

# The Marketing Trinity

SEM, PPC & SEO



## Search Engine Marketing or SEM.

SEM can be divided into two - Search Engine Optimization or SEO and Pay Per Click or PPC. SEO brings you organic traffic while PPC brings you a more focused paid traffic.



SEM is important since ranking first on Google search results will yield you a 34.36% click through rate. This means that around 34% of people who searched for the keywords will certainly click the link and go to your website.



## Search Engine Optimization or SEO

- SEO is free
- It takes a lot of time, effort, skill, and content in order for it to give results
- SEO can be done online by optimizing keywords and off-site techniques like link-building.

## Pay Per Click or PPC.

This one is a paid marketing method where you pay the blogs or sites where you receive clicks on your advertisements.



This means efficient marketing dollars are at work since websites are paid only if they manage to redirect the online viewers to your website. This is a great way to build authority for your niche since you will be connected with websites that are related to your industry.



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