

Global Search Engine Marketing Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/G4F72B12E7B4EN.html>

Date: October 2021

Pages: 122

Price: US\$ 3,500.00 (Single User License)

ID: G4F72B12E7B4EN

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.

Based on the Search Engine Marketing market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Search Engine Marketing market covered in Chapter 5:

360
Aol.com
Yahoo
Google
DuckDuckGo
Bing
Yandex
Ask.com
Internet Archive
Ecosia
Baidu

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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)
United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK

France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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