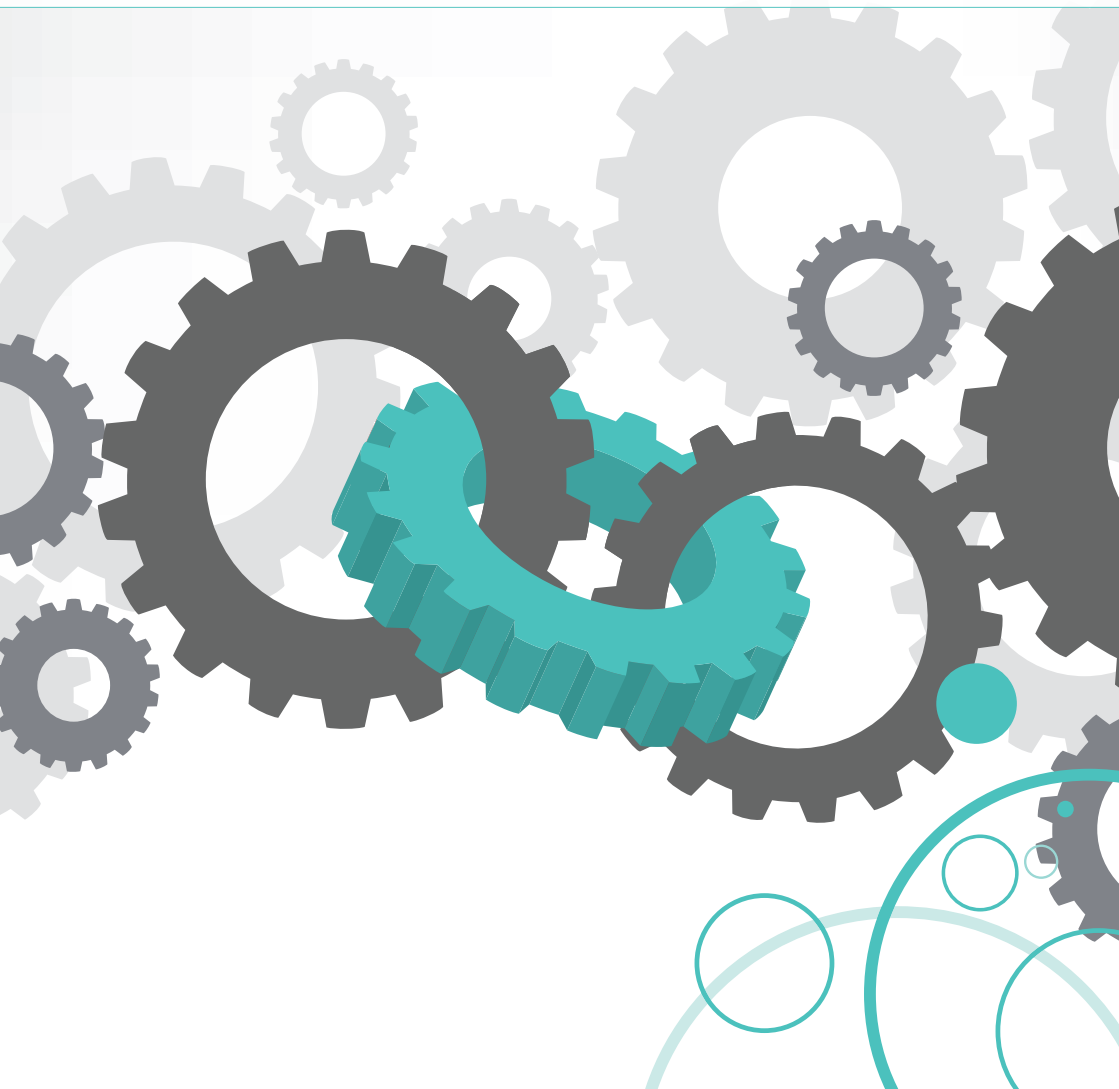


TradeSecrets



Combining Paid Search &
Organic Search
to best effect

There is always much debate about how best to combine paid search and organic search. These guidelines represent what we believe to be best practice for clients looking to maximize the potential of organic and paid search.

- The most important weapon in your armoury is a tracking platform that lets you see the value that each channel provides at a keyword level through the buying cycle
- With this in place, you'll be able to measure the incremental value that PPC brings to SEO across keyword categories. We recently identified for a retail client that PPC was driving 30% incremental value to SEO alone
- Use PPC judiciously to support SEO on expensive high-volume generic terms
- Google's rules on brand bidding are very relaxed compared to 2 years ago - the role of PPC is critical in ensuring that competitive brands are not stealing your traffic
- Ensure your PPC agency is aware of keywords where the brand is ranking well naturally. The paid search campaign can then bid lower (or not at all) on these keywords and can deploy the PPC budget more effectively in bidding on keywords where the brand does not rank well
- Conversion rates for PPC can be far higher than on SEO when you tailor ad messaging for specific promotional plans - make sure you're taking advantage of any tactical marketing opportunities in your PPC campaign

The Net Media Planet approach to successful integration of PPC and SEO

- Multichannel tracking and attribution which enables all channels to be tracked across the path to conversion
- Proven experience in integrating PPC and SEO across multiple channels and market sectors
- Proven strategies and methodology for integrating PPC and SEO - to achieve increased sales cost effectively