

SEO OR SEARCH ENGINE OPTIMIZATION noun:

the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.



A website that can't be found isn't beneficial to any business and certainly doesn't deliver results. Ranking low in search engine results means missed opportunities to be seen by your potential customers. SEO can help to ensure that your customers find your business.

81% of internet users perform local searches and **74%** of local searches result in purchases.

WHY HIRE AN AGENCY FOR SEO?

- **More than a 1-click fix.** | Good SEO can involve developing content, speeding up load times, improving user experience, researching keywords and more.
- **It's a moving target.** | The algorithms used to determine search placement are constantly changing. An agency with SEO experts knows how to navigate changes and can adapt rapidly so you don't lose time in front of your potential customers. This team of experts will track your results and adjust to make sure you get the most return on your investment.
- **It's a marathon.** | SEO can take time to pay off. An agency can suggest other marketing channels such as SEM (Search Engine Marketing) and Precision Digital that can help support this effort. SEO takes consistent effort and doesn't end.
- **You don't want to miss the mark.** | It is possible for SEO work to damage your site rather than help it. You can be penalized for certain actions. An expert in SEO knows how to work through any penalties you may already have and will help you move up in search results, rather than bring you down.

SEM OR SEARCH ENGINE MARKETING noun:

system of techniques such as pay-per-click, paid search, display advertising and remarketing ads using paid ads to increase site visitors.

WHY SEM?

66% of B2B (Business to Business) marketers report are using SEM **64%** of B2C (Business to Consumer) marketers report that SEM is the most effective form of paid advertising.

- **SEM is flexible and affordable.** | These tactics can be tailored to fit any budget or time frame and there is no large initial investment to get started.
- **SEM makes you visible to YOUR potential customers.** | SEM techniques allow you to target by location, demographics, interests, age, income, etc.
- **SEM maximizes your investment.** | Listing your ad in the Yellow Pages cost a fixed rate and there is no guarantee that your ad will be seen. Pay-Per-Click ads are a better investment because you are only charged when well-targeted potential customers click on your ad.



- **SEM is fast!** | SEM campaigns can be executed very quickly and can be modified just as rapidly. Need to jump-start a new product or service? SEM is a great option.

HOW SEO AND SEM WORK TOGETHER?

SEM will bring immediate traffic to your website, while the goal of SEO is to build long-term success by making sure that your website continues to appear near the top of search results.