

**FLY HIGH
MEDIA**



Attract More

**High-Value
Leads and Sales**

**with SEO & PPC
Alignment**

A Message from the Managing Director

If you're reading this, chances are you're already investing in digital marketing or you're thinking about it, but you're not entirely sure if your budget is working as hard as it should. You're not alone.

I've seen businesses pour thousands of pounds into SEO and PPC, only to feel frustrated when the results don't quite match expectations. Maybe your PPC spend drives traffic, but those visitors aren't converting. Or perhaps you've invested in SEO but feel it's taking forever to see tangible results.

This guide is designed to give you a clear, practical roadmap to align your SEO and PPC efforts, helping you achieve measurable growth and a better return on your investment. Whether you're just starting or looking to fine-tune your existing strategy, you'll find actionable advice that you can implement straight away.

Let's cut through the noise and focus on what works.

Matt Pyke
Managing Director,
FLY HIGH
MEDIA



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Introduction: **Are You Wasting Your Digital Marketing Budget?**

Many businesses approach SEO and PPC with the best intentions but end up feeling like they're throwing money into a black hole.

If you've ever asked yourself:

"Why isn't my website getting more organic traffic?"

"Am I overspending on PPC clicks without seeing results?"

"How do I balance my budget between long-term SEO and short-term PPC?"

Then you're in the right place.

The truth is, when SEO and PPC strategies are misaligned, it can result in:

- Paying for clicks that could have been captured organically.
- Wasting resources on SEO efforts that target the wrong audience.
- A lack of clear reporting, making it hard to measure what's actually driving ROI.

When properly aligned, SEO and PPC can work together to provide a comprehensive strategy that:

- Maximises visibility across paid and organic search.
- Reduces wasted spend by focusing on high-intent keywords.
- Creates a sustainable growth model by combining short-term wins with long-term gains.

What This Guide Will Cover

We'll walk you through:

- How to strategically align SEO and PPC to eliminate budget waste.
- Proven tactics to improve lead quality and conversion rates.
- Practical budgeting strategies based on your business size and goals.

If you're serious about driving measurable results and making your digital marketing budget work harder, **keep reading.**

Understanding SEO & PPC:

**The Differences and Why
They Work Better Together**

Many businesses treat SEO and PPC as separate entities, running them in silos with little or no connection. This approach often leads to inefficiencies, duplicated efforts, and, ultimately, wasted budget. Understanding how they differ and, more importantly, how they complement each other is the key to maximising a return on investment.

The Key Differences Between SEO & PPC

SEO: The Long-Term Growth Strategy

SEO is all about building sustainable organic visibility by optimising your website and content for search engines like Google. It focuses on improving your website's authority, relevance, and user experience to drive high-quality traffic over time.

Common Pain Points with SEO:

“SEO takes too long to show results.”

While SEO is a long-term investment, it provides compounding benefits that lead to lower acquisition costs in the future.

“I don't know what's working and what's not.”

Without proper tracking, businesses struggle to connect SEO efforts to revenue growth.

“We're ranking well, but it's not leading to more sales.”

High rankings mean nothing without the right keyword strategy and conversion-focused content.

How SEO Helps Your Business:

- Drives organic traffic without ongoing ad spend.
- Builds trust and credibility with potential customers.
- Improves user experience and site performance.
- Supports other marketing channels by providing valuable content.

PPC: Instant Visibility and Measurable Results

PPC (Pay-Per-Click) advertising offers immediate placement at the top of search engine results pages (SERPs), driving targeted traffic to your site through paid ads. It's highly effective for short-term campaigns, promotions, or when you need fast data to guide your marketing strategy.

Common Concerns with PPC:

“Clicks are expensive, and I’m not seeing enough conversions.”

Without the right targeting, PPC campaigns can quickly drain budgets without delivering ROI.

“My competitors are always outranking me in paid ads.”

Competitive bidding strategies and ad quality improvements are crucial for cost efficiency.

“We’re getting leads, but they’re not the right ones.”

Without proper audience segmentation, PPC campaigns can attract irrelevant traffic.

How PPC Helps Your Business:

- Provides immediate exposure and data insights.
- Allows precise targeting based on demographics, interests, and search intent.
- Offers flexibility to scale budgets up or down based on performance.
- Can fill the gap while SEO efforts build momentum.

Why SEO & PPC Work Better Together

When businesses combine the strengths of SEO and PPC, they create a powerful marketing engine that delivers both immediate and long-term benefits.

1. Shared Keyword Strategy

PPC data provides real-time insights into which keywords drive conversions. This data can be used to fine-tune your SEO strategy, ensuring you're targeting the right terms organically. Conversely, high-performing organic keywords can help identify cost-effective PPC opportunities.

2. Enhanced Visibility Across Search Results

By appearing in both organic and paid search results for the same queries, your brand dominates the SERP, increasing trust and click-through rates while reducing opportunities for competitors.

3. Smarter Budget Allocation

SEO is a long-term investment, while PPC offers quick wins. Aligning them allows businesses to allocate budgets more effectively, ensuring a steady flow of traffic and conversions while SEO builds momentum.

4. Improved Conversion Rates

By combining the insights from PPC campaigns (ad copy, landing page effectiveness) with SEO efforts (content and site structure), businesses can create more relevant and engaging user journeys, leading to higher conversion rates.

5. Better Audience Targeting and Retargeting

SEO brings in users who are researching and comparing, while PPC can retarget those visitors with specific offers, helping to nurture leads through the sales funnel.

The Risks of Running SEO & PPC in Isolation

If you're still treating these strategies separately, you might face:

- Higher customer acquisition costs due to inefficient keyword targeting.
- Gaps in your digital presence, allowing competitors to dominate.
- Inconsistent messaging across different customer touchpoints.
- Missed opportunities to retarget and convert potential customers.

Key Takeaways

Aligning SEO and PPC isn't just about maximising clicks, it's about creating a balanced, cost-effective strategy that works smarter, not harder.

Next Steps:

If you're currently running separate campaigns, consider conducting an audit to identify areas where SEO and PPC can work together to improve results. Not sure where to start? Get in touch, and we'll show you how to maximise your marketing spend.

Case Studies

218.24%

**Increase In
Organic Traffic**



Office5Star (SEO)
within 12 months

50%

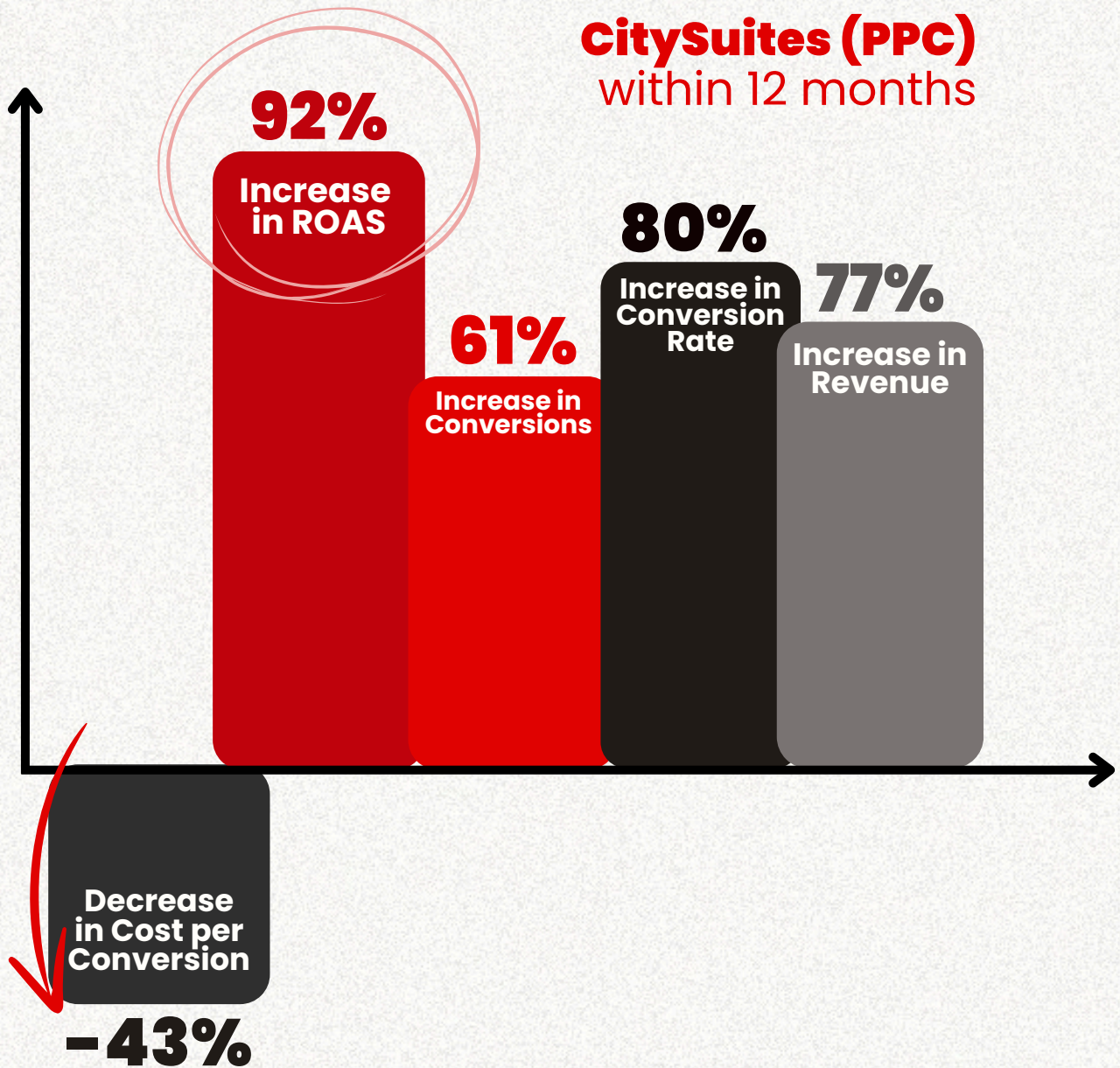
**Increase in Top
3 Keywords**

18.18%

**Increase in
Organic Avg.
Order Value**

CITYSUITES

CitySuites (PPC)
within 12 months



Budgeting for SEO & PPC:

**Investing Smartly for
Maximum ROI**

Budgeting is one of the biggest challenges businesses face regarding digital marketing. Invest too little, and you won't see meaningful results. Spend too much without a clear strategy, and you risk wasting money on clicks and rankings that don't convert into revenue.

A well-balanced budget across SEO and PPC can help you achieve both short-term wins and long-term growth while ensuring every pound is working towards your bottom line. In this section, we'll cover how to allocate your budget effectively, avoid common pitfalls, and ensure you're investing for the highest possible return.

Common Budgeting Mistakes Businesses Make

Many businesses fall into the trap of ineffective budget allocation, leading to unnecessary costs and missed opportunities. Here are some of the most common mistakes:

Over-Reliance on PPC for Immediate Results

- Businesses often pour large amounts into PPC expecting instant success but end up with high acquisition costs and little long-term value.
- **Solution:** Balance PPC spend with SEO efforts to reduce reliance on paid channels over time.

Underfunding SEO Due to Slow Initial Results

- SEO is sometimes overlooked in favour of quicker wins, but neglecting it means missing out on sustained organic traffic that can reduce long-term costs.
- **Solution:** Commit to a consistent SEO investment that compounds over time.

Ignoring Customer Lifetime Value (LTV)

- Many businesses set budgets based on immediate returns rather than looking at the full revenue potential of a customer over their lifetime.
- **Solution:** Allocate spend based on the LTV to ensure long-term profitability.

Focusing on Vanity Metrics Instead of ROI

- Spending too much on clicks and impressions without tracking actual conversions leads to inefficient use of resources.
- **Solution:** Prioritise conversion-driven metrics over surface-level KPIs.

Key Financial Metrics to Consider When Setting Your Budget

To make informed decisions about your SEO and PPC budget, it's important to track and understand the following key metrics:

Customer Acquisition Cost (CAC)

- The total cost required to acquire a new customer via SEO and PPC.
- Formula: $\text{Total Marketing Spend} \div \text{Number of New Customers Acquired}$.
- **Goal:** Lower CAC over time by improving organic rankings and refining PPC targeting.

Customer Lifetime Value (LTV)

- The total revenue a business expects from a single customer throughout its relationship with the company.
- Formula: $\text{Average Purchase Value} \times \text{Purchase Frequency} \times \text{Customer Lifespan}$.
- **Goal:** Focus on high-LTV customers to ensure sustainable profitability.

Return on Ad Spend (ROAS)

- A direct measurement of how much revenue is generated for every pound spent on PPC.
- Formula: $\text{Revenue from Ads} \div \text{Cost of Ads}$.
- **Goal:** Aim for a ROAS that covers costs and generates profit.

Cost Per Lead (CPL)

- The cost incurred to generate a single lead via paid or organic channels.
- **Goal:** Compare CPL across SEO and PPC to identify the most cost-effective channel.

Break-Even Point

- Understanding how long it takes for your SEO efforts to start paying off compared to PPC.
- **Goal:** Set realistic expectations for return timelines and adjust accordingly.

Budget Recommendations Based on Business Size

For Beginners: How to Get Started Without Breaking the Bank

If you're just starting, it's crucial to allocate your budget carefully to achieve a balance between immediate traffic and long-term organic growth.

Suggested Starting Budget:

SEO: £1,500–£3,000 per month

- Focus on technical fixes, content creation, and link building.
- Expect results in 6–12 months.

PPC: £1,000–£2,500 per month

- Focus on brand awareness, lead generation, and testing keyword viability.
- Expect immediate traffic but optimisation will be required to maximise ROI.

Priorities:

- Start with PPC to generate initial traffic and sales while SEO efforts gain traction.
- Invest in conversion rate optimisation (CRO) to improve on-site performance.
- Regularly review performance and adjust based on cost-per-acquisition insights.

For Established Businesses: Scaling for Greater Impact

If you're already investing in SEO and PPC, the key is to refine your approach to maximise returns and scale sustainably.

Suggested Starting Budget:

SEO: £4,000–£8,000 per month

- Focus on expanding content strategy, targeting competitive keywords, and technical enhancements.

PPC: £5,000–£15,000 per month

- Expand across multiple channels (Google Ads, Meta Ads, LinkedIn, etc.) and remarketing strategies.

Priorities:

- Use SEO to lower reliance on paid ads over time.
- Allocate budget based on best-performing campaigns and highest-value customer segments.
- Leverage retargeting and lookalike audiences to capture high-intent users.

How to Allocate Your Budget Effectively

A balanced budget should align with your business goals, target audience, and growth stage. Here's a practical breakdown of how to allocate your spend across different areas:

Category	Recommended Split	Purpose
SEO (Content & Links)	40-50%	Long-term growth and authority building.
PPC (Ads & Retargeting)	30-40%	Immediate lead generation.
Analytics & Optimisation	10-15%	Ongoing improvements based on performance.
CRO (Landing Pages)	5-10%	Maximising conversions from traffic.

Pro Tip: Regularly assess budget performance every quarter and reallocate funds to the channels delivering the highest return.

Common Budgeting Questions Answered

“How much should I invest in digital marketing?”

A general rule of thumb is to invest **10-15% of your total revenue** into marketing efforts, with a healthy split between SEO and PPC based on your goals.

“What if I have a limited budget?”

Focus on high-impact areas such as local SEO, remarketing, and well-optimised paid campaigns to make the most of what you can afford.

“How do I know if my budget is working?”

Regularly track key metrics like ROI, CPA, and LTV to ensure your spending aligns with your business goals.

Key Takeaways

- Effective budget allocation requires a balance between SEO and PPC to achieve short-term and long-term growth.
- Tracking the right financial metrics ensures you're making data-driven decisions.
- Regular reviews and adjustments are essential to avoid waste and capitalise on what works.

Next Steps:

Ready to optimise your SEO and PPC budget for a higher ROI? Book a consultation with Fly High Media today for a tailored strategy that aligns with your goals.

A large, stylized number '4' is the central focus of the background. It is rendered in a dark red color with a subtle gradient and a slight shadow effect, making it stand out against the lighter red background. The number is positioned in the upper left quadrant, with its top extending towards the top edge of the page.

For Beginners: **Your First Steps into SEO & PPC Investment**

If you're new to digital marketing, taking on SEO and PPC can feel overwhelming. The key is to start with clear goals, a structured approach, and realistic expectations. Investing in both SEO and PPC from the beginning ensures that you're building a solid foundation for long-term growth while also generating immediate leads.

In this section, we'll break down the essentials to help you get started with confidence.

Common Thoughts from Beginners

Starting with SEO and PPC often comes with a set of challenges that can make it difficult to see a clear path forward:

"I don't know where to start."

With so many options available, it's easy to feel paralysed by choice.

Solution: Start with a clear strategy that aligns with your business goals.

"I'm worried about wasting money."

Fear of spending without seeing immediate returns can lead to hesitation.

Solution: Set realistic expectations and monitor results closely to optimise over time.

"I don't understand the difference between SEO and PPC."

Many business owners struggle to grasp how the two work together.

Solution: Use PPC to drive quick wins while SEO builds long-term authority.

How Fly High Media Can Help Beginners

We understand that stepping into digital marketing for the first time can be daunting. That's why we offer:

Tailored Strategies: A step-by-step approach designed specifically for your business size and goals.

Transparent Reporting: Clear insights into what's working, so you always know where your money is going.

Budget-Friendly Packages: Flexible options that provide a balance between SEO and PPC.

Step-by-Step Guide to Getting Started with SEO & PPC

Whether you're launching a new business or looking to expand online, follow these key steps to ensure you're set up for success.

1. Define Your Goals

Before diving into SEO and PPC, it's essential to have clear objectives. Ask yourself:

- Are you looking to increase website traffic?
- Do you want to generate leads or e-commerce sales?
- Are you focusing on local visibility or national reach?

Pro Tip: Start with SMART goals – Specific, Measurable, Achievable, Relevant, and Time-bound.

2. Choose the Right SEO & PPC Mix

Your strategy will depend on your budget, industry, and competition.

- **If you need quick results:** Allocate more budget to PPC for immediate lead generation.
- **If you're focused on long-term growth:** Prioritise SEO to build sustainable organic traffic.
- **Balanced approach:** A combination of PPC for short-term wins and SEO for steady, long-term gains.

3. Set Up Tracking and Analytics

Successful measurement of campaigns requires correct tracking. There are many tools available to give general insights:

- **Google Analytics 4:** Tracks website traffic and user behaviour.
- **Google Search Console:** Provides insights into your organic search performance.
- **Google Ads Conversion Tracking:** Helps measure PPC campaign success.

Pro Tip: Ensure goal tracking is set up correctly from day one to avoid data gaps.

4. Focus on High-Impact Areas First

When you're just starting, it's important to focus your efforts where they'll have the most immediate impact.

- **SEO Priorities**
 - Optimise your website's technical performance (loading speed, mobile-friendliness).
 - Conduct keyword research to target relevant searches.
 - Publish high-quality content that answers customer questions.
- **PPC Priorities**
 - Start with highly targeted Google Ads campaigns (e.g. search ads and remarketing)
 - Test different ad creatives to see what resonates best with your audience.
 - Ensure landing pages are optimised to convert traffic into leads.

5. Plan for the First 3–6 Months

SEO and PPC require different timelines to show results:

- **SEO:**

- Month 1–2: Focus on technical improvements and content creation.
- Month 3–6: Begin to see organic traffic growth and improved rankings.

- **PPC:**

- Immediate: Traffic and lead generation begin within days of the campaign launch.
- Month 1–2: Optimisation based on performance data.

Pro Tip: Patience is key with SEO, while PPC requires regular monitoring and adjustments.

Budget-Friendly Strategies for Beginners

If you have a limited budget, consider starting with a focus on high-impact areas to get the most value for your money. Some cost-effective strategies include:

- **Local SEO:** Focus on ranking in local searches and Google Business Profile optimisation.
- **Remarketing PPC Ads:** Retarget website visitors who have shown interest but haven't converted.
- **Content Marketing:** Create evergreen content that attracts organic traffic over time.

Avoiding Common Pitfalls as a Beginner

1. Skipping Proper Keyword Research:

- Targeting the wrong keywords can waste time and money.
- Use keyword tools to identify what your audience is actually searching for.

2. Ignoring Mobile Users:

- Mobile traffic accounts for a large portion of search volume ensure your site is fully mobile-optimised.

3. Not Testing PPC Ads:

- Running a single campaign without A/B testing can lead to missed opportunities for better performance.

3. Focusing Only on Traffic, Not Conversions:

- Traffic alone won't grow your business focus on attracting the right audience that converts.

Key Takeaways for Beginners

- A balanced approach between SEO and PPC helps you achieve both short-term and long-term growth.
- Tracking key metrics from the start ensures that your budget is spent wisely.
- Starting with a clear strategy and manageable budget will help you scale efficiently over time.

Next Steps:

Feeling overwhelmed with where to begin? Fly High Media offers tailored solutions to help businesses like yours take the first step confidently. Book a free consultation to get started today.



**For Businesses Already
Investing in SEO & PPC:
How to Get More From
Your Budget**

If you're already investing in SEO and PPC but aren't seeing the results you expected, it's time to take a step back and reassess your strategy. Many businesses continue spending without realising they're not optimising their efforts effectively, leading to wasted budgets and missed opportunities.

In this section, we'll explore how to refine your current strategy, eliminate inefficiencies, and maximise your return on investment by aligning SEO and PPC more effectively.

Common Pain Points for Businesses Already Investing in SEO & PPC

Even experienced businesses face challenges when managing SEO and PPC campaigns simultaneously. Some of the most common frustrations include:

"We're spending a lot but not seeing a strong return."

- Without clear attribution, it's difficult to pinpoint where your budget is best spent.
- **Solution:** Implement proper tracking and attribution models to understand what's driving conversions.

"We're generating traffic, but it's not converting."

- High traffic volumes don't always mean more sales - poor targeting or irrelevant content can hinder performance.
- **Solution:** Optimise landing pages and align ad messaging with user intent.

"Our SEO and PPC teams are working in silos."

- When strategies aren't aligned, businesses lose out on valuable data insights that could improve both channels.
- **Solution:** Foster collaboration between SEO and PPC teams to share insights and refine targeting strategies.

“We’re too reliant on PPC, and our organic traffic isn’t growing.”

- Over-dependence on PPC can be expensive and unsustainable in the long run.
- **Solution:** Shift focus towards SEO growth while maintaining PPC for targeted campaigns.

How Fly High Media Can Help You Optimise Your Current Strategy

If your current efforts aren’t yielding the results you need, our team can help by:

1. Conducting a Comprehensive Audit:

- Identifying gaps and opportunities in your SEO and PPC campaigns.
- Evaluating keyword overlap, ad performance, and organic visibility.

2. Optimising Conversion Paths:

- Aligning paid and organic strategies to create a seamless customer journey.
- Improving landing page relevance to boost conversion rates.

3. Budget Reallocation Strategies:

- Shifting resources from underperforming channels to high-impact areas.
- Investing in high-performing organic content while optimising paid spend.

Advanced Strategies to Maximise Your ROI

Once your campaigns are aligned, there are several advanced tactics you can implement to further enhance performance.

1. Aligning PPC Data with SEO Strategy

PPC campaigns generate valuable data about keywords, audience behaviour, and ad performance. Use this data to:

- Identify high-converting keywords to prioritise in your SEO strategy.
- Refine content creation based on top-performing ad copy insights.
- Adjust bidding strategies based on organic performance trends.

2. Refining Audience Targeting

If you're attracting traffic but not converting, it's time to revisit your audience targeting:

- Use demographic and behavioural data from PPC to refine SEO content targeting.
- Leverage remarketing campaigns to re-engage organic visitors who didn't convert.
- Segment your audience by intent and tailor both SEO and PPC content accordingly.

3. Improving Landing Page Relevance

Both SEO and PPC efforts can fall short if your landing pages aren't optimised for conversions. Ensure:

- The messaging from your ads aligns perfectly with the landing page content.
- Page load speeds are optimised to prevent drop-offs.
- Strong calls-to-action (CTAs) are present to guide users towards conversion.

4. Leveraging Cross-Channel Remarketing

One of the biggest missed opportunities is failing to retarget organic visitors through paid campaigns. Strategies include:

- Running PPC ads to users who visited key pages via organic search.
- Offering personalised ad content based on their previous site activity.
- Retargeting users with abandoned cart or enquiry form data.

Signs You're Wasting Budget – And How to Fix It

If you notice any of the following signs, it's time to re-evaluate your investment strategy:

Sign	Solution
High bounce rates on PPC landing pages	Improve ad targeting and page relevance.
SEO rankings improving, but leads aren't	Focus on conversion optimisation and CRO.
Cost-per-click (CPC) constantly rising	Review the bidding strategy and explore alternatives.
Low organic visibility despite PPC spend	Invest more in content and technical SEO efforts.

Key Performance Indicators to Track for Established Campaigns

To ensure your investment is delivering the desired results, focus on the following key metrics:

SEO KPIs:

- **Organic traffic growth:** Are more users finding you organically?
- **Keyword rankings:** Are you ranking for valuable, high-intent terms?
- **Conversion rates:** Is organic traffic leading to sales or enquiries?
- **Bounce rates:** Are visitors engaging with your content or leaving quickly?
- **Domain authority:** Is your site's authority growing over time?

PPC KPIs:

- **Click-through rate (CTR):** Are your ads capturing interest?
- **Cost per acquisition (CPA):** How much are you paying to acquire a lead?
- **Conversion rates:** Are paid visitors turning into customers?
- **Quality score:** Are your ads relevant and optimised?
- **ROAS (Return on Ad Spend):** Are you seeing a profitable return on your ad spend?

Scaling Your Investment for Greater Impact

Once your strategy is refined and delivering results, scaling becomes the next logical step. Key approaches to scaling include:

- **Expanding to New Channels:** Once Google Ads and organic search are performing well, consider expanding to platforms like LinkedIn, Meta, and Bing Ads.
- **Content Diversification:** Invest in video content, long-form guides, and case studies to support organic growth.
- **International SEO & PPC:** If you're looking to grow beyond local markets, now may be the time to invest in global targeting.

Key Takeaways for Businesses Already Investing

- Audit your current SEO and PPC performance to identify gaps and inefficiencies.
- Align your teams to work collaboratively rather than in silos.
- Regularly review and adjust your budget allocation to focus on high-performing areas.
- Leverage data insights across both channels to refine targeting and improve ROI.



"Adjust spending based on demand rather than keeping a fixed budget. Overspending in slow seasons often leads to higher costs per lead, so it's better to align with natural fluctuations."

Mike Hayden
PPC Manager

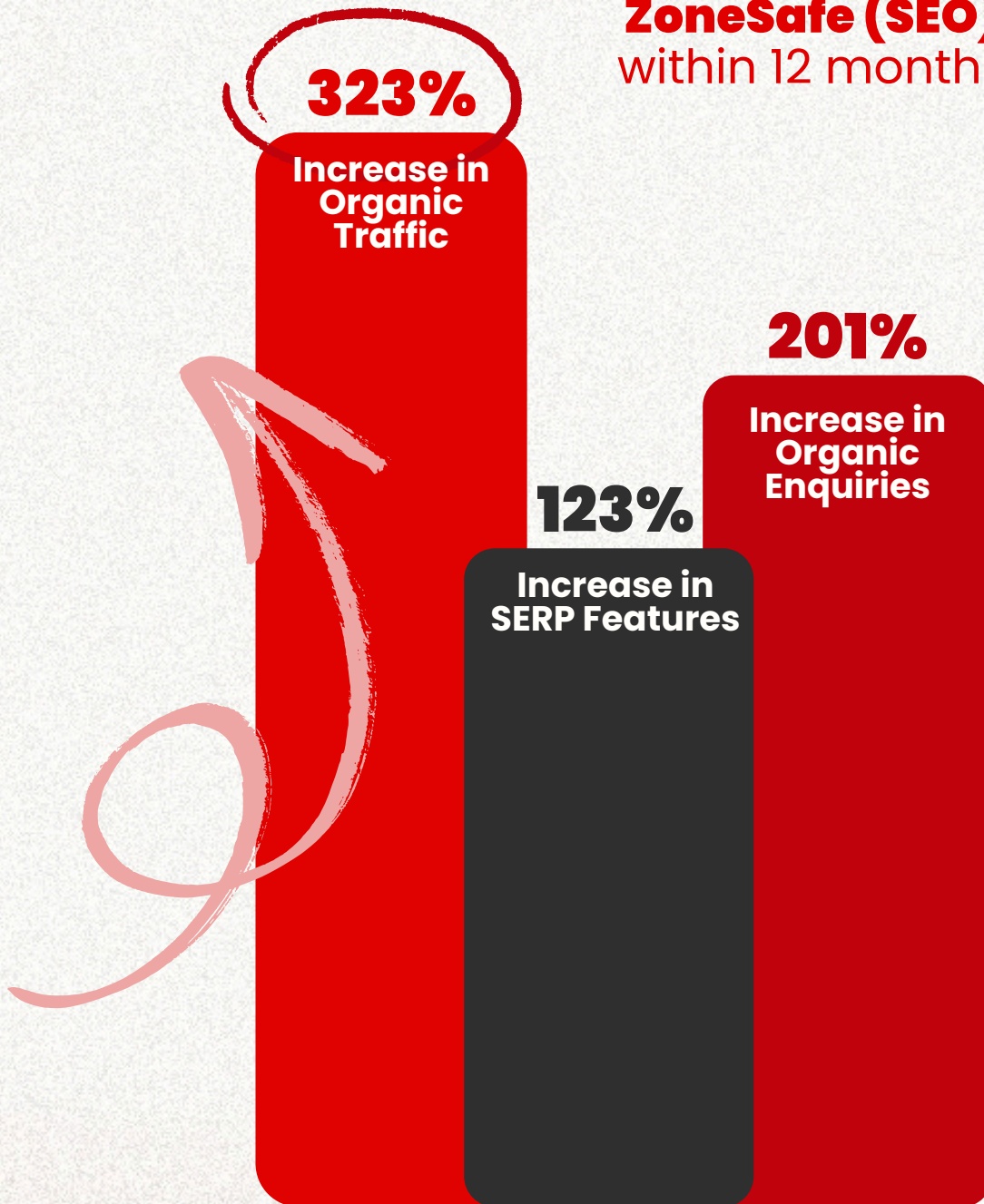
Next Steps:

Once your strategy is refined and delivering results, scaling becomes the next logical step. Key approaches to scaling include:

Case Studies

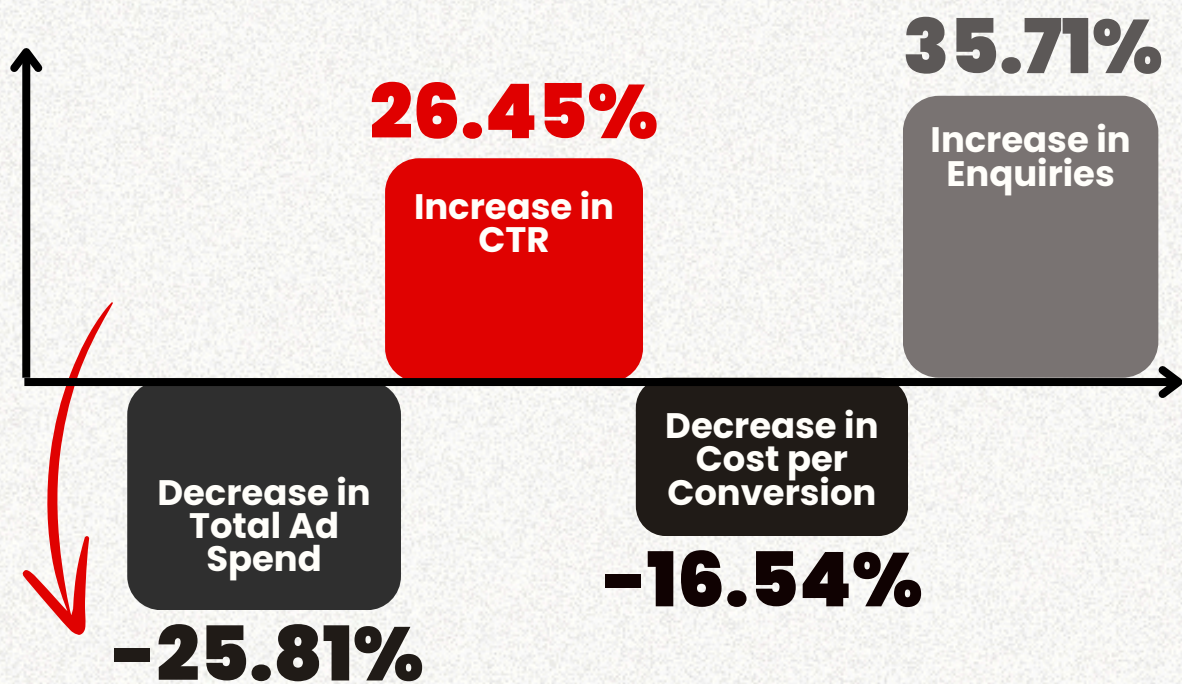



ZoneSafe (SEO)
within 12 months





Vehicles 2 Lease within first 6 months





KPIs to Benchmark Performance and Prove ROI

To make informed decisions about your SEO and PPC investment, tracking the right performance metrics is crucial. Without clear benchmarks, it's easy to pour money into campaigns without understanding what's truly driving growth.

In this section, we'll outline the essential key performance indicators (KPIs) that businesses should monitor to measure success, identify areas for improvement, and ensure their SEO and PPC efforts are working towards a higher ROI.

Why KPIs Matter

Tracking the right KPIs allows you to:

- **Measure success:** Understand how well your SEO and PPC efforts are performing.
- **Optimise campaigns:** Identify underperforming areas and take corrective actions.
- **Justify investment:** Provide clear data to stakeholders on the value of digital marketing.
- **Allocate budget effectively:** Shift spend to the most profitable channels and campaigns.

SEO KPIs to Track

SEO success isn't just about ranking high on Google; it's about driving relevant traffic and converting visitors into customers. Below are the most important KPIs to monitor.

1. Organic Traffic Growth

- Tracks the number of users visiting your site through organic search.
- **Why it matters:** Steady growth indicates improved visibility and brand awareness.
- **How to measure:** Google Analytics > Acquisition > Organic Search
- **Benchmark:** Aim for a 10–20% growth in organic traffic per quarter.

2. Keyword Rankings

- Measures your website's position for targeted search terms.
- **Why it matters:** Higher rankings lead to increased visibility and clicks.
- **How to measure:** Tools like Google Search Console or third-party platforms (Ahrefs, SEMrush).
- **Benchmark:** Target improvement in rankings for high-intent, revenue-driving keywords.

3. Click-Through Rate (CTR)

- The percentage of people who click your organic search result after seeing it.
- **Why it matters:** High CTR suggests that your content and meta descriptions are relevant and compelling.
- **How to measure:** Google Search Console > Performance Report.
- **Benchmark:** A CTR of 3-5% for non-branded terms is considered healthy.

4. Bounce Rate

- The percentage of visitors who leave your site without taking any action.
- **Why it matters:** High bounce rates indicate that your content may not be meeting user expectations.
- **How to measure:** Google Analytics > Behaviour > Site Content.
- **Benchmark:** A bounce rate below 50% is ideal.

5. Conversion Rate from Organic Traffic

- Tracks the percentage of organic visitors who complete a desired action (purchase, lead form submission, etc.).
- **Why it matters:** SEO efforts should ultimately contribute to business goals, not just traffic.
- **How to measure:** Google Analytics > Conversions > Goals.
- **Benchmark:** A 2-5% conversion rate is a strong indicator of effective SEO

6. Domain Authority (DA)

- A score indicating the strength and credibility of your website in search engines.
- **Why it matters:** Higher domain authority means better chances of ranking competitively.
- **How to measure:** Moz, Ahrefs, SEMrush.
- **Benchmark:** Aim for gradual DA improvement through link-building efforts.

PPC KPIs to Track

With PPC, it's essential to focus on profitability rather than just clicks. Here are the key metrics to measure success and improve campaign performance.

1. Click-Through Rate (CTR)

- The ratio of users who click on your ad versus those who see it.
- **Why it matters:** A high CTR indicates strong ad relevance and targeting.
- **How to measure:** Google Ads > Campaign Overview.
- **Benchmark:** A CTR of 2-4% is a good target, with higher CTRs for branded campaigns.

2. Cost Per Click (CPC)

- The average amount you pay for each click on your ad.
- **Why it matters:** Helps manage budget efficiency and profitability.
- **How to measure:** Google Ads > Campaign Metrics.
- **Benchmark:** Industry averages vary, but lower CPC with high conversion rates is ideal.

3. Quality Score

- Google's rating of your ad relevance, keywords, and landing page experience.
- **Why it matters:** Higher scores reduce ad costs and improve positioning.
- **How to measure:** Google Ads > Keywords Report.
- **Benchmark:** Aim for a quality score of 7 or above.

4. Cost Per Acquisition (CPA)

- The amount spent to acquire a new customer
- **Why it matters:** Lower CPA indicates more efficient marketing spend.
- **How to measure:** Google Ads > Conversions > Cost Analysis.
- **Benchmark:** Compare CPA against customer lifetime value (LTV) to ensure profitability.

5. Return on Ad Spend (ROAS)

- The revenue generated for every pound spent on ads.
- **Why it matters:** Determines whether your ad campaigns are profitable.
- **How to measure:** Google Ads > Conversions > ROAS.
- **Benchmark:** A ROAS of 4:1 (earning £4 for every £1 spent) is a healthy target.

6. Impression Share

- The percentage of times your ads are shown compared to the total available impressions.
- **Why it matters:** Higher impression share means better visibility in search results.
- **How to measure:** Google Ads > Competitive Metrics.
- **Benchmark:** Aim for 60–80% impression share in key campaigns.

Combining SEO & PPC KPIs for a Holistic View

When SEO and PPC efforts are aligned, tracking performance across both channels provides a clearer picture of marketing effectiveness. Consider monitoring:

- **Blended Cost Per Lead (CPL):** Evaluate combined lead generation costs from both channels.
- **Multi-Channel Attribution:** Understand how organic and paid touchpoints contribute to conversions.
- **Customer Journey Insights:** Identify patterns in how users interact with SEO and PPC touchpoints before converting.

Practical Tips to Improve KPI Performance

To get the most out of your SEO and PPC investments, consider these optimisation tactics:

- **Regular Performance Audits:** Schedule monthly reviews to track progress and adjust budgets accordingly.
- **A/B Testing for PPC Ads:** Test different headlines, ad copy, and CTAs to improve CTR and conversions.
- **Content Refinement for SEO:** Regularly update content to align with search intent and improve rankings.
- **Competitor Benchmarking:** Analyse how your performance stacks up against industry rivals.

Key Takeaways

- Tracking the right KPIs is essential to understanding whether your investment in SEO and PPC is driving results.
- Focus on conversion-related metrics rather than vanity metrics to measure real business impact.
- Align SEO and PPC insights to optimise budget allocation and improve overall marketing efficiency.

Next Steps:

Struggling to track the right KPIs? Fly High Media can help you set up robust tracking systems and provide insights that help you get the most out of your marketing spend. Book a free consultation today to get started.



Actionable Strategies to Align SEO & PPC for Higher ROI

When SEO and PPC efforts are aligned, businesses can achieve greater efficiency, reduce wasted spend, and maximise their return on investment. By combining the strengths of both channels, you can capture demand at every stage of the customer journey and create a seamless experience that drives conversions and revenue.

In this section, we'll outline actionable strategies to align your SEO and PPC efforts, helping you get the most out of your digital marketing investment.



"Tracking KPIs is essential for both PPC and SEO; they provide a clear benchmark for performance and allow us to confidently demonstrate ROI. It's not just about measuring success—it's about identifying opportunities for growth and making data-driven decisions that directly impact client goals."

Rob Jeffries
Client Success Manager

1. Aligning Keyword Strategies Across SEO & PPC

One of the biggest benefits of integrating SEO and PPC is the ability to share keyword data between the two channels. PPC campaigns provide immediate feedback on which keywords drive conversions, while SEO offers long-term ranking opportunities.

How to Align Keywords:

- Use **PPC data** to identify high-converting keywords and prioritise them in your SEO strategy.
- Optimise PPC campaigns for **high-intent, high-competition keywords**, while focusing SEO efforts on long-tail, informational searches to capture early-stage leads.
- Cross-reference **Google Search Console** data with PPC reports to identify gaps and opportunities.
- Avoid cannibalisation by pausing PPC spend on keywords where SEO is already ranking well.

Pro Tip: Regularly audit keyword performance and adjust budgets accordingly to ensure you're investing in the right terms for each channel.

2. Coordinating Content Marketing Efforts

Your SEO and PPC strategies should work hand-in-hand to ensure consistent messaging across all customer touchpoints. PPC ads should drive traffic to SEO-optimised landing pages, and SEO content should reinforce paid ad messaging.

Steps to Align Content:

- Use insights from PPC ad copy that performs well to guide SEO content creation.
- Ensure landing pages used in PPC campaigns are optimised for organic search.
- Develop content clusters that support paid campaigns, such as blog posts that align with key PPC themes.
- Leverage PPC to promote new SEO content, driving traffic and engagement while organic rankings build.

Pro Tip: Test different ad messaging in PPC campaigns to identify what resonates most with your audience, then incorporate that language into your SEO content.

3. Improving Landing Page Consistency

SEO and PPC visitors should have a seamless experience when they land on your site. Disjointed messaging or poor user experience can result in high bounce rates and lost opportunities.

How to Align Landing Pages:

- Maintain **consistent branding and messaging** across organic and paid landing pages.
- Optimise pages for **both organic rankings and paid quality scores**, ensuring fast load times and clear CTAs.
- A/B test landing pages for PPC while using organic insights to refine the content structure.
- Use SEO best practices (such as internal linking) to guide users from PPC landing pages to high-value organic content.

Pro Tip: High-performing PPC landing pages often serve as a blueprint for optimising SEO pages to boost conversions.

4. Leveraging PPC for Quick Wins While SEO Gains Traction

SEO takes time to build, but PPC can provide immediate results. A well-structured strategy should use PPC to fill the gaps while SEO efforts mature.

How to Use PPC for Short-Term Wins:

- Target competitive keywords with PPC that are taking longer to rank organically.
- Use PPC to promote seasonal offers or new product launches while SEO builds authority.
- Focus PPC spend on high-intent queries and local searches to drive immediate revenue.
- Use remarketing ads to capture users who initially found your site through organic search.

Pro Tip: Once your SEO efforts start delivering results, gradually reduce PPC spend on well-performing organic keywords.

5. Retargeting Organic Visitors with PPC

Not every organic visitor converts on their first visit, hence why remarketing through PPC is a powerful way to bring them back and nurture leads down the funnel.

Steps to Retarget Organic Visitors:

- Set up **Google Ads remarketing** campaigns to target users who have visited specific organic pages but haven't converted.
- Create audience segments based on **page engagement, time spent, and actions taken.**
- Tailor remarketing ads with personalised offers, content downloads, or product reminders.
- Use retargeting to guide returning visitors towards conversion-focused pages.

Pro Tip: Segment your remarketing audiences based on where they entered through SEO, such as blog readers vs. product page visitors, and serve them tailored ad content.

6. Sharing Data Insights Between Channels

Both SEO and PPC generate valuable insights that can be used to refine overall strategy. Sharing data across teams ensures you're making informed decisions backed by real user behaviour.

How to Leverage Cross-Channel Insights:

- Use PPC search query reports to identify new content opportunities for SEO.
- Analyse organic traffic trends to adjust PPC bidding strategies during seasonal peaks.
- Identify which landing pages drive the most engagement and apply findings to both organic and paid campaigns.
- Monitor cross-channel attribution to understand how users interact with both SEO and PPC before converting.

Pro Tip: Set up regular reporting dashboards that include combined SEO and PPC metrics to get a holistic view of performance.

7. Budget Allocation Strategies for Maximum Impact

A well-structured budget ensures that SEO and PPC complement each other rather than compete for resources.

How to Allocate Budget Effectively:

- Start by allocating a higher portion of the budget to PPC for immediate traffic while gradually increasing SEO investment.
- Adjust spend based on seasonal trends, focusing your PPC budget on peak periods while maintaining steady SEO efforts.
- Reallocate PPC spend from high-performing organic keywords to new opportunities or competitive areas.
- Use conversion data from both channels to justify budget increases in the most profitable areas.

Pro Tip: Periodically review budget allocation to ensure it aligns with business objectives and market conditions.

8. Competitor Analysis for a Strategic Edge

Keeping an eye on what your competitors are doing in both SEO and PPC can uncover opportunities to outperform them.

How to Conduct Competitor Analysis:

- Use SEO tools like Ahrefs and SEMrush to track competitors' organic rankings and backlink profiles.
- Monitor PPC competitors' ad copy, bidding strategies, and landing pages to identify gaps in your approach.
- Identify keywords that competitors are ranking for organically and target them with PPC for quick wins.
- Compare SERP positioning to ensure your brand is dominating across both organic and paid listings.

Pro Tip: Set up alerts to monitor competitor activity and adjust your strategy accordingly.

Key Takeaways

- SEO and PPC should work together, not in competition, to create a well-rounded strategy that captures demand across all stages of the funnel.
- Sharing keyword, audience, and performance data across both channels leads to more effective campaigns.
- Regular audits and budget adjustments ensure that your investment in SEO and PPC continues to deliver optimal returns.

Next Steps:

If you're ready to align your SEO and PPC efforts for maximum ROI, Fly High Media can help you develop a customised strategy that balances both channels for sustainable growth. Get in touch with us today to book a consultation.



Common Pitfalls to Avoid When Running SEO & PPC Campaigns

Even with a well-structured strategy, businesses often fall into common traps that can limit their success and lead to wasted budgets. Misalignment, lack of data-driven decision-making, and poor execution can prevent your SEO and PPC efforts from delivering their full potential.

By identifying these pitfalls early, you can avoid costly mistakes and ensure both channels work in harmony to maximise your ROI.

1. Treating SEO & PPC as Separate Strategies

One of the biggest mistakes businesses make is running SEO and PPC in isolation. When these efforts are managed separately, key insights are missed, and opportunities for synergy are overlooked.

Why This is a Problem:

- Duplicated efforts can lead to wasted budget (e.g., bidding on keywords where you already rank organically).
- Inconsistent messaging can confuse potential customers.
- Missing cross-channel insights results in inefficient decision-making.

How to Avoid It:

- Encourage collaboration between SEO and PPC teams to share data regularly.
- Use PPC data to inform SEO keyword strategies and vice versa.
- Align content, landing pages, and ad messaging across both channels.

2. Expecting Immediate Results from SEO

SEO is a long-term investment, and expecting overnight results can lead to frustration and premature abandonment of key strategies. Unlike PPC, which provides immediate visibility, SEO requires consistent effort and patience.

Why This is a Problem:

- Unrealistic expectations can lead to disillusionment with SEO efforts.
- Businesses may abandon SEO too soon in favour of PPC, leading to unsustainable marketing costs.
- Shortcuts like black-hat tactics can result in penalties from search engines.

How to Avoid It:

- Set realistic timelines (6-12 months) for organic growth.
- Use PPC to generate leads while SEO efforts build momentum.
- Regularly track progress and celebrate small wins (e.g., ranking improvements, increased traffic).

3. Overspending on PPC Without Proper Optimisation

Many businesses increase their PPC budgets without optimising campaigns for efficiency. Without the right strategy, higher spending doesn't always translate into better results.

Why This is a Problem:

- Rising costs can erode profitability if campaigns aren't well-managed.
- A lack of proper targeting leads to irrelevant clicks and wasted spend.
- Without tracking conversions, businesses may focus on vanity metrics instead of revenue-driving actions.

How to Avoid It:

- Regularly audit PPC campaigns and adjust bids based on performance.
- Focus on high-intent keywords and negative keywords to filter out irrelevant traffic.
- Implement A/B testing to refine ad creatives and landing pages.

4. Ignoring Conversion Rate Optimisation (CRO)

Driving traffic is only half the battle; if your website isn't optimised for conversions, both SEO and PPC efforts will fall flat. Businesses often focus too much on getting clicks and neglect the user experience.

Why This is a Problem:

- High bounce rates and low engagement can indicate poor user experience.
- Leads can drop off at critical stages of the customer journey.
- Poor landing page design can waste ad spend and lower organic rankings.

How to Avoid It:

- Continuously test and optimise landing pages for better performance.
- Focus on clear CTAs, mobile optimisation, and page speed improvements.
- Align landing pages with user intent and ad messaging.

5. Neglecting Mobile Optimisation

With a significant portion of web traffic coming from mobile devices, failing to optimise for mobile users can severely impact SEO and PPC performance.

Why This is a Problem:

- Google prioritises mobile-friendly sites in search rankings.
- PPC ads with poor mobile experiences result in lower Quality Scores and higher CPCs.
- A frustrating mobile experience can lead to lost conversions.

How to Avoid It:

- Ensure your website is fully responsive and loads quickly on all devices.
- Optimise PPC landing pages for mobile usability and conversions.
- Regularly test site performance across different screen sizes.

6. Not Leveraging Retargeting Opportunities

Many businesses focus solely on attracting new visitors but fail to retarget those who have already shown interest in their products or services.

Why This is a Problem:

- Potential customers often need multiple touchpoints before converting.
- Without retargeting, you're losing warm leads to competitors.
- PPC budgets are wasted on acquiring new traffic rather than nurturing existing leads.

How to Avoid It:

- Use PPC retargeting to re-engage visitors who didn't convert on their first visit.
- Create tailored ad messaging for different stages of the customer journey.
- Leverage organic traffic insights to refine retargeting audience segments.

7. Focusing on the Wrong Metrics

Many businesses track surface-level metrics like impressions and clicks without focusing on what truly matters; conversions and revenue.

Why This is a Problem:

- Vanity metrics don't provide actionable insights into campaign performance.
- Overemphasis on traffic can overlook issues with lead quality.
- Budget decisions may be based on flawed data.

How to Avoid It:

- Focus on revenue-driven KPIs such as cost per acquisition (CPA) and return on ad spend (ROAS).
- Regularly review lead quality and customer lifetime value (LTV).

Use data from both SEO and PPC to measure the full customer journey.

8. Underestimating the Importance of Regular Audits

Digital marketing landscapes are constantly evolving, and failing to audit your SEO and PPC campaigns regularly can lead to inefficiencies and outdated strategies.

Why This is a Problem:

- Competitors may gain an advantage with new tactics and trends.
- Poor-performing keywords and ads may continue draining your budget.
- Algorithm changes can impact your rankings and ad performance.

How to Avoid It:

- Schedule quarterly audits of your SEO and PPC performance.
- Stay informed about industry updates and adjust strategies accordingly.
- Use insights from audits to refine targeting and messaging.

Key Takeaways

- Running SEO and PPC in isolation leads to inefficiencies – aligning both channels is key to success.
- Continuous monitoring, testing, and refining are crucial to maximising ROI.
- Avoiding common pitfalls such as overspending on PPC and ignoring CRO will help you achieve long-term sustainability.
- Tracking meaningful metrics, rather than vanity metrics, ensures your strategy is working towards business goals.

Next Steps:

If you're concerned that your SEO and PPC strategy might be falling into any of these common pitfalls, Fly High Media can help. Our team can conduct a thorough audit to identify areas for improvement and ensure your investment delivers the best possible results. Get in touch today for a free consultation.



Conclusion & Next Steps

Aligning SEO and PPC is not just about running two separate strategies simultaneously; it's about creating a cohesive digital marketing approach that leverages the strengths of both channels to drive sustainable growth and maximise ROI.

By integrating SEO's long-term visibility with PPC's immediate impact, businesses can ensure they're covering every stage of the customer journey - from awareness to conversion - while making the most efficient use of their budget.

Key Takeaways from This Guide

To summarise, here are the key insights from this guide to help you align your SEO and PPC efforts effectively:

SEO & PPC Work Better Together:

- SEO builds long-term authority and organic traffic, while PPC provides immediate exposure and insights. When aligned, they offer a powerful strategy for sustained business growth.

Budgeting Smartly is Crucial:

- Allocating the right budget between SEO and PPC based on your business goals and growth stage ensures better results and avoids wasted spend.

Tracking the Right KPIs Drives Success:

- Focusing on key metrics like cost per acquisition (CPA), customer lifetime value (LTV), and return on ad spend (ROAS) helps in making data-driven decisions.

Continuous Optimisation is Essential:

- Digital marketing is an ongoing process - regular audits, performance tracking, and refining your approach based on data insights will help maintain and improve results.

A User-Focused Approach Wins:

- Ensuring consistency across paid and organic channels, optimising landing pages, and providing valuable content is key to driving conversions.

What's Next?

You now have a clear understanding of how SEO and PPC can work together to deliver better results and a higher return on investment. Whether you're just starting or looking to refine your current strategy, taking the next step is crucial.

How Fly High Media Can Help

At Fly High Media, we specialise in helping businesses align their SEO and PPC efforts to achieve maximum impact. Here's how we can support you:

Customised SEO & PPC Audit:

- We'll analyse your current efforts, identify gaps, and provide actionable recommendations to improve performance.

Tailored Strategy Development:

- Based on your goals, budget, and industry, we'll create a roadmap to align SEO and PPC for sustainable growth.

Ongoing Management & Optimisation:

- Our team will continuously monitor and optimise your campaigns to ensure the best possible results.

Transparent Reporting & Insights:

- You'll receive clear, actionable reports that help you understand what's working and where opportunities lie.

Final Thoughts

Aligning SEO and PPC isn't a one-time effort; it's an ongoing strategy that requires regular optimisation and adaptation to stay ahead of your competition. By focusing on collaboration, data-driven decision-making, and a customer-first approach, your business can achieve sustained growth and higher profitability.

Fly High Media is committed to helping businesses like yours navigate the complexities of digital marketing and achieve results that matter.

Thank you for reading this guide. If you have any questions or want to explore how we can support your business, contact us today.

Book a Free Consultation Today

Now is the time to stop wasting your budget and start making your digital marketing investment work harder for your business. Whether you're looking to reduce PPC costs, improve organic rankings, or achieve a better balance between the two, Fly High Media is here to help.

Let's discuss your goals and explore how we can help you achieve higher ROI.

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