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2020-2025 Global Search Engine Marketing Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

This report elaborates the market size, market characteristics, and market growth of the Search Engine Marketing industry, and breaks down according to the type, application, and consumption area of Search Engine Marketing. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Search Engine Marketing in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Search Engine Marketing market covered in Chapter 13:

Ecosia
Baidu
Internet Archive

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Ask.com
Yandex
Bing
DuckDuckGo
Yahoo
Google
Aol.com
360

In Chapter 6, on the basis of types, the Search Engine Marketing market from 2015 to 2025 is primarily split into:

Pay-per-click
Cost Per Impression
Web Analytics

In Chapter 7, on the basis of applications, the Search Engine Marketing market from 2015 to 2025 covers:

Mobile
PC

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)

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Germany
UK
France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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Contents

1 SEARCH ENGINE MARKETING MARKET - RESEARCH SCOPE

1.1 Study Goals
1.2 Market Definition and Scope
1.3 Key Market Segments
1.4 Study and Forecasting Years

2 SEARCH ENGINE MARKETING MARKET - RESEARCH METHODOLOGY

2.1 Methodology
2.2 Research Data Source
  2.2.1 Secondary Data
  2.2.2 Primary Data
  2.2.3 Market Size Estimation
  2.2.4 Legal Disclaimer

3 SEARCH ENGINE MARKETING MARKET FORCES

3.1 Global Search Engine Marketing Market Size
3.2 Top Impacting Factors (PESTEL Analysis)
  3.2.1 Political Factors
  3.2.2 Economic Factors
  3.2.3 Social Factors
  3.2.4 Technological Factors
  3.2.5 Environmental Factors
  3.2.6 Legal Factors
3.3 Industry Trend Analysis
3.4 Industry Trends Under COVID-19
  3.4.1 Risk Assessment on COVID-19
  3.4.2 Assessment of the Overall Impact of COVID-19 on the Industry
  3.4.3 Pre COVID-19 and Post COVID-19 Market Scenario
3.5 Industry Risk Assessment

4 SEARCH ENGINE MARKETING MARKET - BY GEOGRAPHY

4.1 Global Search Engine Marketing Market Value and Market Share by Regions
  4.1.1 Global Search Engine Marketing Value ($) by Region (2015-2020)

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4.1.2 Global Search Engine Marketing Value Market Share by Regions (2015-2020)
4.2 Global Search Engine Marketing Market Production and Market Share by Major Countries
4.2.1 Global Search Engine Marketing Production by Major Countries (2015-2020)
4.2.2 Global Search Engine Marketing Production Market Share by Major Countries (2015-2020)
4.3 Global Search Engine Marketing Market Consumption and Market Share by Regions
4.3.1 Global Search Engine Marketing Consumption by Regions (2015-2020)
4.3.2 Global Search Engine Marketing Consumption Market Share by Regions (2015-2020)

5 SEARCH ENGINE MARKETING MARKET - BY TRADE STATISTICS

5.1 Global Search Engine Marketing Export and Import
5.2 United States Search Engine Marketing Export and Import (2015-2020)
5.3 Europe Search Engine Marketing Export and Import (2015-2020)
5.4 China Search Engine Marketing Export and Import (2015-2020)
5.5 Japan Search Engine Marketing Export and Import (2015-2020)
5.6 India Search Engine Marketing Export and Import (2015-2020)
5.7 ...

6 SEARCH ENGINE MARKETING MARKET - BY TYPE

6.1 Global Search Engine Marketing Production and Market Share by Types (2015-2020)
6.1.1 Global Search Engine Marketing Production by Types (2015-2020)
6.1.2 Global Search Engine Marketing Production Market Share by Types (2015-2020)
6.2 Global Search Engine Marketing Value and Market Share by Types (2015-2020)
6.2.1 Global Search Engine Marketing Value by Types (2015-2020)
6.2.2 Global Search Engine Marketing Value Market Share by Types (2015-2020)
6.3 Global Search Engine Marketing Production, Price and Growth Rate of Pay-per-click (2015-2020)
6.4 Global Search Engine Marketing Production, Price and Growth Rate of Cost Per Impression (2015-2020)
6.5 Global Search Engine Marketing Production, Price and Growth Rate of Web Analytics (2015-2020)

7 SEARCH ENGINE MARKETING MARKET - BY APPLICATION

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7.1 Global Search Engine Marketing Consumption and Market Share by Applications (2015-2020)
7.1.1 Global Search Engine Marketing Consumption by Applications (2015-2020)
7.1.2 Global Search Engine Marketing Consumption Market Share by Applications (2015-2020)
7.2 Global Search Engine Marketing Consumption and Growth Rate of Mobile (2015-2020)
7.3 Global Search Engine Marketing Consumption and Growth Rate of PC (2015-2020)

8 NORTH AMERICA SEARCH ENGINE MARKETING MARKET

8.1 North America Search Engine Marketing Market Size
8.2 United States Search Engine Marketing Market Size
8.3 Canada Search Engine Marketing Market Size
8.4 Mexico Search Engine Marketing Market Size
8.5 The Influence of COVID-19 on North America Market

9 EUROPE SEARCH ENGINE MARKETING MARKET ANALYSIS

9.1 Europe Search Engine Marketing Market Size
9.2 Germany Search Engine Marketing Market Size
9.3 United Kingdom Search Engine Marketing Market Size
9.4 France Search Engine Marketing Market Size
9.5 Italy Search Engine Marketing Market Size
9.6 Spain Search Engine Marketing Market Size
9.7 The Influence of COVID-19 on Europe Market

10 ASIA-PACIFIC SEARCH ENGINE MARKETING MARKET ANALYSIS

10.1 Asia-Pacific Search Engine Marketing Market Size
10.2 China Search Engine Marketing Market Size
10.3 Japan Search Engine Marketing Market Size
10.4 South Korea Search Engine Marketing Market Size
10.5 Southeast Asia Search Engine Marketing Market Size
10.6 India Search Engine Marketing Market Size
10.7 The Influence of COVID-19 on Asia Pacific Market

11 MIDDLE EAST AND AFRICA SEARCH ENGINE MARKETING MARKET

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ANALYSIS

11.1 Middle East and Africa Search Engine Marketing Market Size
11.2 Saudi Arabia Search Engine Marketing Market Size
11.3 UAE Search Engine Marketing Market Size
11.4 South Africa Search Engine Marketing Market Size
11.5 The Influence of COVID-19 on Middle East and Africa Market

12 SOUTH AMERICA SEARCH ENGINE MARKETING MARKET ANALYSIS

12.1 South America Search Engine Marketing Market Size
12.2 Brazil Search Engine Marketing Market Size
12.3 The Influence of COVID-19 on South America Market

13 COMPANY PROFILES

13.1 Ecosia
  13.1.1 Ecosia Basic Information
  13.1.2 Ecosia Product Profiles, Application and Specification
  13.1.3 Ecosia Search Engine Marketing Market Performance (2015-2020)
13.2 Baidu
  13.2.1 Baidu Basic Information
  13.2.2 Baidu Product Profiles, Application and Specification
  13.2.3 Baidu Search Engine Marketing Market Performance (2015-2020)
13.3 Internet Archive
  13.3.1 Internet Archive Basic Information
  13.3.2 Internet Archive Product Profiles, Application and Specification
  13.3.3 Internet Archive Search Engine Marketing Market Performance (2015-2020)
13.4 Ask.com
  13.4.1 Ask.com Basic Information
  13.4.2 Ask.com Product Profiles, Application and Specification
  13.4.3 Ask.com Search Engine Marketing Market Performance (2015-2020)
13.5 Yandex
  13.5.1 Yandex Basic Information
  13.5.2 Yandex Product Profiles, Application and Specification
  13.5.3 Yandex Search Engine Marketing Market Performance (2015-2020)
13.6 Bing
  13.6.1 Bing Basic Information
  13.6.2 Bing Product Profiles, Application and Specification

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13.6.3 Bing Search Engine Marketing Market Performance (2015-2020)
13.7 DuckDuckGo
13.7.1 DuckDuckGo Basic Information
13.7.2 DuckDuckGo Product Profiles, Application and Specification
13.7.3 DuckDuckGo Search Engine Marketing Market Performance (2015-2020)
13.8 Yahoo
13.8.1 Yahoo Basic Information
13.8.2 Yahoo Product Profiles, Application and Specification
13.8.3 Yahoo Search Engine Marketing Market Performance (2015-2020)
13.9 Google
13.9.1 Google Basic Information
13.9.2 Google Product Profiles, Application and Specification
13.9.3 Google Search Engine Marketing Market Performance (2015-2020)
13.10 Aol.com
13.10.1 Aol.com Basic Information
13.10.2 Aol.com Product Profiles, Application and Specification
13.10.3 Aol.com Search Engine Marketing Market Performance (2015-2020)
13.11
13.11.1 360 Basic Information
13.11.2 360 Product Profiles, Application and Specification
13.11.3 360 Search Engine Marketing Market Performance (2015-2020)

14 MARKET FORECAST - BY REGIONS

14.1 North America Search Engine Marketing Market Forecast (2020-2025)
14.2 Europe Search Engine Marketing Market Forecast (2020-2025)
14.3 Asia-Pacific Search Engine Marketing Market Forecast (2020-2025)
14.4 Middle East and Africa Search Engine Marketing Market Forecast (2020-2025)
14.5 South America Search Engine Marketing Market Forecast (2020-2025)

15 MARKET FORECAST - BY TYPE AND APPLICATIONS

15.1 Global Search Engine Marketing Market Forecast by Types (2020-2025)
15.1.1 Global Search Engine Marketing Market Forecast Production and Market Share by Types (2020-2025)
15.1.2 Global Search Engine Marketing Market Forecast Value and Market Share by Types (2020-2025)
15.2 Global Search Engine Marketing Market Forecast by Applications (2020-2025)

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List Of Tables

LIST OF TABLES AND FIGURES

Figure Search Engine Marketing Picture
Table Search Engine Marketing Key Market Segments
Figure Study and Forecasting Years
Figure Global Search Engine Marketing Market Size and Growth Rate 2015-2025
Figure Industry PESTEL Analysis
Figure Global COVID-19 Status
Figure Market Size Forecast Comparison of Pre COVID-19 and Post COVID-19
Figure Global Search Engine Marketing Value ($) and Growth Rate (2015-2020)
Table Global Search Engine Marketing Value ($) by Countries (2015-2020)
Table Global Search Engine Marketing Value Market Share by Regions (2015-2020)
Figure Global Search Engine Marketing Value Market Share by Regions in 2019
Figure Global Search Engine Marketing Production and Growth Rate (2015-2020)
Table Global Search Engine Marketing Production by Major Countries (2015-2020)
Table Global Search Engine Marketing Production Market Share by Major Countries (2015-2020)
Figure Global Search Engine Marketing Production Market Share by Regions in 2019
Figure Global Search Engine Marketing Consumption and Growth Rate (2015-2020)
Table Global Search Engine Marketing Consumption by Regions (2015-2020)
Table Global Search Engine Marketing Consumption Market Share by Regions (2015-2020)
Figure Global Search Engine Marketing Consumption Market Share by Regions in 2019
Table Global Search Engine Marketing Export Top 3 Country 2019
Table Global Search Engine Marketing Import Top 3 Country 2019
Table United States Search Engine Marketing Export and Import (2015-2020)
Table Europe Search Engine Marketing Export and Import (2015-2020)
Table China Search Engine Marketing Export and Import (2015-2020)
Table Japan Search Engine Marketing Export and Import (2015-2020)
Table India Search Engine Marketing Export and Import (2015-2020)
Table Global Search Engine Marketing Production by Types (2015-2020)
Table Global Search Engine Marketing Production Market Share by Types (2015-2020)
Figure Global Search Engine Marketing Production Share by Type (2015-2020)
Table Global Search Engine Marketing Value by Types (2015-2020)
Table Global Search Engine Marketing Value Market Share by Types (2015-2020)
Figure Global Search Engine Marketing Value Share by Type (2015-2020)
Figure Global Pay-per-click Production and Growth Rate (2015-2020)

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Figure Global Pay-per-click Price (2015-2020)
Figure Global Cost Per Impression Production and Growth Rate (2015-2020)
Figure Global Cost Per Impression Price (2015-2020)
Figure Global Web Analytics Production and Growth Rate (2015-2020)
Figure Global Web Analytics Price (2015-2020)
Table Global Search Engine Marketing Consumption by Applications (2015-2020)
Table Global Search Engine Marketing Consumption Market Share by Applications (2015-2020)
Figure Global Search Engine Marketing Consumption Share by Application (2015-2020)
Figure Global Mobile Consumption and Growth Rate (2015-2020)
Figure Global PC Consumption and Growth Rate (2015-2020)
Figure North America Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Table North America Search Engine Marketing Consumption by Countries (2015-2020)
Table North America Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure North America Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure United States Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure Canada Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure Mexico Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure North America COVID-19 Status
Figure Europe Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Table Europe Search Engine Marketing Consumption by Countries (2015-2020)
Table Europe Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure Europe Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure Germany Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure United Kingdom Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure France Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure Italy Search Engine Marketing Market Consumption and Growth Rate

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(2015-2020)
Figure Spain Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure Europe COVID-19 Status
Figure Asia-Pacific Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Table Asia-Pacific Search Engine Marketing Consumption by Countries (2015-2020)
Table Asia-Pacific Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure Asia-Pacific Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure China Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure Japan Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure South Korea Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure Southeast Asia Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure India Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure Asia Pacific COVID-19 Status
Figure Middle East and Africa Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Table Middle East and Africa Search Engine Marketing Consumption by Countries (2015-2020)
Table Middle East and Africa Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure Middle East and Africa Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure Saudi Arabia Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure UAE Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure South Africa Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Figure South America Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Table South America Search Engine Marketing Consumption by Countries (2015-2020)

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Table South America Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure South America Search Engine Marketing Consumption Market Share by Countries (2015-2020)
Figure Brazil Search Engine Marketing Market Consumption and Growth Rate (2015-2020)
Table Ecosia Company Profile
Table Ecosia Production, Value, Price, Gross Margin 2015-2020
Figure Ecosia Production and Growth Rate
Figure Ecosia Value ($) Market Share 2015-2020
Table Baidu Company Profile
Table Baidu Production, Value, Price, Gross Margin 2015-2020
Figure Baidu Production and Growth Rate
Figure Baidu Value ($) Market Share 2015-2020
Table Internet Archive Company Profile
Table Internet Archive Production, Value, Price, Gross Margin 2015-2020
Figure Internet Archive Production and Growth Rate
Figure Internet Archive Value ($) Market Share 2015-2020
Table Ask.com Company Profile
Table Ask.com Production, Value, Price, Gross Margin 2015-2020
Figure Ask.com Production and Growth Rate
Figure Ask.com Value ($) Market Share 2015-2020
Table Yandex Company Profile
Table Yandex Production, Value, Price, Gross Margin 2015-2020
Figure Yandex Production and Growth Rate
Figure Yandex Value ($) Market Share 2015-2020
Table Bing Company Profile
Table Bing Production, Value, Price, Gross Margin 2015-2020
Figure Bing Production and Growth Rate
Figure Bing Value ($) Market Share 2015-2020
Table DuckDuckGo Company Profile
Table DuckDuckGo Production, Value, Price, Gross Margin 2015-2020
Figure DuckDuckGo Production and Growth Rate
Figure DuckDuckGo Value ($) Market Share 2015-2020
Table Yahoo Company Profile
Table Yahoo Production, Value, Price, Gross Margin 2015-2020
Figure Yahoo Production and Growth Rate
Figure Yahoo Value ($) Market Share 2015-2020
Table Google Company Profile

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Table Google Production, Value, Price, Gross Margin 2015-2020
Figure Google Production and Growth Rate
Figure Google Value ($) Market Share 2015-2020
Table Aol.com Company Profile
Table Aol.com Production, Value, Price, Gross Margin 2015-2020
Figure Aol.com Production and Growth Rate
Figure Aol.com Value ($) Market Share 2015-2020
Table 360 Company Profile
Table 360 Production, Value, Price, Gross Margin 2015-2020
Figure 360 Production and Growth Rate
Figure 360 Value ($) Market Share 2015-2020
Figure North America Market Consumption and Growth Rate Forecast (2020-2025)
Figure Europe Market Consumption and Growth Rate Forecast (2020-2025)
Figure Asia-Pacific Market Consumption and Growth Rate Forecast (2020-2025)
Figure Middle East and Africa Market Consumption and Growth Rate Forecast (2020-2025)
Figure South America Market Consumption and Growth Rate Forecast (2020-2025)
Table Global Search Engine Marketing Market Forecast Production by Types (2020-2025)
Table Global Search Engine Marketing Market Forecast Production Share by Types (2020-2025)
Table Global Search Engine Marketing Market Forecast Value ($) by Types (2020-2025)
Table Global Search Engine Marketing Market Forecast Value Share by Types (2020-2025)
Table Global Search Engine Marketing Market Forecast Consumption by Applications (2020-2025)
Table Global Search Engine Marketing Market Forecast Consumption Share by Applications (2020-2025)

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