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Internet marketing strategies are formulated and followed to promote websites to enhance their ranking over specific keywords on popular search engines. There are several search engine marketing tools that are effectively used in formulation of internet marketing strategies; however, SEO techniques and pay per click campaigns score high among the other tools. Both these tools are effective in their own ways, but SEO techniques are preferred over the PPC campaigns due to the unparalleled advantageous it offers. Some of the reasons why SEO techniques are preferred over PPC campaigns are as follows.

Sustainable

Though through the pay per click campaigns you start getting instant traffic, however, if your web pages are not properly optimized, then it can even increase your bounce rate. But, when PPC is used, no attempt is made to make the web pages content rich. Sometimes people start the campaign without taking in account its after effect. Thus the traffic generated is only for the time till you are paying for the campaign. However, traffic generated through search engine optimization process is organic and thus is sustainable.

Website Page ranking

The PPC campaigns do not have any direct impact on the ranking of the website. However, SEO techniques add to the ranking of the website. The page ranking is very important indicator of the reputation of a website on the online platform. Your website also starts ranking better on the targeted keywords once your page ranking improves. However, your page ranking suffers when you start using unfair internet marketing strategies to promote your website. Apart from SEO activities, SMO activities also add value to the ranking of your website.

Effective ROI

The amount paid for the PPC campaign depends on the competition on the keyword that you are targeting. If the competition is high, you need to pay more and vice versa. However, many a times it is not necessary that a high value keyword is useful for your business. Moreover through the campaigns, you can target only limited number of keywords. But, through the search engine optimization technique, you can work over numerous keywords along with scores of contextual keywords. The effective ROI, received through the SEO process is better, provided you employ reputed SEO in Vancouver.

The aforementioned reasons are not comprehensive and a lot can be added for preferring SEO techniques over the pay per click campaigns. However, there are some benefits that you can get only through the PPC campaigns and this is where it scores higher than any other search engine marketing tools that are effectively used in formulation of internet marketing strategies.

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Nirvana Canada offers its a SEO Vancouver packages for promotion of websites. It also offers pay per click and SMO campaigns, web development and a web design Vancouver packages for business websites.

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