

# SEO vs SEM

## How They Differ



### Search Engine Optimization SEO

### Search Engine Marketing SEM

Organic results.

Paid results.

Strategy driven SEO efforts will get your site a higher Organic rank in search engine results.

Increase visibility of a website or landing page using Paid advertising.

Very cost effective for website owners.

Repetitive ads & testing for best results require a variable budget.

Traffic volume to website is not immediate, but will grow over time.

Traffic to site is immediate, however volume can be unpredictable at times.

Integrating SEO and SEM together will give you the best results.



## What's Best for Your Brand Right Now?

Search Engine Optimization (SEO) vs Search Engine Marketing (SEM)

	SEO	SEM
How Dialed-In are you on your Target Market?	I think it's OK but may need improvement for long-term goals.	I don't know my target market very well. Want to test products/services and marketing ideas.
Are your Customers Impulse Buyers or Analytical Buyers?	My customers seem to research first and take a long time before purchasing a product/service.	They seem to search for what they want, and buy it straight-away.
What's the average CPC (cost-per-click) for your Industry?	The CPC ( cost-per-click) in my industry is quite high, and may not be affordable for me.	The CPC ( cost-per-click) is relatively low and well within my set budget.
How Many Big Companies are you competing with?	There's room to make organic search impact.	It seems impossible to compete with large companies within my business niche.
How much Online Authority does your Business & Website have?	My business is well established online with moderate online authority.	I don't know, or my business has very little online presence.
How well is your site performing with Organic SEO?	My business seems to be performing nicely from organic search.	I think my site needs work to improve its organic search performance.