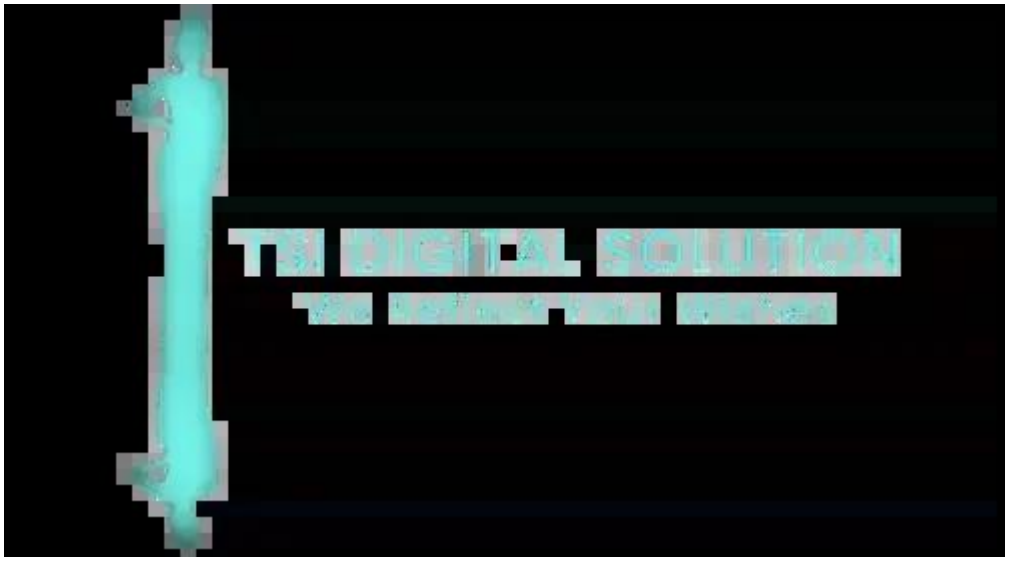
The Search Engine Revolution

Category: SMM Blog,Technical Blog
March 15, 2025





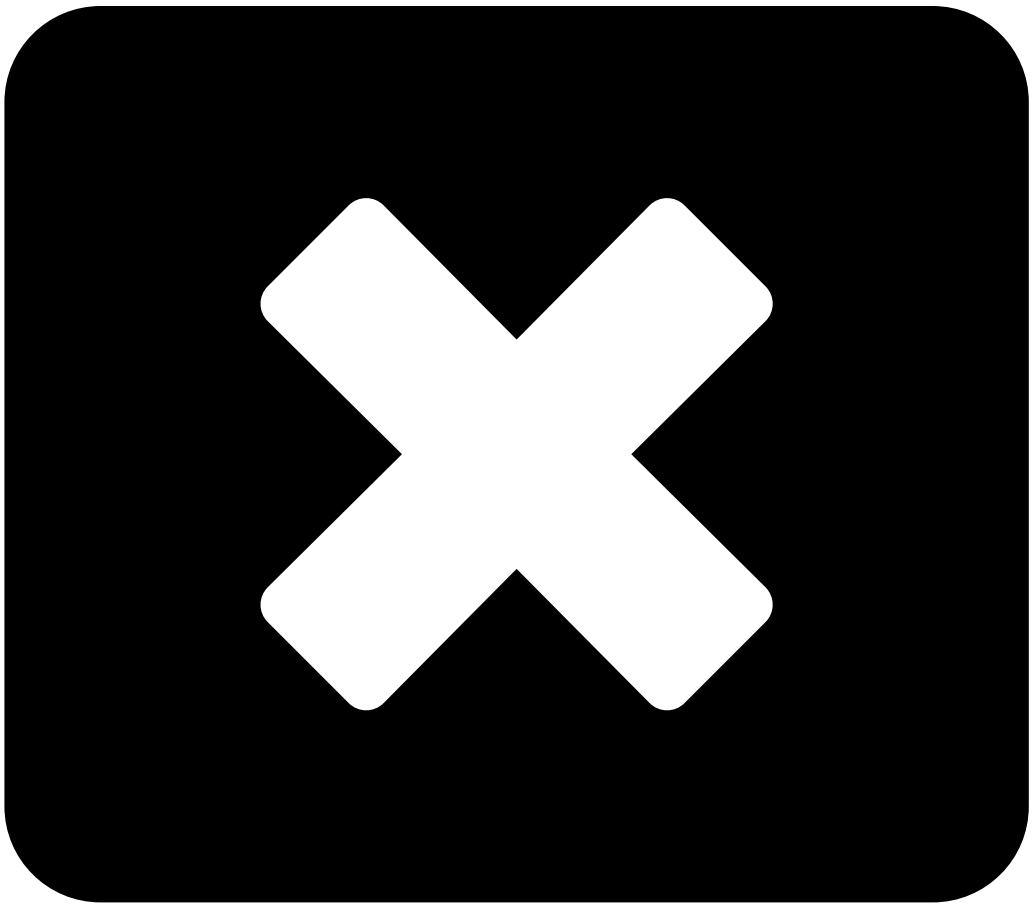
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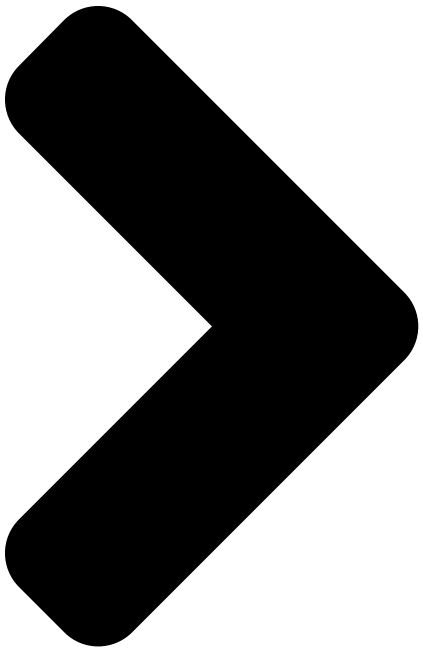






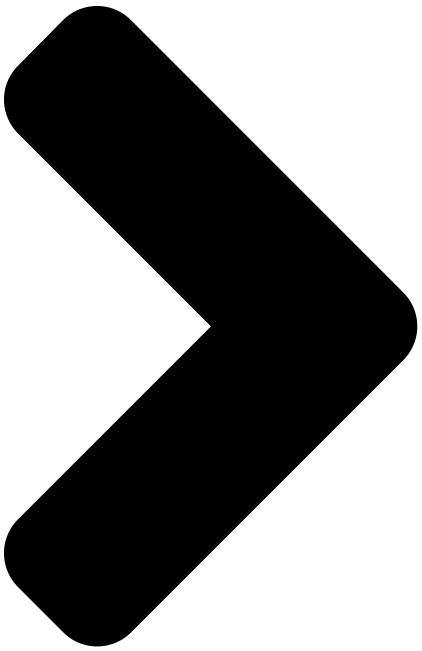


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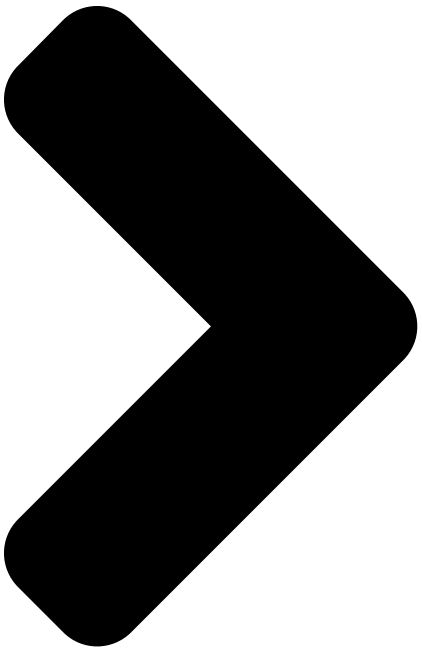


About us

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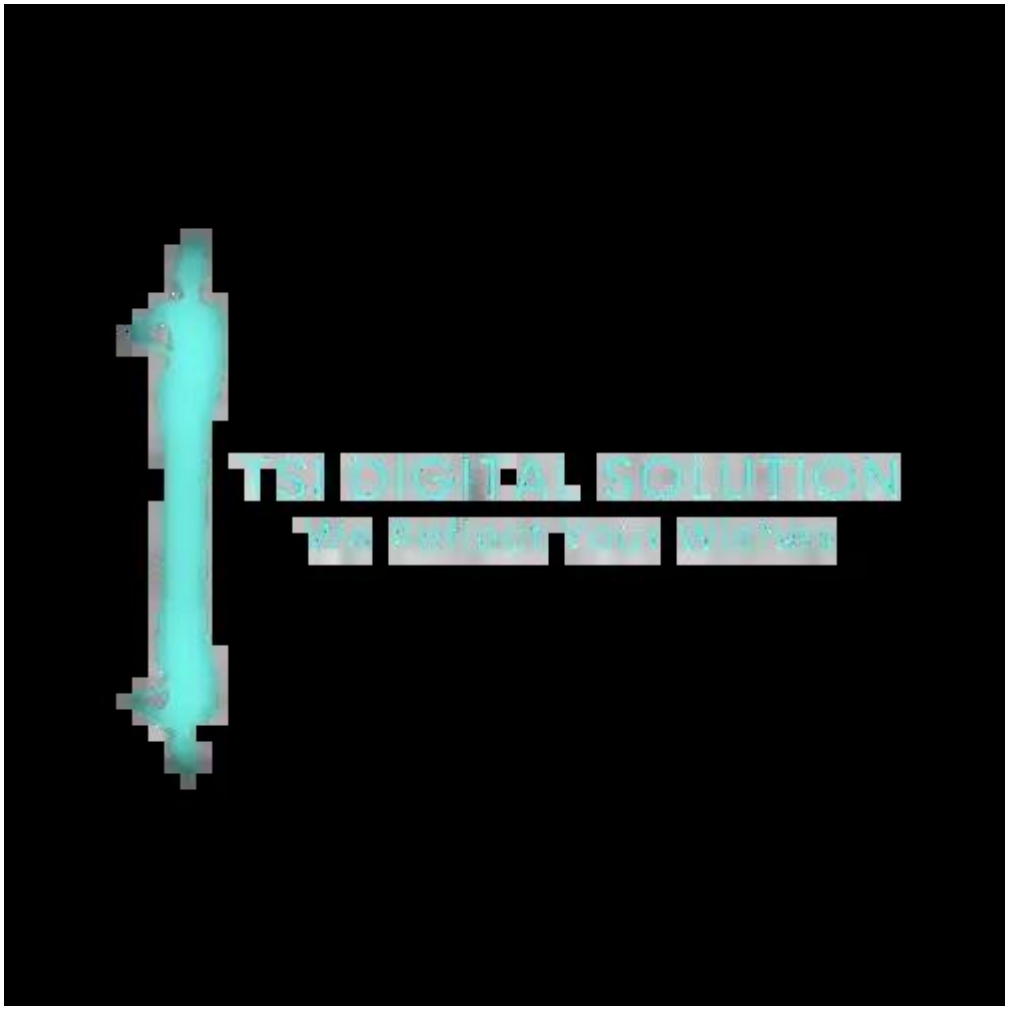
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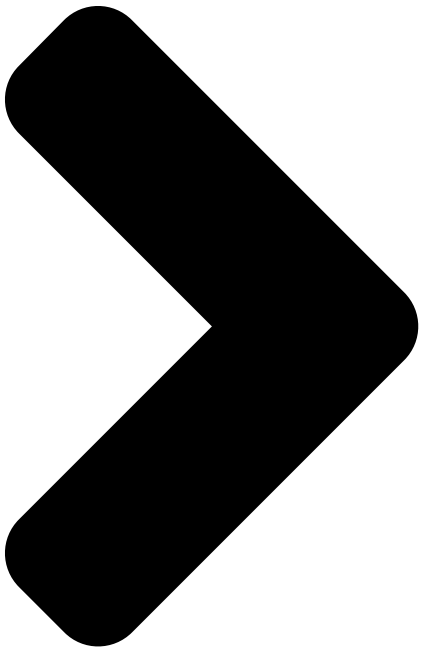


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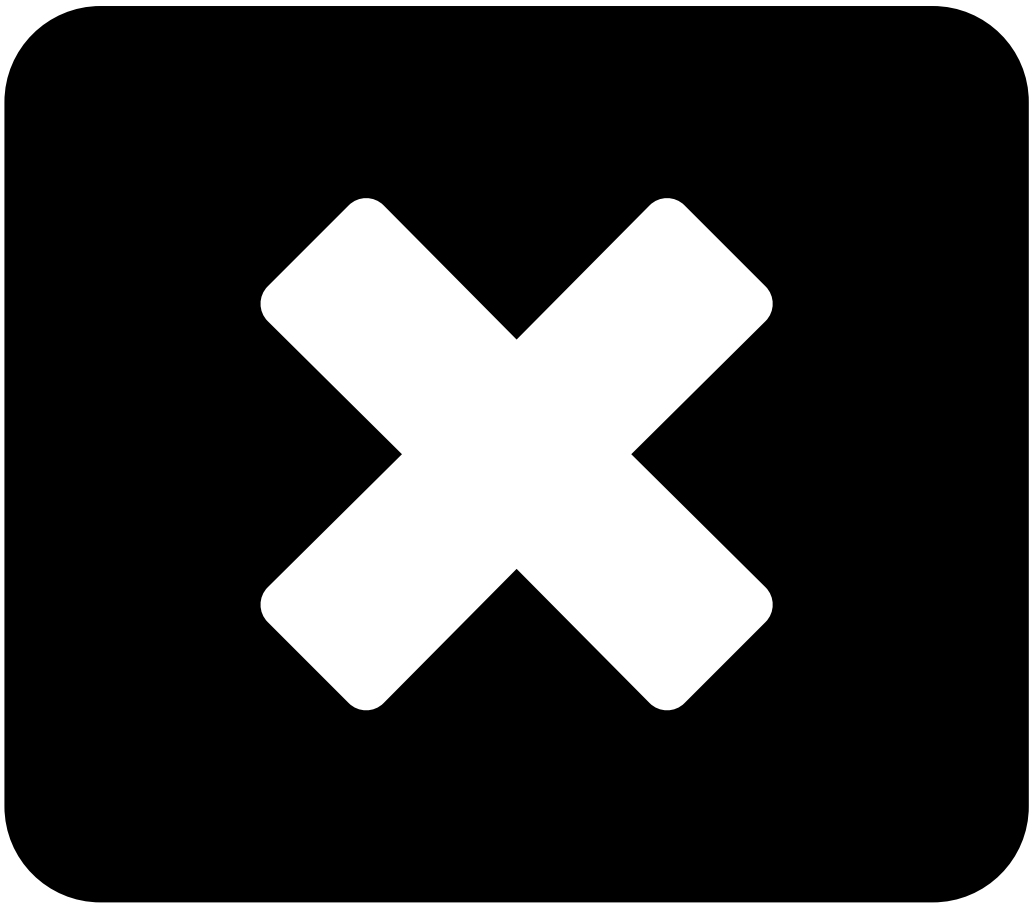
What we have realized


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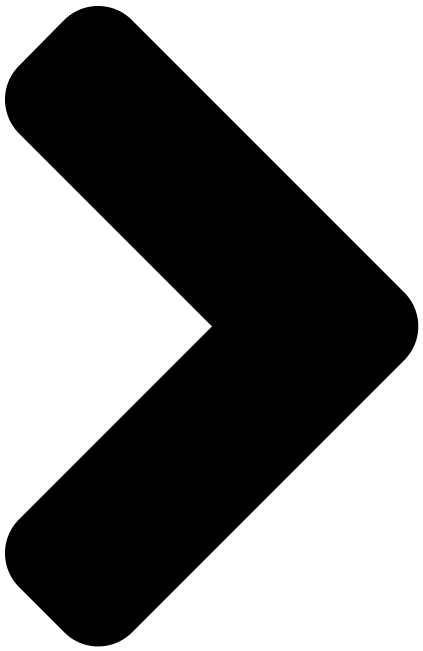


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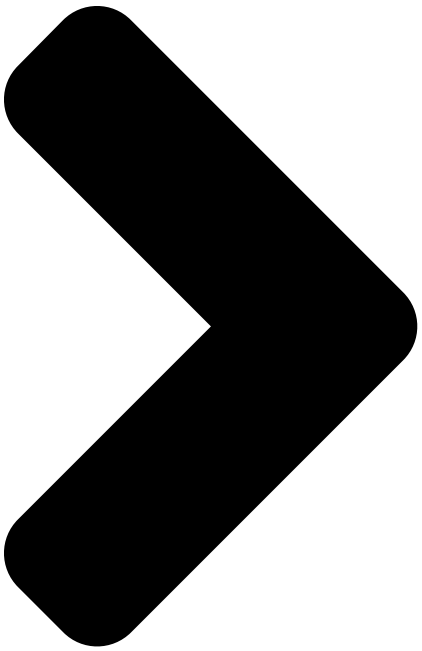


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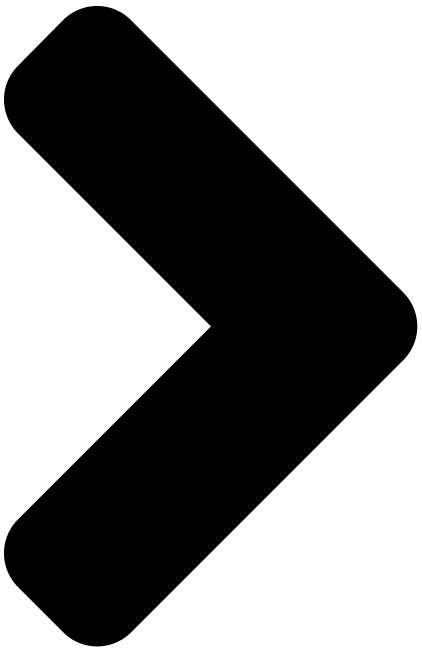


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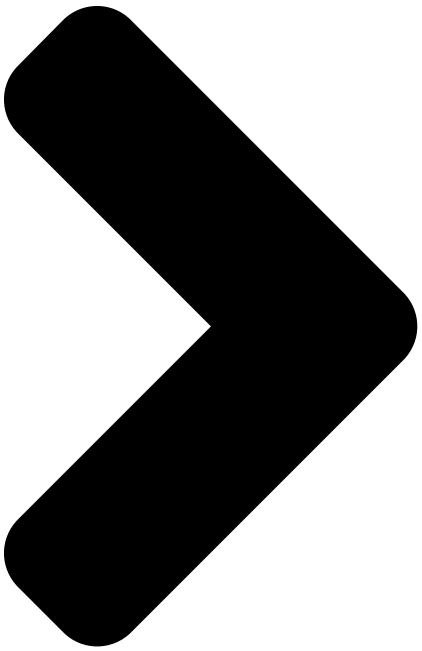
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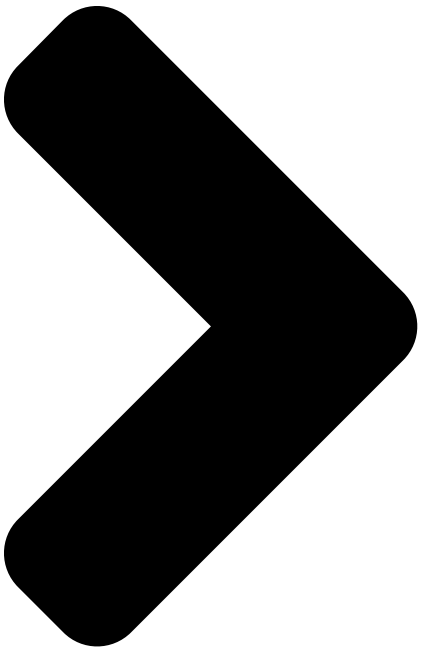
Web Design & Development



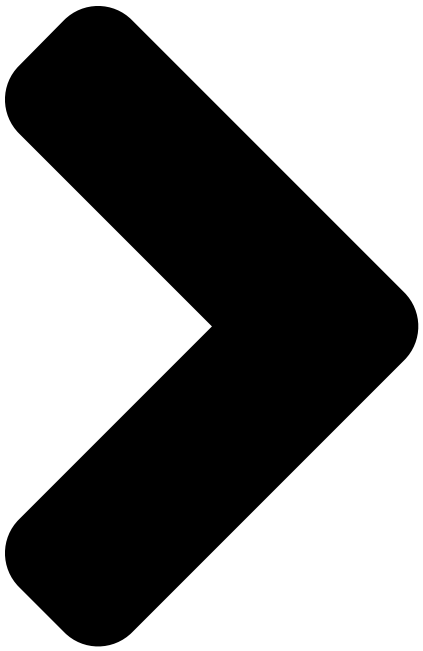
- Hosting



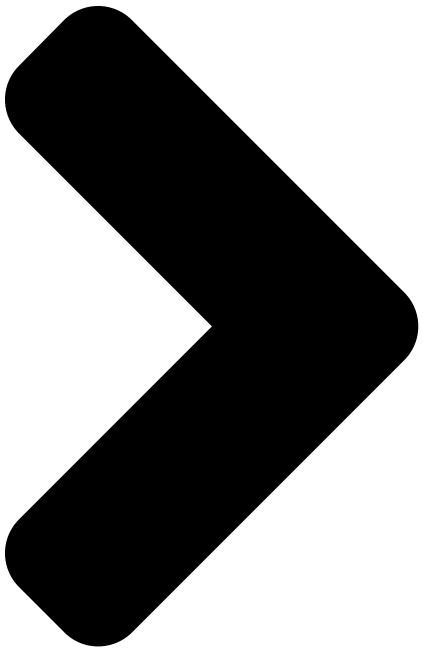
SEO/Ads/MGB/Speedup/Technical



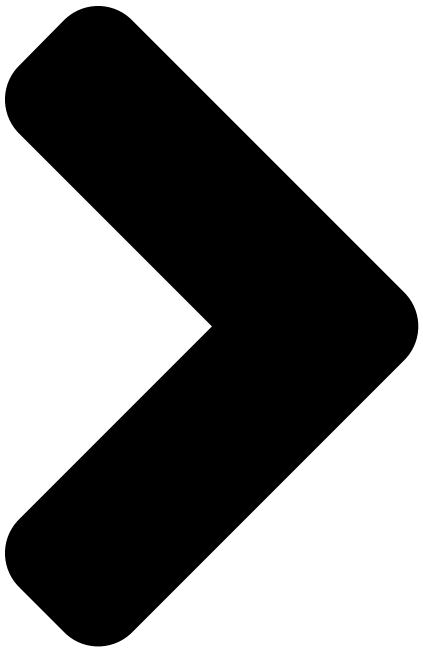
App Design & Development



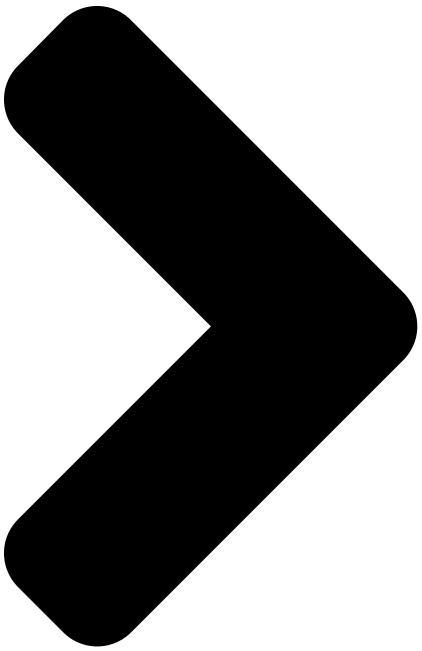
AI Agents



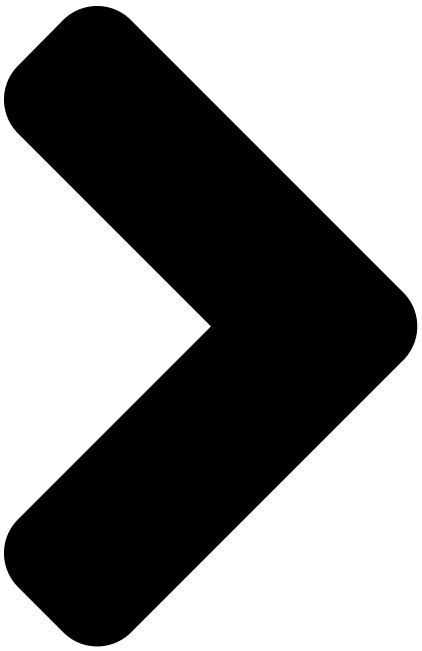
e-Commerce



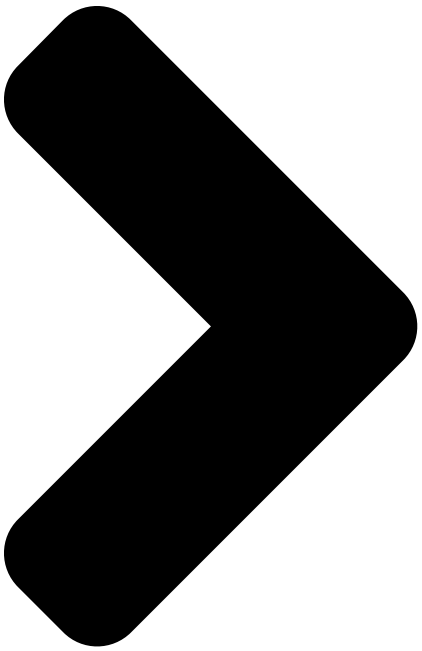
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

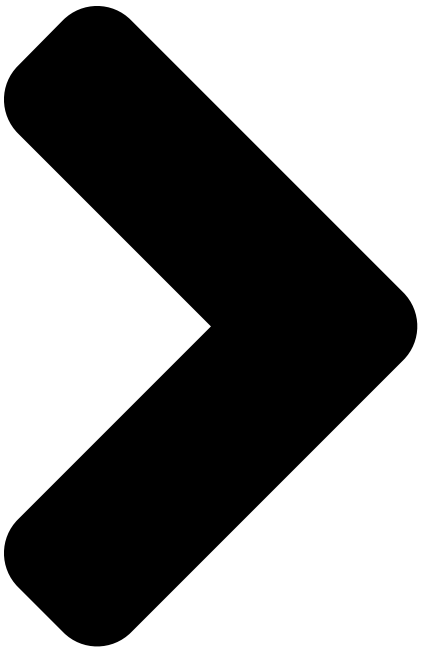
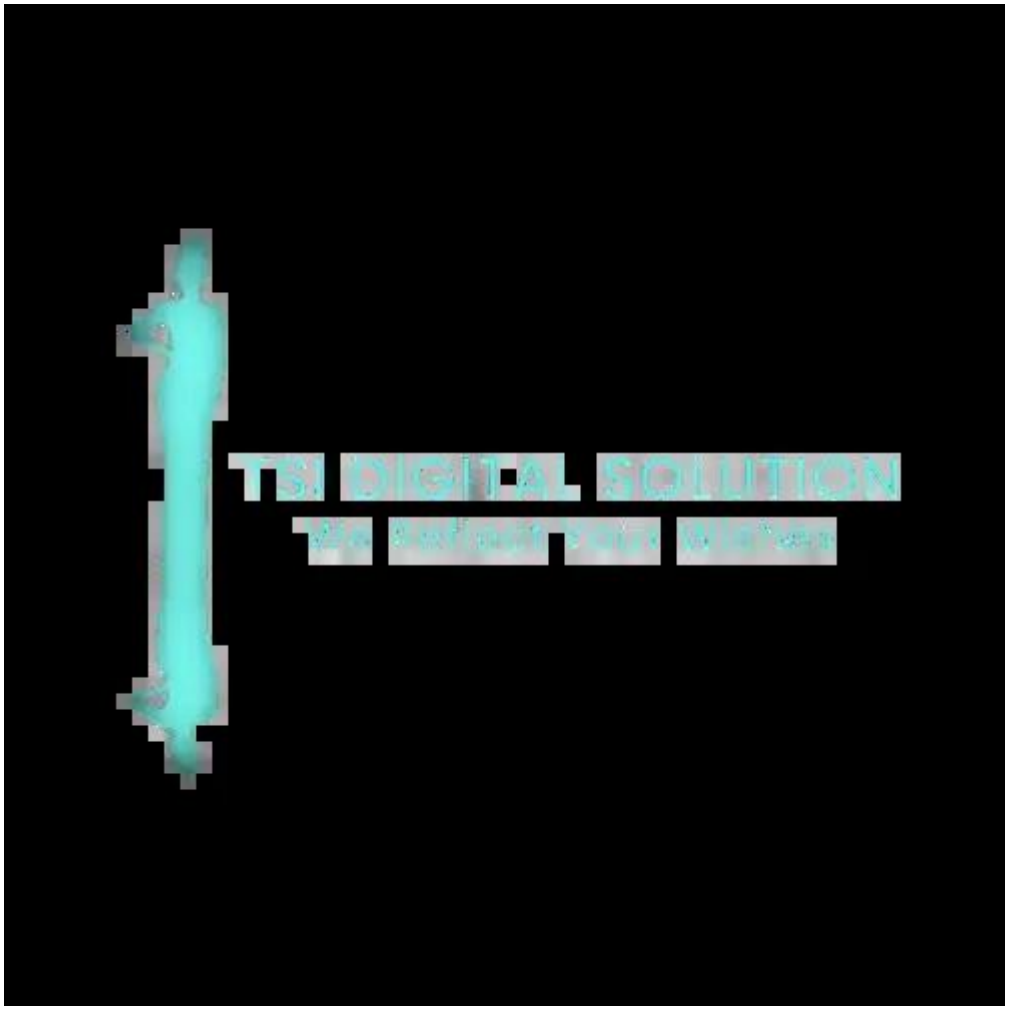
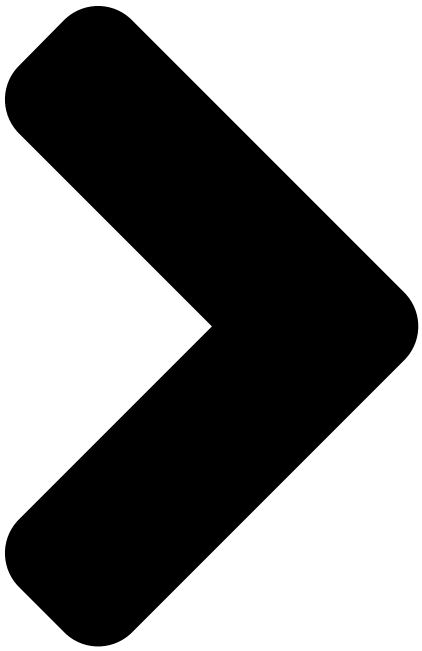


Photo- & Videography

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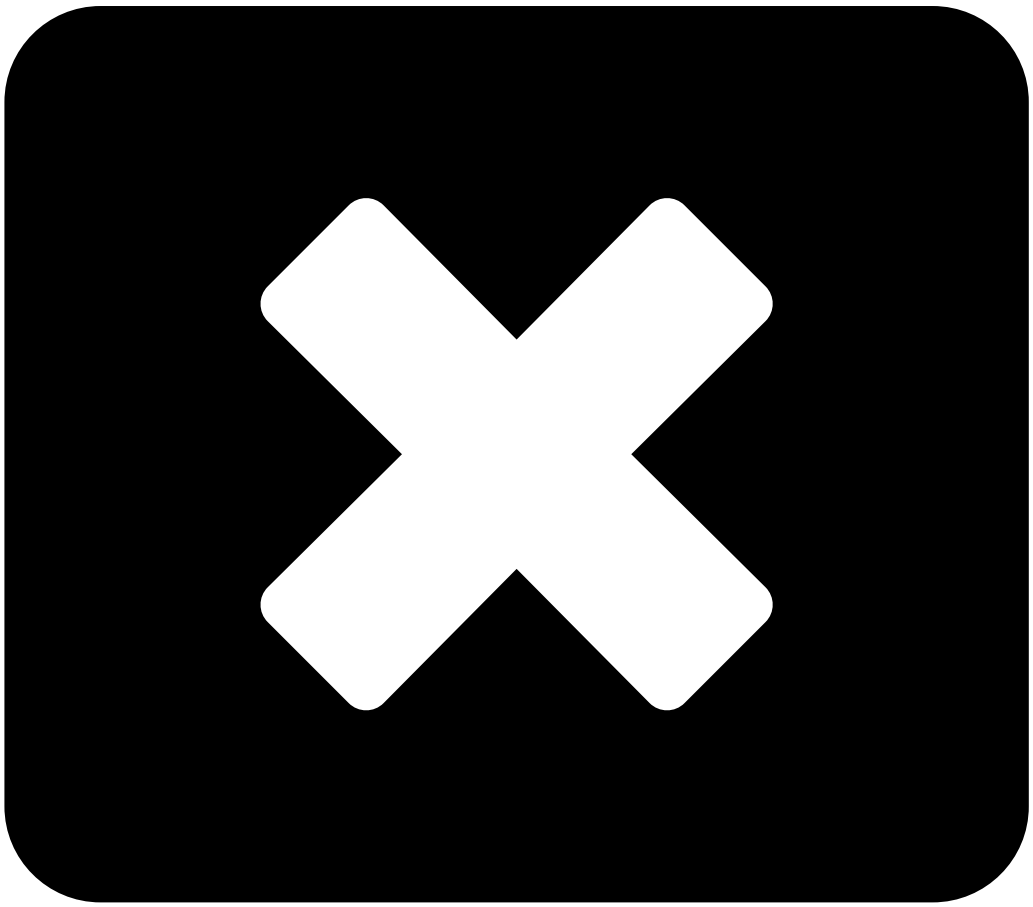
The way we work


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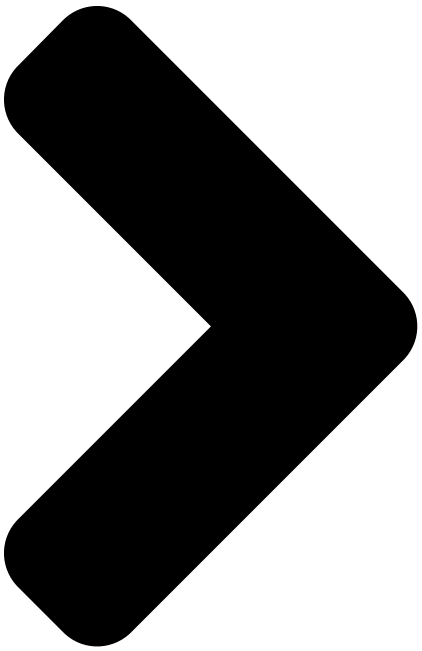


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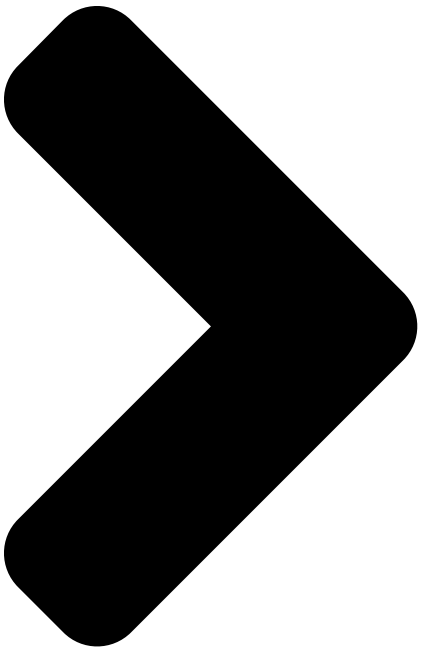
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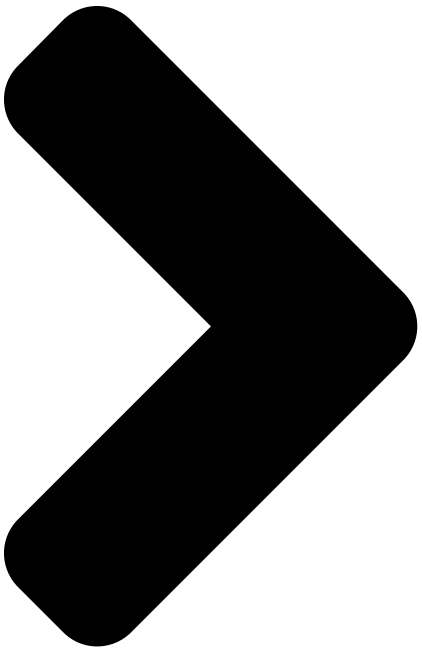
Realized projects

Calculate an estimate of your project costs directly online

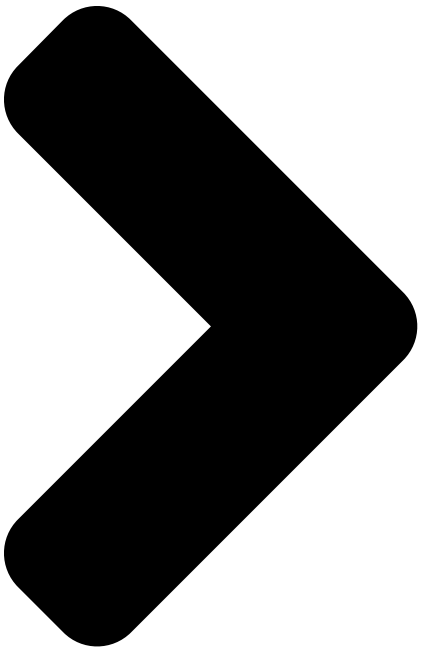
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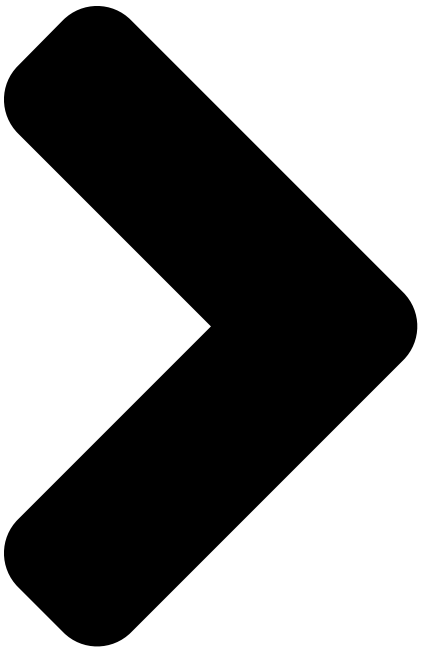
- Cost calculation for my website



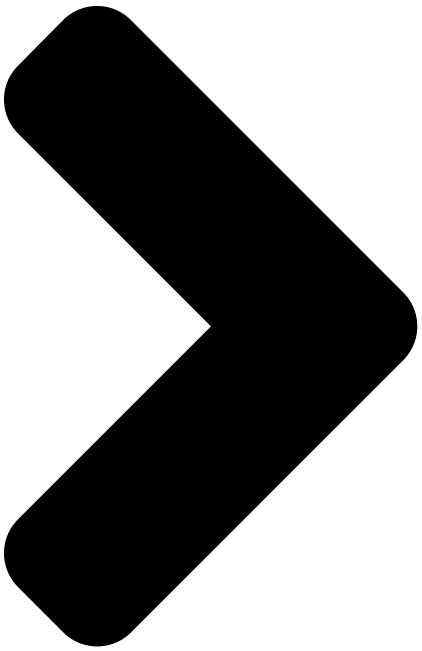
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



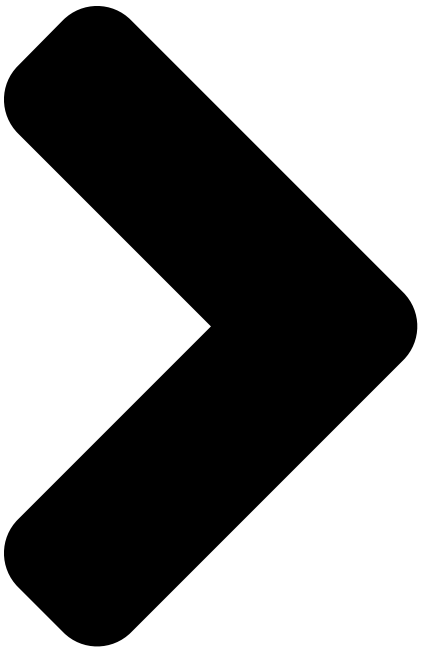
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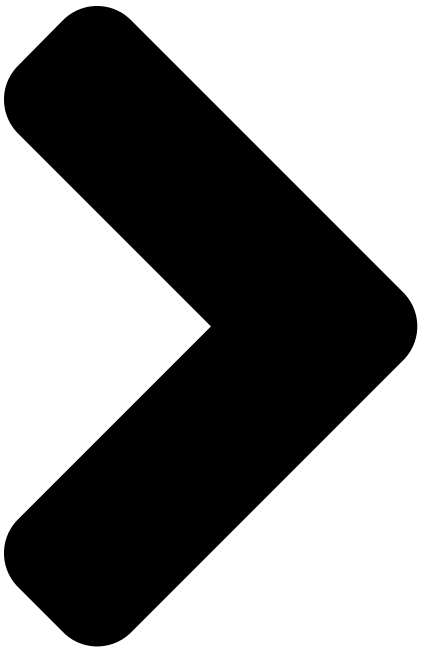
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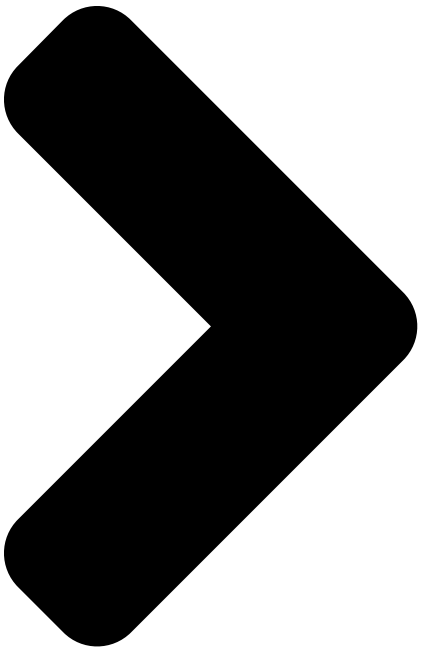
Cost calculation for an e-commerce shop



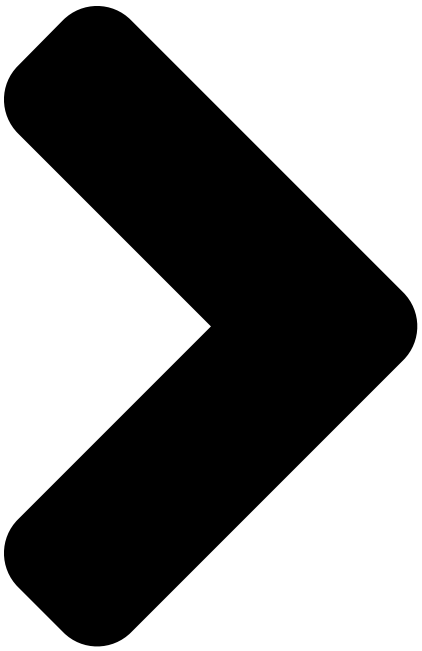
- Contact us for branding



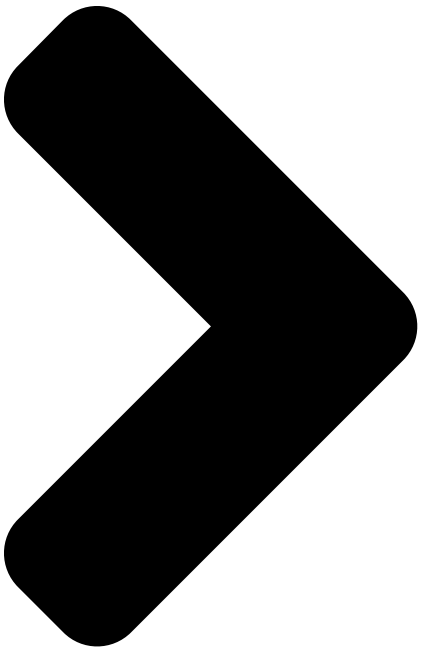
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



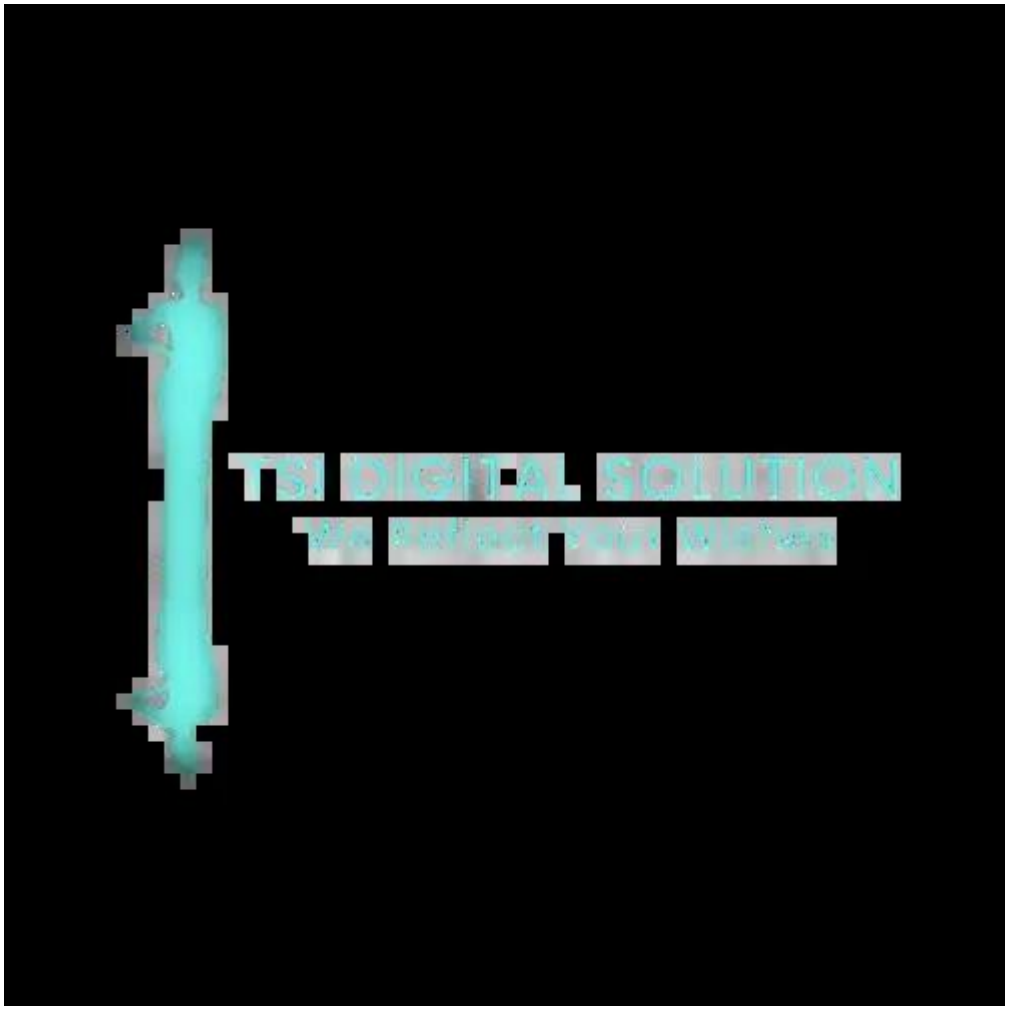
Cost calculation for Copywriting & Translations

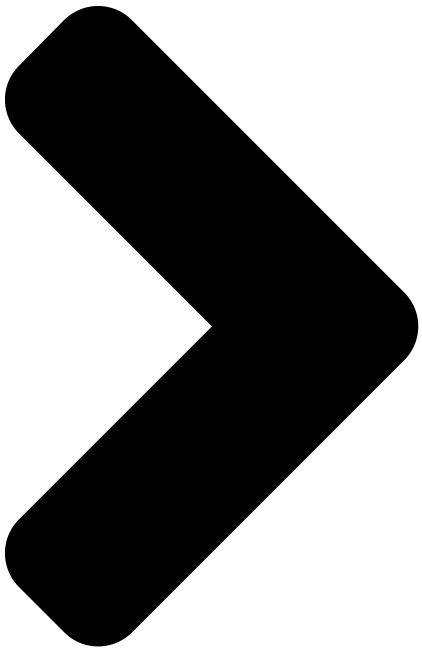


Cost calculation for Photo- & Videography

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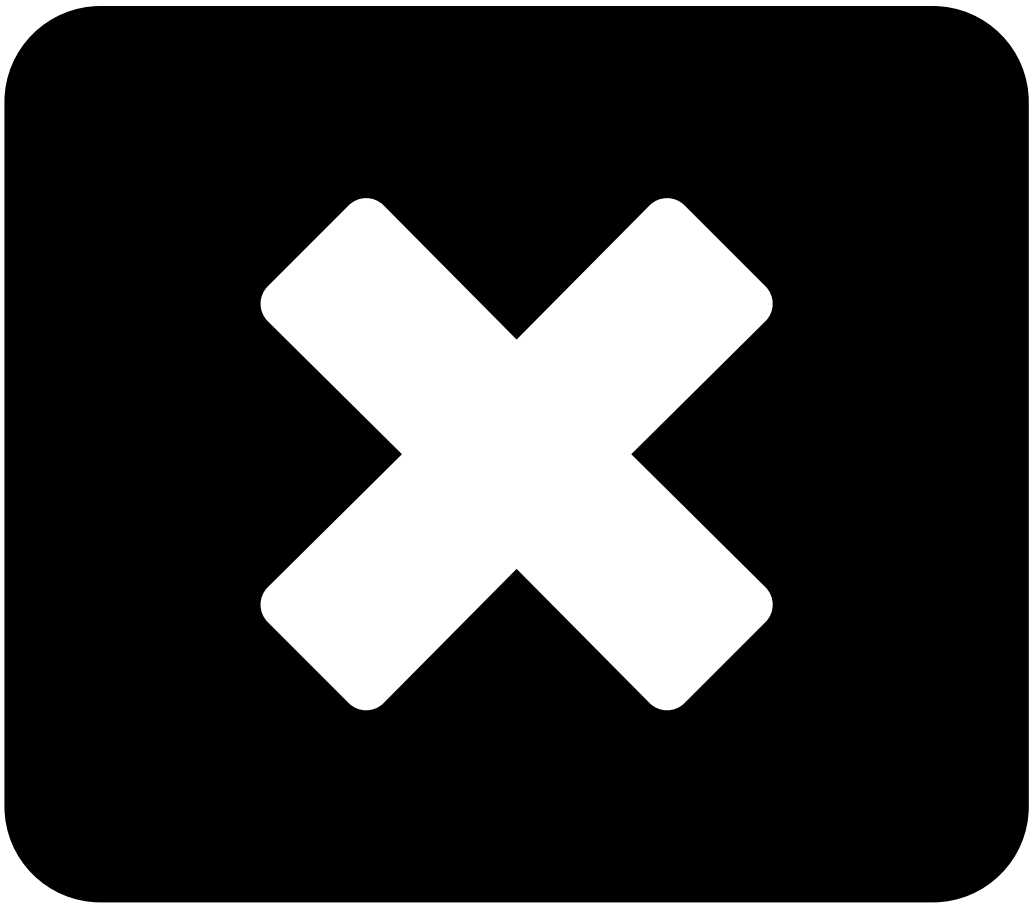
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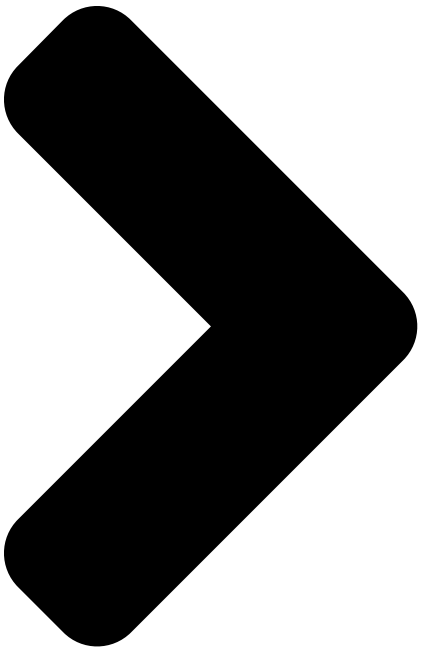


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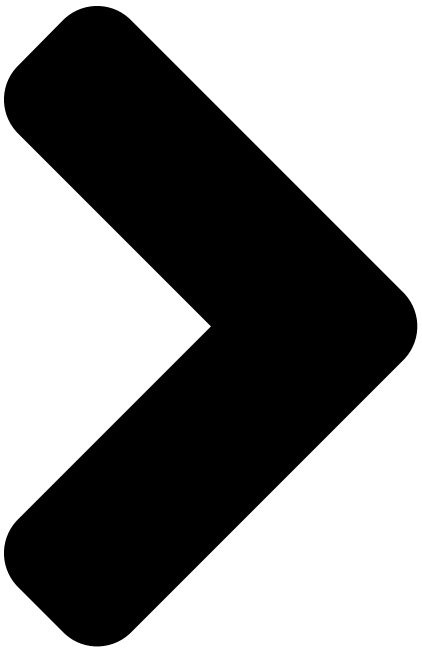
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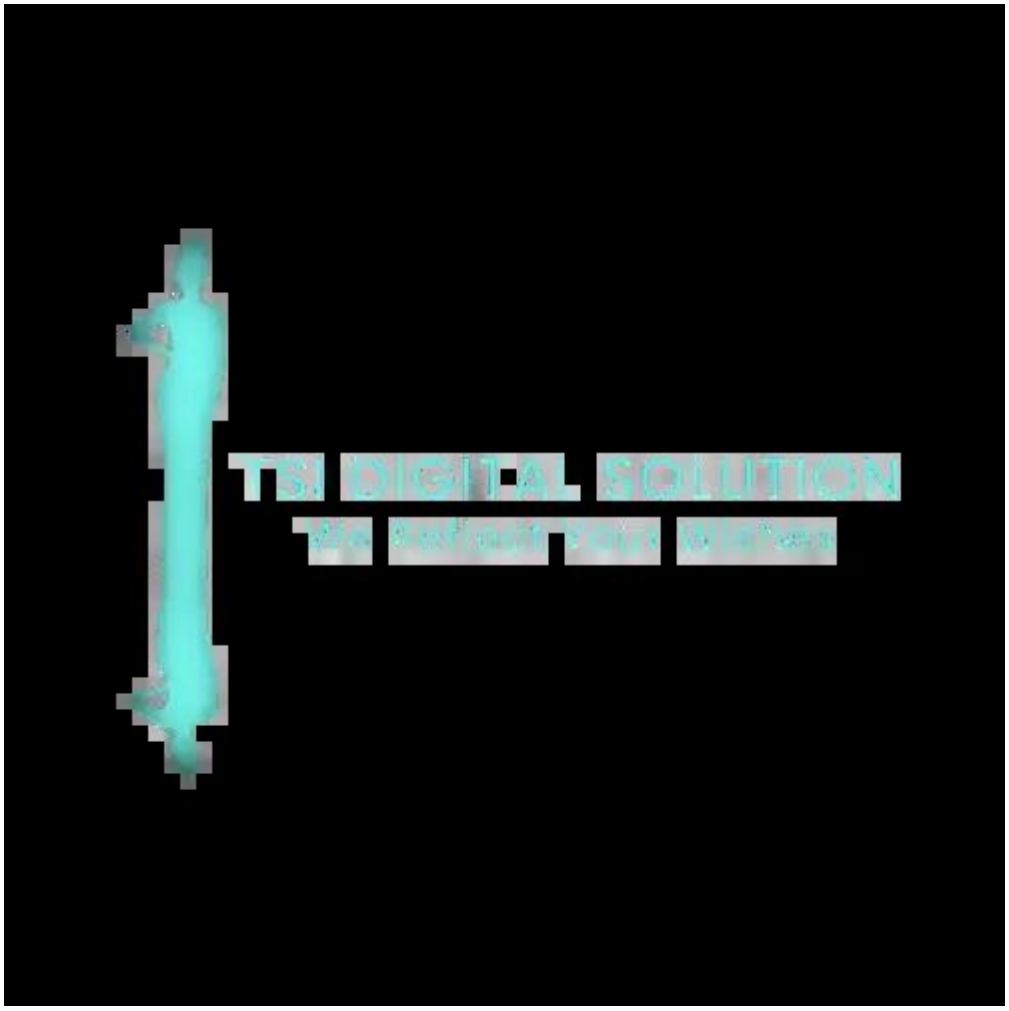
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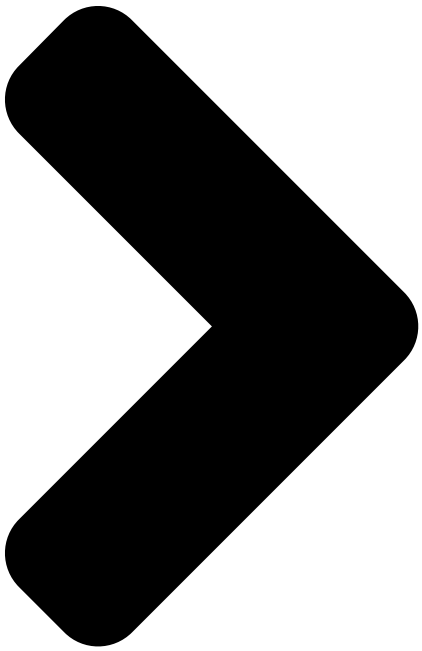


Demo

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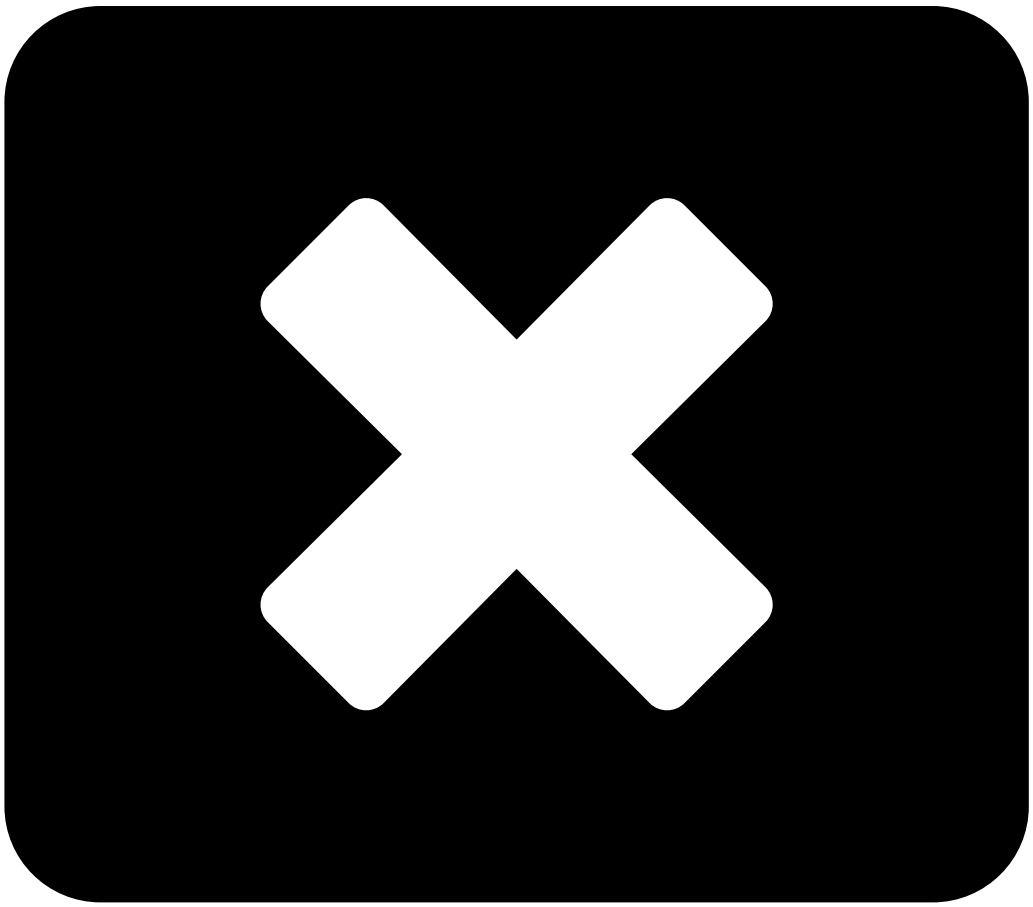
Who we are


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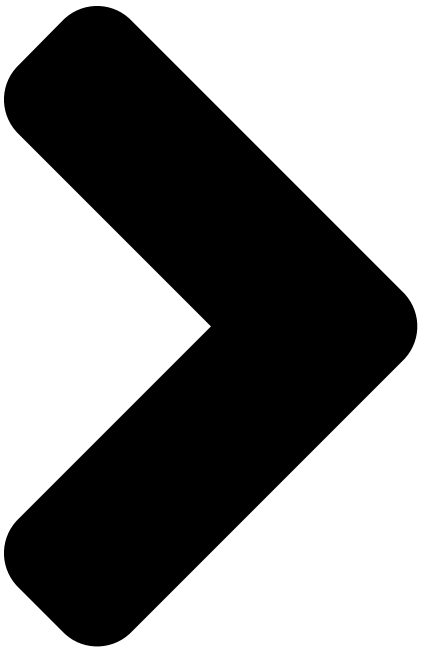


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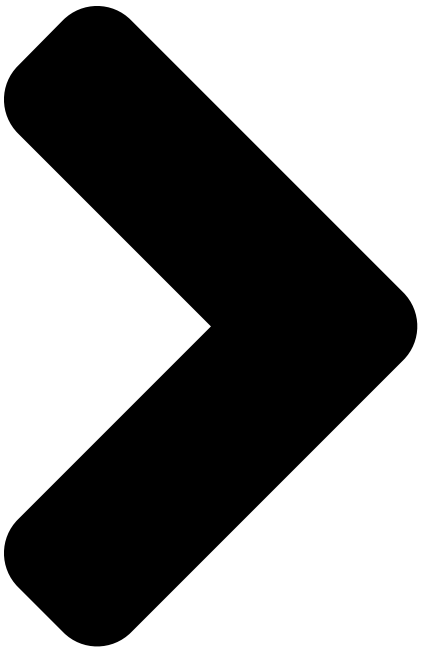


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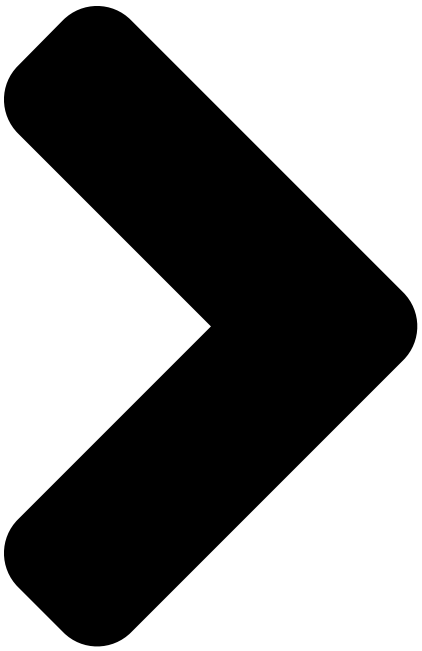
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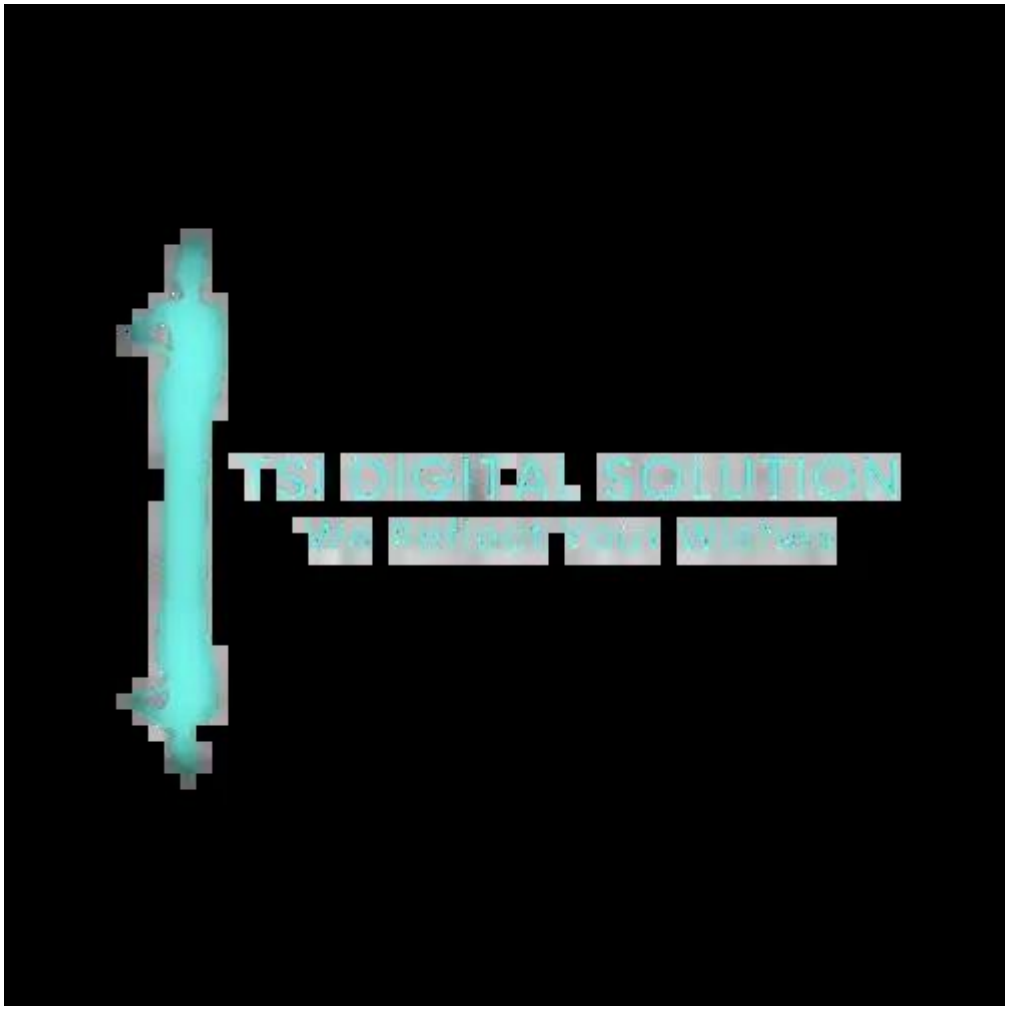
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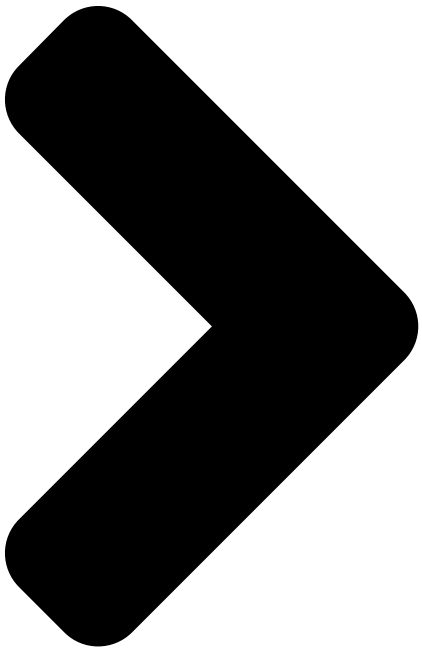


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The Search Engine Revolution

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The Search Engine Revolution

The Future of Google Search: SEO or Social Media?

A true **Search Engine Revolution** is underway, one that’s rewriting the rules of digital discovery. While Google has long dominated search, social media is

rapidly emerging as the new powerhouse. This transformation is not merely a trend but a seismic shift in how users find, engage with, and trust content. Let’s explore how social media is taking over from Google, backed by cutting-edge statistics and forward-thinking insights that forecast the future of digital discovery.

A New Era: Social Media as the Ultimate Search Engine

Shifting User Behaviors

Digital discovery is no longer confined to typing keywords into a search box. Consumers now demand interactive, personalized experiences that deliver answers in real time. Recent studies reveal that nearly **40% of younger users** now turn to social media platforms like TikTok, Instagram, and Facebook for recommendations, product research, and even answers to everyday questions. This marks a dramatic change from the old model where Google was the default search engine. Today, social media channels are not just venues for social interaction, they are powerful tools for immediate, personalized discovery.

Real-Time Engagement and Trendspotting

Unlike the static, text-heavy results of traditional search engines, social media thrives on real-time updates and interactive content. Algorithms on these platforms are designed to deliver instant, hyper-relevant information based on user behavior and trending topics. This dynamic environment means that if you want to be part of the Search Engine Revolution, you need to capture the pulse of your audience as it happens.

The AI Advantage: Personalized Searches on Social Platforms

Conversational and Context-Driven Content

Artificial intelligence is supercharging social media, enabling platforms to understand user intent with an unprecedented level of sophistication. Instead of typing in rigid keywords, users now interact in natural language, with AI predicting and curating content in a conversational manner. This shift makes social media not only more intuitive but also far more engaging than traditional search. Search where voice and natural language queries are quickly becoming the norm.

Social media’s AI-driven algorithms analyze countless data points to tailor content uniquely to each user. Imagine a feed that intuitively anticipates your needs. Whether it’s the latest gadget review or a trending recipe, delivered right when you need it. This level of personalization is a key pillar of the Search Engine Revolution, ensuring that search results are as dynamic and varied as the users themselves.

Visual Discovery: The Power of Multimedia in Search

Engaging, Interactive Content

Visual content is king on social media. Platforms like Instagram and TikTok have redefined search by prioritizing images, videos, and interactive posts over text-only content. Studies show that visually engaging posts can boost user interaction by **over 80%** compared to traditional search results. In this new era, a well-crafted image or an immersive video can serve as an instant search result, driving engagement in ways that conventional Google listings cannot match.

Enhanced Discovery Through AR and Video

With technologies like augmented reality (AR) and video search on the rise, the boundaries of digital discovery are expanding. Users are not just reading about products, they're experiencing them virtually. This shift is transforming the Search Engine Revolution, making content more tangible and interactive, and providing brands with innovative ways to captivate their audiences.

The Influencer Effect: Authenticity and Trust in Social Search

Peer Recommendations Over Algorithmic Rankings

In the realm of social media, trust is built on authenticity. Up to **70% of consumers** now prefer influencer endorsements over traditional ads. This reliance on real-life experiences and genuine reviews is at the heart of social search. When influencers share their personal insights, they provide a level of credibility and relatability that standard search engine results often lack.

Building Community Through Trust

As influencers continue to shape opinions, brands that tap into this trend can achieve remarkable visibility. Social media search leverages these authentic connections, ensuring that recommendations are not only seen but also trusted by a broader audience. This community-driven approach is a cornerstone of the Search Engine Revolution, making it essential for brands to build relationships and engage authentically with their target audience.

Navigating the Future: Strategic Insights for the Digital Frontier

Embracing Change in a Dynamic Landscape

The transition from Google to social media as the primary search tool comes with both opportunities and challenges. Frequent algorithm updates, the rise

of zero-click searches, and evolving user behaviors require businesses to stay agile and innovative. By harnessing real-time data and continuously adapting strategies, brands can thrive in this ever-changing environment.

Integrating SEO with Social Media Strategy

The key to success in the Search Engine Revolution lies in integration. Rather than viewing SEO and social media as separate silos, forward-thinking brands are combining the long-term benefits of SEO with the immediate engagement of social platforms. This holistic approach ensures that high-quality content reaches audiences at every touchpoint, driving both organic search traffic and social media engagement.

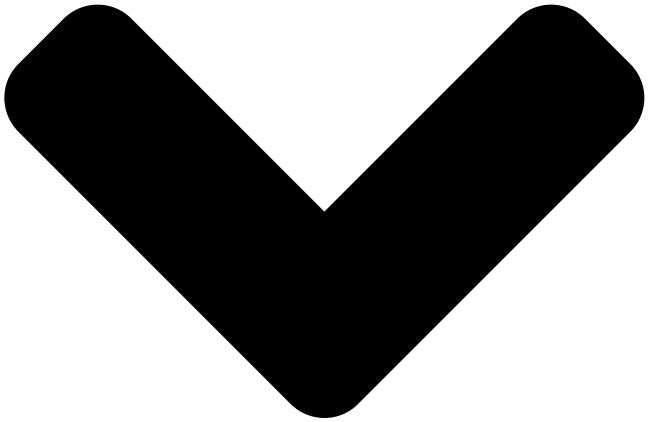
Looking Ahead: The Future of Digital Discovery

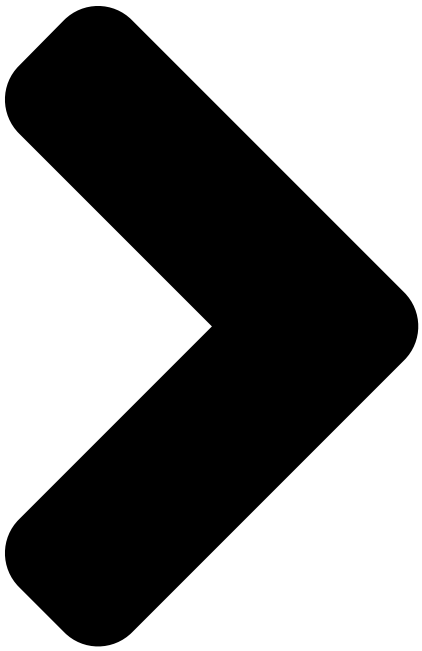
The Search Engine Revolution is just beginning. With social media at the helm, the future of digital discovery will be defined by real-time personalization, immersive visual experiences, and authentic, community-driven insights. Brands that embrace these trends today will be the pioneers of tomorrow’s digital landscape, capturing the attention of audiences in an ever-evolving online world.

As the digital frontier continues to shift, the message is clear: social media is not just complementing Google, it’s set to overtake it as the go-to platform for search and discovery. Adapt now, and be a leader in this revolutionary era of digital transformation.

Frequently Asked Questions (FAQ)

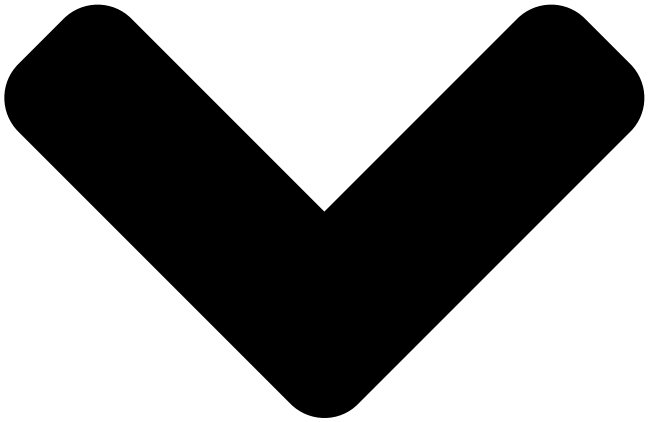
Is social media really becoming more popular than Google for search?

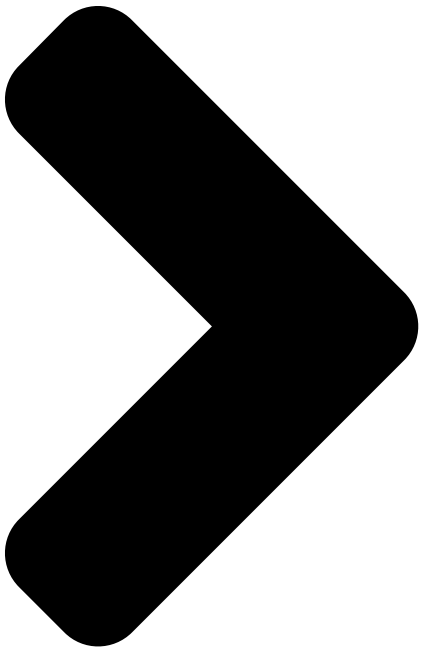




Yes, a significant shift is underway. Nearly 40% of younger users now turn to platforms like TikTok, Instagram, and Facebook for recommendations, product research, and answers, marking a dramatic change from Google being the default. Social media is rapidly emerging as a powerhouse for digital discovery.

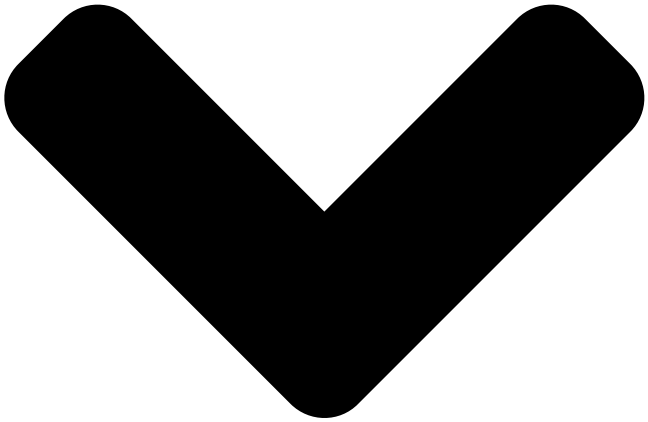
How does social media search provide better results than Google?

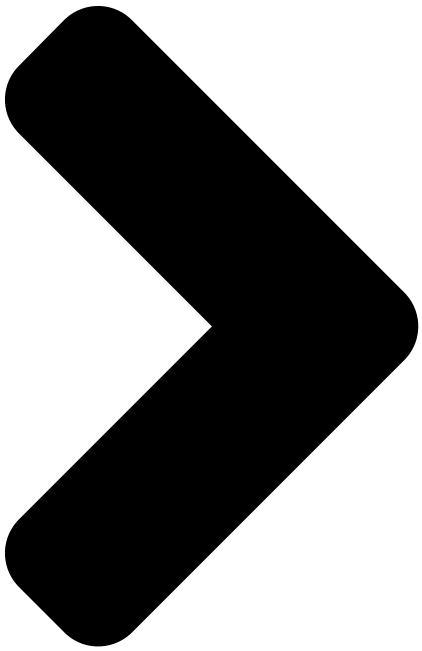




Social media excels in real-time engagement and personalization. Its AI-driven algorithms analyze user behavior to deliver hyper-relevant, conversational, and interactive content instantly. Unlike static search results, social platforms prioritize trending topics and personalized feeds based on your interactions.

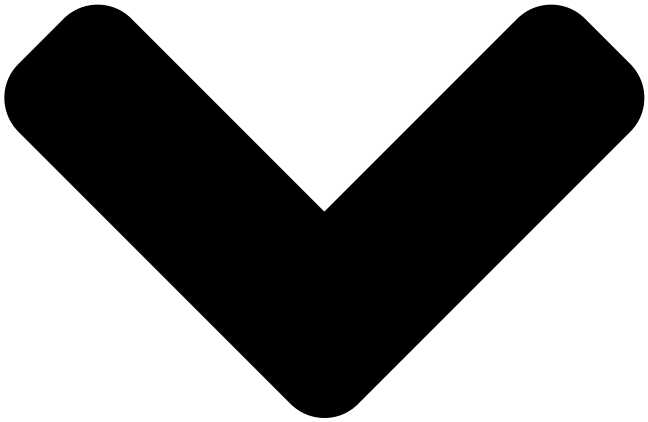
Why is visual content so important in this new search revolution?

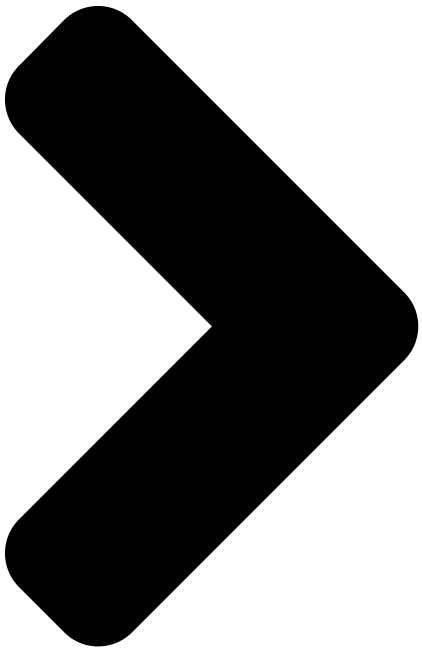




Platforms like Instagram and TikTok have redefined search by prioritizing images and videos. Visually engaging posts can boost user interaction by over 80% compared to traditional text results. Technologies like AR and video search make discovery more immersive and tangible.

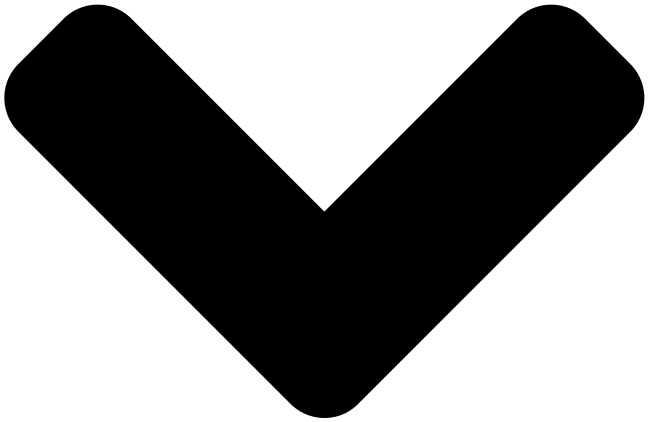
Why do people trust social media searches more?

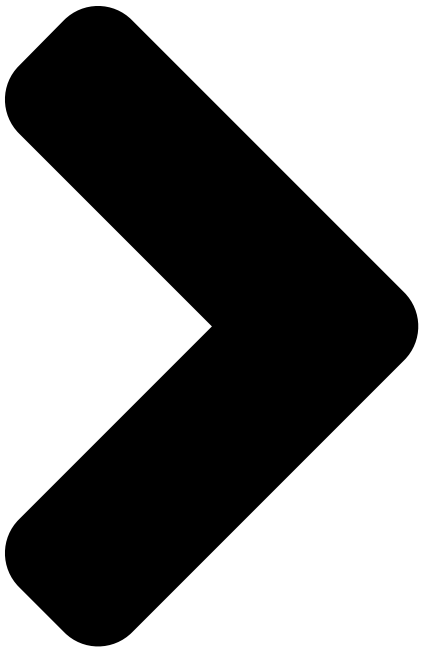




Trust on social media is built on authenticity and peer recommendations. Up to 70% of consumers prefer influencer endorsements over traditional ads. Users find genuine reviews and real-life experiences shared by influencers more credible and relatable than standard search engine results.

Should I abandon SEO for a social media strategy?





No. The key is integration. The most successful strategy combines the long-term benefits of SEO with the immediate, authentic engagement of social media. This holistic approach ensures your content reaches audiences at every touchpoint in the evolving digital discovery landscape.

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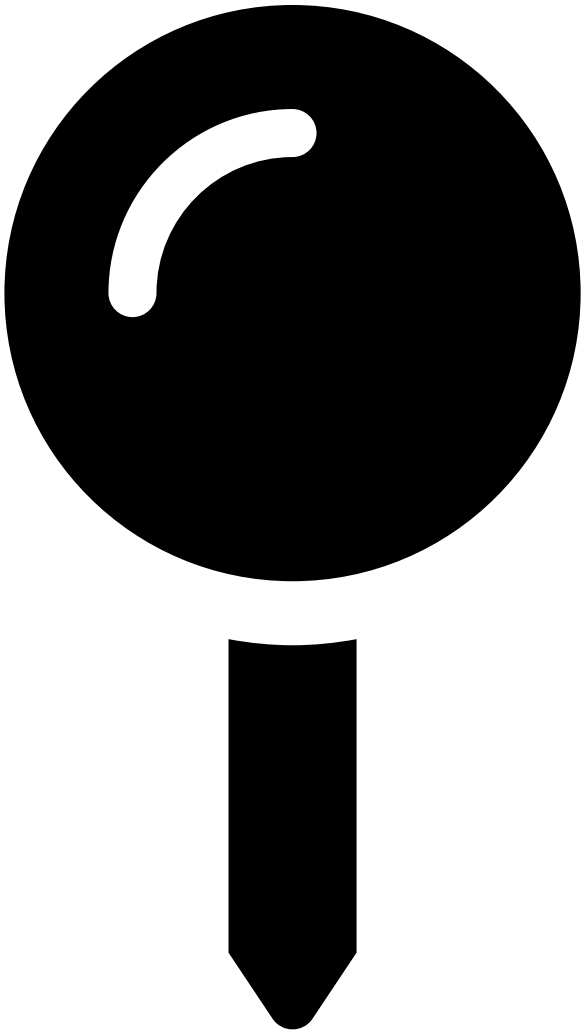
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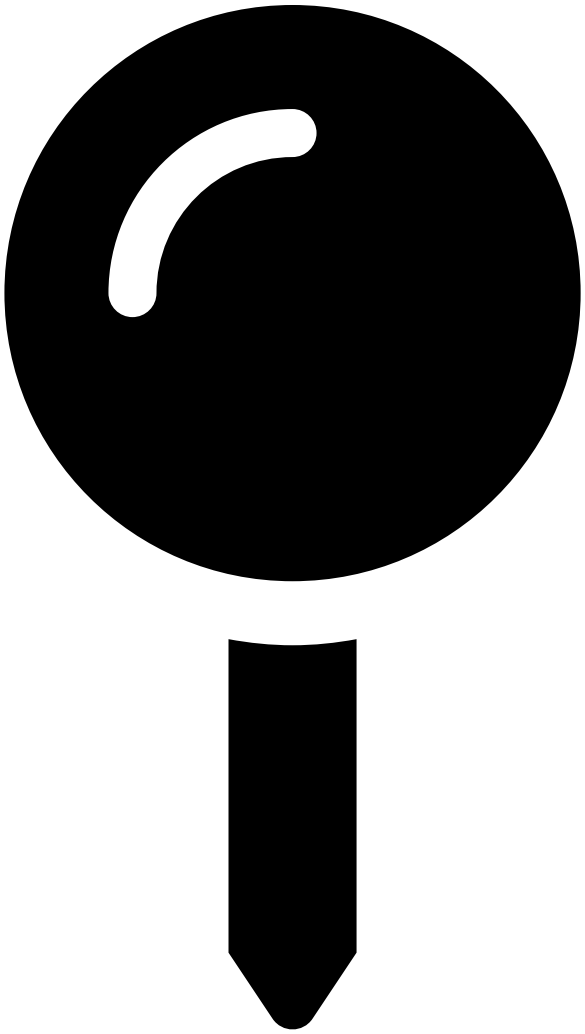
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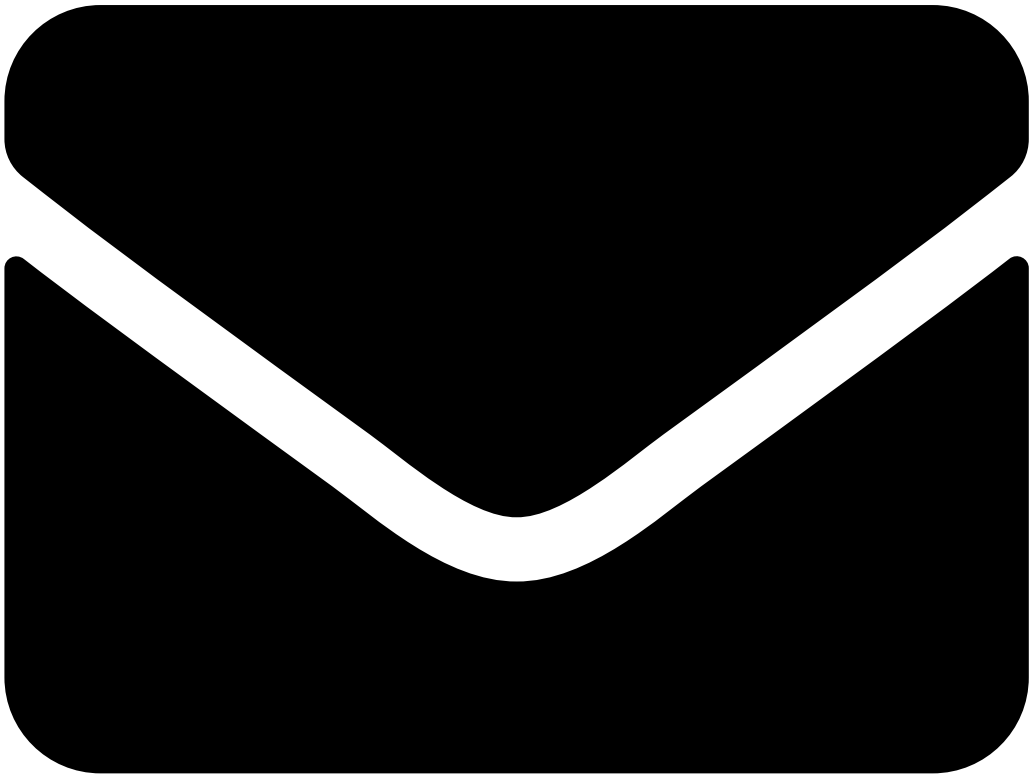


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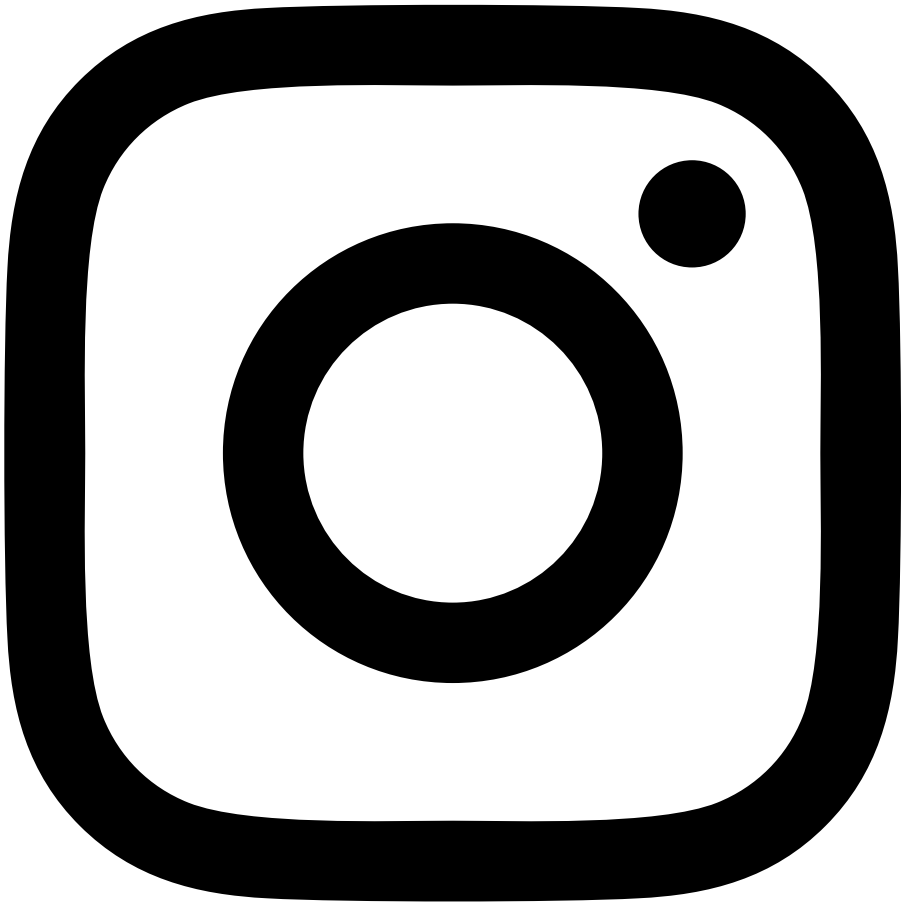
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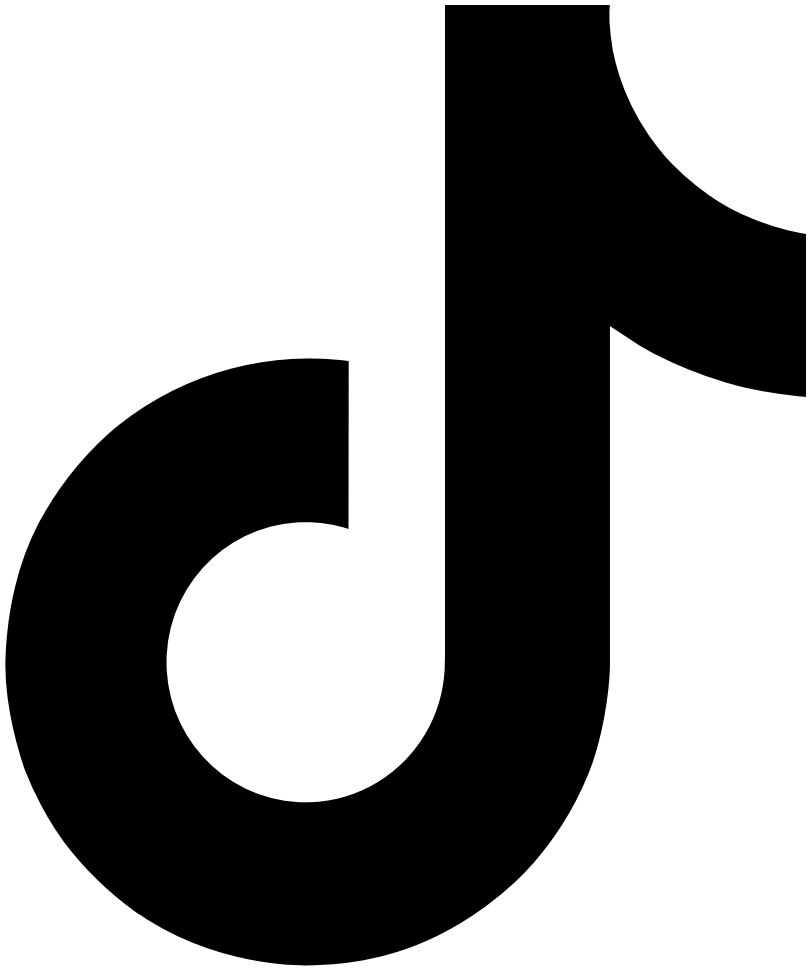
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