



SEO & SEM – WHAT’S THE DIFFERENCE?

While SEO and SEM are different, both work towards the same goal: increased website discoverability and subsequent traffic. Here, we break down the basics of each.

	SEO (SEARCH ENGINE OPTIMISATION)	SEM (SEARCH ENGINE MARKETING)
Purpose	Improve organic search rankings	Increase visibility through paid ads
Medium	Organic search results	Paid Google search results (PPC – Pay-Per-Click)
Timeframe	Long-term strategy	Short-term, immediate results
Cost	Only cost is in time and resources to optimise website content	Cost per click for ads
Visibility	Increases over time with consistent efforts	Immediate visibility with ad spend
Measured by	Tools like Google Analytics, Search Console	Tools like Google Ads, Bing Ads, and analytics
Click-Through Rate (CTR)	Generally higher for organic results	Typically lower than organic, but can vary
Maintenance	Check every 1-2 months for new optimisation opportunities, and a keyword search every 3-6 months	Frequency depends on campaign duration. The longer the campaign, the less frequent optimisation
Targeting	Broad targeting based on keywords and content	Specific targeting based on demographics, location, and user behaviour
Required skills	Writing combined with knowledge of SEO best practices and algorithm updates	Knowledge of PPC platforms and bidding strategies

DO I NEED BOTH SEO AND SEM FOR MY BUSINESS?

Combining SEO with SEM is best practice for a comprehensive marketing effort. By leveraging both, businesses can:

- Maximise reach
- Gain more detailed data insights
- Build long-term brand authority
- Have more flexibility in optimisation
- Build trust and credibility through consistent exposure

Need help with your SEO and SEM efforts?

GET IN TOUCH TODAY!