



# The Last Word in Online Marketing

## Report Recognizes

### "Organic vs. Pay-Per-Click Online" Strategy

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**Before** we review PPC and Online marketing we must first understand the basis for these marketing strategies and how they work in relation to SEO planning. A lot of companies approach Search Engine Optimization and Search Engine Marketing like it's a mystical black art. But nothing could be further from the truth. At **KIVOS** Internet Marketing we believe in transparency so let's take a look at how search engines work and what goes into optimization. Here's a brief overview of a typical search on Google. Search engines such as Google put the vast amount of its resources into doing its best to return relevant results to search queries. Here's the typical search in a nutshell.

1. Customer inputs search criteria
2. Google examines the input and based on proprietary algorithms, returns relevant results It sounds simple but in reality, hundreds of millions of dollars have been spent to return those results. Let's take a look at what's publicly known.

1. Search terms inputted.
2. Search engines try to determine if search is a shopping query or informational content.
3. Search engine looks for relevant content by examining

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Hey Tom, what does that have to do with PPC and "Organic" marketing? Good question my young Padawon. It has everything to do with how to get Top Placement. PPC means exactly that, you pay, actually bid for your spot on the web site. Can it get expensive YOU BET. Is it a good strategy, maybe? Organic marketing is more like planting a seed and watching your ranking grow over time. But what if

we told you rather than plant a seed plant a tree. This way you will be seen quickly. There is always a big discussion when it comes to comparing two of the best ways to advertise online: PPC (Pay-Per-Click) advertising and article marketing, otherwise known as "organic" or "natural" search engine optimization. There is no denying that both methods can be effective. However, which method is better? Which gives you a bigger bang for your buck?



You may get varying statistics on this issue, depending on which website you visit for information. Oh yes, this matters, because you have to consider the source of the statistics and who is sponsoring the article. For example, two sources of information (respectively, the Interactive Advertising Bureau (IAB) and ComScore) recently produced studies indicating that PPC advertising was more cost-effective on average. However, did the fact that Yahoo/Overture and Google were sponsoring this major study play any role in determining the final outcome? Of course it did - those are the two biggest PPC companies on the net!

To determine what strategy is best for you contact KIVOS today at [www.KIVOS.com](http://www.KIVOS.com) or call 858-598-4493.