

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

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## Abstracts

Search engine optimization (SEO) software helps you improve a website's online search visibility. Search engine marketing (SEM) software allows you to automate and optimize your paid search advertisements.

Although the terms SEM and SEO are often used interchangeably, they actually have distinct meanings.

SEM is a category, which includes search engine optimization (SEO) as well as several other search marketing tactics, such as, pay per click (PPC) and social media marketing (SMM).

SEO, on the other hand, is a component of SEM that focuses exclusively on helping businesses rank higher in organic search results. This report studies the SEO and SEM market.

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

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

Global top five companies in 2021 (%)

The global Search Engine Optimization and Marketing 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.

Search Engine Optimization Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Search Engine Optimization and Marketing include Acquisio, Adobe, Ahrefs, AWR Cloud, Bing, DeepCrawl, Google, Kenshoo and KWFinder.com, 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 and Marketing 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 and Marketing Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Search Engine Optimization

Search Engine Marketing

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

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

SMEs

Large Enterprises

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

Global Search Engine Optimization and Marketing 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 and Marketing revenues in global market, 2017-2022 (estimated), (\$ millions)

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

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

Acquisio

Adobe

Ahrefs

AWR Cloud

Bing

DeepCrawl

Google

Kenshoo

KWFinder.com

LinkResearchTools

Majestic

Marin Software

Moz

ReachLocal

SE Ranking

Searchmetrics Essentials

SEMrush

SEO Book

Sizmek

SpyFu

WordStream Advisor

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