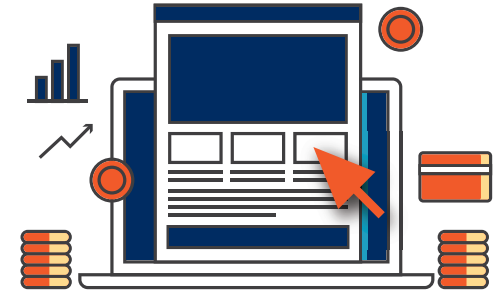




SEO vs. PPC



WHAT IS SEO?

Search Engine Optimization is optimizing your website in order to make it more relevant to natural or organic search terms.

BENEFITS

- SEO's return on investment will continue to rise over time and is therefore better in the long run
- SEO relies on organic searches which consumers tend to trust more than sponsored advertisements
- SEO helps your website show up more often in relevant organic searches

LIMITATIONS

- SEO requires time in order to generate results
- SEO requires ongoing upkeep and a lot of factors are out of your control
- SEO requires dedicated time to monitor through various tools and make content adjustments or adding additional content

WHAT IS SEM PPC?

Search Engine Marketing (SEM) Pay Per Click is a form of advertising that involves bidding on targeted keywords through an ad platform in order for your ad to appear on the search engine's results page.

BENEFITS

- PPC has instant results and connects you with people looking for what you offer
- PPC offers targeting to reach specific groups of people, interests, and geographical areas and therefore more likely to purchase
- PPC can provide a steady stream of visitors and allows you to promote a specific deal, product, or service

LIMITATIONS

- PPC does not directly improve organic search rankings, but can increase traffic volume to your website, sending positive signals to search engines
- PPC requires testing campaign variables to improve conversions and ROI
- PPC requires continual monitoring to optimize performance