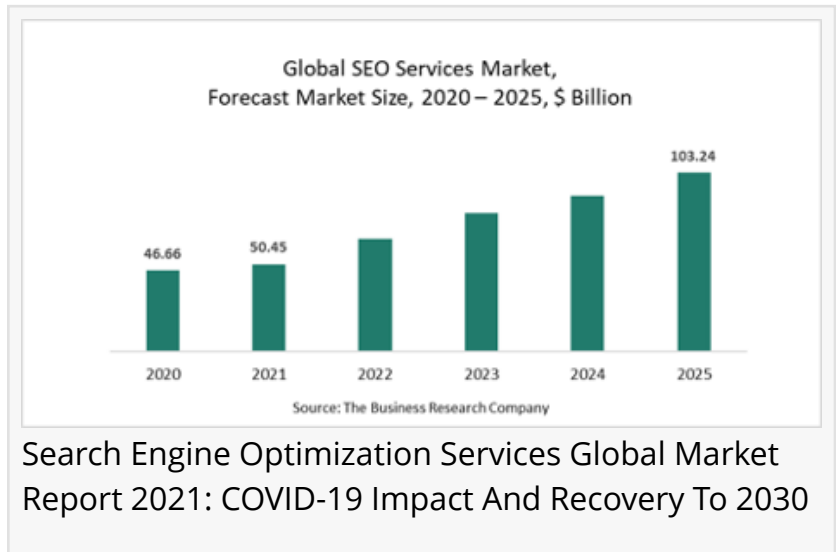


# The Search Engine Optimization Services Industry Has Substantial Competition

*The Business Research Company's Search Engine Optimization Services Global Market Report 2021: COVID-19 Impact and Recovery to 2030*

LONDON, GREATER LONDON, UK, May 24, 2021 /EINPresswire.com/ -- The competition for search traffic is significant amongst major players like Google, Yahoo and Bing. Strategic partnerships are seen amongst the major competitors, contributing a large share to their revenues. For instance, Apple uses Google as its default search engine, which has contributed as much as \$8.8 billion to annual revenues of Google and Yahoo switched to Microsoft Bing. Other major players in the market are Baidu and Ask.



Search Engine Optimization Services Global Market Report 2021: COVID-19 Impact And Recovery To 2030

The [search engine optimization services market](#) consists of the revenues generated from sales of SEO advisory services by entities (organizations, sole traders or partnerships) that provide advisory services for businesses to optimize their websites. Search engine optimization companies advise their clients in optimizing their websites and their content to enhance the websites' visibility in search results. The search engine optimization services market is segmented into agencies SEO services and freelancer SEO services.

Read More On The Global Search Engine Optimization Services Market Report:

<https://www.thebusinessresearchcompany.com/report/search-engine-optimization-services-global-market-report>

The global search engine optimization services market is expected to grow from \$46.66 billion in 2020 to \$50.45 billion in 2021 at a compound annual growth rate (CAGR) of 8.1%. SEO industry growth is mainly due to the companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach \$103.24 billion in 2025 at a CAGR of 20%.

Asia Pacific is the largest region in the global search engine optimization services market, accounting for 33% of the market in 2020. North America is close behind, accounting for 32% of the global market. The Middle East was the smallest region in the global SEO services market.

Search Engine Optimization Services Global Market Report 2021: COVID-19 Impact and Recovery to 2030 is one of a series of new reports from The Business Research Company that provides SEO services market overview, forecast SEO services market size and growth for the whole market, [Search Engine Optimization Services Market segments](#), and geographies, SEO services market trends, Search Engine Optimization Services Market drivers, restraints, leading competitors' revenues, profiles, and market shares.

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