



The Impact of Social Media on SEO Performance

Social media significantly impacts SEO performance by driving website traffic, increasing brand visibility, and enhancing engagement metrics. Interactions on platforms like Facebook, Twitter, and Instagram contribute to backlinks and content sharing, influencing search engine rankings. Collaborating with an [SEO company in Faridabad](#) ensures strategies integrate social media optimization to maximize online presence and SEO effectiveness, leveraging both platforms for improved visibility and organic growth.

