

SEO

Search Engine Optimization

AND
OR

PPC

Pay-Per-Click Advertising



VISIBILITY

When done right, SEO increases your visibility in organic search results – the “free” listings that show up below paid ads on a search engine results page (SERP).

PPC allows you to bid on valuable above-the-fold advertising in search results – on the SERP for a given query, paid ads show up above organic listings.



TARGETING

Determining which content shows up in organic search is up to search engines – you can use SEO to help explain to search engines what you’d like to rank for, but ultimately, reaching your target audience through organic search is an imperfect science that requires ongoing testing and optimization.

Because you choose which queries your paid ads will show up in the SERPs for, PPC allows for much finer targeting than SEO does. PPC also lets you analyze the ROI of your campaigns in real time, so you can continually fine-tune your target audience to maximize conversions.



EFFORT

SEO requires many different components – including technical, on-page, and off-page optimization – working together to get results. It’s difficult to pull off without the help of experts, particularly because best practices constantly evolve as search engine algorithms update.

PPC requires heavy lifting up front to set up. From there, the ongoing goal is fine-tuning and optimizing the account to maximize conversions, analyzing the data and experimenting with targeting to meet your business’s goals as efficiently as possible.



COST

When done right, SEO is one of the most cost-efficient ways to increase web traffic, especially over time. However, while organic clicks are technically “free”, SEO is still an investment – you’ll need to hire experts to be truly successful.

Instant visibility comes at a cost. The exact cost and placement of a paid ad is determined by auctions, which are weighted by factors like search volume, competition, and various other metrics.



TIME

SEO takes time. You may start seeing early wins within a few weeks, but you’re unlikely to see the full return on your investment for months, or even years.

PPC delivers near-instant results. You’ll want to fine-tune your strategy over time, but you’ll be able to see what’s working and what’s not much more quickly.



VIABILITY

SEO will be most effective if...

- Your business solves a problem that people turn to search engines to help solve.
- The number of people searching for your offering online is proportionally high compared to the monetary value of each lead.
- You’re able to spend the time, money, and effort on a longer-term investment.

PPC will be most effective if...

- You’re not showing where you want to be in SERPs – and your priority is changing that as quickly as possible.
- You already have traffic that’s valuable and ready to convert, and you want to solidify that step in your conversion funnel.
- You’re comfortable with an ROI-based approach and do not have a set way of getting there.