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## **Search Engine Optimization**

In my article I would like to consider one of those things that we use almost every day. These are searching systems. Internet is storage of information and thanks to guides, called searching networks, like Yahoo!, Rambler, Bing, Yandex, and Google we are able to find whatever we need.

Nowadays, we can see that there are over 50 million users of internet in Russia, about 50 in Germany, 42 in France, 37 in Great Britain and 24 in Italy. Such large amount of users can result in some problems, for example e-commerce search engine optimization (SEO). In order to avoid this you can follow some tips. At the beginning, you have to get your web designer. The result will be a more effective, better-optimized website that is easy for prospective buyers to use. One should find reasons for duplicate content, and solutions fixing without modifying the design and code as well. Duplicating content issues are usually the result of poor planning, careless information architecture and non-intuitive website structure. The use of URL parameters, session IDs and printer-friendly content versions are common culprits in e-commerce store websites. An effective link structure for an e-commerce SEO project depends on information architecture, URL structure, and the manner in which products are organized in your e-commerce store.

It's advisable to organize products in an e-commerce store by category and sub-category, based on topics, in a way that is reflected in your URL hierarchy. SEO automation can be a good thing. In e-commerce stores with thousands of products, this practice will come in handy. Elements like title tags can be automated to present extremely user-friendly information while including the right target keywords. While working with large e-commerce sites, provide developers with information about how to automate the creation of SEO-friendly title tags and descriptions for new pages. This will save everyone time in the long run — so getting it right is important, even if it takes longer than you would typically spend on title tags. Implement e-commerce tracking. Many website owners look at traffic growth as a good sign that they are moving in the right direction and that they are doing something smart and effective.

And finally you should create dashboards and reports in cash. It is hard to convince clients with just flashy pictures and show graphs or charts. Talking about visits, clicks and views can be not effective enough and not make any impact on business owners.

To sum up, if one wants not to get lost in tabs and pages in his searching engine he should use the steps mentioned above, to organize and make the performance better.