

EXPLORING THE DIFFERENCES BETWEEN SEO VS. PPC

Search Engine Optimization (SEO) and Pay-Per-Click (PPC) are two of the most popular terms that get thrown around on a regular basis in digital marketing.

BREAKING IT DOWN

SEARCH ENGINE OPTIMIZATION

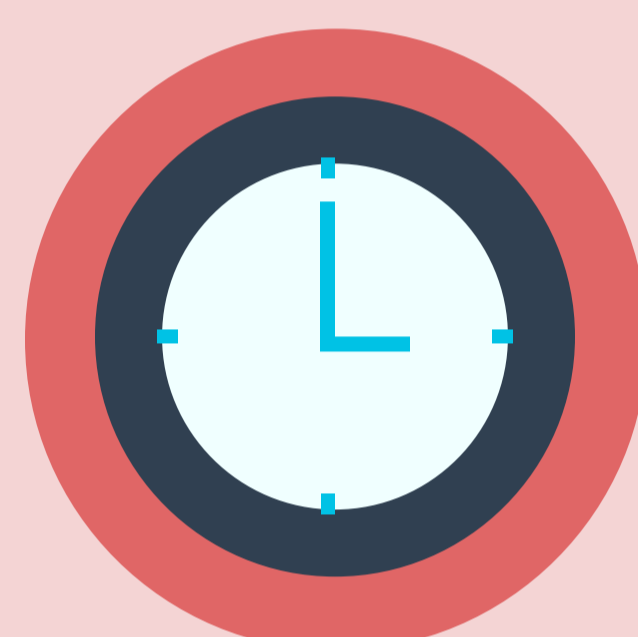
SEO is an important part of an overall marketing strategy, as it helps to increase awareness of your business, increase brand visibility, and establish a sense of trust within your target audience.



Based on what people search online. I.E - "blue sneakers under \$35"



Imagine what your target audience would type in to find your product or service



Though SEO is free, you will need to invest your time into getting it right



SEO has the ability to sustain itself over time

PAY-PER CLICK

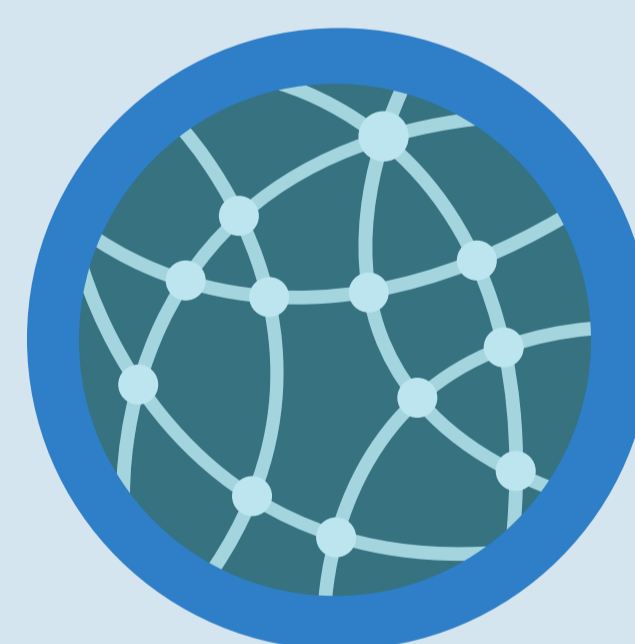
PPC requires an upfront investment in ad spend, which many startups and smaller businesses don't necessarily have right from the start. But if you can come up with the money, you can do some pretty cool things with PPC.



PPC shows up at the top of the search results, before any of the organic results



You can target specific landing pages, call-to-actions, and/or other brand messages that you want to stand out



PPC campaign results come in much more quickly than SEO

COMBINING SEO & PPC

SMILE recommends using a combination of SEO and PPC marketing techniques, managed by a professional agency with experience in these techniques.



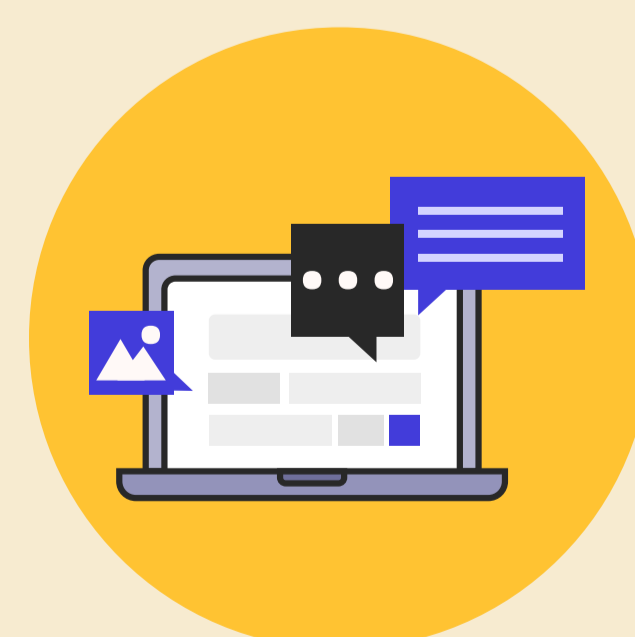
SEO

+



PPC

=



BEST DIGITAL MARKETING
TECHNIQUE



Smile MEDIA

Need a professional and engaging website? Give us a call!

Boston, MA 1(617) 399-8216
Exeter, NH 603-758-4118



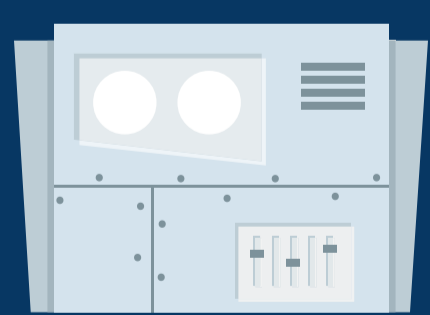
WHAT IS
SEO?

FREE ORGANIC
SEARCH



WHAT IS
PPC?

PAID
SEARCH



FOR THE
BEST RESULTS

USE BOTH
SEO & PPC