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What's New in 2014? Voice Search is Only the Beginning

Article By:

Victoria Wilson

How often do you use voice search on your mobile device? Many find it convenient and efficient, and convenience and efficiency drive technology today. With the latest Hummingbird update, Google overhauled its search engine and included voice search as part of its desktop search platform. This trend illustrates the growing number of users actively utilizing voice search.

Voice search is unique because natural, or spoken, language is different than a typed search query. As more users begin searching by voice, your search marketing strategy must evolve in order to remain visible in search results. Foremost, this means writing more in-depth, resourceful content. Write for the user, not for Google. Focus less on keyword density and instead emphasize readability, usefulness and creativity. Once your primary pages of content are developed, consider ways to expand those topics into more narrowly focused related resources. With the growth of voice search, this approach will allow you to continue to grow your website traffic.

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