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.

Cover All Your Bases

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

Clicks for high commercial intent searches

35.4% — Organic listings
64.6% — Paid ads

Cover All Your Bases

Real Estate searches on Google have grown by 253%.

Cover All Your Bases

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

Cover All Your Bases

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

Cover All Your Bases

Of renters use the internet for research before signing a lease.

Cover All Your Bases

More than 60% of Real Estate searches are now on mobile devices.

Cover All Your Bases

SEO & PPC combined boost your digital performance

Paid Search Listing + Organic Search Listing

6% — increase in unaided brand recall
16% — higher likelihood to purchase

Paid Search Listing + Organic Search Listing + Online Display Ad

12% —
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.

*Our stats are given to us our Google Partner www.GetG5.com