BETWEEN A rock & a HARD place
SEARCH ENGINE OPTIMISATION OR PAY PER CLICK?

RESEARCH problem
- No empirical guidance exists for online marketers to maximise traffic to their websites by employing both SEO and PPC campaigns simultaneously.
- There has been an ongoing debate whether or not an investment in SEO generates a higher ROI than paying for clicks using a PPC advertising model.

RESEARCH objectives
- To identify and investigate the available Search Engine Marketing elements with emphasis on SEO & PPC.
- To identify in what ways websites make use of the various combinations of SEO and PPC.
- To investigate how popular/unpopular the usage of PPC in the current online marketing environment is.
- To investigate the effectiveness of having a PPC campaign.
- To compare the effectiveness of SEO & PPC and see what research has already been done.
- To determine if having a dual SEM campaign improves traffic to and conversion on a website.

Investigative QUESTIONS
- Do the most visible websites in the world implement SEO and/or PPC?
- What is the current state of PPC usage by online advertisers?
- Can PPC alone be efficient enough to draw traffic and converting the traffic into sales?
- How effective is it compared to a PPC campaign?
- Does having a dual strategy SEM campaign make a difference in website traffic?

RESEARCH methods
- The research will consist of surveys, empirical work, and extensive literature review being recorded and published as a series of journal articles.
- Primarily, a quantitative research approach will be used across all three articles.

BENEFITS of SEO
- High ROI
- Long term positioning
- Targeted traffic
- Promotion that doesn’t sleep
- Increase brand visibility
- Higher sales
- Faster loading pages
- More cost-effective
- Increased accessibility
- Cross-browser compatibility
- Navigable by the engines
- Improved usability

BENEFITS of PPC
- Low initial investment
- Set your own budget
- PPC advertising levels the playing field
- Instant results
- Real-time “trackability”
- National/International exposure
- Increase local visibility
- Excellent search engine positioning

Possible MAJOR Findings
- Results could possibly indicate that SEM would be most cost-efficient if ranking improvement is not required immediately.
- PPC should be used when improvements are essential in the very short term.
- PPC should be used to target longer keyphrases, since the competition for those keywords would be lower and therefore cheaper to bid on.

CONCLUSIONS
- It is clear that both methods have their own benefits and disadvantages.
- To conclude, each business website is unique and it would be impractical to make a call on the best solution without an in-depth analysis of the website.
- This analysis should determine their need and make a recommendation on whether to use SEO, PPC or a dual strategy.

REFERENCES