



# **5 Reasons Why your Business Needs both SEO and PPC**



Two is better than one.

Many of you might think that SEO (search engine optimization) and PPC (pay-per-click) are rival tactics, but it's not true! Instead, they both compliment each other quite well and can be used as a comprehensive search engine marketing strategy. They may have distinct roles and purposes, but their main goal is to boost website traffic.

We would recommend you to combine both the practices to build your business to get maximum return on investments. To attain success, make sure you choose a reputed PPC agency in London.

Stay with us as we shed some light on the advantages of investing in [SEO and PPC services](#).

### ***5 benefits of choosing SEO and PPC services for your business***

#### **1. Improve your visibility**

Once your business achieves a prominent position in organic search engines, start running PPC campaigns depending on your organic SEO efforts. This will increase your credibility and provide you with much-needed exposure in search results.

Using SEO and PPC simultaneously increases your visibility in SERPs (search engine results page). By doing this, your users will be able to see your website twice in SERPs, thus increasing your credibility and making your business look authoritative.



## 2. Acquire a better quality score

When you optimise your website for organic SEO, you're eliminating all errors and improving your quality score for paid search.

A high-quality SEO score can save you a few pounds in terms of cost-per-click (CCP). Make sure all your pages are SEO'd correctly.

## 3. Create SEO strategies using PPC data

We all are aware of the fact that SEO is a long-term strategy while PPC will provide you with results in just one day.

It may take a lot of time to check the success rate of an SEO strategy while it's not the case with PPC. When you have both SEO and PPC together, you can collect enough insights in less time and acquire ideas to create a potential SEO strategy.

With this, you can also change your title tags, meta descriptions and blogs as per your audience needs.

Hint: Use expensive PPC keywords in your SEO strategy as it will give you a better idea of all targeted keywords used to find your business in real-time.

Trust a genuine [PPC agency in London](#) to up your digital marketing game!



#### **4. Build a comprehensive list of high-performing keywords**

Organic SEO helps you to get super valuable long-tail keywords, unlike most of the PPC keyword tools. Long-tail keywords are key-phrases that are more specific and commonly used phrases used by people to search for a particular thing.

These long-tail keywords tend to get less search traffic but have a higher conversion value as there's a concrete intention to purchase a product or service.

Try to include more long-tail keywords to acquire a decisive edge over the competition.

#### **5. Save your business against frequent algorithm updates**

An algorithm update can cost you to lose your Google ranking along with affecting your conversion and revenue. To avoid such situations, deploy a PPC campaign to help you until the organic search engine results get back to normal.

Combine the power of SEO and PPC to get the best results!

People First Marketing is one of a kind digital marketing solutions provider that helps you to get the desired results. We are the pioneers of PPC management in London equipped with expertise, experience, and extensive knowledge of creating result-oriented PPC ad campaigns. [Contact us now!](#)