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Refining search engine marketing strategy: Balancing long-term search engine optimisation investment with immediate pay-per-click results

Abstract. This study examined the relevance of integrating methods for attracting organic and paid traffic to increase business visibility and profitability. The purpose of this study was to determine the best balance between long-term investments in search engine optimisation (SEO) and the immediate results provided by pay-per-click (PPC) advertising. The study employed methods of comparative analysis, theoretical synthesis, and consideration of practical cases of implementing search marketing in e-commerce. The findings showed that SEO created a solid foundation for organic traffic, reducing dependence on paid advertising and providing a high return on investment (ROI) in the long term. At the same time, PPC advertising provided a rapid market response, effective keyword testing, and instant visibility of products or services. A combined approach to search engine marketing integrating SEO and PPC proved to be the most effective for higher conversion rates, improved user interaction, and increased customer satisfaction. The practical value of this study lies in formulating strategic principles for setting up search marketing to minimise costs, increase competitiveness, and achieve sustainable growth. Effective search marketing requires an individual approach that considers market characteristics, business specifics, and financial resources. These findings provided practical information for developing marketing strategies for use in various industries

Keywords: online visibility; search ranking strategy; paid search advertising; advertising efficiency; website promotion; organic traffic

INTRODUCTION

Internet marketing is one of the key tools used for the successful functioning of a business in a digital environment. The criticality of its application is determined by the benefits that can be obtained from its use: the ability to adapt to the needs and changes in audience behaviour, ensuring proper targeting and the ability to assess the effectiveness

and profitability of invested resources. In modern conditions, where more businesses are increasing their presence on the Internet, effective promotion on the network is becoming a necessary condition for existence.

K. Symonenko (2024) noted that in total, 2.71 billion people around the world in 2024 made online purchases

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on specialised e-commerce platforms or on social networks. This meant that ~33% of the world's population bought online, which was ~2.7% more than in 2023. In 2025, the number of online buyers was forecast to increase to 2.77 billion due to the further development of e-commerce, greater Internet penetration, and the convenience of shopping. This significant increase not only highlighted the rapid growth and expanding reach of the global e-commerce market but also reflected the increasing trust consumers had in online transactions. The steady rise of 2.7% from 2023 underlined a consistent growth trend, while the forecast for 2025 suggested that businesses should continuously adapt their digital strategies to harness the evolving consumer behaviour and capitalise on the expanding opportunities in online retail. Since the 2000s, brands and businesses have changed due to digitalisation. N. Hien & T. Nhu (2022) noted that this strategy became increasingly popular and was gradually emerging as a global trend. This shift reflected a profound transformation in the market, where conventional marketing methods were being displaced by innovative digital approaches that enabled companies to better connect with consumers and respond to evolving preferences in real time.

Since individual business entities operate in different conditions (industry, budget, target audience, competition), there are no universal solutions. For example, for long-term purposes, search engine optimisation (SEO) offers sustainable benefits over pay-per-click (PPC), while if there is a need to quickly attract targeted traffic, contextual advertising emerges as one of the best tools. O. Marchuk & T. Kushnir (2024) suggested that this distinction underscored a fundamental strategic decision: businesses must weigh the enduring value of organic growth through SEO against the immediate impact and flexibility of PPC. This observation highlighted the significance of aligning digital marketing strategies with concrete business objectives, ensuring that companies can effectively balance short-term visibility with long-term brand development.

N. Cuijten *et al.* (2024) highlighted that micro enterprises exhibited noTable gaps, particularly in strategy planning, personalisation, content creation, and brand building, suggesting areas for improvement. Medium enterprises showed alignment but still had room for growth in strategy and content creation, while small enterprises demonstrated the closest alignment between capabilities and needs, with fewer identified gaps. These findings suggested that while digitalisation and marketing strategies were evolving across businesses of varied sizes, smaller enterprises could have a strategic advantage in agility and adaptability. However, micro and medium enterprises should prioritise strategic development and content optimisation to stay competitive.

N. Volkova *et al.* (2021) noted that the digital transformation of the economy is a constant and consistent process that concerns not only the development of IT sectors, but also the digitalisation of other related sectors of the economy, which stimulates the introduction of innovative technologies and provides a powerful impetus for the further

development of all socio-economic spheres at the international level. This pervasive digitalisation acts as a critical driver for cross-sectoral innovation, blurring conventional economic boundaries and enhancing operational efficiencies. This ongoing process not only fosters a more competitive global market but also lays the groundwork for sustainable growth by continuously integrating advanced digital solutions into various industries. A. Osan (2023) noted that search engine marketing (SEM) is a digital marketing strategy aimed at gaining better visibility through paid advertising as well as by promoting organic search results on a website's search engine results pages (SERPs). This approach allows businesses to combine the immediate impact of paid campaigns with long-term growth strategies, ensuring not only quick audience acquisition but also enhanced brand recognition and consumer trust over time.

SEM is a key tool in modern Internet marketing, as it allows a business to quickly gain visibility in search engines and attract a target audience. By combining SEO and PPC, SEM delivers both long-term results through organic traffic and immediate impact through paid advertising. The return on investment in search marketing can be impressive, especially with finely tuned strategies for specific audiences. Companies earn an average of USD 8 for every USD 1 spent on Google Ads, highlighting the potential of search marketing when used correctly and creatively, according to Google itself (Google Economic Impact, n.d.).

Despite the extensive research of SEM strategies, previous studies in this field have not sufficiently explored the optimised balance between long-term SEO investments and the immediate outcomes of PPC. There is a lack of comprehensive analysis on how businesses can strategically integrate these approaches to maximise their marketing effectiveness while ensuring efficient resource allocation. Therefore, the purpose of this study was to examine the interplay between SEO and PPC within an SEM strategy, focusing on their combined influence on marketing performance and sustainable growth.

MATERIALS AND METHODS

The study employed a comprehensive approach, which integrated both quantitative and qualitative analysis techniques. The material basis for this study included essential reports that provided the core data for statistical analysis. Specifically, the study relied on data from First-PageSage (2025) and P. Stainton (2024) for calculating performance metrics such as ROI and cost per click, as well as on the reports by R. Arora & P. Tyagi (2024), which supplied critical information for dispersion analysis of SEO and PPC performance across industries, and provided a robust statistical analysis framework that was instrumental in the application of ANOVA.

Apart from the statistical and comparative analyses, a graphical model illustrating the effectiveness of SEO and PPC was developed based on the findings reported by M. Dehlin & Q. Björnfort (2023). This model demonstrated how SEO performance increases over time due to its

cumulative nature, while PPC generates immediate but relatively short-lived results that end once the campaign concludes. Consequently, SEO provides a foundation for long-term organic growth, whereas PPC offers quick visibility and conversions but requires ongoing investments to maintain its impact.

For the quantitative analysis, descriptive statistics – including means, standard deviations, and variances – were computed to assess the central tendency and dispersion of SEO and PPC performance indicators. ANOVA (analysis of variance) was then employed to test whether differences in key metrics, e.g., cost per click, between the two strategies were statistically significant. A significance threshold of $p=0.05$ was adopted, with the analysis revealing that most indicators showed no statistically significant differences, except the one that had to be investigated further.

Furthermore, the return on investment (ROI) for both SEO and PPC was calculated and measured using the data from I. Burbán (2025), C. Martín (n.d.), and I. Ugolkov *et al.* (2020). Cost classifications by business size were established based on the essential information provided by A. Shum (2025) and M. Dejnák (2024), with monthly budgets categorised for small, medium, and large enterprises. These analyses formed the basis for comparing the cost efficiency and overall performance of SEO and PPC in different business contexts. The inclusion of these indispensable data sources ensured that the study's statistical foundations were both rigorous and comprehensive.

RESULTS

SEM marketing involves a broad range of activities, including performance analysis, search engine optimisation, and online advertising, aimed at directly connecting with consumers. It enables websites to present products or content to their target audience via search engines and encompasses two main tools: SEO and pay-per-click advertising. Search engine optimisation is a strategy focused on crafting content to ensure that search engines like Google rank a business page prominently on their search engine results pages. Generally, if a webpage's rank is higher, it will be visited by many users. The primary purpose of SEO is to improve the quality and quantity of website traffic and ensure that the webpages appeal to search engines (Saeed *et al.*, 2024). SEO tool improves the rank and visibility in the search engine as it helps to improve the user interaction with the website, this requires that companies can opt efforts to opt with SEO in their web pages (Huacre *et al.*, 2021).

Search engine optimisation is most often divided into two types. On-page SEO handles the content and infrastructure of the website. Off-page SEO, in contrast, pertains to the manner in which external online sources link to the target website (Shahzad *et al.*, 2017). Each subtype also has many dedicated tools. For On-page, this includes content creation, performance optimisation, HTML layout, section structure adjustment, selection of relevant keywords, and site design adaptation. For Off-page, this includes building a link profile, maintaining social networks to transfer

traffic to the target website, generating mentions and links on forms and in reviews, and crowd-sourcing.

On-page optimisation involves adjusting a website's content to enhance its performance in search engines. Key elements addressed include the URL, meta title, meta description, title tags, text formatting, alternative text, content, robots.txt, and sitemap.xml. Achieving a first-page position in search engine results is crucial for websites, as it substantially influences their visibility. The process of search engine optimisation involves employing technical and content optimisation strategies to enhance a website's visibility. Central to this effort is the creation of high-quality content that aligns with the search intent of internet users (Çırakoğlu & Koşaner, 2024).

Off-page SEO focuses on boosting a website's domain authority by acquiring backlinks from other reputable websites. Notably, search engine optimisation tools contain combined Internet marketing tools, most often their use is effective in concert. SEO is often contrasted with PPC, but there is a fundamental difference. SEO has a long-term and cumulative effect, while PPC works more effectively in the short term, with the effect not accumulating over time (Fig. 1).

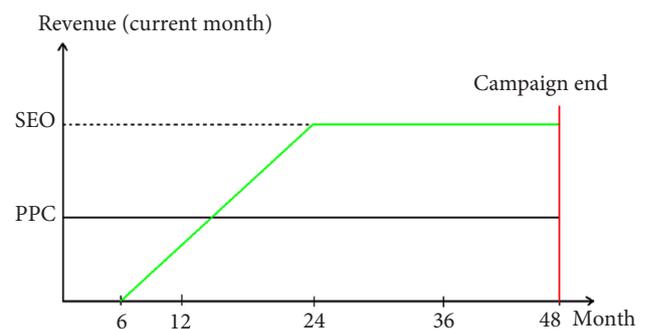


Figure 1. SEO and PPC effectiveness comparison model
Source: prepared based on research data by M. Dehlin & Q. Björnfort (2023)

In the highly competitive digital marketplace, businesses are constantly seeking cost-effective and sustainable strategies to enhance their online presence (Oleksuk *et al.*, 2023; Ihnatenko *et al.*, 2023). SEO has emerged as a powerful tool, offering numerous advantages beyond just improving search rankings. From increasing brand visibility to reducing marketing costs, SEO plays a crucial role in driving long-term growth and customer engagement. Table 1 highlights the key advantages of using SEO for businesses.

SEO optimisation is crucial for various industries, especially those that rely heavily on online visibility and customer acquisition. Retail Industry, e-commerce, and service-based industries can benefit significantly from effective SEO strategies. The retail sector has undergone a substantial transformation with the shift to online platforms, making strong SEO practices essential for improving visibility and attracting customers. Optimised search

strategies help businesses enhance their online presence, drive organic traffic, and improve user engagement. By integrating SEO with broader digital marketing efforts,

companies can streamline operations, strengthen brand positioning, and create more effective customer acquisition strategies, ultimately contributing to business growth.

Table 1. Key competitive advantages of using SEO

Competitive advantage	Description
Brand visibility	About 60% of studies confirm that SEO helps maintain competitive advantage by optimising the customer journey and increasing brand visibility.
E-commerce Integration	Integrating SEO with e-commerce can increase operational efficiency by 15%-25% and helped companies grow their revenue by 20%.
Reduced Marketing Costs	Approximately 50% of studies show that using SEO helps companies reduce marketing costs by up to 15% due to organic search profitability.
Trust and Brand Loyalty	70% of studies show that improved visibility in search results not only increases traffic but also increases brand trust. Companies that rank high in search results tend to have higher levels of consumer trust, which leads to a 10%-25% increase in brand loyalty.

Source: prepared based on research data by G. Sechele *et al.* (2024)

E-commerce businesses depend on search engines to drive customer traffic. SEO strategies enhance organic rankings, which is crucial for engaging potential customers at every stage of their buying process. By utilising local SEO, service-oriented businesses can target particular geographic areas, enhancing their visibility to customers searching for services in those locations. Customised SEO strategies for specific services ensure that relevant information is readily available online, which helps improve both customer acquisition and retention. PPC is a highly effective and widely used digital marketing strategy. It enables advertisers to pay solely for clicks on their ads, ensuring cost-efficiency and precise targeting. As PPC technologies continue to advance, new tools and features are regularly introduced to optimise advertising campaigns.

The key advantages of PPC are as follows:

- **Speed of results.** PPC is one of the quickest methods to drive targeted traffic to a website. Contextual advertising can generate immediate impressions and clicks, but refining a campaign for consistent, cost-effective, and high-quality results requires time. It may take several months to optimise all aspects of the campaign entirely. PPC usefulness, PPC ease of use, and confirmation are directly responsible for satisfaction with PPC, attitude towards PPC, and continuous search intention (Rezaei *et al.*, 2024).

- **Precise targeting.** PPC targeting options allow businesses to refine their approach by focusing on language, location, demographics (such as age and gender), and specific times of day or week, ensuring advertisements reach the audience most likely to convert. Contextual advertising creates a level playing field, where small businesses have an equal chance of winning keyword bids and achieving high rankings in search results alongside larger companies. By selecting targeted keywords, optimising advertising campaigns and landing pages, and using advanced targeting features, small businesses can effectively compete in the marketplace.

- **Budget flexibility.** Campaigns can be tailored to suit budgets of any size, providing flexibility for businesses of all scales.

- **Measurability and analytics.** Contextual advertising offers a strong level of control and customisation, enabling companies to set budgets, target specific locations, and test different advertising creatives. Furthermore, it yields quick results, which are easy to track and analyse using various metrics and tools (Almestarihi *et al.*, 2024).

The key disadvantages are as follows:

- **Need for regular investment.** Running PPC campaigns without continuous monitoring and optimisation is inefficient. It is crucial to regularly review and adjust campaigns to achieve the desired results, investing more time and resources when necessary. Failing to track and optimise campaigns can result in inferior performance and wasted spending.

- **Variability and price fluctuations.** Properly setting up a PPC campaign is critical because it determines the cost efficiency and effectiveness of an advertising strategy. An incorrectly set-up campaign can quickly waste budget without achieving the desired outcomes. For example, if the keywords are poorly chosen, the advertisement may be shown to an untargeted audience that is not interested in the product. This reduces the conversion rate and leads to an increase in the cost of customer acquisition. Accurate targeting, seasonality, and the right region and time schedule help reach the right audience at the right time. Ad optimisation, relevant landing pages, and regular data analysis help to increase ROI (return on investment). Thus, properly setting up a PPC campaign ensures that business goals are achieved at a minimal cost.

- **Ignoring due to inorganic advertising.** Ignoring PPC ads due to their inorganic nature occurs when users perceive the advertisement as artificial, inauthentic, or irrelevant to their needs. The reasons may include excessive commercialisation of the text, inferior creative quality, irrelevant keywords, or inaccurate targeting. Furthermore, if the advertisement does not match the user's request or is too aggressive, it causes distrust in the brand. To avoid this, it is vital to create relevant, aesthetically pleasing, and clearly focused advertisements that look natural and meet user needs.

Contextual advertising is widely used in various business sectors, especially among small and medium-sized enterprises. Approximately 65% of these enterprises conduct pay-per-click campaigns to increase their online visibility and attract potential customers (Berry, n.d). According

to I. Horodniak & S. Zinkova (2022), in Ukraine, medium-sized enterprises dominate in the use of PPC, accounting for about ~60% of all users. Since SEO and PPC are more interchangeable than complementary, the following metrics in Table 2 can help determine the most effective tool.

Table 2. SEO and PPC comparison

Metric	SEO	PPC
Click-Through Rate	17.45%	3.5%
Conversion rate	2.4%	1.3%
CTR/CR	7.27	2.7
ROI in example	429.2%	174%

Notes: Click-Through Rates (CTR) were calculated as the average between the CTR on the first and tenth page of a search result

Source: prepared based on research data by P. Stainton (2024), FirstPageSage (2025)

Table 2 illustrates how much more effective SEO is in converting customers than PPC. However, there are also intangible reasons why PPC continues to be a worthwhile investment. For example, contextual advertising allows trying out different keywords before spending months or years promoting them with SEO. Additionally, potential customers

can see the target site in both organic and paid search results, for the same reason that it benefits businesses to be visible in both search results and social media. Thus, combining SEO and PPC usually makes sense. Table 3 compares the performance of SEO and SEM across several key performance indicators across industries using ANOVA-analysis.

Table 3. Dispersion analysis of SEO and PPC performance across industries

Metric	SEO F-Value	SEO P-Value	PPC F-Value	PPC P-Value
Organic Traffic	0.68	0.569	1.415	0.251
CTR	1.69	0.182	2.695	0.057
CR	1.238	0.307	3.165	0.033
Cost per click	0.345	0.793	0.122	0.947
ROI	1.193	0.323	0.442	0.724

Source: prepared based on research data by R. Arora & P. Tyagi (2024)

For most indicators, the P-Value is greater than 0.05, indicating the absence of statistically significant differences between SEO and PPC across industries. This suggests that these indicators do not show significant variation in performance across industries. However, for CR, the P-Value for PPC is 0.033, which is less than 0.05, indicating more significant differences in CR across industries. This

suggests that CR varies significantly across industries, which may affect advertising spending strategies. Thus, while most indicators do not show significant variation, CR is more sensitive to industry differences, which may influence budgeting and campaign allocation strategies. Table 4 presents the difference in the scale of costs for implementing tools for businesses of various sizes.

Table 4. Comparison of SEO and PPC costs (in USD)

Instrument	Business size		
	Small	Medium	Large
SEO	1,500-3,500	3,000-7,000	10,000-25,000
PPC	1,000<	1,000-3,000	>10,000

Source: prepared based on research data by A. Shum (2025), M. Dejnak (2024)

Search engine optimisation is a slightly more expensive tool, but its effect is layered over time. However, such figures can vary depending on the goals, specific niche, level of competition, etc. For example, in more competitive areas, a larger SEO budget may be required

to achieve the desired results. Other notable factors include the type of services, such as creative development, landing page optimisation, and analytics. Agencies may also add more costs for these services, which affects the total monthly cost.

DISCUSSION

The debate over choosing SEO or PPC as the primary digital marketing tool continues to be relevant due to their various advantages and disadvantages. SEO proponents emphasise its long-term benefits, such as generating stable organic traffic, increasing user trust, and reducing costs in the long term. PPC advocates, on the other hand, emphasise quick results, the ability to quickly test strategies, and achieve instant visibility in search engines. The controversy also arises from different approaches to budget allocation: SEO requires constant investment in creating quality content and technical optimisation, while PPC involves extensive advertising costs that do not have a long-term effect after the campaign ends. Moreover, there are differences in the interpretation of the relationship between these tools: some experts consider SEO as part of SEM, while others distinguish them as independent approaches. This emphasises the need for a detailed analysis of business goals and market conditions for an informed choice of the best strategy.

R. Ranjpour (2024) noted that the use of SEM strategies instead of one of the factors is not a universal solution. The researcher presented the circumstances that must be considered when choosing to use a comprehensive SEM strategy. Marketers must be ready to allocate funds systematically, because the PPC effect is almost not preserved over time. Marketers must have a proper understanding of the tools and the ability to configure the combined SEO/PPC process. Many factors must be accounted for, such as keyword targeting, quality indicators, return on investment (ROI), conversion rate, etc. It is desirable to have a dedicated team for proper management of SEM processes. Ranjpour emphasised the need for preliminary analysis and planning to determine exactly those tools of the SEM complex that would avoid unnecessary costs and problems. This approach argues that it is not always advisable to resort to the entire toolkit, it is often advisable to focus on individual elements.

According to K. Kumar *et al.* (2024), SEO increases organic traffic, improves user experience, and increases customer satisfaction by increasing a website's visibility and ranking in search engines. The researchers noted that a company must implement a thorough digital marketing strategy that takes advantage of multiple approaches to satisfy customers and build lasting loyalty. Contextual advertising also improves customer satisfaction by providing personalised advertising on platforms such as Google Ads, thereby facilitating instant visibility and contact with potential customers with a strong level of purchase interest.

H. Ibrahim *et al.* (2024) performed a comparative analysis of existing modern methods, highlighting the advantage of a combined SEO and SEM approach, especially in the competitive e-commerce environment where dynamic ranking algorithms create constant challenges. According to the researchers, "a combined approach to SEO and SEM provides a more comprehensive solution to increase product visibility and sales on e-commerce platforms, justifying its superiority over other methods used on simple websites

and e-commerce platforms". SEO and SEM can outperform conventional one-way methods, offering solid solutions for businesses that plan to maximise their digital presence. The researchers noted that the combined use of these tools leads to a 5% increase in conversion rate.

According to C. Martin (n.d.), SEO tends to provide a 25% greater ROI compared to PPC. Furthermore, I. Burban's (2025) data revealed that the ROI for SEO was calculated to be five times greater than that of PPC. The click-through rate for SEO was significantly higher than PPC, with SEO at 17.45% compared to PPC's 3.5%. This indicated that organic search results were much more likely to attract clicks than paid advertisements. Additionally, the conversion rate for SEO was also greater at 2.4% compared to PPC's 1.3%, meaning visitors coming from organic search were more likely to convert into customers. When comparing the efficiency of the CTR and CR together, the ratio (CTR/CR) was much higher for SEO (7.27) than for PPC (2.7), highlighting SEO's better overall performance in driving both traffic and conversions. Lastly, the example with ROI showed that SEO brought in a much higher return at 429.2%, compared to PPC's 174%, further supporting the idea that SEO tends to offer a stronger ROI. As reported by I. Ugolkov *et al.* (2020), a complex use of SEO and PPC may result in 709% ROI on average. Thus, if possible, a combined use of these two strategies should be given preference to achieve better outcomes.

On the other side of the debate, apart from the effectiveness of the combination, is the understanding of the concept of SEM. Some researchers specifically include SEO in SEM, because both strategies are aimed at improving the visibility of the site in search engines. They form a part of an overall search marketing strategy, but with broad approaches: SEO focuses on organic (unpaid) traffic through site optimisation, while PPC offers the use of paid advertising to attract traffic. Thus, in this approach, SEO is viewed as part of a larger strategy, where both methods complement each other. J. Hardwick (2024) noted that "the main difference between search engine optimisation (SEO) and search engine marketing (SEM) is that SEO focuses on optimising a website for organic search traffic, while SEM includes both organic search and paid advertising to attract traffic".

A. Erdmann *et al.* (2022) put SEO and SEM side by side, because they still have different goals and methods. SEO is focused on long-term results, contributing to organic traffic growth, while SEM brings quick results through paid instruments and campaigns. This allows separating organic and paid promotion and provide a clearer understanding of their interaction within the framework of the overall marketing strategy. R. Luttrell & A. Wallace (2025) separated SEO and SEM, but analysed them in relation to each other, especially in the context of improving public relations strategies. The researchers explained both approaches: SEO through improved keyword analysis, content automation, and personalisation, and SEM through improved targeting algorithms and automated advertising auctions. Therefore, the distinction between SEO and SEM depends on whether

SEO is considered one of the elements of SEM or a separate approach to organic traffic attraction within the framework of the overall search marketing strategy.

Unlike previous studies that examined SEO and PPC individually, the present study adopted an integrative approach by juxtaposing the two strategies in the context of search engine marketing. The study brought to the fore not only the measurable impacts such as visibility and conversion rate enhancement but also the qualitative impacts such as enhanced brand confidence and strategic adaptability. Additionally, while earlier studies tended to overlook the nuances introduced by industry conditions and company size, the present study factored these in to offer a more comprehensive approach. Furthermore, the study covered specific cost structures and budget allocation challenges, analysing how these strategies perform across different company sizes and industry conditions – factors often overlooked in earlier studies. By addressing these aspects, the present study offered a more comprehensive understanding of the interplay between SEO and PPC, ultimately providing a robust framework for optimising digital marketing efforts in diverse business environments.

CONCLUSIONS

SEM strategy optimisation is a set of digital marketing elements that ensure increased visibility, conversions, and customer satisfaction. To achieve the best results, it is necessary to obtain both the long-term short-term benefits of SEO and the short-term opportunities of PPC. SEO helps to create a stable base of organic traffic by increasing positions in search engines, improving click-through rate and return on investment, which allows businesses to reduce paid advertising costs over time. At the same time, PPC is indispensable for getting results quickly, especially in cases where it is necessary to test keywords, adapt to changes, or provide instant visibility to the target audience. The statistical indicators in this study reveal clear performance differences between SEO and PPC. Specifically, the average click-through rate for SEO was 17.45% compared to only

3.5% for PPC, while the conversion rate was 2.4% for SEO versus 1.3% for PPC. This resulted in a CTR/CR ratio of 7.27 for SEO, significantly higher than the 2.7 observed for PPC, underscoring SEO's effectiveness in converting clicks into meaningful engagement. Furthermore, the return on investment (ROI) for SEO was calculated at 429.2%, which was substantially higher than the 174% achieved by PPC. ANOVA analysis provided further insights: although the p-values for organic traffic and CTR differences for SEO exceeded the conventional significance level, the p-value for the PPC conversion rate was 0.033, suggesting statistically significant variability in that metric across industries. In contrast, both cost per click and ROI did not exhibit significant differences in variance for either strategy. These statistics strongly favoured SEO over PPC in the long-term performance of sustainable digital marketing performance. Combining SEO and PPC can produce a 709% average ROI. This suggested that combining the two, as opposed to using them individually, can boost overall marketing performance substantially. By pairing the long-term ROI of SEO with the short-term boost of PPC, companies can maximise their visibility, build greater engagement, and drive better bottom-line performance. However, despite its integrative nature, the study had certain limitations, such as the lack of longitudinal data as well as the need to further explore future digital marketing trends. Further studies can expand on these findings by incorporating real-time data and extending the study to other marketing channels, thus developing an even deeper insight into the dynamic relationship between SEO and PPC.

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CONFLICT OF INTEREST

The authors of this study declare no conflict of interest.

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**Удосконалення стратегії маркетингу в пошукових системах:
Балансування довгострокових інвестицій у пошукову оптимізацію
з негайними результатами з оплатою за клік**

Анотація. У цьому дослідженні розглянуто актуальність інтеграції методів залучення органічного та платного трафіку для підвищення видимості та прибутковості бізнесу. Метою цього дослідження було визначити найкращий баланс між довгостроковими інвестиціями в пошукову оптимізацію (SEO) та негайними результатами, які забезпечує реклама з оплатою за клік (PPC). У дослідженні використовувалися методи порівняльного аналізу, теоретичного синтезу та розгляду практичних випадків впровадження пошукового маркетингу в електронній комерції. Результати показали, що SEO створює міцну основу для органічного трафіку, зменшуючи залежність від платної реклами та забезпечуючи високу рентабельність інвестицій (ROI) у довгостроковій перспективі. Водночас, PPC-реклама забезпечує швидку реакцію ринку, ефективне тестування ключових слів та миттєву видимість продуктів або послуг. Комбінований підхід до пошукового маркетингу, що інтегрує SEO та PPC, виявився найефективнішим для підвищення коефіцієнта конверсії, покращення взаємодії з користувачами та підвищення задоволеності клієнтів. Практична цінність цього дослідження полягає у формулюванні стратегічних принципів налаштування пошукового маркетингу для мінімізації витрат, підвищення конкурентоспроможності та досягнення сталого зростання. Ефективний пошуковий маркетинг вимагає індивідуального підходу, який враховує характеристики ринку, специфіку бізнесу та фінансові ресурси. Ці результати надали практичну інформацію для розробки маркетингових стратегій для використання в різних галузях

Ключові слова: онлайн-видимість; стратегія ранжування в пошуковій видачі; платна пошукова реклама; ефективність реклами; просування веб-сайту; органічний трафік