



Your Digital Partner

4 Steps in Preparing Your E-commerce Store for Voice Search

Virtual assistants, such as Alexa and Siri, are taking over our everyday lives, and this means that consumer behaviour is also changing. Even the way people browse the Internet has changed now, and experts predict that by the end of 2020, 30% of browsing sessions will be conducted via voice command.

Moreover, audio-centric technologies, such as Amazon's Echo, Apple's AirPods, and Google Home are turning "voice-first" interactions into ever-present experiences. In other words, instead of traditional text search, consumers are slowly integrating into voice search as their main tool of browsing the Internet.

In this article, we will share with you useful tips for your e-commerce store so that it adjusts to this new era of digitalisation:

1. Ensure that your site speed stays competitive Statistics show that a loss of conversions by 7% happens due to even a slight delay in website loading. This is why you need to ensure that your website loads quickly so that your customers stay a little longer, ultimately turning into leads and driving business. Less than 2 seconds of loading time should be your aim, which is only enough to keep your visitors interested. Anything beyond that will mean lost traffic!

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