



SEO vs. PPC

Which Is Better For My Pest Control Business?



Gaining Traffic To Your Website

Considering your products, your future, and how your customer base navigates the internet will help you make an informed decision when spending your marketing dollars.

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3 SEO vs. PPC

In today's world, the online marketplace is more important than ever in gaining a customer base, generating leads, and communicating your brand. Having a strong online marketing strategy can make or break your business. When thinking about your approach to marketing, you will undoubtedly consider traffic generating techniques, namely **PPC** and **SEO**, two of the most powerful ways to enhance your online presence.

Pay per click (PPC) advertising is exactly what it sounds like. You pay your way to the top of the search engine results page (SERP). **Search engine optimization (SEO)**, on the other hand, uses keywords and quality content to attract visitors to a website.

In our past editions, we have discussed the importance of SEO and establishing a PPC campaign which naturally leads to the question: which one is better? To think about the benefits and drawbacks of each, you must consider your current situation, growth goals, and customer base. Considering your products, your future, and how your customer base navigates the internet will help you make an informed decision when spending your marketing dollars. Though both SEO and PPC are powerful approaches to gaining traffic to your website, there are specific advantages and disadvantages to each technique.

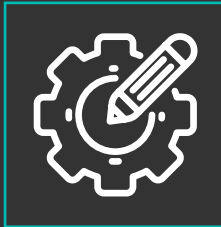
4 PPC: Sure-Fire Visibility

PPC: Sure-Fire Visibility

PPC offers several advantages. Mainly, it fast tracks your company to the top of the SERP allowing your products and your brand to remain visible to your customer base. Below are some of the specific advantages associated with a strong PPC campaign:



Position: By paying for advertising space, your product will appear at the top of the webpage above organic listings. Furthermore, you can tailor your keywords to target a specific location, products, and services to make sure that your company stays relevant.

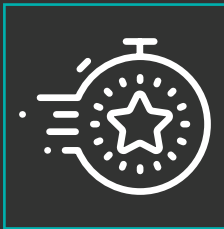


Branding: With a strong PPC campaign, you will be seen, and so will your brand. The first impression you give to customers will promote specific products and services you are offering. You can do this through visual and written advertisements that, once clicked, will lead potential customers to a targeted landing page. Landing pages have a focused advertising goal that highlights a particular product or service.



Cost and Budget: Though, at first glance, the idea of PPC seems like quite the investment, a well-managed account ends up being an inexpensive way to bring attention to your website. You can carefully control how much you spend by generating highly targeted traffic. By focusing on a specific geographic area and even the age, interests, and income of your audience, you can ensure that a higher percentage of your clicks pay off.

5 PPC: Sure-Fire Visibility



Speed and Flexibility: With a pay-per-click advertising campaign you can evaluate data and adjust your spending strategy quickly. You can analyze reports generated from your search results and remove or add search criteria that will streamline your target audience and eliminate audiences that are not interested in your products or services. Furthermore, if you implement changes, they will not impact your position on the SERP.

In the end, utilizing PPC advertising will not only generate more traffic to your website, but the results you glean from a PPC campaign will help inform other aspects of your online marketing strategy. Using analytic software to evaluate your data will help inform changes you make to your PPC campaign. However, there are some downfalls to PPC, especially if its poorly managed.

PPC can be pricey if you're not optimizing your search words correctly or you're targeting a large area. If lots of people are clicking on your advertisement and not buying your product, it will not garner the return on your investment that you are looking for. Furthermore, if you are dealing with competition also utilizing PPC ads, your ad may not perform as well, especially if you find yourself in the throes of a bidding war over the same keywords. This will drive costs up.

Lastly, PPC is easy to design and implement, and therefore, its fairly easy to imitate. If you're dealing with competitors who are interested in riding your advertising coattails, they can efficiently evaluate, create, and run a PPC campaign that looks like yours.



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6 How To Measure The Success Of A PPC Campaign

How To Measure The Success Of A PPC Campaign

With skilled management, optimization, and analytics in place, PPC should pay off. A successful PPC campaign requires attention. You must come up with a strategy, evaluate that strategy, and then adjust as needed to ensure that you're investing your money as wisely as possible. The experts at Lobster Marketing will constantly measure the success of your online advertising campaign by evaluating phone calls, form submissions, and cost per lead.

- **Phone Calls and Form Submissions:** Lobster Marketing will collect phone calls and form submissions to measure and monitor the cost of each lead and determine whether your campaign is profitable. Our software ensures that data is accurate by throwing out junk calls and forms so that you get authentic, detailed results.
- **Cost Per Lead:** Understanding cost-per-lead and ensuring that it is less than the services you provide will help you know that you are still making a profit. It's important to justify your spending for any marketing strategy so that you can ensure that your program is benefiting your company by increasing your sales. The measure of success associated with cost per lead will help you easily see your return on investment (ROI) so that you know your PPC campaign is paying off.



SEO: Organic Credibility

SEO deserves a different kind of attention than PPC. It yields important results that impact the reputation of your company in way that's distinctly different from the results generated from a PPC campaign. It is advantageous in a ways that are long-lasting; a well-designed SEO campaign is content driven and earns its spot on the SERP by proving useful to audiences over an extended period of time.



Position: SEO results appear below the paid advertisements on the SERP. If customers are searching for information gleaned from a website rather than a specific product or service found through a landing page, they will likely scroll down to the organic results and click on one of the links found in the top slots.



Branding: If you can earn one of those highly sought-after spaces at the top of the organic listings, it does invaluable wonders for your reputation. SEO algorithms are always changing. Thus, obtaining a place at the top of the page is not easy. Those coveted spaces usually indicate that your content is rich, researched, dynamic, sought-after, and trusted by customers.



Cost and Budget: PPC requires a monthly payment. You can allocate as much or as little funding as you want, but it still requires constant payment if you want your advertisement seen. SEO, on the other hand, is free – sort of. It requires the initial investment of creating rich content. This includes well researched written content, videos, and design elements that make your website valuable to your readers. An expertly crafted website allows you to compete with similar companies for those enviable spots at the top of the SERP. If you reach the top of the organic listings, it requires some effort to stay there. You must update content and maintain your website to stay relevant. This takes time and research. Therefore, many companies trust the experts to ensure that their site is consistently updated with new information and to reflect the changes in SEO algorithms. However, once SEO proves successful, it is sustainable over a long period of time which generates more volume at a better cost per lead.

8 SEO: Organic Credibility



Speed and Flexibility: Though SEO offers many benefits if done correctly, speed and flexibility are not among those advantages. It takes time to build content and gain enough credibility to climb up to the top of the SERP. While the implementation of a PPC campaign or a modification of one that's already in place happens quickly, changes or additions to SEO can take weeks or even months to show results. Despite the time it takes to earn a top spot on the top of the organic listing, once you're there, you will continue to generate consistent traffic to your website for little to no cost.

Though a high position in the organic listing is essential to build your reputation and demonstrate your knowledge and credibility when it comes to products you sell and services you provide, there are some clear drawbacks to investing in an SEO campaign. Mainly, it takes time to build content and gain credibility. This can be difficult when you're new and competing with established companies. If you're a new company or new to internet marketing, you may prioritize being seen quickly, and therefore, it may be initially advantageous to invest your marketing dollars in a PPC campaign as you work to develop content and your reputation.

How To Measure The Success Of An SEO Campaign

Lobster Marketing specializes in creating websites for pest control companies. We know the business, so we can take your existing website and implement local SEO services to help you compete in the ever-changing online marketplace. We will implement SEO strategies to boost your online efforts so that you can attract new customers, climb the ranks of the SERP, and compete with your competitors.

Buy Online: Our SEO services make it simple and convenient for customers to provide their information, choose a service package and schedule their visit online. Through our exclusive integration with PestRoutes® software, the leading software for pest control companies, your customers can easily purchase plans, ask questions, and schedule services without having to immediately speak with a representative. Furthermore, these appointments will automatically appear on your service schedule.

Optimized Google My Business Listing: We will build you a profile or review your current profile so that your website is optimized for success. Furthermore, we will keep up with Google's changing SEO trends and update your listing with fresh content so that your site stays relevant.

Performance Reporting: Lastly, we offer performance reporting so that you know these updates pay off. We provide a detailed analysis of interest generated from your website and collected reviews so that you can know how your site and your services are performing.



10 SEO Or PPC: Where Do I Start?

SEO Or PPC: Where Do I Start?

If you're wondering where to invest your initial marketing dollars, you must think about your current situation and your growth goals. If you're a company that's new to the online marketplace, it is advantageous to invest in a PPC campaign to put you on the fast track to gaining traffic to your website. With PPC, you will see short term gains. It will allow you to sell a specific product, service, or campaign and affords you with the time necessary to build your website with SEO strategies in mind.

If you're an established company, you will likely want to put more dollars into strengthening the SEO on your existing website so that you continue to build your reputation and maintain your trust amongst customers. SEO requires an initial investment, but it has staying power. PPC is a faucet – you can turn it on and off to help increase traffic to your landing page; SEO takes time but results in long term gains that last.

In the end, the best strategy is to use both. SEO and PPC can work together synergistically, and when used in tandem, the whole is greater than the sum of its parts. Data from your PPC campaign will inform your SEO strategy. You can use high-performing keyword and search terms, implement them on your website, and increase your total volume of traffic. On the other hand, if important keywords are not performing well in PPC, they can be moved to your webpage so that they're still relevant without being costly.

A holistic marketing strategy of SEO and PPC targets all users in every stage of the purchase process – those researching and those looking for specific products and the overall branding of your company will be stronger if its represented through both a PPC and an SEO campaign. To help you understand how these efforts work together to increase your bottom line, Lobster Marketing offers Lobster CompassSM marketing portal, a program designed to funnel all of your marketing efforts into one easy-to-use portal so that you can analyze your strengths and weaknesses and revise your marketing campaign as needed. In the end, your goal is to maximize your ROI, and Lobster Marketing will work with your company, your growth goals, and your existing assets to help you increase your bottom line. Reach out to us today to speak with a representative.



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We Design, Develop, Maintain & Nurture Your Brand, Your Website & Your Leads.



Creative:

Web Design & Development
Graphic Design
Photography
Illustration
Brand Development

Strengthen Your Brand

No matter the size of your company, we design websites and supporting brand collateral to improve your image as well as drive more leads.

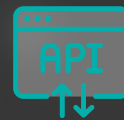


SEO & SEM:

Search Engine Optimization
SEO Audit
Local Search & Directories
PPC Advertising
Lobster Compass
Local SEO

Increase Your Visibility

Leveraging your brand's strength, we maximize your presence with advanced services such as SEM and SEO. Your brand now gets the attention it deserves.



Programs:

Email Marketing

Real-Time Reporting

Lobster CompassSM marketing portal provides real-time data on your marketing efforts. Exclusively integrated with PestRoutes[®] software.

Want to learn more? Visit us at: lobstermarketing.com

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