

Chad Lieberman From 6W Teaches SEO: PPC vs. Organic Marketing



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Author: **Chad Ian Lieberman**

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Guru IM Expert Chad Ian Lieberman Reveals the Pros and Cons of Internet Marketing Techniques.

New York City, NY, February 26, 2015 -- /[EPR NETWORK](#)/ -- Chad Ian Lieberman, the lead Search Engine Optimization (SEO) specialist at 6WSEO, today announced the release of yet another of the company's awesome SEO trainings on Pay per Click (PPC) marketing versus organic marketing.

The training aims at giving businesses insights on why they should opt for search engine optimization for their business websites, as opposed to going for PPC marketing upfront.

"Unlike PPC, SEO offers a long term traffic solution to a business. With PPC, your traffic stops coming in as soon as your pockets run dry. Of course, if you have very deep pockets, you can go with PPC solely. But it is advisable to take advantage of organic traffic from the search engines because it is easily achievable, keeps flowing for the long term, and is very affordable", said Chad.

Although the SEO process takes time for the results to be visible, Chad advises that it is the best option if what a business seeks are long-term solutions to its web traffic and visibility problems. Organic traffic is timeless and once it starts coming in, it does not stop. The only time it may stop is if the foundation of your SEO campaigns was not on the right pillars, or if you used black hat techniques to achieve your

rankings. These reasons may get your site dropped in the rankings or banned altogether when the search engines update their algorithms.

“For new businesses websites, one may opt to go for both SEO and PPC simultaneously. The PPC brings in instant traffic to the website so that you can kick start the business’ web traffic as you wait for the SEO efforts to yield results. However, as soon as your organic traffic kicks in, you should switch off the PPC campaigns. In any case, the organic traffic, if targeted right, should bring in buyers who help you recover/compensate the PPC costs used”, adds Chad.

About 6WSEO

6WSEO is a leading USA SEO agency based in New York. It is a top 100 SEO Agency in the US offering cost effective search engine optimization services and keyword research, which leads to highly effective and affordable organic marketing. Its services help both small and big businesses to get better visibility online. It offers creative and customized SEO programs for its clients. Among its services are On-Page SEO, Off-Page SEO and keyword research. Learn more on its blog <http://www.6WSEO.com/blog>.

Contact-Details: Pramod Sotto
212-600-0775
info@6wseo.com

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