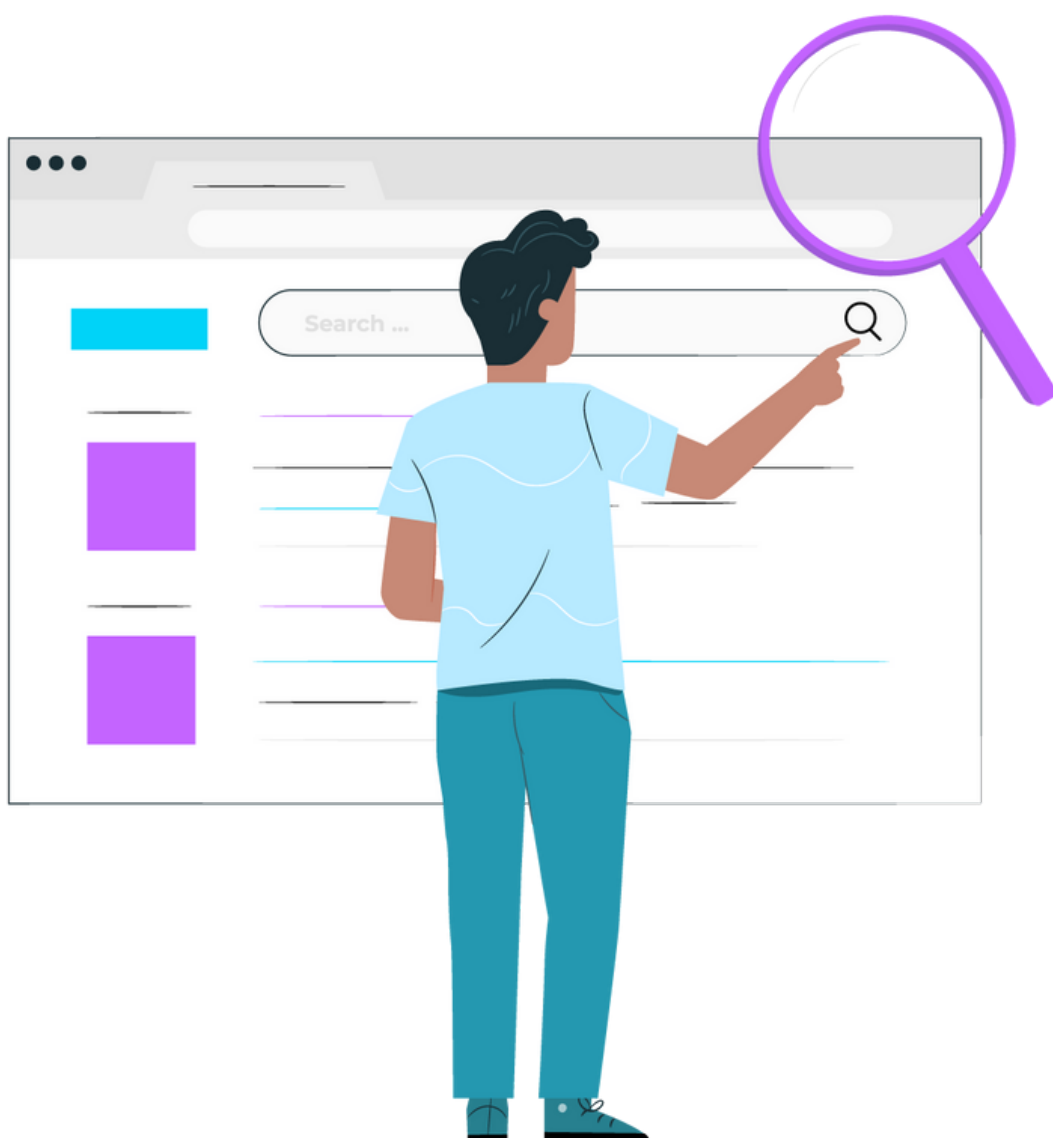


"Future

of

Search"



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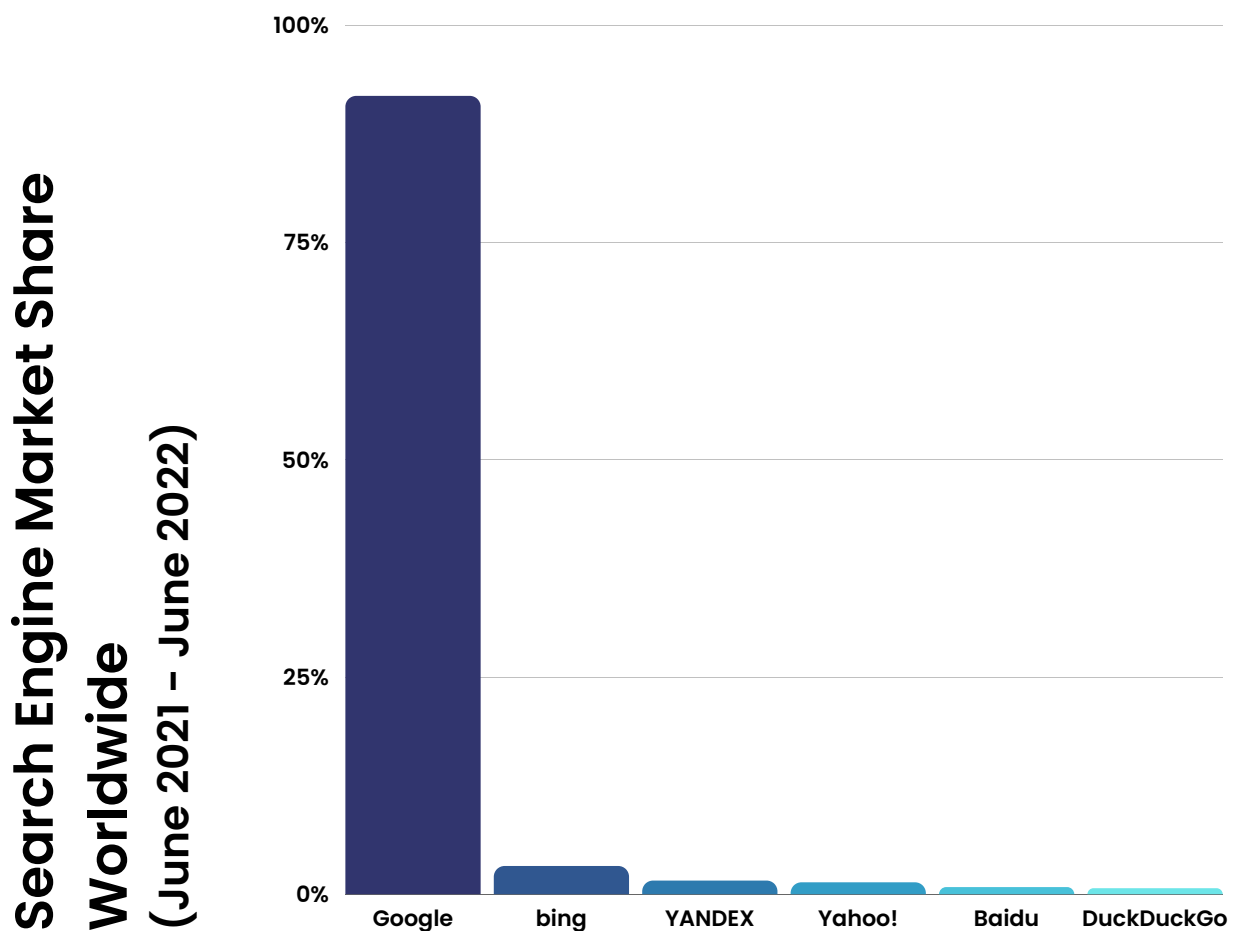
Future of Search

It's no secret that Google and Bing have been slow to adapt to the new reality of social media, but the rise of TikTok and Instagram has left them far behind. When you think about it, search engines have been around for a long time. Google is one of the most popular and well-known search engines on the internet today. So why is Google losing its popularity?

The first step in answering this question is to understand the current state of the search. In 2022, Google controls over 92% of all searches according to Oberlo. This level of dominance has not changed since 2013 when it was 65.2%. Google's dominance in search has been a boon to its business model and allowed them to charge advertisers high rates for sponsored ads. However, the recent shift towards mobile has caused this dominance to decline as more people search on their phones than on desktop computers or laptops. This trend will continue, as mobile search traffic continues to grow faster than desktop traffic, which has been declining for some time now. As a result, people are using apps instead of searching online for information because they can get what they need right at their fingertips. This means that users need to be able to find their desired information quickly with an app that works well across multiple platforms such as Android and iOS devices as well as desktop computers and laptops running Windows or Mac OSX operating systems.



Additionally, there are also alternative options for users who want to avoid Google's services altogether: DuckDuckGo is an alternative search engine that focuses on privacy and neutrality; Bing is Microsoft's answer to Google; Baidu is China's answer to Google; Yahoo! Search still exists but it doesn't offer nearly as many features as Bing does; Yandex (Russia) and Yap (Japan) are also popular alternatives for those who want something different from Google's offerings.



This is where TikTok comes into play because it has been built specifically with mobile platforms in mind so that users can access their favorite content even when they aren't connected to Wi-Fi or cellular networks by using cellular data plans from carriers like AT&T U-verse and Verizon Fios. TikTok also allows users to share content with friends across social networks such as Facebook Messenger Twitter WhatsApp Instagram etc.

Some of the TikTok surprising statistics one should know:

1



Installed 3 billion times.

2



In 2021, TikTok was the seventh-ranked social media app.

3



800% rise in TikTok users in the United States in only 20 months.

4



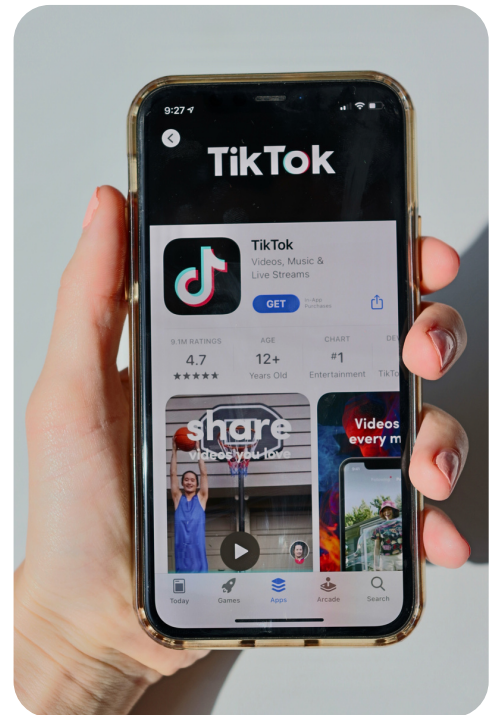
In less than four years, TikTok surpassed 3 billion downloads.

5



America has the highest generation Z penetration on TikTok. Between the ages of 10 and 29, 47.4% of their active consumers were.

Its popularity is due in large part to its ability to attract young viewers who aren't interested in traditional TV programming (so much as they're looking for something entertaining and immersive). But it's also because it allows users to create videos themselves; instead of being spoon fed content by an algorithm, they can now curate their own content from scratch—and that's exactly what young audiences want.



If you think about it, TikTok is actually a lot like YouTube: it gives users control over their own experience instead of relying on an algorithm to tell them what they should watch next. And while we don't think this will completely replace Google or Bing as we know them today—we do think it'll change how people interact with search engines in the future.

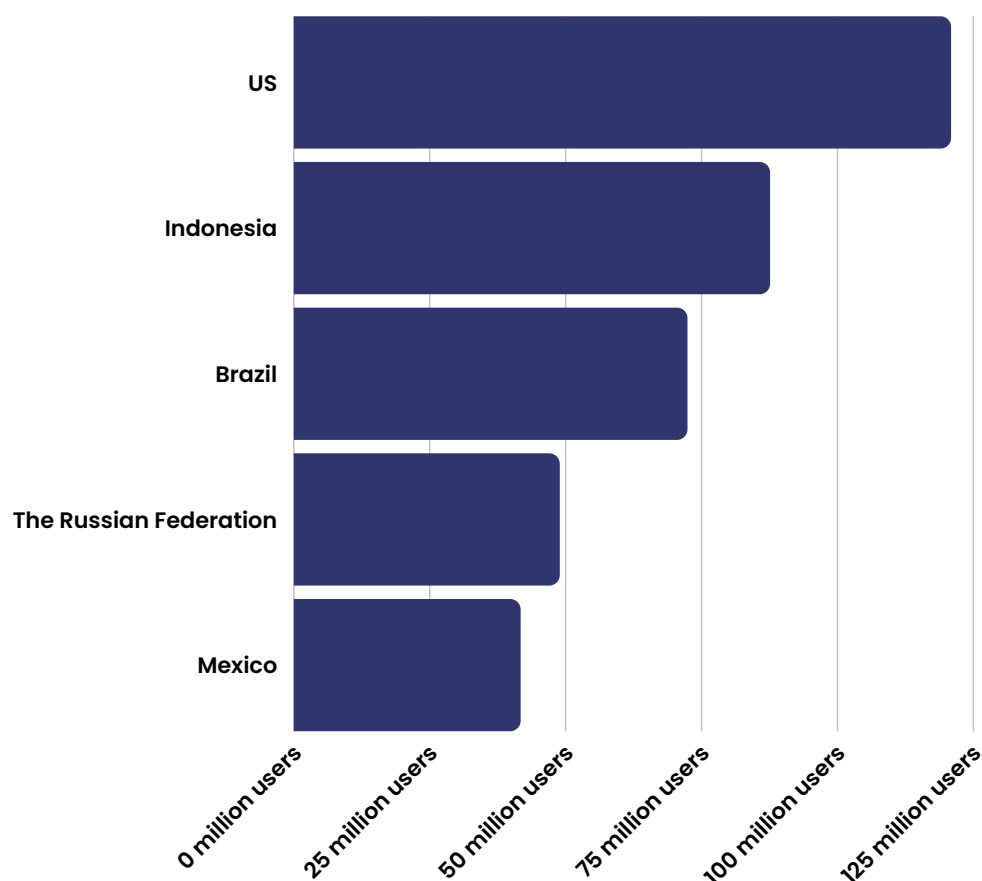
What is the future of Search?

Suddenly the times changed. „Emotions changed! Yeh! Nearly half of Gen Z is using TikTok and Instagram for search instead of Google. What is the future of search? It's no secret that the internet has changed over the years. The way we navigate it, find information, and share ideas have changed dramatically in just a few short decades. As a result, many have wondered what the future holds for search—and if it'll continue to be relevant in the digital age. While there are plenty of reasons to think that search will continue to evolve, some experts believe that Gen Z will drive the most significant changes. Nearly half of Gen Z are using TikTok and Instagram for search instead of Google—and that number could grow even larger as they get older. This suggests that while Google still has many users (and even more advertisers), people are beginning to turn away from it as a primary source of information and instead seek out other options like TikTok and Instagram. But what does this mean for us? Where does this leave us now? And how can we prepare ourselves for these changes?

With Gen Z turning toward social platforms like Instagram and TikTok, the unchallenged king of search is gradually falling into oblivion. The search engine powerhouse made some alarming discoveries in recent research. TikTok or Instagram are used for searches by 40% of young people. People don't use Google Maps or Search to find new restaurants. Instead, they perform that on Insta or TikTok. Will Google change its strategy or go extinct like Yahoo? Evidently, they no longer enter "keywords." Gen Z is addicted to immersive media. It's clear that users are looking for an experience that's different from what they're used to. They want more personalization and more control over their experience. This means that companies will need to adapt their products if they want to stay competitive in today's market climate.

In contrast to millennials and those who were born a few years before the advent of smartphones, Google may develop a more visually immersive method of capturing the attention of the next generation of internet users. Popular Instagram and TikTok videos are already being indexed by Google so they may appear in its news feed. However, consumers might not want to quickly switch from a native app to a browser and do a search.

Top 5 countries with the largest number of TikTok users in 2022



**TEXT
BASED
ANSWERS**

T

VS

**VIDEO
BASED
ANSWERS**



VS

AUDIO



WHAT WORKS WHO?

There are many different ways to answer a question, but the most effective way is a combination of text, visuals, and audio. Text-based answers are more likely to be understood by audiences who understand the language in which they're written. They're also easier for the person who's writing them to write—they don't need to worry about making sure their words are clear, because readers will already have the necessary context.

Visuals can help make complex information easier for someone who doesn't understand written language or graphics as well as text. Pictures can also be helpful when explaining concepts that might be hard for someone to visualize—for example, an illustration of how roads are built over rivers and lakes might help someone understand why traffic engineers would want to avoid building roads over these bodies of water in the first place.

Audio recordings can help people understand ideas that would otherwise be difficult for them to grasp through text alone. This is particularly useful when explaining concepts that are difficult for someone else to visualize but easy for you to describe with your own words—for example, if you're talking about how a car works and you want your listeners' attention focused on the sounds coming from inside the car rather than on.

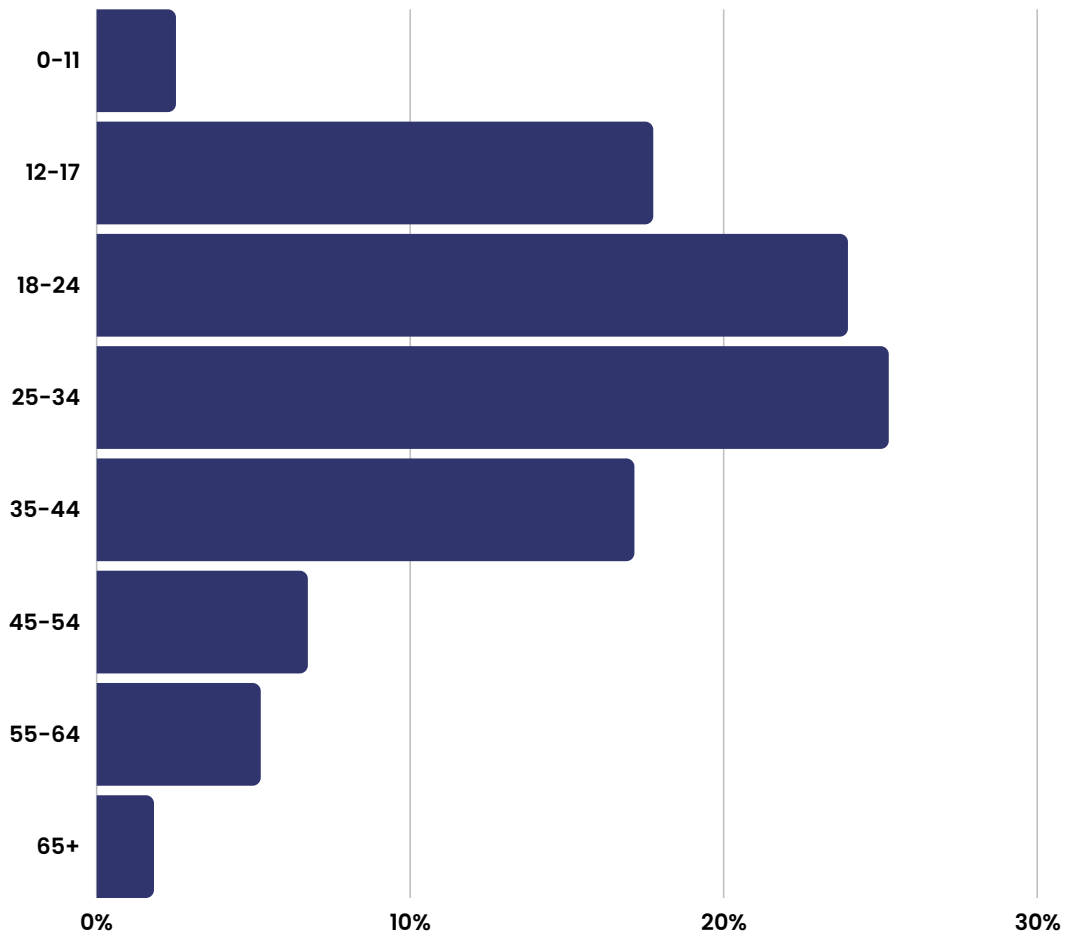
Text-only content is more complex to follow than one that includes a picture or chart, and it's also not as engaging. You can't see the person giving you the information in the same way you can if they are drawing it out for you. And while audio-only answers are great for research—they're quick, easy and convenient—they can also be difficult to understand if you don't know what you're looking for. The best thing about both is that they allow you to get your answers in seconds with little effort on your part. Text-based answers are best for learners who need to understand the information quickly. Visuals, audio and images can be more effective for those who need to make connections between concepts and ideas.

How is GenZ searching today?

TikTok and Instagram are preferred by Gen Z over traditional social media sites like Facebook, which they find less appealing. It seems like half of Gen Z now searches for information on TikTok and Instagram rather than Google. According to Google's own research, which was initially published by TechCrunch, around 40% of Gen Z prefers to search on TikTok and Instagram over Google and Maps. Remember that when TikTok's short-form video style became popular, it upended the social media world. Its influence was so great that other large corporations, including Instagram, adopted it and added features like "Reels."



Distribution of monthly active TikTok users in the United States as of April 2022, by age group



Even yet, TikTok is expanding at a rate that will eventually surpass that of American social media powerhouses like Facebook, Instagram, and ultimately YouTube. An earlier study predicted that Facebook will lose 1.5 million teen users by 2025 due to the continued popularity of Snapchat, Instagram, and TikTok among GenZ. With a current population share of 27%, Gen Z is the biggest generation in American history. Generation Z, who were born between 1997 and 2012, is presently between the ages of 10 and 25. Many people are now joining the profession on a full-time basis, boosting their purchasing power. We'll all like to keep an eye on Generation Z because of their rising purchasing power and willingness to influence societal issues and changing technological trends.



Differentiation Between TikTok, Instagram and Google

Almost every individual is well known for the use of TikTok, Instagram, and Google but not everyone is aware of the fact that they all are different from each other and how they are affecting each other's market value. TikTok and Instagram being social media applications do affect the search engine's business, Google. Let us know how they all are different from each other:

- **What TikTok is all about?**

TikTok is a famous social media application launched in China in 2016 as Duoyin and was globally launched in 2017 as TikTok. It was one of the social media applications which gained popularity in a short period and it is growing faster in the world as well. It is a video-sharing app that allows its users to make short videos of up to 15 to 60 seconds. Again it has a feature called 'Duet' that allows the collaboration of two different users. This application became a favorite of Gen Z users in a very short period.

TikTok uses Artificial Intelligence to help content creators in sharing the best of their potential. This app has so many features for editing the video before sharing like stickers, filters, diverse music options, and effects. This application also allows paid advertising like branded hashtag challenges, brand takeovers, in-feed ads, and branded effects. But it does not hold a strong game position in advertising as Instagram does.

- **What Instagram is all about?**

Instagram is a social media platform on which users can share photos and videos. This social media platform is managed and owned by Facebook. This application was launched in 2010 in America. This social networking service became the most popular during the global pandemic. A huge number of people became its user and started sharing their videos and photos, this application became a way to showcase their talent, for some it became the source of income and for some, it became the advertising platform.

After the controversies about the TikTok ban in India, Instagram introduced the world with its new feature called Reels. Same as TikTok, reels are the short music, dance or lip sync video, etc. shared by its users on the application. The concept of reels was very similar to TikTok videos but with fewer features of editing the video before posting. This way Instagram got a brand new way to engage the users and attract more community towards it during the pandemic.

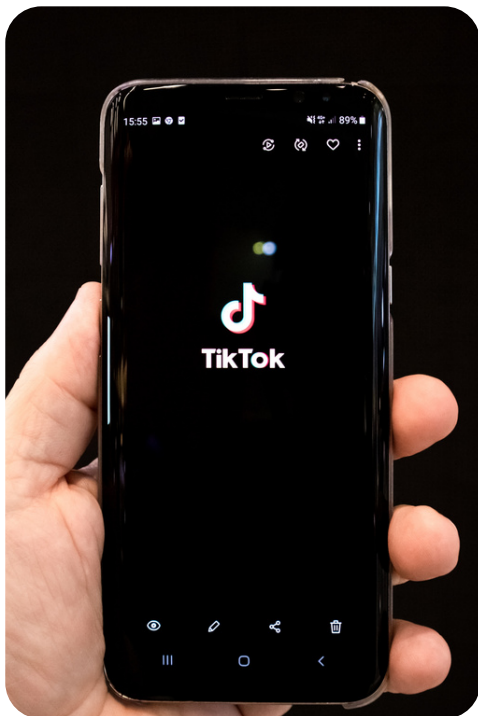
- **What Google is all about?**

Google is a search engine founded in 1998 by Larry Page and Sergey Brin. The parent company of this search engine is Alphabet Inc. Google handles more than 70% of the online search requests worldwide. Firstly, Google began as an online search engine but today it offers more than fifty Internet products and services such as Google docs, e-mail, maps, software for computers, mobile phones, etc.

After a point, Google's rapid growth was reflected in strong financial results that eventually played an important in the growth of internet advertising. From searching for a good place to eat to searching for a job opportunity people started to switch to Google. And now Google's net income is 7,600 crores USD (2021).

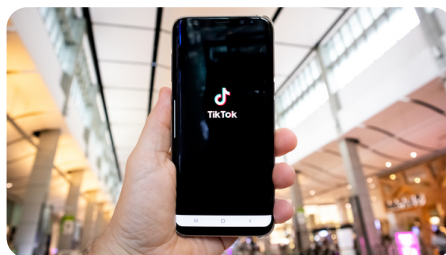
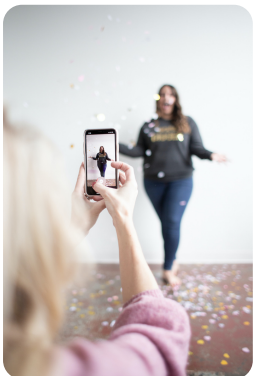
Instagram and TikTok being famous social media applications can be a threat to Google, the search engine's business. People nowadays save reels and TikTok videos for the future to visit the place shown by the content creators on it. Before that people use to look up Google maps and search to find a good or famous place to eat or visit. More than 40% of Gen Z users use Instagram and TikTok if they want to find some exciting place to visit or some famous place to eat instead of using Google Maps and Search, this is a survey by Google itself.

This way Google will definitely lose its users and can experience a loss in its business. But to cope with this problem Google is planning to change its features to attract its users back to Google Maps and Search.



Why does Gen Z favor TikTok so much?

Understanding the interaction between people and platforms is highly indicative of what to anticipate of this next generation, much as millennials powered the development of previous social media platforms, like Facebook and Instagram, and Generation Z is driving the emergence of TikTok now! Apparently, TikTok is quickly taking over the social media sector, especially among young users, as opposed to Instagram. Every day, new social media platforms are created and released, but the majority of them lack the qualities and characteristics necessary to become well-known and spread quickly. Instagram, on the other hand, handled it worked really well and was able to draw a sizable user base from all over the world. And TikTok is currently forging ahead. Due to their emphasis on visual interaction, platforms like "TikTok" and "Instagram" may be preferred by younger audiences for search reasons over "Google." For instance, it's more interesting to learn everything there is to know about a neighborhood cafe in a 12-second clip than it is to read several reviews or a 3-minute blog post. Additionally, people increasingly have shorter attention spans and demand concise, educational content delivery.



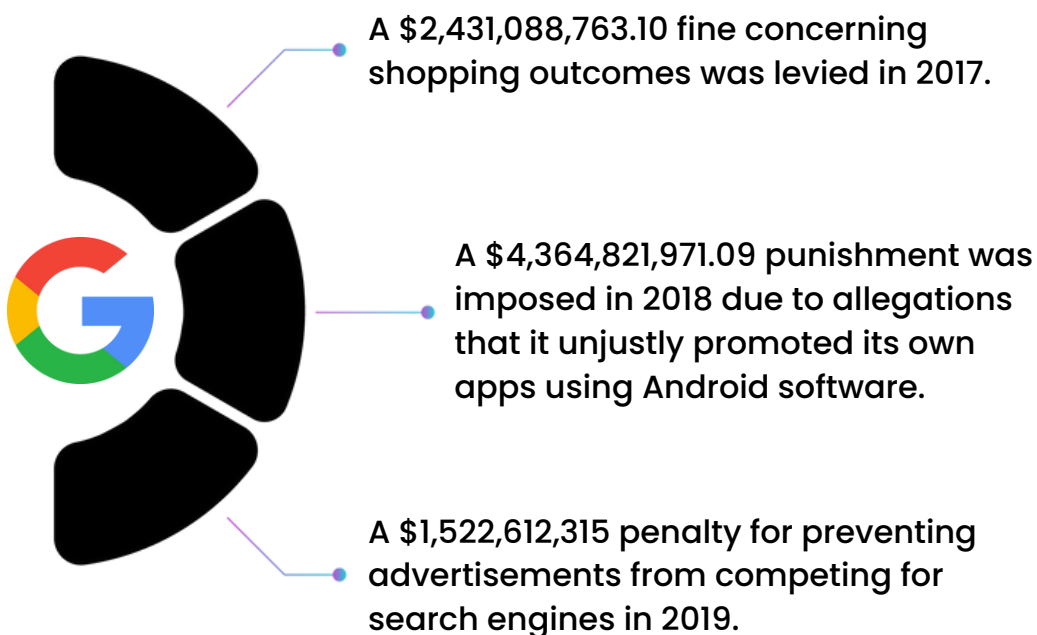
Therefore, it is not surprising that Generation Z is a major driving force in the development of personalized goods and personal brands. This alters how businesses traditionally categorize their customers based on their socioeconomic status, pushing them to come up with novel strategies to capitalize on Generation Z's distinct personality. TikTok flourishes in the meanwhile because of its enormously diverse contents and algorithm that provides personalized recommendations.

For instance, it is reasonable to expect that a person searching for a video to replace a car's tire would prefer a one-minute short outlining the basics over a longer explanation on YouTube. The search features on TikTok have also evolved over time. Predictive text, for instance, limits the need for users to leave the platform by suggesting popular queries. They may get a video for 10 other neighboring eateries with only a basic search query for one.



Google Charged by the US Government

For many years, it has been known that Google pays Apple billions of dollars annually to ensure that their search engine is the one that users see on their iPhones and in the Safari web browser. It is common knowledge that Google has agreements with phone providers mandating the inclusion of Google applications on smartphones and the near-universal use of its search engine. The US government has charged Google with breaking competition laws to maintain its monopoly over Internet searches and advertising in 2020. The case is the largest challenge US authorities have yet made against a significant tech corporation. It came after more than a year of research and at a time when the top digital companies are under examination for their operations both domestically and overseas. According to BBC News report 2020, similar allegations were made against Google in the European Union. It has already filed an appeal in relation to the €8.2 billion (\$9.5 billion; £7.3 billion) in fines that the European Commission is seeking.



How is Google protecting its market share?

Although TikTok's algorithm does not yet pose a direct threat to Google, its potential to overtake Google as the leading search engine in the near future suggests that it may do so. In order to protect its market share, Google has had to make changes to its business model. They started off by cutting out the middleman and selling directly to consumers. This was a huge change for them because it meant that they were no longer able to charge companies for using their product or service. It also means that they are not just creating content but also producing it themselves. This has allowed them to create more original content and control what gets released into the public sphere. Google is also now able to use its own advertising dollars as leverage against companies that do not agree with its terms of service.

While Google is also offering its services for free. By giving away products and services, Google can gain a larger customer base and more control over the online experience. The company has also created a number of products that can be used on mobile devices, so it doesn't have to be limited to laptops or desktops. In addition to this, Google has made it easier than ever for people around the world to use its services with less hassle.



Google is aware of the danger that online video services like Tiktok and Instagram pose. Google is aiming to roll out more interesting features in order to stay competitive, even if it does not currently view this as reason for concern. At the Google I/O conference in 2022, Google introduced an immersive look for its "Google Maps" platform in an effort to draw younger consumers to its platforms.



Google introduced a new tool called "people search next" earlier in 2022 that enables mobile users to view trending searches based on their search terms. Additionally, a new "multi search" capability for "Google Lens" was introduced, allowing users to concurrently search using text and pictures.

The company's search engine is one of its main products, as it provides users with access to information whenever they need it. This allows them to find whatever they're looking for quickly and easily, which makes shopping easier as well as provides them with access to things like maps, weather forecasts, and news stories without having to go through other sites first (which would take longer).



Google unveiled MUM in May 2021 as a 1000 times more potent version of BERT. The foundation of both technologies is natural language processing. But MUM is about more than simply linguistic analysis. To enhance the user experience, MUM integrates a number of technologies to make Google searches even more semantic and context-based. Google aims to respond to difficult search inquiries for which a standard SERP snippet is insufficient using MUM.



What is Google MUM?

Multitask Unified Model, often known as MUM, is a new Google search technique that was initially unveiled in May 2021. Google uses MUM to improve semantic databases like the Knowledge Graph and move toward the objective of a comprehensive knowledge database. With MUM, Google aims to improve global search to the same qualitative level across all indexes and search instances, providing a high-quality user experience across all nations and languages while also operating more effectively in terms of their own resources. The average number of searches needed to find the answer to the most difficult search query is eight. As a result, Google wants to anticipate what those queries could be and respond to as many of them as it can in a single SERP. However, this is not MUM's main purpose. In fact, Google is aggressively distributing this AI across a number of departments in the hopes that MUM may aid in resolving further search-related issues. Businesses and SEO specialists could anticipate seeing MUM mentioned in a variety of upcoming Google updates given current estimations of what those challenges may be.

Enrich SEO Element

Google MUM has the ability to drastically alter search engine optimization, much like the BERT algorithm did before it. Business owners and industries that respond to these changes stand to see massive improvements in their overall search rankings, particularly if they combine traditional SEO strategies with newly developed, more pronounced SEO elements. This is because of its improvements to existing features and its multidimensional approach.

Multimodal

MUM has the power to change how Google assists you with difficult tasks. In addition to understanding language, MUM also produces it. It is trained simultaneously on several tasks and across 75 different languages, which enables it to acquire a more thorough comprehension of material and general knowledge than earlier models. Additionally, MUM is multimodal, meaning it can comprehend data in both text and picture form and, in the future, expand to additional forms such as audio and video.

Removing Language Barrier

Accessing information might be significantly hampered by language. Due to its ability to translate knowledge between languages, MUM has the potential to eliminate these barriers. It can learn from information written in a language other than the one you searched in and assist in presenting that information to you. Even if there were extremely valuable data on Mt. Fuji published in Japanese, it would likely be impossible to locate it now if you didn't conduct a search in that language. However, MUM can translate information from sources into other languages and leverage those understandings to locate the most suitable results in the language of your choice.

Will Google's MUM actually open up the search scape to a more global experience even if it aims to comprehend something about what we might be looking for than any search engine has ever before? As the rollout picks up speed, more questions and more doubts arise that we are unable to fully address. We can't determine how Google will adapt MUM in the future until it happens. After all, advancements in technological advancement are always being made.



MUM

Google introduces MUM, an even more powerful technology focused on Natural Language Processing. In addition to texts, videos, audios and images can also be better interpreted.

2021

Various Google Core Update with focus on E-A-T

Since 2018, Google has been performing major core updates to its ranking algorithms several times a year with a focus on E-A-T.

Bert

Google uses Natural Language Processing to better semantically interpret search queries and documents in Google search.

2018

Rankbrain

Introduced Rankbrain Machine Learning for the interpretation of search queries in Google Search. Via vector space analysis, search queries and documents can be better interpreted semantically.

2015

Knowledge Vault

Knowledge Vault for data mining to expand the "Longtail of Knowledge".

2014

E-A-T

Google explains the E-A-T principle for the first time in the quality Rater Guidelines. Via E-A-T, entities can be rated according to authority, trust and expertise.

2014

Google Hummingbird Update

Hummingbird, a new basis for ranking algorithms that enables semantic interpretations of search queries and documents via entities.

2013

Google Knowledge Graph

Introduced the Knowledge Graph as a semantic data base for google search. The Knowledge Graph captures the relationships of entities and their attributes.

2012

Google Buys Freebase

Google buys the semantic database freebase as the basic for the knowledge graph.

2010

TikTok Search Engine Optimization

When businesses discussed search engine optimization (SEO) for more than ten years, they inevitably brought up Google. Online searches for goods, entertainment, and information have started to go elsewhere as a result of the emergence of digital behemoths in the social networking and e-commerce sectors, such as the everything-buying site Amazon and video-sharing applications like TikTok. TikTok provides a wealth of options for digital marketers and other individuals trying to get a piece of the 500 million user audience as one of the most powerful social media platforms. Instead of seeking out the best place to buy TikTok followers, one must understand how people browse for videos, what kinds of content are most popular, and how to reach viewers who are most likely to share content or follow you regularly in order to increase the visibility of their content on the platform.

There is already a whole genre of material on TikTok devoted to assisting producers with SEO and app discovery. While SEO for TikTok videos is a little different than the SEO for other video platforms. YouTube, for example, has a lot of videos that are pretty much the same—you can watch an entire episode of a show on one channel, and it will be very similar to each episode you watch. TikTok doesn't have this problem; every video is unique and different from the last.

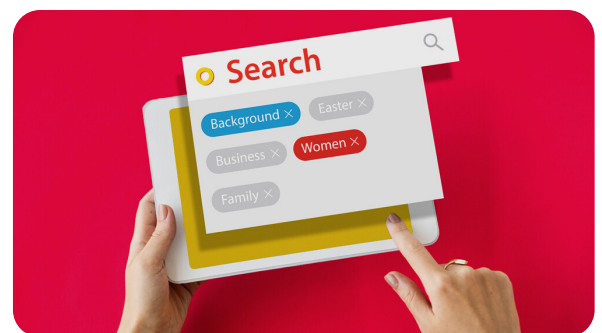


SEO for TikTok videos is a process that involves a lot of research and optimization. In order to rank well in search engines, you have to make sure that your content is optimized for the platform's search algorithm. This means that you have to make sure that your video title is keyword-rich, your video description contains specific keywords, and all relevant tags are properly included in your titles and descriptions. You also need to find out which words people use most often when searching for TikTok videos (and use those words) so that you can use them in your content as well.

You can do this by using tools like BuzzSumo or Google Trends to see what terms people are using most frequently when searching for TikTok videos on Google or YouTube. Then, use those terms in your titles and descriptions so that they will show up more often when someone searches for them.

There are three main ways to do SEO for TikTok videos:

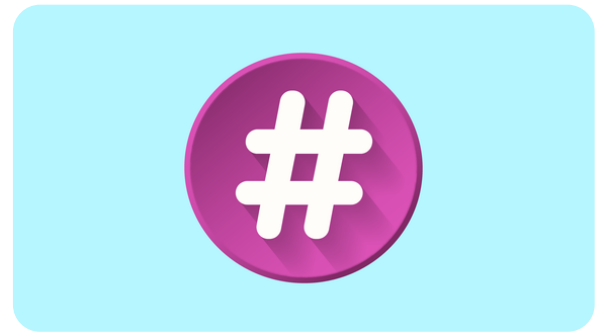
1) **Keyword Research** - Keyword research is one of the most important parts of SEO. You need to know your competitors and their keywords so you can figure out what they're using in their videos so you can use those words in yours too. This will help you rank higher in search results and increase your chances of getting more clicks on your videos!



2) **Video Optimization** - Video optimization is also important because it helps people find your videos more easily by making sure they're easy to find on search engines like YouTube or even TikTok itself!



3) It all ultimately comes down to hashtags when it comes to TikTok SEO. Hashtags will support your capacity to optimize your content for the search engine, much as how Instagram SEO functions. Based on their intentions, some hashtags are subscribed to by particular categories of users on TikTok.



It might be challenging to employ TikTok's high-volume hashtags, but you can use lower-volume tags to increase your traffic and prepare for higher-volume hashtags. Hence, the ability of hashtags to help tiny accounts expand into big ones with hundreds of thousands of followers is one of TikTok's key advantages. The aim behind SEO is to make your TikTok content more appealing to viewers so that you can reach a larger audience.

TIKTOK SEO



FOCUS ON YOUR HASHTAGS

Focus on long-tail hashtags when you start

A lot of content creators focus on hashtags that have high volume and are too saturated. Find hashtags you can rank well in and be at the top of the 10 be promoted on the home page.



COMMUNICATION WITH YOUR AUDIENCE

Use your other social media and website to communicate with your audience

All content creators should have a website and other social media platforms to engage with and connect to new followers.



OPTIMIZE YOUR CONTENT FOR SEO

Grow into high volume keywords and optimize

Go through your past content and look for opportunities where you can optimize with your new keyword pocket and hit high traffic levels.



CREATE USER FUNNELS FROM TIKTOK

Many users fail in moving traffic from their TikTok to other platforms.

Create an engaging website that displays your brand and encourage users from TikTok to visit it. Track how they interact with your brand and remarket to them accross Facebook. This is our goal.

Which clips will show up on your For You page is determined by the TikTok algorithm, which is a recommendation system. On their For You page, no two users will watch identical videos, and the movies you see may change over time based on your viewing choices and even your emotional condition.

- **Play Around With the New TikTok Features**

TikTok is all about experimenting and trying out fresh concepts. Using emerging products as a "beta" user can help you increase the number of people who interact with your material. Particularly given that TikTok prominently displays the features and tools you used to alter your movie before posting. Watch out for new feature releases—you might want to test them out to increase your visibility!

- **Specify a niche**

The TikTok algorithm will start to identify your expertise and start showing your material to the appropriate audience the more frequently you post films that are relevant to your area. Consider the subject matters that best appeal to your target audience. Is it reviews, comedy routines, dating advice, or tips on makeup? Once you've identified your specialty, regularly incorporate keywords into your video content and subtitles. Give the algorithms all the information it requires to classify your content.

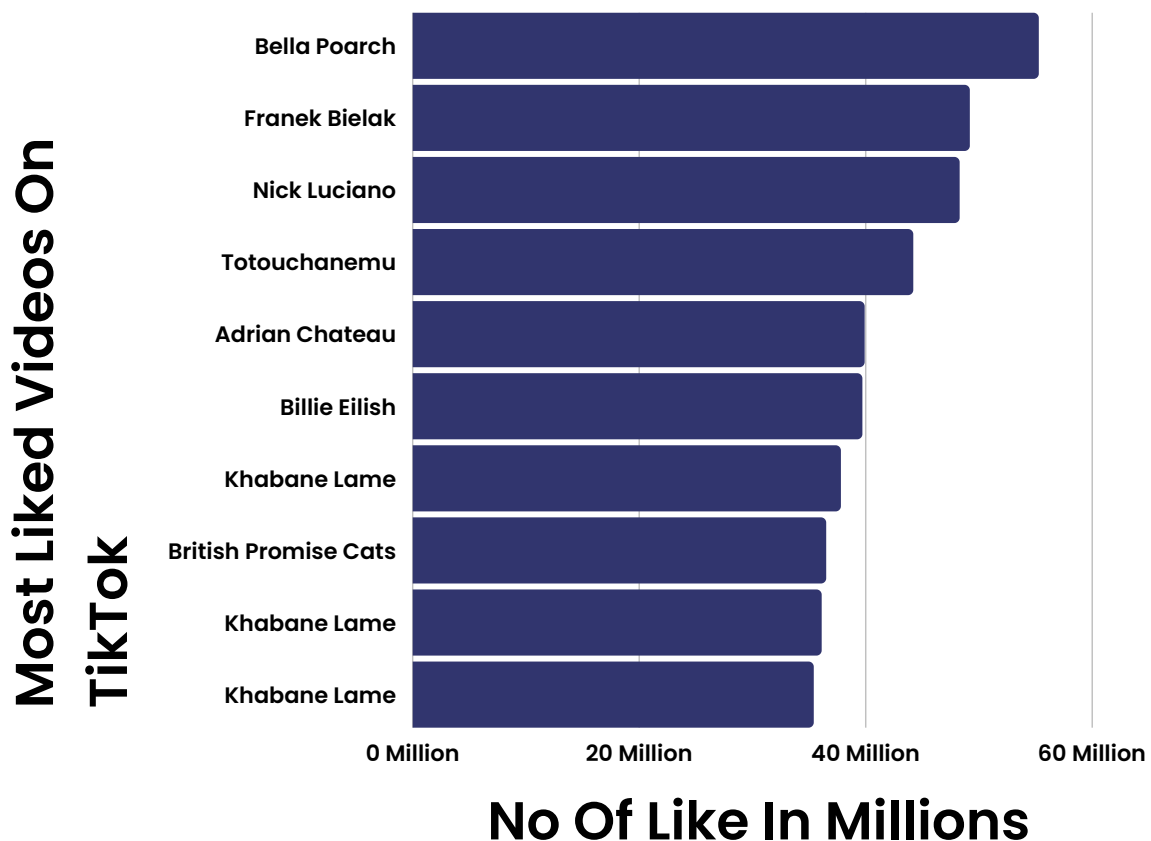
- **Utilize popular TikTok audio**

Trending music and TikTok get together like a house on fire, it goes without saying. Consider utilizing popular sounds in your videos while they're still popular since the TikTok algorithm favors them.

- **Settings for Device and Account**

It includes preferred language, selected country, and device type. These characteristics are included to ensure that the system is performance-optimized, but since users don't express these preferences explicitly, they are given less weight in the recommendation system than other variables that TikTok tracks.

TikTok recommendation engine considers each of these criteria and assigns a weight depending on how relevant each is to a user. Stronger interest indicators, such as whether a user watches a lengthier video through to the end, would be given more weight than weaker ones, including if the film's viewer and creator are from the same nation. After ranking videos based on how likely it is that a viewer would find them interesting, they are subsequently sent to each individual For You stream. Although a video is more likely to gain views if it is posted by an account with more followers since that account has amassed a bigger follower base, neither the follower count nor the existence of prior successful films on the account is the primary variable in the recommendation system.



Conclusion

In the end, Google is clearly trying to transition toward more of a news-based search platform. But TikTok can't be counted out yet. They are still a major player in online entertainment videos, and they have millions of users looking to spend time and money on their platform. The key question is whether or not they can stay relevant enough to withstand the competition. As the old saying goes, time tells all stories. While US search trends are telling us a story of transformation and progress, there is still much more research to be done to fully understand the future of search. Whatever your preference might be, the future of search is going to look a lot different than it does now. Google is still the number one player in the search market, which has yet to be disrupted by a better product. Google's ultimate ambition is to facilitate more seamless human interactions by intuitively responding to those interactions and providing better search results based on those.

The future of search may revolve around more than just keywords, but the impact these three features could have on the overall user experience suggests that it will almost certainly include them as well. However, we should not overlook the growth of TikTok. TikTok uses a unique system that creates a way for users to share content without any social media app. This could be their secret to success while also being one of the reasons why they doubt they'll be able to surpass other platforms. There are endless possibilities when it comes to TikTok and all we can do is wait and see what happens in the future. However, it shouldn't be too difficult to see that TikTok still has a long way to go before it can come close to matching the popularity of something like Google.

Note: Remember that the future of business is not just a search engine or one platform. You want to be looking at a portfolio of all the different websites or applications that you can use to market your brand and create your followers.