**DIFFERENCE BETWEEN SEO AND PPC**

When a business begins to consider its online presence and what marketing strategies to use to make its presence on the Internet profitable, it begins to discover many suggestive terms, including SEM (Search Engine Marketing), SEO (Search Engine Optimization) and PPC (Pay Per Click). You probably would’ve come across the two popular terms know as SEO and PPC These terms are pretty known because they play a major role in the world of online marketing. Both SEO and PPC yield results for the businesses if channelized properly. And, holds the ability to escalate your business’s growth and profit.

To know how they can benefit your business, it’s necessary to fully understand them and know how they are different from one another.

In this post we try to clarify what these techniques consist of, so that you can include them in your online marketing strategy based on what interests you or even better, use a combination of them to obtain outstanding results.

Let's start by establishing the basics to understand the differences.

**WHAT IS SEO?**

SEO (Search Engine Optimization) is an online marketing practice that brings a diverse crowd to your website. By simultaneously increasing the quality and quantity of the traffic it boosts the visibility of your website.

If you wonder what is meant by the quality and quantity of traffic then here is an important thing that you should know about SEO. It improves the organic results by excluding direct traffic on your website which means it allows you to attract the visitors who are genuinely interested in your offerings. And once you get the right audience that clicks through the search engine results, it helps you generate more organic traffic which is better for your business.

**WHAT IS PPC?**

PPC (Pay per Click) is also known as cost per click (CPC). It is a very popular internet advertising model which is efficiently used to drive more traffic on your website. Despite bidding on keywords, advertisers bid on a fixed price. This is an automated process that is followed by major search engines to identify the validity and relevance of the ads that significantly appear on the search engines results page.

How does it work?

An advertiser pays a fee each time a visitor clicks through the ad. Instead of obtaining or attempting to earn organic results, it involves buying visits to your website. PPC is linked with first-tier search engines (such as Google Ads and Bing Ads). Social networking platforms like Facebook, LinkedIn, Twitter, and Pinterest also utilizes the PPC model.

**SEO VS PPC: WHAT’S THE DIFFERENCE**

Here are some components that will help you understand the difference and which digital marketing strategy can be more profitable for your business.

**PRICE**

SEO on average costs around $0.58 per visitor, whereas PPC costs $1.58 per visitor. If you are looking for a low cost strategy then clearly SEO is favorable in terms of prices.

**DIFFICULTY**

If you compare both marketing models on the level of difficulty then PPC surely wins. SEO is difficult, tedious and requires more time, PPC on the other side escalates the traffic promptly with the development of one campaign.

**TRAFFIC**

Traffic based on PPC is bounded by budget, SEO has the potential to organically drive heavy traffic on your website.

**SPEED**

SEO works pretty gradually, while PPC is more advanced which speedily directs more visitors.

**CONCLUSION**

In short, with PPC you generate leads and customers immediately, and with SEO you make your business profitable in the long term. There is no better or worse system, simply different for the needs of each strategy and each objective.

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Still not sure what is right for business?

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