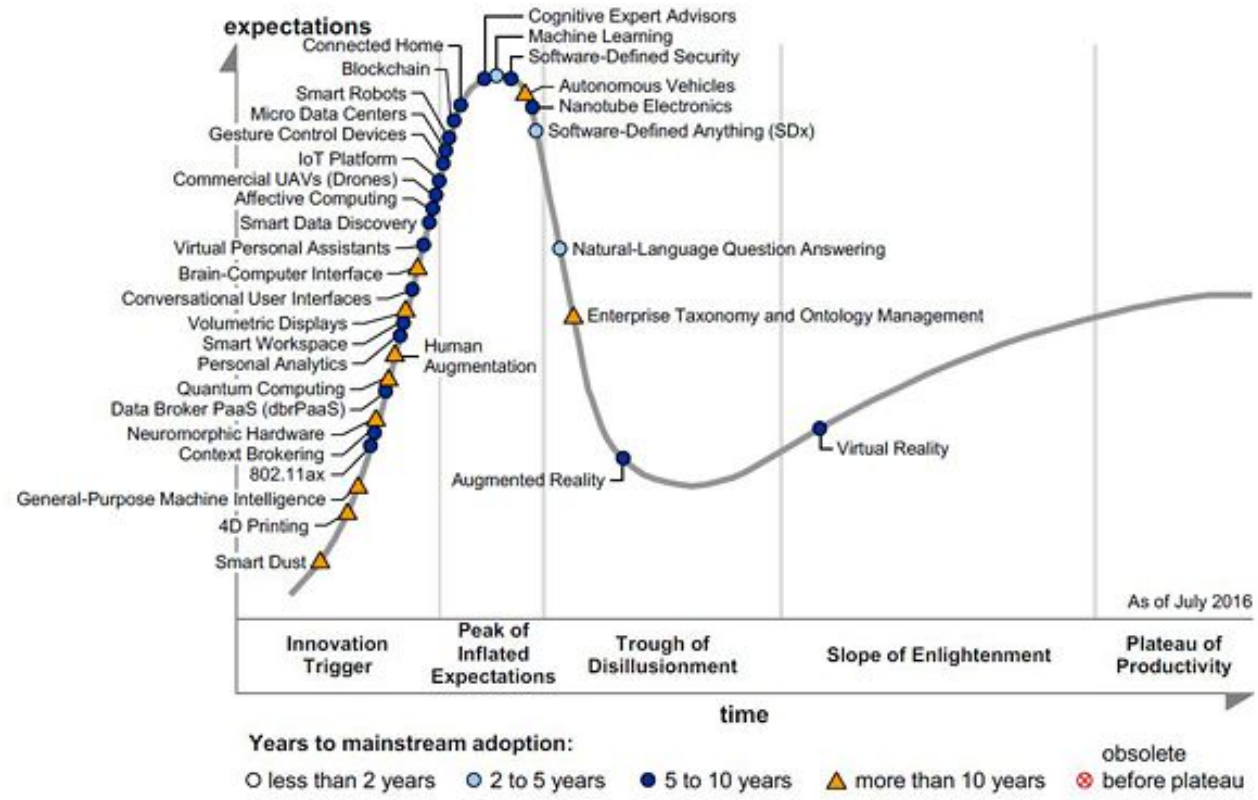


Twitter: [@gmishra](#)
Linkedin: [gmishra.com](#)

Happy Birthday **Alexa!**
AUM

By 2020, customers will manage 85% of their relationship with the organizations without interacting with a human*

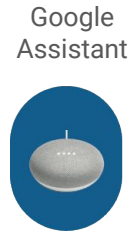
By 2020
50% of searches
would be
Voice Based Search



Source: Gartner (July 2016)

Bots | Access is getting Cheaper

\$49.00



Google*
Home Mini

\$49.99



Amazon
Echo Dot

\$99.99



Amazon*
Echo

\$129.00



Google
Home

\$149.99



Amazon*
Echo Plus

\$150.00



Harman*
Kardon Invoke

\$199.00



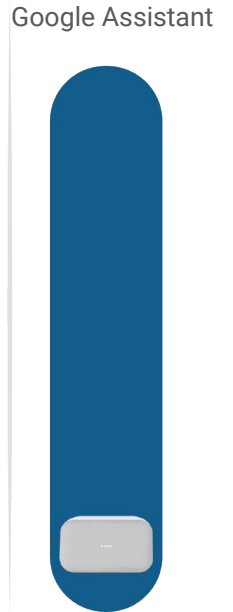
Sonos*
One

\$349.00



Apple*
Home Pod

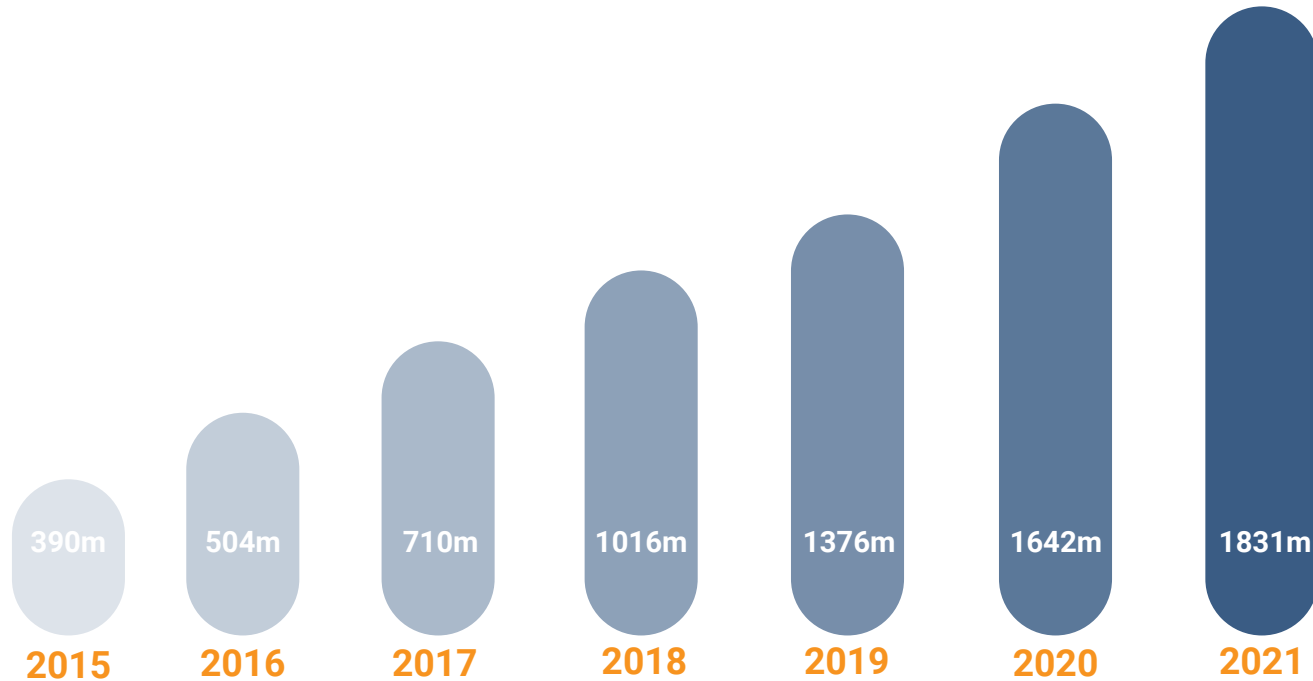
\$399.00



Google*
Home Max

* Coming Soon
Source : Company Websites

Bots | Digital Assistants on the Rise

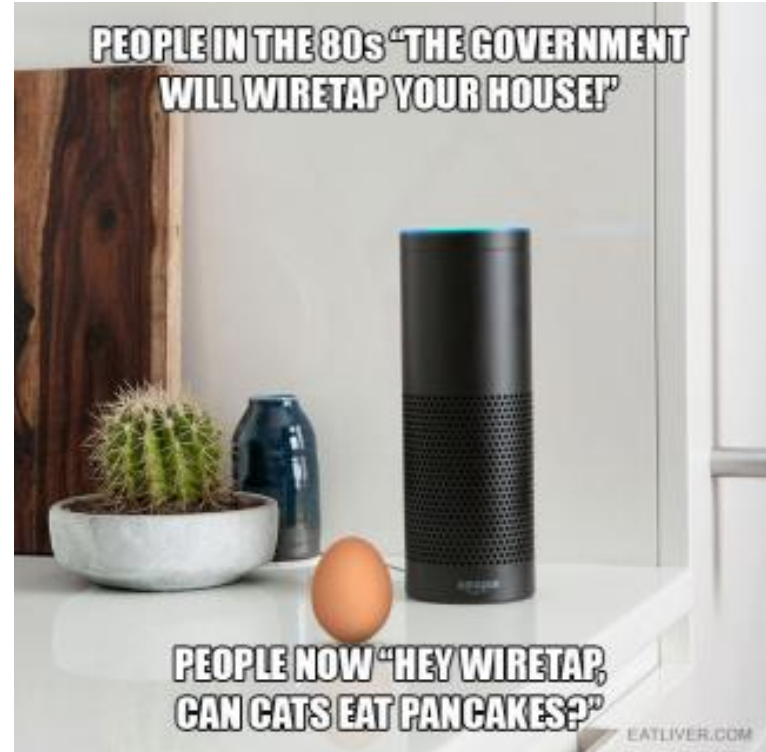
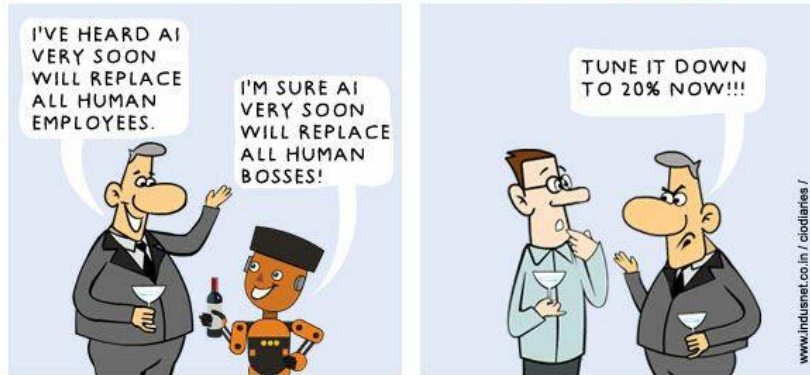


* figures do not include enterprise usage | Source : Tractica

But, let's face it! Bots are frustrating...



And there are other worries!



But, we've to be ready for the future!

Web based Content Vs Conversational Content

- High Verbosity
Tolerance
- Screen based -- Visual
- Hyperlinked content --
Maintains relationship to
different content
- Complex Information
architecture
- Low Verbosity
Tolerance
- Zero User Interface
(Verbal and Aural)
- No multi-directional flow
(mostly uni-directional)
- Context precedes the
content

Why Voice Content Strategy is important?

- Building great content is expensive and difficult
- Content writers can't write content for 2 different platforms (expensive and impractical)
- Conversational Legibility of content -- Can listener understand this.
- Search
- Unidirectional flow vs link rich pages

How these Bots work?

Utterances

Alexa, tell plan my trip I need a vacation

wake word launch Invocation name utterance

I'd like to take a trip next Friday.

utterance slot value

Intent

PlanMyTripIntent {value: "2017-12-20"}

Intent slot value

FAQ Example!

Old: How long can I receive benefits?

New: How long can I receive employment benefits?

Old: Are benefits taxable?

New: Are employment benefits taxable?

FAQ: Call to Action and Link-rich text

Old: You can receive payments through either a debit card or direct deposit. Learn more about payments

New: You can receive payments through either a debit card or direct deposit

Old: Read more about this

New: In Georgia, the Family Support Registry typically pull payments directly from your paycheck. However you can send your payments through bank account, credit card or Western Union.

Conversational Usability

- Completely new area: Completely aural, not physical or visual like typical interfaces
- No eye-tracking, No thinking aloud
- Retrospective Probing technique

Example Test Cases:

You have a business licence in Georgia, but not sure if you've to register it on an annual basis. Talk with Alexa and find out information you need. At the end ask for a phone number for more information.

Voice Search Optimization would be big

59%

of US teens use voice search while watching TV

36%

of US adults use voice search while watching TV

22%

of US teens use voice search while in the bathroom

<http://www.androidcentral.com/google-study-over-half-teenagers-use-voice-search-daily>

The **Mobile Voice Study**



55% of teens and **41% of adults** use voice search more than once a day

How VSO is different than SEO

- Action oriented search query: Find nearest Gas station, Find best Pizza places in New York
- More real time; most of the queries happen with low proximity to the computers.
- VSO optimize for local search (usually for near me queries)

When these Voice Search happen?

- Asking For Directions
- To call somebody
- To dictate texts
- To get help with homework
- To play a song
- Find out movie times
- Check the time
- Play song or movie!

Basics of Voice Search Optimization

- Optimize For Long-Tailed Keywords – Natural language vs traditional keywords. 3 to 5 words or more...
- Use Question Phrases – Optimize content for who, where, how
- Use More LSI Keywords – Context over Content
- Use Microdata Markup – Use schema.org and [Dublin Core](https://www.dublincore.org/) to do this.

Basics of Voice Search Optimization

- Optimize local pages; have location data tagged with the content.
- Keep contact information (phone number) available with the local listing.
- Get Mobile Friendly
- Optimize content for Google search Featured Snippet

Featured Snippets: How Google treats Voice?

SEOquake About 528,000,000 results (0.56 seconds) **Featured Snippet**

Respond To Bad Online Reviews | Get Started With A Free Demo
[\[Ad\] www.broadly.com/Reviews/Management](#) ▼
Broadly helps you get quality **reviews** & actively promotes your business.
Grow Your Business · Improve Your Website · Gather Feedback · Look Great Online · Automatic SEO

Respond to Negative Reviews | Control Your Online Reputation
[\[Ad\] www.birdeye.com/](#) ▼
★★★★★ Rating for birdeye.com: 4.8 - 161 reviews
Manage Your **Online** Reputation and Increase Organic & PPC Conversion Rates.
Interact with Customers · Get More Online Reviews · Trusted by 15k Businesses · Free Trial
Services: Online Presence, Review Monitoring, Review Generation, Review Management, Review Ma...
Designed for Consultants · Get More Social Reviews · Resell Partners · Review Generator Software

H2s

1. Keep Calm. Take a Breath. ...
2. You Must Respond to the Negative Reviewer. If you think you can ignore a bad review, you're wrong. ...
3. Resolve the Issue. ...
4. Get a Second Opinion. ...
5. Look at the POSITIVE in the Negative. ...
6. Customer Service Is Out In The Public. ...
7. Ask For a Do-Over. ...
8. Get More Positive Reviews to Push Down the Negative Reviews

Title

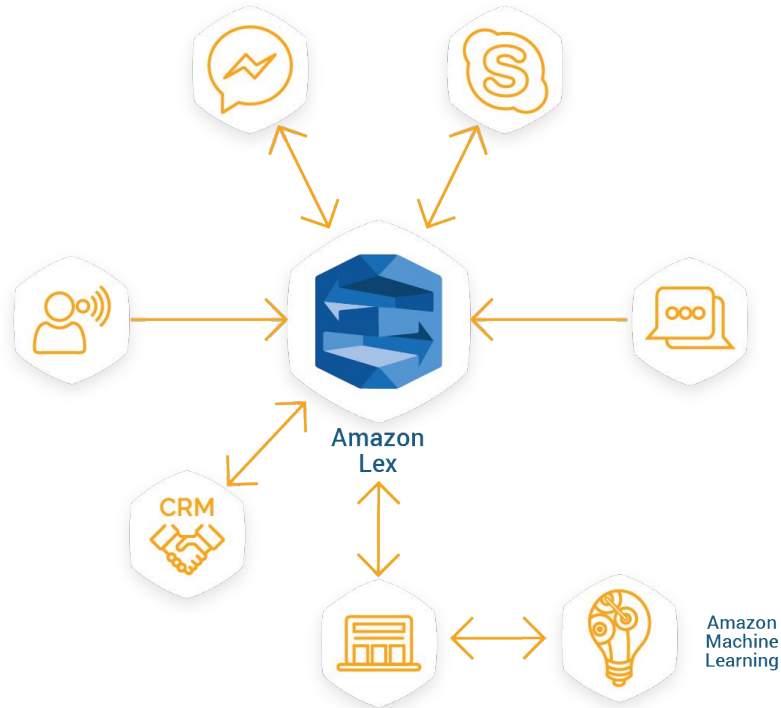
URL With Keywords

[How to Respond to Negative Online Reviews - BrightLocal](https://www.brightlocal.com/2017/08/23/how-to-respond-to-negative-reviews/)
<https://www.brightlocal.com/2017/08/23/how-to-respond-to-negative-reviews/>

Snippets & VSO Similarities

- Write a topic-specific page.
- Create content that answers a specific question.
- Look for questions that you will be able to answer in great depth.
- When optimizing for voice search, research longer, long-tail keyword phrases.
- Think of semantic keywords, different ways of saying the same thing (i.e., synonyms).
- Use trigger words like “how,” “what” and “best.”
- Understand your customer’s intent, and optimize the content on your pages for every stage in your customer’s buyer’s journey.
- Use conversational language — write like you’re talking to a friend.
- Use Headings (H1, H2, H3, H4).
- Make sure to use unique title and description tags on each page — use keywords in those tags.
- Include keywords toward the front of the very first sentence/paragraph.
- Use the keywords in the page’s universal resource locator (URL).

Bots | Build once and consume everywhere



- Leverage **Amazon Lex** (Alexa NLP engine and voice synthesis)
- Can be consumed by voice over phone, Social Messengers and Mobile based apps.
- **Extensible** to other future platforms.
- Uses machine learning to make the bot ask intelligent questions -- **Learn from user response**.

Bots | And they speak multiple languages

Lets get to work !

machine status



Globally, there is **38%** of savings opportunity in your machines portfolio.

- Total Machines: 1321
- Over-utilised machines: 77
- Under-utilised machines: 431

machine status in france



In **France**, there is **40%** of savings opportunity in your machines portfolio.

- Total Machines: 320
- Over-utilised machines: 17
- Under-utilised machines: 114

Type your intent and submit it.



மன்னிக்கவும், தயவுசெய்து மீண்டும் மீண்டும் செய்யலாமா?

حالة الجهاز



على الصعيد العالمي، هناك **38%** من فرص الادخار في محفظة الأجهزة الخاصة بك.

- مجموع آلات: 1321
- الآلات المستخدمة بشكل مفرط: 77
- الماكينات غير المستخدمة: 431

حالة الجهاز في فرنسا



في فرنسا ، هناك **40%** من فرص الادخار في محفظة الأجهزة الخاصة بك.

- مجموع الآلات: 320
- الآلات المستخدمة بشكل مفرط: 17
- الماكينات غير المستخدمة: 114

Type your intent and submit it.

Thank you for reaching out to me. Lets get to work !

मशीन कैसे हैं



विश्व स्तर पर, आपके मशीन पोर्टफोलियो में बचत का **38%** हिस्सा है।

- कुल मशीनें: 1321
- अति-उपयोगित मशीनें: 77
- अंडर-उपयोग की गई मशीनें: 431

फ़्रान्स में मशीन कैसी है



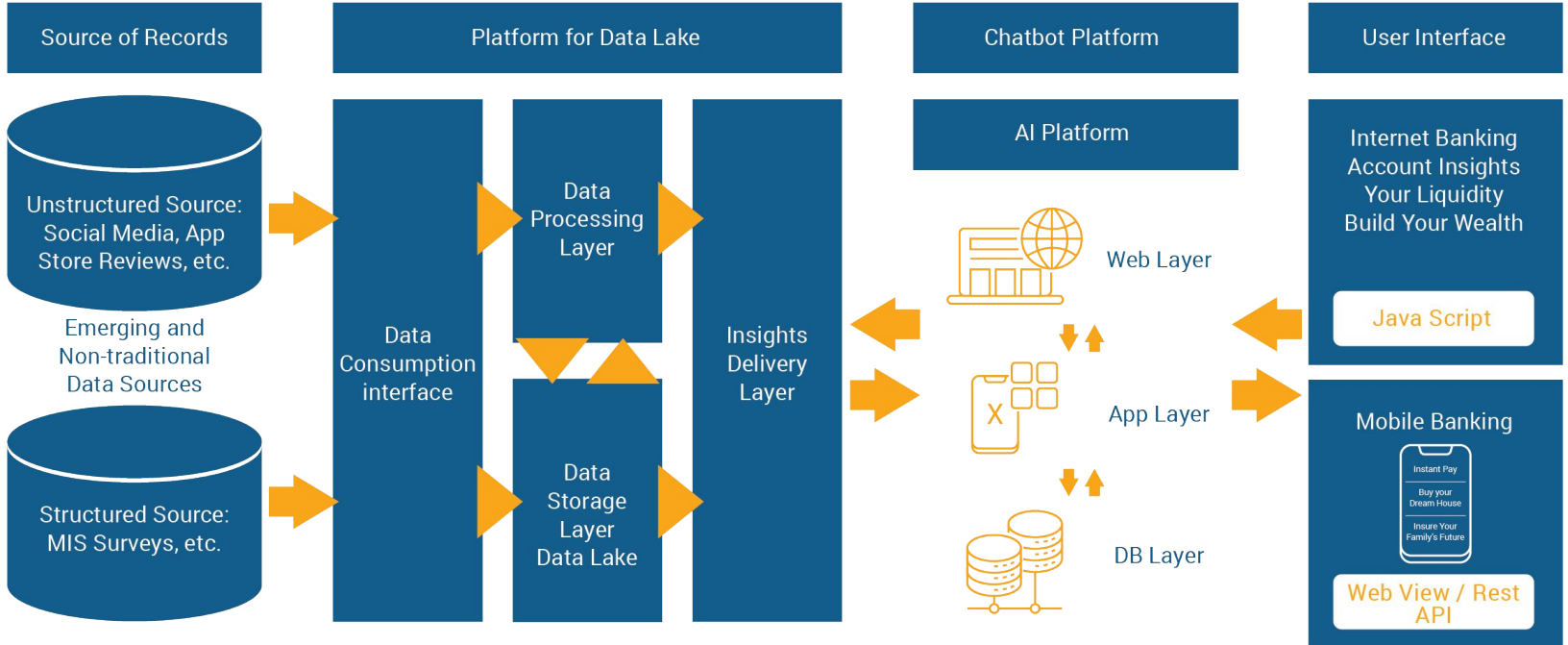
फ़्रान्स में, आपके मशीन पोर्टफोलियो में बचत का **40%** मौका है।

- कुल मशीन: 320
- ओवर-उपयोग की गई मशीनें: 17
- अंडर-उपयोग की गई मशीनें: 114

Type your intent and submit it.

Bots | Architecture

Typical Architecture of the Chatbot Platform





SRIJAN

Know More

www.srijan.net



Contact Us

business@srijan.net