

**Did you
know**



**According to Google,
40% of consumers
say Google Search
helps them make
smarter shopping
decisions**



**compared to
social media
(28%) and online
marketplaces
(34%).** 



Why Google Search?

- 🌐 **Access to a wider range of information**
- 💰 **Ability to compare prices and features**
- ★ **More trustworthy reviews**




In a nutshell...

**Consumers trust
Google Search to
find the information
they need to
compare options
and make confident
purchases.** 🛍️🛍️



**Help your customers
make informed decisions**

**Follow Google's E-E-A-T
principles to craft high-
quality, informative content
that resonates with users
and is easily discoverable
through Google Search. **



Boost your brand with Google Ads

**Reach targeted
audiences who are
actively searching
for your products or
services. 🎯**



Leverage Google AI solutions

Use tools like Performance Max and Demand Gen to craft strategies that continuously adapt to new shopper habits. 🤖



Imagine

Better.



Powered by Search



x

