

SEO or PPC: Which One's Right For My Business?

When it comes to driving traffic to your website, both search engine optimization (SEO) and pay-per-click (PPC) have their place. They can be done concurrently working towards different goals, or work together towards common goals. See what the difference is:

SEO



PROS

Long lasting tactic

Does not depend on ad spend

Can grow over time

Core products and services
Terms your prospects are going to know and actively be looking for
Long term strategy



**What it's
Good For**

PPC



PROS

Can be fairly quickly executed

Can start and stop any time

You choose your targets

Short term events or offerings
Products and services that you know your prospects will like, that they may not be aware of
Industries where decisions are made very quickly with minimal research
Brand Awareness



**What it's
Good For**

Both

~ Need to be done strategically ~
~ Take planning and expertise ~

