

WHY YOU SHOULD USE PPC & SEO



If your business is like most small or medium-sized businesses, you might rely on traditional forms of outbound marketing to attract new customers. With outbound marketing, you have to actively seek out potential customers.

You're familiar with outbound marketing methods: print advertisements, television ads, cold calls, mailed reminders, and e-mail marketing. You've reaped the benefits of reaching out—you gained brand name exposure and expanded your client base.

However, you may not have had much luck with inbound marketing, or online marketing. With inbound marketing, you make your brand available to people who are already searching for your products or services.

Why Should You Use Online Marketing?

Unlike traditional outbound marketing, online marketing allows you to take advantage of customers who are already searching for the products or services you provide.

And this market isn't small.

Each month, internet visitors use Google to make 12 billion unique searches.¹ Search is the #1 driver of traffic to content websites, beating social media by more than 300%. In fact, search engines initiate 93% of all online experiences.²

With online marketing, businesses can easily boost their return on investment. Typically, outbound marketing leads to a 1% success rate. Inbound marketing increases lead generation to a 54% success rate.³ The close rate jumps to 14.6%.⁴

In addition to having higher success rates, inbound leads tend to be about 61% cheaper than traditional outbound leads.⁵

1 <http://expandedramblings.com/index.php/by-the-numbers-a-gigantic-list-of-google-stats-and-facts/>

2 <http://www.cmo.com/articles/2014/7/25/mind-blowing-stats-search-marketing.html>

3 <http://www.searchenginejournal.com/24-eye-popping-seo-statistics/42665/>

4 <http://www.slideshare.net/WishpondTechnologiesLtd/21-random-stats-and-facts-about-google-ad-words>

5 <http://blog.hubspot.com/blog/tabid/6307/bid/31555/Inbound-Leads-Cost-61-Less-Than-Outbound-New-Data.aspx>

How Does Online Marketing Work?

Search engines like Google make it easy to attract potential customers to your brand. Search engines create indexes of content on the internet and arrange them in ranked lists for users to find. To be found by customers, you want your company's listing to appear as high as possible on search engine result pages (SERPs).

Search engines provide two kinds of search result listings: paid listings and organic listings.

- Paid listings are usually placed at the top and in the right column of the SERP. They are labeled as ads. To take advantage of these spots, use PPC (pay-per-click) ads.
- Organic listings are placed immediately below paid listings. Google usually places ten listings on the first page, with links to more listings at the bottom of the page. To take advantage of these spots, use SEO (search engine optimization).

How Does PPC Advertising Work?

PPC is a paid system that allows you to purchase ads directly from search engines to be placed on the first SERP. Search engines charge you a fee each time a user clicks on one of the ads they place. That's why they're called "pay per click."

PPC ads work like this: first, you choose a keyword or set of keywords you want associated with your website's listing. Then you bid for ad placement relating to those keywords. The process is like an auction. Search engines choose to place your listing in the ad space when they determine your website will best suit the customer.

Google uses a system called Ad Rank to determine your ad's suitability for the customer. They rank your business based on the highest amount you're willing to spend on an ad (your cost per click, or CPC, bid) and how helpful your website is for users (Quality Score). Remember, you only pay the search engine's fee when a user actually clicks on your ad.

Why Should You Use PPC?

PPC ads place your web listing on the first SERP. This first page is the most valuable real estate search engines offer—91.5% of users click a link on the first page after executing a search. Users rarely click to the second page of search results—only 4.8% of users ever visit the second page.

Because of this prime location, PPC ads can generate a substantial number of leads (and sales) for your business.

Benefits of PPC

- Since you pay search engines to immediately place your ads on the first SERP, you see lead generation results right away.
- Paid ads take up about 70% of space above the fold on SERPs, making them the most prominent feature users see.⁵
- On average, the top 3 paid listings receive 41.1% of total clicks for that SERP.⁶
- Paid results account for 64.6% of traffic for high commercial intent keyword searches.⁷
- Ads in the first search position have an average click through rate (CTR) of 7%.⁸

Drawbacks of PPC

- PPC ads only work as long as you pay for them. The moment you stop paying for a PPC ad, the lead generation stops.
- Since paid ads are visually distinct from organic search results, users know when they're clicking on an advertisement rather than an organic listing. Some users avoid PPC listings because they prefer organic listings.

6 <http://searchengineland.com/google-results-too-ad-heavy-166226>

7 <http://www.wordstream.com/blog/ws/2012/07/17/google-advertising>

8 <http://www.slideshare.net/WishpondTechnologiesLtd/21-random-stats-and-facts-about-google-ad-words>

How Does SEO Work?

The purpose of SEO is to optimize web pages so search engines can find, index, and rank the pages on SERPs. Search engines have algorithms that use ranking factors to determine the quality of websites. The search engines place useful, user-friendly websites on the first SERP so users can quickly find what they need.

Onsite SEO Factors

- High-quality, original content that includes relevant keywords
- Proper HTML formatting: title tags, alt text, meta description tags, and header tags with relevant keywords
- Short URLs that contain relevant keywords
- Quick site load time
- Optimized for mobile

Offsite SEO Factors

- Links to your site hosted on quality, trusted, and respected websites
- High number of links to your site
- Links contain relevant anchor text
- Content from your site shared by respected users on social media networks
- High number of interactions with your site's pages on social media networks
- High number of unique and returning visitors to your site
- High number of positive reviews about your site on social media or other rating websites

Why Should You Use SEO?

Unlike PPC (or any other kind of marketing, for that matter), SEO makes your website available to your customers at all times. When you rank well with search engines, you don't have to invest as much time, effort, or money to maintain that search ranking. In the long term, SEO ensures that your website continuously generates leads and sales for your business.

Benefits of SEO

- SEO improves the credibility, trustworthiness, and strength of your brand. As you improve your reputation with search engines, your reputation will improve among your potential customer base as well.
- Organic rankings place you at the top of search results at all times, making your site more available to users without costing you money.
- Organic rankings last much longer than paid rankings, making SEO an excellent long-term marketing strategy.
- Users click on organic links rather than PPC links 70–80% of the time.⁹
- Organic search typically yields a 25% higher conversion rate than equivalent paid search traffic.¹⁰
- The highest ranked organic links have the highest click through rates (CTRs). The #1 ranked listing gets 36.4% of total traffic, while the #2 ranked listing gets 12.5% and the #3 ranked listing gets just 9.5% of traffic. The average CTR drops sharply from there.¹¹

Drawbacks of SEO

- SEO typically takes 4–6 months before you see results, with best results after 12 months. You won't likely see a return on your investment until that time.
- Since it takes longer to build up an SEO reputation, if you introduce a new product line or change your brand, you will likely experience a delay in ranking well for new keywords.

9 [10] <http://www.searchenginejournal.com/24-eye-popping-seo-statistics/42665/>

10 [11] <http://www.emagine.com/b2b-blog/seo-2014-re-cap-search-statistics-you-should-know/>

11 [12] <http://searchenginewatch.com/sew/>

Why Should You Use PPC and SEO Together?

PPC advertising offers immediate, albeit temporary, results. SEO takes months before it generates a steady flow of leads, but its results last much longer. PPC and SEO complement each other, making up for each other's weaknesses and strengthening your online marketing campaign.

Use PPC to generate leads for short-term marketing campaigns, like promotions and new product lines. Use SEO to build up a strong web presence and improve your brand's reputation. Use PPC and SEO together to attract a growing number of customers, expand your brand authority, and greatly increase your profits.

Sources

- [1] <http://expandedramblings.com/index.php/by-the-numbers-a-gigantic-list-of-google-stats-and-facts/>
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About Us

WebSited is Fort Pierce and the Treasure Coast's most trusted web design and digital marketing agency. We specialize in many areas of digital marketing such as web design, getting businesses on Page 1 of Google, and digital marketing. Our team of experienced local experts use their expertise and the most powerful software to deliver results for our clients.

WebSited drives efficient results for businesses using a custom marketing plan, tailored to your business which is designed to deliver efficient results, reduce waste, and optimize your budget. We also design a lead generation optimization platform for our partners that leverages lead tracking and works across all devices. To track your businesses success, we utilize World-Class Marketing Measurements and Analytics, like website conversions and phone call statistics. We know what grows your business and what doesn't.

WebSited is comprised of Google certified and local business trusted experts who work hard to promote and grow your business. We do not take on clients, rather we take on partners who we are dedicated to helping succeed. We build and grow these relationships by continuing to deliver value to our partners and working closely with them to provide the attention their business deserves. Our expertise is a result of a thirst for knowledge and years of real-world experience delivering for businesses. We not only learn about the latest tools and trends, but we ensure they are applied successfully. Trust us to help you leverage expertise and the latest tools to get the results you need.

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