

SEO OR PPC?

THE ULTIMATE GUIDE TO SMART INVESTMENT

What to Consider

When making decisions about how to invest your time and online marketing budget, there are a few important distinctions to consider, including the **difference between PPC (pay-per-click) ads and SEO (search engine optimisation)**.

Improvements to SEO can help your website rank higher on Google Search by **making it more relevant to users**. PPC ads like Google Ads are paid online advertisements which allow businesses and website owners to bid on the chance to **show an ad next to searches on Google.com**.



Search Engine Optimization

SEO is the practice of **including content on your site that has the potential to improve your site's visibility** to search engines and their users.

In short, SEO can help your site show up more often in relevant searches.



Key Tips for SEO Improvement



Ensure the writing on your website is clear, helpful, and descriptive.



Explain your topic in simple, easy-to-read language.



Include relevant keywords that users might search for.



Avoid cluttering your page with too many search terms or creating fake pages. Google may consider your site deceptive and ignore it.

Benefits



No cost to appear in organic search results.

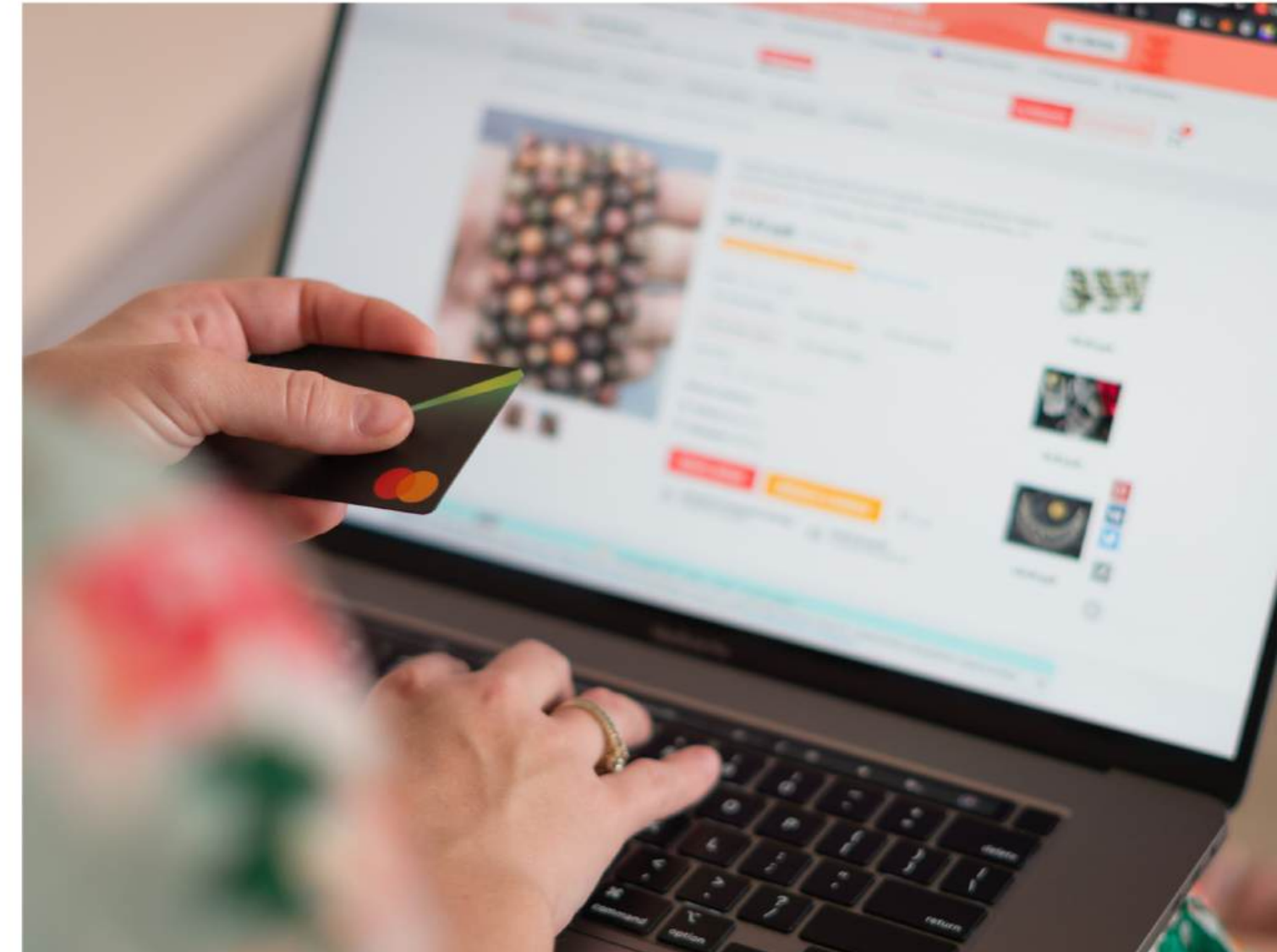


Improvements can greatly impact your search rankings over time.

Google Ads

Google Ads is Google's pay-per-click (PPC) advertising solution, allowing businesses to bid on keywords to show ads in Google search results.

You only pay when someone clicks on your ad to visit your site or call your business.



Advantages of Google Ads



Target specific groups of people by interest, geographical area, etc.



Promote specific deals or products.



Flexibility to update ads anytime.



Option to promote your business outside of Google Search via the Google Display Network (GDN).

GDN Benefits



Thousands of sites across the web.



Connect with more potential customers.



Choose specific sites for display ads or target types of people and let Google Ads create a list for you.

Which works better- **SEO or PPC ads?**

It depends on your goals.



SEO

Important for long-term online marketing success.

Enhances online presence over time.

PPC

Drives traffic to your site in the short term.

Allows for immediate reach and campaign customization.

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Recommendation:

Invest in both SEO and PPC for a well-rounded strategy,
balancing long-term growth with short-term gains.

Key Takeaways

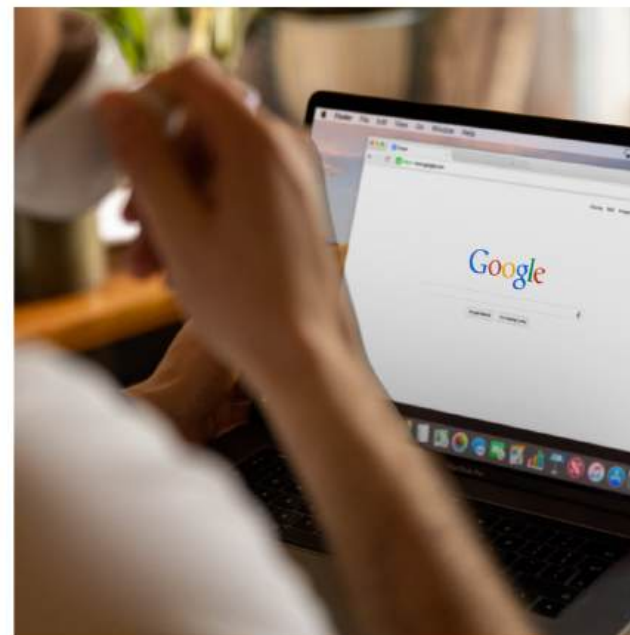


SEO

Enhances long-term visibility and organic search rankings. Best for sustainable online presence.

PPC

Provides immediate reach and flexibility. Ideal for short-term traffic and specific promotions.



Balanced Approach

Utilizing both SEO and PPC can maximize your online marketing effectiveness, providing a robust and comprehensive strategy.

Need expert help with your SEO and PPC Ads?

Connect with us.



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Resources

https://ads.google.com/intl/en_CA/home/resources/articles/seo-vs-ppc/?suffix=cyobau-2

