

Marketing.

Cohesive thinking

Why use SEO and PPC?

Search marketing.



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Search Engine Optimisation (SEO) and Pay Per Click (PPC) marketing can drive traffic to your website. Each have key advantages to encourage visitors to 'click' and buy your product online. So, should you consider SEO or PPC to help you generate more business?

What is SEO?

SEO can be divided into two separate categories, onsite and offsite factors. Onsite SEO can be done on your website. Offsite factors are those tasks that are done outside of your website.

Onsite factors: includes work such as having a site map structure, easy to use navigation, adding videos, documents or presentations and selling your content with coding tags.

Offsite factors: are part of your ongoing marketing activities such as conducting keyword analysis, posting press releases, using social media, and exchanging articles.

Right keywords: or key phrases (combining several words) help people find exactly what they want. If there is an exact match to the phrase, Google thinks this is more relevant!

Right traffic: you need to attract 'traffic' (visitors) that will buy your services and tell their friends to buy too.

Linking: the website should have appropriate links in the body of long content and anchor/link text relevantly on pages such as Home and About Us.

Blogging: set up your own blog with relevant keywords. Contribute to guest blogs and make regular contributions.

Fresh content: have unique content/words for your important product pages, Google will rank and assess these against similar sites. Differentiate for engines and visitors too.

What is PPC?

PPC advertising is a way for websites to appear in prominent positions on search engine results pages by paying the engine to display their results.

Quick view: PPC is a fast way to put your product or service in front of people who are ready to click and buy now.

Pay as you go: you only pay for those who click on your ad and visit your website.

Viewed differently: if you pay for this type of advertising, most search engines clearly separate PPC results from the organic or (non-paid) results, so you can visibly tell the difference in listings.

PPC positioning: the PPC results are normally placed on a shaded background, although some engines are starting to blur the line between the two. Paid for results tend to occur at the top of a page and in the right hand column.

Intelligence tool: PPC can drive revenue and be a useful intelligence tool to understand how visitors interact with your website.

Rapid response: you can be more reactive by responding quickly to visitor spikes and target competitor brand terms.

Keep it local: with PPC you can also target location specific terms more easily than with SEO but you do need to commit to an ongoing click budget.

What next for you - SEO vs PPC?

SEO and PPC can work together in harmony. SEO and PPC search goals and principles are the same and they share similar advantages and disadvantages. Building long-term relationships with your customers through search and creating unique content adds value to the Internet. It's not just identifying the right keywords it's about the right visitors. This adds value to Google results and your potential to convert new business.

So whether you opt for SEO or PPC, both can help improve the rank of your pages coupled with truly understanding your customers. Optimised pages attract visitors and new customers and they can promote and build brand loyalty to ultimately sell your products.

SEO is a constant and consistent string of onsite and offsite strategies. The more elements of SEO and PPC you incorporate into your website the more successful it will be. Adopting a holistic approach to search engine marketing will ensure that you are getting the most from your marketing budget, rather than treating it as completely independent of your overall marketing toolkit.

**If you would like more information please get in touch,
email us at: info@cohesion-ds.co.uk**