

Search Engine Optimization Market, Global Outlook and Forecast 2022-2028

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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 contains market size and forecasts of Search Engine Optimization in Global, including the following market information:

Global Search Engine Optimization Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Search Engine Optimization market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud-based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Search Engine Optimization include WordStream(US), Moz(US), SEO Book(Greece), LinkResearchTools(Austria), SpyFu(US), SEMrush(US), AWR Cloud(US), KWFinder.com and Searchmetrics Essentials(Slovakia), etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Search Engine Optimization companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Search Engine Optimization Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Search Engine Optimization Market Segment Percentages, by Type, 2021 (%)

Cloud-based

Keyword-based

Global Search Engine Optimization Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Search Engine Optimization Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

Global Search Engine Optimization Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Search Engine Optimization Market Segment Percentages, By Region and

Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Search Engine Optimization revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Search Engine Optimization revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

WordStream(US)

Moz(US)

SEO Book(Greece)

LinkResearchTools(Austria)

SpyFu(US)

SEMrush(US)

AWR Cloud(US)

KWFinder.com

Searchmetrics Essentials(Slovakia)

Ahrefs(Singapore)

DeepCrawl(UK)

Majestic(UK)

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