

## 12.5 PPC vs SEO

**Scenario:** Oliver really appreciated your help with explaining PPC and SEO to him. To pay you back, he referred you to your current client, RagWear. RagWear is a boutique clothing company that sells specialty children's costumes. The costumes are of famous actors, actresses, and fictional characters. They do not sell "traditional" Halloween costumes, such as vampires and witches. They primarily provide costumes for celebrity children's parties and fundraising events, such as Make-A-Wish events. People mainly hear about them through referrals at events and when they're attributed in magazines. A costume's average price is approximately \$800. Since they have a niche market, they want to increase their brand awareness, but they have a small team and limited time. Would you recommend they focus on PPC or SEO?

RagWear is in a highly specialized niche and due to the nature of their products they have a unique situation when considering their marketing strategy. One would think that encouraging PPC would be ideal around party events and holidays because it would give an immediate boost in their internet visibility, but despite staffing and time restraints, that is not my suggestion. The best strategy is SEO because the product produced is so specialized, they should have no problems increasing visibility and brand awareness quickly if they combine on-page and off-page techniques.

The primary driver behind this recommendation is because studies have shown that "organic search results have a much higher click-through rate than advertisements in Google. Organic search actually drives 53% of website traffic, while paid search drives only 27%" (Rakt, 2021). That is not an insignificant amount of traffic especially if you think about the specialized nature of RagWear products. Spending a little time each week on improving their on-page and off-page SEO will result in a slower increase in organic traffic but will be far more sustainable and easier to maintain. Improving their product titles, descriptions, keywords, and tags is just one place to start. Creating new content such as product videos of the products in action and increasing

posting customer testimonials attributing to the quality of products would be the next recommendation.

It is also important to note that individuals searching for products using a search engine are “a highly motivated audience, an audience that is prone to buy. They are much easier to convince to buy your stuff if they’re searching for it than if they happen to run into an ad” (Yoast). It is critical that on-page SEO be top notch so that these motivated customers can find RagWear and their products when they are searching. They can do this by conducting keyword research and improve their overall page structure to include these keywords in the titles, tags, content, and image tags. It is important to create links inside the website in addition to links coming to their website. They can increase internal links by making sure that each product also includes a section on the page such as “If you like this, you may also like this.” To improve external links back to the website, they should consider increasing their social media presence and share their products with their followers as well as encouraging customers to post their reviews and pictures of their products that also tag the brand.

Since SEO is a long-term strategy, RagWear could set a schedule where they work on one SEO improvement tactic each week. This is an ongoing process that even little efforts make improvements. They could also hire someone to handle the tasks for them while they focus on what they do best – creating amazing costumes.

### **Works Cited**

Rakt, M. v. (2021, November 28). *Organic Search vs Pay Per Click advertising: go sustainable with our Black Friday sale!* Retrieved November 30, 2021, from Yoast:  
<https://yoast.com/seo-vs-pay-per-click-advertising/>