

## What's the Difference between CRO and SEO



### **The Difference between SEO and CRO**

SEO (Search Engine Optimization) defined “*the practice of increasing the quantity and quality of traffic to your website through organic search engine results*”.

CRO (Conversion Rate Optimization) defined “*the practice of improving the conversion rate in any advertising, marketing, sales or other business practice that has a goal of getting a person to take an action. (The conversion rate measures the number of prospects who take an action that you’re requesting.)*”

In other words: SEO attracts traffic, while CRO turns it into cold, hard cash.

### **How to Reconcile CRO and SEO**

It could be said that the difference between SEO and CRO is the goal. They are both digital marketing tactics, but the outcome differs.

### **Final Recommendations**

Start your keyword research with user intent in mind. What would they search for? How would they it exactly?

Selectg the search keywordds so that it speaks to your audience’s pains and needs. Your keywords should fit right in, effortlessly and without making your content sound unnatural.