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The future of SEO

Welcome to the fifth edition of the CPYdigital newsletter!

We're thrilled to have reached this small milestone, and we sincerely appreciate your continued support. We hope you've enjoyed the content we've posted so far, and as we continue to grow, we'd love to hear your feedback and input. Which of our previous newsletters resonated with you the most? Share your thoughts and suggestions by reaching out to us via email at cpy.digitalm@gmail.com or through our social media accounts. Any feedback is welcome and we hope you continue to enjoy our content.

This week, we're diving into a thought-provoking topic that's generating much debate: the relevance of Google search in the modern digital landscape.



Is the Google Search Losing Its Significance?

Now, let's be clear, Google is far from fading out completely. We are firm believers that Google will remain widely used for years to come. However, its significance may be considerably less than it was 10 years ago, 5 years ago, or even just 2 years ago. With this ever-changing landscape, you may need to adapt your marketing strategy.

As Google approaches its 25th birthday this year, it's starting to get old. And with this age, new challenges are emerging. Many young people, younger than Google in fact, have now turned to social media for their information needs.

Why are people switching to social media?

To put it simply, Instead of sifting through pages of text and links in response to their queries, they prefer answers in quick, engaging video or photo content. Consider this: if you are a young person seeking quick information, would you rather trawl through

pages of black-and-white text or have it presented to you in a short, snappy video from your favorite content creators?

A lot of young people are now using social media as their main source of information.

They can get genuine content made by creators sharing personal knowledge and experiences about a subject or product. This adds a sense of authenticity and is much more engaging than a page of text with an unknown author giving their views on the same subject. The appeal of video-based content lies in its authenticity, vibrant visuals, and catchy tunes, all contributing towards a small dopamine hit for the brain.

What's not to like?

Social media is incredibly powerful, connecting individuals and businesses worldwide.

Users can access posts from all around the world and engage with almost anyone. This is fantastic for knowledge sharing, providing access to expert posts and authentic content tailored to their interests. Consequently, reliance on Google has reduced. Over the last decade, social media platforms like Twitter, Instagram, and TikTok have seen enormous growth, which in turn brings more and more easy-to-access knowledge,

Trust also has a significant role in the turn to social media searches. People put trust in their favorite influencers and social media experts, deeming their opinions and recommendations to be trustworthy and reputable. 50% of millennials said they trust influencer recommendations, and 88% of these said the reason behind this was authenticity. A great example of this can be seen in TikTok food reviewer Keith Lee (@keith_lee125), who has amassed over 13 million followers. Whenever Keith reviews a restaurant or food stand favorably, there is always a huge influx of customers to that restaurant, demonstrating the power of social media influencer opinions. Check out his content for some great examples of how powerful social media opinions can be on consumers.

Additionally, social search offers the advantage of “social proof” answers. Users can see how many people have engaged in the content, how many like it's got, and can check the comments to gauge whether everyone is in agreement or if there are conflicting opinions. This is a big advantage over Google search results, you can instantly see how others are reacting and the overall sentiment of everyone else who has a similar search query.

Google's own practices may also have contributed to its downfall. Often when you search for something through Google there are multiple ads or sponsored content before you reach the actual results, decreasing the user experience. On the other hand, social media offer direct access to the results you are looking for, with its ads posted in the content feed instead of the search results.

Adapting to social media SEO:

The average social media user spends 2 hours and 26 minutes on social media every day, so it's crucial to start optimizing for social media searches. Social media SEO shares many of the same principles as traditional search engine SEO. Focus on incorporating keywords in all aspects of your social media account, including username, account bio, hashtags, captions, and text in posts.

However, the Google search isn't going to be just a distant memory. While increases in searches on social media sites like TikTok and Instagram are proving popular for advice in areas such as retail purchases, Google remains favored for professional advice. So, if someone wanted to find a pair of shoes to buy they may be asking TikTok, but if they wanted a mortgage advisor or advice on paying taxes, they're still going to ask Google.

What does this mean for your business and marketing strategy?

Well, that largely depends on the context of your business and your target audience. Professional services like an estate agent are most likely better off still focussing on search engine SEO. On the other hand, an up-and-coming clothing brand may benefit from a focus on TikTok SEO. That being said, neither social media nor search engine SEO should be ignored. Social media and short-form content have been some of the fastest-growing industries, and search engines still play a significant role in generating online traffic. You should aim to strike a balance between search engine SEO and social media, varying the emphasis you place on each depending on your business.

As we wrap up this newsletter, remember that the future of SEO is shaped by constant change. It's vital to remain up to date on the latest trends and platforms. Make sure to adapt your strategy to make the most of any new opportunities and maintain relevance.

If you'd like to find more information on this topic or explore the other subjects covered in this newsletter, make sure to check out our social media accounts for more informative content.

Thanks for reading and be sure to let us know if you have any feedback or suggestions for future content you'd like to see. We'd love to hear your ideas on how to get your TikTok ranking highly in search results Or your thoughts on the future of the Google search.

Reach out to us through our email: cpy.digitalm@gmail.com

Catch you in next week's newsletter!

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