The Difference between PPC, SEO and SMO Packages by Manoj Maurya

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PPC packagesâ€•, â€œSEO packagesâ€• and â€œSMOâ€• are some terms you might have heard if you a of getting some type of Internet marketing for your website. And while you may be aware that PPC packages involve managing pay-per-click ads on search engines, and SEO means Search Engine Optimization, you may not be that aware about the difference between these kinds of Internet marketing tools. Knowing the difference between these is important as it will help you realize the difference in their strategies, and the type of goals you can achieve with them. Here are the main differences between PPC packages, SEO packages and SMO packages.

1. Type of online visibility: The first major difference is the type of online visibility that you can expect from these different packages. With PPC and SEO packages, you basically seek to increase your visibility on search engine result pages (SERPs) with regard to certain keywords. Additionally, PPC ads can also be used to increase your visibility on websites that are relevant to your business. With the help of SMO packages, you create a buzz about your products and brand on social media like Facebook, Orkut and LinkedIn, so that you are visible to more users of these websites in particular. Therefore, while SEO and PPC target web users primarily through their choice of search phrases, SMO targets those web users who are members of specific online communities.

2. Long/short term goals: When you get PPC packages from an Internet marketing company, you should be aware that PPC is basically good for increasing your online visibility in the short term. For quickly generating more web traffic for your website, PPC is a better option than SEO and SMO, which require at least 4-6 months for appreciable results to show. But the latter are more useful if you want your brand to build up a solid and steady online presence. This also means that you have to stay engaged with a particular SEO and SMO package longer than a PPC package.

3. Types of strategies employed: Both PPC and SEO are dependent on keywords; while SMO content may use keywords, the stress is more on interacting with social media users actively, directly. However, PPC ads and SEO do not use keywords in the same way. PPC ads use them in the ads itself, creating compelling copy that cleverly uses these. With SEO, the keywords are used in website content, and in articles and press releases that are submitted to article directories and PR submission websites. SMO strategies involve commenting on behalf of your company in online social platforms, creating profiles and blogs about your brand, submitting videos and photos to popular image sharing websites etc.

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