

SEO VS ADWORDS

MEDICAL ANALOGY

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SEO = Antibiotics

SEO is a long-term tactic that requires a solid foundation and consistency over time. When you get sick or have an infection, antibiotics aren't going to provide instant relief. As you begin to take the antibiotics, it may seem as if nothing is happening, but you must believe in what the doctor suggests and take the medication as prescribed.

The doctor might ask you to follow up in a week or so to see if anything has changed (reviewing ranking reports). It is common to find out that nothing has changed and a new medication needs to be prescribed. Doctors and SEO experts don't have exact answers and must test different strategies to see what works and make adjustments when necessary.

The frustrating part is when the doctor (or SEO expert) finds out that the medication wasn't taken as prescribed. The inconsistency throws everything off and makes it difficult to determine if the prescription (or strategy) was really working.

Consistency is very important for the success of your SEO campaign. It's not something you should "turn on and off."

It should also be noted that you can't simply prescribe more antibiotics (or spend more money) to speed things up. SEO simply doesn't work that way.

Imagine taking three times the antibiotics the doctor prescribed. You will make yourself even more sick.

SEM = Pain Meds



Search engine marketing (SEM), or paid search advertising, can satisfy the demand for instant gratification.

Let's say you are in the doctor's office for an ear infection. The pain is unbearable and you need relief.

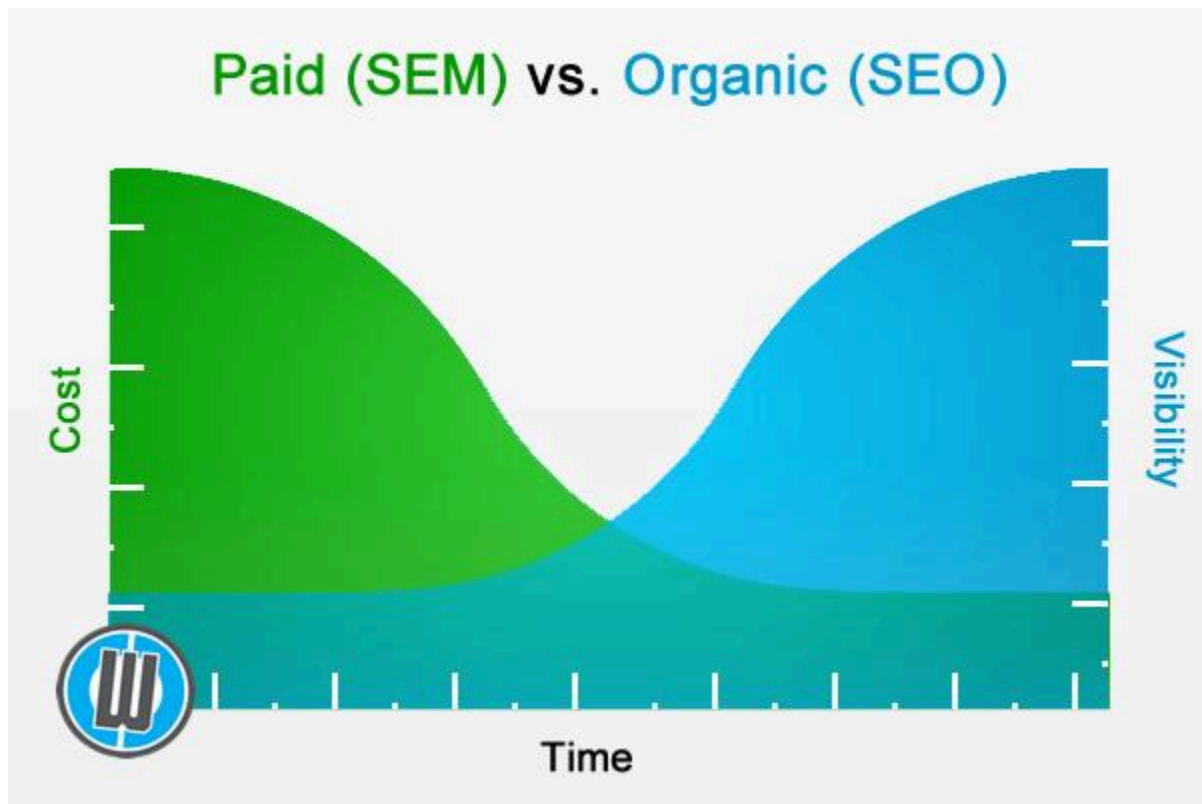
The doctor will most likely prescribe you some sort of pain meds or even give you a shot. You will get instant relief, and the unbearable pain will be gone. Obviously this is not a long term treatment, but will help you get through the antibiotics pile up and recover you from the sickness or illness.

Imagine Adwords/ Facebook advertising as those meds providing relief when you're taking them, you take them only when you need an instant solution and make the pain stop. Adwords will get the phone to ring when you're running your ads, as soon as you see you no longer have that unbearable pain, you don't need to pay for the, unless you want to expand, run specials or cover new areas.

What Will the Doctor Order?

A good doctor will understand that you have immediate needs and care about your long-term health. He or she will likely prescribe the pain meds for instant relief and put you on a regimen of antibiotics to address the root of the problem. You might notice that your pain medication prescription will run out long before your antibiotic prescription.

The following graph shows how your pain meds (SEM) can be weaned down as your antibiotics (SEO) begin to take effect.



[Source](#)