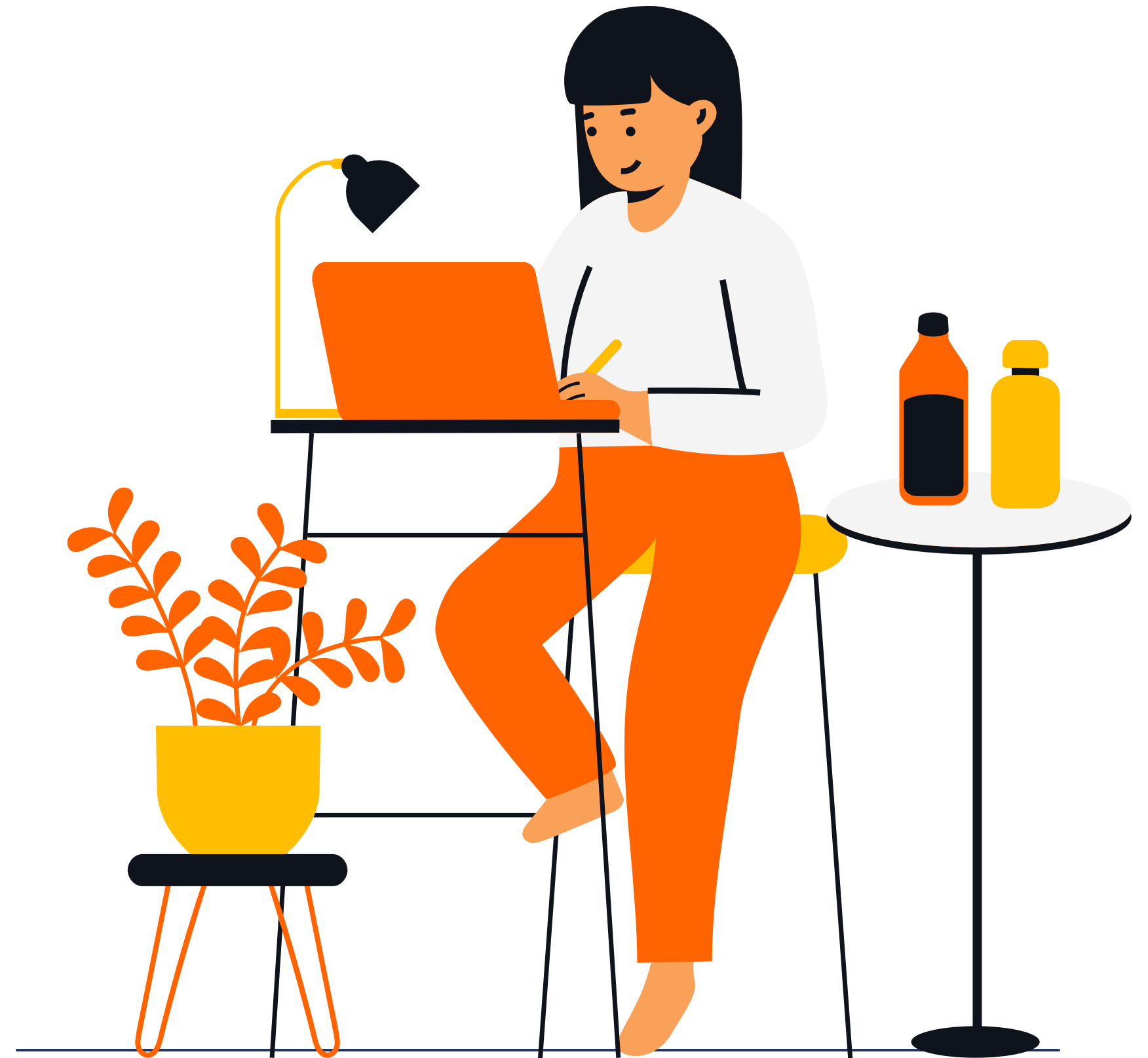


What is SEO?

The art of leveraging Google





Today

We learn you what SEO is, with Google Ads as a reference.



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First, we need to break down what Google Ads are

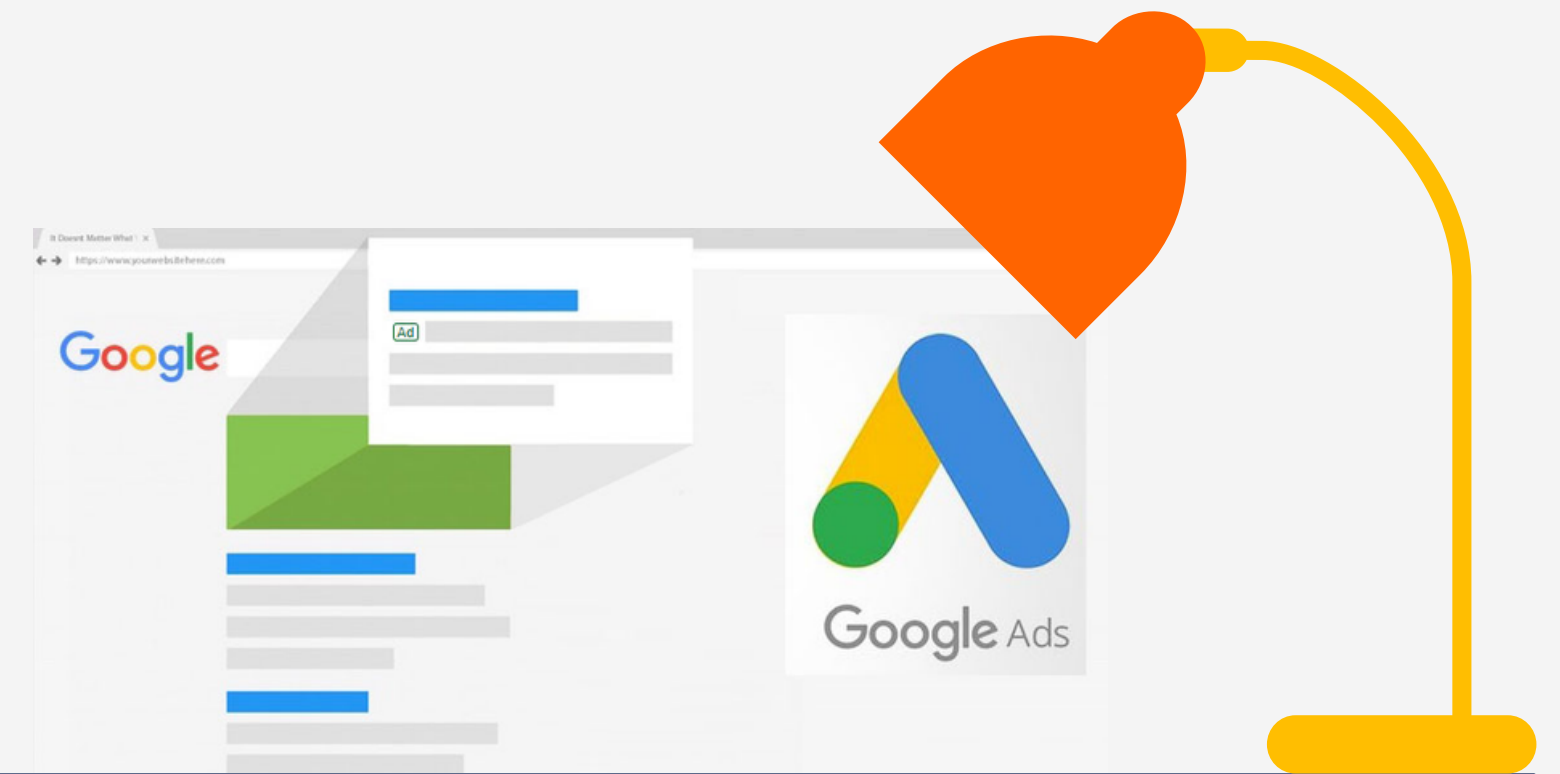
Really, what are they??!

Automatically, we (should) think of Search Ads.

Every time we Google something, let's say to buy a product, 3 ads appear in the top links.

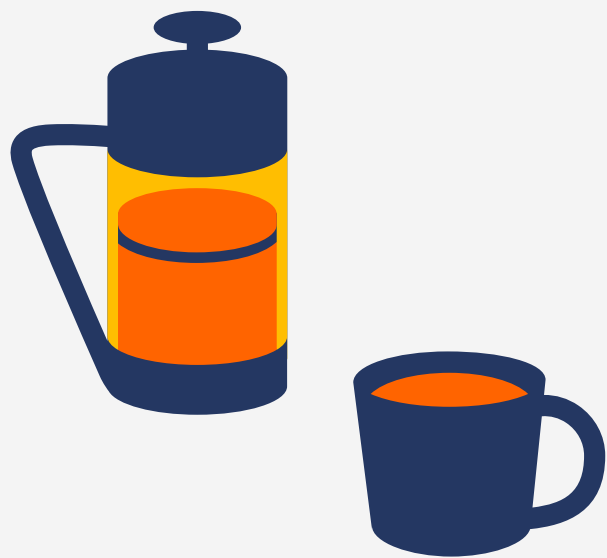
Whenever you click on them, the website you clicked pays Google a fee (for example €0,60).

The **trick** is to have the **cost** of 1 person buying something through your ads to be **less than your gross margin**.



So, you pay every time
someone clicks on
your add.

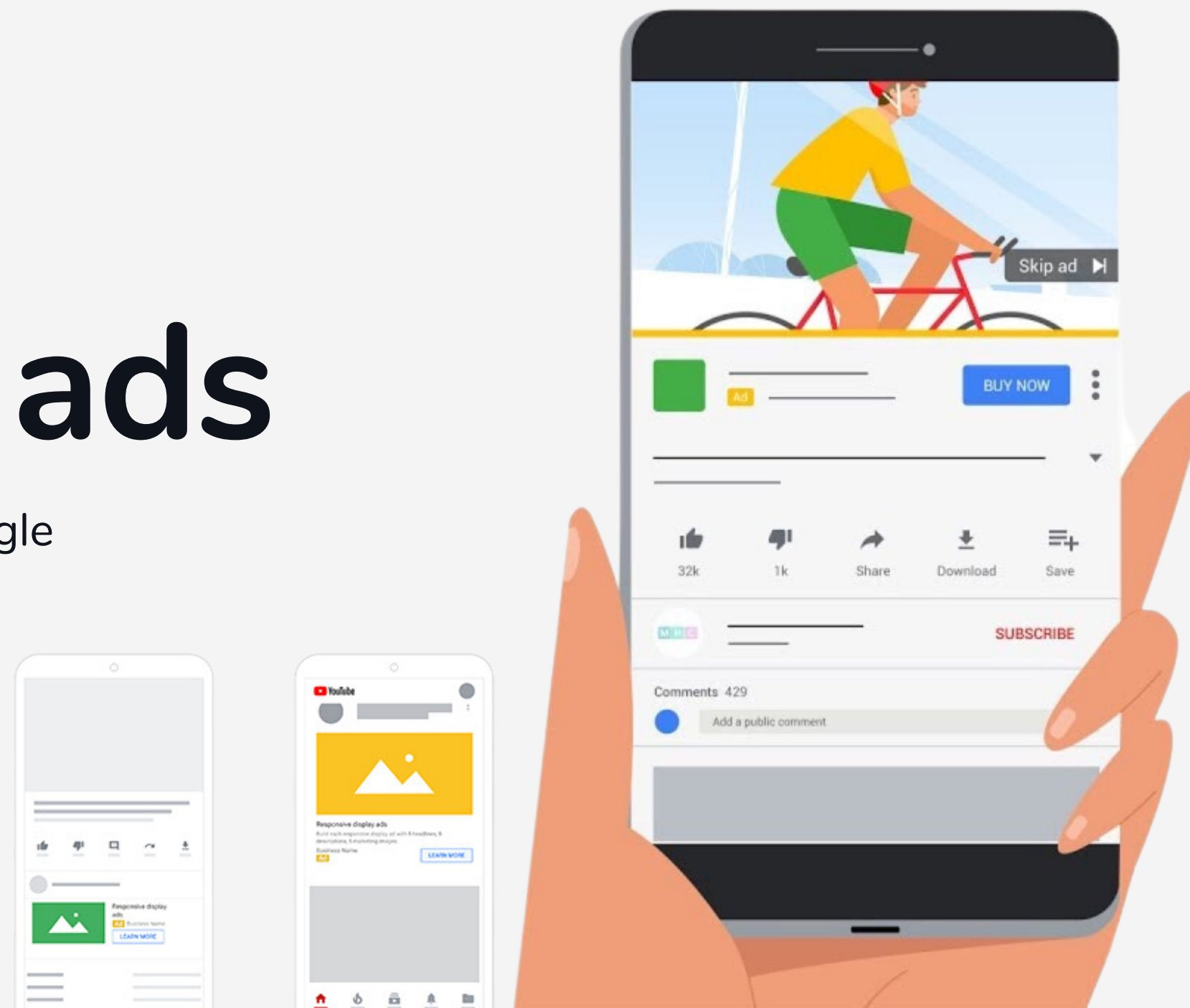
Got it?



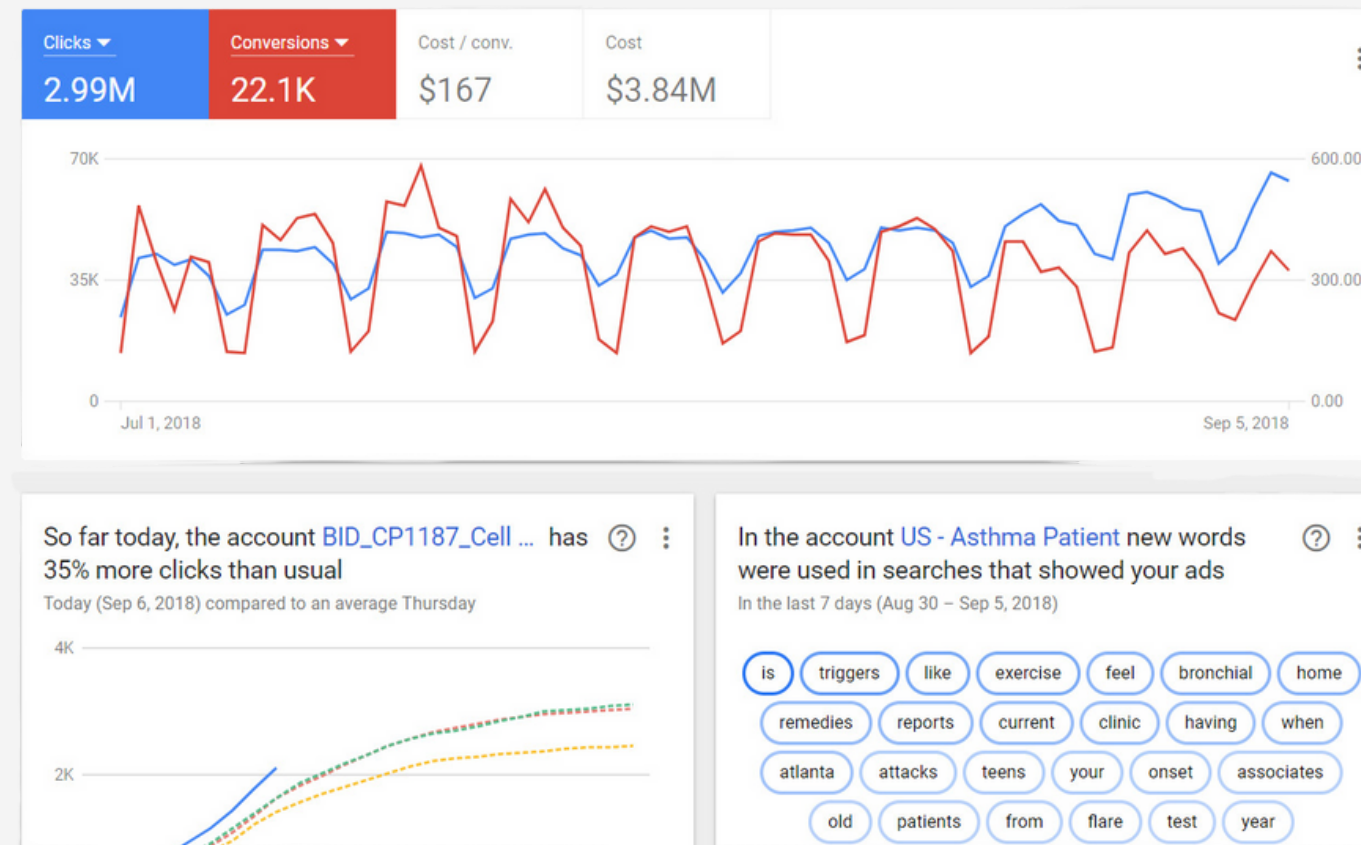
There are also other types of ads

For example, Display Ads. These appear on the Google Platforms, like Gmail and YouTube.

You can decide which type of ad you want to use in the Google Ads Dashboard.



This is what a Google Ads Dashboard looks like



Google Ads work. Period.

Howeverrrrr, when I search for a product on Google, I usually click on the first non-ad link.
I'm not a fan of the [Ad] label.
Do you do the same?



Problems with Google Ads

Don't tell Google we said that.

✘ Lack of Authority

A page ranking at the top of Google's results page is much more trustworthy than an ad. An ad is just this odd feeling nowadays.

✘ High CPC's

With increasing competitiveness, Costs Per Click have been increasing ever since Google started. 2023 has been seriously expensive to run ads...

✘ Not beginner friendly

Although they have done a great job with their interface. Google Ads are not beginner-business-friendly, especially in competitive niches. Break-even is often not even met.



That leads us to SEO

'Search Engine Optimization'



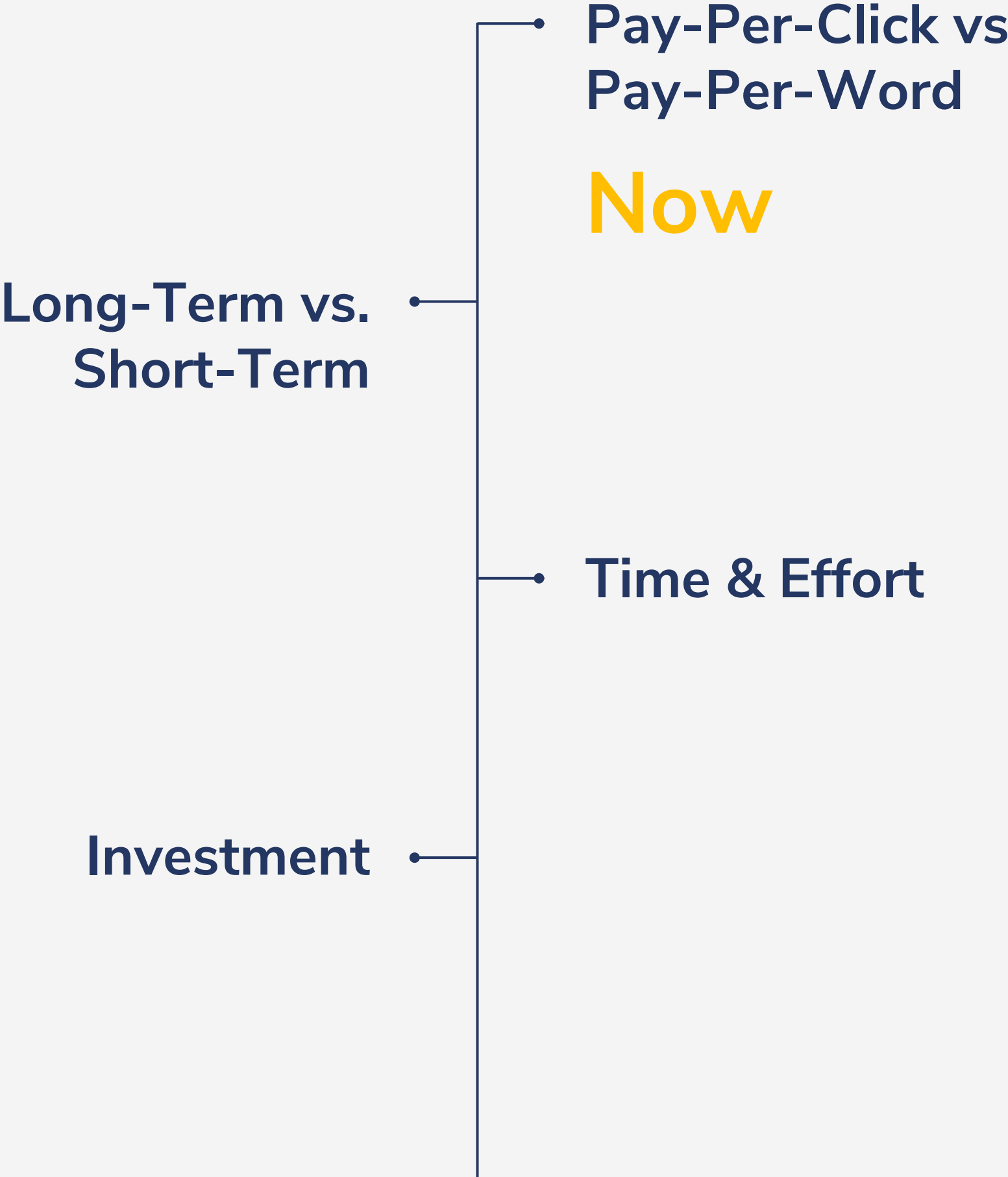
SEO In Short

We want to make it as clear as possible what your site is about. We make the job for Google's robots to look at our website as easy as possible. We make sure the content we have is as relevant and as valuable as possible for our target customers -> We then align that content with what our target is searching for. We do this by prioritizing keywords.



The Differences between Google Ads and SEO

We'll cover them. One by one.



The Biggest Difference

01 Cost-Per-Click vs Cost-Per-Word

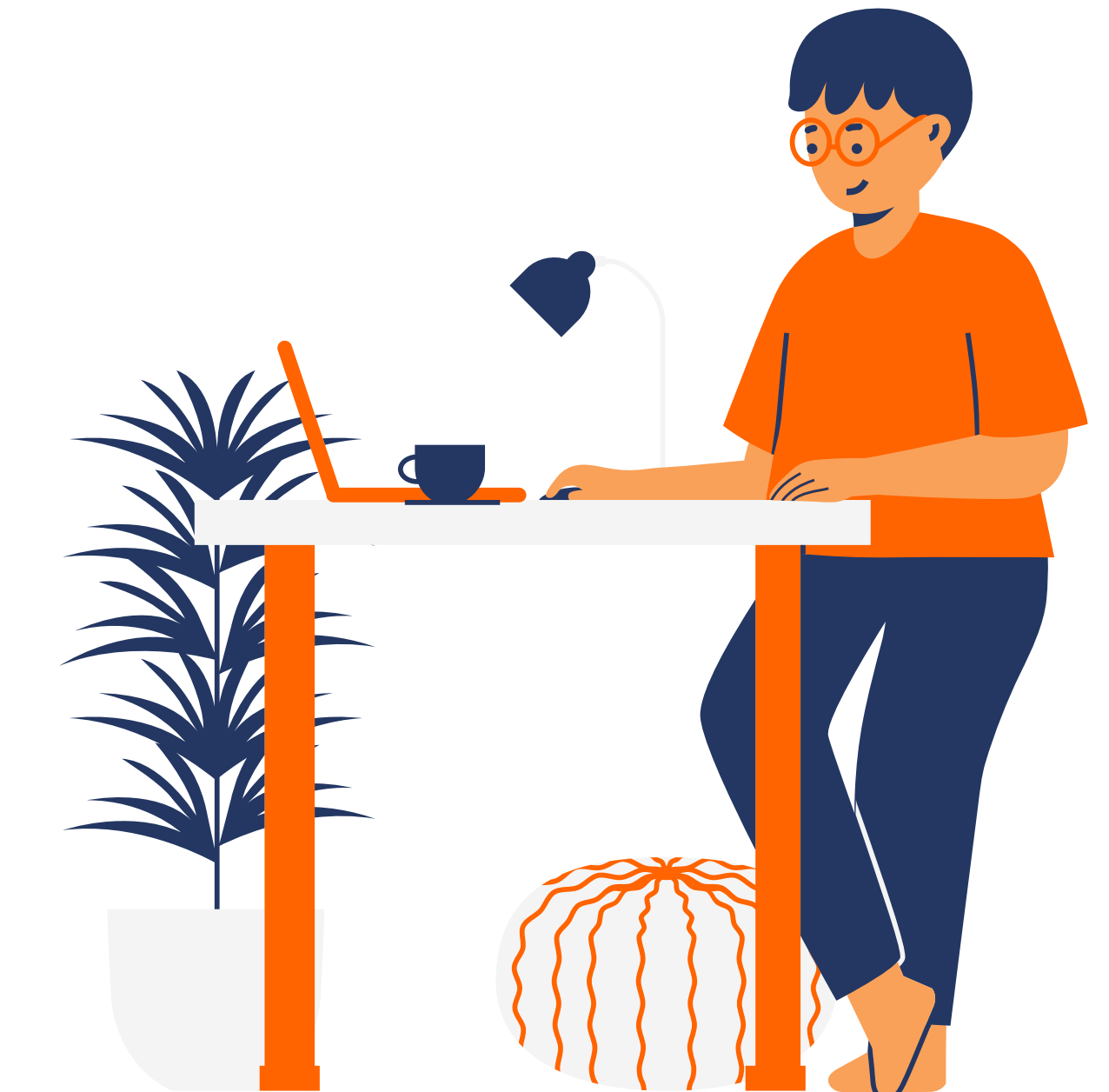
With Google Ads, we pay every time someone lands on our website. With SEO, we don't pay for clicks, but also not for words.

We **pay with our time**. Because optimizing a website takes time.

SEO is writing new texts, a lot of them.

Experienced SEO writers, write about 1-3 articles a day.

With our AI software, we 5x that. More on that later.



When delving into the world of digital marketing, it's crucial to understand the currency we're dealing with. In Google Ads, every click has a price. But **with SEO, the currency is time and expertise.** And the return? Sustainable, long-term visibility without the recurring cost per click.

Imagine SEO as planting a garden. Each article is a seed. The more seeds you plant, the more diverse and abundant your garden grows. However, **each seed requires care, water, sunlight, and time to bloom.**



SEO is Long-Term

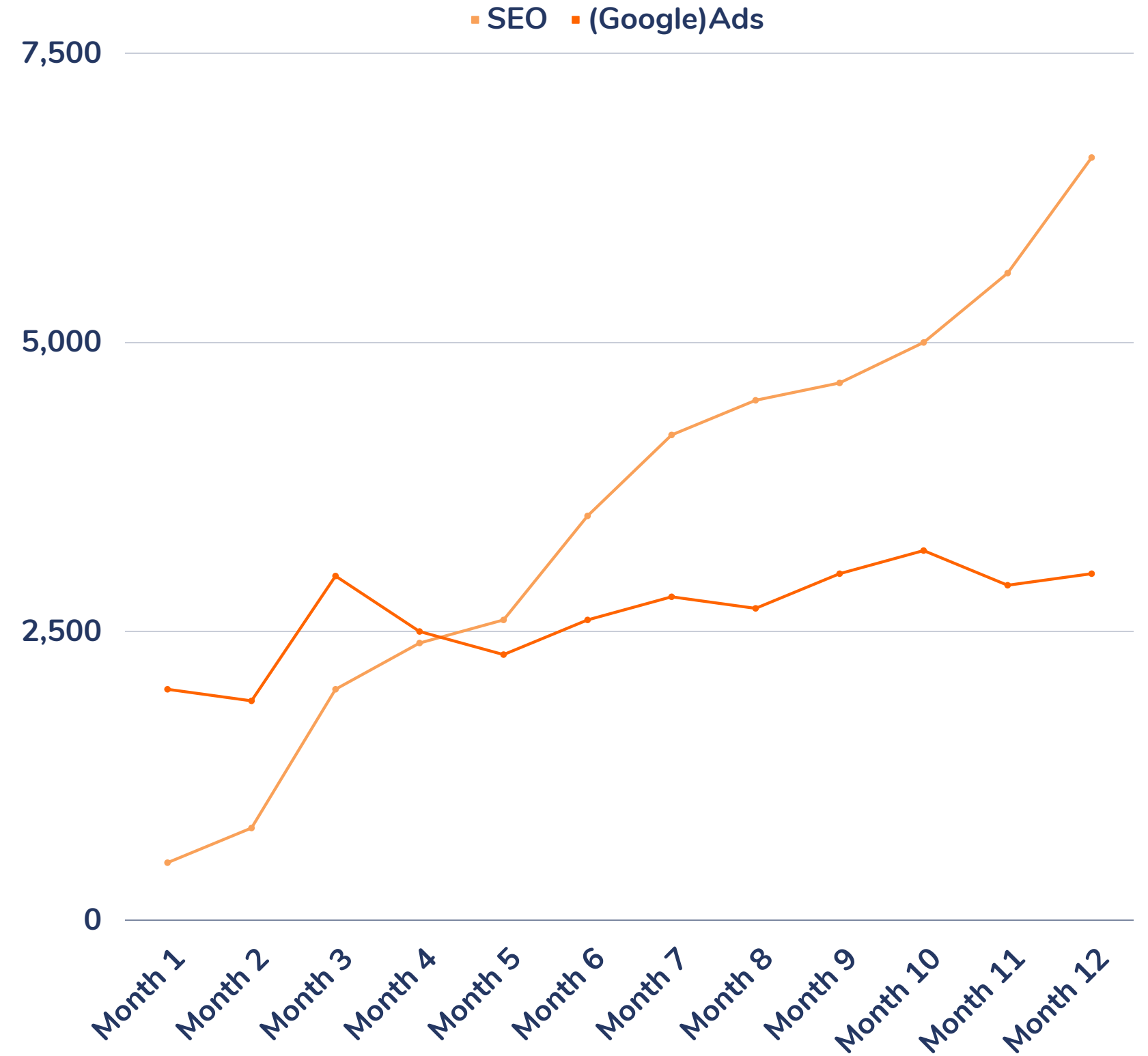
Let me explain using a graph

Sustainability

SEO requires some time to wake-up. But when it's time, it beats PPC any day of the week. Especially on Thursday.



Example Graph



ROI Difference

When the help of our [calculating tool](#), we can see exactly how we calculate ROI. On average, we see that a good-performing SEO campaign has an ROI of 2,33X, and Google Ads only 1,61X.

This is keeping in mind the same costs for the campaign.

Google Ads stays more or less the same every month, but **SEO's ROI only increases over time!**



Quick Pit-Stop

We'll cover them. One by one.

Long-Term vs.
Short-Term

Pay-Per-Click vs
Pay-Per-Word

Time & Effort

We're Here!

Investment

SEO Takes Time.

Ads... not really



Ad Manager Ann

Just scanning the ads. “Adjust budget, remove keyword here, add keyword there..”



SEO Writer Samuel

“My latest blog has just been indexed, but it didn't reach the wanted position, now I need to write more FAQ's to add, also need to write Guest posts for Jacob's website...”

Want to learn SEO? Good luck

Of course, ads are not 'sit back and watch the revenue come in', but it's certainly closer to that than SEO.

SEO requires a large learning curve.

It takes six to twelve months to reach the SEO Expert level, on average.

Google Ads helps you through all the long learning sessions, by just enabling performance max. Yes, you can make it hard doing scripts for insights. But it's just a giant black hole, mostly.



SEO with AI is the solution

Let's dive in

How our AI software produces mass content

According to our latest measurements, we have been 4.9x as effective with our AI models than we used to be with copy writers.

- Research goes deeper and faster
- Writing is fast, crazy fast

We manually research all our topics, references, keywords, internal links, related keywords, FAQ's, and more technical stuff, but in the end, we create an article much faster than with our previous (old-fashioned) method - with a copywriter.



Let's talk investments

What does it take to start a
project?



Investment - Google Ads

Starting a Google Ads campaign is straightforward.

Managing a €800 per month ad-spend account is more challenging to make profitable compared to a €80.000 per month account.

So, the **largest cost** would, hopefully for you, always be the **ad spend**. Generally speaking, for an agency, you will be paying €500 (low-performing) to €10.000 a month for managing the ads.



Investment - SEO

First of all, there is no ad spend.

An SEO project requires you to wait longer for your money. Generally speaking, 2-6 months to break even.

In the end, ROI will always be higher in SEO. It's worth the ride.

Upon diving more into SEO, you'll see paid backlinks. I want to bring this message loud and clear to you, **don't ever buy backlinks.**



**Next stop:
Get the
attention you
deserve.**

**Long-Term vs.
Short-Term**

**Pay-Per-Click vs
Pay-Per-Word**

Time & Effort

Investment

**SEO works. Act
now!**

Get the attention
your brand
deserves

Follow the steps to start something great.

1. Fill out the form on our website

Click [here](#) to visit our website page. Or book a call directly here: [Booking Page](#)

2. We will create a personalized plan for you

We will manually take a look at your website, to see if you are a good fit for us. If so, we will give you the project details and a custom quote.

Simple as that.





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