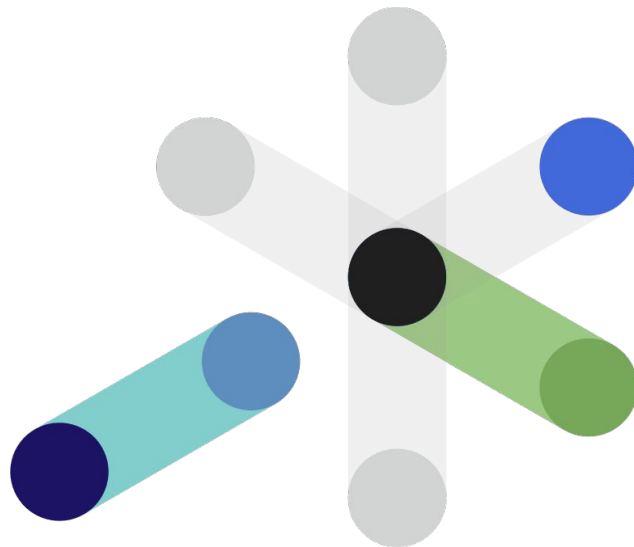




**DrupalCon**  
Be Human, Think Digital

# #VoiceFirst

Future of Content Management  
Systems in enterprises



Twitter: **@gmishra**

Linkedin: **gmishra.com**

Slides: <http://bit.ly/gmishra>

End Survey: <https://bit.ly/voicedrupal>

Start the question with  
Q:

# What is ezContent?

Layout Builder

+

Angular/React/Gatsby

+

AI

==

EzContent

<https://bit.ly/drupalcon2020>

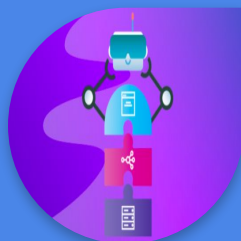


## Create and Publish content easily

Build an SEO friendly, **structured** content model using flexible fields, meta tags, scheme.org and large library of components (rich text, multimedia etc).

## Powerful Landing Page Builder

Editors can create page layouts on the fly, without dependency on developers. With the layout builder, editors can drag and drop reusable components onto pages.

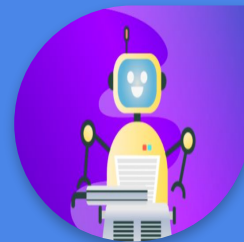


## Decoupled CMS and API Ready

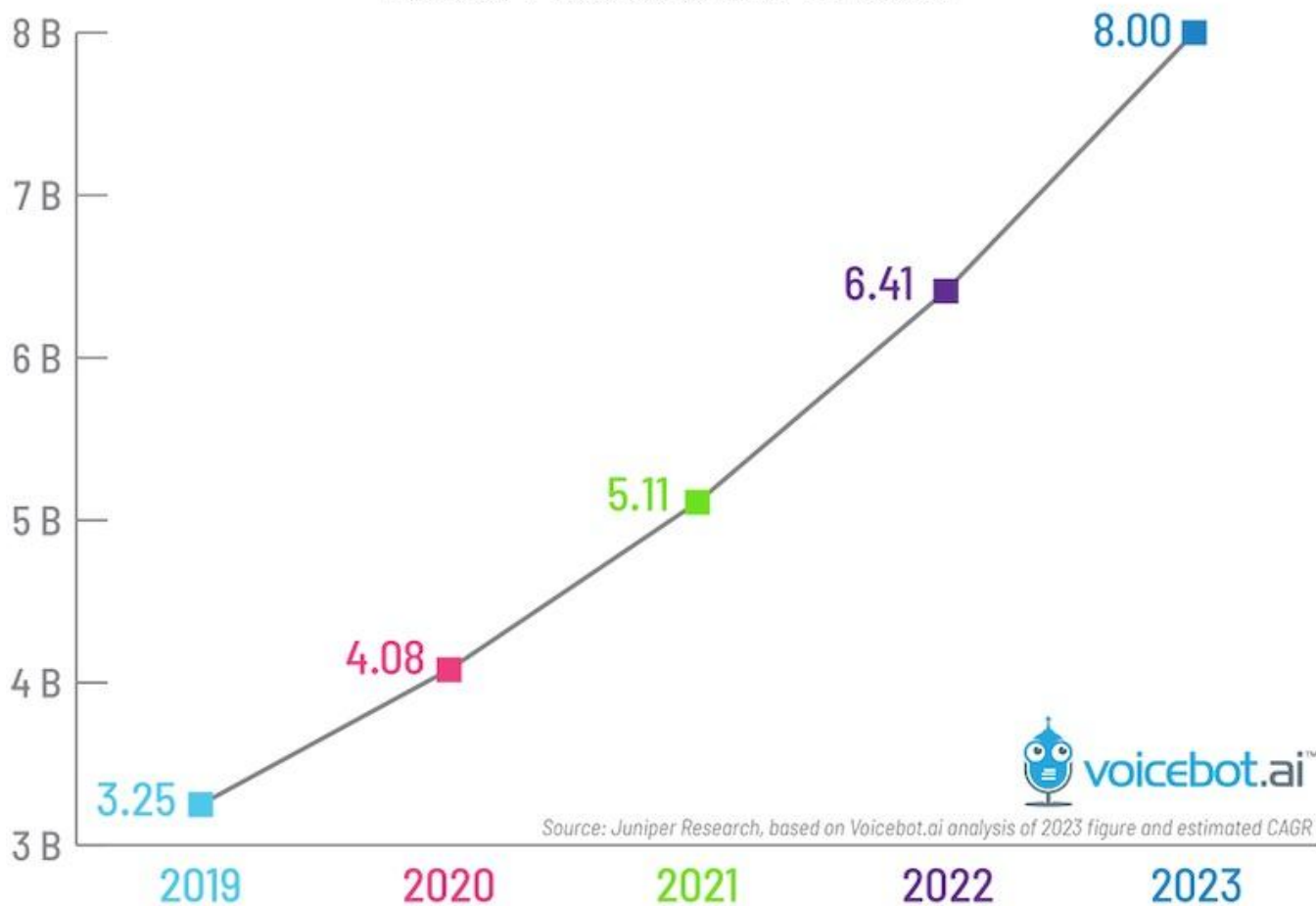
Retain non-negotiable CMS features such as drag & drop page builder and content preview even in a de-coupled CMS implementation.

## AI powered content generation

Be one step ahead of your competitors with AI and ML-based auto-tagging, content generation, and personalized content.



# Voice Assistants in Use



Source: Juniper Research, based on Voicebot.ai analysis of 2023 figure and estimated CAGR

**55% GenZ**

**41% Adults**

**globally**  
use voice search daily

# Voice is #2 choice on Mobile

Overall 59% of searches are mobile

1. Mobile browser
2. Voice search
3. Phone's search box/window
4. Search app
5. Text a friend

(last time Google revealed the data)

# Local Intent

46% of Mobile Searches have local intent

- 58% of U.S. consumers had done a local business search by voice on a smartphone
- 74% of voice search users (the 58%) use voice to search for local businesses at least weekly
- 76% of voice search users search on smart speakers for local businesses at least once a week, with the majority doing so daily





45,000 searches every second!

# One-third

of the United States  
population use voice  
search features.

# WHY DO PEOPLE USE VOICE SEARCH ?

(as of 2016)



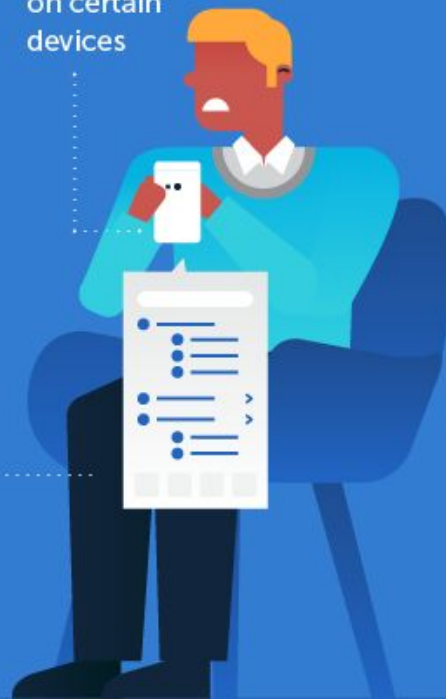
**61%**  
Useful when  
hands/vision  
occupied

**30%**  
Faster results

**22%**  
It's fun/cool



**24%**  
Difficulty typing  
on certain  
devices



**12%**  
To avoid  
confusing  
menus

# the GenZ ...

Wants **personalized,**  
**timely, quality** content



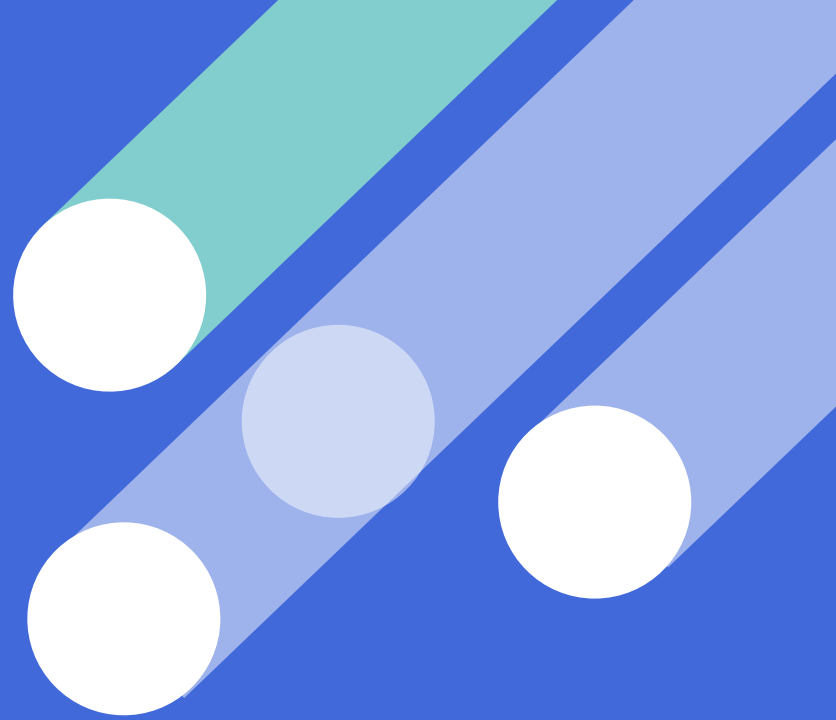
Users want content **tailored to their needs**...but it has to be the **best**.



And they give content just **7 seconds** to decide if it's for them or not.

**7**  
**seconds**

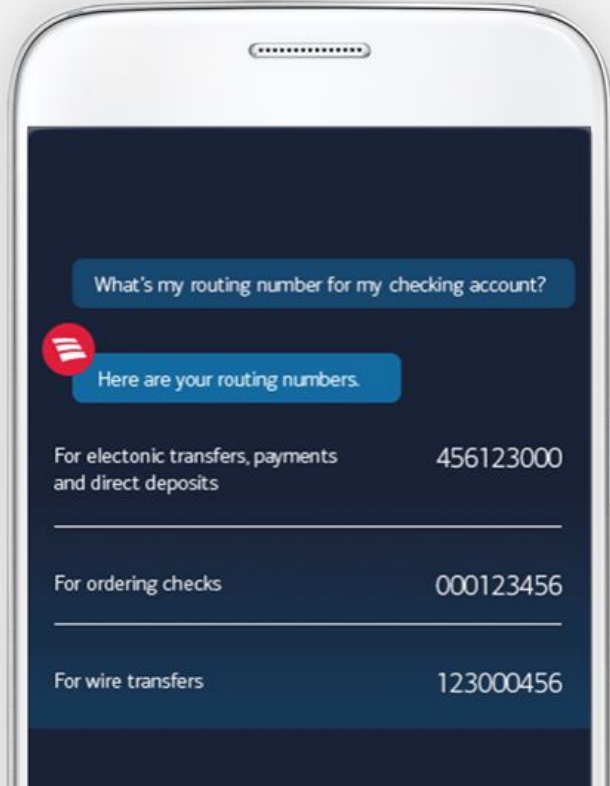
# Some Success Stories in #Voice



# Proof: L'oreal benefits from Voice



# Erica - Your Banker



## Erica can help you

< [Check routing numbers](#)

View bills and schedule payments

Transfer money between your accounts

Find past transactions

Lock and unlock debit card<sup>2</sup>

Send money to your friends<sup>3</sup>

< [AND MORE](#)

6 Million  
users  
(March 2019)

# NYT Cooking



NYT Cooking launched last fall with over 17,000 recipes that users can [search](#), [save](#), rate and (coming soon!) comment on. The product was designed and built from scratch over the course of a year, but it relies heavily on nearly six years of effort to clean, catalogue and structure our massive recipe archive.

We now have a treasure trove of structured data to play with. As of yesterday, the database contained 17,507 recipes, 67,578 steps, 142,533 tags and 171,244 ingredients broken down by name, quantity and unit.

In practical terms, this means that if you make Melissa Clark's [pasta with fried lemons and chile flakes recipe](#), we know how many cups of Parmigiano-Reggiano you need, how long it will take you to cook and how many people you can serve. That finely structured data, while invisible to the end user, has allowed us to quickly iterate on designs, add granular HTML markup to improve our SEO, build a customized search engine and spin up a simple recipe recommendation system. It's not an exaggeration to say that the development of NYT Cooking would not have been possible without it.

Until recently, the collection and maintenance of this structured data was a completely manual process. For years, overnight contractors have entered recipes, dropdown by dropdown, into a gray and white web form that lives in our content management system (CMS). Since the database breaks down each ingredient by name, unit, quantity and comment, an average recipe requires over 50 fields, and that number can climb above 100 for more complicated recipes.

I long suspected that the manual process of entering recipes into the database could be replaced with an algorithmic solution. The field of [Natural Language Processing](#) (NLP) has developed powerful algorithms to solve similar tasks over the past decade. If a computer can identify the part of speech of each word in a sentence, it should be able to identify an ingredient quantity from an ingredient phrase.

For an internal hack week last summer, a colleague and I decided to test our faith in statistical NLP to automatically convert unstructured recipe text into structured data. A few months of on-and-off work later, our recipe parser is now fully integrated into our CMS.

# Complementing Customer Support





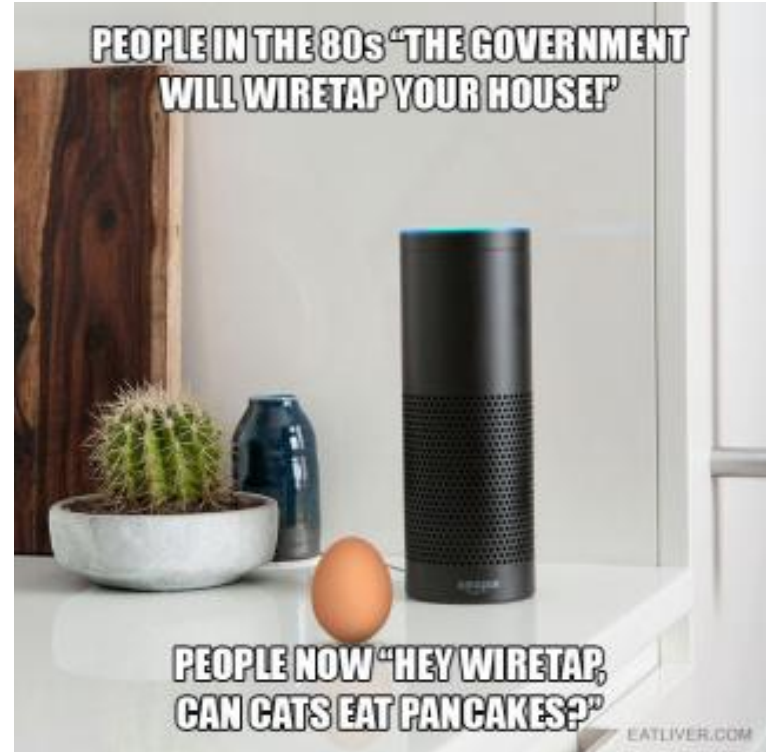
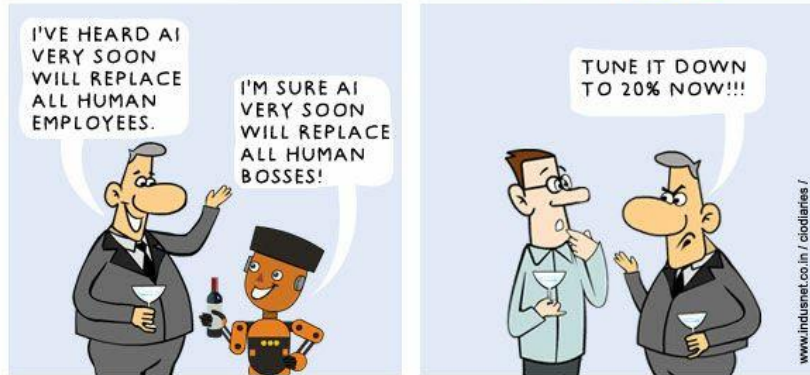
# Accessibility: Real Impact



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



# And there are other worries!



But, we will not worry about that!

# 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

# Web Based 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

## FAQ Example!

Old: How long can I receive benefits?

New: How long can I receive employment benefits?

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

In Voice Context precedes Content



7

seconds

That's all we have



# 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/>

# Normal Keyword search



youtube seo



All News Videos Images Shopping More Settings Tools

About 290,000,000 results (0.72 seconds)

## \$299 Affordable SEO Services | 100% Satisfaction Guaranteed

[www.rankmelocally.com/](http://www.rankmelocally.com/)

Affordable SEO Services For Small & Medium Sized Businesses. Best Local SEO Services That Delivers A Guaranteed Increase In Sales. 100% Money Back Guarantee.

Deal: Up to 60% off Chat Now To Avail

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[www.seoprohub.com/SEO](http://www.seoprohub.com/SEO) (925) 396-5813

Convert Your Visitors into Customers. Award Winning SEO Agency in USA. Book An Appointment For Free Consultancy. Free SEO Audit. Request A Custom Proposal. Guaranteed Rankings. Ranked #1 SEO Agency.

## Videos



YouTube SEO: How to Rank Your Videos #1

Ahrefs  
YouTube · Mar 14, 2019



Video SEO - Rank Your Videos #1 in YouTube (Fast!)

Brian Dean  
YouTube · Nov 30, 2016



YouTube SEO: How to Rank #1 in YouTube in 2020

Brian Dean  
YouTube · Dec 6, 2017

## YouTube SEO: How to Rank YouTube Videos in 2020

<https://backlinko.com/how-to-rank-youtube-videos>

Jan 21, 2020 - In this post I'm going to show you EXACTLY how to rank your YouTube videos. ...

So if you want to get more views, subscribers and traffic from YouTube, then you'll love this new YouTube SEO tutorial. ... The YouTube SEO process begins with video keyword research.



## YouTube SEO

**YouTube SEO** involves optimizing your channel, playlists, meta data, description, and the videos themselves. You can optimize your videos for search both within and outside of YouTube. A key component to YouTube SEO is harnessing the power of your video's text in the form of transcripts, closed captions, and subtitles. Dec 20, 2018

9 Tips for Your YouTube SEO Strategy – 3Play Media

<https://www.3playmedia.com> · 2018/12/20 · 9-quick-tips-for-youtube-seo-s...

## People also search for

View 5+ more



Feedback

# Natural Language search

Google

[All](#) [News](#) [Videos](#) [Shopping](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 539,000,000 results (0.78 seconds)



YouTube SEO: How to Rank Your Videos #1 - YouTube  
[https://www.youtube.com > watch](https://www.youtube.com/watch)

[About Featured Snippets](#) [Feedback](#)

YouTube SEO: How to Rank YouTube Videos in 2020

[https://backlinko.com > how-to-rank-youtube-videos](https://backlinko.com/how-to-rank-youtube-videos)

Jan 21, 2020 - In this post I'm going to show you EXACTLY how to rank your YouTube videos. In fact, this is the exact process that I used to grow my channel ...

Videos



# 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 Microdata Markup – Use [schema.org](https://schema.org).
- Optimize local pages; have location data tagged with the content.
- Keep contact information (phone number) available with the local listing.

# Snippets & VSO Similarities

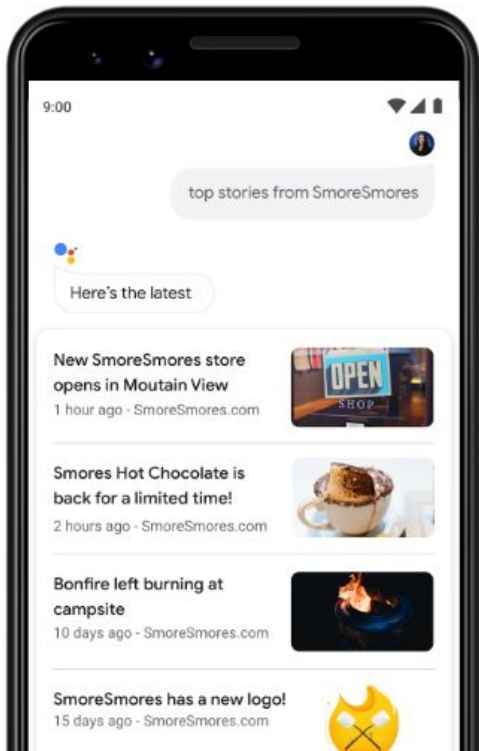
- Write a topic-specific page.
- Create content that answers a specific question.
- Look for questions that you will be able to answer in great depth.
- When optimizing for voice search, research longer, long-tail keyword phrases.
- Think of semantic keywords, different ways of saying the same thing (i.e., synonyms).

# Snippets & VSO Similarities

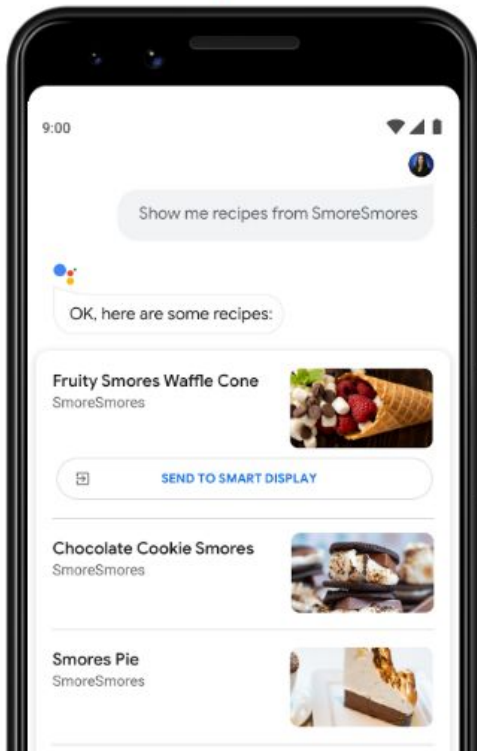
- Use trigger words like “how,” “what” and “best.”
- Use conversational language — write like you’re talking to a friend.
- Use Headings (H1, H2, H3, H4).
- Make sure to use unique title and description tags on each page — use keywords in those tags.
- Include keywords toward the front of the very first sentence/paragraph.

# Google Action to Schema

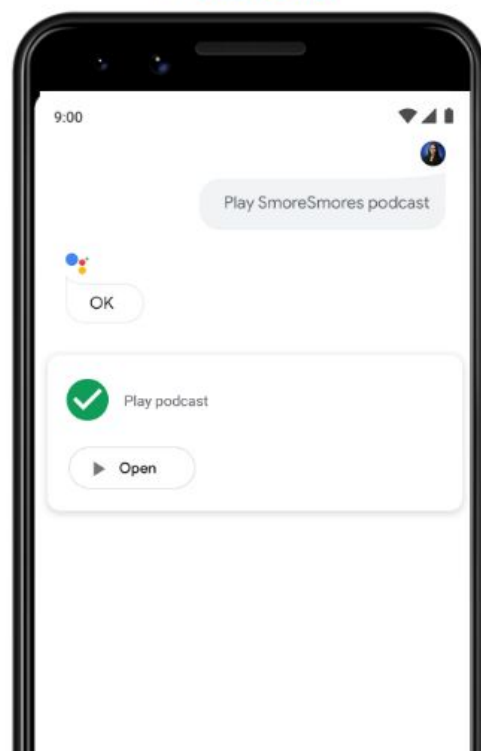
## News



## Recipes



## Podcasts



# How To Schema - Gold Mine!!

OrigamiFlowers

## How to Make an Origami Succulent

Steps	Duration	Cost
9	5 min	\$10



The art of origami allows you to produce beautiful shapes with paper and your hands. The following instructions will

### Tools & Materials

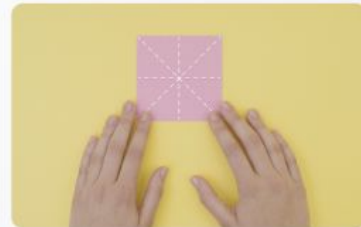
- Scissors

[Start tutorial](#)

OrigamiFlowers

- 1 Fold the paper in half and then fold backwards diagonally.

Horizontally and vertically fold the square piece of paper. Flip the paper over and fold along both diagonals.



### Tools & Materials

- A sharp pair of scissors

- 2 Create a square.

[Next Step](#)

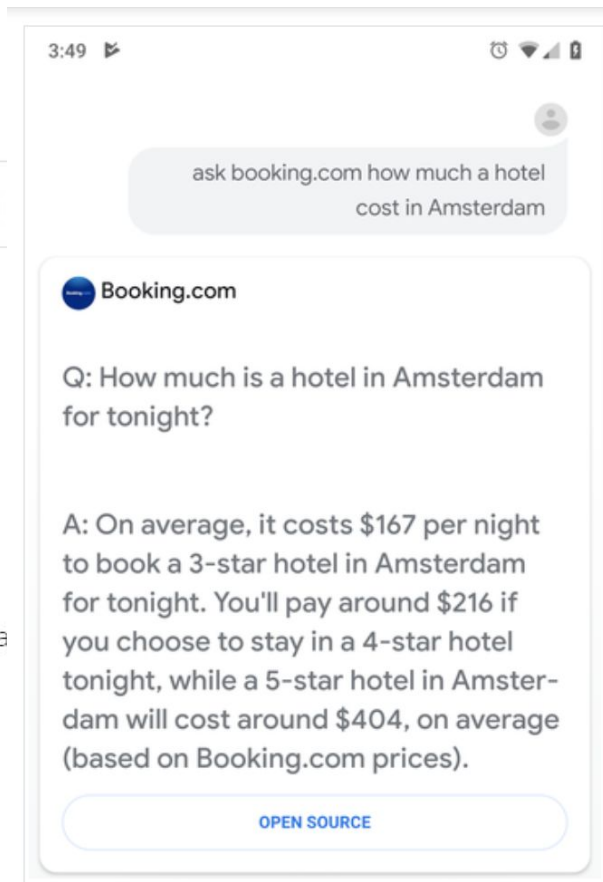
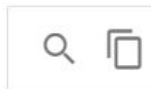
[More Tutorials](#)

1 piece of 9 cm x 9 cm origami paper



# FAQ Schema - Build the brand!

```
1 <html>
2 <head>
3 <title>Example Site - Frequently Asked Questions(FAQ)</title>
4 <script type="application/ld+json">
5 {
6   "@context": "https://schema.org",
7   "@type": "FAQPage",
8   "mainEntity": [{
9     "@type": "Question",
10    "name": "What is the return policy?",
11    "acceptedAnswer": {
12      "@type": "Answer",
13      "text": "Most unopened items in new condition and returned within
<strong>90 days</strong> will receive a refund or exchange. Some items have a
modified return policy noted on the receipt or packing slip. Items that are
```



3:49

ask booking.com how much a hotel cost in Amsterdam

**Booking.com**

**Q:** How much is a hotel in Amsterdam for tonight?

**A:** On average, it costs \$167 per night to book a 3-star hotel in Amsterdam for tonight. You'll pay around \$216 if you choose to stay in a 4-star hotel tonight, while a 5-star hotel in Amsterdam will cost around \$404, on average (based on Booking.com prices).

[OPEN SOURCE](#)

# Speakable Schema

```
"speakable":  
{  
  "@type": "SpeakableSpecification",  
  "xpath": [  
    "/html/head/title",  
    "/html/head/meta[@name='description']/@content"  
  ]  
},
```



# Try this!!

when is drupalcon



[All](#) [News](#) [Shopping](#) [Images](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 184,000 results (0.87 seconds)

DrupalCon / Dates

Mon, May 18, 2020 – Sat, May 23, 2020

when is florida drupal camp



[All](#) [Images](#) [News](#) [Videos](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 738,000 results (0.83 seconds)

## February 21st

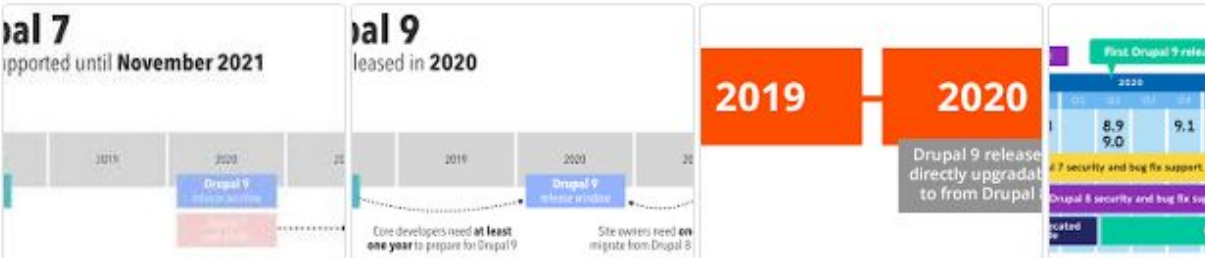
When is **Florida Drupalcamp**? This year, **Florida Drupalcamp 2020** will be held Friday, February 21st through Sunday, February 23rd in Orlando. Friday will be full day trainings. Saturday will be full day sessions, and Sunday will be a mix of sessions and code sprints.

# And more!

when is drupal 7 end of life

All News Videos Images Shopping More Settings Tools

About 6,310,000 results (0.78 seconds)



Drupal 7 supported until **November 2021**

Drupal 9 released in **2020**

Drupal 9 release window

Core developers need at least **one year** to prepare for Drupal 9

Site owners need to **migrate** from Drupal 8

2019 2020

Drupal 9 release directly upgrade to from Drupal 8

First Drupal 9 release

2020			
Q1	Q2	Q3	Q4
	8.9	9.0	9.1

Drupal 7 security and bug fix support

Drupal 8 security and bug fix support

## November 2021

Drupal 7 will be end-of-life in **November 2021**, Drupal 9 will be released in 2020, and Drupal 8 will be end-of-life in **November 2021**. Sep 12, 2018

# And more!!!

what is average tuition fees at florida technical college



All



News



Images



Maps



Shopping



More



Settings



Tools

About 204,000,000 results (1.06 seconds)

Florida Technical College / Undergraduate tuition and fees

**29,838 USD**

2012 - 13



## #VOICEFIRST Questions for Centrica

- What is an advantage to alternative energy technology? (350 visits a month)
- What are the advantage of solar energy (300 visits a month)
- Which is not an advantage of using the pyramid of energy? (250 visits a month)
- What are the advantage of GeoThermal energy? (150 visits a month)
- which is an advantage of using coal over petroleum as a source of energy in the united states? (100 visits a month)
- what are the advantage and disadvantage of nuclear energy? (90 visits a month)
- which of the following is not an advantage of using conventional crude oil as an energy source? (70 visits a month)
- What is one advantage of transferring energy by electromagnetic waves (40 visits a month)

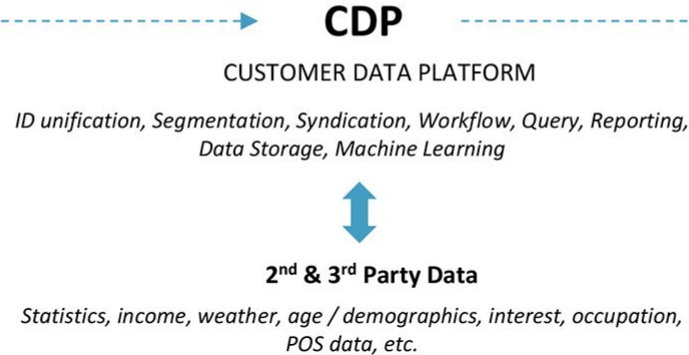
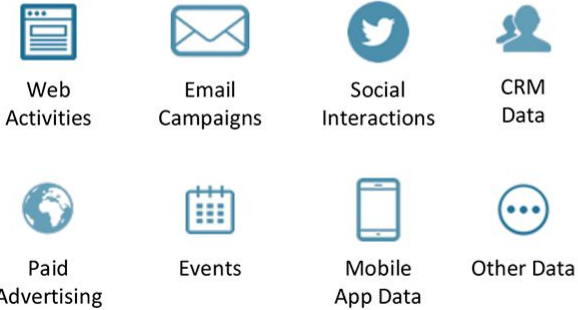
# Customer Data Platform

DATA COLLECTION

DATA UNIFICATION & SEGMENTATION

CAMPAIGN EXECUTION

## 1st Party Customer Data

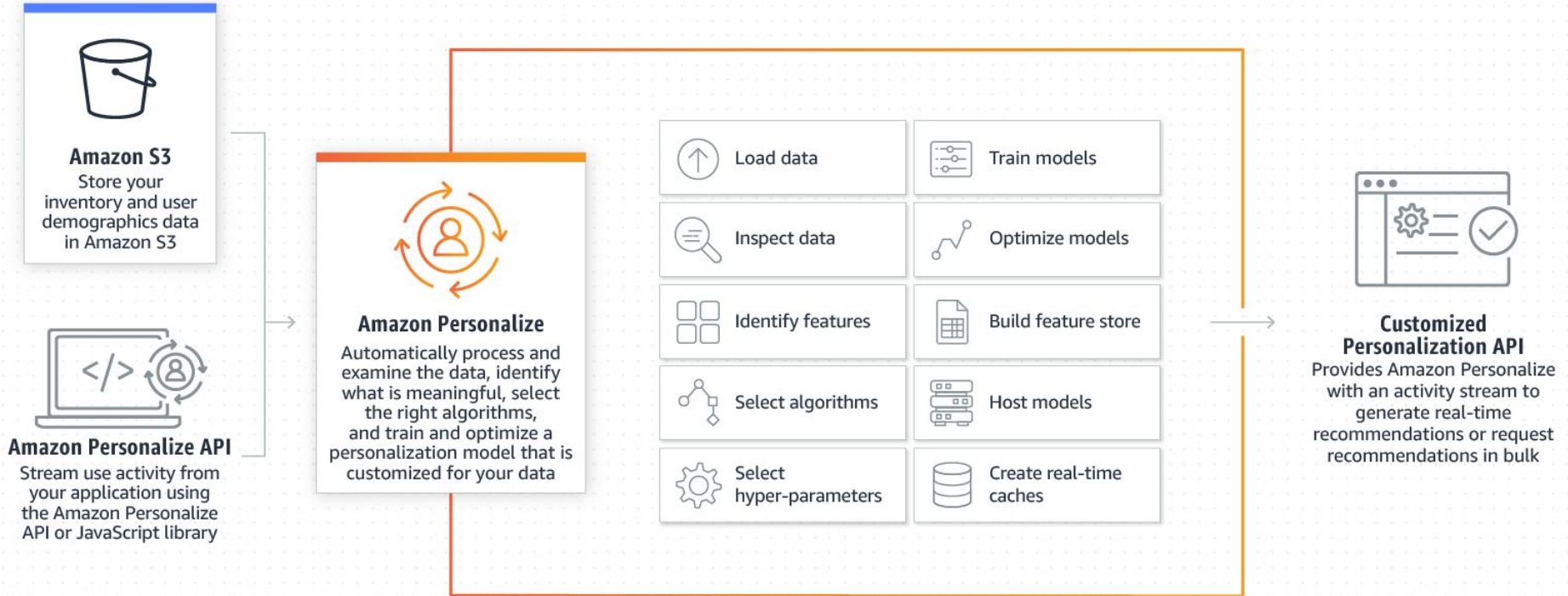


## Personalization Across Channels



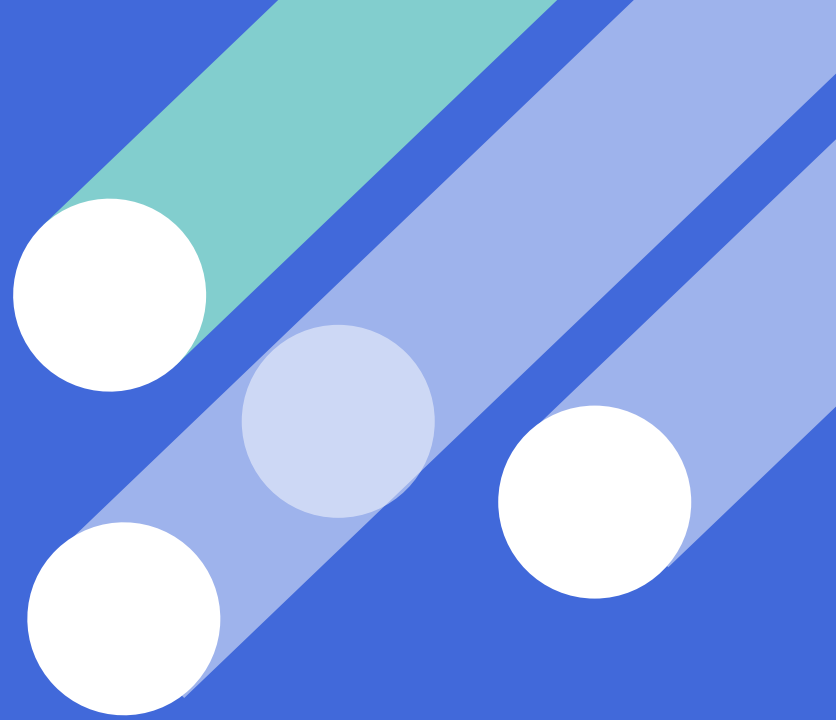
Source: elementsolutions.com

# Personalization is the key!!



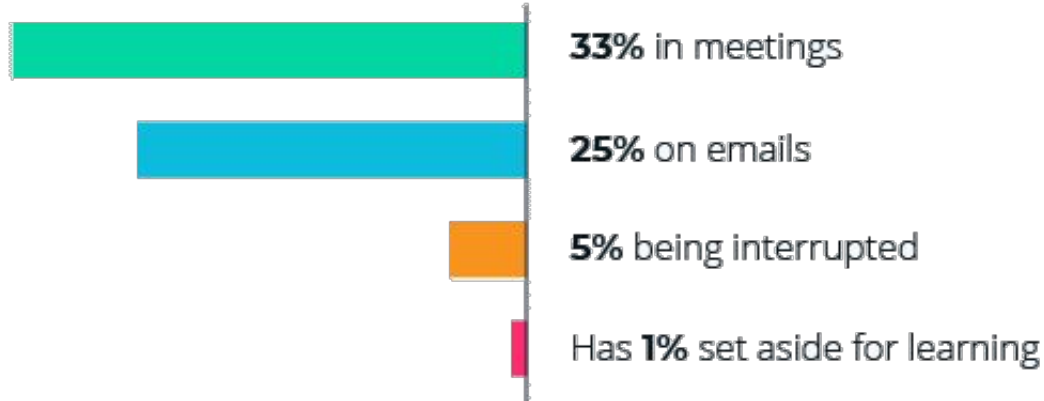


# KANE - VoiceFirst LMS



# the **modern learner ...** Is **overwhelmed** and **distracted**

In a typical working week they spend...





- ✓ Processes and transcribes human speech into text



- ✓ Analyzes the text to detect questions and commands



## How it works



- ✓ Connects to ~~external~~ existing data sources such as a Learning MS to find the relevant information

- ✓ Translates that information into a digestible format and fulfills the users intent



# Accessibility: #1



# Accessibility: #2



# Accessibility: #3



# Accessibility: #4



Thank You!!!



**srijan:**

Twitter: [@gmishra](https://twitter.com/gmishra)

Linkedin: [gmishra.com](https://www.linkedin.com/company/gmishra.com)

Slides: <http://bit.ly/gmishra>