



# Visual Search is Revolutionizing SEO Strategies

Visual search is transforming how users find products online. Instead of typing keywords, they now snap photos to get instant results thanks to tools like Google Lens.

This shift is especially important for local businesses places in Toronto and Richmond Hill.

**Visual SEO isn't just about keywords anymore;** it's about making your images searchable. If your website isn't ready for this change, you risk losing visibility and customers.

## Google Leads the Way:

Google Lens lets users search via images, screenshots, or the camera, especially on mobile.



## SEO Is Now Visual:

Metadata and visual content matter as much as traditional keywords.

## How It Works:

Visual search uses image metadata and AI to match photos with similar items online.

## Big in E-commerce:

Platforms like Amazon and SHEIN use it to turn photos into instant purchases.

## New Shopping Behavior:

Shoppers take pics in-store to find cheaper versions online.



## Must-Have SEO Practices:

Add alt text and keywords to all images



Use high-quality, multi-angle visuals



Apply AI tools to follow trends



Add schema markup for better indexing



Ensure your site is mobile-friendly and fast



MRKT360 helps businesses stay ahead in a visual-first world—so you're found even when no one's typing.

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