

Local Marketing Plus SEO Highlights Voice Search Revolution in Home Services

September 29, 2025

Kelowna, BC - September 29, 2025 -
As voice search rapidly transforms the digital landscape, Local Marketing Plus SEO, a digital marketing consultancy specializing in trades and service industries, highlights how this shift is revolutionizing the way Americans find home repair and trades services. Industry projections estimate that by 2026, one in four Google queries will be performed using voice commands, marking a fundamental change in consumer behavior and local business marketing.

Recent research reveals that over 8.4 billion voice assistants are currently in use worldwide?more than the global population?and the number of voice assistant users in the United States alone is expected to reach 153.5 million in 2025, reflecting a 2.5 percent increase from 2024. This expanding user base points to the growing influence of voice technology in everyday life, especially when it comes to locating local home services.

The speech recognition market reached $21 billion in 2025 and is forecast to more than double to $47 billion

by 2030, illustrating the broad economic growth powered by voice technologies. Nearly 50 percent of all voice searches have local intent, with customers actively seeking nearby businesses for urgent needs, while 76 percent of smart speaker users perform local voice searches at least weekly.

"Consumers today want answers faster and more naturally," said JoAnn McLellan, a Spokesperson for Local Marketing Plus SEO. "Voice search has become a preferred way for millions to find trusted professionals nearby, from electricians to plumbers to HVAC experts. Our data shows businesses optimized for voice search experience up to a 150 percent increase in qualified leads."

Voice search queries differ fundamentally from traditional typed searches. They tend to be longer, conversational, and highly localized. Instead of typing "plumber Miami," many users ask their smart device, "Who is the best plumber near me that's open now?" This natural language approach challenges businesses to rethink their SEO strategies to prioritize conversational keywords and rich local content.

The Local Marketing Plus SEO 24 Hour Voice Assistant represents a critical component of this digital transformation, enabling businesses to capture voice-driven inquiries around the clock. Mobile devices dominate voice search with 27 percent of users leveraging their smartphones to perform voice queries. This mobile-first behavior amplifies demand for responsive, fast-loading websites and up-to-date business listings that include accurate contact information, hours, reviews, and booking capabilities.

Homeowners increasingly rely on voice search for immediate decisions, with 46 percent of users performing daily voice searches to find local business information and 51 percent using voice commands to research service providers. As voice devices integrate further with smart home ecosystems and cars, voice search will increasingly influence purchasing decisions in real time.

From a business perspective, voice optimization requires a multi-layered approach, including optimizing for long-tail and natural language queries that reflect real questions and urgency, implementing schema markup and structured data so voice assistants can accurately interpret business details, maintaining current Google Business Profiles with customer reviews and voice-friendly features, and ensuring mobile usability and site speed to meet consumer expectations during voice interactions.

Local Marketing Plus SEO specializes in helping trades and service businesses enhance their online presence through comprehensive digital marketing services including website design, search engine optimization, AI virtual assistants, Google services, and reputation management. The company serves diverse industries including plumbers, electricians, renovation companies, auto repair shops, and other service professionals across the United States and Canada.

###

For more information about Local Marketing Plus SEO, contact the company here:Local Marketing Plus SEOJo Ann McLellan1-800-330-5883info@localmarketingplus.caAddress: 347 Leon Ave #210, Kelowna, BC V1Y 8C7

Local Marketing Plus SEO

Local Marketing Plus is a Kelowna-based digital marketing consultancy specializing in local SEO strategies for trades and service-based businesses across North America. The firm focuses on leveraging emerging technologies and voice search optimization.

Website: https://localmarketingplus.ca/

Email: info@localmarketingplus.ca

Phone: 1-800-330-5883