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SEO vs SEM can be simple explained. SEO is equity, where you add something every few days and get results later, SEM, on the other hand, is the instant result for every rupee spent. As the rupee stops coming in, so do the benefits. In the short term battle of SEO vs SEM - SEM comes out the obvious winner.

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Sadly most WordPress SEO guides are too technical for new users to get started. If you are serious about increasing your website traffic, then you need to pay attention to the WordPress SEO best practices. In this guide, we will share the top WordPress SEO tips to help you improve your WordPress SEO and get more organic traffic.

SEO and SEM are very similar, as SEM is an umbrella over SEO. Both are used as a tactic to get people to view you content, but one is organic and the other is paid for. Both can be very usual to marketing and public relation efforts. When choosing which one would work best for your company or organization, it all boils down to what's in your budget.

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SEO and SEM are complementary, you should always enhance both in order to drive quality traffic. SEO is time costly but will give you results long term. Be patient and apply the best keywords. SEM is complicated, do not try it with no knowledge or you will be spending money with no ROI.

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So we have defined the terms above and have identified that SEO and SMO are methods that you can implement yourself whereas SEM and SMM are methods which require paid advertisement and setting a budget. Although SEM and SMM will get you results fast, they are limited to the size of your budget.

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