

SEO-LSA-PPC Comparison

A search-channel sequencing worksheet for PI firms

Use this one-page summary as a discussion aid.

1 Immediate demand, controlled testing, and compounding authority do different jobs.

2 The best order varies by market, reviews, intake, and budget stability.

3 Use paid learning to sharpen durable visibility work.

No fabricated benchmarks. Use with the full guide at insights.cliqspark.com.

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