



Newsletter: Issue 104 : Sept 2013

Top 3 Reasons to focus on Monthly Organic Search Engine Optimization 1st!

1. **Organic SEO Rankings Get More traffic then Paid PPC Listings.**

Research shows that 70 percent of users click organic links over sponsored links. Jupiter Research data also stats "Organic algorithmic listings in search indexes generate an estimated six of seven commercially natured search referrals." Let me emphasize that organic search engine optimization (SEO) is an iterative process. You don't do it and forget it. SEO not a one time "Off the Shelf" approach the search landscape changes daily with new site submissions, algorithm changes and your competitors getting smarter. The task of maintaining good rankings is never done. You want to have your web site pages appear at the top the search engines for targeted keyword queries because it increases your brand awareness 24//7, generates pre-qualified traffic, sales leads and ultimately increase in sales revenues.

2. **Organic Search Engine Optimizations delivers Higher ROI**

Today's CEO's want more ROI accountability. SEO is measurable way to boost marketing ROI. Jupiter Research study found that companies who run both SEO and PPC campaigns show a significantly higher ROI with natural search engine optimization. Organic SEO are not susceptible to click fraud.

3. **Temporary VS lasting web site traffic & leads**

it is imperative to invest in fresh updated quality content and search-engine-friendly web site architecture. We feel that this investment can generate free qualified web site traffic for life,

while paying for pay per click (PPC) will only generate leads as long as you have AD's. It is temporary and short term in nature for the duration of the PPC AD's.

Take away: if you can afford to do so, do both. PPC AD's are also both very measurable & effective. We highly recommend a monthly PPC AD campaign for lead generation as a viable & effective supplement to your monthly organic SEO process. Both strategies will produce measurable marketing ROI.

Organic SEO results takes time to get visible; PPC is immediate & more expensive. Both approaches will get your web site / brand name on page 1 visibility!

<http://www.seohoustonweb.com> < over 985 + successful SEO projects done & currently managing over \$3.9 million + of our clients monthly PPC Ad budgets.

Regards,

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Proven On line Marketing Strategies

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