

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

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## Abstracts

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as 'natural', 'organic', or 'earned' results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.[1] SEO may target different kinds of search, including image search, video search, academic search,[2] news search, and industry-specific vertical search engines. SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when a user enters a local search for its products or services. The former instead is more focused on national or international searches. This report elaborates the market size, market characteristics, and market growth of the Search Engine Optimization industry, and breaks down according to the type, application, and consumption area of Search Engine Optimization. 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 Optimization 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 Optimization market covered in Chapter 13:  
Ahrefs(Singapore)

WordStream(US)  
Searchmetrics Essentials(Slovakia)  
SpyFu(US)  
SEO Book(Greece)  
Moz(US)  
Majestic(UK)  
AWR Cloud(US)  
SEMrush(US)  
com  
LinkResearchTools(Austria)  
DeepCrawl(UK)

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

Cloud-based  
Keyword-based

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

Large Enterprises  
Small and Mid-sized Enterprises (SMEs)

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)  
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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