

PAID SEARCH

-VS-

ORGANIC SEARCH



PAID

ORGANIC

| | PAID | ORGANIC |
|---------------------------------|--|--|
| Advantages | Quick audience reach | Customer preference, lion's share of clicks |
| Focus Strategy | Enhance strategy with organic insights | Dive deep for customer behavior insights |
| Organic Search Defined | Results on SERP, paid-free, based on relevance | Natural, earned results based on relevance |
| Paid Search Defined | Advertisements on SERP, relevancy crucial, bid on keywords | Unpaid results, based on relevance |
| Google's SERP Evolution | Adapt to evolving universal search types | Evolution of organic listings, value shift |
| CTR Insights | 20x fewer clicks than organic listings | Dominates with 20x more clicks |
| Maximizing Opportunities | Allocate budget strategically for visibility | Double down with paid results for specific terms |
| No Click Google Searches | Adapt strategies for rising no-click searches | Respond to evolving algorithm for better results |
| Holistic Approach | Align with a holistic, customer-first approach | Focus on content discovery, not just competition |