SEO VS DIGITAL MARKETING

SEO and digital marketing are often used interchangeably. These two names actually mean quite different things. Although they are interconnected and interwoven, it would be inaccurate to even call them identical, which is why we have SEO vs. digital marketing.

## Digital Marketing

The term "digital marketing" refers to all of the activities we engage in to promote our companies online. And one of the most popular methods or approaches in digital marketing is SEO.

## SEO

SEO is Search Engine Optimization. It is a digital marketing strategy that involves all the tactics to increase the ranking of your webpage in the Search Engine Results Pages (SERPs). [SEO services company in London](https://www.betterinsights.uk/seo-services-company-london/) provides the best marketing strategy through SEO.

## SEO vs. Digital Marketing: The Key Differences

1. One of the tools in digital marketing is SEO.

The fact that SEO is one of the techniques utilised in digital marketing is the first significant distinction between SEO and that discipline. And you should begin with SEO if you want to start marketing your website. A website that is adequately search engine optimised will serve as a solid base for all other marketing initiatives.

1. Paid Traffic + Free Organic Traffic

The goal of SEO is to have a website rank highly in search engine crawlers like Google for specific keywords. The more prominently a page appears in search engine results, the more free organic traffic it receives, whereas digital marketing mostly targets paid traffic and makes use of PPC advertising and other marketing methods based on the business's need

1. Techniques for SEO

* SEO on-page

Optimising website content is referred regarded as this form of SEO approach. In-depth keyword research for your company area can help you target keywords and create or update content that is beneficial to the target audience. Specific elements, including as headers, Meta descriptions, the body of the article, and URLs, among others, include these keywords. By Optimising keywords, a website's content can be better understood by Google and other search engines. Google ranks the page based on those factors. This SEO method also includes linking to related, high-authority sites on the same domain. One strategy for improving search engine rankings and ultimately generating leads and income is on-page SEO.

* Outbound SEO

To get external traction from other websites, an off-page SEO technique is employed. It primarily focuses on link building, in which information from other websites that relate to your website is published. According to Google's most recent recommendations, Expertise, Authoritativeness, and Trustworthiness, using external links increases authority and is a significant ranking factor (even if they are not direct).

* In-depth SEO

Improving a user's experience on a website is the focus of technical SEO. This SEO technique is crucial when some web pages take longer to load, the website opens up without issues on desktop but not on mobile, or the website is challenging to browse.

* Voice Search SEO

This form of SEO technique is becoming more and more popular as Google Home and Alexa users increase, along with voice search on smart devices.

1. Digital marketing tactics

The following are examples of digital marketing techniques that are often employed.

* PPC, or pay per click advertising, is a sort of paid marketing in which advertisers purchase website traffic in order to display advertisements on search engines. Google Ads and Facebook Ads are two examples
* Mobile marketing is the practise of disseminating advertising content via SMS, social media, and other mobile apps.
* Social media marketing is the process of connecting with the target market on the appropriate social media platforms, engaging with them, responding to their questions, cultivating a sense of brand loyalty, etc. to generate likes and shares.
* Affiliate marketing is a form of commission-based advertising that operates independently of the company and persuades people to purchase goods or services.

1. The primary distinction

SEO is one of many different strategies and tactics used in digital marketing. Instead, SEO is only a part of digital marketing. Additionally, digital marketing has a larger reach than SEO because it consists of many different elements, one of which being SEO itself. Social media marketing, YouTube video promotion, advertisements, SEO, and other elements of digital marketing are possible. SEO is a digital marketing strategy in and of itself that can raise a website's rating. Additionally, although experts in digital marketing may be knowledgeable in all facets of it, it's not always the case that SEO experts can manage other facets of it.