



# Balancing SEO and PPC for Franchise Marketers

Franchise marketers often ask: How do we ensure our successful SEO efforts are accounted for when running paid advertising? The goal is to avoid duplicating efforts where SEO performs well while leveraging paid campaigns to fill gaps where SEO needs support. At Hyperlocology, we've built a data-driven approach to achieve this balance seamlessly.

## Filling SEO Gaps with Paid Media

Hyperlocology's PPC campaigns are guided by data to complement SEO performance at the location level.

Campaigns naturally focus on:

- Keywords with low organic rankings to generate immediate visibility where SEO hasn't yet gained traction.
- Highly competitive terms (e.g., broad queries like "Lunch near me") where improving SEO rank may be resource-intensive.
- Broad categorical and long-tail keywords (e.g., "hot chicken slider lunch") that align with search intent and drive conversions.

By continuously analyzing SEO rankings and PPC performance data, the platform dynamically adjusts efforts to balance paid and organic visibility. This integration prevents PPC from cannibalizing organic traffic while ensuring that no opportunities are missed in areas where SEO is less effective.



## Boosting SEO with Awareness Channels

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## Using PPC and SEO Data to Inform Strategy

Hyperlocology leverages data insights from PPC and SEO to create a unified and optimized approach:

- From PPC to SEO: Search term reports from PPC campaigns reveal emerging search patterns, uncovering opportunities for content creation or new SEO targets. These reports also surface local nuances that can be applied to refine individual location pages.
- From SEO to PPC: Organic performance data highlights where PPC can add value, focusing spend on areas where SEO is underperforming or where broader, competitive terms need additional support.

This continuous feedback loop between paid and organic efforts ensures that both channels evolve together, optimizing visibility and driving better results over time.

## Unified SEO and PPC Reporting at Scale

Hyperlocology's platform integrates SEO and PPC data into a single dashboard, delivering actionable insights for every location. By aligning reporting and performance metrics, franchisees can see how their paid and organic efforts work together, making it easy to refine strategies without duplication or wasted spend.

At Hyperlocology, we treat SEO and PPC as complementary forces. By allowing the data to inform strategy, we ensure your marketing dollars are always working smarter, driving maximum impact for every location.