

SEO SOP: Utilizing a Balanced Mix of Organic SEO and Sponsored Content for Maximum Visibility

09/25/2024 9:27 am CDT

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Who is this for? This is for business owners and marketers who are looking to increase their online visibility by utilizing the balanced mix of 2 parts organic SEO and 1 part sponsored content to maximize the benefits of PPC and organic SEO.



Objectives:

- Maximize the benefits of PPC and organic SEO by utilizing both strategies together.
- Increase online visibility by pushing traffic to targeted keywords and optimizing for SEO.

Amazon PPC and Amazon SEO

Amazon PPC and SEO are a happily married couple, they should work in correlation with one another to enhance organic rankings and overall, sales.

Over the course of about six months, for every PPC sale you make, you have the potential to make three SEO sales. Therefore, by investing in PPC on the keywords that you convert well for, you're increasing organic rankings throughout many different keywords which in turn, will increase your overall sales.

Although you can boost traffic to your listings through PPC, you need to also ensure you're optimizing your listings correctly in order to convert those clicks into sales. Sending paid traffic to listings that are not fully optimized will not only waste money but also, have a negative effect on organic rankings.

Organic to Sponsored Ratio (The 2:1 Ratio)

As stated above, keeping your SEO and PPC efforts working together is crucial. This allows you to reap the benefits of higher organic rankings over time.

You should, however, keep in mind the ratio between organic and sponsored keywords. You should have 2x the amount of organically indexed SEO keywords as you do PPC keywords. Maintaining this ratio enables you to gain organic traffic for more keywords to maintain profitability, while also pushing paid traffic to supplement the sales and continuously improve overall organic ranking. You can find this ratio of organic to paid keywords on almost any Amazon keyword research tool on the market.

Take Away:

1. PPC and organic SEO should work hand in hand with one another in order to gain the most benefits.
2. Pushing traffic to keywords is only one-half of the equation. You must also ensure your SEO efforts are in line.
3. You should maintain a 2:1 organic to sponsored ratio.

Recap Video Training:

[Ad Badger's Amazon SEO Guide Part 1: Getting Started \[PPC Den Podcast #111\]](#)
