

SEO vs SEM



A Comparative Guideline

SEO

Search Engine
Optimization



Organic

Based on three pillars
Technical Optimization,
Relevance & Authority

Cost Effective

In the long-term SEO can
be more cost-effective,
turning off paid ads
doesn't mean traffic stops.

High Credibility

Users often blindly trust
the top search results that
are not paid ads

SEM

Search Engine
Marketing



Paid

Based on Pay Per Click
model. The more you
invest, the more traffic
potential.

Instant Results

Small businesses and
start ups can get instant
traffic through SEM.

Low Credibility

A common
misconception is that
paid ads are for
desperate companies
not willing to put in the
time and effort to rank
organically.

There are a lot more differences not covered in this document and whether you need SEO, SEM or both depends on your business.