2020 Search Engine Land Awards campaign category finalists announced

We are excited to announce this year’s list of finalists for the 2020 Search Engine Land Awards in this year’s campaign-based categories.

Once again, we received an army of submissions from the search community across our 17 categories, and our judges were once again blown away at the creativity, innovation, and quality of this year’s submissions.

All winners will be announced on Monday, October 19. Winners of the Search Engine Land Awards will be invited to discuss their incredible work on a panel discussion that will take place during the upcoming virtual **SMX conference, December 8-9**. If you're interested in attending, **choose your ideal pass** and register now for best rates. (Super Early Bird rates expire this Saturday!) Congrats to the finalists, thank you to all who entered, and thanks to our sponsor, Microsoft, for its support of this year's awards.

We would also like to thank Microsoft for its support as sponsor of this year's awards.

Individual and team categories (Search Marketers of the Year, Agency of the Year – SEO and SEM, and In-House Team of the Year – SEO and SEM) are undergoing one last evaluation from our judges and will be announced Monday along with the winners of the campaign categories.

Here are the 2020 finalists for each category in alphabetical order:

Best Local Search Marketing Initiative – SEO

- Bounteous
- Brandify
- Infront Webworks
- Lastmile Retail
- Wiideman Consulting Group

Best Local Search Marketing Initiative – SEM

- Horizon Media
- LSEO.com
- Stella Rising
- Vert
- Whirlwind

Best B2B Search Marketing Initiative – SEO

- Local SEO Guide, Inc.
- NP Digital
- Path Interactive
- Refinitiv
- TopSpot Internet Marketing

Best B2B Search Marketing Initiative – SEM

- 3 Phase Marketing
- Gyro
- Ignite Visibility
- Statwax
- Stella Rising

Best Retail Search Marketing Initiative – SEO

- INFIDIGIT Consultants Pvt Ltd
- Path Interactive
- Searchbloom
- Terakeet
- Victorious

Best Retail Search Marketing Initiative – SEM

- Conversio
- DAC
- Horizon Media
- Red Shark Digital
- Sidecar

Best Integration Of Search Into Cross-Channel Marketing Campaign

- Metric Theory
- Noble Studios
- Search Discovery
- Stella Rising
- True Media

Best Overall SEM Initiative – Small Business

- Bounteous
- Greenlane Marketing
- HawkSEM
- Logical Position
- Reef Digital

Best Overall SEO Initiative – Small Business

- Nebo
- Searchbloom
- Uproer
- Victorious
- Whirlwind

Best Overall SEO Initiative – Enterprise

- Crafted
- INFIDIGIT Consultants Pvt Ltd
- Levy Online
- Path Interactive
- Wiideman Consulting Group

Best Overall SEM Initiative – Enterprise

- CMI/Compas
- DAC
- Horizon Media
- Rise Interactive
- Tinuiti

We look forward to making the big announcement on Monday, October 19. Stay tuned and best of luck to our finalists!

About The Author

Katie Jordan is Search Engine Land’s Marketing Coordinator and has been a member of the Search Engine Land / Third Door Media team since 2013, first joining as a Community Intern and later joining the marketing team full time in 2016. Katie coordinates the annual Search Engine Land Awards, works with our Editorial Team to generate the Search Engine Land, Marketing Land, and MarTech Today Daily Brief newsletters, and works with the marketing team on the many projects across Third Door Media brands.

http://feeds.searchengineland.com/~r/searchengineland/~3/_nuTfSn5WL8/2020-search-engine-land-awards-campaign-category-finalists-announced-342030