

**Did you
know**



**55% of Gen Z
shoppers purchase
products online while
browsing through
social media. 🛍️🛍️**

Gen Z-ers value peer reviews and influencer endorsements, making social proof critical – and these also contribute to backlinks and site authority. ★

**High-quality visuals
and engaging content
boost social shares,
which in turn enhance
your SEO performance
through increased
traffic and reduced
bounce rates. 🎨**

With Gen Z's preference for mobile shopping, having a mobile-friendly site improves user experience, a key factor in SEO ranking. ➡️📱

Integrating social media insights into your SEO strategy can keep you ahead of the competition in attracting Gen Z. 🚀

**Imagine
Better.**



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