

Why SEO Is The Greatest Marketing Investment To Boost Sales

The goal of our marketing efforts should be to effectively promote and sell our products or services to our target audience to ultimately increase revenue and brand awareness. How exactly do we do that?

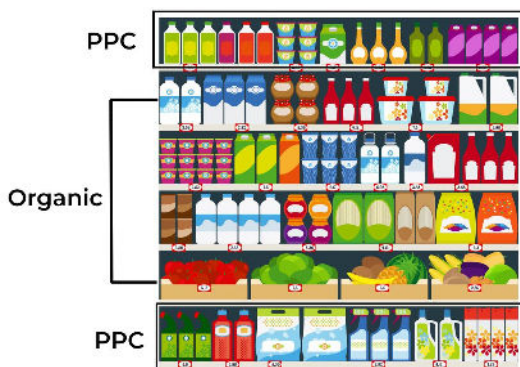
Depending on your business model, your marketing budget will be spread across channels such as:

- organic search
- PR
- billboards
- paid search
- magazine ads
- leaflet drops
- social media
- advertorials
- events/tradeshows
- influencer marketing
- TV or video ads
- radio ads

Some channels deliver results short term whilst others help build your long-term sales growth through **brand (visibility and trust)**. Studies have shown an ideal budget split for business marketing resources should look something like the following table if a business is looking to optimise its results:

Goal	SEO	PPC	Email	Social
Short Term Lead Generation	30%	35%	15%	20%
Long Term Growth	60%	15%	15%	10%

Why Your Brand Isn't Growing, and Your Customer Acquisition Costs Are Rising



Most businesses today are ONLY using Google Ads (PPC) to grow their business.

Look at PPC as market shelf space - not as an advertising channel. Your ad spend needs to always be on for your 'product' to be visible to consumers. And just like shelf space, additional spending yields very little return - ultimately your ad spend leaks into irrelevant search queries with little conversions.

Together with SEO, PPC can significantly increase return on investment (ROI). PPC on its own in a digital space where bidding costs are increasing as your competitors are also only investing in this channel, overspending your entire marketing budget here will not contribute to your long-term sales growth.

But what does this shelf look like in reality? The following table breaks down the click-through-rate (CTR) of a general search query:

Only 1-2% of consumers will click on your ad.

Yes, PPC delivers near-instant results, but you don't tap into the larger organic search market that is looking to buy today, tomorrow and so on.

Search Position	CTR
Ad Position 1	2.1%
Ad Position 2	1.6%
Ad Position 3	1.4%
Ad Position 4	1.2%
Organic Position 1	39.6%
Organic Position 2	18.4%
Organic Position 3	10.1%
Organic Position 4	7.6%
Organic Position 5-10	18.3%

Fix Your Budgets, Invest in Organic Search

There are indeed other ways to increase your brand's awareness but these methods are often high in cost with short-term results.

Investing in SEO is investing in the future of your business. How?

1. Boosted brand awareness and credibility
2. Improved website user experience and functionality
3. Enhanced overall digital marketing ROI (complements other avenues of marketing)
4. The largest online target market is reached

SEO significantly boosts the conversion of other digital marketing strategies. An investment in SEO is an investment across your entire marketing efforts.

Reallocating \$1-3K of your PPC budget into SEO each month can greatly boost both your organic and paid ROI.

Important: Doing nothing can sometimes cost more than a marginal investment in SEO.