

**Did you
know**

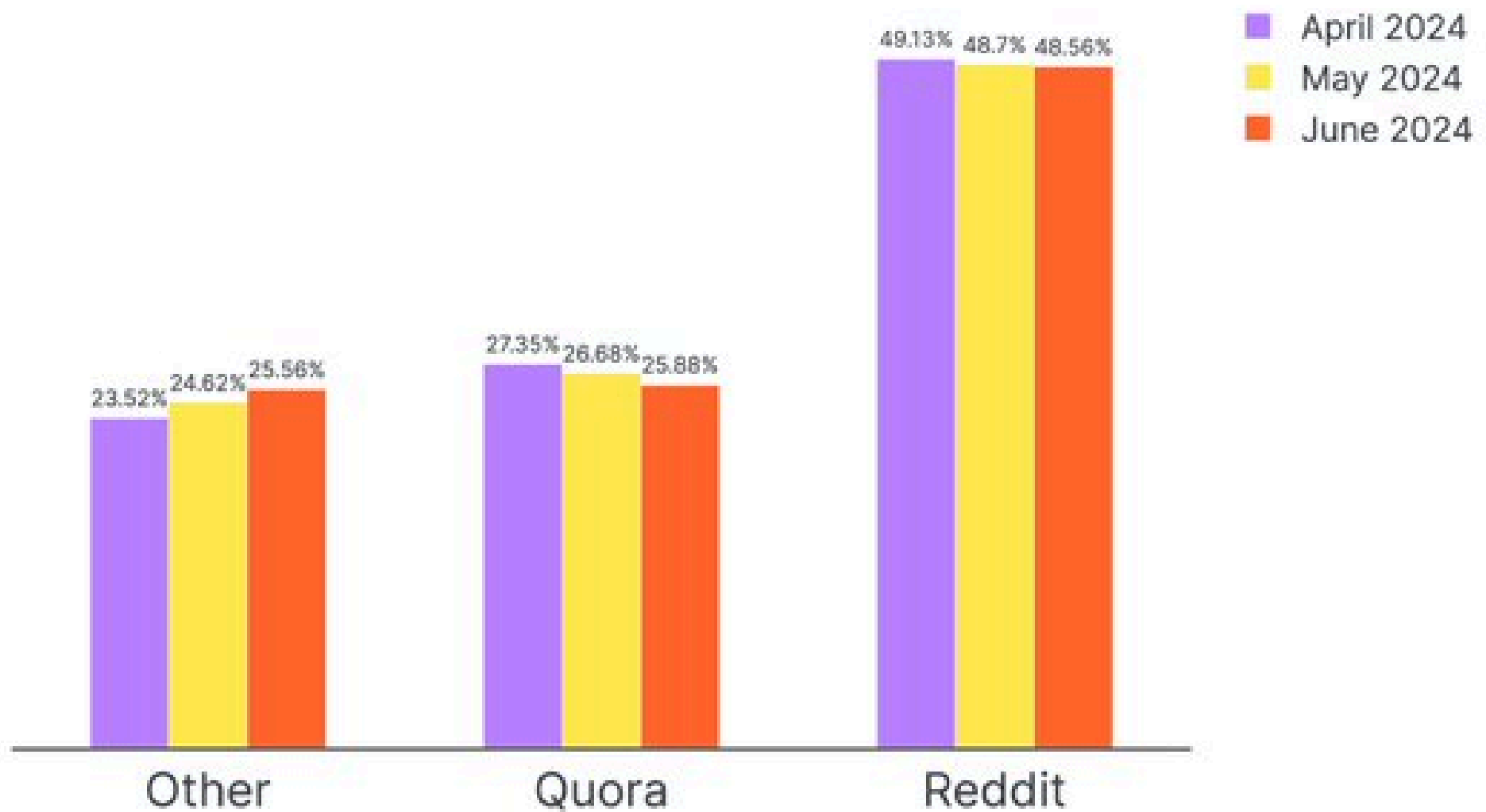


**Reddit traffic has
skyrocketed by 39%
in the past year. 🚀**

**This means more
people are finding
information on the
platform than ever
before. 🤯**


**Google is prioritising
"helpful content"
from forums like
Reddit, which can
sometimes rank
higher than expert-
written articles. 🧐**

Share of sources displayed in discussion and forums SERP features (US data)



Marketers can leverage this by engaging genuinely with Reddit communities and providing real value in discussions. 📈

While Reddit content often lacks formal expertise, its prioritisation reflects a shift towards valuing diverse opinions and real-life experiences. 🤔

Businesses should consider the balance between expert content and community-driven insights to optimise their SEO strategies. 

A \$60 million deal between Google and Reddit for AI data licensing might be linked to Reddit's increased visibility. 💰

Imagine

Better.



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