



Why It's Important Integrate **SEO** and **SEM**

and How to Use AI to Do it

Al Sefati

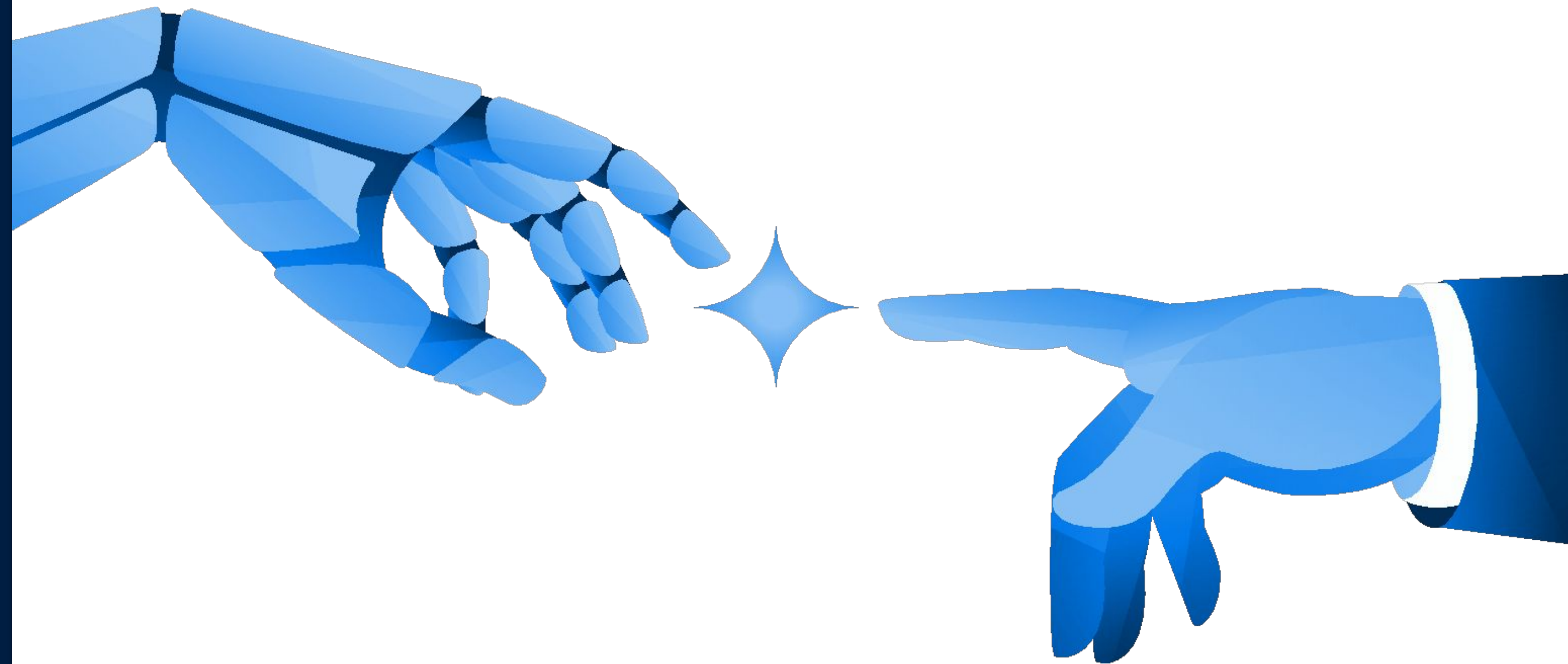
About Me

- CEO of **Clarity Digital Agency**
(www.ClarityDigital.Agency)
- Tech industry since Dot Com (1998)
- B.S. in Computer Science (2002)
- Web Developer Turned SEO & SEM Expert
- SEO and SEM practitioner since 2005
- Transitioned to holistic SEO & SEM mastering all aspect of search marketing
- Running my agency has evolved me into an omni-channel marketer



Spoiler Alert:

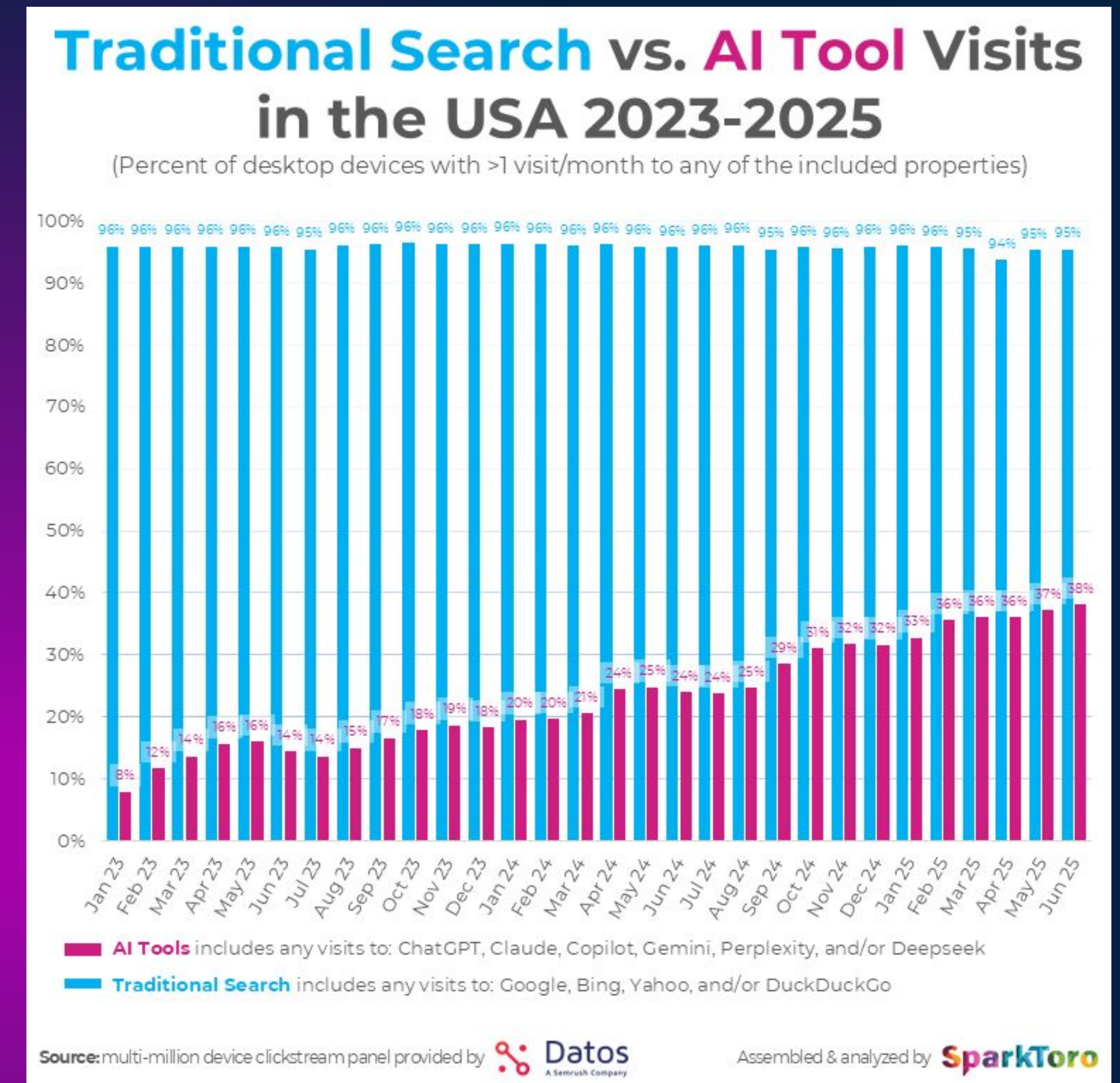
AI is changing the way consumers search, and Search marketers **must** adapt.



How Is Search Changing

AI & Social is Changing Search Behaviors

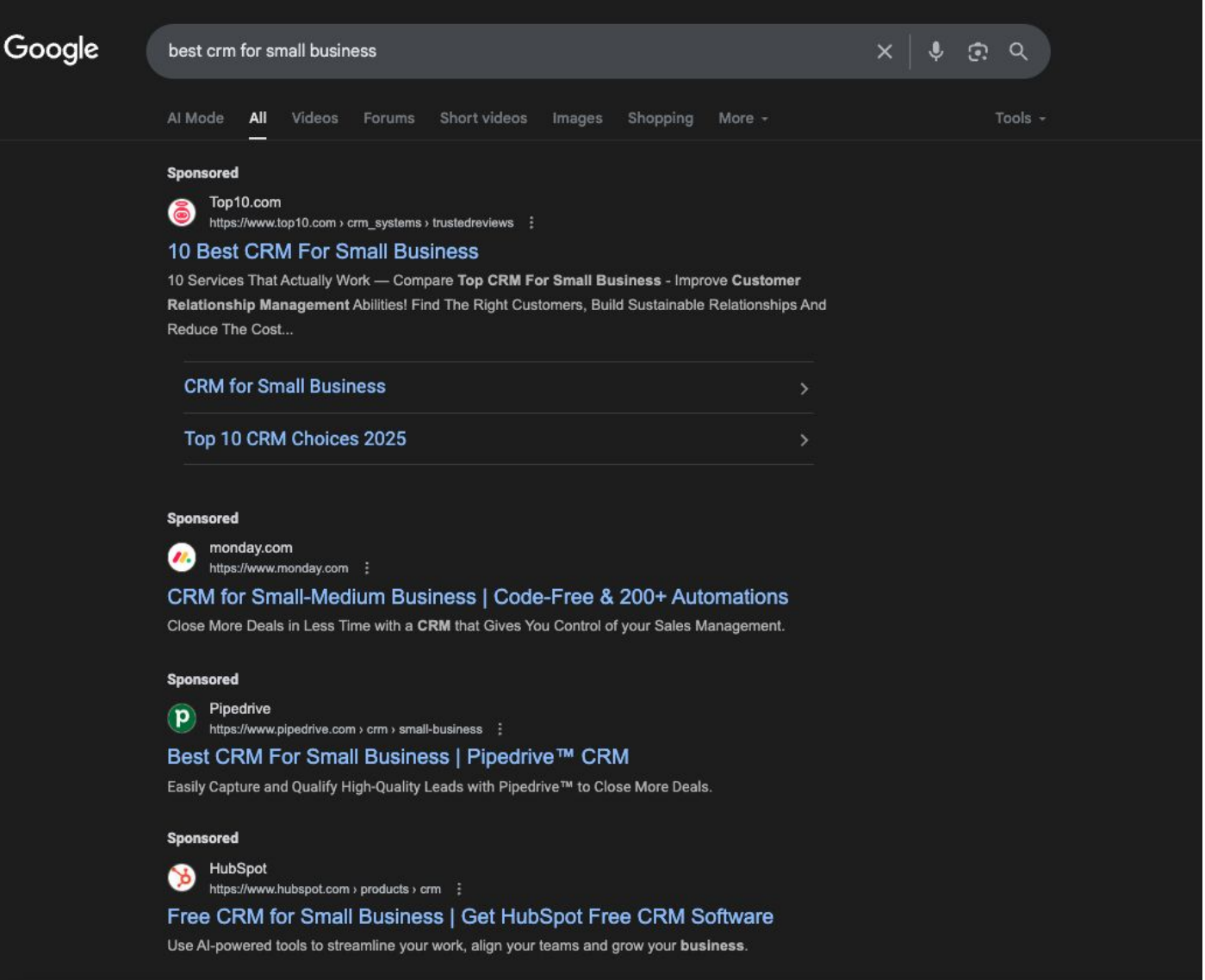
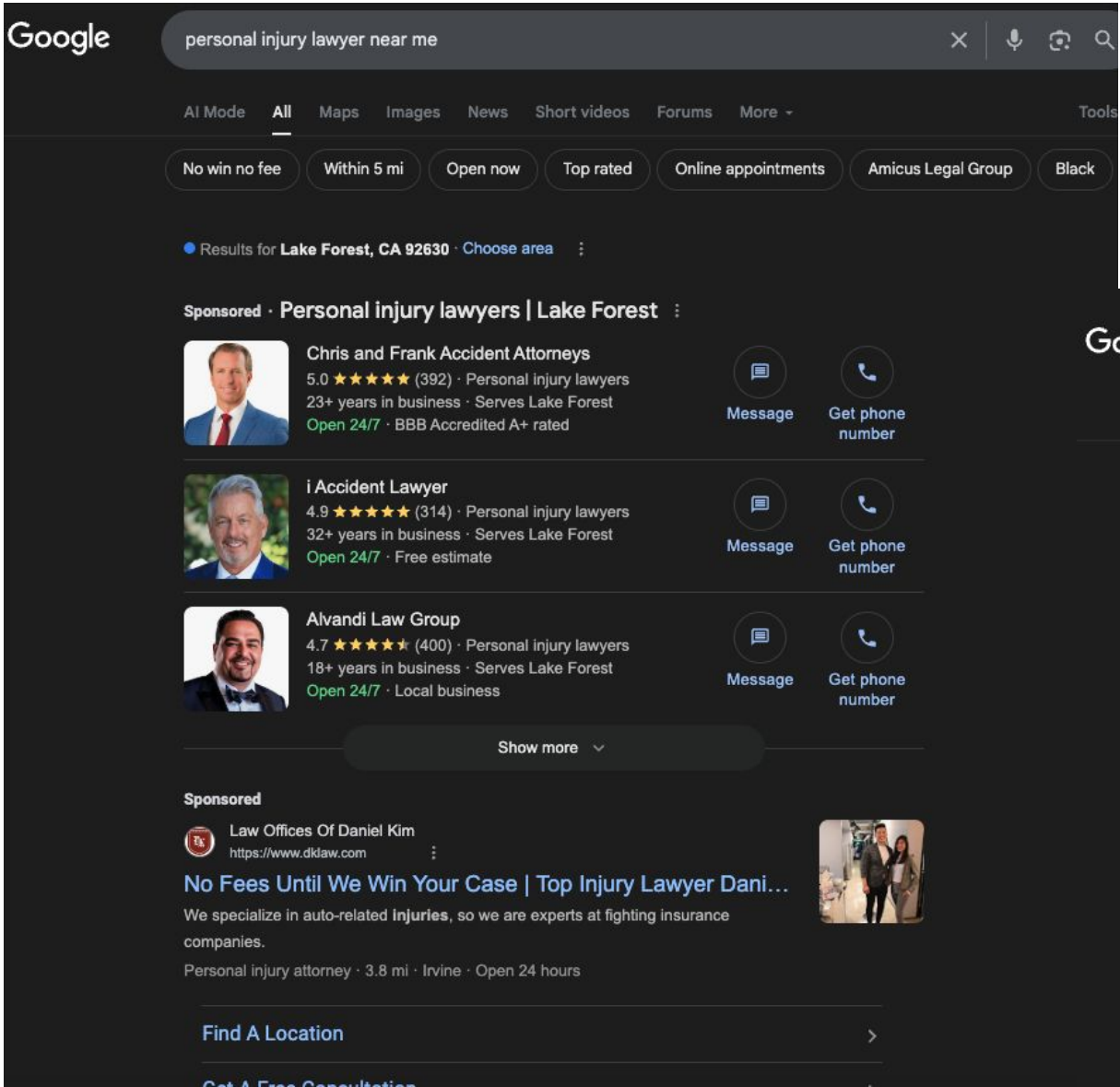
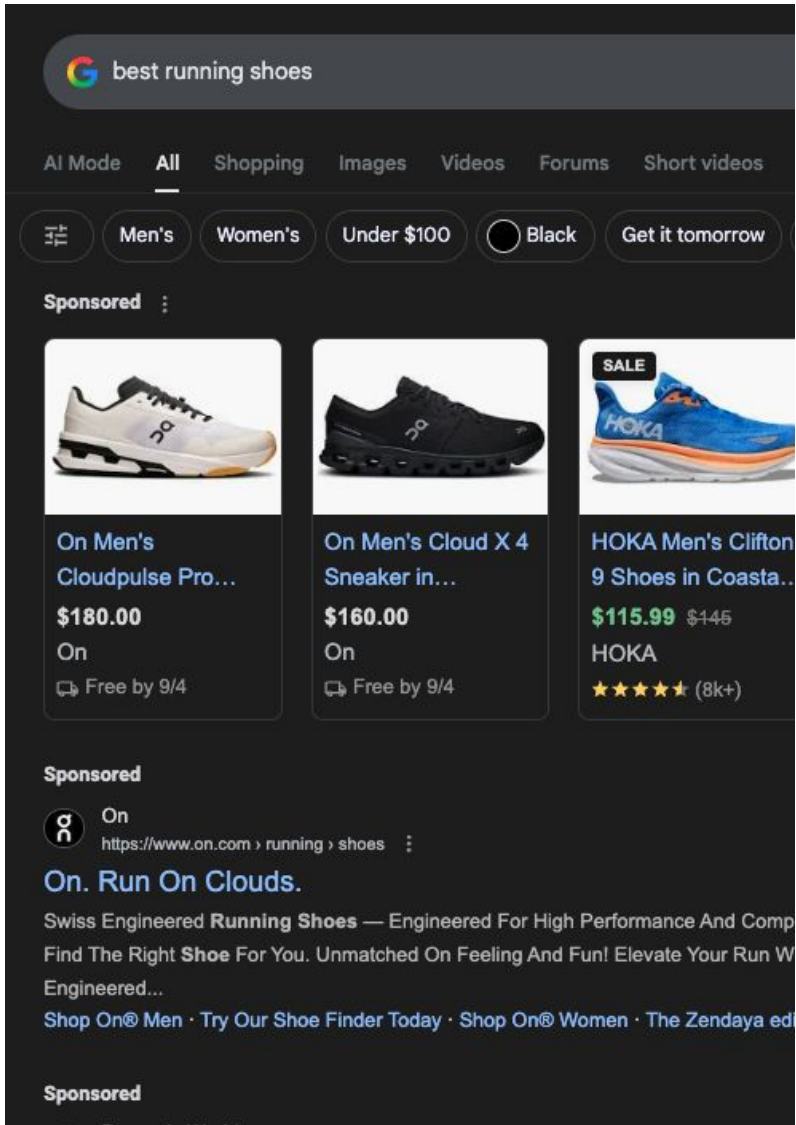
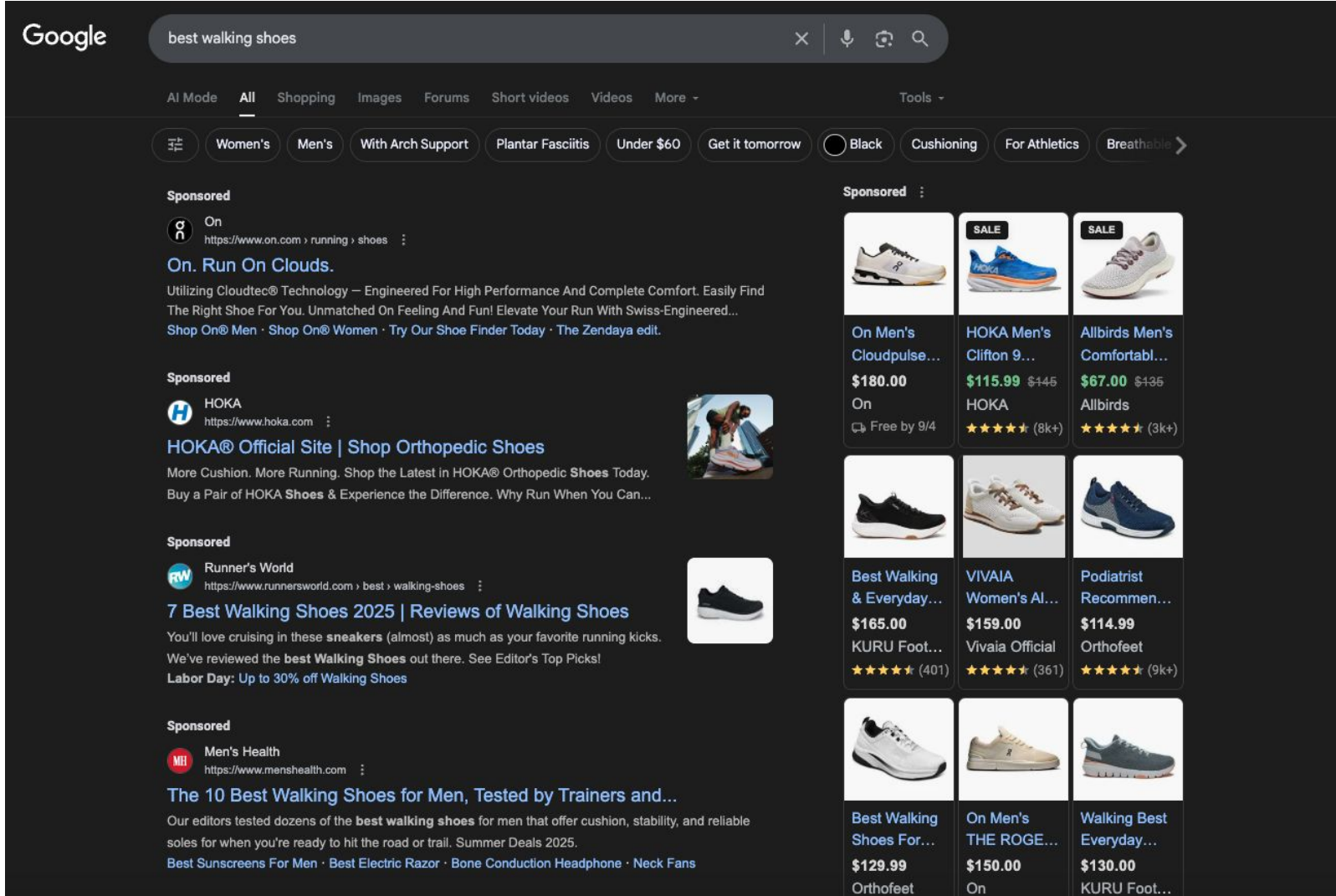
- Consumers are now starting their research on platforms like ChatGPT, Perplexity, and social media.
- Consumers however are still using Google and traditional search engines but more for transactional searches
- Ads are increasingly prominent for transactional queries, often appearing above organic results.



Source: SparkToro

Google SERPS

Very ad heavy for most searches.



Additional Benefits of SEO + SEM

of Integrating **SEO** and **SEM**

- Shows in both organic and paid results.
- Builds trust with repeated exposure.
- Delivers traffic fast and long-term.
- Shares data between paid and organic teams.
- Boosts conversion rates and ROI.
- Refines targeting with combined data.
- Cuts wasted ad spend on strong organic keywords.
- Adapts quickly to market changes.



Classic vs. Modern Comparison

Classic SEO Expert

1. Keyword research
2. Competitor analysis
3. Creates\optimizes website pages
4. Creates meta tags
5. Ongoing optimization
6. Has off-page budget
7. Tests various things
8. Reports SEO Results
9. Tracks vanity metrics
10. Works in Silos
11. No understanding of other channels or funnel

Classic PPC Expert

1. Keyword research
2. Competitor analysis
3. Creates\optimized landing pages
4. Create ads
5. Optimizes campaigns
6. Manage budget
7. Tracks conversions
8. Report SEM results
9. Works in Silos
10. No understanding of other channels or funnel

Integrated SEO & SEM

1. Unified keyword strategy
2. Shared insights
3. Consistent brand messaging
4. Optimize ads & organic tags
5. Use SEM data for SEO content
6. SEO data for SEM targeting
7. Tracks ROI & meaningful KPIs
8. Coordinate campaigns full-funnel
9. Works Collaboratively

Results

- Our data for our clients show combining SEO and SEM can result in up to 25% more clicks and conversions than using one channel alone.
- Our eCommerce clients have seen improved ROAS when they stratetized SEO and SEM together.
- Our Leadgen clients have seen higher-quality leads
- Improved LLM search visibility



High Level Strategies



AI Search

Search Preferences & Generational Shift

- ✓ Leverage Google Ads Search Terms for SEO Content
- ✓ SEM Test Data to Inform SEO Content
- ✓ Boost SEO content with paid ads
- ✓ Retargeting organic visitors via ads
- ✓ Keywords ranking gap analysis
- ✓ Site search longs for both SEO and SEM
- ✓ Unified CRO Testing
- ✓ Holistic Multi-touch reporting and Optimization strategy



But Starts
with Proper
AI Adoption
& Team
Culture



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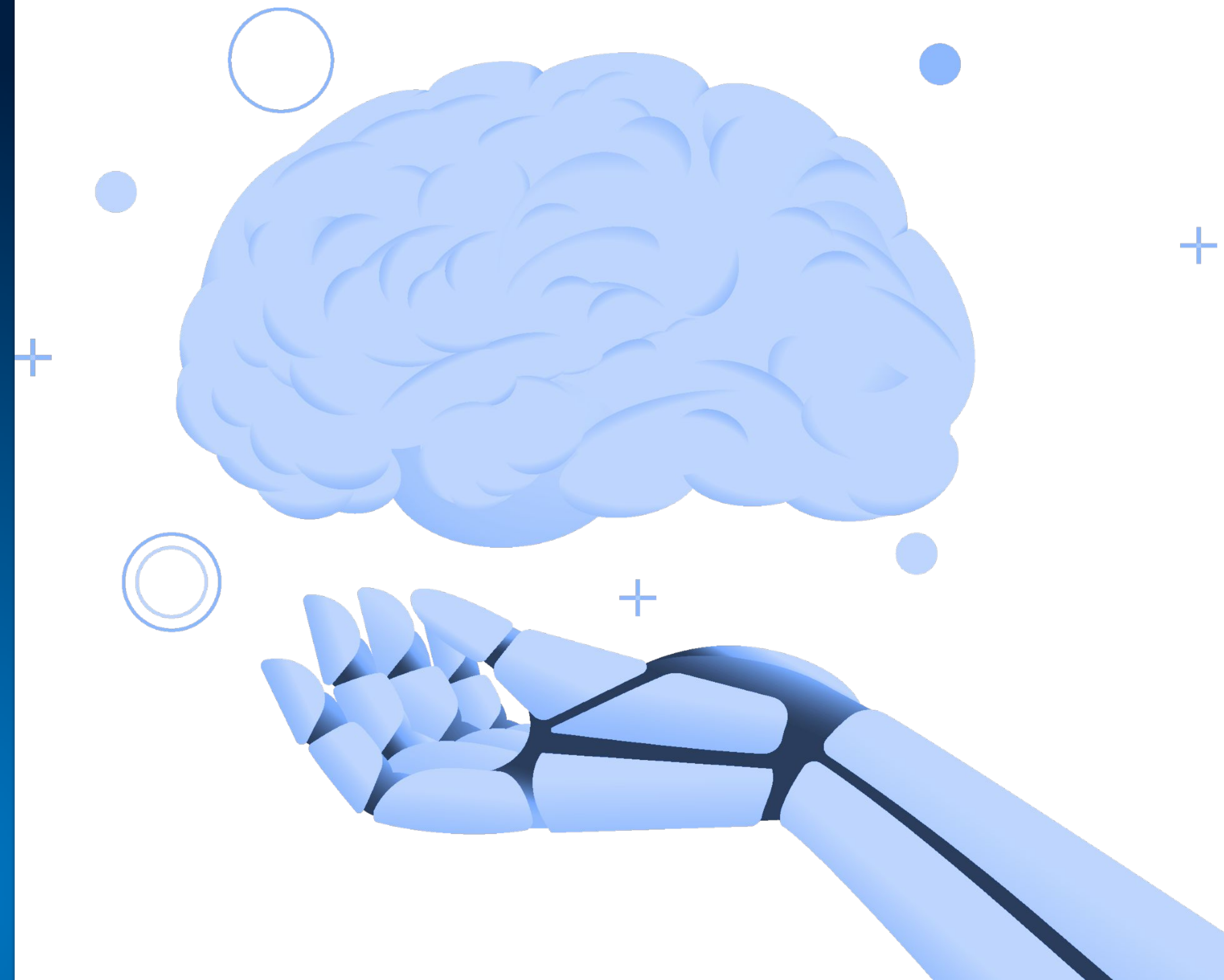
SEO's & Marketers Must
Change Old Ways, Adopt
Attitudes and Processes, and
Leverage AI

Team Integrations

- Regular meetings (kick off, monthly)
- Single Source Reporting (Looker, Tableau, etc)
- Realize potentials and limitations of each other and channels
- Teammates attitude
- Shared flexible Budgets
- Use AI tools you have to make campaigns efficient
- Use AI for data analysis

Final Thoughts

- AI is transforming the way consumers search.
- Traditional **SEO and sEM** methods will become less impactful if practiced in silos.
- Combining **SEO and SEM** is the new powerhouse.



Thank You.

Don't be a stranger, shoot me an email and let me know if you have any questions. My email and website URL below:

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