



# PPC AND SEO WORKING TOGETHER

## A Best Practice Brief

Presented by Trada



**It's a common question:** which comes first? When initiating an online advertising program, should you start with pay-per-click (PPC) advertising? Or should search engine optimization (SEO) be your maiden voyage? The reality is neither

PPC nor SEO is an island - and using *both* in an integrated campaign will strengthen *both* efforts.

**But we think you should try PPC first.**

**When you launch a PPC campaign** in Google, Yahoo or Bing, it begins working immediately - generating tons of data. And you only pay when a searcher clicks on your ad.

SEO results, on the other hand, don't generally begin showing for at least a month or more. SEO doesn't have a direct cost associated with it, although many companies choose to hire a consultant or agency to

help with their efforts.

Here's the kicker: **the data generated from your PPC campaigns can inform your SEO strategy.** Which keywords are generating profitable clicks for your company? Those are the keywords you should be looking at as possible SEO tags. Running a PPC campaign is a cost-effective way to jumpstart your SEO research.

### PPC AND SEO:

Do you know how to use PPC to research SEO keywords?

Are you using both PPC and SEO to message test?

Are you aware how SEO can positively affect Google Quality Score and lower your cost per click (CPC)?

To be successful, we suggest you implement **both** strategies. Running a PPC campaign that directs clicks to a website with unsophisticated SEO is not ideal. And SEO alone is competitive as an online marketing strategy.

The two are symbiotic.

But armed with the data instantly (and continuously) provided by a PPC campaign, you are off to a good start when implementing SEO.

## Keyword Research & Message Testing

Here's how using PPC and SEO together can provide you with two viable means of keyword research.

Within a week of using PPC, you'll have a good idea of which keywords receive the most clicks and impressions. Google Analytics can tell you which of these keywords result in sales or high-quality leads.

You can take this valuable knowledge and apply it to your SEO efforts. By having a solid understanding of high-converting keywords, you may incorporate them into their content, URL links, meta/title tags, etc.

Furthermore, a solid understanding of which ads have the highest click-through rate (CTR) can help enhance SEO efforts. Adapting high CTR ad copy



Adapting ad copy from high CTR titles into **actual page titles** will deliver a higher CTR for SEO.

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## Landing Pages & Quality Score

Another benefit of an integrated SEM campaign is the ability to optimize your landing pages.

First, anyone who finds your website and landing pages through PPC may link or bookmark from their own site. Link building is an integral part of SEO and having deep links (links that point to a specific page rather than the site's homepage *or* a general category page) signifies to search engines that you have valuable, targeted content in your interior and subpages.

However, a strong benefit of SEO is how it can be used to strengthen landing pages - which can improve your Google Quality Score.

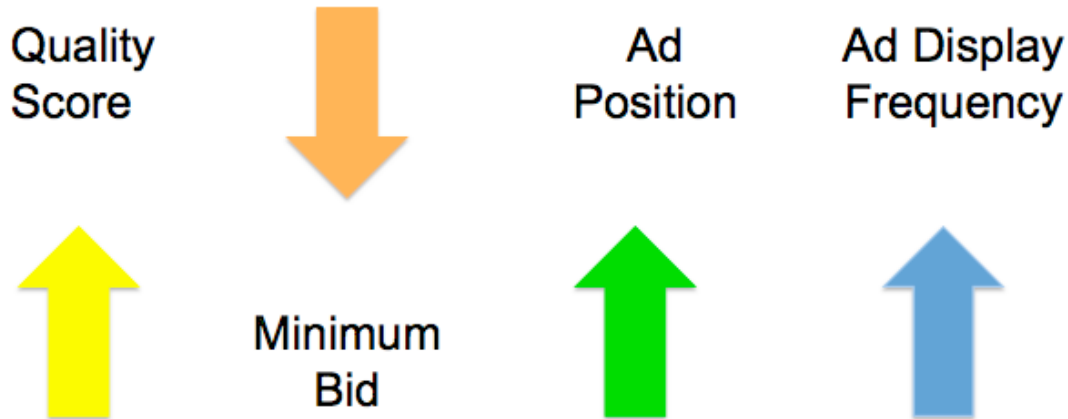
**Google Quality Score is calculated on the following criteria:**

- The historical clickthrough rate (CTR) of the keyword and the matched ad on Google
- Your account history, which is measured by the CTR of all the ads and keywords in your account
- The quality of your landing page
- The relevance of the keyword to the ads in its ad group
- The relevance of the keyword and the matched ad to the search query
- Other factors (the full recipe for Google's Quality Score is undisclosed)

Including targeted keywords in your landing pages - keywords that correspond with your ad copy and your PPC keywords - will increase your quality

score. When your Quality Score goes up, your minimum bid goes down. Then

your ad position goes up and your ad display frequency goes up (illustration below).



## Test and Refine

Once you have the results from both your PPC and SEO efforts, it's important to ensure that high-converting keywords are integrated in both campaigns. The two strategies should continue to inform one another. **This isn't a set-and-forget operation:** once you've determined your keywords and message content, continually refine both.

## Let Trada Help You with PPC.

Trada can help you make paid search easy to incorporate into your campaign. Trada's hundreds of paid search experts can help your company create and identify keywords that are high-converting and result in high-quality leads and sales.

Once armed with these keywords created by Trada optimizers, you can use them to build out your SEO efforts.

## About Trada

Trada offers the only crowdsourced pay-per-click (PPC) marketplace allowing businesses and agencies to run PPC marketing campaigns on **Google, Yahoo and Bing** by leveraging the skills of hundreds of the world's best paid search experts.

Visit [www.trada.com](http://www.trada.com) to see how Trada can work for your organization.