Why SEO and PPC Work Together by Sean Anderson

Article published on February 27th 2012 | Seo

Many online business owners think of SEO and PPC (pay per click) as two totally different entities. The truth is even though they have different strategies, techniques and tools their main goal is the same. SEM Media Group has proven results for how SEO and PPC campaigns can bring you more profits when used in conjunction with one another. Below are eight reasons why SEM Media believes that SEO and PPC campaigns work better when used together.

1. Testing Keywords: PPC advertising is a great method for testing the effectiveness of your keywords. You can get the results you need for your SEO campaign by using this effective tool for refining and creating better targeted keywords. SEM Media Group can help you understand the PPC tools and show you how to effectively measure the ability of your chosen keywords to get the best results in the searches. SEM Media understands how to use these two campaigns together to create one solid online marketing campaign for your business and will teach you how to do it on your own.

2. Social Network Visibility: Social networks have become a large part of online marketing campaigns. With the help of SEM Media Group you can use your PPC social campaigns to uncover details about your targeted audience to help you refine your SEO campaign and make it more effective. SEM Media knows that understanding who your targeted audience is and how they search is one of the most important aspects of your online marketing campaign.

3. Dealing With Negativity Surrounding Your Business: With so many outlets such as Twitter, Facebook, LinkedIn, YouTube and review sites online it has become increasingly easy for consumers to leave their feedback on a particular company. With so many ways to leave feedbacks, SEM Media Group understands that at some point you will run into a negative review or comment. PPC and SEO campaigns can work together to locate negative feedbacks and to remove them.

4. Site Search For PPC Keyword Selection: Implementing a site search on your business website will allow you to pull form that data to find what your visitors are actually searching for. SEM Media will use that date to help you create a targeted campaign to ensure the most effective long term results.

5. Combining E-Commerce Feeds With Your Ad Words Results: SEM Media Group can work with your online marketing campaign to merge your PPC campaigns with your SEO techniques through Google to link to a specific page where when clicked will take the visitors exactly where they need to be to make the purchase.

6. Using Your PPC Ad For Your Organic Content Search Strategy: SEM Media will look at your PPC ads and determine which is your best one to use for your meta tags, title tags, descriptions and content for your page. This will help you rank higher in the organic searches and in turn make your business more profitable as it is more visible.

7. Sharing Keyword Data: SEM Media Group will use your organic search campaign as well as your PPC campaign to produce two times more diagnostic data to help analyze your websites search ability. This data will help SEM Media to determine which keywords and campaigns are offering the highest conversion rate for your business.

8. Visibility: When using PPC and SEO campaigns together the largest benefit is your increased visibility. Your visibility is increased throughout the internet, including in the searches. You are able

to gain more profits as more and more visitors flock to your page and with your targeted audience in place the visitors that arrive are more likely to become customers.

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Article Keywords:
SEM Media group

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