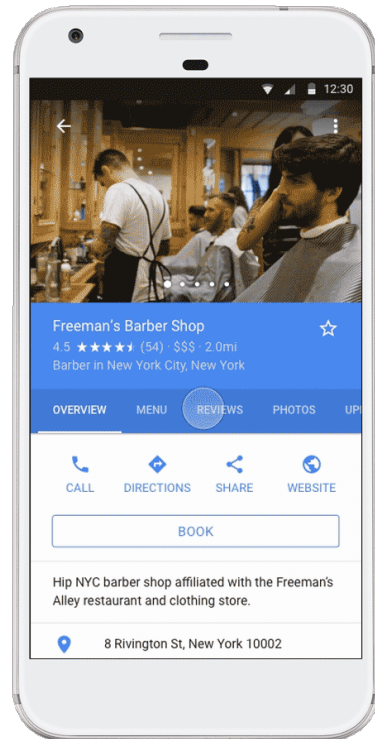
-  The New SERP
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Google Rebrands “Purchases on Google” to “Shopping Actions with Express”

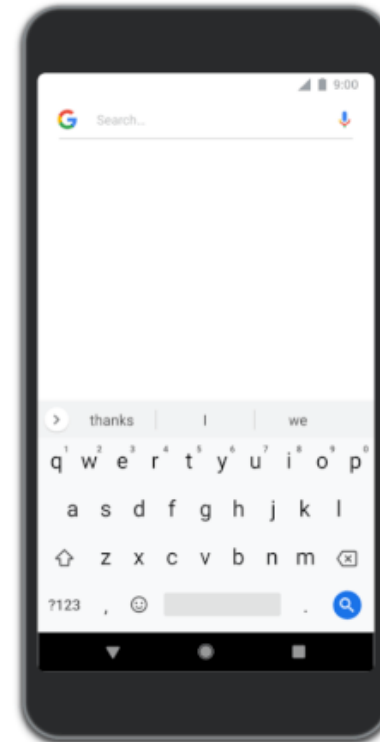







Google Hosted Transactions

Make Reservations



Order Food








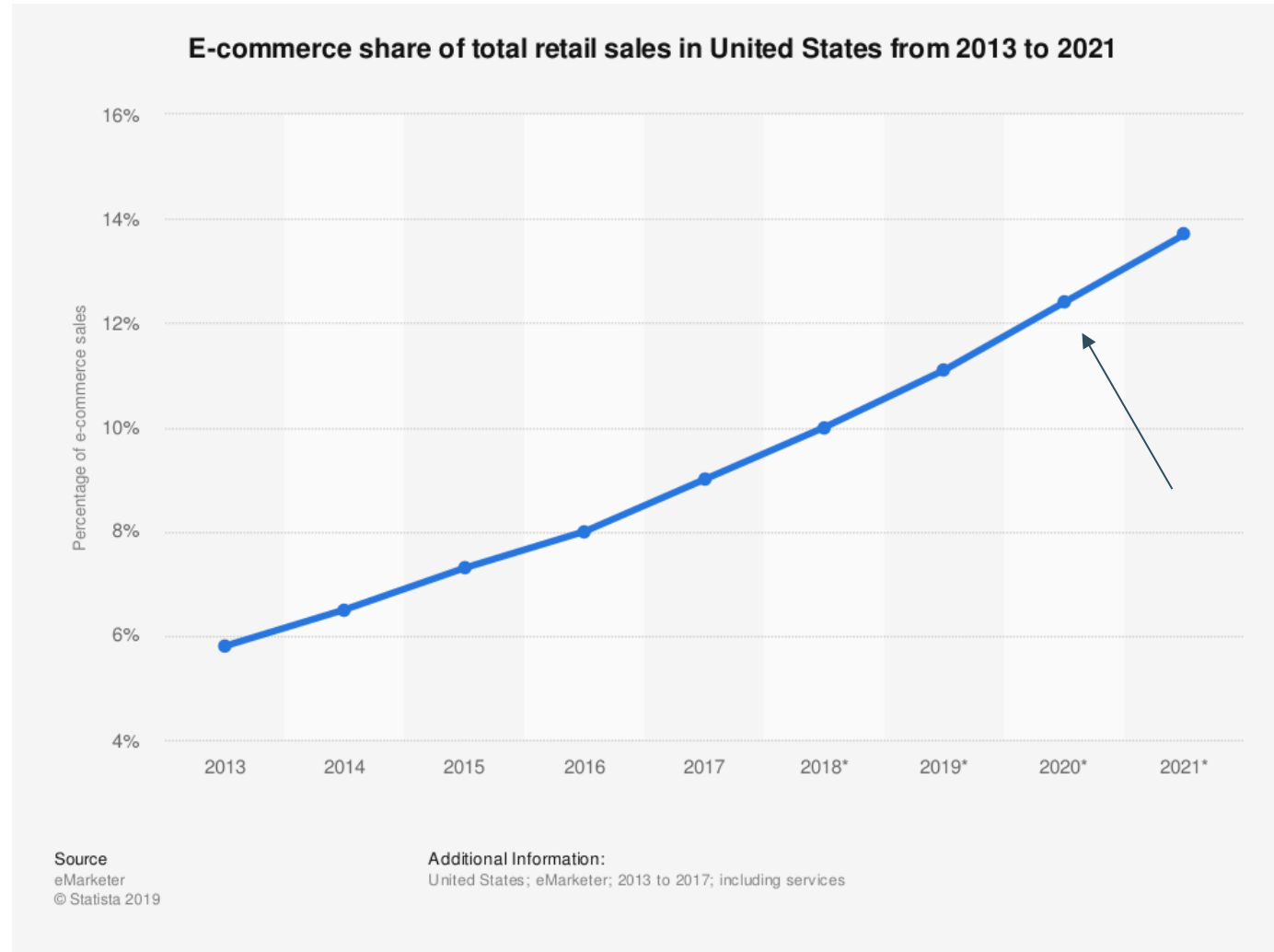
-  The New SERP
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Beyond Ecommerce

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search

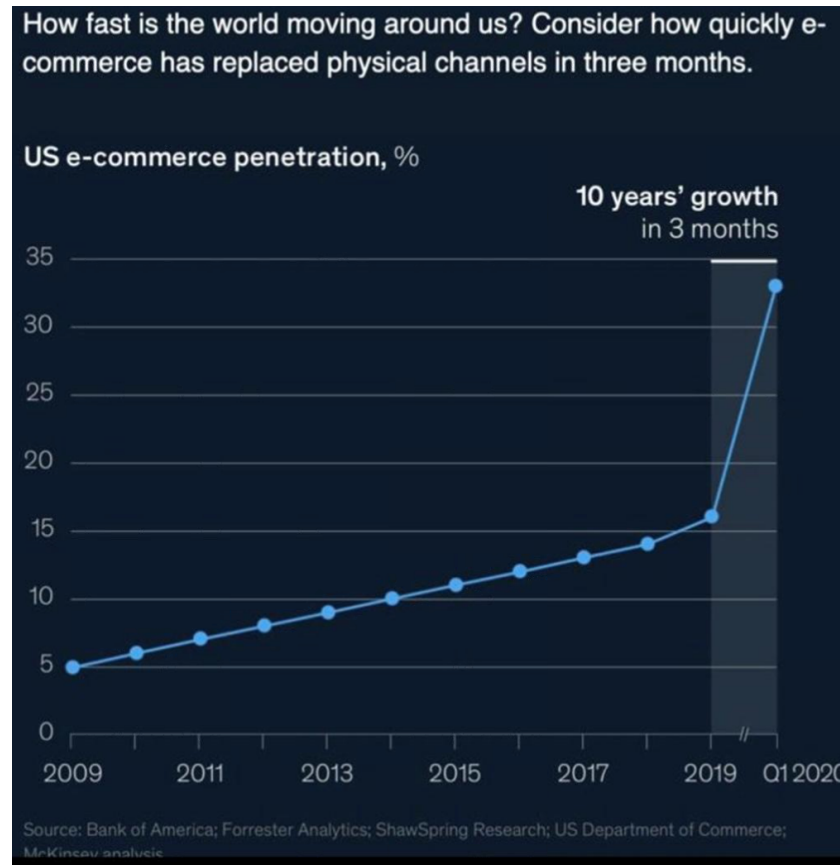









Beyond Ecommerce

The 2020 Effect

10 years' growth in 3 months



-  The New SERP
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Beyond Ecommerce

Staples ★
3.5 ★★★★★ 23 Google reviews
\$\$ · Office supply store in South Portland, Maine

Chain retailer with office supplies, furniture, equipment & more (most offer copy & print services).
Address: 443 Western Ave, South Portland, ME 04106
Hours: Open today · 8AM-9PM · See more hours
Phone: (207) 871-9148

See photos




Website Directions

Know this place? Answer quick questions

See what's in store Sponsored

Search this store

Computers Office Equipment Writing & Drawing Instruments

 Amazon Fire (Red) TV Stick ... \$39.99 In stock	 iPad 9.7" 32 GB Space Gray \$329.00 In stock	 Texas Instruments TI-84 ... \$99.99 In stock
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View more

Reviews Write a review Add a photo

Kohl's Westbrook ★
4.1 ★★★★★ 40 Google reviews
\$ · Department store in Westbrook, Maine · 3.7 mi

Chain department store offering a wide selection of brand-name clothing, accessories & homewares.
Located in: Westbrook Crossing
Address: 41 Main St, Westbrook, ME 04092
Hours: Open today · 9AM-10PM
Phone: (207) 856-1634

See photos

See outside

Website Directions




Know this place? Answer quick questions

Reviews from the web
7.1/10 Foursquare · 47 votes






See what's in store Sponsored

Search this store

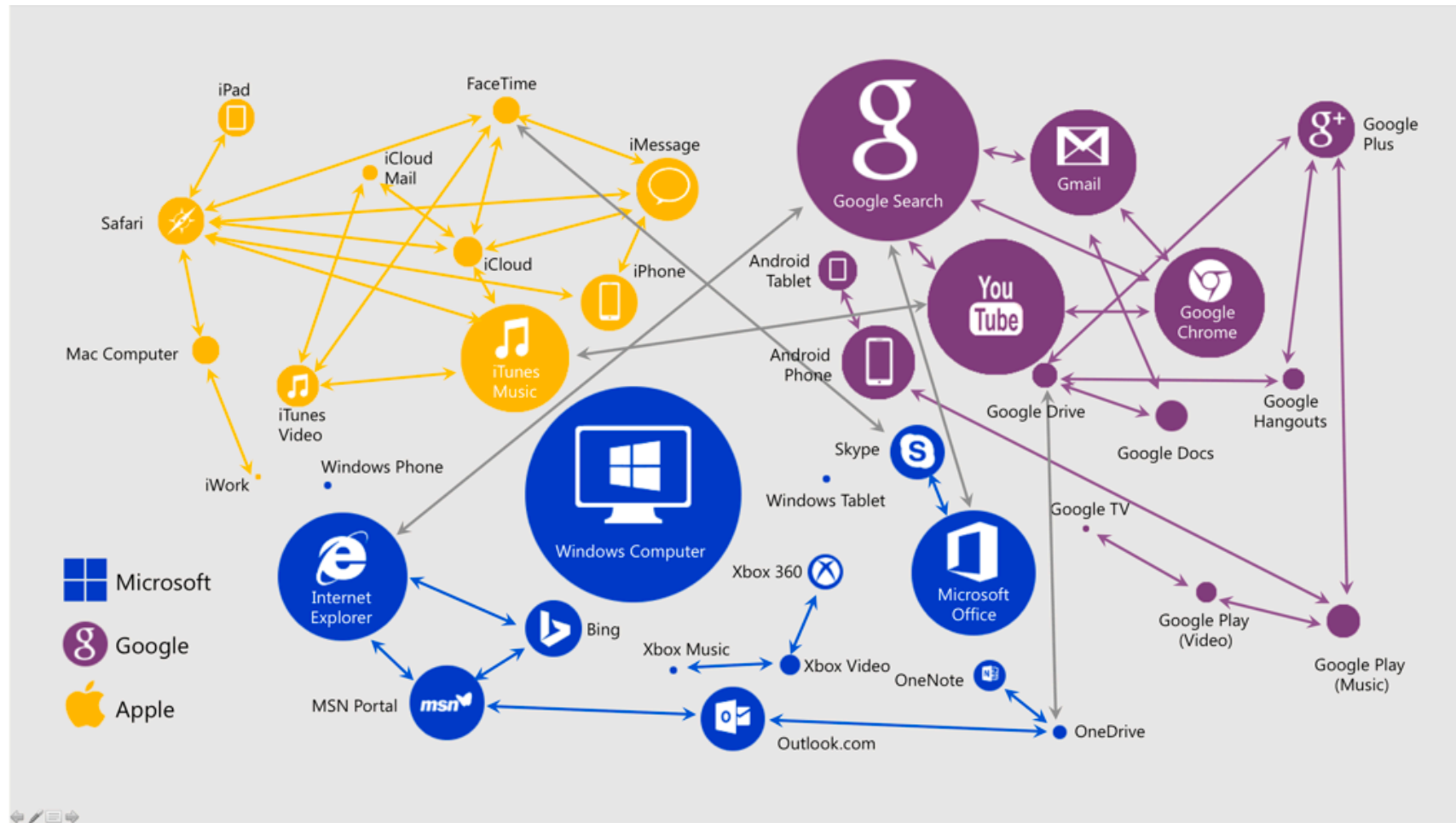
Bedding Pants Clothing Accessories Towels

 Fitbit Flex Sport Fitness ... \$19.99 ★★★★★ (11) In stock	 Fujifilm instax mini 9 \$79.99 In stock	 American Tourister Burst ... \$89.99 Limited stock
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View more

-  The New SERP
-  The New Devices
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Google is Not the Only Game in Town










Search Market Share

The End of the Duopoly

AMAZON AIMS TO CHALLENGE GOOGLE AFTER ACQUIRING SIZMEK AD SERVER

Amazon will get paid to drive traffic to its own site

By George P. Slefo. Published on May 31, 2019.

-  The New SERP
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Search Market Share

Traditional Retailers are Now Publishers & Marketplaces

- 1.) Monetize Customer Data
- 2.) Monetize Digital Inventory
- 3.) Diversify Retail Revenue



ROUNDEL™

Media, re-imagined by Target.

Marketing Land CMO SOCIAL SEM SEO MOBILE ANALYTICS DISPLAY RETAIL MARTECH MORE

Brands can now buy Walmart sponsored search ads via API partners

Walmart Media Group named four initial advertising partners to support sponsored search campaigns.

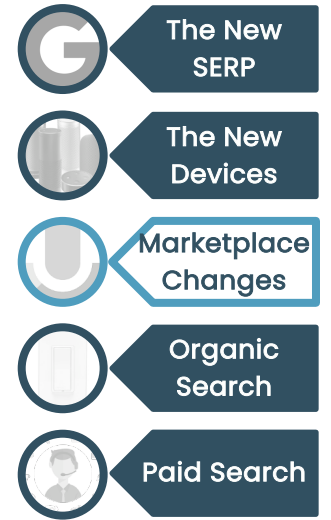
Ginny Marvin on January 3, 2020 at 2:37 pm

Walmart made another move in building out its e-commerce advertising offering Friday with the [launch](#) of Walmart Advertising Partners. The company named four initial ads API partners: Flywheel Digital, Kenshoo, Pacvue, and Teikametrics.

Why we care

This signals a significant next step for Walmart Media Groups' efforts to attract large manufacturer budgets. Companies that are already using one of those vendors to run Google Shopping or Amazon Sponsored Product campaigns, for example, will be able to switch on Walmart Sponsored Search campaigns with relative ease.

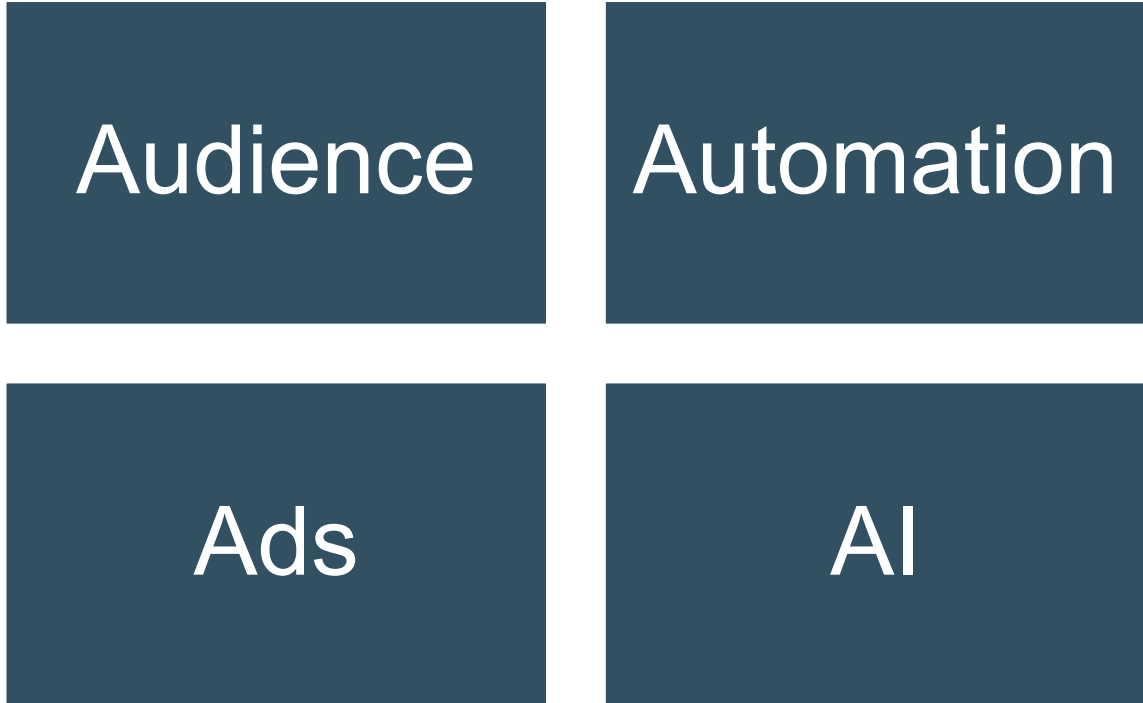
Like rival [Amazon](#), Walmart Media Group offers advertising opportunities that reach people as they're shopping and enables brands to target using its valuable online and offline shopper data. The selected partners' specialties cut across search and marketplace advertising.










Key Drivers – the 4 A's

Paid Search in 2021



-  The New SERP
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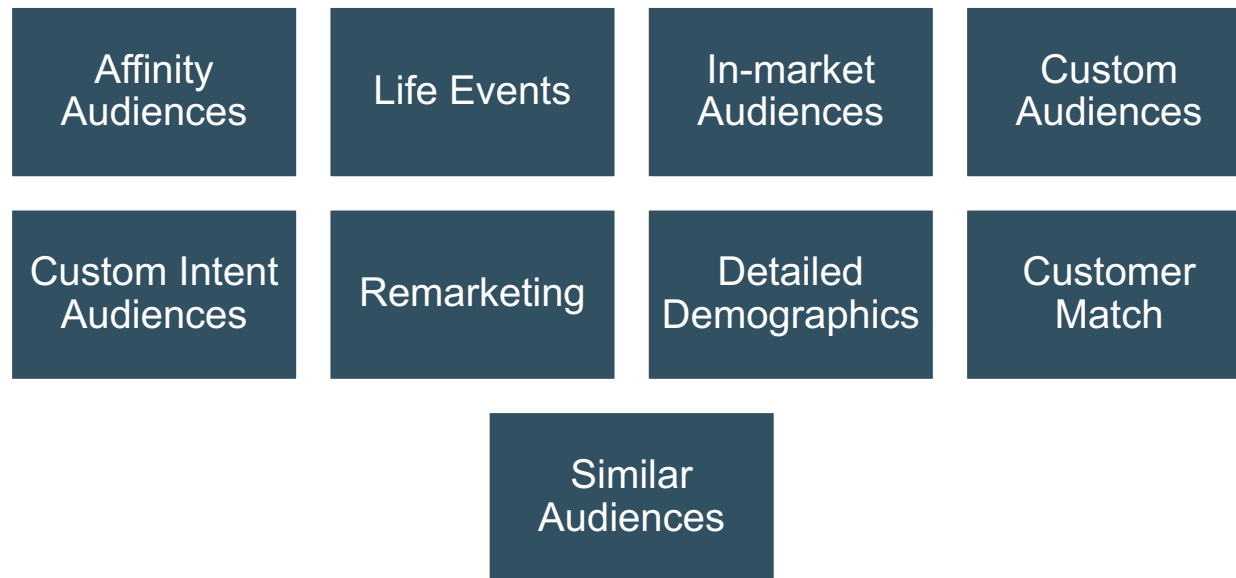









Audience + Search Intent



Google Ads








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Audience + Search Intent

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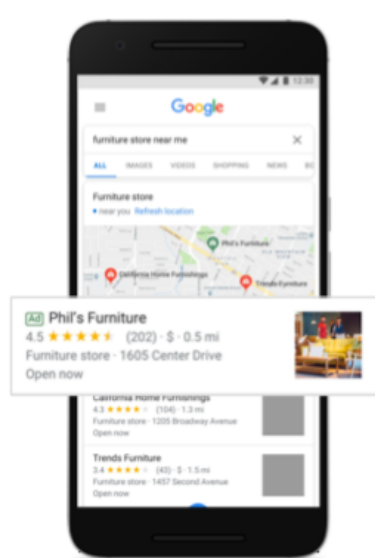
1. comScore qSearch (custom), Microsoft Search Network includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network



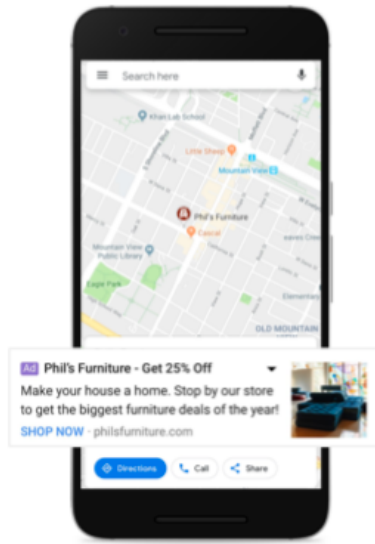
Evolving Ad Formats

Local Campaigns

-  The New SERP
-  The New Devices
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-  Paid Search



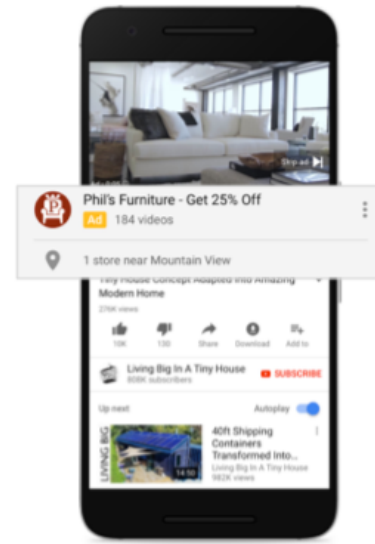
Search



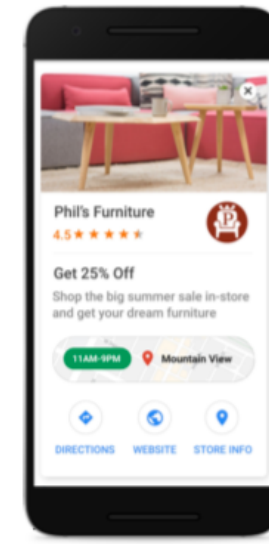
Maps



Business Profile



YouTube



Display

Evolving Ad Formats

Vertical Ad Formats



- The New SERP
- The New Devices
- Marketplace Changes
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- Paid Search

GOOGLE SCREENED | Estate lawyers serving San Francisco

<p>Anderson Estate Law Firm 5.0 ★★★★★ (10) 16 years in business (650) 350-4567 · Open now</p>	<p>Law Offices of Peek & Toland 4.9 ★★★★★ (176) 9 years in business (650) 567-1982 · Open now</p>	<p>Law Offices of Chris Hansen 4.8 ★★★★★ (20) 12 years in business (650) 876-3492 · Open now</p>
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More estate lawyers

Benjamin Franklin Plumbing of Wichita
4.7 ★★★★★ (633)
Plumber · Wichita, KS
Open 24 hours
Top-rated Plumber in Wichita by Google users

Bowers Plumbing Company
4.9 ★★★★★ (612)
Plumber · Wichita, KS
Closed · Opens 8AM
#2 rated Plumber in Wichita by Google users

Mr. Rooter Plumbing of Wichita, KS
4.7 ★★★★★ (329)
Plumber · Wichita, KS
Open · Closes 9PM
#3 rated Plumber in Wichita by Google users

Mr. Rooter Plumbing of Wichita, KS
GOOGLE GUARANTEED
4.7 ★★★★★ (329)
Plumber in Wichita, Kansas
Open

Get it done right or Google pays you back
Google screened this business
110+ bookings near you

922 E Central Ave, Wichita, KS 67202

Serves Wichita and nearby areas

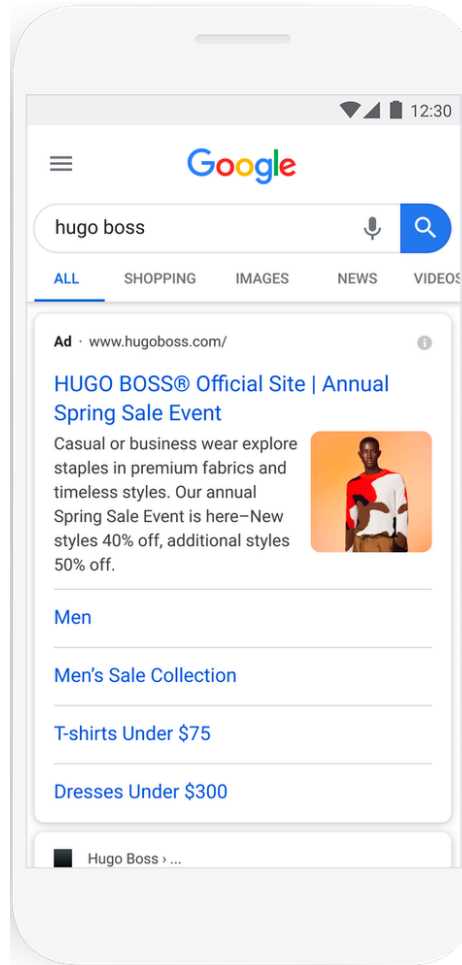
* License and Background Checks – not available in every market (2020)










Evolving Ad Formats

Image Extensions

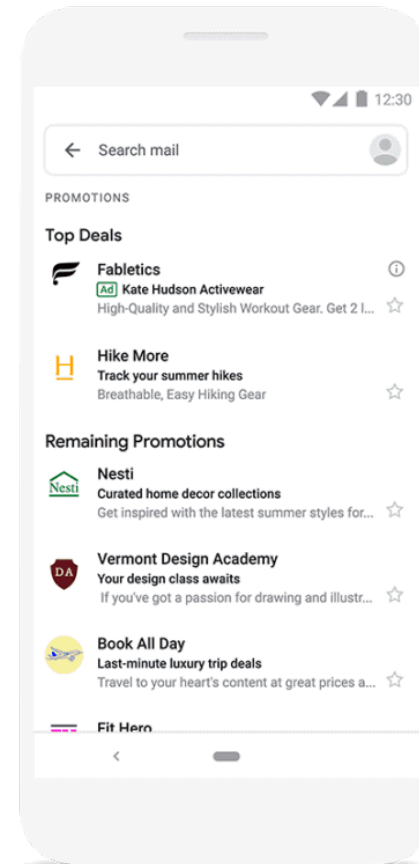
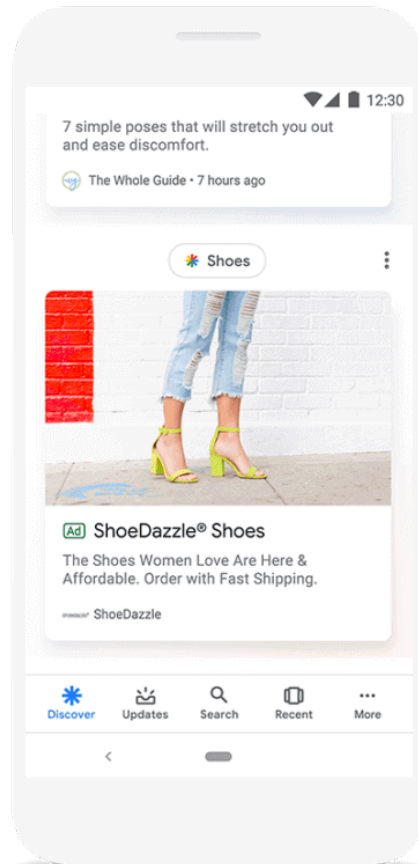
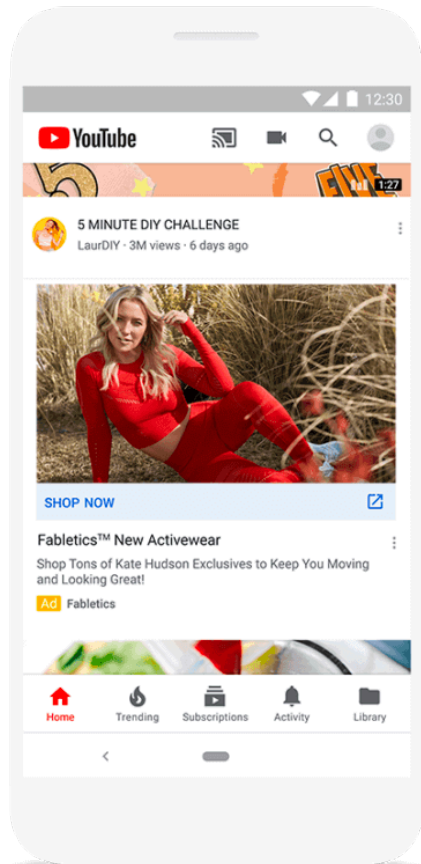







-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



Evolving Ad Formats

Discover Campaigns

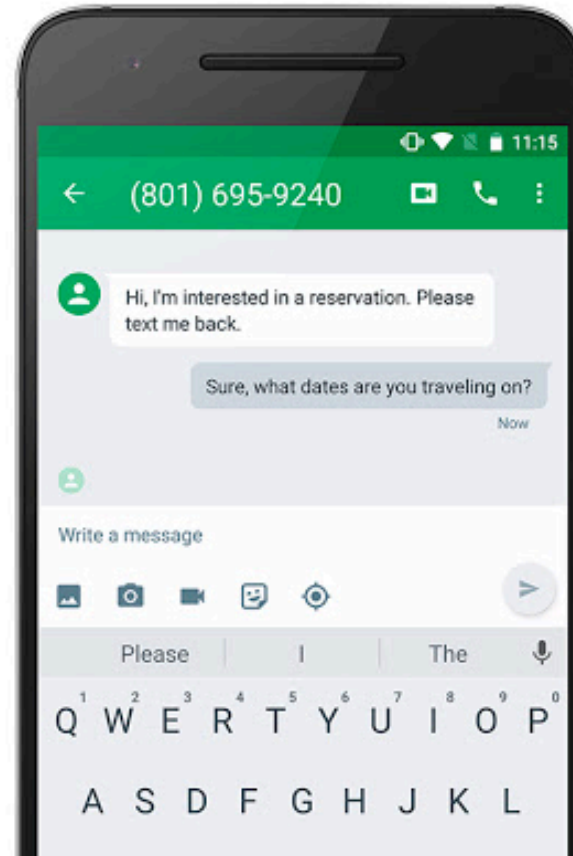
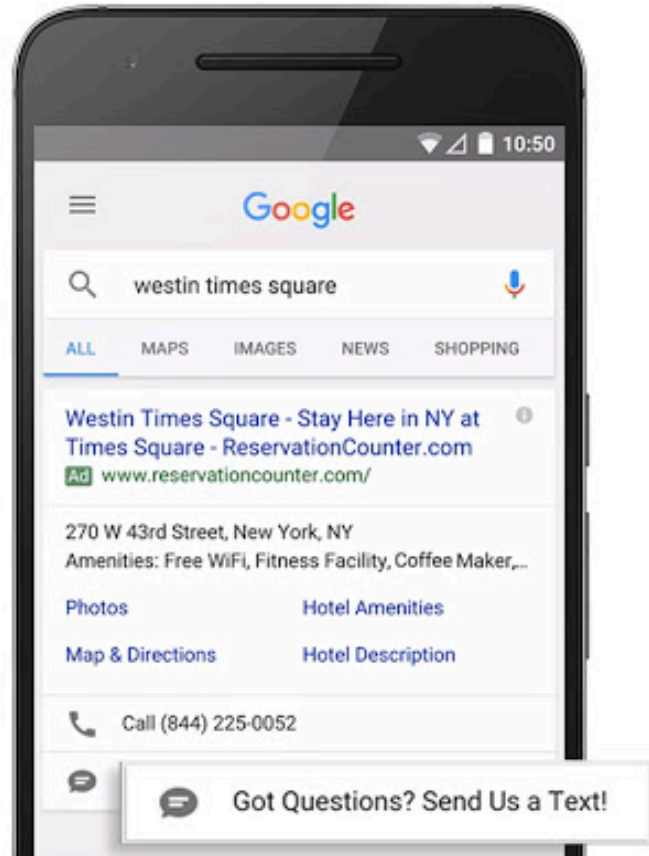







-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



Evolving Ad Formats

Chat Ads



-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search





Evolving Ad Formats

Lead Format Ads

Create your extension
Select a compelling call to action that empowers people to engage with your business or service

Call-to-action
Get offer

Extension text
Gratis 5,0Ah Akku im Wert €249

Create your lead form

Headline
Kostenloser 5.0 Ah-Akku

Business name
EGO Power+

Description
Kostenloser 5.0 Ah-Akku mit jedem EGO Herbstpaket

What information do you want to ask for?
To change the information you ask for after saving your campaign, you will have to create a new form

Name
 Email

Highlight lead form extension

Rasenmäher | Zusammenklappbar
egopowerplus.at/ego-power-plus/akku-rasenmäher

Erläutern Sie jede Rasengröße mit den EGO Power+ Rasenmähern in Handumdrehen und, das leiser sowie abgasfrei und mit weniger Betriebs- und Servicekosten. Elektro Rasenmäher, Heckenschere, Kettensäge...

Akku-Rasenmäher
Akku-Rasentrimmer
Akku-Kettensäge
Akku-Rasentrimmer

Text Ego für weitere Informationen

Get offer
Gratis 5,0Ah Akku im Wert €249

Lead form state
EXTENSION | LEAD FORM | SUBMISSION MESSAGE

Your ad might not always include all your text. Some shortening may also occur in some formats. [Learn more](#)

- The New SERP
- The New Devices
- Marketplace Changes
- Organic Search
- Paid Search





The New “Search” Ecosystem





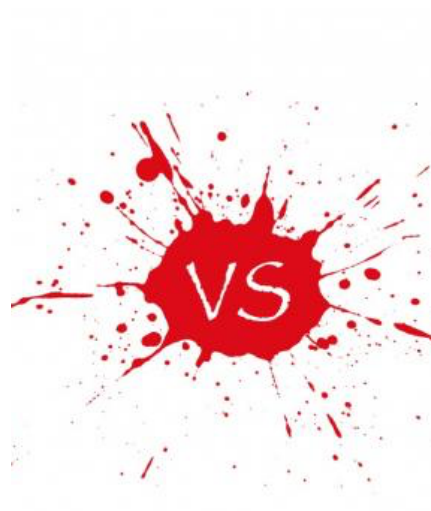
Say Hello to Your New Friends










Smart Speakers

Market Leading Ecosystems



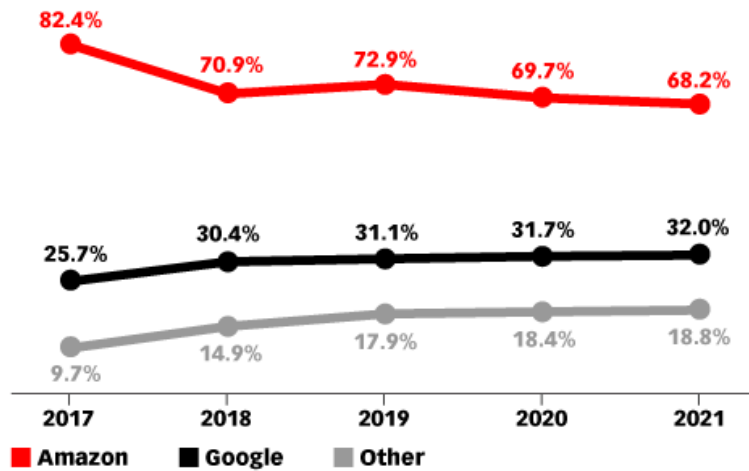
-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



Smart Speakers

Market Share by Brand

US Smart Speaker Users, by Brand, 2017-2021
% of smart speaker users

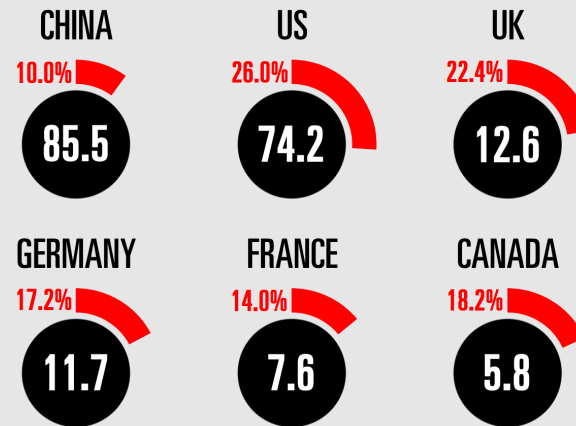


Note: individuals of any age who use a smart speaker at least once per month; users of each device are not mutually exclusive with speaker users of different brands
Source: eMarketer, Nov 2019

252417 www.eMarketer.com






Market Penetration by Country

Smart Speaker Users in Select Markets, 2019
millions and % of internet users



Note: individuals of any age who use a smart speaker at least once per month; a smart speaker is a standalone device which includes a voice assistant, such as Google Home, Amazon Echo, Apple HomePod, or Alexa-enabled Sonos One; excludes smartphones, desktops/laptops, tablets, wearables, gaming consoles, TV consoles, VR headsets, cars, and smart-home devices
Source: eMarketer, November 2018

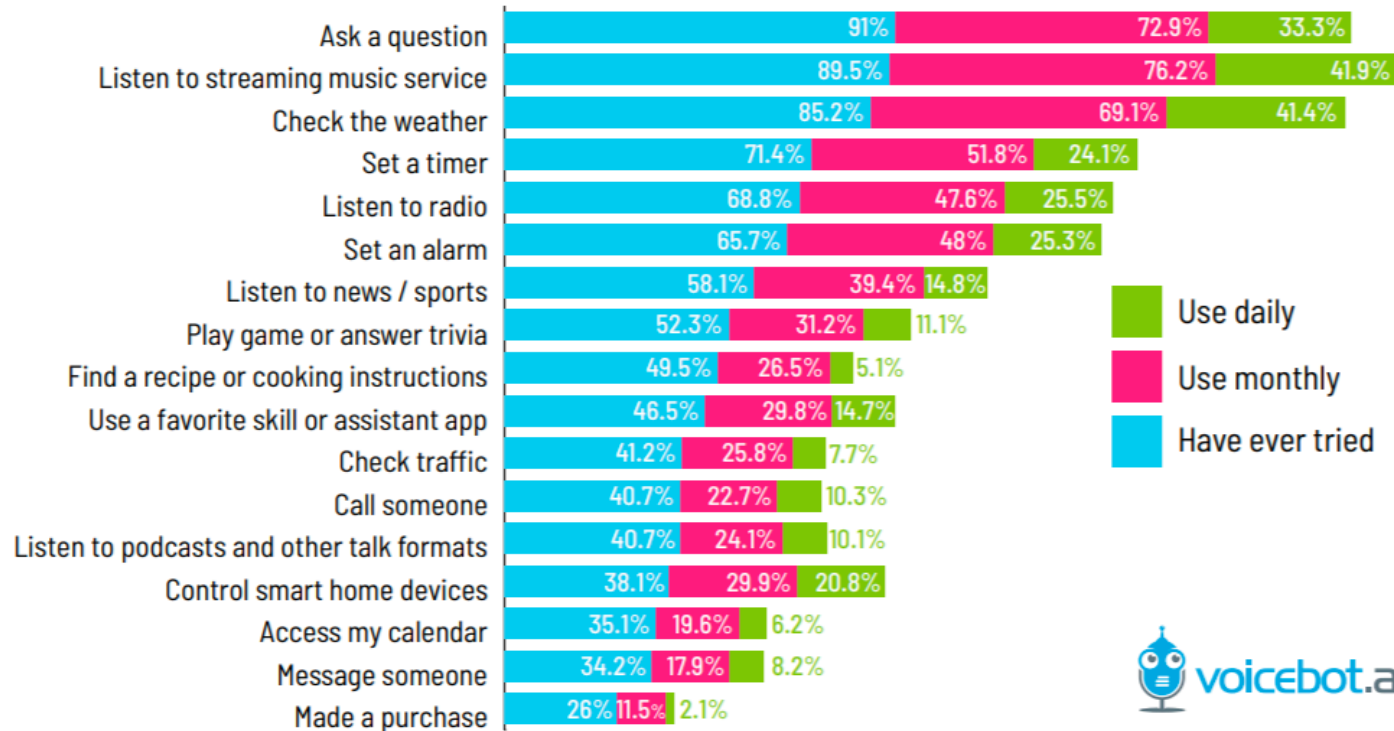
www.eMarketer.com






-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



Smart Speakers

Most Common Use Cases



-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search





It's Not Just Speakers

Lamps








Sol by GE
Smart lamp
with Amazon Alexa
[Buy Now »](#)

Thermostats



Ecobee4
Smart thermostat
with Amazon Alexa
[Buy Now »](#)






-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search










It's Not Just Speakers



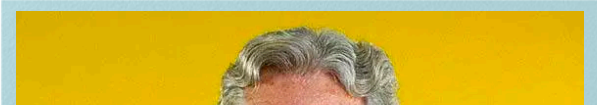
-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



It's Not Just Speakers

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search

Auto Popcorn Replenishment with the AmazonBasics Microwave



Amazon Brand - Solimo Microwave Popcorn, Movie Theater Butter Flavored, 49.57 Ounces, 22 Count

by SOLIMO
★★★★☆ 16 customer reviews
Price: \$7.95 (\$0.36 / Count)

Coupon Save an extra \$2.00 when you apply this coupon. [Details](#)

In Stock.
Ships from and sold by Prime Pantry.
Want it Thursday, June 27? Order within the next 14 hrs 50 mins [Details](#)

- One 49.57 ounce box of movie theater butter flavored microwave popcorn, containing 22 individual packs
- No artificial flavors
- If you like Orville Redenbacher's Microwave Popcorn, we invite you try Solimo Microwave Popcorn
- Satisfaction Guarantee: We're proud of our products. If you aren't satisfied, we'll refund you for any reason within a year of purchase. 1-877-485-0385
- An Amazon brand

FREE shipping on Prime Pantry orders over \$25 for a limited time.. [Get started](#)



Amazon Private Label






Smart Screen Platforms

Google



amazon



-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search



Smart Screen Platforms

portal
from facebook



- Smart Camera and Smart Sound
- Private by design
- Connect with Messenger
- Share content
- Alexa built-in
- Display photos and notifications

- The New SERP
- The New Devices
- Marketplace Changes
- Organic Search
- Paid Search



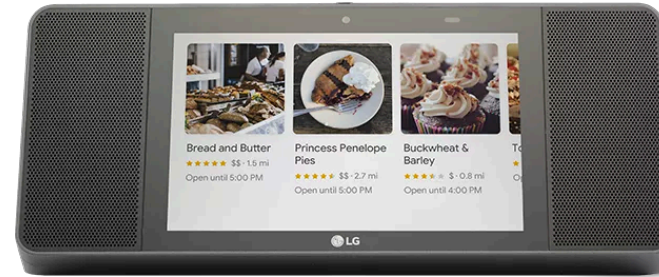
Smart Screen Platforms



lenovo™








JBL



LG






Powered by **Google**

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search

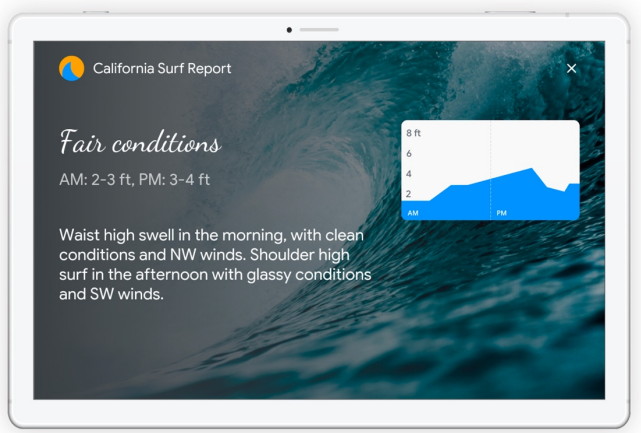


Smart Screen Platforms

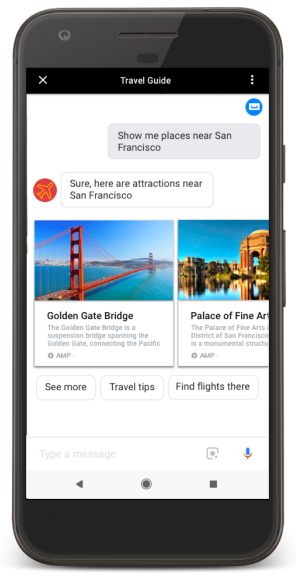
Google Brand Opportunities (Available in 2021)

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search

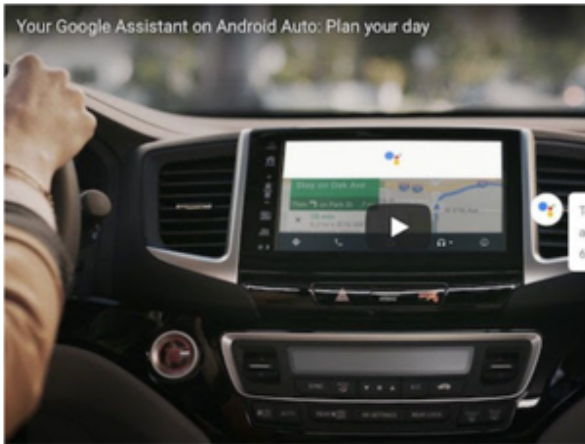
Custom Themes



Rich Responses



Don't Forget About the Cars



GOOGLE ASSISTANT

Google Assistant Now Available on Android Auto






Google Assistant is now available in Android Auto. OK Google **voice** control was previously included in Android Auto, but that was essentially just **voice** search and offered the ability to perform a limited number of commands.



AMAZON ALEXA

Amazon Alexa Coming to Select Toyota and Lexus Models

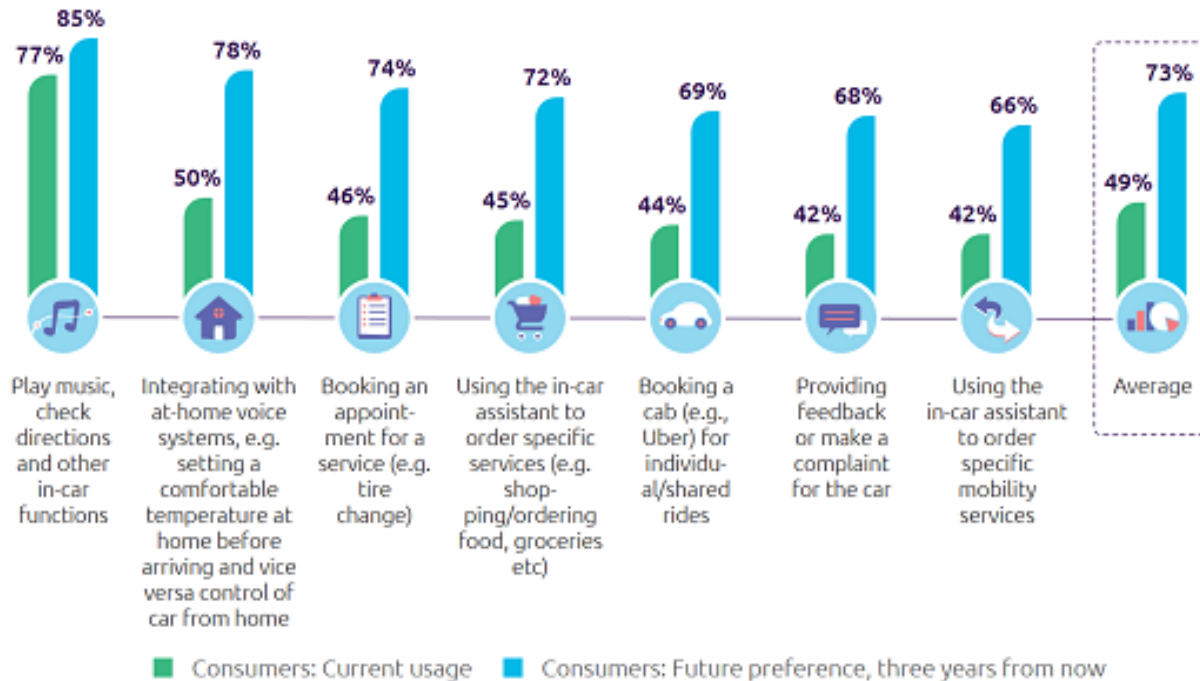
Toyota announced that Amazon Alexa will be added to select Toyota and Lexus models in 2018. Some vehicles with the Toyota Entune 3.0 app or Lexus 2.0 Enform App Suite will get access in 2018 and other models will be added in 2019.

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search

Don't Forget About the Cars

Consumers Use of Voice Assistants in Cars

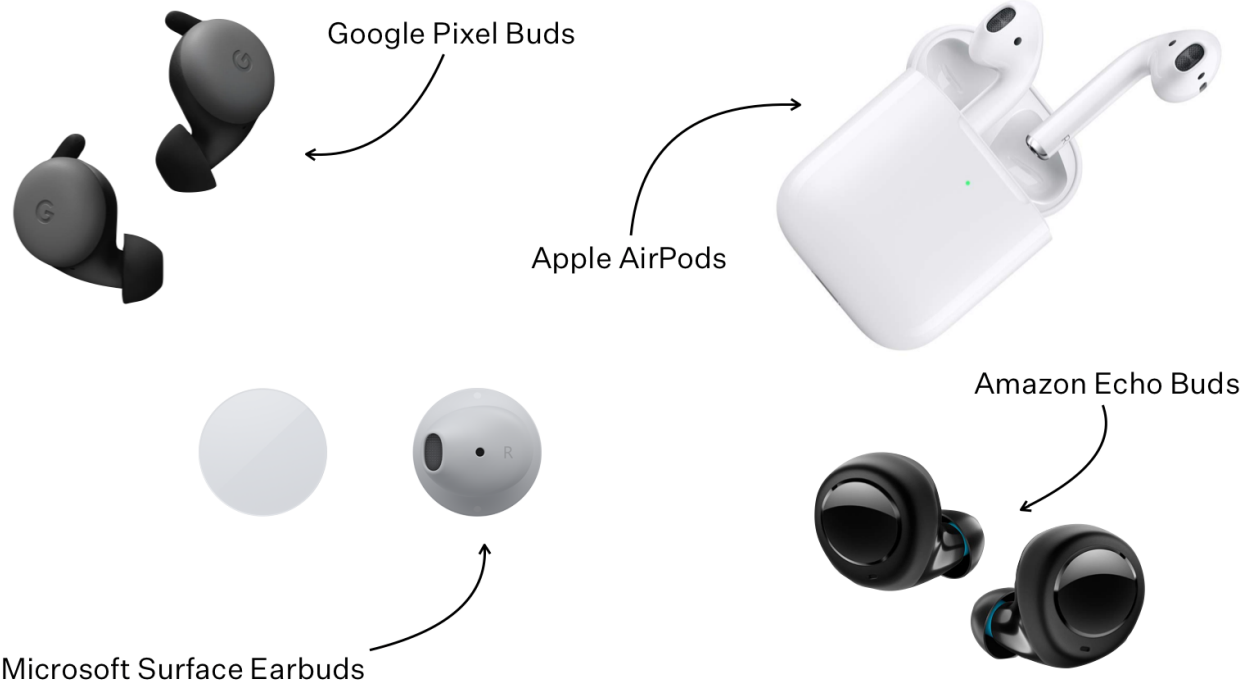
Figure 1. Inside the car, consumers currently use voice to a great extent



- The New SERP
- The New Devices
- Marketplace Changes
- Organic Search
- Paid Search








The World Beyond Screens



Fitbit for

it this morning that
1 agreement to
s tracking. The
le Assistant's

-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search





Visual Search

amazon.com



Sunset in 2020



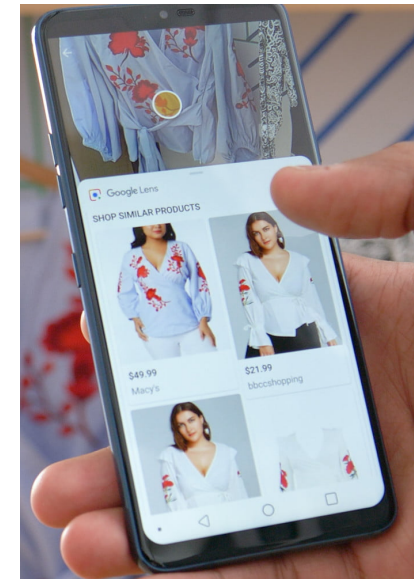
Pinterest broadens e-commerce capabilities with 'Complete the Look' tool






The visual search feature will recommend fashion and home decor products based on the context of an image.

Amy Gesenhues on June 17, 2019 at 11:50 am



Google Lens



-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search





Visual Search Use Cases



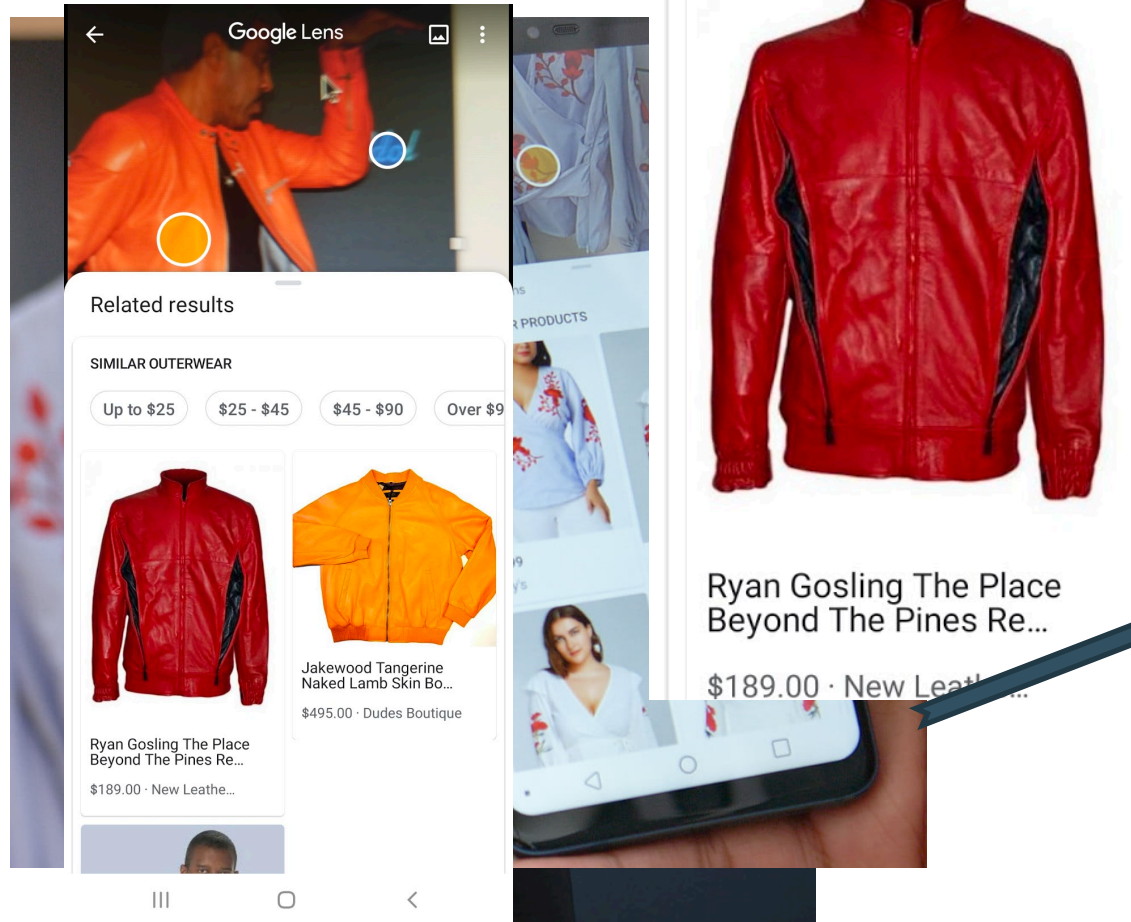
Here are some things you can try Lens on






- T Text**
Tap on phone numbers, website URLs, addresses, dates, and email addresses
- P Places**
Learn more about landmarks, points of interest, and notable buildings
- A Artwork**
Learn more about paintings and other artwork in a museum
- M Media**
Look up books, movies, music albums, and video games by the cover

- G The New SERP**
- D The New Devices**
- M Marketplace Changes**
- O Organic Search**
- P Paid Search**

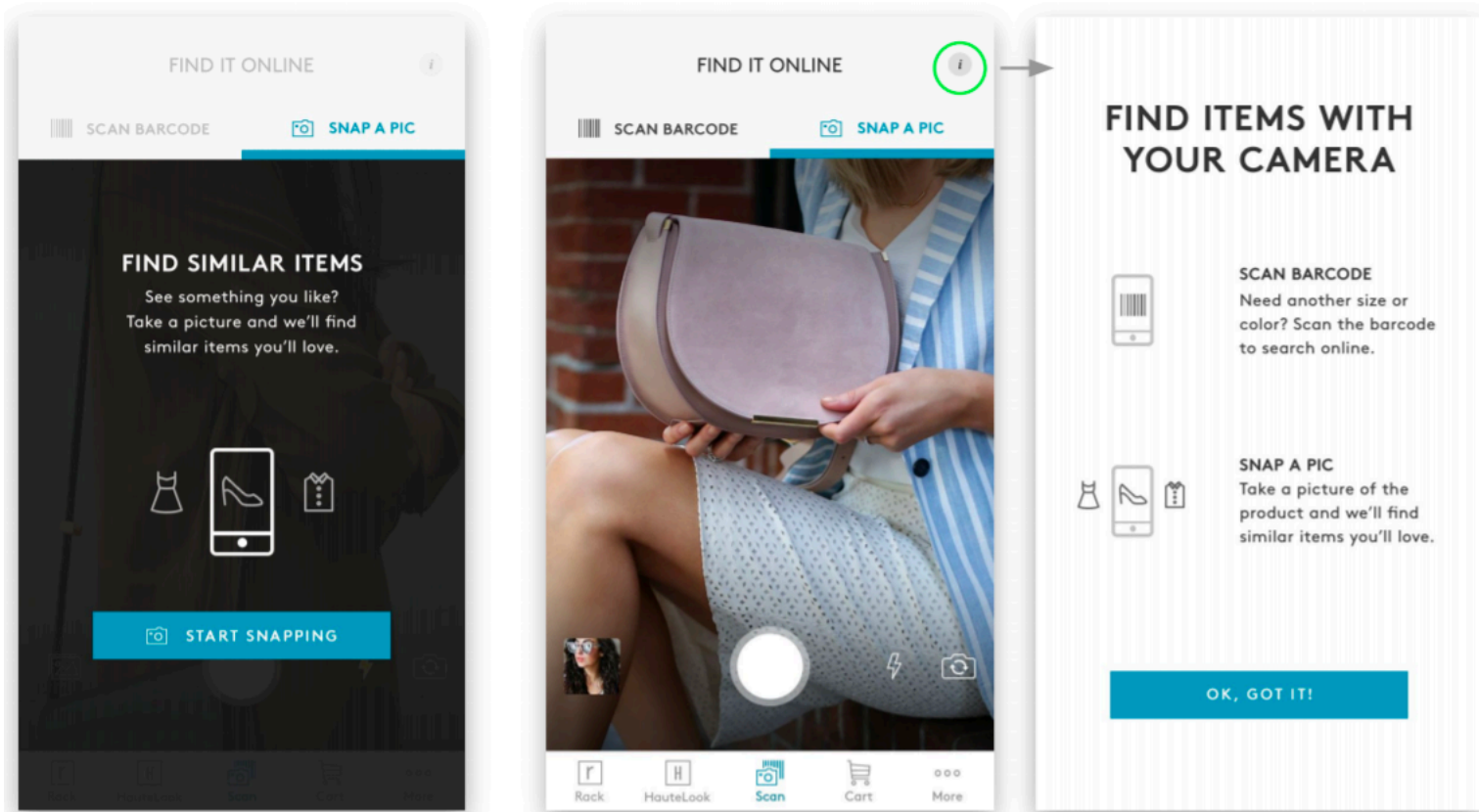


Visual Search Use Cases



-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search

Visual Search Use Cases



- The New SERP
- The New Devices
- Marketplace Changes
- Organic Search
- Paid Search






NORDSTROM
rack





It's Not Just Inputs



-  The New SERP
-  The New Devices
-  Marketplace Changes
-  Organic Search
-  Paid Search

KOHLER®





Exercise #2

These 'marketing' platforms are as much about Customer Experience as they are about Customer Acquisition

- What can you automate for your customers?
- What inefficient interactions exist with your brand can you enable with new technology?
- What experience can your brand deliver on these new screens?
- What experience can your brand deliver without a screen?

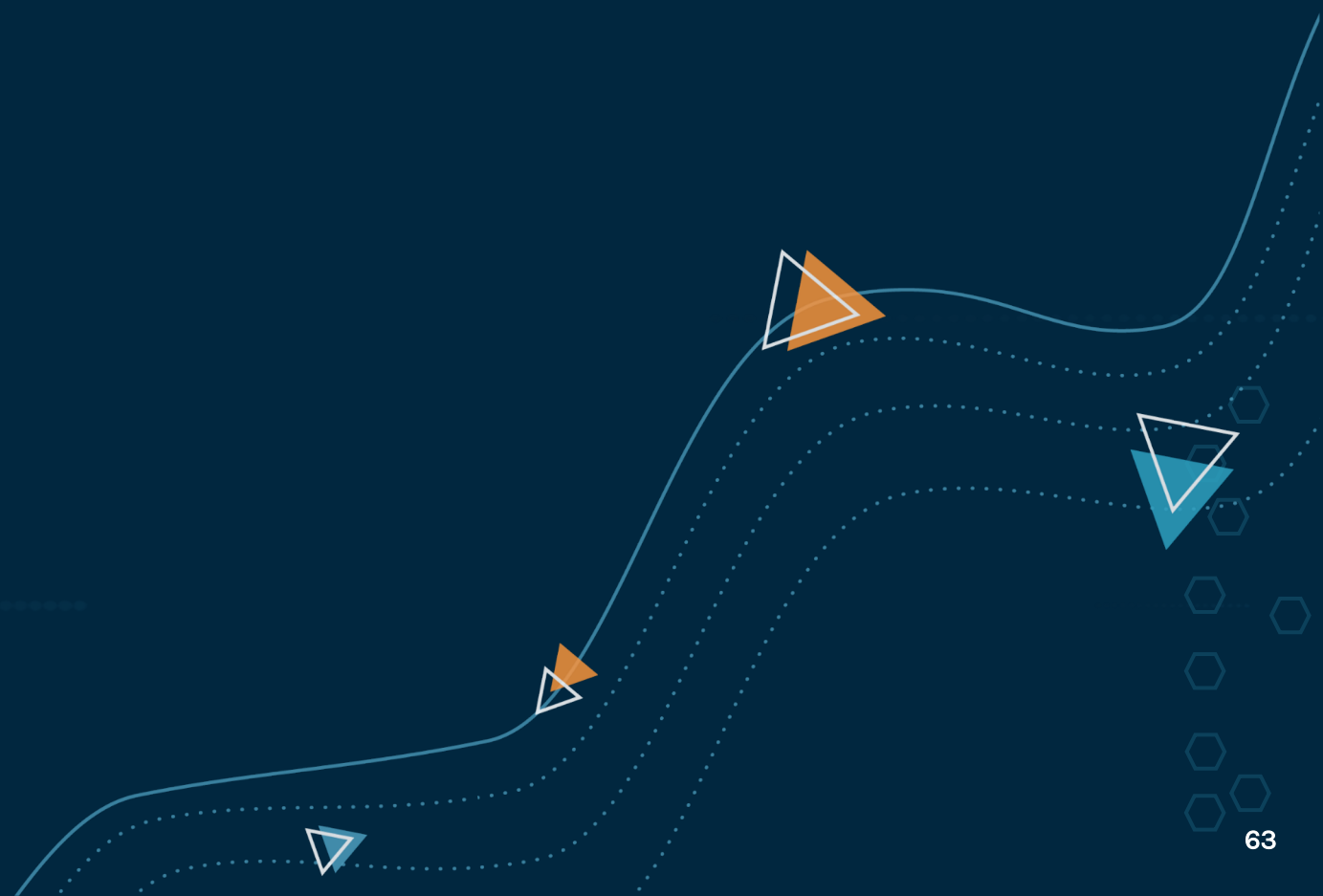
Link at our Resource Hub: bfo.io/futuresearch





The Anatomy of a Voice Search

Answers & Actions





Learn to Talk the Talk



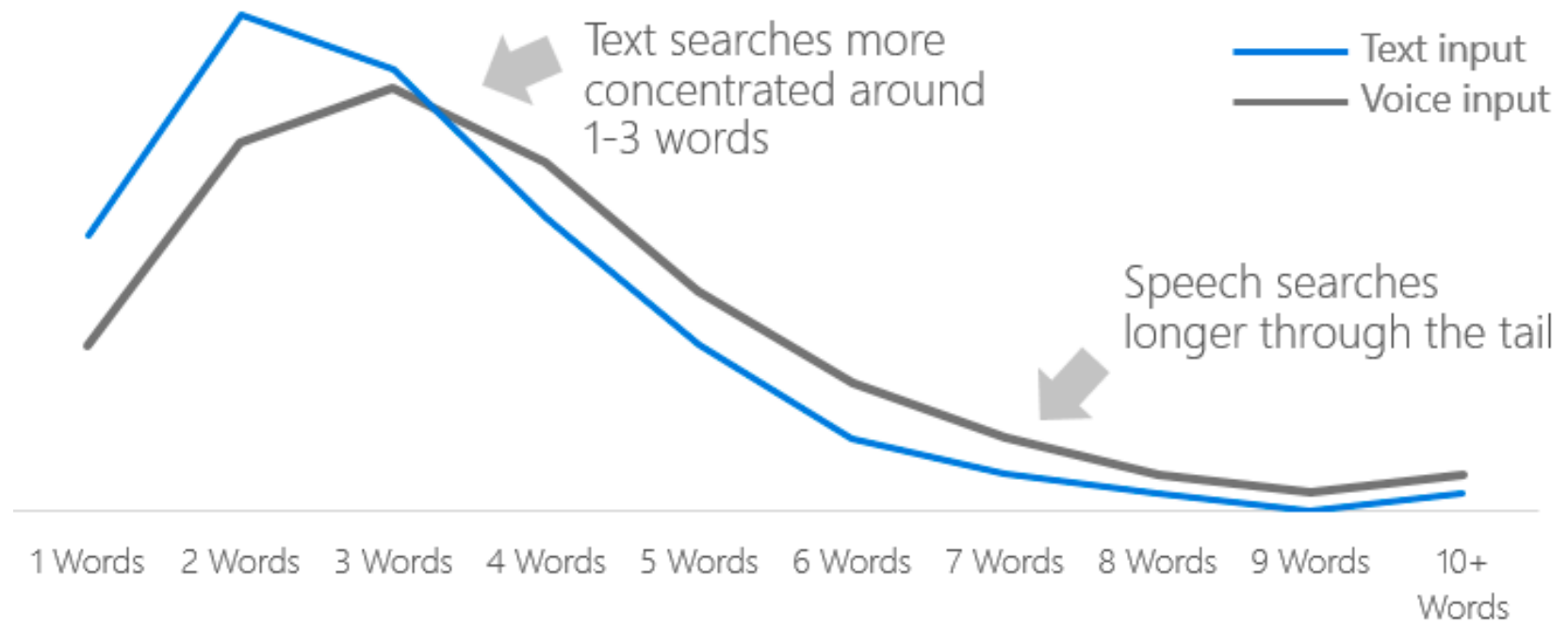
-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce



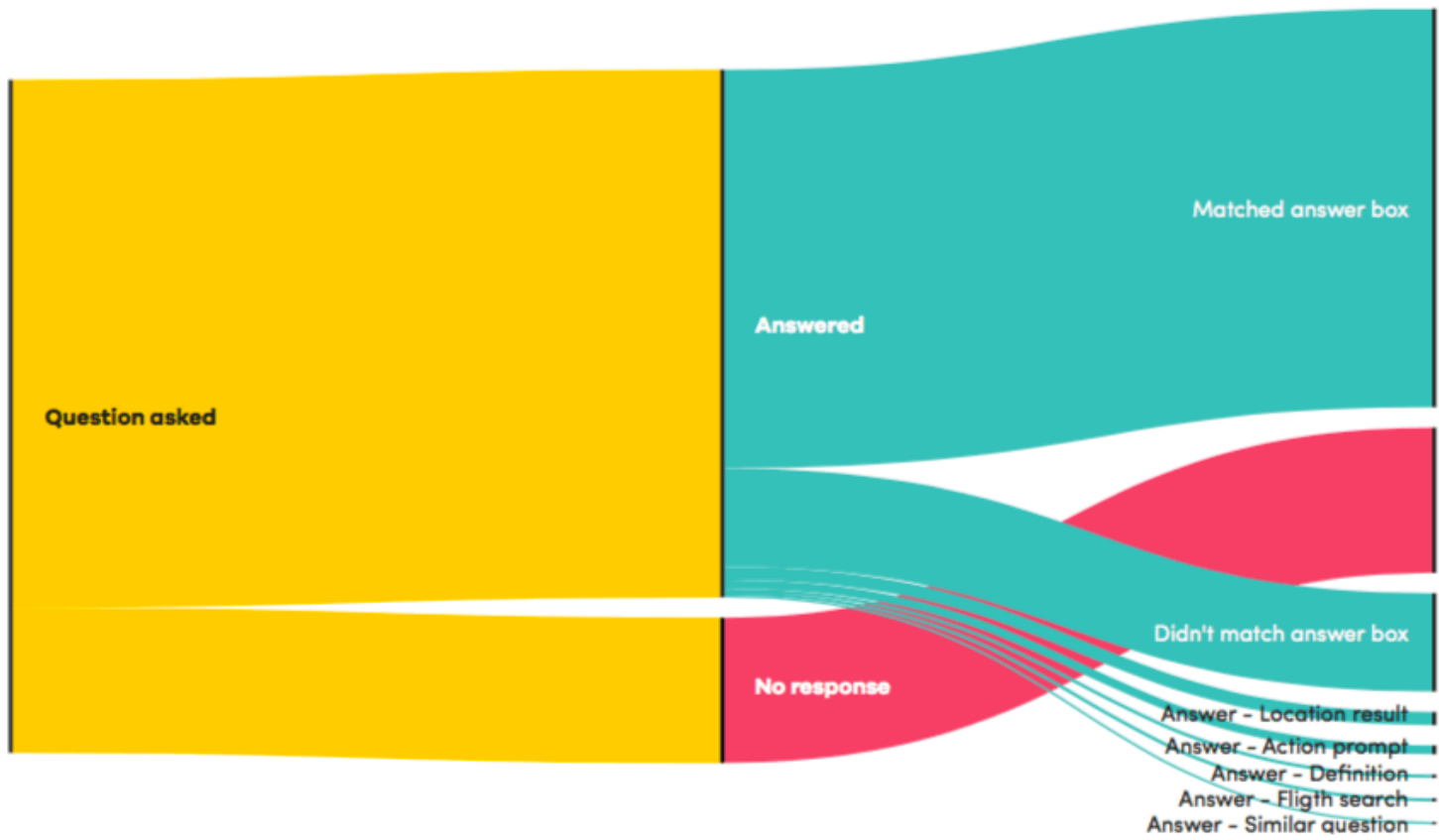


Voice Search Query Structure

-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce



Voice Answers (the real game-changer)

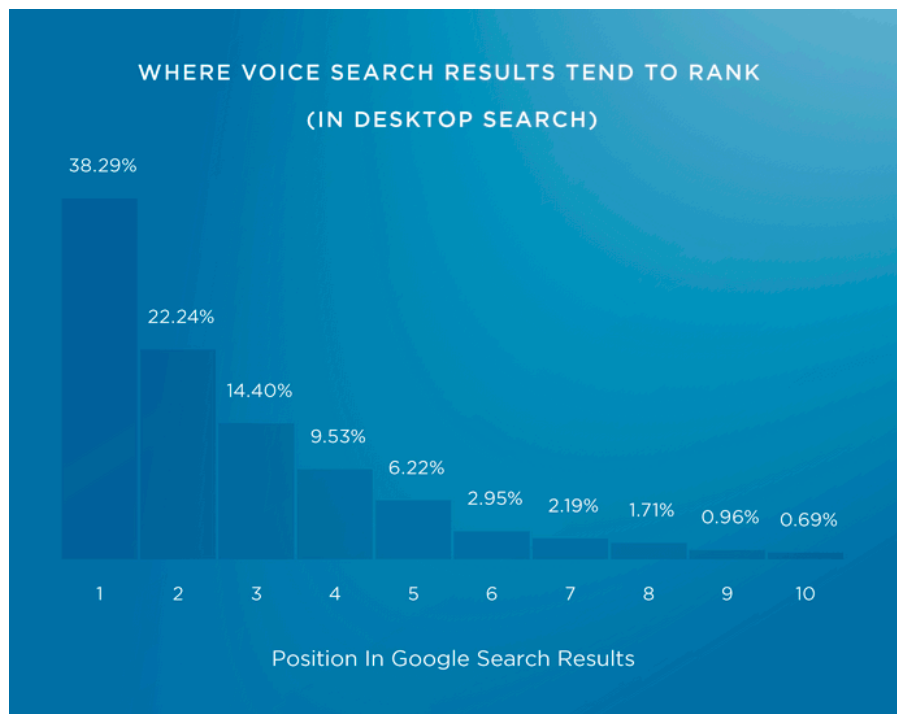


-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce



Voice Answer Ranking Correlations

- The New Devices
- Voice Search
- Voice Actions
- Virtual Assistants
- Voice Commerce



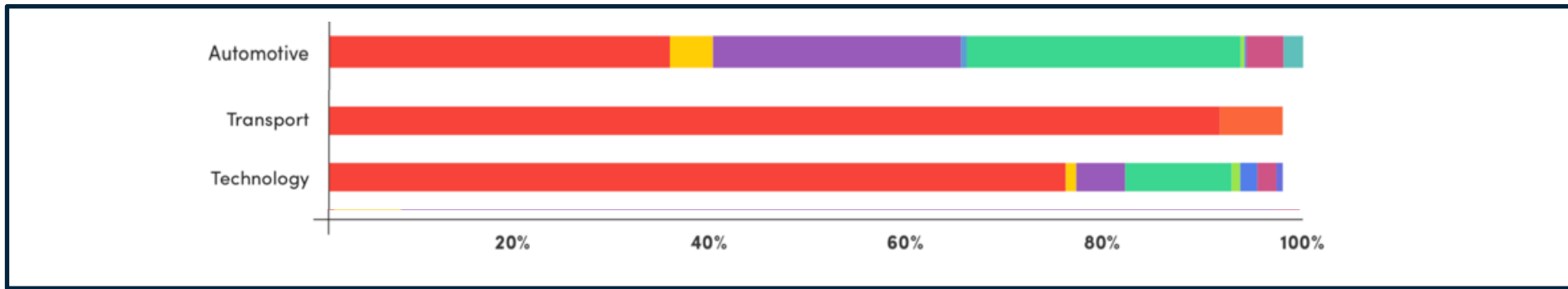
Study: 80% of Google Home results come from snippets
But they aren't always the source of answers for Google Home

Greg Sterling on January 18, 2018 at 3:13 pm



Voice Answer Types By Vertical

-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce



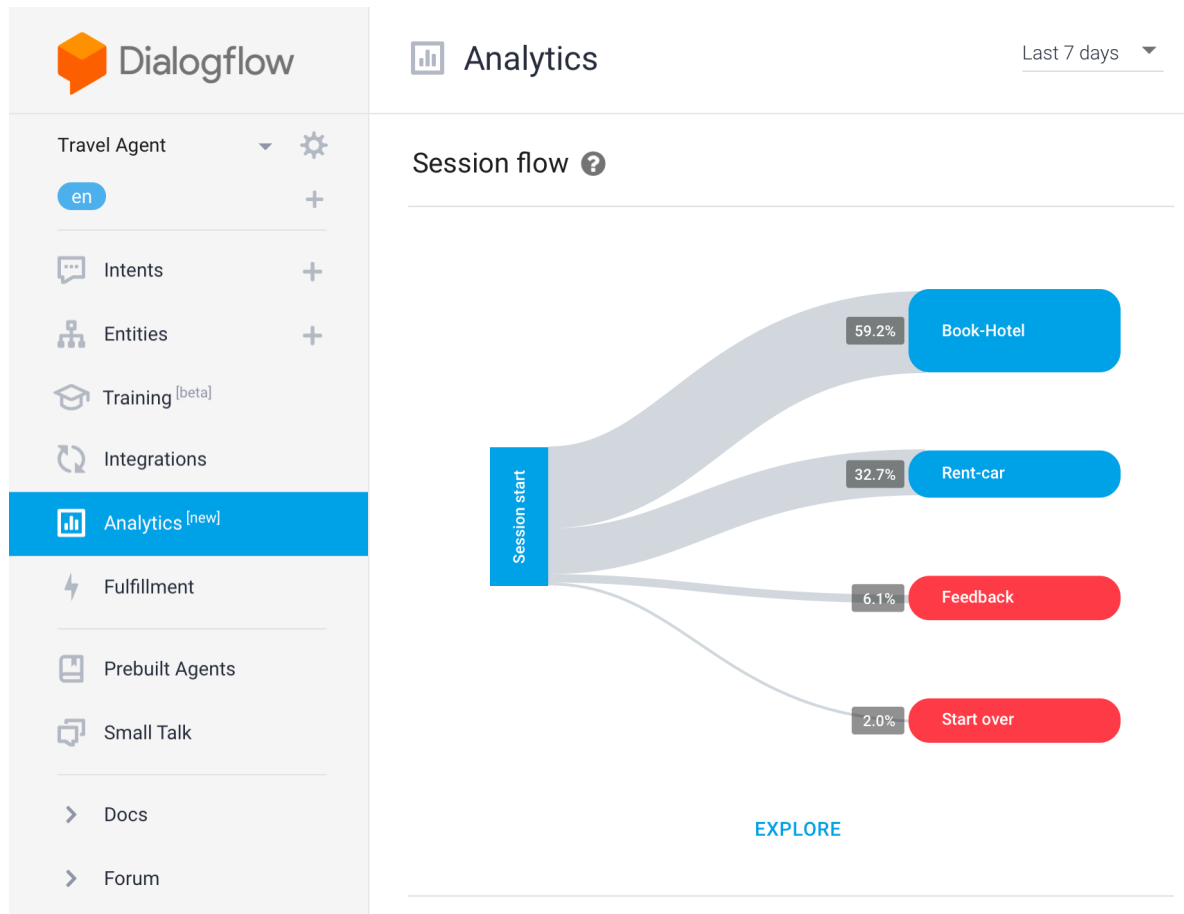
- No Response
- Answer - Location Result (1 listing)
- Answer - Location Result (3 listings)
- Answer - Definition
- Answer - News Playback
- Answer
- Answer - Link in Google Home app
- Answer - Knowledge Graph
- Answer - Location Result (3 listings)- Old Style
- Answer - Action Prompt
- Answer - Map Suggest
- Answer - Movie Review
- Answer - Flight Search
- Action- Location Result (2 listings)- Old Style
- Answer - Action Musical Note
- Answer - Action Reminder
- Answer - Easter Egg
- Answer - Translation
- Answer - Action Prompt (open)
- Answer - Short ABR
- Answer - GMB Opening Times
- Answer - Calendar prompt
- Answer - Short ABR + Link to App
- Answer - Recipe Action
- Answer - Morning Routine
- Answer - Similar Question

<https://wearerabbitandpork.com/services/voice-search-ranking-report/>





Voice Actions for Brands



- The New Devices
- Voice Search
- Voice Actions
- Virtual Assistants
- Voice Commerce



Google Duplex In Action

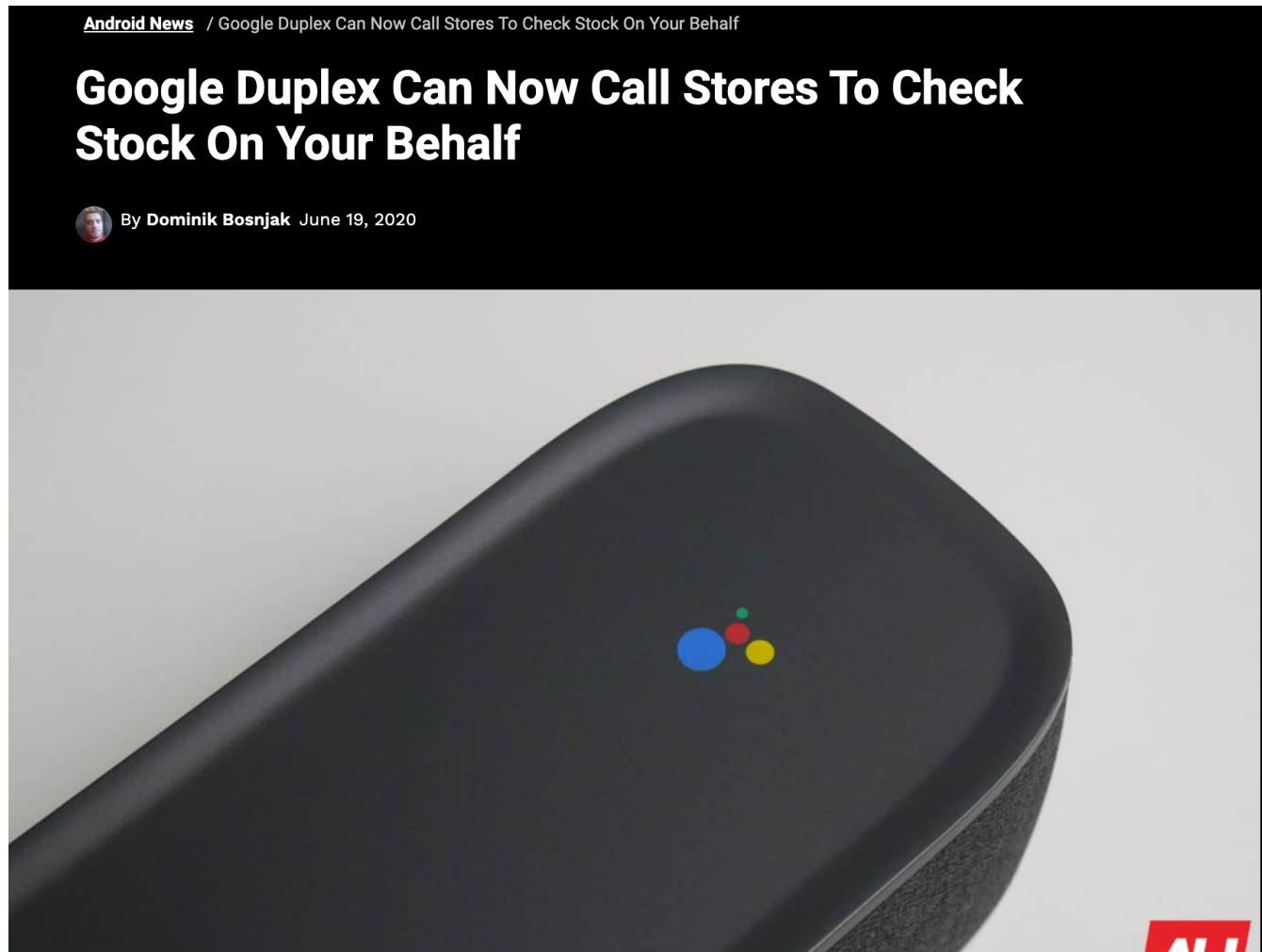


-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce



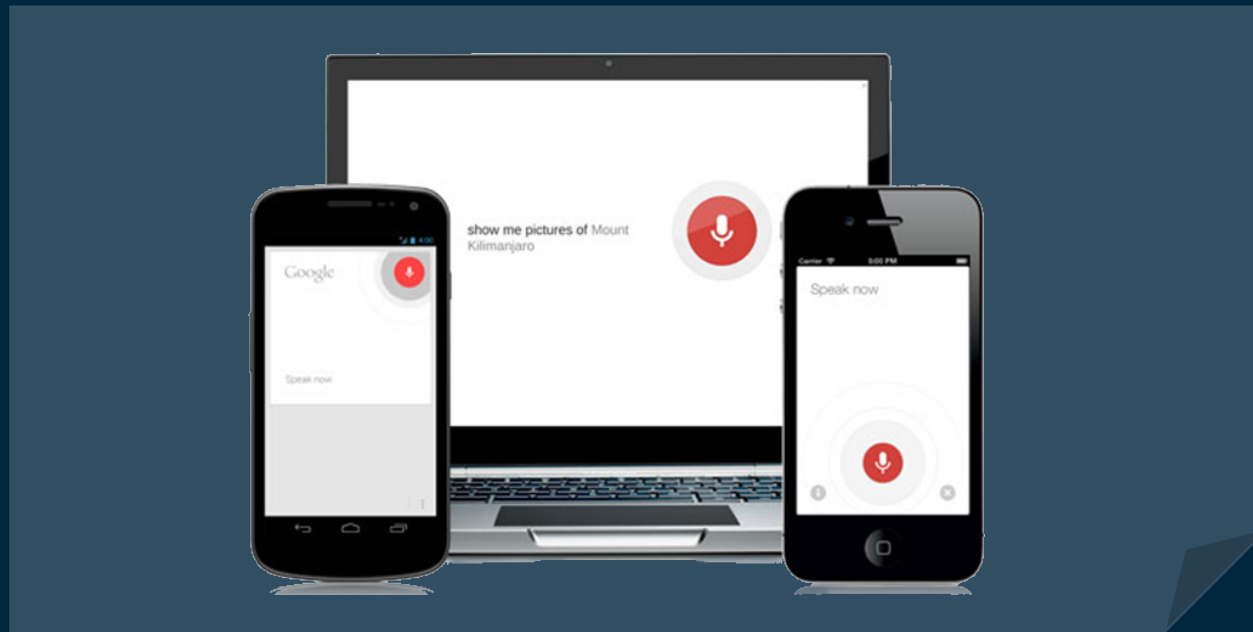


Google Duplex In Action



-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce






Voice Actions in Action





Book Some Rooms

Product News

KAYAK + Alexa Want You to Get a Room

 By KAYAK





on September 11, 2017

-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce





Hands Free Appointments



European Wax

by European Wax Center

★★★★☆ 4

Free to Enable

"Alexa, open my EWC"

"ask my EWC to book a reservation for me"

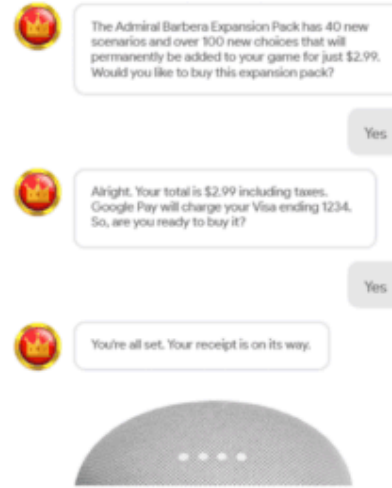
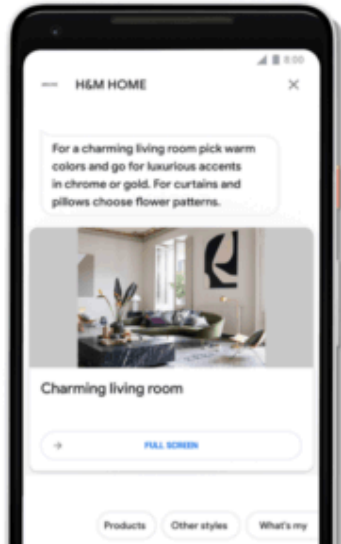
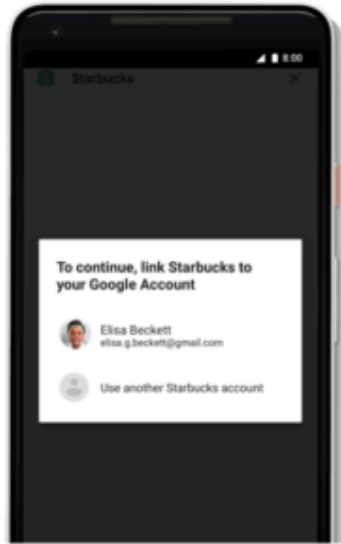
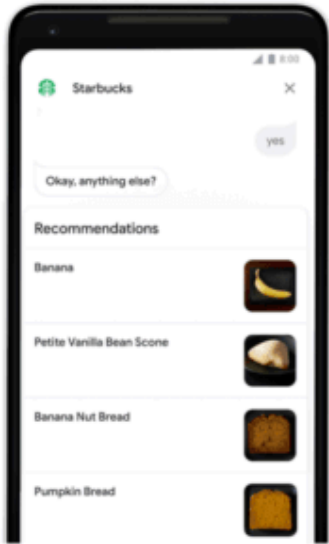
"ask my EWC how many points do I have"

-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce





Hands Free Coffee



-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce

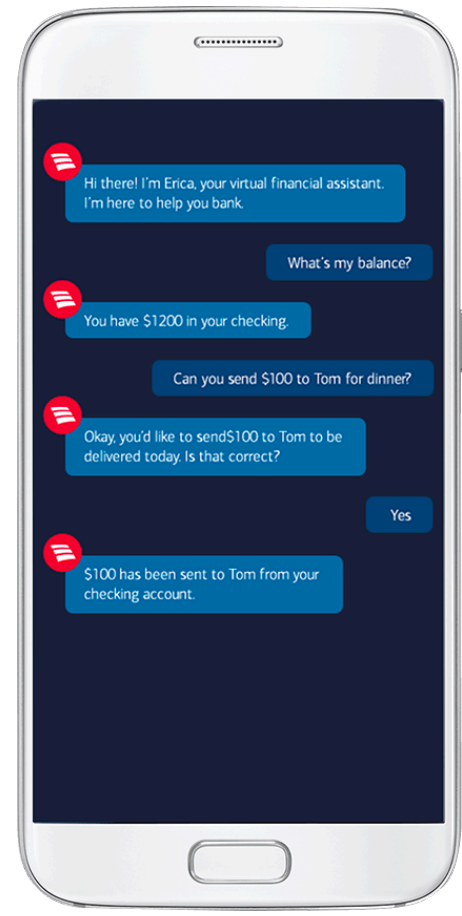




Human Free Banking



Hi, I am Erica.
See what I can do for you.





















-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce





Pizzas to Your Porches



 <p>Add a reminder to take your leftover Domino's for lunch when your order hits quality check</p> <p>by Domino's ✓</p> <p>6 works with </p>	 <p>Get a phone call when your order is ready for pickup</p> <p>by Domino's ✓</p> <p>63 works with </p>	 <p>Let the team know in Slack when your order is out for delivery</p> <p>by Domino's ✓</p> <p>3 works with </p>
 <p>Email your family or roommates when your order hits the oven</p> <p>by Domino's ✓</p> <p>16 works with </p>	 <p>Change the color of your Hue lights when your order is in the oven</p> <p>by Domino's ✓</p> <p>160 works with </p>	 <p>Send an SMS message from your Android phone when your order is ready for pick up</p> <p>by Domino's ✓</p> <p>23 works with </p>
 <p>Turn off your Rachio Smart Sprinkler when your order is out for delivery</p> <p>by Domino's ✓</p> <p>1 works with </p>	 <p>Turn on your TV with Logitech Harmony when your order is being prepared</p> <p>by Domino's ✓</p> <p>2 works with </p>	 <p>Send yourself a mobile notification when your order is out for delivery</p> <p>by Domino's ✓</p> <p>410 works with </p>

-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce





Talk to Your Driver



Uber

by Uber Technologies, Inc.

★★★★☆ 43

Free to Enable

"Alexa, ask Uber to request a ride."

"Alexa, ask Uber to call me an Uber LUX from work."

"Alexa, ask Uber to change my default pickup location."

-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce





Talk to Your Dryer



[View the Whirlpool Corporation Smart Appliance Terms of Service and Privacy Statement](#)



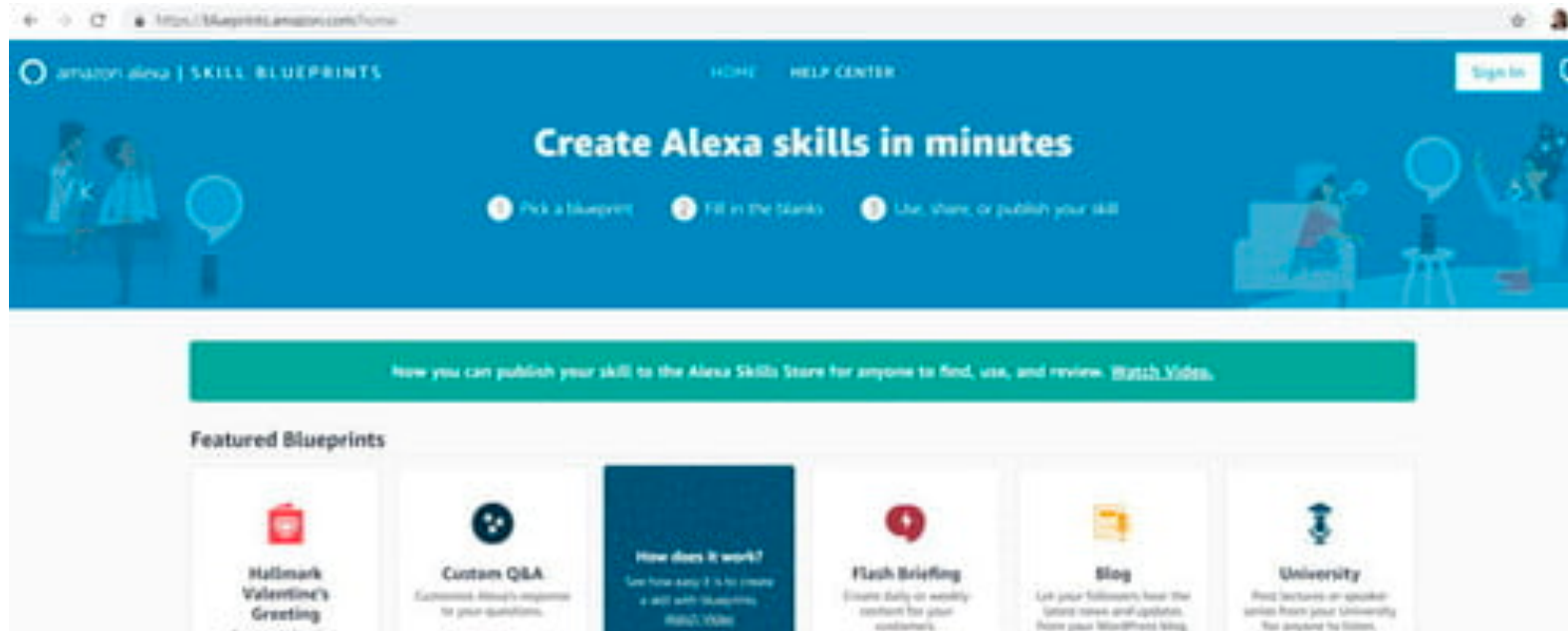
Download the App



-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce



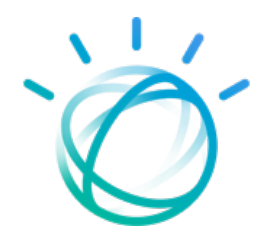
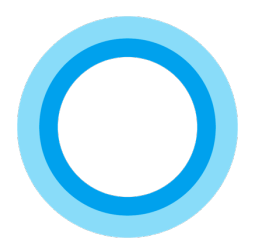
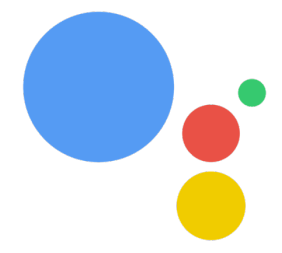
Exercise #3 – Build an Action Prototype



Link at our Resource Hub: bfo.io/futuresearch



Virtual Assistant Quiz



-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce





Voice Commerce

Q: Would you Buy This with Voice?



-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce

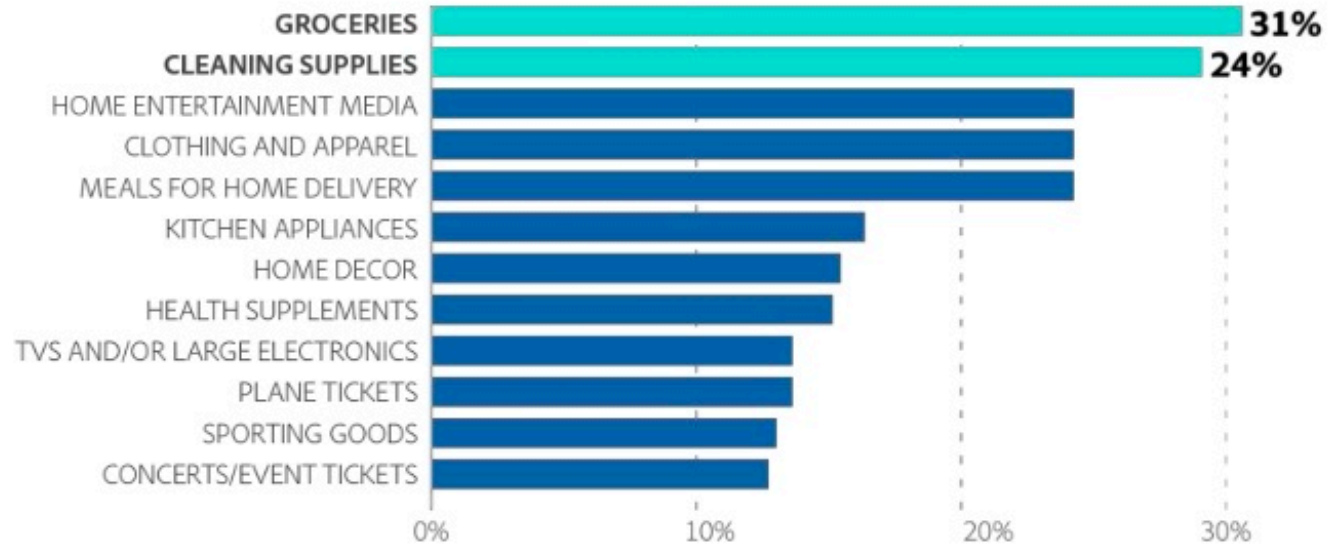


Q: How Bout This?



-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce

Voice Commerce Today



ADOBE DIGITAL INSIGHTS
TOP ITEMS PEOPLE FEEL COMFORTABLE BUYING (US, 2019)
SOURCE: Q2 2019 US VOICE SURVEY

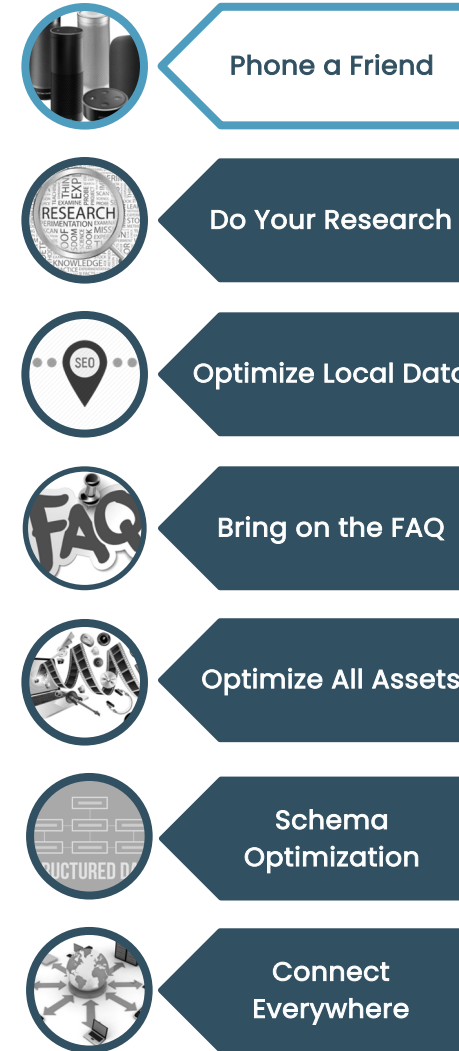
-  The New Devices
-  Voice Search
-  Voice Actions
-  Virtual Assistants
-  Voice Commerce



Future Search Marketers' Action Plan

Webinar on 2/25

SignUp: bfo.io/futuresearch



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dan@befoundonline.com



bfo.io/dan



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