**How Voice is Changing Search Engine Marketing**

Marketers must optimize campaigns for voice search as virtual assistants such as Google Home present greater opportunities for advertisers to connect with consumers, Location3 Media's Alex Porter says. He expects "less typing and more talking when it comes to search marketing in 2017."

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<http://www.mediapost.com/publications/article/292881/marketers-search-for-campaign-data-from-virtual-as.html>

Image source:

<http://www.emenac.com/upload-images/contentPage_Slider/647Virtual_Assistantt.jpg>