

Search Engine Marketing: Market Research Report

<https://marketpublishers.com/r/SD3CB0DDEB3EN.html>

Date: July 2010

Pages: 451

Price: US\$ 3,950.00 (Single User License)

ID: SD3CB0DDEB3EN

Abstracts

This report analyzes the Worldwide markets for Search Engine Marketing in US\$ Million.

The US market is further analyzed by the following Service Segments: Paid Inclusion, Paid Search, Search Engine Optimization, and Contextual Advertising.

The report provides separate comprehensive analytics for US, Europe, and Rest of World.

Annual estimates and forecasts are provided for the period 2006 through 2015.

The report profiles 170 companies including key and niche players such as 7Search.com, AOL, Inc., ABCSearch.com, Acxiom Corporation, Ask.com, ArteWorks SEO, Baidu, Inc., Bruce Clay, Inc., Business.com, Inc., Engine Ready, Inc., Google, Inc., iProspect, Intrapromote LLC, Lyris Inc., LookSmart, Ltd., Microsoft adCenter, NHN Corporation, Sohu.com, Inc., Search Engine Optimization, Inc., VIZION Interactive, Inc., Yahoo! Inc., Inktomi Corporation, and Yandex.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.

Contents

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW

A Quick Primer

Table 1. Internet Usage Worldwide (2009): Breakdown of Number of Internet Users (In million) by Country (includes corresponding Graph/Chart)

Corporate Presence On the Internet Key to Successful Business Development
Internet Emerges As a Vehicle for Identifying Attractive Deals
Key Market Trends & Issues
SEM: A Bright Spot in the Advertising Industry
Professionally Outsourced SEM Gains in Popularity, Thanks to the Recession
SEO Metrics Shift from Rankings to Traffic and Conversions
The Rise of Search Personalization
Universal Search in the Spotlight
Growth in Mobile Internet Magnifies the Business Case for SEM
Paid Search Marketing: A Key Revenue Spinner
Organic Search Gains Ground
Brand Infringement in Natural Search
Click Fraud Hovers Over Online Search Market
Outlook
Market Share Findings

Table 2. Global Paid Search Market (2009): Percentage Share Breakdown of Revenues of Leading Search Engines (includes corresponding Graph/Chart)

Table 3. Global Search Market As of July 2009: Percentage Share Breakdown of Number of Searches by Leading Search Sites (includes corresponding Graph/Chart)

Table 4. Global Search Market As of July 2009: Percentage Share Breakdown of Number of Searches by Region (includes corresponding Graph/Chart)

Table 5. Worldwide Online Advertising Market (2007): Percentage Breakdown of Various Advertising Forms - Search, Display Ads, Classifieds, Rich Media, Sponsorship, Referrals, Email, and Others (includes corresponding Graph/Chart)

2.PRODUCT OVERVIEW

Search Engine Marketing (SEM): An Introduction

Advantages of SEM

Increased ROI

Visibility

Effective Outreach

Fast Turnaround Time

Challenges

Campaign Complexit

Market complexity

Business Complexity

SEM Techniques: A Review

Search Engine Optimization (SEO)

How is SEO Done?

Types of SEOs

Homepage Optimization

Category Page Optimization

Content & Product Page Optimization

Search Engine Advertising

Paid Inclusion

Paid Search Advertising

Pay-Per-Click (PPC)/Cost Per Click (CPC)

Contextual Advertising

Search Engine Architecture

Web Database

Searcher

Crawler

Indexer

Elements of Successful Search Engine Marketing Strategy

Content Optimization

Inbound Link

Title Tags

Meta-Description

Meta-Keywords

HTML Code

3.RECENT INDUSTRY ACTIVITY

Local Insight Media Holdings Signs Contract with Web.com and Yodle

Baidu.com to Build International Headquarters in Shenzhen

AMP Agency Purchases Pixel Bridge

Dot VN Inks Letter of Intent with Web Spider Technologies

Liverpool-based Entrepreneurs Launch CL5 Search Engine Marketing Company

ABCSearch Acquires Advertise.com

Google Purchases AdMob

iCrossing and Ingate Form Partnership to Develop International SEM Campaigns

CyberDefender Signs Agreement with The Search Agency

Lyris Takes Over Facultas

SEO.com Acquires Graphics.net

Alliance for the Arts Implements Lyris HQ

Buildtelligence Takes Over SEOCompany.com

AcquirgyTM Acquires Operating Assets of SendTec

Deluxe Renews Paid Search Partnership with Didit

GMO Internet Acquires Majority Stake in Inovex

Google to Take Over On2 Technologies

Microsoft and Yahoo! Ink Agreement

OrangeSoda Establishes OrangeSoda Enterprise

Straight North Acquires Whoast

Trafficwala Unveils Low-Cost SEO Booster Package

Kronik Media Unveils Search Engine Marketing Service

Epiar Launches Epiar Negative Keywords®

Register.com Unveils New Guaranteed Leads Service for Small Enterprises

SubmitNet Unveils a New Version of Website

Times Union Unveils Local Edge Search Marketing

Aegis Media Buys Stake in Communicate 2

SearchIgnite Enters into Partnership Agreement with CyberAgent and Septeni

Academy Learning Acquires SiteVisibility

Logicserve Acquires CK Net
AdIQus Acquires MediaThinkLab
Aegis Group Takes Over rmsarc.com
iProspect® Establishes Office in Finland
Acxiom® Acquires Direct Marketing Technology Division of Alvion
Boomdash Inks Partnership with My411Pages.com
CyberDefender Renews Partnership with WebMetro
Engine Ready Collaborates with California Chamber of Commerce
Google Acquires DoubleClick
Publicis Groupe Takes Over Performics Search Marketing Operations of Google
Nokia to Collaborate with Google
Qualcomm Deploys Affinium® NetInsight™ Web Analytics Solution
Reprise Media Enters into Partnership with Betaworks
Aegis Group Acquires Checkit

4.FOCUS ON SELECT GLOBAL PLAYERS

7SEARCH.COM (USA)
AOL, Inc., (USA)
ABCSearch.com (USA)
Acxiom Corporation (USA)
Ask.com (USA)
ArteWorks SEO (USA)
Baidu, Inc. (China)
Bruce Clay, Inc. (USA)
Business.com, Inc., (USA)
Engine Ready, Inc. (USA)
Google, Inc. (USA)
iProspect (USA)
Intrapromote LLC (USA)
Lyris Inc (USA)
LookSmart, Ltd. (USA)
Microsoft adCenter (USA)
NHN Corporation (Korea)
Sohu.com, Inc (China)
Search Engine Optimization, Inc., (USA)
VIZION Interactive, Inc., (USA)
Yahoo! Inc. (USA)
Inktomi Corporation (USA)

Yandex (Russia)

5.MARKET PERSPECTIVE

Table 6. World Recent Past, Current and Future Analysis for Search Engine Marketing by Geographic Region – US, Europe, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2006 through 2015 (includes corresponding Graph/Chart)

Table 7. World 10-Year Perspective for Search Engine Marketing by Geographic Region – Percentage Breakdown of Annual Revenues for US, Europe, and Rest of World Markets for Years 2006, 2009 & 2015 (includes corresponding Graph/Chart)

III. MARKET

1.THE UNITED STATES

A. MARKET ANALYSIS

Outlook

Search Engine Market Overview

List of Top 15 Search Media Companies in North America Ranked Based on Popularity of their Paid Placement Search Engine Networks Among Advertisers

Local Search Set to Boom

Key Statistical Findings

Table 8. North American Search Engine Marketing (SEM) Industry (2008): Percentage Share Breakdown of Advertiser Spending by SEM Strategy (includes corresponding Graph/Chart)

Table 9. Online Advertising Market in the United States (2009): Percentage Share Breakdown of Ad Spending by Format (includes corresponding Graph/Chart)

Table 10. Search Engine Market in the United States (2008): Percentage Share Breakdown of Spending by Search Engine Platform (includes corresponding Graph/Chart)

Table 11. US Core Search Market As of July 2009: Percentage Share Breakdown of Number of Searches for Top 5 Search Sites (includes corresponding Graph/Chart)

Table 12. US Expanded Search Market As of July 2009: Percentage Share Breakdown of Number of Searches for Top 10 Search Sites (includes corresponding Graph/Chart)

Strategic Corporate Developments

Key Players

7SEARCH.COM

AOL, Inc.,
ABCSearch.com
Acxiom Corporation
Ask.com
ArteWorks SEO
Bruce Clay, Inc.
Business.com, Inc.,
Engine Ready, Inc.
Google, Inc.
iProspect
Inktomi Corporation
Intrapromote LLC
Lyris Inc
LookSmart, Ltd.
Microsoft adCenter
Search Engine Optimization, Inc.,
VIZION Interactive, Inc.,
Yahoo! Inc.

B. MARKET ANALYTICS

Table 13. US Recent Past, Current and Future Analysis for Search Engine Marketing by Segment – Paid Inclusion, Paid Search, Search Engine Optimization, and Contextual Advertising Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2006 through 2015 (includes corresponding Graph/Chart)

Table 14. US 10-Year Perspective for Search Engine Marketing by Segment–

Percentage Breakdown of Annual Revenues for Paid Inclusion, Paid Search, Search Engine Optimization, and Contextual Advertising Markets for Years 2006, 2009 & 2015 (includes corresponding Graph/Chart)

2.EUROPE

A. MARKET ANALYSIS

Outlook

Market Overview

A Peek Into the Challenges

Focus on Select Regional Markets

Germany: A Key Potential Laden Market

United Kingdom

Paid Search Poised to Rise

Competitive Bidding Comes Out of the Shadows

Key Statistical Findings

Table 15. Search Engine Market in the United Kingdom (2007): Percentage Share Breakdown of Number of Searches by Search Engine (includes corresponding Graph/Chart)

Statistical Findings on Other Regional Markets

Table 16. Search Market in Russia (2007): Percentage Share Breakdown of Number of Search Queries by Search Engines (includes corresponding Graph/Chart)

Table 17. Search Engine Market in Russia (2007): Percentage Share Breakdown of PPC Coverage by Search Engine (includes corresponding Graph/Chart)

Table 18. Search Engine Market in Bulgaria (2007): Percentage Share Breakdown of Usage by Search Engine (includes corresponding Graph/Chart)

Table 19. Search Engine Market in Czech Republic (2007): Percentage Share Breakdown of Usage by Search Engine (includes corresponding Graph/Chart)

Table 20. Search Engine Market in Czech Republic (2007): Percentage Share

Breakdown of PPC Coverage by Search Engine (includes corresponding Graph/Chart)

Table 21. Search Engine Market in Denmark (2007): Percentage Share Breakdown of Usage by Search Engine (includes corresponding Graph/Chart)

Table 22. Search Engine Market in Denmark (2007): Percentage Share Breakdown of PPC Coverage by Search Engine (includes corresponding Graph/Chart)

Table 23. Search Engine Market in Spain (2007): Percentage Share Breakdown of Usage by Search Engine (includes corresponding Graph/Chart)

Table 24. Search Engine Market in the Netherlands (2007): Percentage Market Share Breakdown of Leading Search Engines (includes corresponding Graph/Chart)

Strategic Corporate Developments

Yandex - A Key Russian Player

B. MARKET ANALYTICS

Table 25. European Recent Past, Current & Future Analysis for Search Engine Marketing by Region/Country – France, Germany, UK and Rest of European Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2006 through 2015 (includes corresponding Graph/Chart)

Table 26. European 10-Year Perspective for Search Engine Marketing By Country/Region – Percentage Breakdown of Annual Revenues for France, Germany, UK and Rest of Europe Markets for Years 2006, 2009 & 2015 (includes corresponding Graph/Chart)

3.REST OF WORLD

A. MARKET ANALYSIS

Focus on Select Regional Markets

China

Market Overview

Paid Search Market: A Review

Paid Search Gets Popular in the SME Sector

Competition

Key Statistical Findings

Table 27. Online Advertising Market in China (2009): Percentage Share Breakdown of Ad Spending by Format (includes corresponding Graph/Chart)

Table 28. Search Market in China (2009): Percentage Share Breakdown of Revenue by Leading Players (includes corresponding Graph/Chart)

Table 29. Search Engine Market in China (2007): Percentage Share Breakdown of PPC Coverage by Search Engine (includes corresponding Graph/Chart)

Table 30. Search Engine Market in Beijing (2008): Percentage Share Breakdown of Revenue by Leading Players (includes corresponding Graph/Chart)

Table 31. Search Engine Market in Shanghai (2008): Percentage Share Breakdown of Revenue by Leading Players (includes corresponding Graph/Chart)

Table 32. Search Engine Market in Guangzhou (2008): Percentage Share Breakdown of Revenue by Leading Players (includes corresponding Graph/Chart)

Japan

Table 33. Search Market in Japan (2007): Percentage Share Breakdown of Revenue by Leading Players (includes corresponding Graph/Chart)

India

A Preferred Destination for SEM Outsourcing

Lower Cost Service

Professional Expertise and Manpower

Korea

Table 34. Search Engine Market in South Korea (2007): Percentage Share Breakdown of Usage by Search Engine (includes corresponding Graph/Chart)

Other Statistical Findings

Table 35. Asian Search Engine Market (2008): Percentage Market Share Breakdown of Leading Search Engines (includes corresponding Graph/Chart)

Table 36. Search Engine Market in Israel (2007): Percentage Share Breakdown of PPC Coverage by Search Engine (includes corresponding Graph/Chart)

Strategic Corporate Developments

Key Players

Baidu, Inc. (China)

NHN Corporation (Korea)

Sohu.com, Inc (China)

B. MARKET ANALYTICS

Table 37. Rest of World Recent Past, Current and Future Analysis for Search Engine Marketing Analyzed with Annual Revenue Figures in US\$ Million for Years 2006 through 2015 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 170 (including Divisions/Subsidiaries - 181)

Region/CountryPlayers

The United States

Canada

Europe

France

The United Kingdom

Rest of Europe

Asia-Pacific (Excluding Japan)

Africa

I would like to order

Product name: Search Engine Marketing: Market Research Report

Product link: <https://marketpublishers.com/r/SD3CB0DDEB3EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SD3CB0DDEB3EN.html>