

SEO WEB-RESOURCE STRATEGY DEVELOPMENT

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Abstract. A set of measures has been proposed to increase positions of the Web-resource in Google Search Engine. The introduction of the step-by-step SEO optimization has been demonstrated using the specific example of the current website of a structural unit of a higher education institution, with the analysis of the effectiveness of SEO-works performed. The results of the conducted comparative SEO-analysis of the Department's website before and after the carried out SEO optimization have been presented. There have been taken into account indicators such as the web-page download speed, traffic, referral links, etc. The general part of transitions to the website increased due to the expansion of functionality. The results obtained during the study performed will contribute to solving specific practical problems of increasing the ranking of websites in the list of search engines and will be useful for those who plan to carry out activities to promote the website in outputs of search engines.

Keywords: WEBSITE, WEB RESOURCE, SEO OPTIMIZATION, SEARCH ENGINE OPTIMIZATION, GOOGLE SEARCH ENGINE, EXTERNAL AND INTERNAL OPTIMIZATION, RATING UPGRADE, TRAFFIC.

Boosting up search engine indexing time and, as a consequence, increasing site traffic may get possible by creating a web resource promotion strategy. Analyzing the position of a site in search results is one of the most important steps in promoting a web resource.

Search engine optimization (SEO) is a complex multi-level topic, as evidenced by the interest in the practices and aspects of website optimization as well as by the availability of up-to-date publications, for example, [1–5].

For effective SEO optimization the following measures are proposed:

- design and redistribution of a web-site structure;
- internal and external search engine optimization of the resource;
- processing of the usability of the site interface and behavioral factor;
- constant collection and analysis of statistics of visitors' transfers to the web-site from the search engine;

– adjustment of the promotion strategy based on the analysis of the collected statistics and its dynamics.

In addition to the aforementioned basic standards for technical optimization, an advanced SEO-configuring system for the technical part has been developed.

The step-by-step SEO optimization with the analysis of the efficiency of the conducted SEO-works is hereinafter demonstrated on the specific example of the running web-site of the structural unit of the institution of higher education (the official web-site of the Information Systems Department of the State Higher Educational Institution "Ukrainian State Chemical-Technological University"). Adaptive front-end part of the web-site has also been implemented.

The web resource used for the SEO optimization thereof was created on the basis of the modern Laravel framework version 5.8, Php version 7.2, which allowed to increase the web application download speed by almost 30%.

SEO optimization metrics such as page load speed, traffic, referral links, etc. were taken into account. Google's tools and services provide ample opportunity to determine these metrics, allowing to fully analyze the web application. In particular, the research presented in this paper has integrated Google Analytics' services. At the time of the analysis, the site had a score of 95% at the Page Speed Insights service (a comprehensive tool for determining actual site optimization performance).

In view of this, a comprehensive solution to the issue of web application optimization was made, some steps – along with their sequences – were formalized in regards to the implementation of SEO optimization tools on a specific example of the information systems department official web-site, with the possibility of further application thereof on a similar web resource. Summarizing the experience of promoting the site, the effectiveness of the offered and implemented means of SEO optimization of web resource has thus been defined and illustrated.

With the correct basic SEO settings of the web-site, without the use of commercial advertising, the web-site position, with the help of an "information systems department Dnipro" direct request, got higher up and occupied the first place in the search results of Google search engine. Due to external and internal optimization, its traffic has increased by 58%.

The results of this study may help to solve the specific practical problems of the web-site ranking in the search engine results and will be useful for those who plan to perform activities on promotion of web-sites in the search engine results.

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