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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 ...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. Dictionary of search engine optimization and search marketing industry related terms. What is Search Engine Optimization (SEO)? SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results.