Say My Name:
Why Voice Computing is Coming on Strong

Recently, the Next Big Thing in technology was the Internet of Things, where everything from toasters to thermostats would connect via the Internet, enabling them to send and receive data. For better or worse, your fridge can now remind you to pick up milk on the way home.

Then blockchains and cryptocurrency became relevant and ways to use them exploded. Blockchains allow for 100% traceable materials and manufacture details, and cryptocurrency allows you to pay for goods with digital dollars.

Now artificial intelligence (AI) is advancing at lightspeed. It can be argued that it is both a huge boon to our culture and an existential threat. While it can make devices more intuitive and accurate and eliminate the rote portions of our days, it can also be profoundly detrimental. For instance, AI fake video is currently possible, immediately bringing identity into question.

The learned cumulative knowledge of AI is what makes your casual Google search instantly bring up the exact results you seek online. Only now you can just speak your wishes instead of using tedious, old-school typing. Truly, voice computing is proving to be transformational.

Look no further than smart speakers. Now ubiquitous, smart speakers are changing the way we interact with the Internet as they bend and threaten to break social codes.

But smart speakers are just one part of voice computing, which is becoming increasingly important to tech – quickly.

James Vlahos explains in "Alexa, I Want Answers," from the March 2019 issue of *Wired*, just how important voice computing will become.

"Market analysts estimate that in 2020 up to half of all Internet searches will be spoken aloud."

The current algorithmic goal is to serve up the most accurate answer for any one query spoken into a device.

"The conventional web, with all of its tedious pages and links, is giving way to the *conversational* [emphasis author's] web, in which chatty AIs reign supreme," Vlahos says.

In fact, search engine optimization (SEO) is almost becoming passé as a result. SEO strategists have now changed their trajectory to "try and think of the natural language phrases that users might say," according to Vlahos' article.

The overall message? It may be wise to optimize your website for voice – if you still want to be relevant and competing in the digital world in just a few years.