

## DECISION FRAMEWORK

# Budget-Split Decision Tree: SEO vs Google Ads in 2026

A working decision tree we use with new retainers in their first 30 days. Walk top-to-bottom; each branch outputs a recommended split for the NEXT 6 months.

**Q1 - Are you currently profitable on Google Ads at your current scale?**

YES -> continue Q2. NO -> freeze Ads, audit account before scaling further.

**Q2 - Do you have a working SEO foundation (technical + 20+ ranking pages)?**

YES -> continue Q3. NO -> reserve 30% of marketing budget for SEO foundation work for 6 months.

**Q3 - Industry: B2B with sales cycle > 30 days, or B2C / DTC?**

B2B -> bias toward SEO long-term (high-LTV, repeat brand searches). DTC -> bias toward Ads short-term + Brand SEO long-term.

**Q4 - Geographic: India / Southeast Asia / Latin America, or US/EU?**

India/SEA/LATAM -> SEO compounds faster (less competition for organic). US/EU -> Ads competitive equilibrium reaches your CAC cap quickly.

**Q5 - AI Overview Risk score (run the audit in this kit) ? 30?**

YES -> SEO 60% / Ads 30% / Brand 10%. NO -> SEO 30% / Ads 50% / Brand 20%. Recompute after 90 days.

**Q6 - Are you tracking attribution on ALL channels with the same model?**

NO -> fix this first. Decisions made on inconsistent attribution are noise.

## Default split if you can't answer all questions

**KD DEFAULT 2026 STARTING SPLIT**

SEO 50% \* Google Ads 30% \* Brand / Direct 20%. Review at 90 days against actual revenue attributed by channel; rebalance accordingly. Anyone giving you a 'one true split' without seeing your data is selling, not advising.