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SEO OPTIMIZATION IS THE MAIN TOOL OF INTERNET MARKETING

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Abstract: General information on site optimization and creation of advertising companies, using tools to increase network traffic and potential clients, is considered. Were studied all factors affecting the site's position in the search engine results which can be can be divided into external and internal.
Keywords: Search optimization, network traffic, search engine optimization

Introduction. Search engine optimization (site promotion) (English search engine optimization, SEO) — a set of measures for internal and external optimization to raise the position of the site in the results of search engines according to certain user requests, with the aim of increasing network traffic (for information resources) and potential customers (For commercial resources) and further monetization (earning of income) of this traffic. SEO can be targeted at different types of searches, including searches for information, products, services, images, videos, news, and industry-specific search engines [1, p. 14].

Aim. To identify how any site can be optimized with the purpose to increse its rate among competitors of the same field of work. Usually, the higher the position of the site in the search results, the more interested visitors go to it from search engines. When analyzing the effectiveness of search engine optimization, the cost of a target visitor is estimated, taking into account the time it takes the site to reach the specified positions and site conversions.

Methods and materials. Search engines take into account many internal and external parameters of the site when calculating its relevance (the degree of relevance to the entered query):

• density of keywords (sophisticated algorithms of modern search engines allow for semantic text analysis to filter out search spam in which a keyword occurs too often;

• the citation index ("IC") and thematic citation index ("TIC") depend on the number and authority of web resources referring to this site; many search engines do not take into account reciprocal links (one-to-one).

The method of increasing the number of donor sites linking to a promoted site is called Link Building. It includes:

• wateriness of the text - an indicator that determines the presence of insignificant words that do not carry any useful information and serve to dilute the text (stop words);

• behavioral factors (internal) — a number of different user actions that they can take on the site: login, total time spent by the user on the site, number of sessions of one user on the site, page views, number of pages viewed by the user, return of the user to the site, clicks to links in the text, navigation by links in the menu;

• behavioral factors (external) - the main external indicator of the quality of the user's behavior when interacting with the site is the refusal to continue searching for a key phrase in the search engine;

• site quality index ("SQI") is an indicator of how useful a specific site is for users from Yandex's point of view. ICS was introduced in 2018 instead of the thematic citation index (TIC), which took into account the subject of the referring sites.

• site loading speed – site loading speed indicator. Several parameters are used to characterize the site loading speed - loading before the appearance of the first content, loading of the first content before interaction, the speed of the server's response to the request, the length of the HTML code. Generally accepted the Google PageSpeed service is considered to be the standard for site loading speed [2, p. 55].

Results and discussion. All factors affecting the site's position in the search engine results can be divided into external and internal. Internal optimization (which refers exclusively to the internal system of the site) includes work aimed at improving the overall quality of the site, the benefit it brings to the visitor. This includes work on the structure of the project, on facilitating the perception of content and directly on the quality of this content. The value of the total number of such factors in most sources fluctuates around 200. The functional approach to search engine optimization, aimed at matching certain factors to their target values, has become a thing of the past due to the complexity of search engine algorithms — the cost of "balancing" dozens of factors in many times higher than the cost of creating an initially high-quality resource.

Internal optimization includes working with page titles, which are contained in the code with < h1>, < h2>, < h3> tags, the inscription that is displayed on the browser tab - Title, and the creation of unique text on these pages. It is also important to pay attention to the description meta tag, because it is the user who most often sees it under the site url in search results. In addition to working with meta tags, the internal optimization of the site includes a set of measures to improve its usability.

Methods of internal search optimization [3, p. 145]:

• HTML, CSS - validation;
• increasing the speed of the site;
• adaptation for mobile devices;
• compilation of the semantic core (SC);
• analysis of competitor sites;
• writing quality content and creating the correct site structure;
• adjusting the text relevance of the entire page;

• optimization of H1, Title and Description meta tags;

• internal relinking.

External factors are divided into static and dynamic:

Static external factors determine the relevance of a site based on its citations by external web resources, as well as their authority, regardless of the text of the citation.

Dynamic external factors determine the relevance of a site based on its citations by external web resources and their authority depending on the text of the citation.

The integration of the Serpstat API and Google tables will help solve the problem of optimizing advertising campaigns. This simple tool allows even those specialists who do not know how to code to use the functionality of the Application Programming Interface. Now you can almost automatically create ready-made advertising campaigns for Direct and Google Ads based on the principle of "one ad group - one keyword" [4, p. 254].

Why exactly this structure? Often, specialists from in-house teams have to revise the approach to advertising. To get the maximum output from advertising, it is necessary to study the advertising account in as much detail as possible. This is where the one group - one key model comes to the rescue.

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The Serpstat API helps you save time when creating advertising campaigns based on the "one ad group - one key" principle. For this it is necessary assemble a semantic core using an API extension. Clean the list of key phrases, remove negative words and irrelevant phrases. Create an advertising campaign using dox and upload the finished files to Google Ads and Direct. The last step is to check the ad on the Internet.

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