

Need of search engine pay

- Paid search marketing is known in the marketing and advertising industry by many different names (and abbreviations).
- Search engine marketing (SEM, which can include SEO), [pay-per-click \(PPC\)](#), search engine advertising, sponsored listings... the list goes on.
- And that's before you start to involve the names of specific advertising programmes and ad types, such as Google Ads (formerly Google AdWords), Google Product Listing Ads, Google Shopping Ads, and Bing Ads.