

Web Visibility: Buying Ads vs Building a Great Website

Purchasing a Site



Shop owner spends \$500 on a new search optimized site



Shop owner spends \$300 to renew quarterly service

Shop visibility starts out low, but builds during the first few months site is online

Shop continues to display high in Google's search results, as Google determines site is useful to customers & potential customers

Buying ads (Search Engine Marketing) can have short term benefits, but only a great website produces reliable, affordable results!

Month 1

Month 2

Month 3

Month 4

Month 5

Month 6

Buying Ads



Shop owner spends \$500 on Google AdWords



Shop pays \$500 for more ads, runs them Monday-Friday only to save money.

Ad campaign runs out of money – shop loses all web visibility

Competing shop runs high bid 2 week campaign

Ad campaign runs out of money – shop loses all web visibility