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AUSTRALIAN DIGITAL AGENCY

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CHECKLIST FOR AUSTRALIAN BUSINESSES

SEO or Google Ads?
Ten questions to decide.

Tick each question that is true for your business. The tag shows which channel it points to. Many businesses end up using both, with Ads for speed and SEO for the long term.

- [ ] 01 **You need enquiries in the next few weeks** — Points to Google Ads
  Ads can send traffic as soon as a campaign is approved.
- [ ] 02 **You can wait three to six months for results** — Points to SEO
  SEO builds over time and keeps working after the work is done.
- [ ] 03 **You are launching a product, sale or event** — Points to Google Ads
  Ads put a time-limited offer in front of searchers straight away.
- [ ] 04 **You want to lower your cost per lead over time** — Points to SEO
  Organic visits do not cost per click.
- [ ] 05 **You want to test which searches convert** — Points to Google Ads
  Ads data shows which keywords bring enquiries, which then guides SEO.
- [ ] 06 **You serve a local area** — Points to SEO
  Local SEO and Google Business Profile can win the map results.
- [ ] 07 **Your market has very expensive clicks** — Points to SEO
  High cost per click makes long-term SEO more valuable.
- [ ] 08 **You have budget for ongoing ad spend** — Needed for Ads
  Ads traffic stops when spending stops.
- [ ] 09 **You can publish useful content regularly** — Needed for SEO
  SEO depends on content and technical work over time.
- [ ] 10 **Your conversion tracking is set up** — Do this either way
  Both channels need enquiries and sales tracked to judge results.

Using both together

Run Ads for immediate enquiries while SEO builds. Use Ads keyword data to choose SEO topics. As organic rankings grow, reduce spend on the searches you now win.

Before you spend

Make sure forms, calls and purchases are tracked in GA4 and Google Ads, so you can compare cost per enquiry across both channels.

Full guide: high10.com.au/blog/seo-vs-google-ads
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Book a scoping call