

AN ALTERNATIVE WAY TO SEARCH ENGINE OPTIMIZATION

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The results of the research, which are reflected in the works [1-3], prove the need to introduce a new method of search engine optimization on the Internet. This method is called the technology of virtual promotion of a product. Schematically, this approach implements a business process, which is shown in Figure 1. The idea of this technology is to use the classic 4P paradigm (marketing theory) to create special communication channels on the Internet between an enterprise that wants to sell its product and a potential buyer.

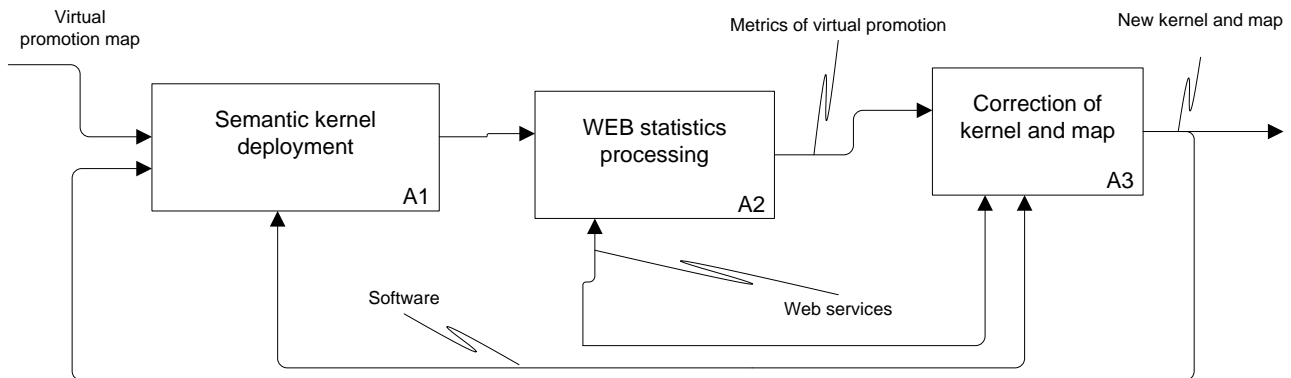


Fig. 1 – Business process of virtual promotion

According to marketing theory, in many cases a potential buyer does not have sufficient information about which product, which of his needs, is covered. Therefore, when forming a communication channel, we also synthesize a special set of keywords that can maximally explain to the buyer what needs this product can cover. This special set of keywords with its special structure is called the semantic kernel of e-content [4].

In addition, when creating a communication channel, it is important to take into account the decisive influence on the dissemination of any information on the Internet from the search server. Therefore, both in the synthesis of the semantic core and in the synthesis of the communication (promotion) channel, we rely on WEB statistics received from the search server.

References:

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