



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
FOR SEO VS. SEA!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

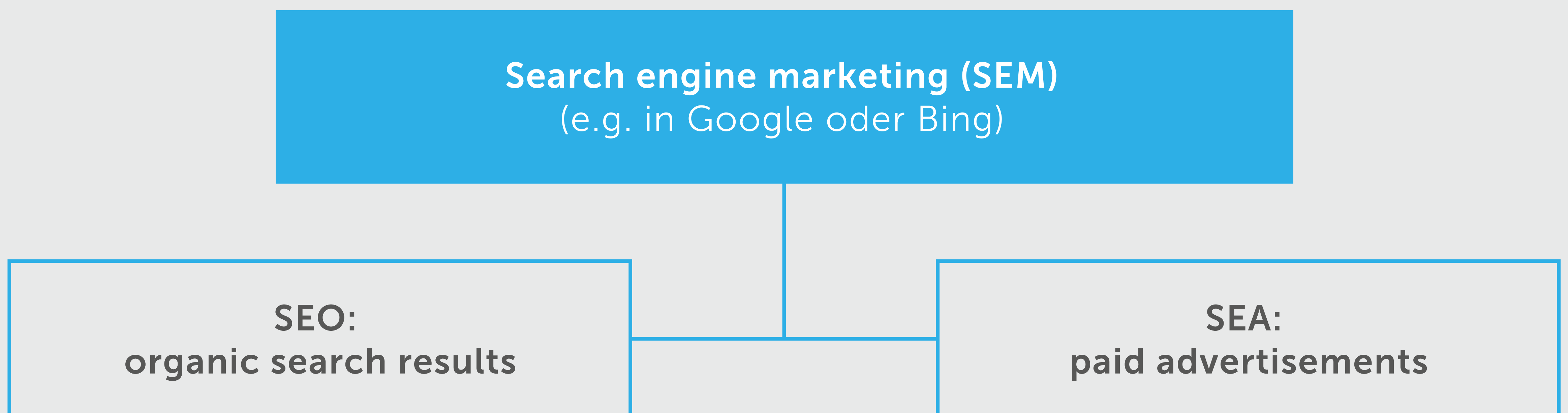
- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

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SEO vs. SEA

Overview



similarities



objective

Improve visibility and ranking
in search results.

Goals include, for example,
brand awareness, lead generation
and sales growth.



Keywords

Keywords form the basis
for both disciplines and are crucial
for reaching relevant users.



landing page

The content and structure of the
landing page are crucial for converting
users, both in SEO and SEA.

differences

speed of results

- Delivers more sustainable medium- to long-term results with improved organic rankings

Costs

- Costs for SEO measures such as content creation

control

- KPIs with a focus on measuring visibility, such as impressions and clicks

speed of results

- Delivers immediate traffic, but only as long as you pay

Costs

- Ongoing costs for ad spend and agency support costs

control

- High performance measurability through KPIs such as cost/conversion and conversion value



Combined strategy

The combined use of SEO and SEA can create synergistic effects that increase visibility and success. By combining both strategies, companies can significantly increase their visibility in search engines.