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Pay Per Click and SEO: a Perfect Pair by Crest Media

Article published on July 18th 2012 | Internet

Batman and Robin.Abbot and Costello.Tom and Jerry. There are just some perfect pairings that you canâ€™t think about one without considering the other. You can include pay per click and SEO in that list. Although they are not in the top of the list of pop culture just yet, as far as Internet marketers are concerned, PPC is the milk to SEOâ€™s chocolate.

How PPC can help SEO

Investing in both PPC and SEO seems like a daunting task. So why donâ€™t you just invest heavily in PPC to boost your organic rank? Itâ€™s a legitimate question but hereâ€™s the thing: whether you pay $1 or 1 million wonâ€™t really affect which page you land. It would be easier to just pay search engines like Google for premium space just like you do when you buy primetime spots on TV and radio. Just like what SEO companies have discovered, you donâ€™t just invest heavily into Google AdWords to consistently stay on top of Google page. You have to do the groundwork just like everybody else. A 2007 study using Honda as the control brand (sponsored by Google no less), however, says that 4 in 10 consumers online are more likely to recall the brand if they can see it in both organic rank and top ad placements.

Choosing keywords

But an SEO company Los Angeles would be the first to tell you that search engine optimization is constrained in a sense that you can only choose a limited number of keywords at a time. And you certainly canâ€™t dump too many keywords on a single article without being accused of spamming. With PPC, you have a choice of keywords at your disposal. In fact, Internet marketers are known to make the PPC campaign as a control tool to test-drive keywords. When they find the right mix, they use these same keywords for their SEO campaign.

Popularity is nothing without conversion

In sales, perception is everything particularly when the product is new. Going back to the same 2007 study, Honda was perceived as the most fuel efficient car after it was featured in both ad and organic lists. After reliability and trust was established, consumersâ€™ intention to purchase hiked 8%. Small number, you may think, but when you consider that other auto brands not included in the page dropped 16% in terms of purchase intent. So thatâ€™s a turnaround of 24%.

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Article Keywords:
pay per click management,seo company

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