

Research on search engine marketing and application of website development for Viet Bac company.

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Abstract: This topic aims to study Search Engine Marketing (SEM) and its application in the process of building a website for Viet Bac Company. Through contextual analysis, the topic identifies the goal of improving online marketing performance by optimizing SEM strategies. By applying a combination of theoretical and empirical methods, the topic is expected to propose specific solutions to enhance the company's position on search engines. The expected results of the topic not only provide Viet Bac Company with useful information about SEM but also contribute to the development of practical applications of SEM in online business.

Keywords: Search Engine Marketing, Website Development, Viet Bac Company, Marketing Strategy, Applied Research