

Find the bottleneck first

Work through in order. The first "no" usually points to where to start.

1	Do buyers already search for what you sell?	IF NO	Start with the questions buyers ask about the problem: SEO, plus other channels.
2	Do you know which searches turn into customers?	IF NO	Run a small, tightly scoped ads test to learn before committing months of content.
3	Is there a page that answers each of those searches?	IF NO	Fix or create that page first. Both channels waste clicks on a generic page.
4	Can you wait months for the result?	IF NO	Let ads carry the near term while SEO builds.
5	Is the problem cost rather than volume?	IF NO	Pages that rank for the same searches can reduce dependence on paid clicks.

Paid search: you choose the searches and pay per click; it stops when the budget stops. Ordinary results can't be bought: Google "doesn't accept payment to rank pages higher."