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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. Yahoo Search Marketing is a keyword-based "Pay per click" or "Sponsored search" Internet advertising service provided by Yahoo. Yahoo began offering this service after acquiring Overture Services, Inc. (formerly GoTo.com). Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.