



# Difference Between SEO and SEM

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**SEO** is the act of improving the visibility of a website's outcomes on specific search engines through unpaid forms of online advertising. It is used to increase traffic to a website by improving its rank on the search engine pages.

**SEM** is the act of improving the visibility of a website outcomes on specific search engines through paid advertisements. It includes Search Engine Optimization, contextual advertising, AdSense, social networking, pay-per-click (PPC), AdWords, and so on.

## SEO

SEO stands for Search Engine Optimization. It is a part of SEM.

Results will take time to appear.

Suitable for low-budget companies.

The Click-Through Rate (CTR) of SEO is higher than SEM.

Traffic potential is unlimited.

It is inexpensive.

Long-term benefits.

SEO improves the visibility of the website.

## SEM

SEM stands for Search Engine Marketing.

It is used for traffic generation and is a superset of SEO.

Immediate result.

Suitable for big-budget companies.

The Click-Through Rate (CTR) of SEM is lower than SEO.

Traffic potential is limited depending on the budget.

It is expensive.

Short-term benefits.

SEM improves the sales of a small

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Competition is lesser due to the requirement for organic content. Competition is higher in the targeted areas.

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Example: Backlinks creation

Example: Google Ads

### Interesting Facts:

- Only **30%** of new businesses state they use SEO for marketing. A simple **12%** use PPC promotions(TNW News).
- **47%** of digital marketers state SEO is one of their best strategies but **39%** also recognize it as one of the most difficult.(TNW News)

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