

PPC v Natural Search - A Cost Comparison Case Study

The attraction of Pay Per Click (PPC) online advertising is undeniable. Each click costs virtually nothing, you only pay for the clicks you get, and you set your own daily budget so you know exactly how much you're going to spend. Most importantly, your listing appears instantly. On the other hand, a high ranking in the natural search results seems unobtainable. There's a perception that hundreds of thousands of other businesses are competing for your keywords, and that makes it seem like a real rat-race. And it also seems like such a big mountain to climb; it's true that it can take months to reach the first page for your target keywords. To make matters worse, thousands of opportunistic (and some very dodgy) 'SEO companies' have emerged, looking to make a quick and big buck out of market naivety. So to CEOs, BDMs, marketing managers, webmasters, and business owners, the road to natural search ranking seems expensive, risky, and beset with traffic. But does this mean you should forget natural search? Definitely not! Firstly, most user studies to date have found that people pay more attention to natural search results because they're more relevant. That's the foundation of the success of companies like Google and Yahoo (and the reason they keep their indexing rules a secret). What's more, it's important to put things in perspective. Hundreds of thousands of other businesses may be competing for your keywords, but in most cases, they're at least as confused and disheartened as you. So the sooner you figure out the real story, the sooner you'll have the jump on them. And yes, it can take a while to reach the top, but because your competition is – for the most part – traveling blind, your early progress will normally be quite quick. In fact, for most businesses, it's not until you reach the top few pages that your progress will slow. And again yes, there ARE some dodgy SEO companies out there. But there are also some very good ones.

About the Author

Milwaukee and Wauwatosa, Wisconsin. Grocery store specializing in organic foods. Includes.

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