



White Paper - *Optimize or Google Ads?*

Search engine optimization takes a dedicated effort with its associated costs. Why spend additional money to advertise on Google or other search engines? Conversely, why pay money to get your website ranked at the top when you can buy Google Adwords?

Good questions. Here's our good answer. First, getting search engines to rank and list your website takes weeks. If you want immediate presence, paying for search terms that appear as text ads beside and/or above the intrinsic results produced by the search engine's algorithm can get you found within minutes of putting your ad up.

Second, we have found that having both a high intrinsic result and paid Adwords can get substantially more response than just a high ranking or an ad alone. Nielsen and another study agreed within 2%: response as high as 92% of total response for a search term was achieved with both intrinsic and an ad showing up on a results page.

The reason is the repeated result of your website appearing twice on the same page prompts more recognition and action. It also

demonstrates your commitment and relevance to the market the search term you chose represents.

That said, the intrinsic results are viewed by many as more meaningful than paid results for two reasons.

One: an independent organization (the search engine company) has placed your company's website in its results for a specific term. Even though you spent time and money to make that happen, it still is often perceived as more significant.

Two: Many companies have bought blocks of Adwords for terms that are only loosely associated with what they do or in some cases, not relevant at all. This dilutes the perception of all results for terms where this happens.

Finally, you may ask, how much should I spend on search engine advertising? To answer this question in a meaningful way, you need to consider what the Cost Per Click (CPC) is and the ROI on that marketing investment. We take this topic on in our *CPC 121* white paper. Beyond that you need to consider how best to allocate your budget with an eye towards specific goals- sales leads, awareness, and more.