



Rocket Works Marketing presents...

SEO vs. Pay Per Click

for small business owners

What type of digital marketing suits your business?

Over 90% of Consumers use Google to find products and services they need. If you are not on the front page of Google they don't even know you exist. So how do SEO and PPC compare? and which is right for you?

What is SEO?

Search Engine Optimisation is where you focus on ranking high in the organic results for a search term.



What is PPC?

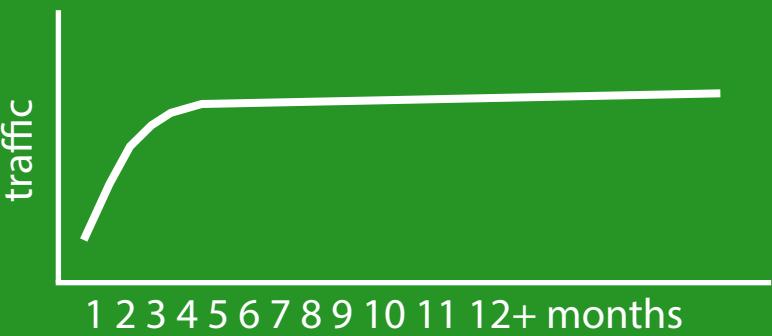
Pay-Per-Click marketing is where you pay to display ads near the results for search terms.

Time to Results

"I've had investors get a lead within 30min of their PPC campaign going live! -Brendan Holmes, PPC Expert



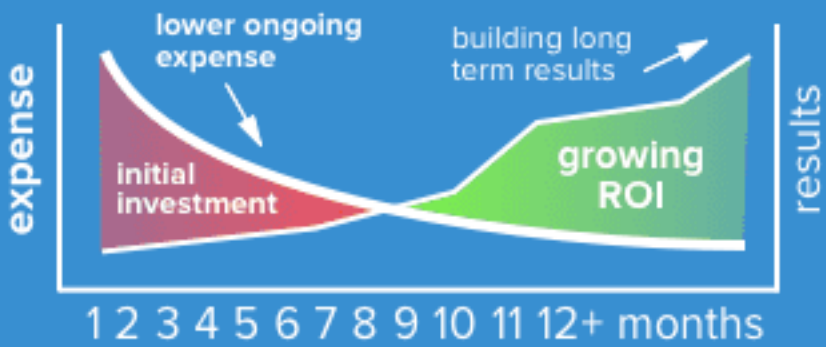
SEO can take weeks, months, or longer to get ranked for specific high volume search terms.



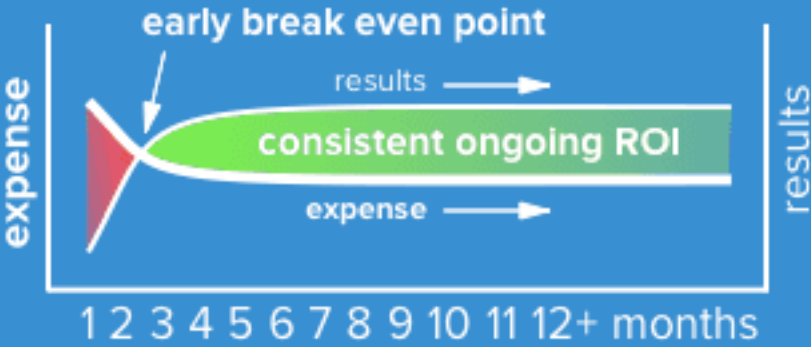
PPC ads can be live and receiving clicks in as little as a few minutes.

ROI

"SEO is giving us the highest long-term ROI of any of our online marketing - Trevor Mauch, InvestorCarrot



SEO has a low long-term expense, and increasing results - leading to a high ROI over time.



PPC ads have a fixed, sustained cost and direct relation to website traffic.

Trust

"86% of web searchers trust organic SEO listings more than sponsored/paid PPC listings - Unbounce

Searcher's trust Google to deliver relevant results and are actually clicking Google's organic top choices over all others

90% of clicks go to organic **SEO Results**

10%
PPC

86% of web searchers trust organic listings more than paid

The Winner? You

SEO and PPC are complimentary to each other, if budget is tight PPC offers faster but more costly results, SEO is less predictable.

If you have more time than money:

1. Start w/ SEO today for long-term ROI
2. Launch PPC as you build 2-3 mo. budget
3. Have patience & implement. It's worth it!

If you have more money than time:

1. Get traffic fast with PPC
2. Start w/ SEO today for the long-term ROI
3. Possibly outsource SEO / PPC to experts

Drive traffic to high a converting lead generation website to maximize ROI and minimise lost leads

Check Out



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