# Digital Spotlight Reveals Small Businesses Shifting from Google Ads to SEO Amid Rising Campaign Costs

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Digital Spotlight, an Australian digital marketing agency with locations in Newcastle, Sydney & Los Angeles, reports a significant trend among Australian small and medium enterprises shifting their marketing budgets from paid advertising to search engine optimization as pay-per-click costs continue to rise across major platforms.

The agency, which has managed over 2,000 campaigns for 1,812 businesses across 355 niches over the past decade, notes that many clients are experiencing diminishing returns from paid advertising channels as competition intensifies and cost-per-click rates increase. This shift represents a fundamental change in how small businesses approach digital marketing, with many now prioritizing sustainable, long-term organic growth strategies over immediate but costly paid traffic.

Digital Spotlight's small business SEO services have seen increased demand as companies seek alternatives to escalating advertising expenses. The agency reports that clients implementing comprehensive SEO

strategies are achieving measurable improvements in organic traffic and lead generation, often surpassing the results previously obtained through paid campaigns at a fraction of the ongoing cost.

"Small businesses are recognizing that while paid advertising delivers immediate visibility, the costs have become unsustainable for many, particularly in competitive industries," said Blake Horton, a spokesperson for Digital Spotlight. "We're seeing clients achieve 40 to 60 percent increases in organic traffic within six months of implementing proper SEO strategies, and unlike paid traffic, these gains compound over time rather than disappearing when the advertising budget runs out."

The trend reflects broader market conditions affecting digital advertising globally. Industry data shows that Google Ads costs have increased by an average of 15 to 20 percent year-over-year in many sectors, forcing businesses to reconsider their marketing mix. For small businesses operating with limited budgets, these increases can mean the difference between profitable customer acquisition and unsustainable marketing expenses.

As a Digital Spotlight Google Premier Partner, the agency maintains expertise in both paid and organic search strategies, allowing them to guide clients through the transition effectively. The designation, awarded to agencies meeting stringent performance requirements and demonstrating advanced Google Ads expertise, positions the company to provide comprehensive insights into when businesses should prioritize organic versus paid strategies.

Digital Spotlight specializes in evidence-based digital marketing strategies, combining mathematical analysis with technical expertise to deliver measurable results for Australian businesses. The agency offers comprehensive services, including search engine optimization, Google Ads management, social media advertising, and conversion rate optimization. Founded by mathematicians with over 15 years of industry experience, the company serves clients from offices in Newcastle and Sydney, focusing on data-driven approaches that generate reliable revenue and lead generation channels for small to medium enterprises across Australia.

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For more information about Digital Spotlight, contact the company here:Digital Spotlight - NewcastleBlake Horton+61 2 4005 1616contact@digitalspotlight.com1/28 Donald St, Hamilton NSW 2303, Australia

## Digital Spotlight

*Digital Spotlight is a Newcastle-based digital marketing agency. The team specializes in SEO, GEO, paid search, and*

*social ads with a data-driven approach. A Google Premier Partner with 2,000+ campaigns managed. Contact Digital Spotlight to learn more.*

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