

SEO Breakdown

ROI & Investment



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Meet Ovidius

Eschewing all false modesty, Ovidius has been recognized as a fast-growing Digital agency. Our team consists of top-flight professionals in SEO, PPC, eCommerce, Website Design, and Development. They'll consider all the nuances of your niche and work out a unique SEO action plan to satisfy even your most ambitious business needs and goals.

We've helped more than ten companies climb and dominate search results. We work with companies of all sizes and shapes, from well-known brands to medium-sized businesses.



SEO

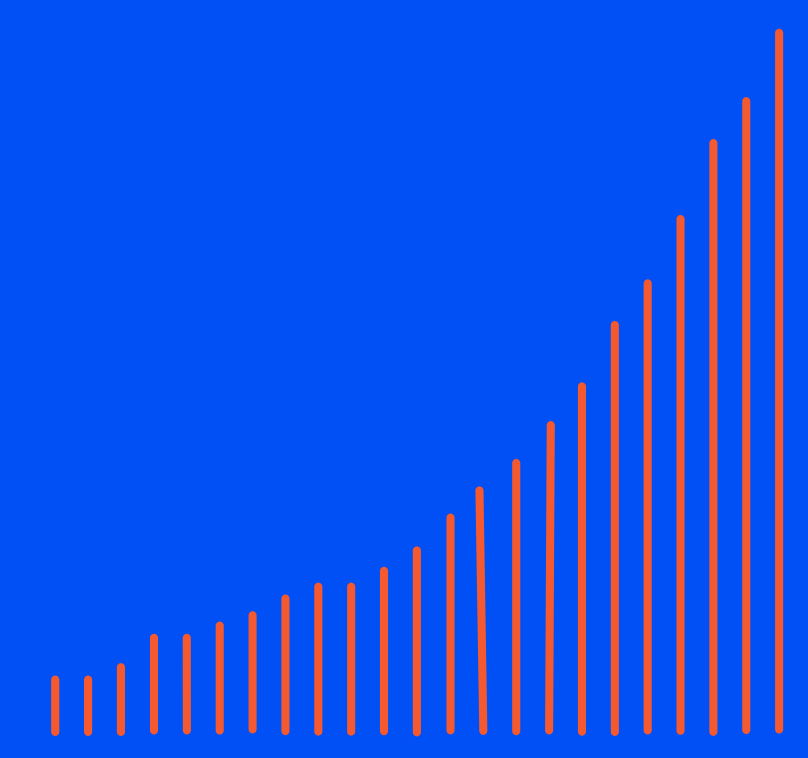
(Abbreviation)



search engine optimization:
methods of making sure that
the address of a website is
shown near the top of the list of
results of an internet search.



SEO ROI is like the return on investment for real estate.

Let me explain...





Buying a house is a lengthy process. And, when you purchase a house, it doesn't increase in value the next day or week or month.

However, over time, it may be one of the best investments you make. Even factoring in maintenance and upkeep costs, you'll probably see sizable returns.



On the other hand, paid media is like renting an apartment. If you need a place to live right away, you can probably move in fairly quickly.

However, your monthly payment will never deliver a positive ROI beyond the month you made the payment.

The longer you rent, the more money you spend without any financial appreciation over time. Make sense?



**So why do most
marketing strategies
prioritize PPC over SEO?**





It's because marketers don't know how to measure ROI on SEO compared with other marketing channels.



As a result, it often gets a smaller slice of the marketing budget. Don't make that mistake. Your SEO investment has the potential to outperform all other digital marketing channels.

In fact, even Google itself states the average ROI on organic search is 5.3x compared to only 2x for paid search.

Based on our experience in projects. That's true.



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But what works best?

Pssst... It's SEO (most of the time)



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Both.

Let's break it down;

Long-term (above 6 months) : SEO

Short-term : SEA

Why?

SEO is a complex process. You will see a 1x return on investment after 2-4 months on average, including all costs. After that, it's only going up.

SEA is simply a numbers game; if you can get your customer-acquisition cost so low that it leaves you a margin, you make money.



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But.

In the end, every business will need SEO.

Why?

SEO is an organic method of acquiring customers, and ROI is much higher.

Apart from SEO being financially more rational than SEA; it also brings more value and trust when compared to search ads.

Next slide!



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SALES

96% of the population shop online and admit that search engines influence their purchasing decisions a lot.

01

VISIBILITY

On average, content optimization increases online brand visibility by 70%.

02

LEADS

57% of marketers confirmed that SEO has a massive impact on lead generation.

03

TRAFFIC

Organic search drives almost 50% of all traffic.

04



Now that you know the importance and effectivity of SEO. How will you implement this on your website? How to get results? Who will do it?

Meet Ovidius

We are the go-to SEO Agency.

Why we are different

- Google-focused services only.
- Remote, no office
- Young innovative team
- Six years+ of experience in Google.
- Multilingual
- Fast, direct communication
- Transparent Reporting





**So what is the next
step?**





Get a Free audit

Custom made for you, by Ovidius

- Brand Research
- Keyword Research
- Competitor Analysis
- Building a Strategy
- Testing Strategy
- Expectations



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How to get the audit?

Mail to fabian@ovidiusmarketing.com and
include 'Free Audit' in your mail. Simple as
that.