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The Contrast Around Paid Advertising and Organic SEO

There are two ways search engines like Google, Yahoo, and Bing send traffic to websites: 1) PPC or Pay-Per-Click advertising; 2) natural search also known as organic traffic.

The Definition Of Natural Search Engine Optimization Leads

Natural search engine traffic is the number of visitors major search engines (Yahoo, Google, and Bing send a site. It is because search engines think that the website's content is in connection with the keywords that these users are trying to search. For example, a user typed in "used car loan" into Google's search box and got bankrate as the top one result. It only means that bankrate gets natural or organic traffic from Google, because all of the visitors who type in "used car loan" into Google eventually clicked on the bankrate link.

The Definition Of [Natural SEO](#) Techniques

Whenever visitors are typing in a set of keywords, it increases the chances for a website to appear in the search engine results; and that is one of the natural search strategies. For instance, Bankrate is likely getting lots of organic traffic from Google for the term "used car loan." However, the website carloanddaddy is the number 70 hit for the term "used car loan." Therefore, it is probably not getting very much organic traffic from Google for the keyword term "used car loan," and its owners may want to use natural search engine strategies to increase their site's relevance to search engines.

There are both "black hat" and "white hat" natural search engine optimization methods. A white hat technique optimizes a site by increasing the amount of quality content of it, taking care of the text to code ratio in which there should be more text than code, and making sure that the site code is easy as possible for search engine "spiders" to detect the website. On the other hand, "black hat" SEO strategies uses repetitive keywords, creates "doorway" pages using invisible text thus making it impossible for users to read them.

Understanding Pay Per Click Marketing Internet Marketing

Keywords are being used by most paid search also known as pay-per-click marketing. If you type in the word "anxiety" into Google's search box, you will see samples of paid search advertisements that will be located on the page's right hand side. You should find the word "anxiety" on each advertisement.

In contrast to free natural traffic, paid search relies on a system whereby advertisers bid on keywords. For instance, if a site focuses on selling used tires, its owners might bid/agree to pay \$0.50 every time someone enters the term "used tires" into a search engine and clicks on a link to their website. Because of the difficulty of getting high volume of natural search engine rank for many keyword terms, most site owners, find pay-per-click ads very appealing.

The Definition Of Paid SEO Techniques

The constant changes on the algorithms and bidding systems used to price paid search advertisements by search engines make it hard for paid SEO strategies to qualify. For instance, some search engines factor a "quality score" into determining which paid ads appear in prime slots whereas others simply sell space to the highest bidder. There are many books and courses that claim to tell website owners how to obtain cheap PPC traffic. However, If you dabble in PPC marketing, it can cost a fortune. Also, it is hard to gauge the effectiveness of the recommended strategies. The sites wordtracker and wordstream have excellent free resources explaining search engine optimization strategies for paid search advertisements.

Understanding the difference between paid search (PPC) and natural search is essential to anyone wanting to optimize their websites. A lot of webmasters make use of both PPC and SEO to improve the number of visitors to their site. [Perth SEO](#) highly recommends website owners to take the time to understand how to implement Search Engine Optimization and Paid Advertising. Case: mcpmhk21

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