

# 047 - SEO or Google Ads?

**Gert Mellak 0:00**

Google ads in my point of view is a very good channel but should not stand alone. But it's an ideal complementary solution to SEO. So both things done right have a very powerful impact. And if you're just starting out, you definitely want to start with Google Ads, validate your offer, make sure you test a few keywords, search volumes, impressions, etc in your target market, before you actually try to really cover the organic search results with your brand via SEO techniques and tools.

**SEO Leverage Podcast Intro Music 0:34**

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

**Gert Mellak 0:44**

Hello, welcome. This is Gert Mellak from Seoleverage.com. And today we are going to talk about SEO and Google ads. This is episode number 47, and if you're interested in a written version of this article, or listen in to more podcast episodes, head over to [Seoleverage.com/podcast](http://Seoleverage.com/podcast). This episode is 47. Which one is better SEO or Google ads? This is a question I hear very often from people just starting out with search marketing. And very often what they really want is SEO. Everybody wants free clicks. Everybody wants free leads and sales without having to spend money on platforms like Google, like Facebook ads, etc. And this is where very often a lot of people want to start with SEO directly and just build up this traction that over time is giving you really good high quality leads, high quality traffic to your website that comes in just at the right time to convert. My personal opinion here is probably a little bit different from other SEO agencies. I really like to work on projects where the offer they have created is actually already validated. What does it mean an offer is validated? An offer is validated if there are quite a few people and willing to spend money on it and have already done so. It's not enough to come up with an idea and know that your family and your friends think it's a good idea. And now you can start running ads to it or run traffic to it. This is just not enough. You definitely want to make sure that the offer is validated, someone has already paid for it and ideally it's quite a few people. A mentor of mine once said it needs to be 33. 33 is a nice number. And if you have sold your offer 33 times, it's a very good chance that this is really validated and a lot of people are going to be interested in it. Now, validation with SEO is a tricky thing. Because SEO search engine optimization takes a while. And we are talking about 4, 6, 8, sometimes 12 months or more depending on how competitive the keywords you want to rank for. So it's really hard to validate something and pour money into an SEO campaign resources and time and effort. If you don't know if the offer really works. What I prefer a lot more than that is to start out for new projects with a Google Ads campaign where we vary within days and a few weeks. Get an idea how people searching for what you are selling, react when they see it. Do they purchase it? Do they inquire information? Do they want to know more? Do they think

the price is too high, the price is too low, etc. All this kind of information you can get very quickly with Google ads, which is why for a new project, I very often try to get them started with Google ads. We check this out, we see where does this go. Does this really make sense in this case? And then once we have identified/validated the offer, and maybe already identified a few keywords that really convert really, really well into leads and sales, then it's good to start building up an SEO project. Existing projects that already get a lot of good traffic via SEO and make sales and get leads from SEO, can highly benefit by using Google ads in their strategies. I remember a client who only was relying on the organic channel. And we suggested just to run remarketing ads via Google Ads platforms. And the way this works is that people who have been on the site before get a cookie on their browser. And the platform then recognizes them afterwards when they navigate on a different website. So they might check out your website and then head over and play some online game or watch a video etc. And suddenly next to the video, they see an ad from your site. And this is really powerful, because the moment I discover a brand or discover a website on Google, isn't necessarily the moment where I'm ready to take action. But if then there is a banner reminder or a YouTube ad quickly telling me about it or reminding me that I was on this site and I could download an E-book or I could check out this offer again, I might get a discount code etc. I'm very happy to click on this, go back, check this out again. Spend maybe some more time on it. And if I see just once in a while, I'm going to do this and absolutely in many cases go forward and take the next step. So Google ads on top of existing SEO traffic is a really powerful thing that definitely should be leveraged. If you think this could be something for you, definitely reach out to me and we can check it out. And I can tell you about the possibilities this brings for you. Many people think Google Ads help your SEO. There's no proof whatsoever of a relation between running Google ads and SEO rankings or traffic. However, we cannot completely deny the potential indirect relation, because Google definitely knows what a strong brand is. A strong brand is searched for a lot. And if you run a lot of ads, the normal thing would be that your brand gets more awareness, more recognition, more people search specifically for your brand, which in turn could have potentially on the long term at an indirect effect on how important Google thinks your rank, your website is and your brand, and how it's going to get ranked. So there's no direct relation switching of ads doesn't drop your rankings. But running ads consistently can increase the brand awareness, which in turn could also have a positive impact on your overall SEO. Google Ads is part of the so called PPC advertising. Pay Per Click advertising. And what this means in case you don't know how Google Ads work, this is really what you pay essentially when someone clicks on your ad. You tell Google for which kind of keywords you would or topics you would like to be ranked in Google search for example with an ad. And if someone clicks this ad, you're going to be charged a certain fee, that usually depends on an option that goes on in the background among all the people bidding for this ad space. So you pay for every click, which is showing us again, the good thing and nice thing about SEO, where you just have this ongoing consistent effort, obviously to build content, promote it, optimized it, etc. But it doesn't matter how many people click this content then it's going to be free traffic coming to your site via the search results that got positioned by SEO. Whereas in Google ads, you pay for every single click. And if your daily budget or monthly budget has been exceeded, your ad does just doesn't show anymore. So you might lose visibility altogether for this day. This is a problem for especially for low budgets, where they only spend a few dollars every day, and traffic is expensive. If these few dollars

maybe are already used up at 10am in the morning, the rest of the day, the ad is not going to show so there's only a limited chance to really reach the people you want to reach. Also, you might run into payment issues or credit card issues, etc. Whatever affects Google being able to charge you is going to affect your ads and reach you have with your communication. So Google ads in my point of view was a very good channel but should not stand alone. But it's an ideal complementary solution to SEO. So both things done right have a very powerful impact. And if you're just starting out, you definitely want to start with Google Ads, validate your offer, make sure you test a few keyword search volumes, impressions, etc in your target market before you actually try to really cover the organic search results with your brand via SEO techniques and tools. If you have any questions about this reach out to us over at [Seoleverage.com](https://Seoleverage.com). My name is Gert Mellak. This is the SEO Leverage Podcast. Take care.