

Google is dying... slowly

Dark Truth About Google's
Decline



Vinay Upadhyay
@digitalvinay



Slow Death of Google and SEO

Practical Guide to the Future of Search

- ◆ Google is dying... slowly.
- ◆ SEO is evolving fast.
- ◆ If you don't adapt, you'll get left behind.

💡 **In this detailed guide, I'll break down**

- Why Google's dominance is fading.
- How search behavior is shifting.
- What the future of SEO looks like.

The **new SEO strategy** you need to succeed in 2025.

Let's dive in ➡

01



Vinay Upadhyay
@digitalvinay

➡ Swipe to learn ➡

The Death of Google? 🤔

For **20+ years**, Google was the king of search.
But now... things are changing.

- ◆ **Google once controlled over 90% of search**
- ◆ **Today, it only holds 18% of global searches**

⚠️ Why? More competition. More search alternatives.



The Rise & Fall of Google

How Google Rose to Power (1998 – 2020):

- Organized the world's information in one place.
- Provided the best search results (compared to Yahoo, AltaVista, etc.).
- Clean, ad-free experience.

Why Google is Losing Its Grip (2020 – 2025):

- ✗ User behavior is changing.
- ✗ New platforms offer better search experiences.
- ✗ Google's ad-heavy results are frustrating users.



Google's Market Share is Shrinking

📌 Let's look at where people are searching today:

🔍 Google: 8B searches/day (~18% of total searches)

➡ Instagram: 6.5B searches/day

🤖 ChatGPT: 1B searches/day

📌 Pinterest: 2B searches/day

🛒 Amazon: 3.5B searches/day (High buyer intent 💰)

● People aren't just using Google anymore!

04



Vinay Upadhyay
@digitalvinay



Why is Google Losing Power?

📌 Three Big Reasons:

1 Shifts in User Behavior ➡

- ✓ People now search on TikTok, ChatGPT, Amazon, etc.
- ✓ Younger generations prefer voice search (Alexa, Siri).
- ✓ Visual & conversational search is in demand.

2 Google's Failure to Innovate

- ✗ ChatGPT provides direct answers (no clicking needed).
- ✗ Amazon dominates product search.
- ✗ Instagram/TikTok inspire better than Google Images.

3 Google is Ad-Obsessed 📊

- ✗ Too many ads = worse user experience.
- ✗ People want answers, not sponsored content.

🚩 **Google is still powerful, but it's no longer the ONLY game in town.**

05



Vinay Upadhyay
@digitalvinay



Is SEO Dead?

NO! It's Just

Changing.

SEO is NOT dead, it's EVOLVING.

📌 The New SEO = "Search Everywhere Optimization"

- ✓ Google SEO still matters.
- ✓ BUT you also need to rank on:
 - ChatGPT
 - TikTok
 - Instagram
 - Amazon
 - YouTube
 - Pinterest

📢 **The winners will be those who dominate across multiple platforms!**

06



Vinay Upadhyay
@digitalvinay



The New SEO Strategy (2025 & Beyond)

◆ 1. Build a Strong Brand

- Brand mentions = ranking signals across ALL platforms.
- More mentions = more trust = higher rankings.

◆ 2. Focus on Engagement 🔥

- If users engage with your content, platforms rank it higher.
- Example: Longer watch time on Instagram = More visibility.

◆ 3. Optimize for ALL Platforms 🛠️

- SEO for Google (Yes, still important).
- Content SEO for Instagram/TikTok/Pinterest.
- AI SEO for ChatGPT & Bing AI.
- Product SEO for Amazon & Shopify.

07



Vinay Upadhyay
@digitalvinay



Practical Tips to Win in the New SEO Era

✓ Be present on multiple platforms

- Example: A handbag brand should rank on Google, Amazon, TikTok & ChatGPT.

✓ Leverage AI SEO

- Optimize content to get mentioned in AI-generated responses.

✓ Encourage Brand Mentions

- More social proof = Higher rankings everywhere.

✓ Get Customer Reviews & Ratings ★

- 4.5+ star ratings help with visibility on Google, Amazon & AI search engines.

🚀 **Adapt NOW & you'll stay ahead of the competition.**

08



Vinay Upadhyay
@digitalvinay



Future of Search = More Opportunities

 SEO isn't dying it's expanding.

- ◆ **Google is still big**, but it's not the only option.
- ◆ You can get **traffic from multiple platforms**, not just one.
- ◆ The businesses that **diversify their SEO efforts** will WIN.

 Now is the BEST time to leverage multi-platform search.



Takeaway

- ✓ Google is slowly declining, but SEO isn't dead.
- ✓ Search is expanding to more platforms (ChatGPT, TikTok, Amazon, etc.).
- ✓ To succeed, you must optimize for ALL search engines.
- 🎯 SEO = Search Everywhere Optimization

[🔗](#) **Want more insights? Check out my next post guide on how to get rich with AI in 2025.**



Thank you

Save & Share this if you
found it valuable



- Hit LIKE 👍 (It fuels my motivation!)
- Drop a comment with “❤️” if you’re ready to leverage educational content.
- Follow me [Vinay Upadhyay](#) 🔔 – Daily SEO insights to keep you ahead.



Vinay Upadhyay
@digitalvinay

