

## **Section 02. Innovative Management**

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### **SEO Optimization**

Today's Internet user is extremely spoiled and not used to spending a lot of time searching. If they do not find you, they turn to competitors, finding information about which will be easier and faster. This all leads to the loss of customers and the promotion of competitors' sites. It is obvious that for most internet companies, site optimization is a necessary and effective marketing tool.

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. SEO texts are classic optimized texts, often found on the pages of online stores. For example, descriptions of the sections of the catalogue in which the main key requests for promotion are "sewn up." Often such content is partially hidden from users, because the material isn't selling.

Search engine optimization is a very effective way of attracting customers, but with one caveat: professionals should perform it. Not so much that inept optimization can cost penalties to the site, but that the number of visitors to the site will increase, and the number of buyers will not. To promote the best result, you need to determine the list of promoted requests and the promotion strategy.

Search engines take into account a lot of internal and external site parameters when calculating its relevance: keyword density, citation index, text water content, etc. There are situations when the user has already chosen for himself several alternatives and is inclined to contact your company and the competing companies for more information. Then the user searches for sites or contacts of these organizations. In this situation, few will open a city telephone directory or call the information service to find out information. The majority will look for information on the Internet. If the site is not SEO-optimized, then the user, most likely, simply will not find information about the company on the Internet.

SEO is the main way to drive traffic to a site that exists since the creation of search engines. At each stage of its existence, SEO changes, adapts to new ranking algorithms, filters and factors.

Under the current conditions of competition and the complexity of the market, the promotion cannot do without the use of programs, services and assistants. Thus, search engine optimization will be in demand and necessary for all companies until people stop searching for information on the network.