

# The FUTURE OF GOOGLE SEARCH Results PAGES

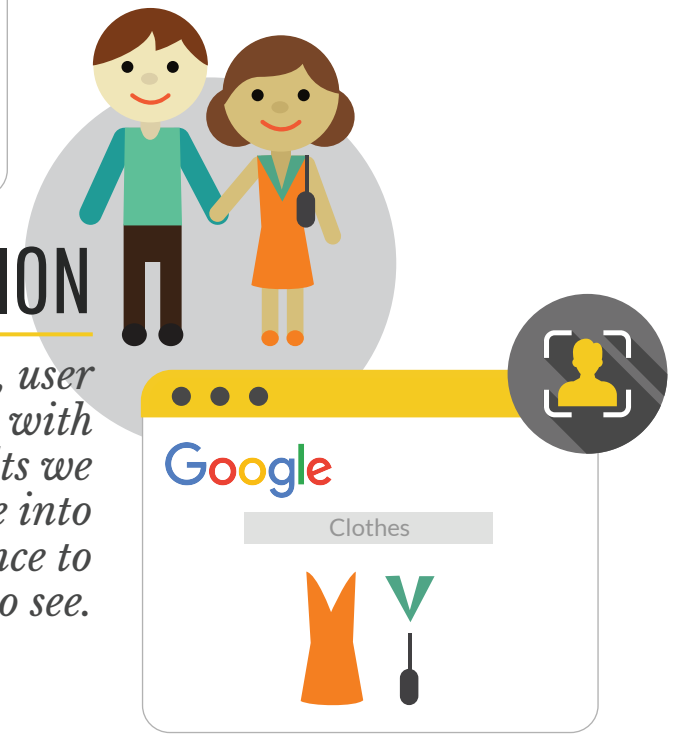
## INCREASED CONSUMER CONTROL

With many users resorting to ad blockers, Google will allow users to select the brands they would prefer to hear from.



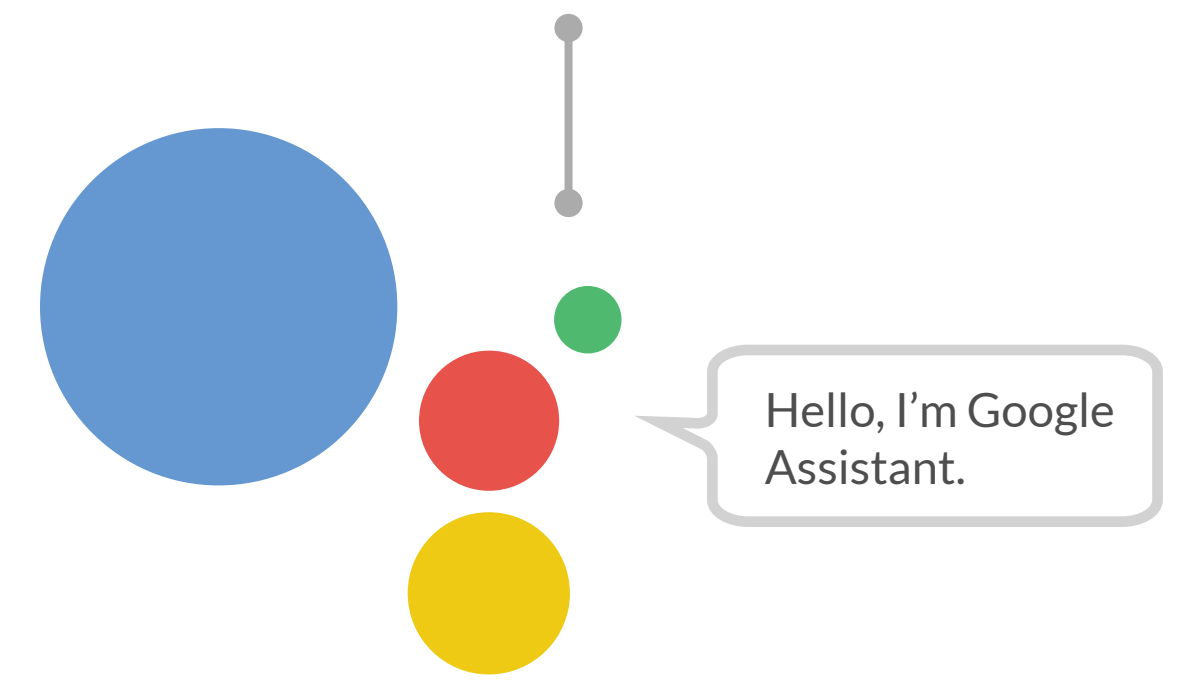
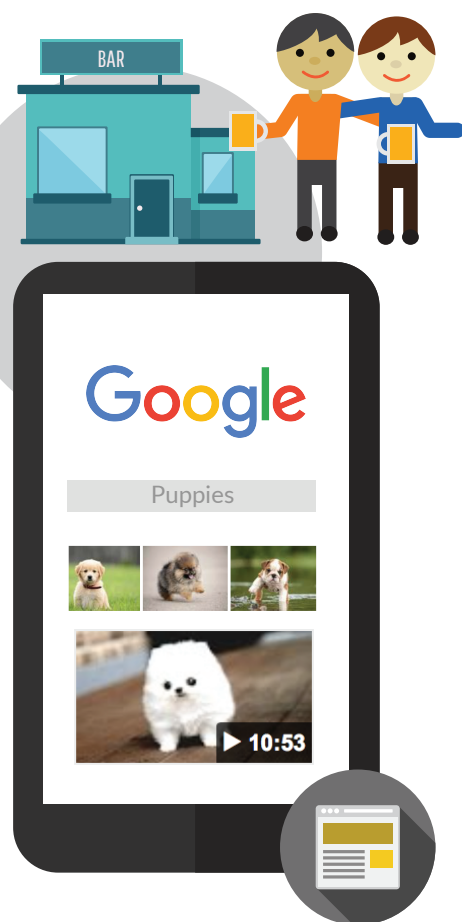
## PERSONALISATION

The data taken from past searches, user preferences, and engagements with websites, will all shape the results we see. In fact, Google may even move into biometrics and neuroscience to understand what we want to see.



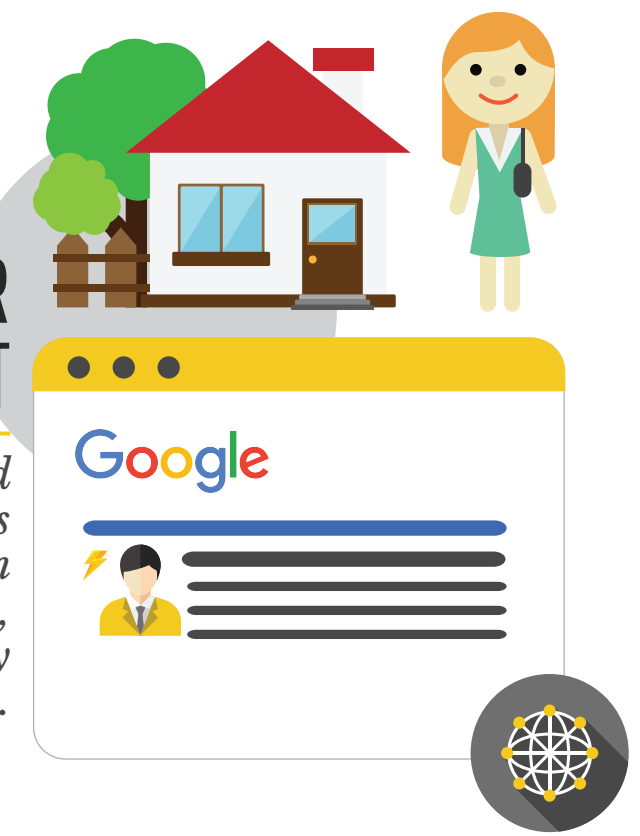
## MULTIMEDIA RESULTS

We can expect to see a lot more images and videos in results, with Google integrating more of its image recognition technology and YouTube capabilities.



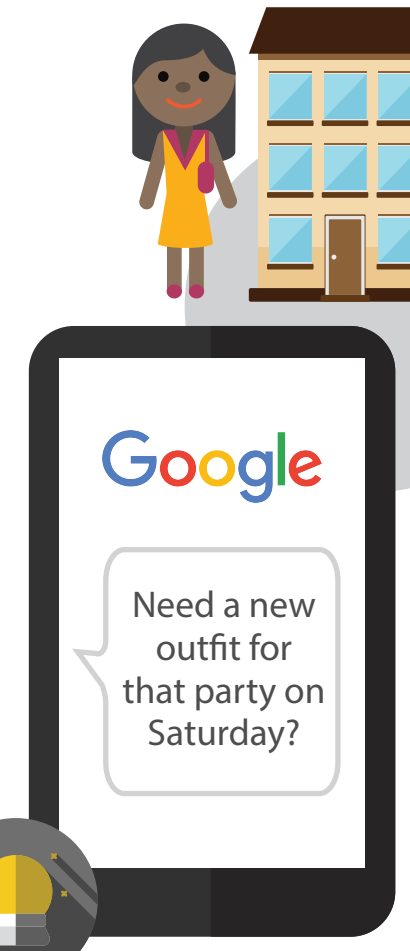
## FASTER INTERNET

As internet speeds increase and availability improves across territories, the onus will be on brands to provide a quick, user-friendly, AMP-ready experience.



## KEYWORD-LESS SEARCH

With so much data at its disposal, Google will be able to predict - and answer - our queries before we even become consciously aware of them.



## LOCAL

Hyperlocal targeting will open a host of new opportunities to marry online data with the physical world around us.



## AUGMENTED REALITY

In an attempt to create an interface for advertising in a voice search landscape, we may see Google experiment with augmented reality results.



## VOICE SEARCH

With Google Home's increasing popularity and driverless cars on the horizon, voice search will provide a seamless link between us and Google from home to car to work.

