

Why Digital Advertising and Search Engine Optimization Work Together

It's time to scrap the idea that Digital Advertising and Search Engine Optimization (SEO) are separate and start looking at why using them together is key to your digital success.

Cover All Your Bases

For **generic searches**, clicks happen most often on **organic** listings.

For **high commercial intent searches**, clicks happen most often on **paid** listings.

Clicks for high commercial intent searches



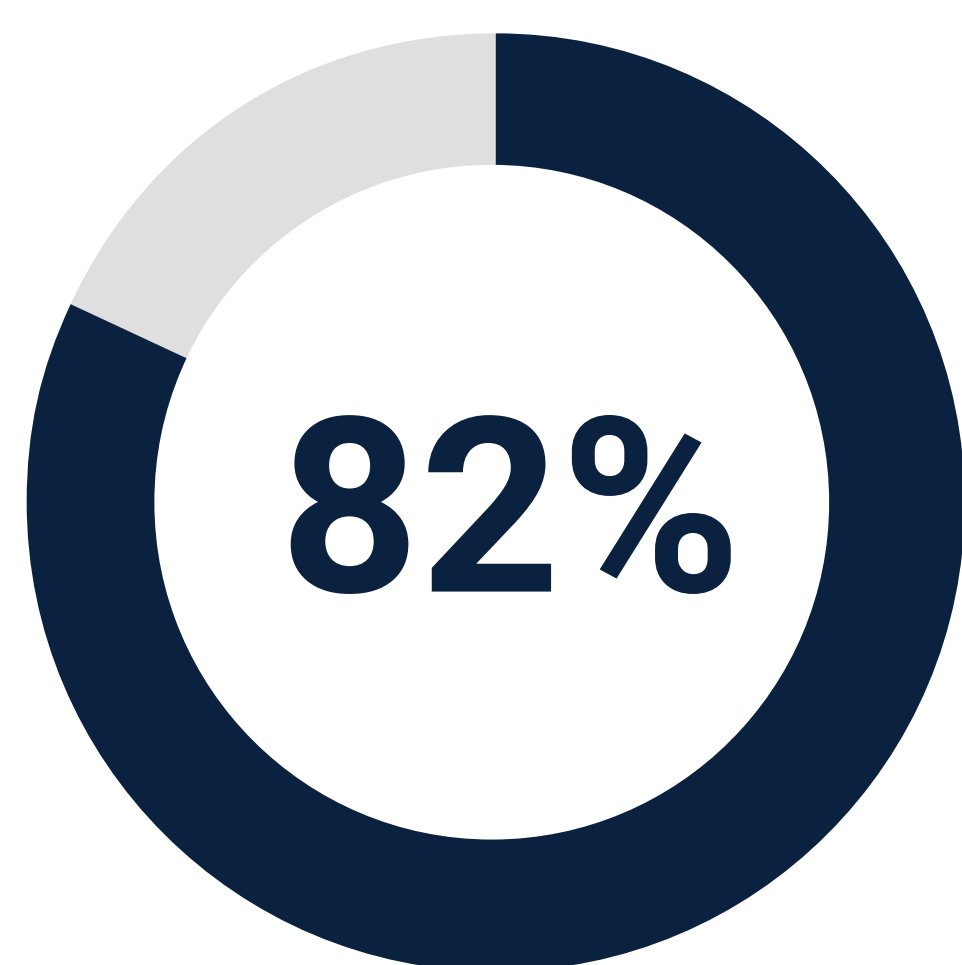
Advertisements own **100%** of mobile screen real estate above the fold on Google



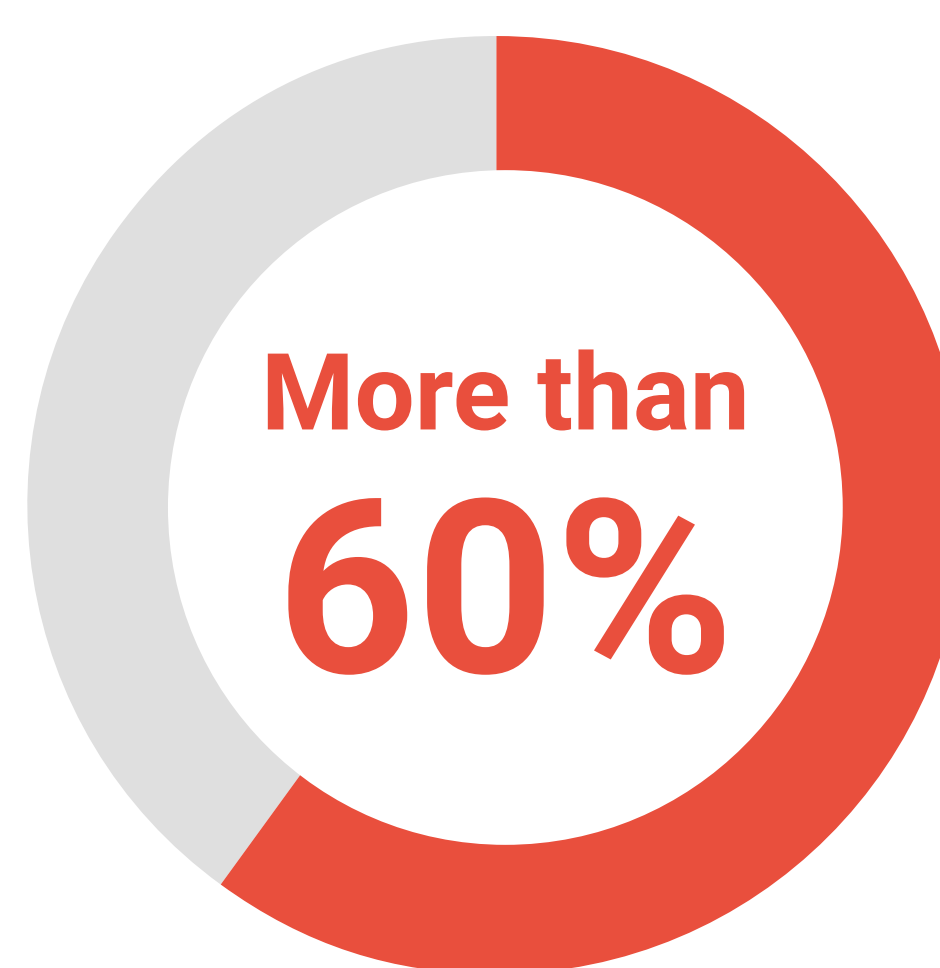
Real Estate searches on Google have grown by **253%**

There are more than **13 billion** Real Estate related search queries annually on Google

There are more than **741 million** ad clicks annually on Google



of renters use the internet for research before signing a lease



of Real Estate searches are now on mobile devices



SEO & PPC combined boost your digital performance

Paid Search Listing + Organic Search Listing

6%

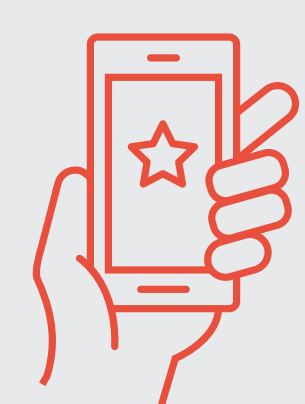
increase in unaided brand recall

12%

16%

higher likelihood to purchase

20%



If Paid Campaigns are paused, SMB's will **lose 98%** of clicks they used to get. Only **2%** of clicks will go to an **organic** listing.



SEO + Digital Advertising Wins

Success online depends on using SEO and Digital Advertising strategically to increase conversion rates and be where your audience is when they're looking.

