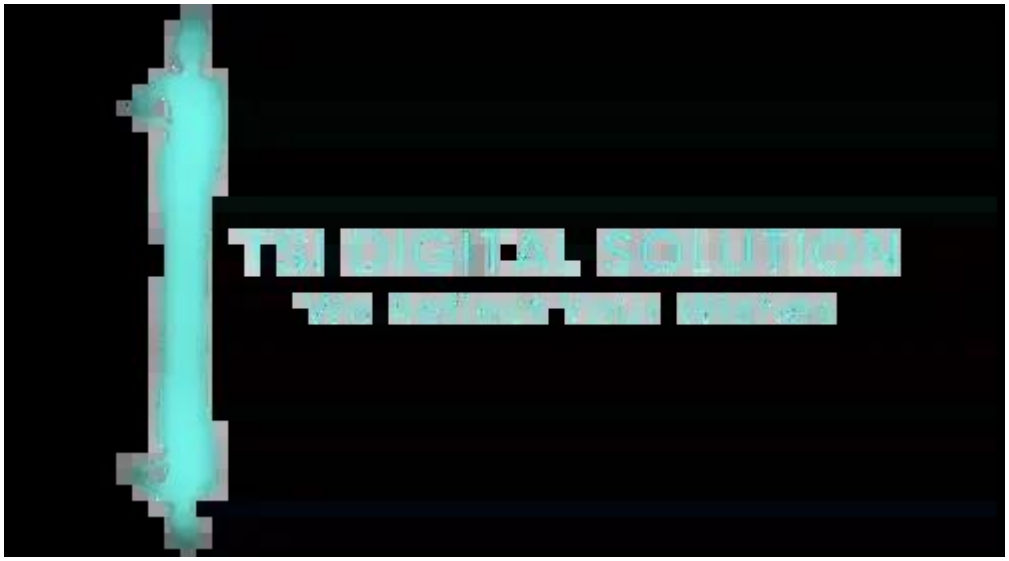
Ads vs. SEO: Which is Best for Your Business?

Category: Technical Blog
June 2, 2024





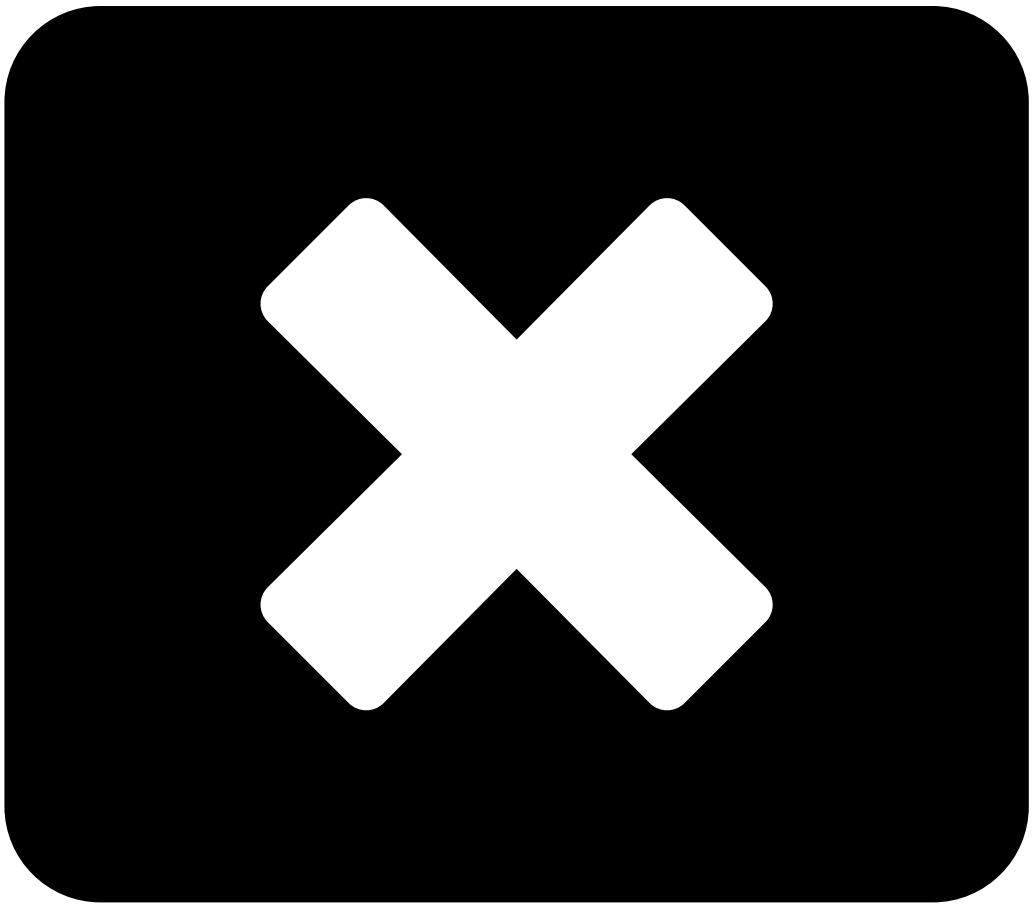
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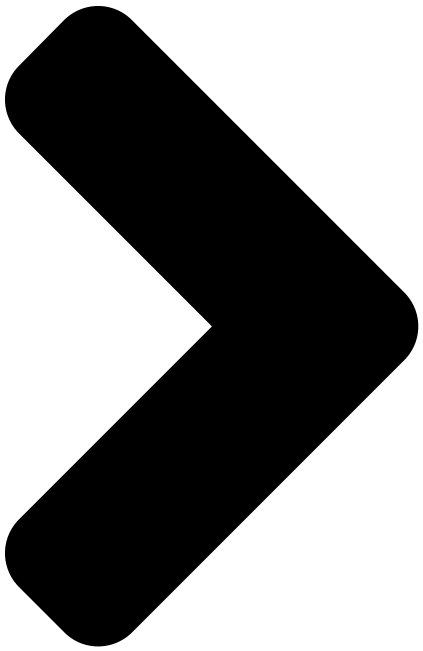






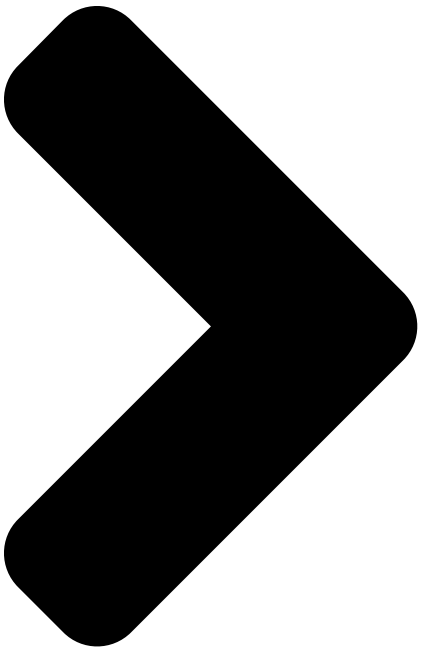


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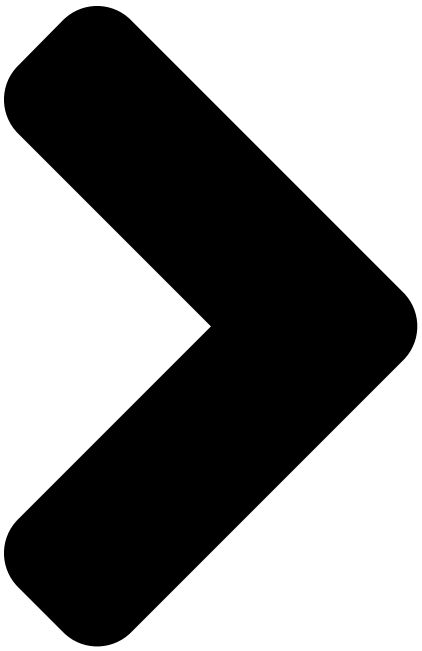


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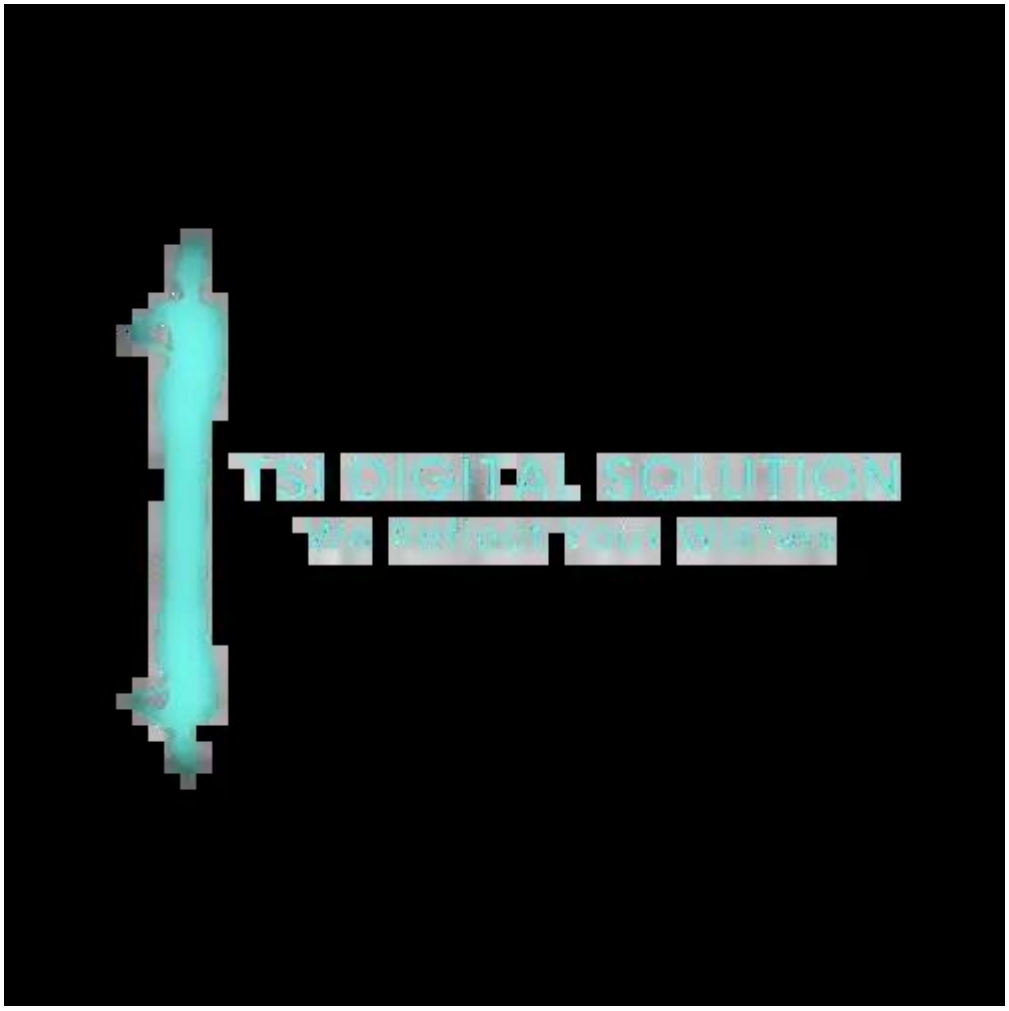
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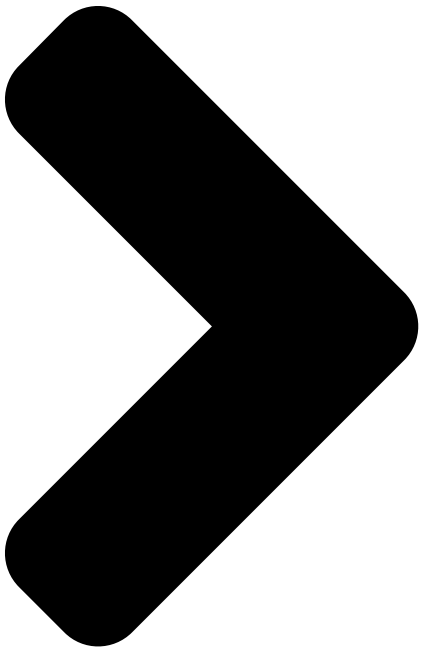


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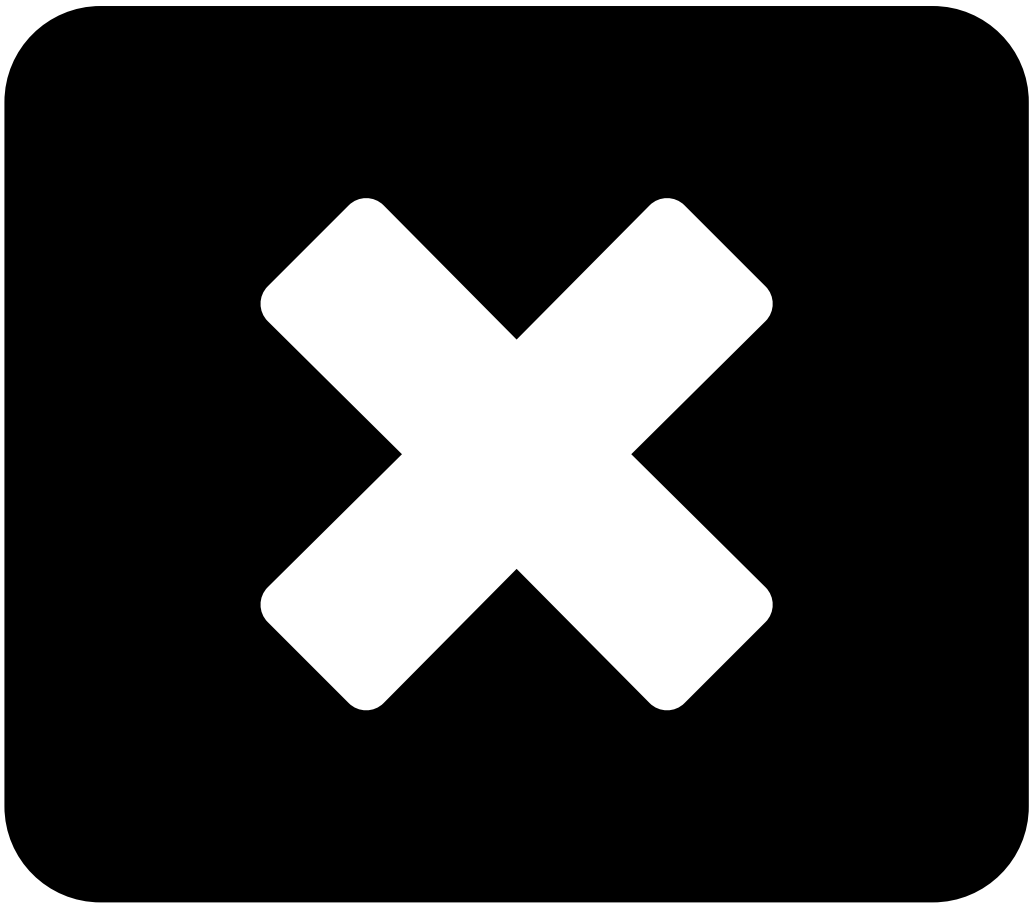
What we have realized


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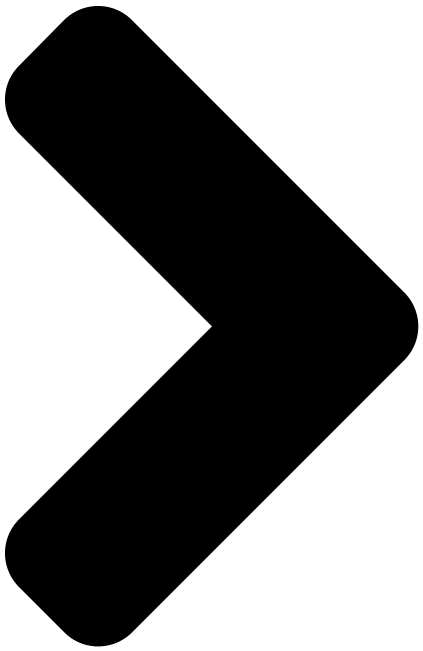


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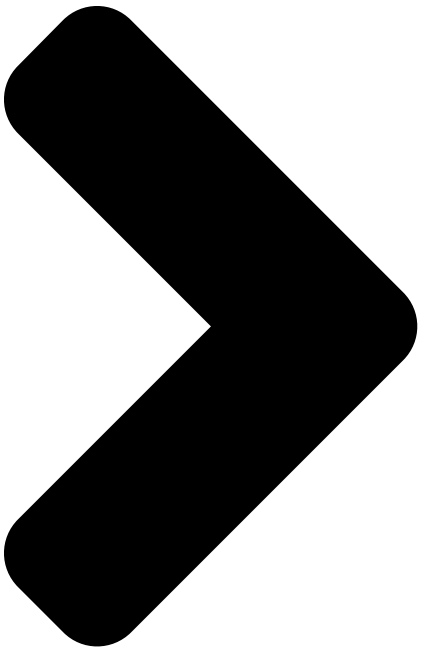


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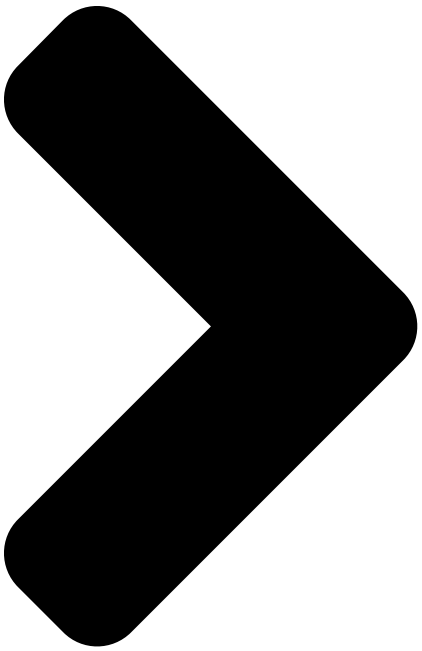


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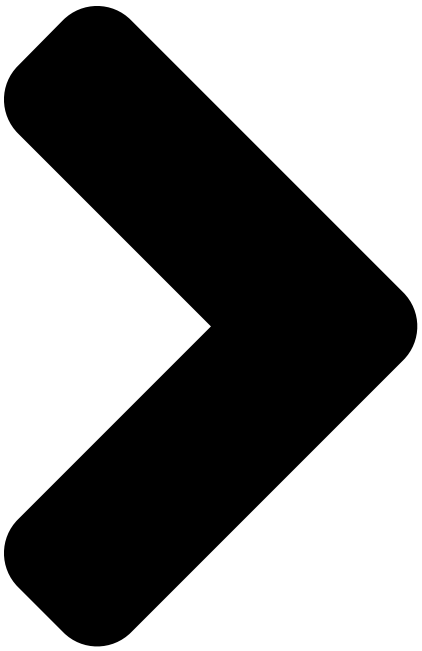
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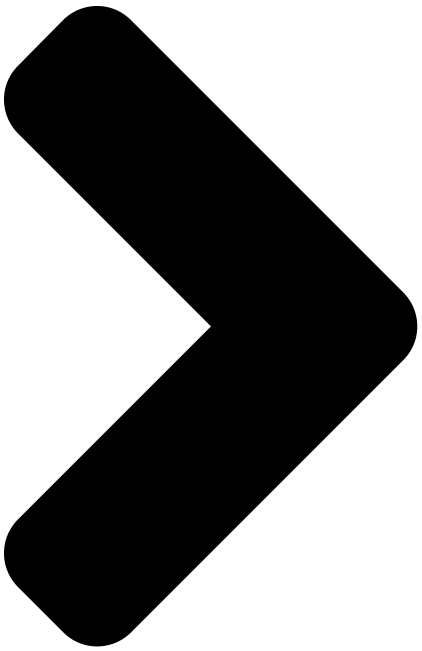
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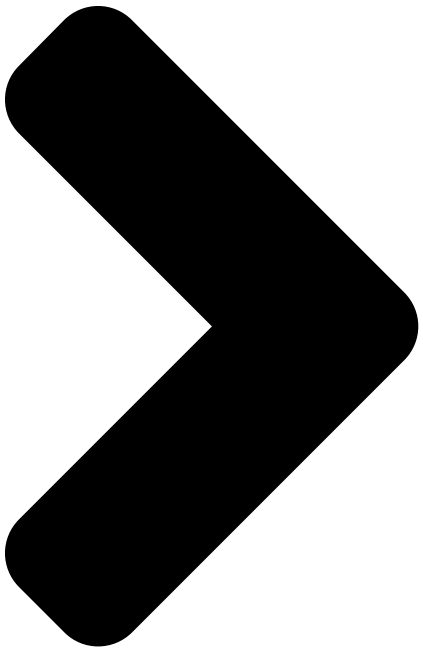
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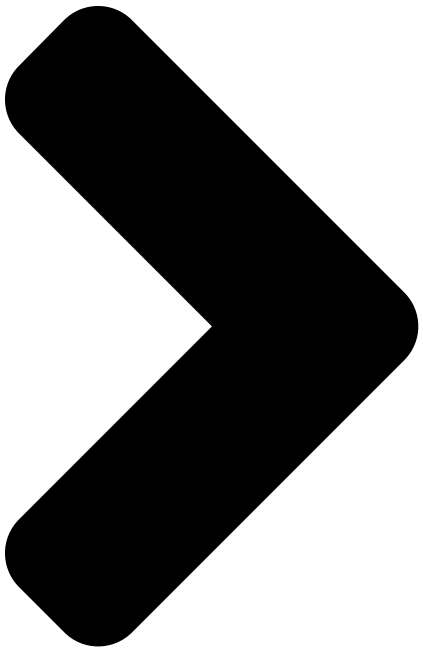
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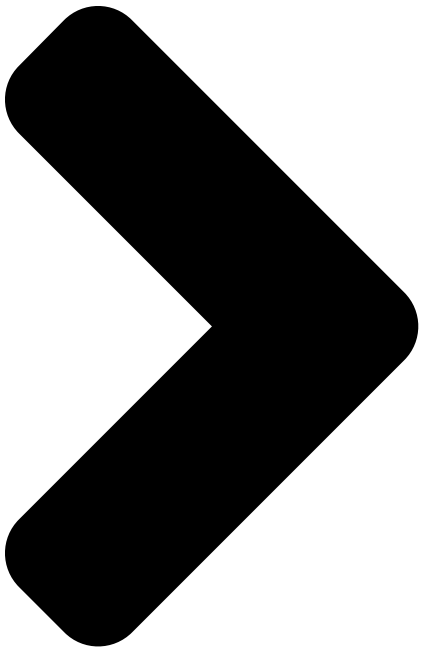
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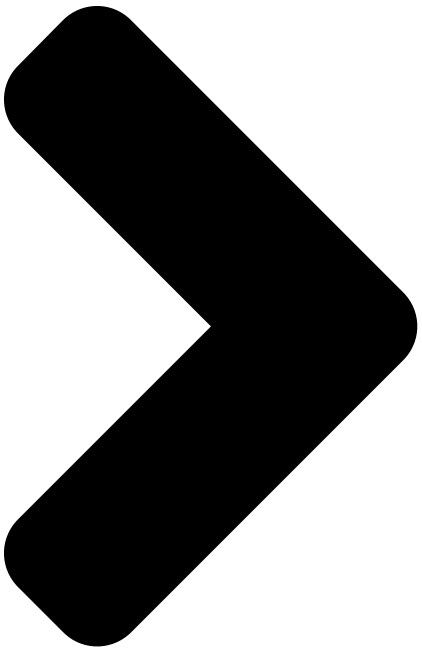
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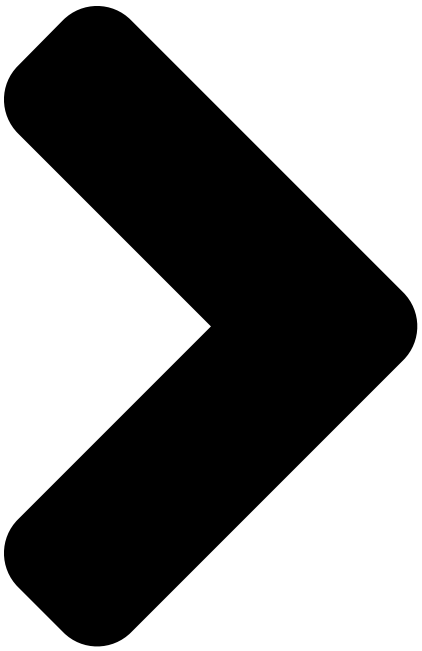
e-Commerce



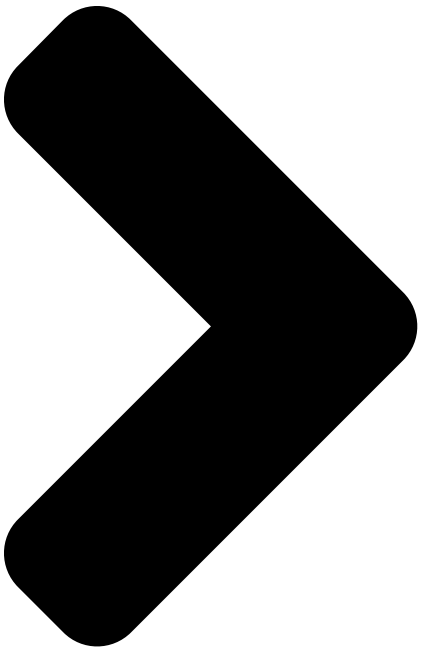
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

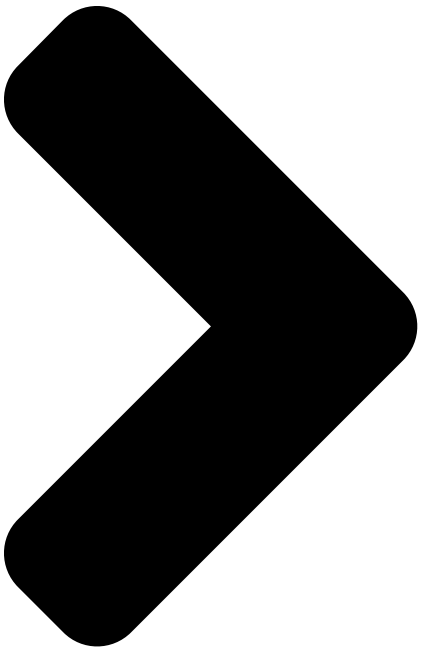
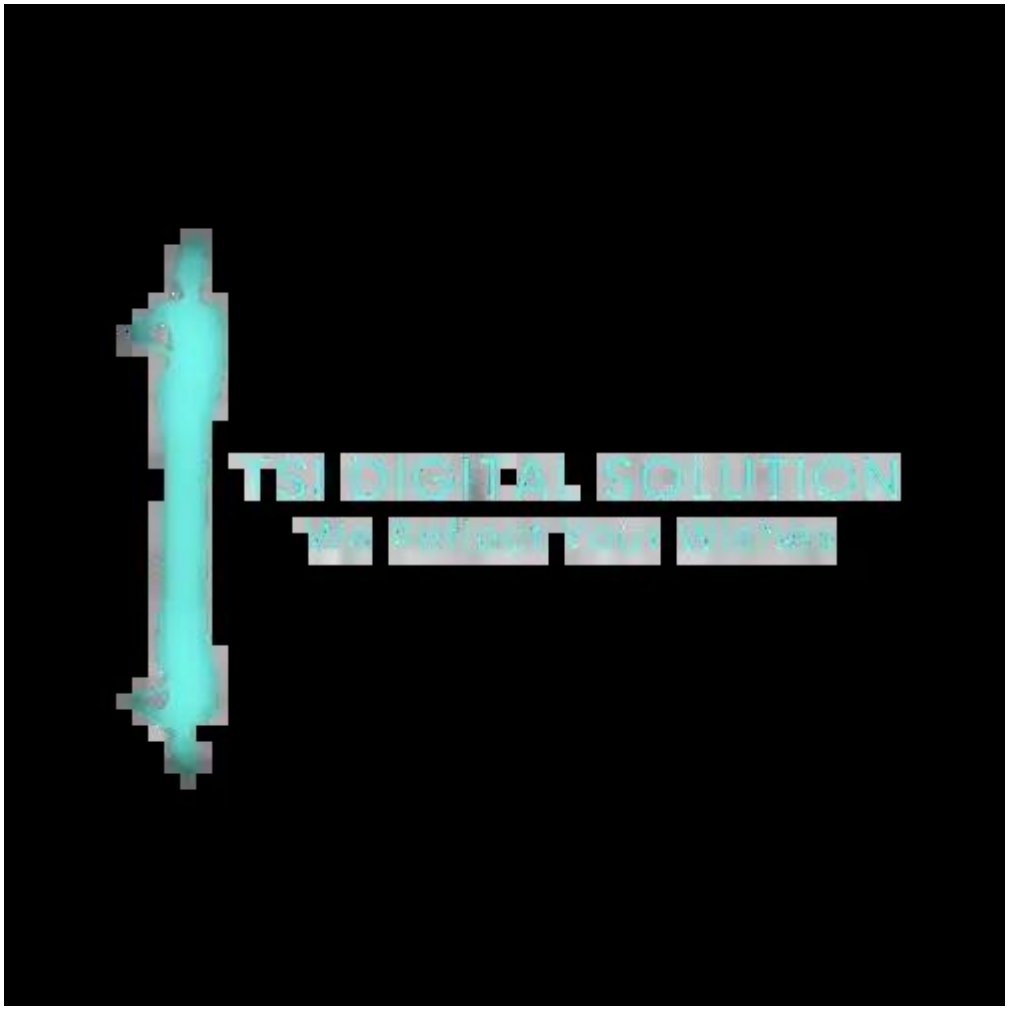
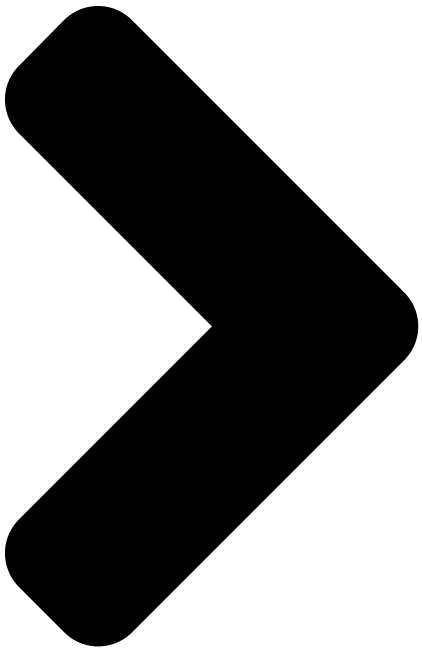


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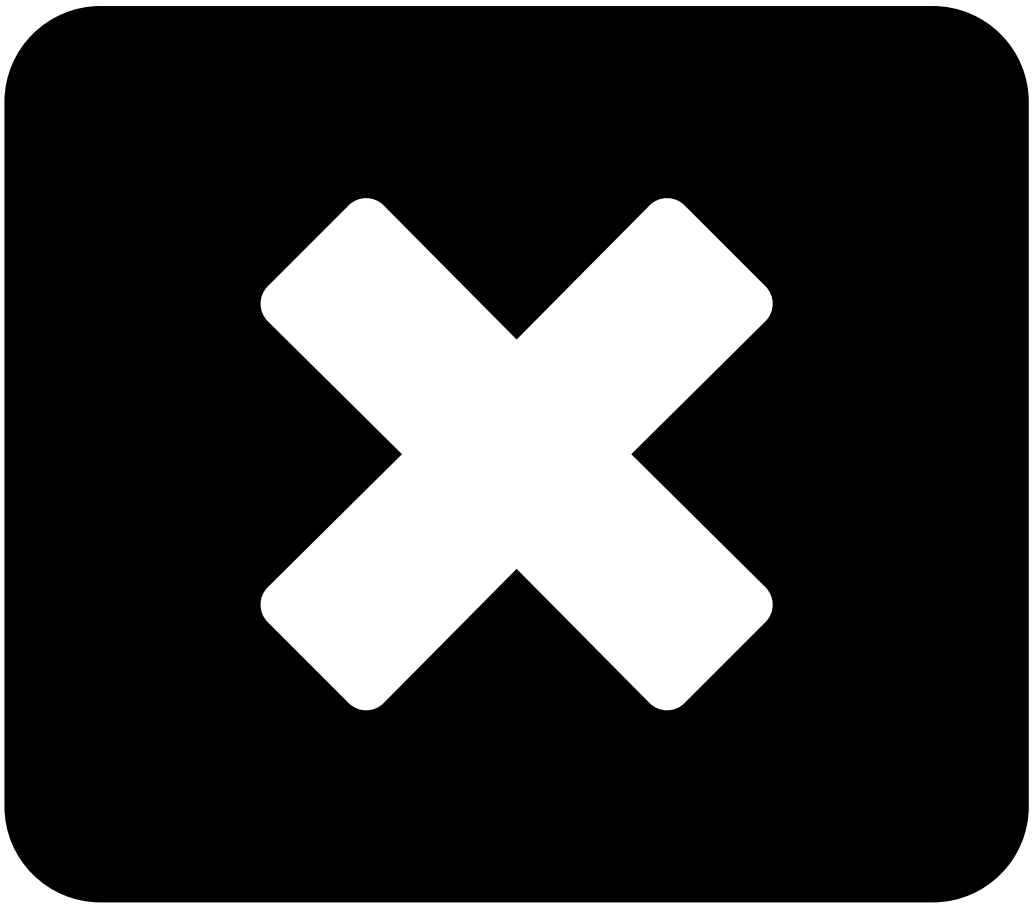
The way we work


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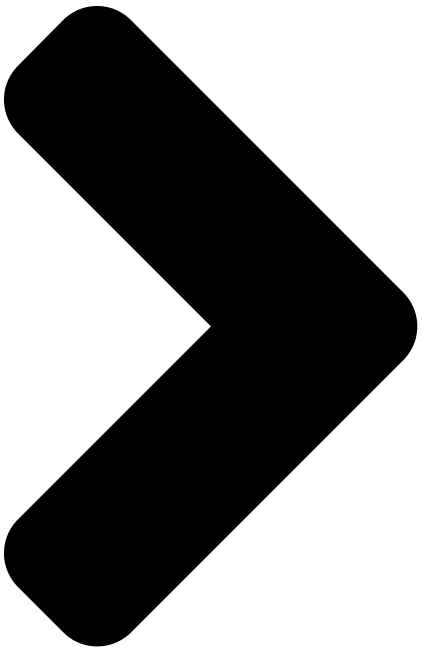


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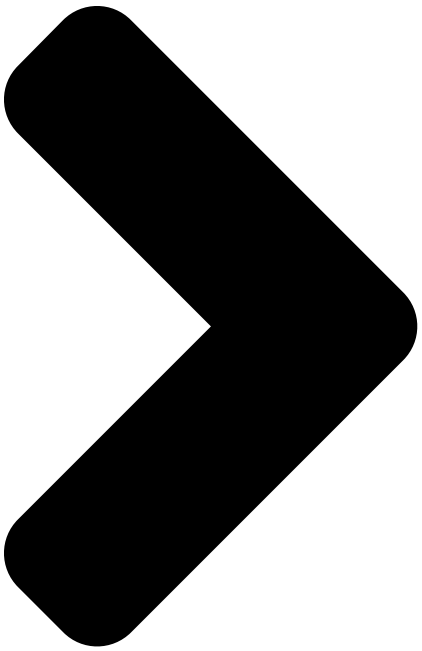
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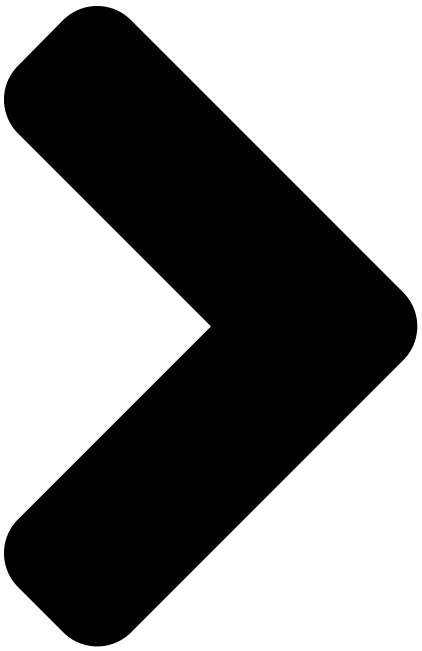
Realized projects

Calculate an estimate of your project costs directly online

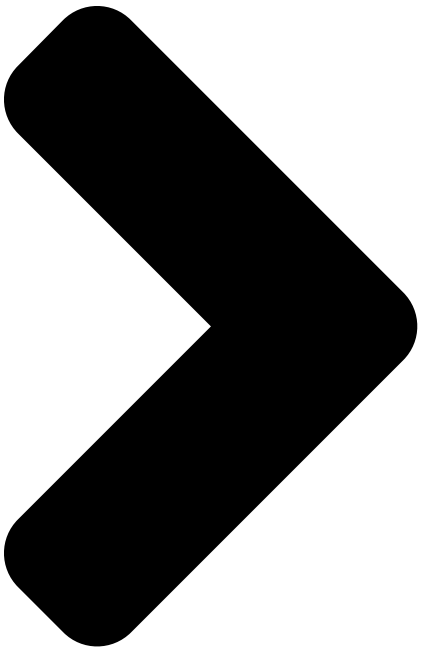
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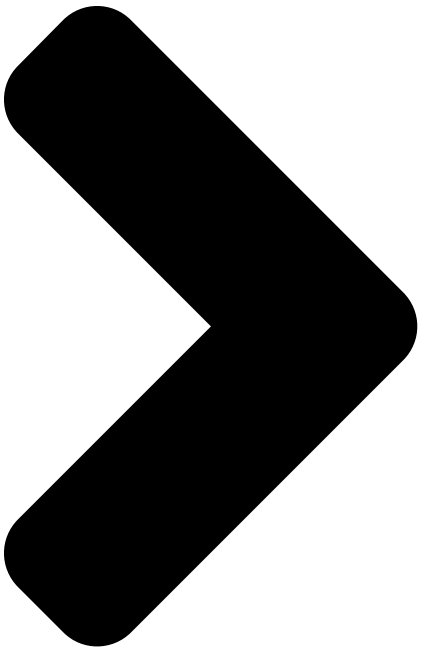
- Cost calculation for my website



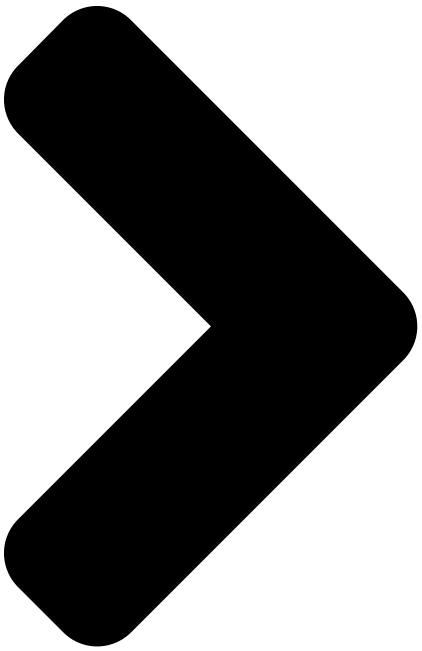
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



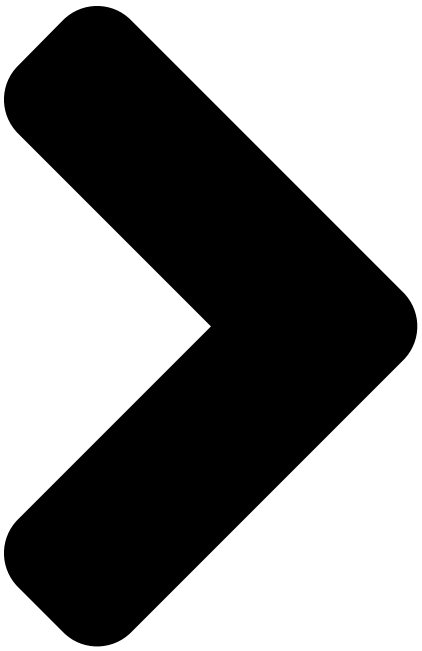
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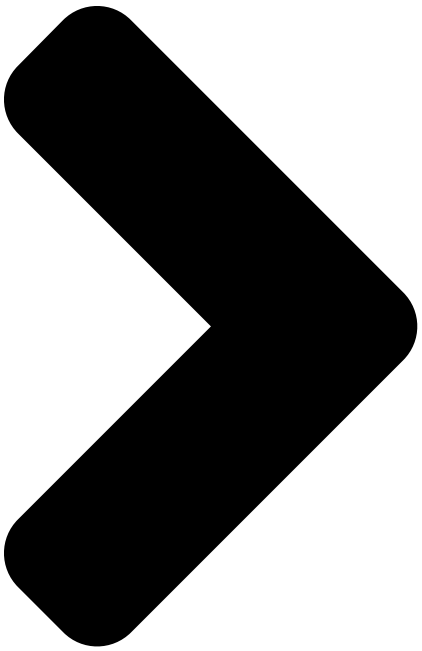
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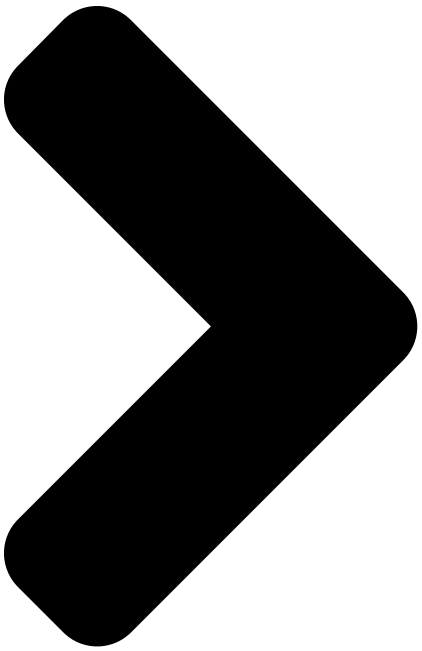
Cost calculation for an e-commerce shop



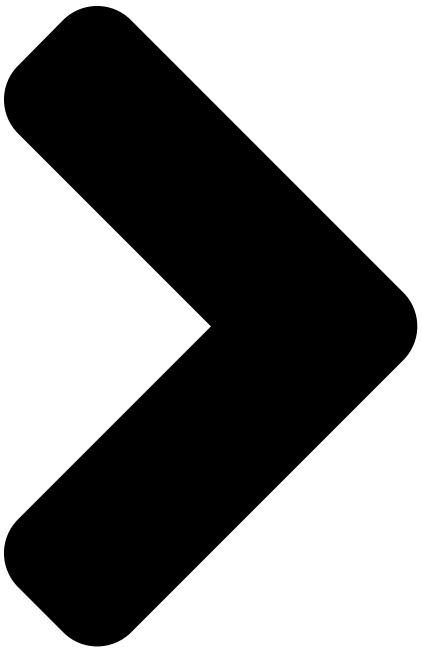
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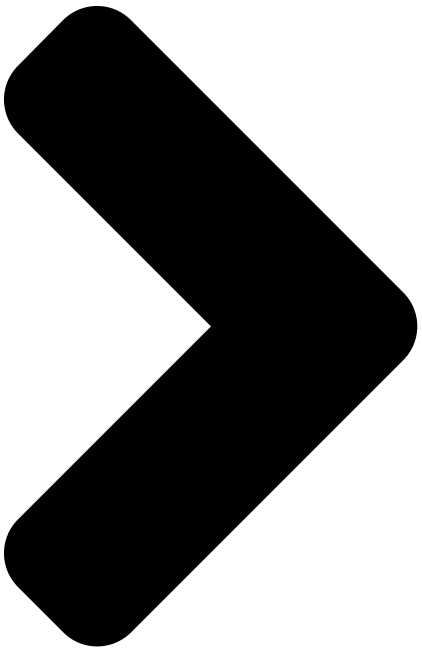
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



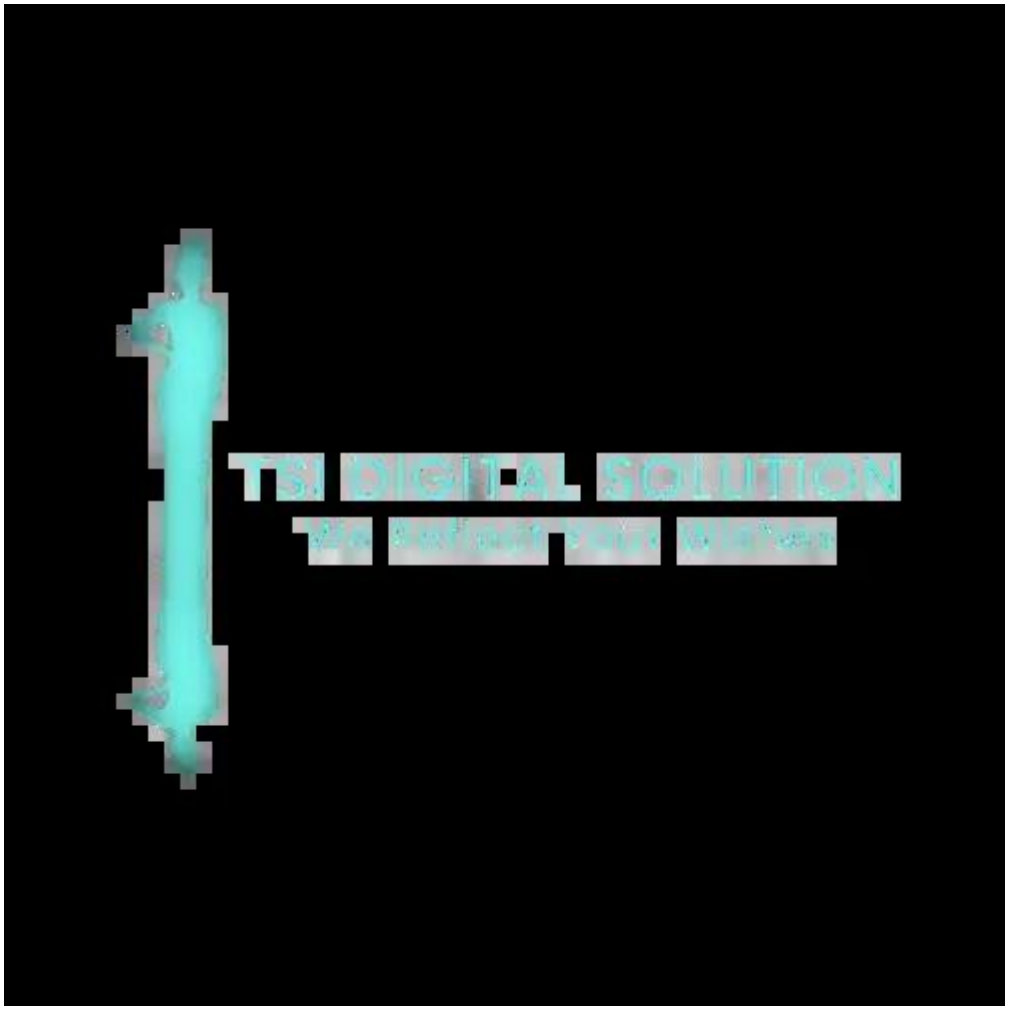
Cost calculation for Copywriting & Translations

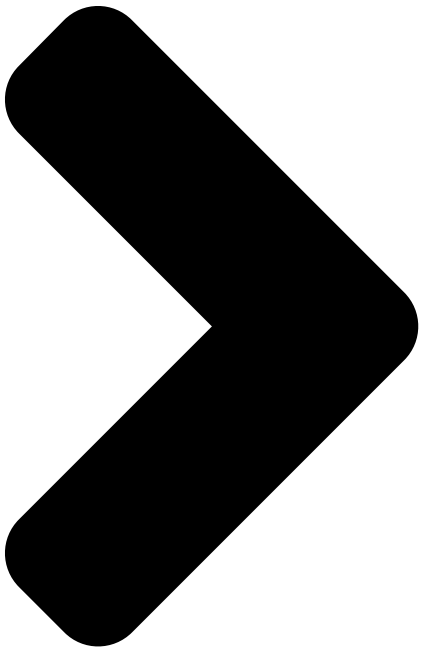


Cost calculation for Photo- & Videography

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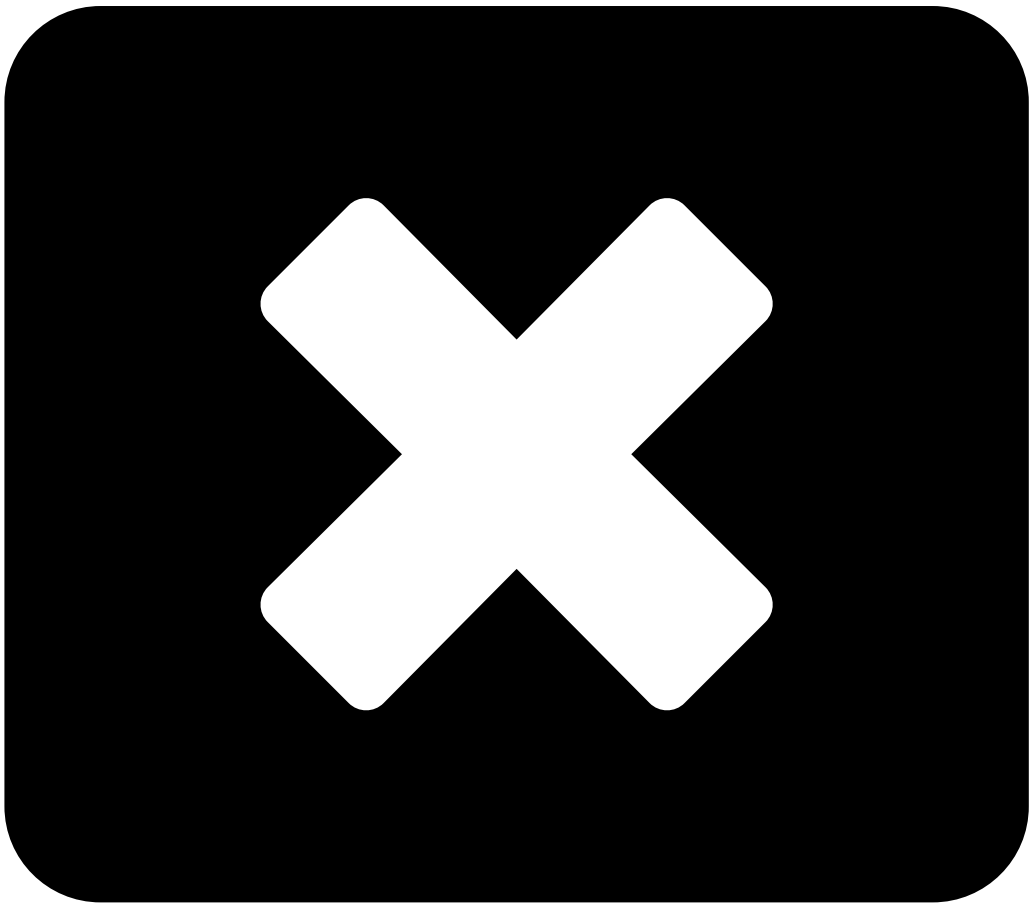
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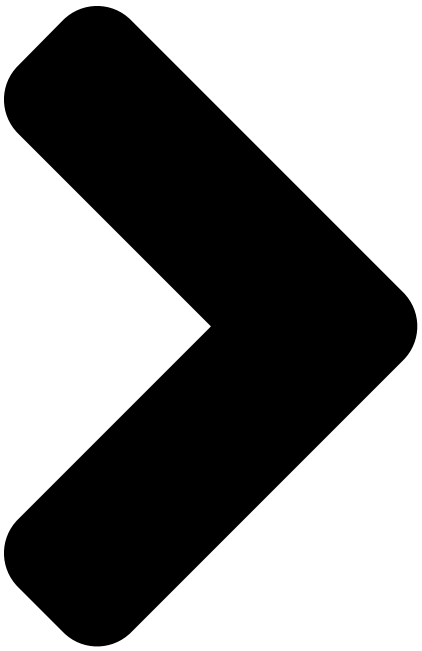


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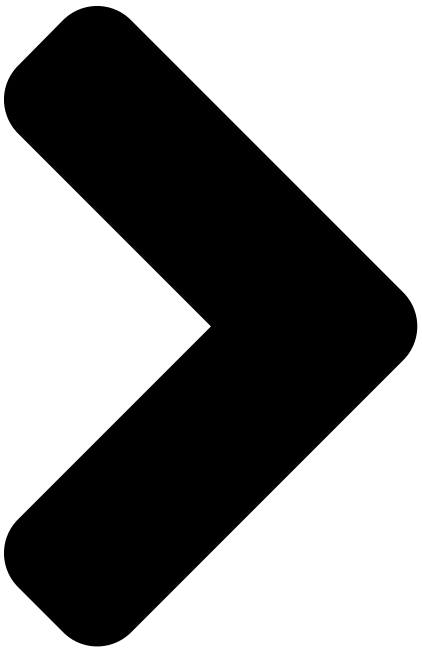
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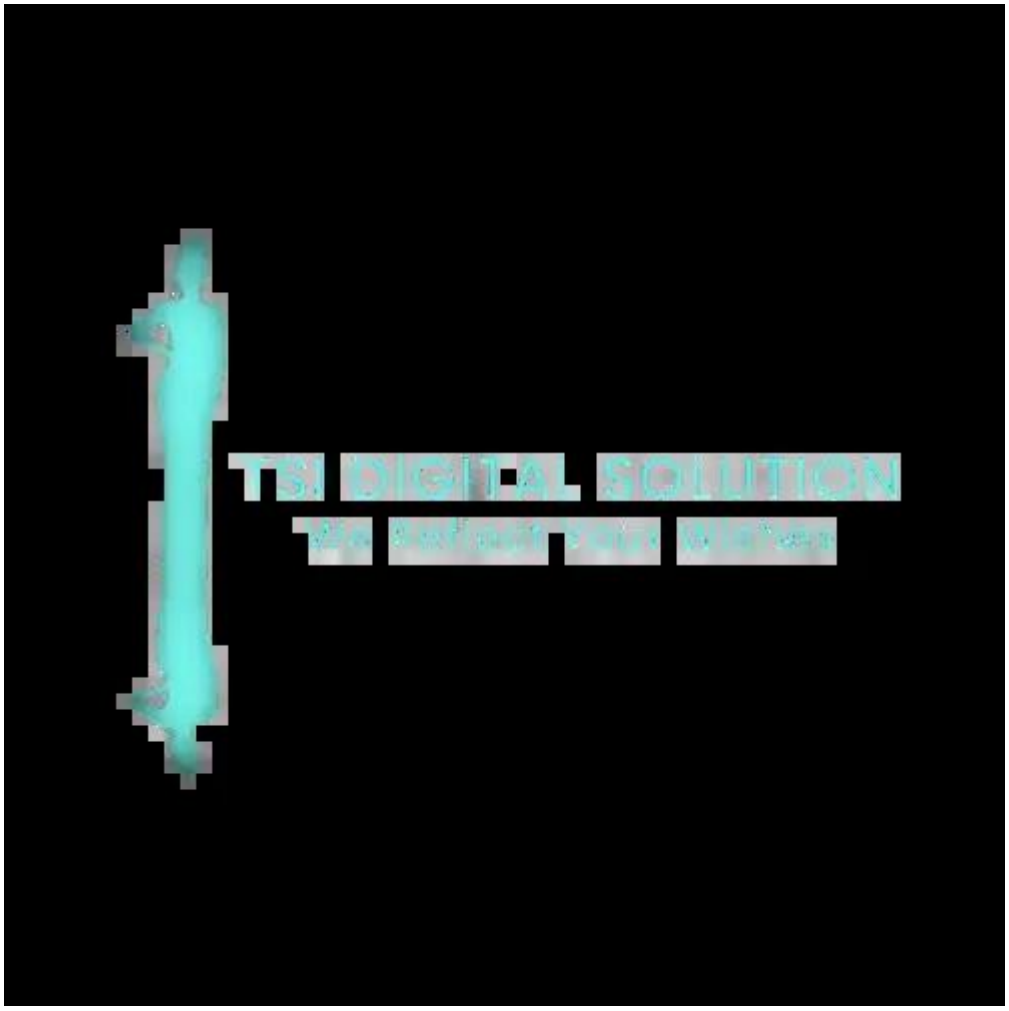
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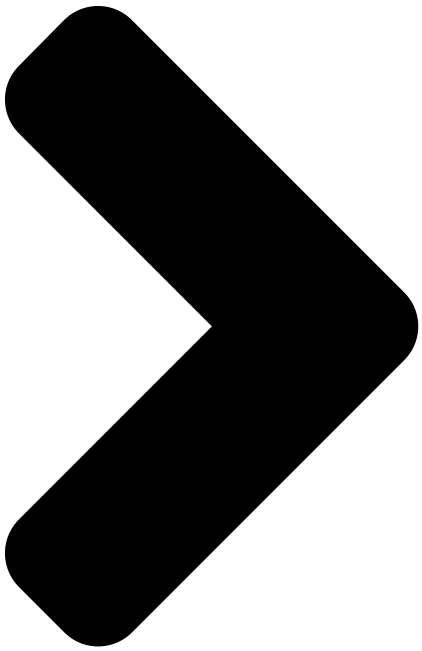


Demo

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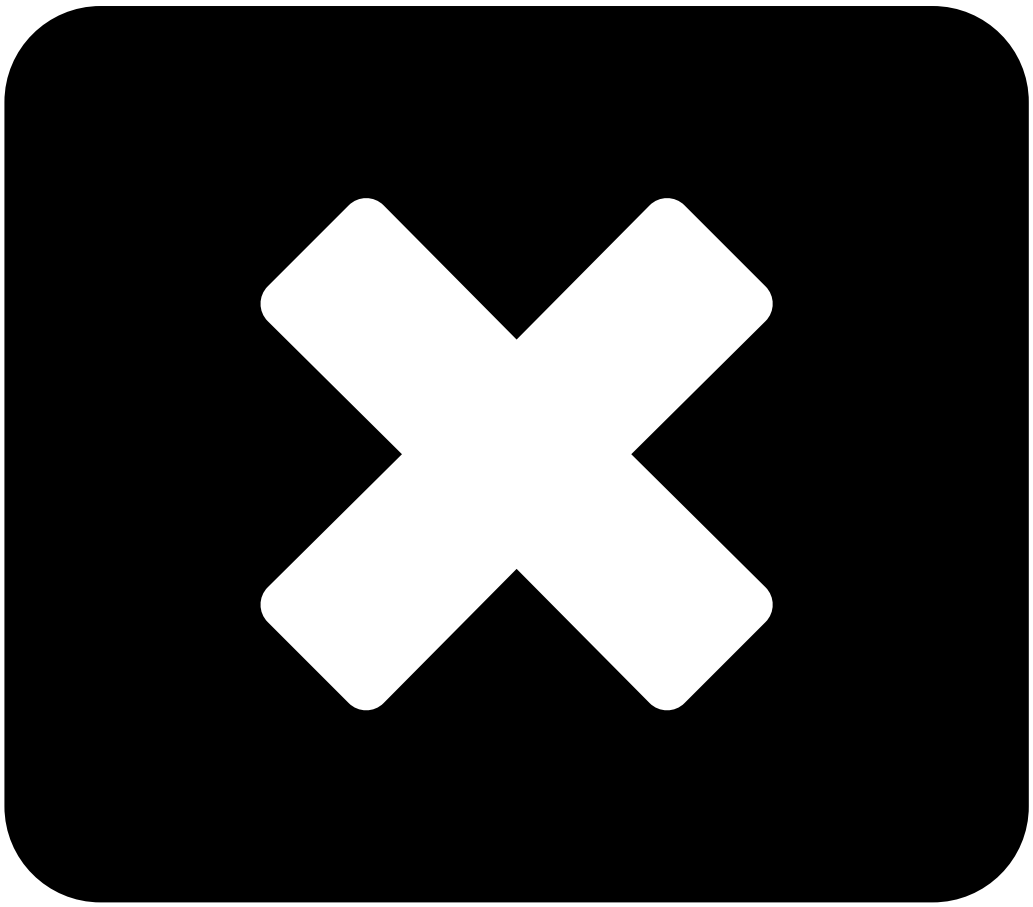
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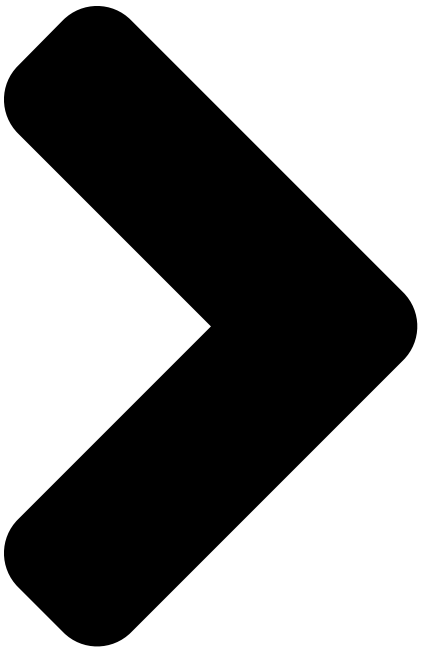


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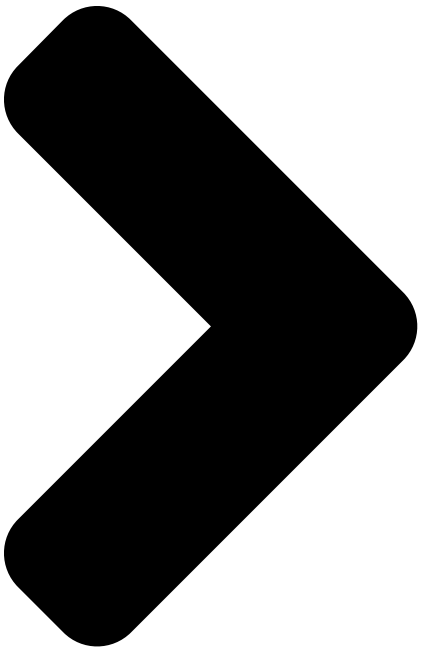


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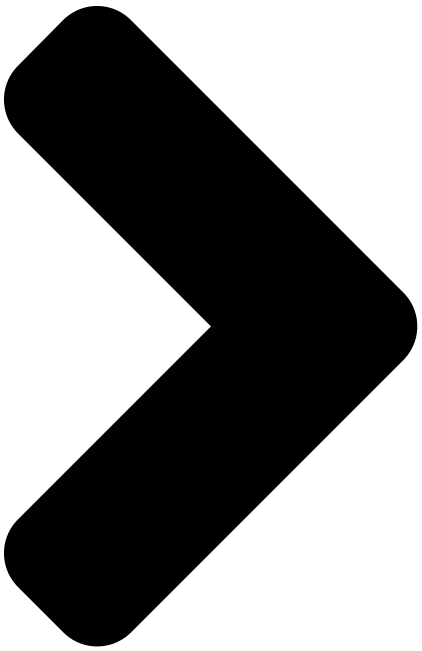
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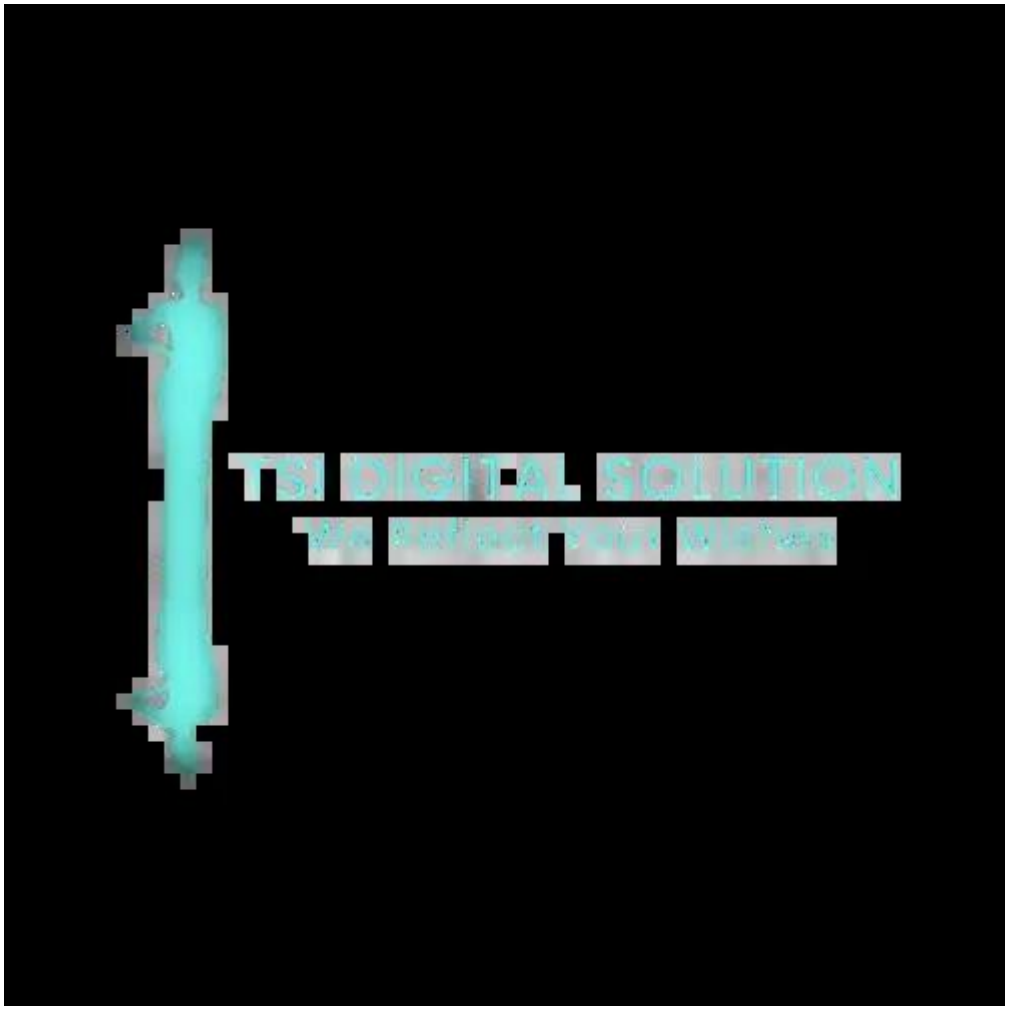
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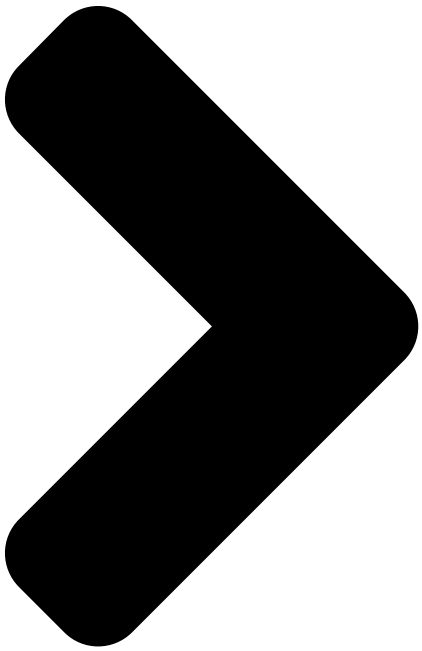


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Ads vs. SEO: Which is Best for Your Business

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Finding the Right Strategy

A Quick Guide to Understanding the Differences and Making the Best Choice

In the world of digital marketing, two of the most common strategies you’ll

hear about are ads (often referred to as PPC or pay-per-click advertising) and SEO (search engine optimization). Both are powerful tools for driving traffic and generating leads, but they work in very different ways. So, how do you know which is best for your business? Let’s break it down.

Understanding Ads (PPC)

What Are Ads?

PPC ads are a form of online advertising where you pay each time someone clicks on your ad. These ads can appear on search engines like Google (Google Ads), social media platforms like Facebook and Instagram, and various other websites.

Benefits of Ads:

1. **Immediate Results**: Once your ad campaign is live, you can start seeing traffic and leads almost instantly.
2. **Targeted Reach**: You can target specific demographics, interests, and behaviors, ensuring your ads are seen by the right audience.
3. **Scalability**: You can easily adjust your budget and scale up your campaigns based on performance.
4. **Measurable ROI**: PPC platforms provide detailed analytics, allowing you to measure the effectiveness of your campaigns.

Drawbacks of Ads:

1. **Cost**: PPC can be expensive, especially in competitive industries where cost-per-click (CPC) rates are high.
2. **Temporary**: Once you stop paying for ads, your visibility disappears

How Ads (PPC) Work

Keyword Research and Targeting:

The first step in a successful PPC campaign is identifying the right keywords that your potential customers are using. This involves researching popular search terms and understanding the competition for those keywords.

Ad Creation:

Creating compelling ads is crucial. This includes writing engaging headlines and descriptions that capture attention and entice users to click. For display ads, it might also involve designing visually appealing graphics.

Setting Up Campaigns:

This involves configuring your campaign in the PPC platform (like Google Ads). You’ll need to set budgets, bid strategies, and targeting options (such as location, demographics, and interests).

Monitoring and Optimization:

Once your ads are live, continuous monitoring is essential. You'll need to track performance metrics (like click-through rates, conversion rates, and cost-per-click) and make necessary adjustments to improve results. This might include tweaking ad copy, adjusting bids, or refining targeting.

Reporting and Analysis:

Regularly analyzing the data helps you understand the effectiveness of your campaigns and make informed decisions for future strategies. Detailed reporting ensures you're getting the best return on your investment.

- **Cost Management:** PPC can be expensive, especially if not managed properly. It requires careful budget planning and constant monitoring to avoid overspending.
- **Expertise Required:** Crafting effective ads and optimizing campaigns requires expertise. It's not just about setting up an ad; it's about ongoing management and optimization.
- **Competitive Nature:** High competition for keywords can drive up costs, making it challenging to maintain a positive ROI.

Understanding SEO

Benefits of SEO:

1. **Cost-Effective**: While it requires an investment in time and resources, organic traffic from SEO is essentially free.
2. **Long-Term Results**: Once you achieve high rankings, you can enjoy sustained traffic over time.
3. **Credibility and Trust**: Users tend to trust organic search results more than ads, which can enhance your brand's credibility.
4. **Comprehensive Coverage**: SEO helps improve your overall website, making it more user-friendly and relevant.

Drawbacks of SEO:

1. **Time-Consuming**: SEO is a long-term strategy and can take months to start seeing significant results.
2. **Algorithm Changes**: Search engines frequently update their algorithms, which can impact your rankings.

How SEO Works

Keyword Research:

Similar to PPC, SEO starts with identifying the keywords your target audience is using. This involves understanding search volume, competition, and the intent behind search queries.

On-Page Optimization:

This involves optimizing various elements on your website, including title tags, meta descriptions, headers, and content. It’s about ensuring your site is search engine-friendly and provides value to visitors.

Content Creation:

High-quality, relevant content is at the heart of SEO. This includes blog posts, articles, videos, and other forms of content that address the needs and interests of your audience. The content must be well-written, informative, and optimized for the target keywords.

Technical SEO:

This focuses on the backend of your website. It includes improving site speed, mobile-friendliness, site architecture, and ensuring your site is easy for search engines to crawl and index. Fixing broken links and optimizing images are also part of technical SEO.

Link Building:

Acquiring high-quality backlinks from reputable sites is crucial for SEO. This involves outreach efforts to get other websites to link to your content, which can significantly boost your search rankings.

Monitoring and Adjustments:

SEO is an ongoing process. Regularly monitoring your site’s performance using tools like Google Analytics and Search Console helps identify areas for improvement. You’ll need to adjust your strategy based on the data and keep up with search engine algorithm changes.

- **Time-Consuming:** SEO is a long-term investment. It can take months to see significant results, requiring patience and consistent effort.
- **Continuous Effort:** SEO isn’t a one-time task. It requires ongoing optimization, content creation, and staying updated with algorithm changes.
- **Technical Challenges:** Implementing technical SEO requires knowledge of website development and an understanding of how search engines work.

Combining Ads and SEO

For many businesses, the best approach is a combination of both ads and SEO. This strategy allows you to enjoy the immediate benefits of PPC while building a strong, long-term foundation with SEO. By leveraging both, you can maximize your visibility, drive more traffic, and achieve your business goals more effectively.

Conclusion

Both PPC and SEO involve strategic planning, ongoing management, and a deep understanding of digital marketing principles. They're far from "easy money" but when done correctly, they can drive substantial growth for your business.

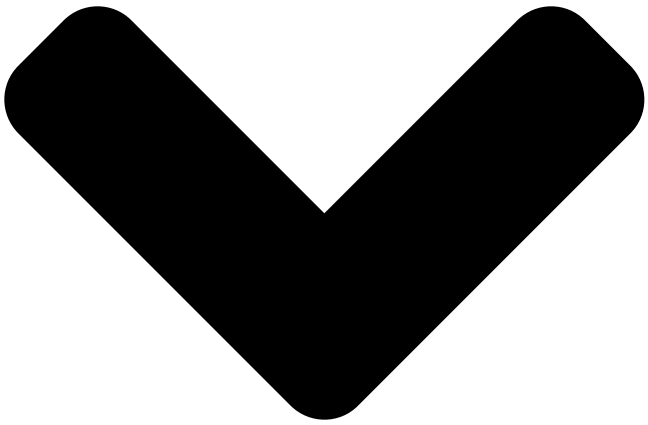
By understanding the work involved in both strategies, you can make more informed decisions and set realistic expectations for your digital marketing efforts.

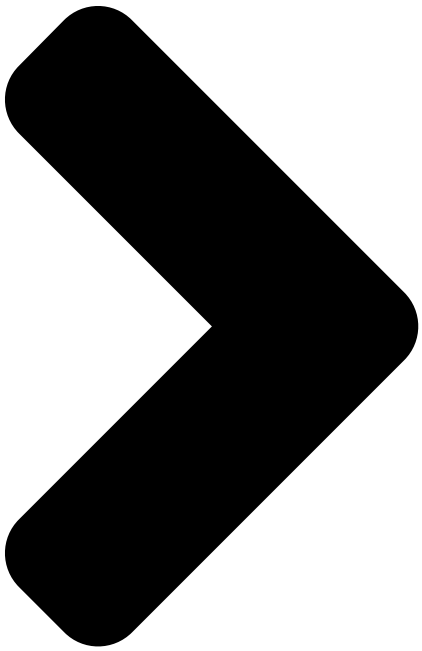
Both have their unique advantages and can significantly benefit your business in different ways.

If you're still unsure which strategy is best for your business, feel free to reach out to us. Our team at TSI Digital Solution is here to help you navigate the world of digital marketing and find the perfect solution to grow your business.

Frequently Asked Questions (FAQ)

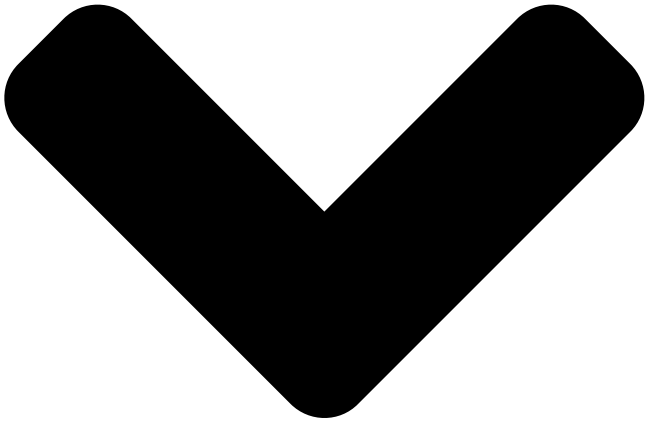
What is the main difference between PPC ads and SEO?

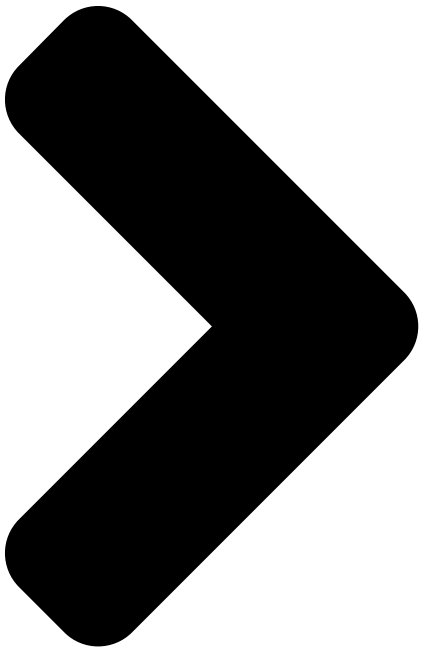




PPC ads are paid online advertising where you pay per click for immediate visibility, which stops when you stop paying. SEO is the process of optimizing your website to earn free, organic traffic from search engines over the long term.

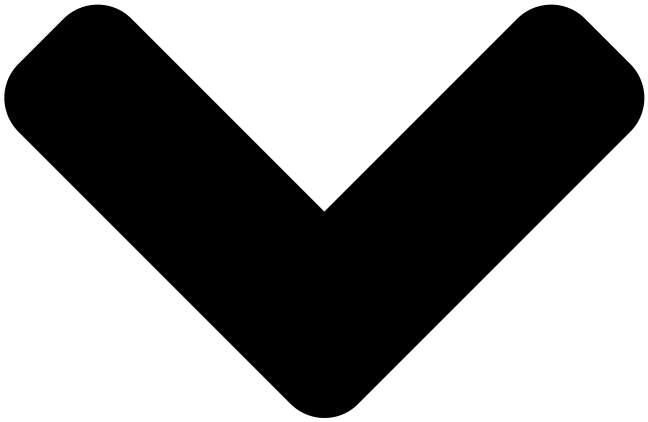
Which is faster for getting traffic, PPC or SEO?

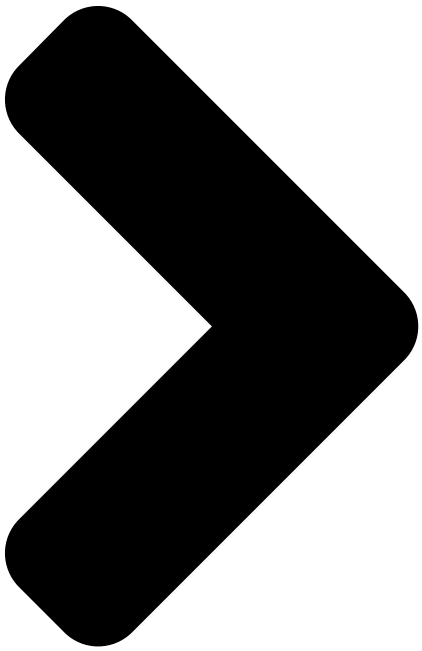




PPC ads provide immediate results, driving traffic almost instantly after a campaign goes live. SEO is a long-term strategy that can take months to show significant traffic results.

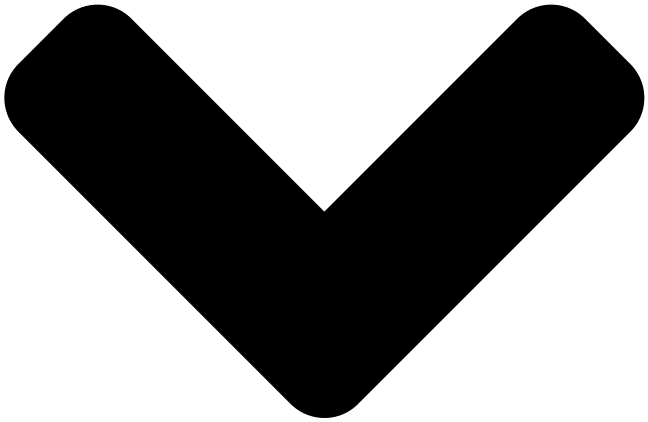
Is SEO or PPC more cost-effective?

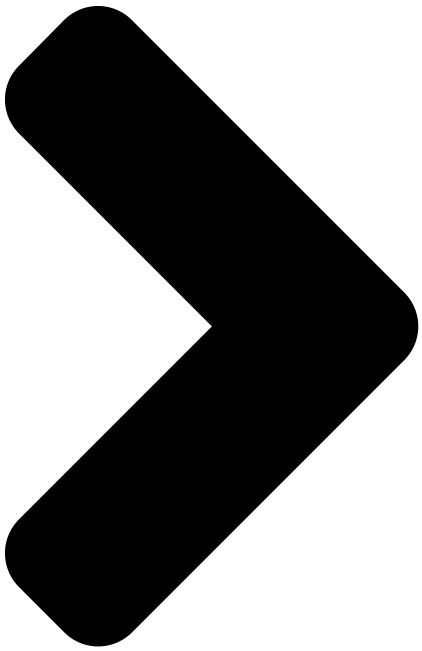




SEO is more cost-effective in the long run because it drives free organic traffic after the initial investment. PPC can be expensive, especially in competitive industries, and requires ongoing payment to maintain traffic.

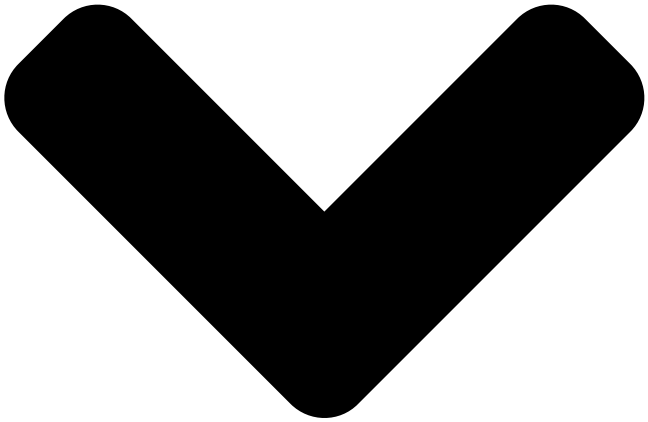
Why would I use PPC if SEO is cheaper?

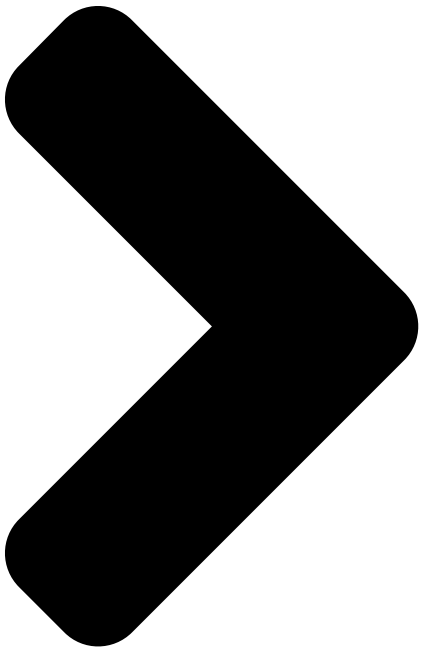




You would use PPC for immediate, targeted reach and scalable results while you build your SEO foundation. PPC is also fully measurable and allows for precise targeting of demographics and interests.

Can I use PPC and SEO together?





Yes, combining both is a powerful strategy. This approach lets you gain immediate traffic and leads from PPC while building sustainable, long-term organic visibility and credibility through SEO.

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Reach Out to Us

Need Help Deciding?

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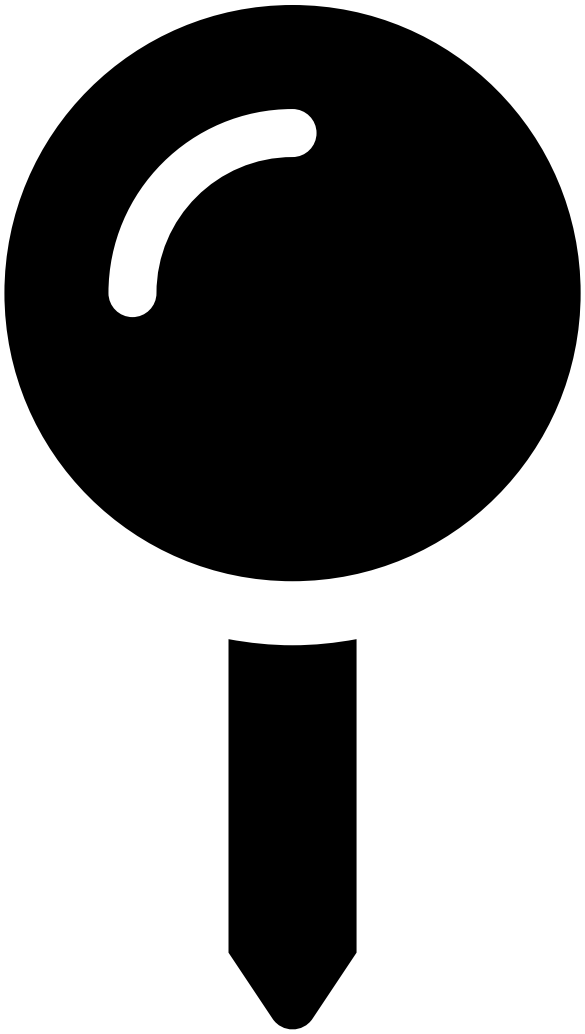
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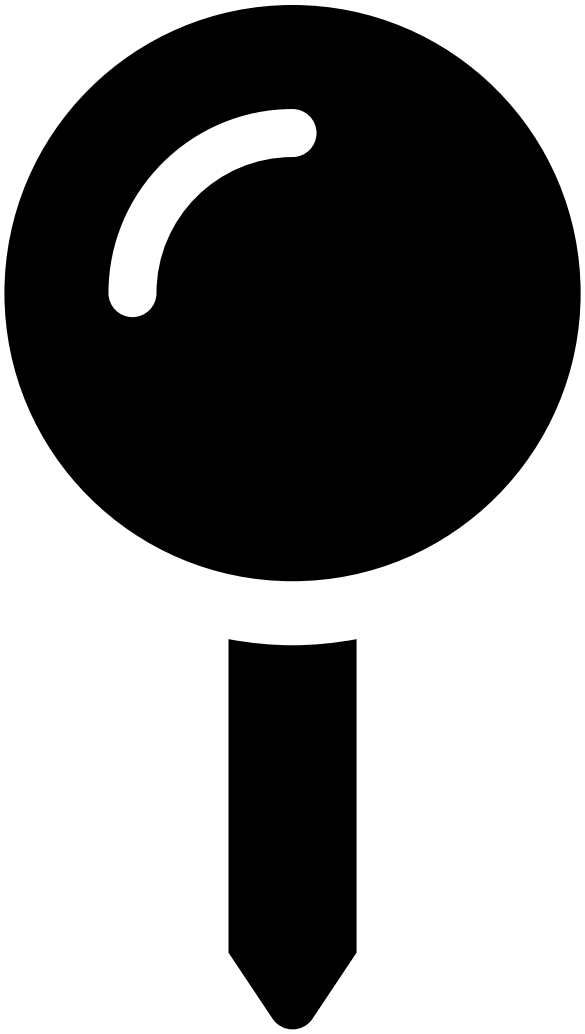
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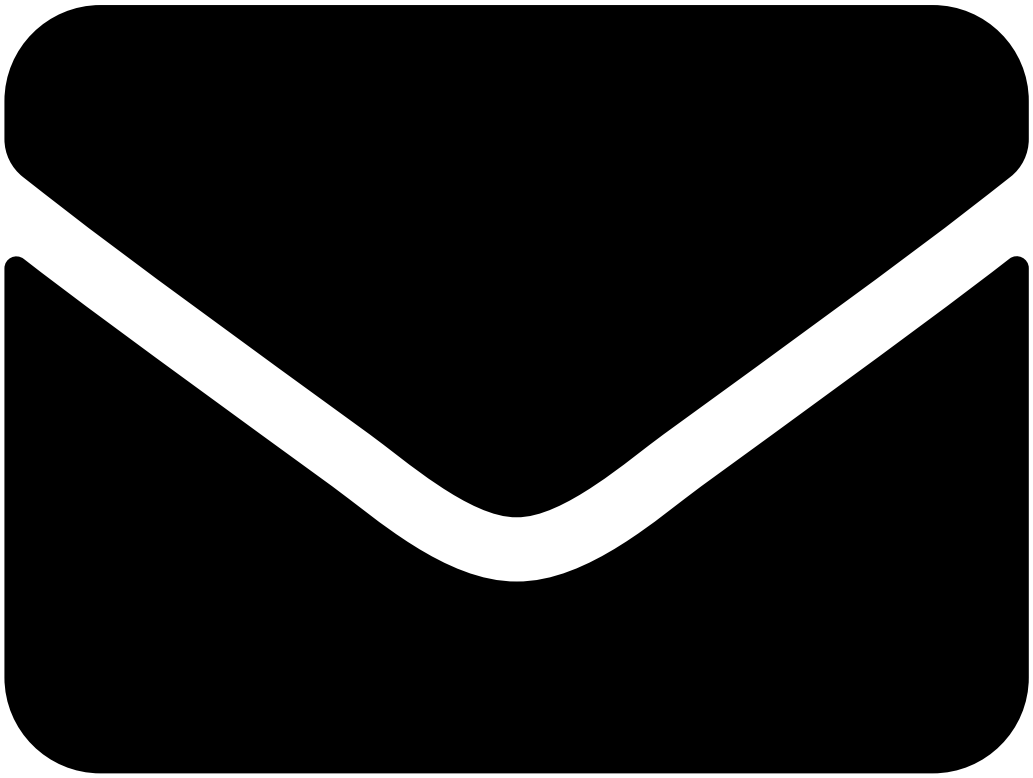


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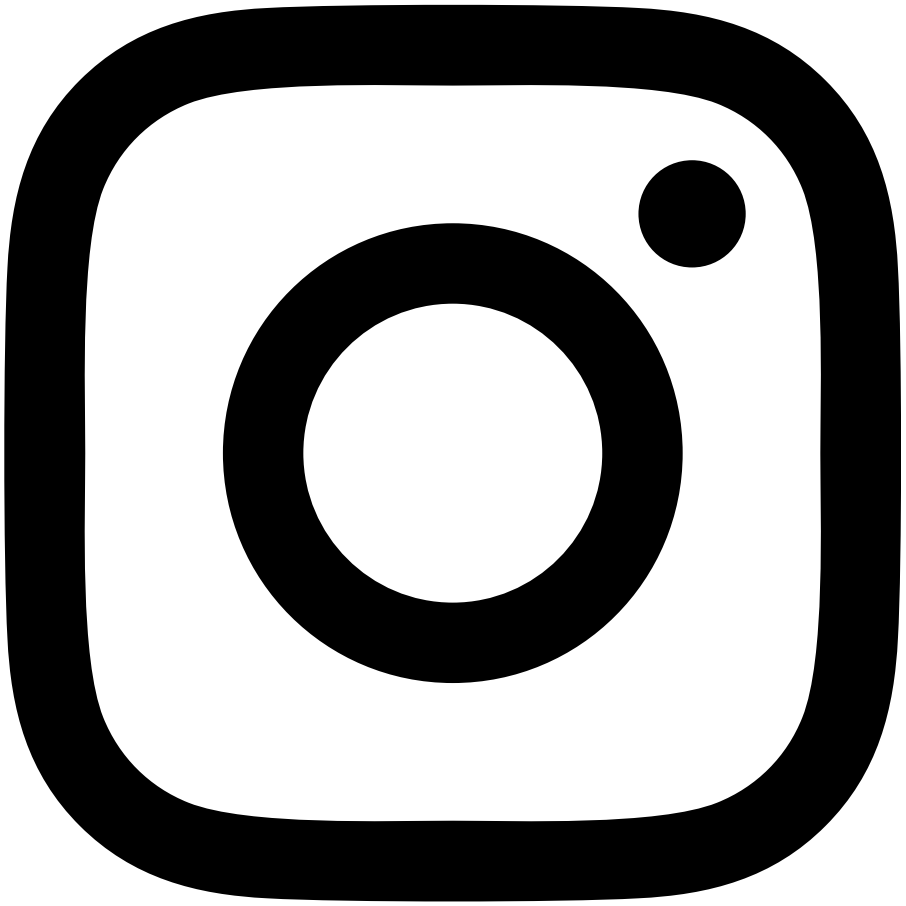
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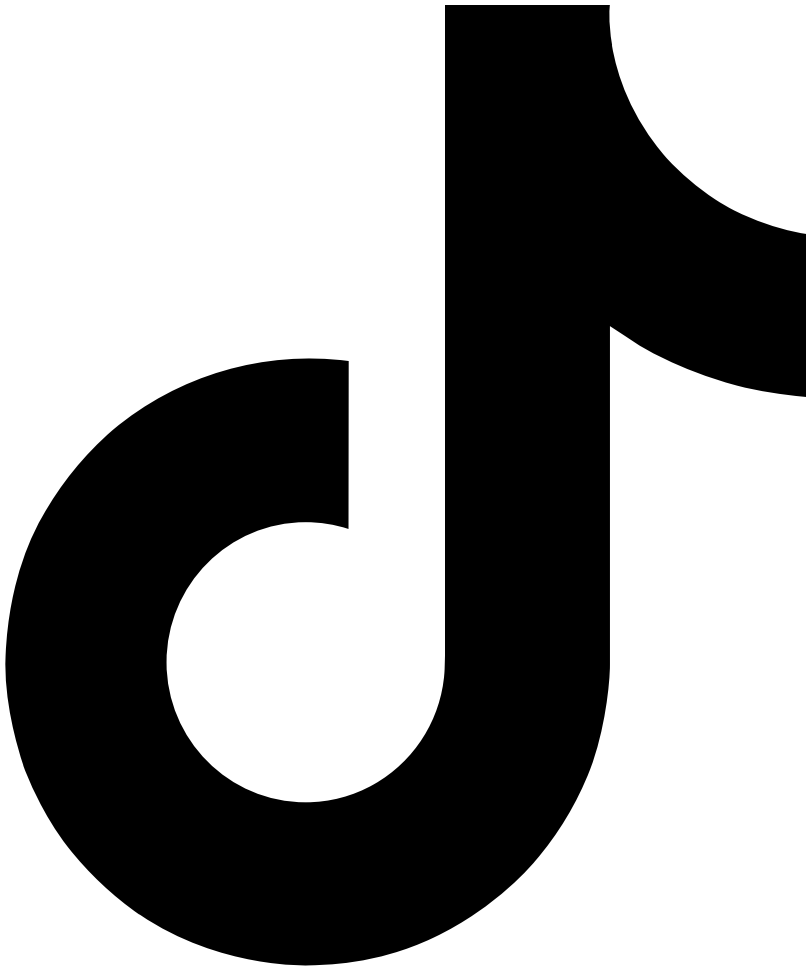
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