

SEO and SEM Differences

The difference between SEO and SEM is listed below in a tabular format.

Items	SEO	SEM
Time	SEO is a long-term strategy. Allow a minimum of 4-6 months.	SEM can produce results almost immediately once live. Setup may take a few days.
Cost	No need to pay Google for SEO. SEO Management: It depends on the level of effort. Visit the SEO pricing guide .	You will pay Google each time the user clicks on the Ad. Ads Management: You will have to pay setup costs and monthly management fees. Learn more about Google Ads packages .
Result	SEO takes time to produce ranking and results. If done correctly, it can amazing results can be expected.	Results are almost instant with Google Ads. It may take several weeks to share the campaigns to get the best results possible.
Risk	Poor SEO practices can lead to SEO penalties.	You have far less risk as the results are instant but poor strategy can lead to financial and time loss.
Availability	24/7	Till your daily budget exhausts.
Trust	A higher degree of trust as only serious businesses can commit to long-term strategy.	Anyone can get started but Google And Microsoft are taking extra measures to ensure businesses are verified.
First Impression	SEO results appear under Ads.	Appears right on top of the search result.
Effectiveness	Depends on your ranking.	Generally high.
If you Stop	Ranking will still be there, no SEO activities for a long time will result in a ranking drop.	If you stop, your ads will stop immediately.