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**DEVELOPMENT OF E-COMMERCE:
IT TECHNOLOGIES IN THE FORMATION
OF AGRICULTURAL SYSTEMS
AND IMPLEMENTATION OF AGRICULTURAL
MONITORING**

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INTRODUCTION

The monograph addresses key issues in the development of electronic commerce within agro ecological systems, taking into account the toolkit of information technologies for constructing modern online platforms for trading agricultural products. It consists of seven chapters, each of which elaborates on the essence of the research based on the logic and specifics of the presented material.

The first chapter highlights the issues of the digital economy, which is related to the construction of commercial and other business processes through electronic channels - e-commerce. Peculiarities of Ukrainian Internet trade, factors of its development and main modern trends, which allows to identify the main problems of electronic commerce in the country, based on the availability and attractiveness of modern Internet technologies. The key statistics of e-commerce, the main types of sales channels and their characteristics are given, which helps to choose effective channels for online sales and evaluate their effectiveness. The best digital marketplaces for online sales in Ukraine and the most popular products on them and prohibited for sales have been determined. The advantages and disadvantages of Ukrainian and global digital marketplaces for online sales are indicated.

In the second section, the organizational aspects of the functioning of the online store are given, and their integration into the e-commerce system is determined based on the list of information technologies and opportunities for successful business. The general scheme of the organization of the online store's work with their detailed characteristics was analyzed, and the peculiarities of the online store's work in Ukraine were determined.

The third section is devoted to the technical aspects of providing online stores, where specific approaches to the application of information technologies are given, and the main attention is paid to the algorithmization of the commercial process, the determination of economic feasibility and adaptability to agrarian markets.

In the fourth chapter, we are talking about the site content management system (WordPress), in particular, specific technologies are considered according to

different approaches, as well as optimization depending on the used resource. Specific recommendations are provided for users in order to avoid unnecessary costs and save resources on Internet sites.

In the fifth chapter, attention is paid to Internet advertising, and banner advertising is investigated as contextual in the system of information technology application, which allows you to manage the cost, attract customers, avoid the negative effects of competitors and cooperate on favorable terms with partners.

The sixth chapter examines the organization of business processes, which allows using the possibilities of Internet marketing to form platforms for the sale and purchase of agricultural products, and thanks to Internet technologies, the user is able to regulate the price of products and the volume of sales of goods.

In the seventh chapter, the aspects of achieving the effectiveness of environmental protection measures are considered, which allows to evaluate the level of development of agro-ecological systems in the context of the use of Internet technologies. The author's approach to assessing the level of technical efficiency (inefficiency) of the use of capital investments in environmental protection measures using the method of analysis of the functioning environment is proposed.

The monograph is a comprehensive study of the authors on the problems of agroecosystems, agro monitoring, information technologies and electronic commerce. It is intended for scientists and all specialists who carry out commercial activities in the field of agricultural production and the implementation of modern information technologies to improve economic relations between economic entities.

1. THE CURRENT STATE OF UKRAINIAN E-COMMERCE

Electronic commerce (or e-commerce) is a branch of the digital economy associated with the construction of commercial and other business processes through electronic channels. Despite the erroneously formed opinion, e-commerce is not only the sale of goods on the Internet. Examples of e-commerce industries are much broader: insurance, electronic document flow automation systems, banking services, capital movement, marketing services, trading and purchasing and other commercial activities, electronic money. E-commerce is any business that uses the Internet as the main channel for attracting customers, selling a product, or promoting a product. E-commerce business processes are similar to those of any offline or retail business. The main functions are receiving the order, processing the order information and sending the product to the client.

An e-commerce company usually works according to the following algorithm:

1. The client uses a computer or mobile phone to search for the product he is interested in.
2. He finds a site with a product that interests him. From a technical point of view, the browser connects to the web server that serves the site.
3. The client orders the product he is interested in. The web server receives the customer's order and passes it on to the manager.
4. The manager makes a request through the software interface to the database to check the availability of the order in the warehouse.
5. The product inventory database system processes the confirmation of the customer's order or cancellation, if its stock is not found. After confirming that the product is available, the system shows the expected delivery date. If the product is not available, the database system orders new supplies from manufacturers or wholesalers.
6. The store client sends payment information with his bank card data using a special page or form on the website.
7. User data is checked, then the banking system confirms the availability of

sufficient funds in the account. At this moment, confirmation of the transaction is received. Funds are fully debited from the account in just a few days.

8. The manager transmits information about a successful transaction through the software interface, and this information is sent further to the web server.

9. The web server reports a successful transaction to the client: he sees a page that indicates the confirmation of the order and details of the transaction processing.

10. The order management system requests the warehouse system to initiate the shipment of the product to the customer.

11. The company's fleet system collects goods (usually for several customers at once) and they go on the road.

12. After sending the goods, the warehouse computer system sends a message to the client that his order has been successfully sent. Such a message can be sent by e-mail or to a phone number - SMS or messengers.

13. At the end of this chain, the product is delivered to the customer's address.

Online business according to the canons of e-commerce can be attractive for 7 reasons:

1. Low financial costs. Opening an online store will require lower financial costs at the initial stage compared to a physical store.

2. Ready-made platforms and solutions. Depending on the goals of the business, you can find an e-commerce platform that will fit your budget, as well as specialize in the chosen sector of the economy (taking into account the specifics of the niche). All this saves the company's budget, not to mention the costs you will save on storefronts, design and electricity.

3. Wider coverage of the audience. You can enter any market and sell goods anywhere without restrictions. This is a great advantage, as it will help to build a brand, expand the market and, therefore, make a profit faster.

4. Potential sales 24 hours a day, 7 days a week, 365 days a year. Unlike an offline store with strict business hours, an online store will be open 24 hours a day. Automation of the product ordering system will instantly provide customers with confirmation of perfect orders via email or other channels. Therefore, the sales

conveyor does not stop for a second.

5. Quickly obtain information about your customers. Compared to a brick-and-mortar store, when you move to the e-commerce rails, you start getting customer contact information so you can connect with them faster, and you can learn about trends and popular products. This will help you tailor your products and services, thereby making UTP more attractive to buyers.

6. Easier scaling. It is much easier to scale your business online than in offline channels. You can simply adjust your advertising budget based on your needs and not worry about other factors such as physical space or hiring additional staff.

The disadvantages of e-commerce include the following:

1. Impossibility of physical contact with the product before purchase. No matter how user-friendly a website is, nothing compares to seeing a product in a store.

2. Dependence on technologies. No one will be able to buy the product if the site suddenly crashes. This happens and even the big e-commerce players are not immune to this development.

3. High level of competition. Any entrepreneur can start selling on the Internet, but it is much more difficult to stand out in a crowd of similar products.

4. Security issues. Many users are increasingly afraid to disclose personal information about themselves on the Internet. This is happening partly against the background of news about a data leak from major players in the delivery market. Names, contact details and credit card information - all these personal details can be compromised. Some people even deliberately refuse to shop online and prefer to visit physical stores.

5. Additional costs for online store maintenance. Of course, not all articles of site operation are very expensive, for example, the same hosting generally costs a penny compared to renting a commercial space. The financial costs of developing a full-fledged marketplace can be very high, and it may also require a more skilled workforce: for example, a web developer, digital marketer, data scientist, web analytics specialist, web designer, copywriter - to ensure that the business gets the

most out of it. All of the above often turns out to be too complicated for a small business that is just getting on its feet and needs regular investments.

The most significant factors of the development of e-commerce include the following

- invest in the development of your own site.

Lack of investment in good website hosting, professional design and quality media content lead to startup failure. A poorly designed website does not attract customers. It doesn't attract even casual users coming from the search results page.

- stand out and stay in the shadow of big competitors.

At the end of 2022, an analysis of various sources was conducted and it was found that today there are tens of millions of startups that belong to the electronic commerce niche. Failure to understand the competition and create a niche product will most likely lead to failure of the startup. From the very beginning, you need to clearly understand how the company will stand out and how it will appeal to the target audience.

- order process.

The lack of free delivery repels up to 40% of buyers. And that's just one scenario that can go wrong during checkout! Interestingly, the average cart abandonment rate is close to 70% for e-commerce sites. Incorrect design of the order page is very expensive for any company that conducts sales using its own website.

- management of goods in the warehouse.

Logistics chains must be stable and well-established. It is important not to allow the absence of goods in the warehouse, freezing of drains, not to violate the rules of storage and temperature regime, not to allow regular damage during loading and unloading operations.

- visibility in search engines.

Sites in the electronic commerce niche must have a content marketing plan focused on SEO in order to be at the top of search engines. Online stores need to drive traffic, and here's why:

- You can collect broad semantics (several hundreds or thousands of keywords

that users can use to get to the site).

- Optimization of the entire site, redesign the structure, create new pages and categories.

- Quick change of resource visibility.

The main trends of modern e-commerce can be briefly characterized as follows:

- Electronic commerce is a full-fledged branch of the economy, which continues to increase profits year after year.

- The main trends of e-commerce in 2023: multi-channel, augmented reality (VR), customized delivery and payment, recommendation, personalization, user content, subscription payment models.

- Having a beautiful, functional and convenient website is especially important for e-commerce companies.

- The site must be highly visible in search results, for which traffic promotion is recommended.

According to Statista, the e-commerce market in Ukraine has steadily developed until 2022: (www.statista.com)

2018 - \$ 1497,22;

2019 - \$ 1848,99;

2020 - \$ 2740,04;

2021 - \$ 3506,98.

In 2022, the volumes decreased significantly. However, already in April, the interest of buyers and the number of sales began to increase again. In 2022, the share of e-commerce in retail increased. And according to Admitad statistics (<https://www.admitad.com/ua/blog/how-2022-has-changed-ecommerce/> Electronic commerce in 2022 and now), in February 2023, the amount of sales almost reached the level of February again in 2022. In 2022, there was high demand for electronics and household appliances. Ukrainians actively bought power banks, generators, autonomous power sources, portable power plants, etc. High demand was also observed for smartphones and their accessories. The increase in orders occurred first

in May and then in September. However, the most orders were made in the category of clothing, shoes and accessories. Purchases were made both in specialized stores and on marketplaces. The number of orders from mobile phones has increased.

On a Fig. 1.1. the most popular categories of commodities of electronic commerce are represented in 2022.

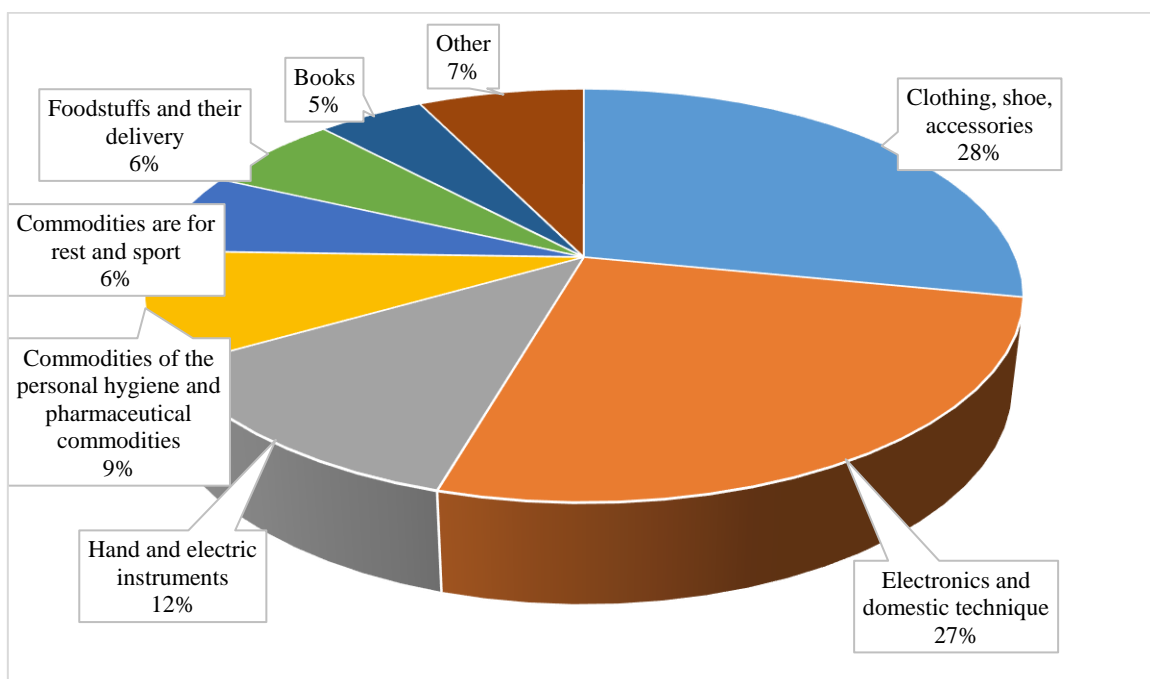


Figure 1.1. The most popular categories of commodities of electronic commerce in 2022

In 2022, e-commerce will occupy 21% of all retail markets. Currently, 87% of buyers study information on the Internet before making a purchase. And according to Nasdaq, by 2040, 95% of all sales (regardless of their type) will take place online.

Key e-commerce statistics for 2022:

- the audience of Internet users in Ukraine decreased by 26%;
- the number of Internet buyers decreased by 23%;
- the average check for online purchases increased to UAH 1,190;
- the total volume of the e-commerce market in Ukraine amounted to UAH 151 billion (the total amount of sales of goods and services via the Internet), which is 17% more than in 2021.

Currently, the share of e-commerce is 11%, and this figure is growing. If the trend continues, then Ukraine can reach the level of Sweden, Finland and Canada. But if we compare with countries where E-commerce is more developed, then in China this share is 46%, in Great Britain - 36%, in South Korea - 32.3%.

The average check for online purchases in 2023 is UAH 1,172, a percentage increase of +38%.

In Ukraine had a tremendous impact on the e-commerce market. The main difficulties are that the number of users has decreased, the regularity of purchases has increased, and the value of the buyer has increased for the business.

The latest trends in e-commerce

1. Increasing popularity of mobile devices. Every year, more and more buyers prefer smartphones and tablets as the main tool for accessing the Internet and making purchases. It's time to recognize programs and adapted sites as an integral part of e-commerce business.

2. Shopping with Voice Search: This is becoming more and more popular with the development of voice assistants. Consumers are able to shop using voice commands, which requires retailers to optimize their platforms for voice search.

3. Growing influence of social commerce: Social networks play an increasingly important role in sales. Companies use these platforms both for direct sales and to promote their products and create a more interactive customer experience.

4. Artificial intelligence and personalization. Product recommendations, intelligent assistants for customer support and process automation are becoming more and more common.

5. Development of green e-commerce: With increasing awareness of climate change and growing interest in sustainability, green e-commerce is gaining more and more support. Companies are implementing practices aimed at reducing their carbon footprint, packaging and delivering goods with minimal environmental impact and sustainable business models.

Sales channels for business

The sales channel is the path along which the sales process goes from the seller to the buyer, ensuring the movement of goods in one direction and money in the other. In simple words, sales channels are different ways of selling goods: through an offline store, through an online store, through social networks, blog or contextual advertising.

So you can count dozens of options, but they have one common feature — each of the newcomers is not universal. It cannot be said with certainty that if a stationery manufacturer successfully sells goods through its online store, success is guaranteed for all other similar companies. Every situation is individual, so every business is looking for effective ways.

Types of sales channels:

- **Direct.** This is a sale without intermediaries. Some goods are sold from warehouses or through personal meetings, for example, in the case of complex industrial equipment. This is a «zero-length» or «zero-level» channel. Intermediaries are involved in the trade process, so there are no levels. To sell the product, they use their own retail network, warehouse or direct marketing - website, cold calls, personal meetings, email newsletters. The width in this case is determined by one or more points of sale: online store and warehouse.

- **Indirect.** In this case, intermediaries are involved in the scheme, as, for example, in the case of sales of products through marketplaces. In this case, the marketplace is an intermediary. Distributors, sales agents, offline chain stores also act as mediators. There is a division by levels: sales through the marketplace are two-level, and through distributors, who resell the product to retail stores, are three-level.

- **Combined.** It is a combination of direct and indirect channels, or a mixed distribution channel. When the company sells both: by itself and through intermediaries. This scheme is the most common and helps to reach the widest possible audience.

In Fig. 1.2. shows the types of channels and their characteristics.

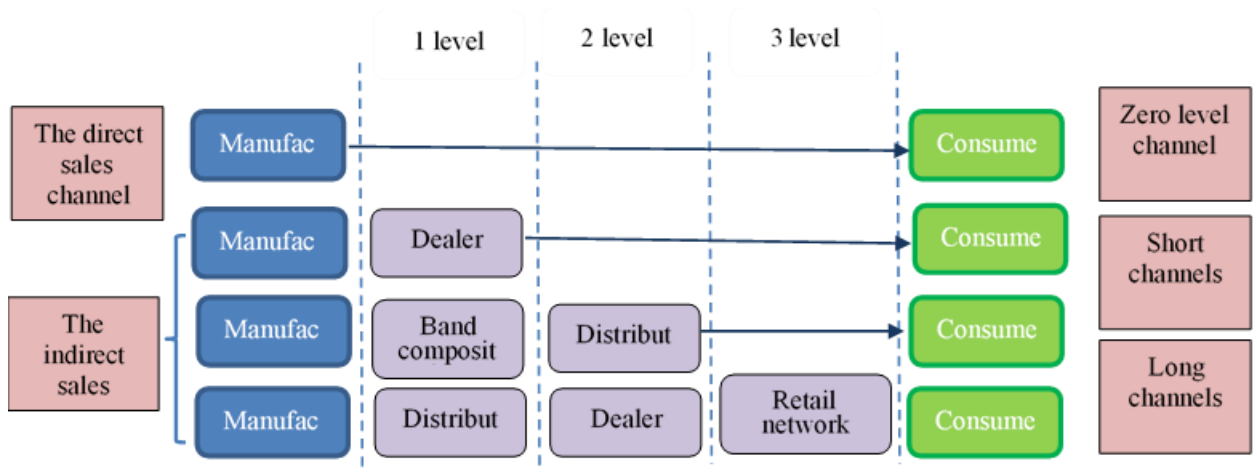


Figure 1.2. Types of channels and their characteristics

The manufacturer does what he knows and loves, and delegates the rest of the tasks to professionals whose functions include increasing profits and expanding the sales territory.

«Sales channel width» is a complex system, in which several intermediaries participate.

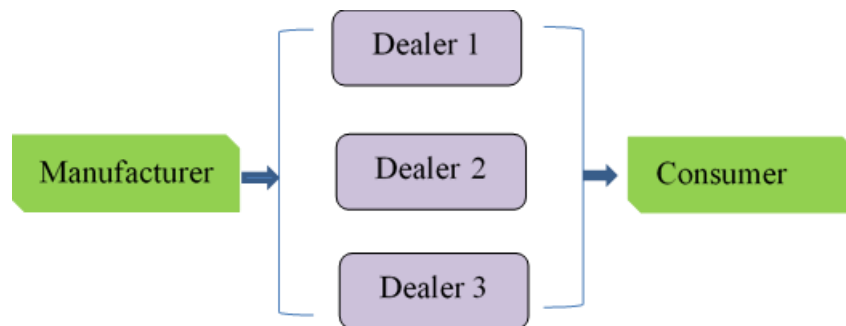


Figure 1.3. An example of the width of the sales channel level

There are three types of channel width:

Exclusive distribution – a limited number of intermediaries who meet the manufacturer's high requirements. In this way, the company controls the process of product circulation and monitors the brand image. For example, the manufacturer of Apple devices cooperates only with proven retail networks – «Epicentr», MOYO, «Eldorado», «Rosetka», etc. – which honestly fulfill the terms of the contract.

Intensive distribution is the involvement of a large number of intermediaries in order to cover a large part of the market and get the maximum profit. For example, manufacturers of picnic products work with a variety of dealers, online stores and retail outlets – large chains, supermarkets and individual entrepreneurs, covering all target segments.

Selective distribution is a combination of the two previous approaches. The company is trying to strengthen control over the stages of the movement of goods, working only with verified suppliers, and even cover the majority of the market. For example, a manufacturer of upholstered furniture negotiates and carefully selects intermediaries, and then concludes a contract, which will specify the terms of cooperation and other participants in the movement of goods.

We will focus on sales channels in the digital environment, as the most modern and promising options.

Sales channels on the Internet

The Internet is the most powerful source of traffic. Today it is out of competition, moreover, user activity is increasing. By January 2022, the average user spent almost 7 hours a day on the global network: this is shown by a joint study by the creative agency We Are Social and the Hootsuite service (DIGITAL 2022: ANOTHER YEAR OF BUMPER GROWTH <https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>).

That is why online sales are in the focus of business attention — from individual specialists to large corporations.

Let's list the main ways in which they occur.

✓ *Company website.* The site can rightfully be called one of the main tools of Internet marketing and direct ways of online sales. In fact, this is a representation of the company in the virtual space, a channel through which sales often go.

It can be a business card site, an online store or a landing page made for the promotion and sale of a specific product or service. Almost every business needs a website - probably with the exception of local ones, such as a single retail store.

Yes, a site requires spending time and money on development, maintenance, updates, SEO and technical support. But all these costs are justified by the number of closed deals it provides.

✓ *Social networks.* The ultimate goal of both SMM promotion and the launch of targeted advertising is to sell a product and make a profit. This is an effective option for product distribution that allows you to gather a target audience in a group and/or show ads only to those people who may be interested in them. Working with social networks is not always about quick sales. In the case of managing a group, this is a long game — when the company gathers the target audience, warms them up and gently leads them to conversion into buyers.

✓ *The company's blog on its own website.* In fact, it is an inbound tool, a proprietary means of mass information for attracting new customers and gathering a target audience. A blog is not aimed at a direct «Buy» or «Order» action, but it provides value to the audience, educates, warms them up and builds loyalty. The result can be sales as well. A blog requires a lot of time, effort and resources to maintain it. Otherwise, the content will either be of poor quality, or irregular, or both. In this case, the value of the blog as a sales channel will be close to zero.

✓ *SEO - Search Engine Optimization.* Optimization of the resource for the requirements of search engines is a separate sales channel. Its huge advantage is that it allows you to receive conditionally free traffic from search networks. Traffic can go to the main page of a multi-page site, and to the product card of an online store, and even to the landing page, if it is specified for low-frequency queries. The traffic will be conditionally free if the entrepreneur or company pays for each click on the ad when launching targeted advertising, you will not have to pay for SEO traffic. The attendance of the resource can be at least millions of visitors per day, it will be free. The contractor will have to pay for SEO work. Another major advantage of the channel is its long-lasting effect. Having entered the top search engines, the resource can stay there for a long time, constantly generating traffic.

And the third point is that users often do not want to click on advertisements in the first positions of the issue. And they are looking for sites that got to the top

naturally, and not to those that got to the top for a certain time. This group of users cannot be reached using advertising, and SEO provides such an opportunity.

✓ *Email distribution.* This is a time-tested economic sales channel that helps keep the audience informed of events, warm up, and send out information about promotions, discounts, and new products. And to motivate in this way to purchase. Logically structured letter chains work well — from getting to know and warming up the audience to closing the deal.

The trend of recent years is maximally personalized mailings, that is, the development of several chains of letters with different approaches to the client. A person who has not yet made a purchase receives one chain of letters, and a person who has actively bought before and suddenly disappeared receives another, with other offers and a different logic. It is more logical to send a discount for the first order or an invitation to an introductory webinar to a new customer who has just signed up for the newsletter. And the promo code for a discount for regular customers can be used to return the audience that «fell asleep».

✓ *Influence - marketing.* Influencer marketing is working with bloggers, who are sometimes called opinion leaders. For a certain amount, the business buys access to the blogger's audience, which can be thousands, and tens, and hundreds of thousands of people, and millions. The larger the audience, the more you will have to pay for advertising. When choosing bloggers for work, companies try to evaluate not only the number of subscribers, but also their engagement and the real percentage of views and videos or reading articles. And of course, it's important for companies to know their audience so they don't waste money on influencer marketing. After all, if you advertise bright nail polishes to an audience of football fans, it is unlikely to bring profit to the business.

Bloggers' advertising it is when the influencer tries to incorporate information about the customer's product into his content so that it does not look like advertising. Currently, a trend is noted: companies began to work more often with micro bloggers with an audience of 2-3-5-10,000 subscribers:

1. It is much cheaper.

2. Small blogs often have a warmer atmosphere.

3. The great effect of personal contact with the blogger, and his subscribers are more willing to follow the recommendations. It often turns out that 20 publications from micro bloggers cost less, and the performance is higher than 1 publication from a millionaire blogger.

There are also services that help automate work with bloggers: for example, Getflogger and Perfluence. Companies place promotions on these platforms, bloggers advertise them, and they receive money only for actually performed conversion actions.

✓ *Video hosting.* Video content effectively engages users, and embedded video advertising cannot be simply flipped over. In addition to advertising on video hosting, companies can run their video blogs, warm up the audience with high-quality visual content, and transfer traffic to the site for making purchases or ordering services. This sales channel shows good performance and is suitable for almost any business. The limitations are only financial: running a video blog and creating video advertising is expensive both in terms of money and resources.

✓ *Review sites.* Such sites can also be a sales channel, if the company is present on the sites, actively enters into a dialogue with the authors of reviews, quickly neutralizes the negative and generally shows itself as a friendly business for the audience. Reviews from the sites can be used as social proof of the company's ability on the site or in social networks, placed in booklets and presentations. Positive feedback improves image and increases sales, and competent handling of negative feedback often helps to turn it to your advantage. And turn a dissatisfied customer, who was not going to return to the company, into a permanent and loyal customer.

✓ *Marketplaces.* These are trading platforms where almost every entrepreneur can display their physical goods: from toilet paper to electric fireplaces and furniture. Just as in the case of blog platforms, a huge plus is the multi-million audience of the platforms, which you do not need to search for, but only attract. Marketplaces spend a lot of money on the promotion of products, and by typing

almost any query, you can see what is in the top of the issue. Working through the marketplace frees you from serious costs associated with the development and maintenance of your own online store. Large businesses often combine these two sales channels, and marketplaces are quite enough for small businesses.

Other channels. Internet channels can and should be supplemented with offline sales. For example, organizing sales using:

- vending machines;
- away trade;
- retail stores;
- participation in fairs and sales exhibitions.

You can also connect telemarketing, that is, sales by phone. So, if a repair company or a water filter installation company in a new building calls residents and offers their product, this is classic telemarketing. In addition to calls to new potential customers, it can also be calls to regular customers with offers of new products or services.

Active and passive sales channels are distinguished. Active sales channels include: direct sales, telephone marketing and cold calling, sales through dealers and partner sales. Passive sales channels include: WOM marketing or word of mouth, targeted advertising on Instagram and Facebook, SEO promotion, content marketing, marketplaces, contextual and product advertising on Google, and email marketing.

Channels in which the cost of attracting a customer is several times lower than the income that this customer will bring to the business can be called effective. What criteria should be focused on:

- Channel output speed at maximum performance. Yes, for contextual advertising it can be a few hours, and for SEO or writing content for a blog it can be several months.

- Lifetime. Marketers know that sales channels can burn out. This often applies to social networks, where the public, fed up with advertising, unsubscribes from a company or specialist. And the lifetime of contextual or targeted advertising

is determined by the budget.

- Preferences of the target audience. If the company's audience actively uses search, but is almost not present in social networks, it is obvious that it makes sense to choose contextual advertising and SEO. And if the audience uses Facebook or Instagram day and night, it is rational to pay attention to work with social networks.

- Financial capabilities of the company. Video advertising is the most time-consuming and expensive form of advertising, and small businesses often simply cannot afford to use YouTube or Rutube sales channels.

- Events of competitors. As a rule, if there are direct competitors in the sales channel and they are successful, it means that there is a target audience for your business, there are customers.

The main criterion for evaluating the effectiveness of sales channels is the cost of attracting a customer. Other markers of effectiveness are the following:

- Channel capacity. The total audience that the channel can reach. For example, in social networks it can be hundreds of thousands of people or millions, and in email - thousands or tens of thousands. The larger the capacity, the higher the potential of the channel.

- Connection costs. The costs for launching a video blog will be higher than for launching an article channel on any information platform. With a limited budget, the choice is obvious.

- Sales volumes. In the case we talked about above, the quick-to-launch contextual ads brought in fewer sales than the lengthy SEO. Micro-influencer placement can generate more sales than an online store, and SMM can generate more sales than email marketing. Volumes will vary for each business and each sales channel.

- Sales growth rates. If they grow, the channel is working, and the strategy is correct. If they fall, it is possible that the channel is burning out and needs to be changed. Or at least revise the strategy.

- Return on investment, or ROI. This is the amount of money that each hryvnia invested in the development of the channel brought.

- Return data. If one of the sales channels has frequent bounces, it means that it is generating low-quality leads and may not be effective.

- Customer Lifetime Value, or LTV. If a client who came from a blogger brings her 100,000 UAH for the entire time of interaction with the company, and a client who came from social networks - 150,000 UAH, then the effectiveness of SMM in this case turns out to be higher.

Performance analysis is carried out at the end of the month, quarter, half year and year - this periodicity helps to get the most objective picture.

In order to choose effective channels for online sales, you need:

- analyze the business models and strategies of your successful competitors;
- to determine which strategies and channels are used by companies producing analogues of your product or its substitutes;
- communicate with expert practitioners.

To choose the optimal channels and evaluate the effectiveness of each, the cost of attracting one buyer through a certain channel is calculated. After that, you need to calculate the profit that each customer brings.

Using marketplaces

Marketplace is an important sales tool in e-commerce, which is very popular among sellers. Marketplaces invest heavily in advertising and attract hundreds of thousands of buyers to their sites. That is why merchants often start their journey in online trade from marketplaces, and then use them as sales channels for their own online store.

Marketplace (trading platform) is an online platform for selling and buying goods and services over the Internet, in simple words, sellers place their goods, buyers choose the best options based on prices, characteristics and other parameters. The marketplaces themselves do not sell anything, their tasks are:

- Provide promotion of goods.
- Attract traffic.
- Make the site and product search convenient.

- Increase sales of celery.

In general, the principle of operation of the marketplace is as follows:

1. The seller registers.
2. Creates product cards in the personal account with a photo and description.
3. Brings consignments of goods to the warehouse of the marketplace or places them in its warehouse.
4. The buyer searches for goods, makes a choice and makes a purchase.
5. The goods go to the buyer.
6. Marketplace transfers money to the seller.

The main purpose of the marketplace is to ensure interaction between buyers and suppliers. Usually they do not form orders and do not deal with the organization of delivery, but only accept applications and transfer them to the seller. Marketplaces also generate traffic for suppliers, are responsible for analytics and usability processes, and provide support in the marketing industry. Among the main tasks of such services can be noted assistance in finding goods or services and increasing sales volumes.



Figure 1.4. Marketplace. Interaction between buyers and suppliers

Marketplaces are divided into several types:

- Sale of goods. These are all the popular marketplaces, where you can sell and buy any goods.

- Sale of services. For example, freelancer exchanges: Freelancehunt, Weblancer, Freelance.

- Sale of information and intangible goods: for example, services Spotify, Twitch, Google Play.

- Investment and financial exchanges, crowdfunding platforms: Spilnokosht, Kub, Komubook, Kickstarter, RocketHub, Na-Starte.

By reaching the target audience, marketplaces can be conventionally divided into the following categories:

- global - well-known platforms such as Amazon and eBay, where almost everything is sold - from food products to household appliances;

- specialized - for example, sites with a focus on creativity, such as the global Etsy;

- local - large platforms that sell goods within the borders of one country. In Ukraine, these are Prom and Rozetka.

Marketplaces differ by model type, they are divided into three varieties:

- B2B. Offer services and goods for business. Such marketplaces include those engaged in servicing wholesale purchases;

- B2C. In this case, sales are calculated for individual buyers. This system is used by Ozon, Amazon, etc.;

- C2C. Business is built between private individuals, both for money and for barter. A similar principle is implemented on eBay, Ozon, etc.



Advantages of marketplaces:

1. They help to start sales from scratch: many marketplaces do not even require a store website. It is enough to obtain the status of an IP or LLC, register, purchase goods and start a business.

2. Accordingly, there is no need to spend on site development and maintenance, contextual advertising and SEO, you can do without programmers, optimizers and other specialists.

3. They organize a turnkey sale: you need to bring the goods from the seller to the warehouse (or not transport them at all, if you have your own or rented place for storage), make product cards, and everything else - storage, sales, delivery - will be taken care of by the marketplace.

4. In search results, marketplaces consistently occupy top positions, which cannot be said about ordinary online stores. The first two lines after contextual advertising are occupied by them.

5. More opportunities for promotion and more customers. Few people know about many online stores and their websites. And if they are placed on marketplaces, their brand will be more recognizable and the flow of customers will increase.

6. There are product analytics: in your personal account, you can view the statistics of views, baskets, and purchases.

7. You can enter foreign markets by selling on AliExpress, Amazon and other international platforms.

Disadvantages of marketplaces are:

1. Many competitors - other sellers. The cheapest products are usually shown in the top. In order not to get stuck in the tail of the issue, you have to constantly reduce prices, and this is often unprofitable.

2. The same applies to promotions. Many sellers complain that if you don't buy advertising and don't participate in promotions, the goods will never take off in sales.

3. It is necessary to thoroughly comply with all the requirements and conditions of the sites, starting from the packaging of the goods for the warehouse and ending with the requirements for the size and quality of the photo in the product card. Otherwise, the account or products will be blocked.

4. Commission and other payments. As we have already said, the commission is different — on Ozon, for example, from February 1, 2021, it ranges from 4 to 20%. At Wildberries, the basic commission for marketplace services is at least 19%.

5. Dependence on the marketplace: the contracts with sellers of many platforms state that they have the right to unilaterally change the working conditions. That is, decisions are not discussed, you learn about them after the fact.

In general, sellers get a platform to promote their products, and buyers get necessary goods that can be bought in one place.

There are 6 widespread business models of marketplaces:

Commission. The marketplace allows any entrepreneur to list goods or services for free in exchange for a percentage or a fixed amount of each sale. This model is the most popular in the world, because no investment is required to start sales. It is actively used by eBay, Uber and Airbnb.

Subscription. For access to the marketplace, stores pay a fixed amount after a certain period of time. There are options with paid and free functionality. The former gives exclusive privileges, and the latter is designed to get familiar with the platform. Subscriptions are common among freelance exchanges (freelancehunt.com), dating

sites (Match.com), and recruiting (LinkedIn).

Accommodation fee. The seller pays for each item added to the site. Relevant for bulletin boards. For example, the OLX platform allows regular users to post for free, but with a limit in each category. And for business accounts, each placement is paid. Thus, OLX first offers to get acquainted with the service, and then to build a long-term cooperation.

Commission for feedback. Sellers pay for each feedback left on a customer's request. Valid only for B2C and B2B segments, as the bid must be high. It is explained by long-term cooperation or the conclusion of several large agreements.

Freemium. The model is built on the principle of selling additional services. If the goods are delivered free of charge, the accompanying service is paid for.

Promotion. Listing products or services on such a marketplace is free, but sellers can buy advertising on the main page or in a certain place on the site to attract new customers. The peculiarity and at the same time the difficulty of this model is that advertising must satisfy the demands of the target audience of the platform.

The main types of marketplaces include the following:

B2B marketplace. Offers some business owners to purchase a necessary product or service from other businessmen on favorable terms. With their help, you can find suppliers from different cities and even countries, buying goods at wholesale prices in large quantities. Examples: All.biz, Bazilla, Alibaba, Tradalaxy.

Financial marketplace. It opens up opportunities to issue and compare financial products of different banks. Available functions:

- taking a loan or microloan;
- issuing a credit or debit card;
- opening deposits;
- purchase of securities or shares;
- purchase of insurance;
- comparison of banks.

For example - the Upstart platform. You register on the site, choose the loan term and amount, and then set a payment schedule. At the same time, the interest

rate and the result will be determined based on the amount of the loan, the region of residence, your income and position in society. At the same time, ordinary banks cooperate with the marketplace, significantly reducing their interest rate, which attracts many potential customers. All processes are monitored by artificial intelligence, which renders a verdict within one day, based on the parameters listed above. It reduces the risk of fraud and allows people with bad credit to make their dreams come true.

To determine whether a marketplace is suitable for starting or expanding a business, let's identify its strengths and weaknesses.

Pros:

- small budget.

Most platforms offer free registration and product replenishment. While developing an online store from scratch will take you much more time and money;

- quick start.

Go through the registration process, fill out a profile, add products and wait for your first customers;

- targeted buyers.

You don't need to set up ads to get leads. The platform takes over marketing settings and works on user trust in the site;

- convenient search and filtering.

Search and filters are provided in each available category on the main page and in the catalog. Your goods will always be easy and quick to find;

- entering the international market

Shipping, payment and customs taxes are already provided by the marketplace. You are focused only on the development of your own business;

- minimal marketing costs.

The system has all the necessary tools to promote your company. The rating of sellers and products is a great help for promotion. And if you still need advertising, you can order it and place it directly on the main page of the marketplace.

Cons:

- compliance with service rules.

Marketplaces care about their own reputation and require strict compliance with the terms and proposed rules;

- high competition.

The site contains thousands of companies similar to yours. Due to the wide variety and identical pages of the catalog, it will be difficult for customers to find your product;

- lack of own brand.

In many marketplaces, there is no customization of the page for corporate style. And this means that you become one of thousands of faceless sellers, unless the name of your company is heard by everyone.

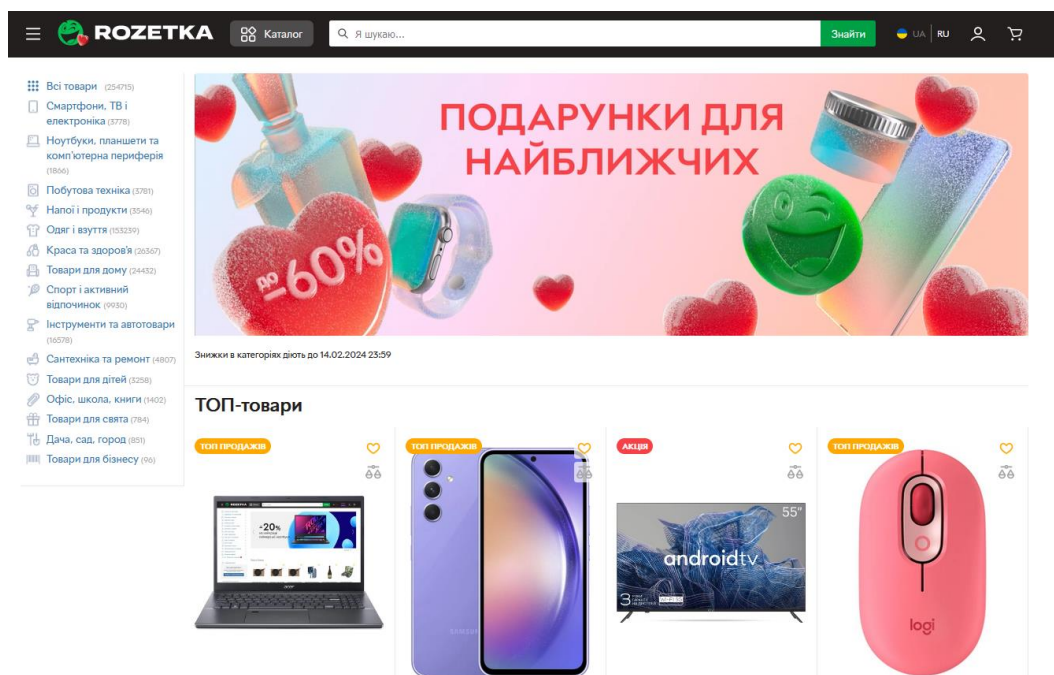
The marketplace is suitable for both beginners and experienced businessmen. It is a good start for starting a business, as many processes are automated and the platform does not require large investments. And for medium and large enterprises, there is an additional channel for attracting new customers and the opportunity to expand the geography of sales. But high competition can leave a negative business experience, especially if you are just starting your entrepreneurial journey.

The most popular marketplaces in Ukraine include the following.

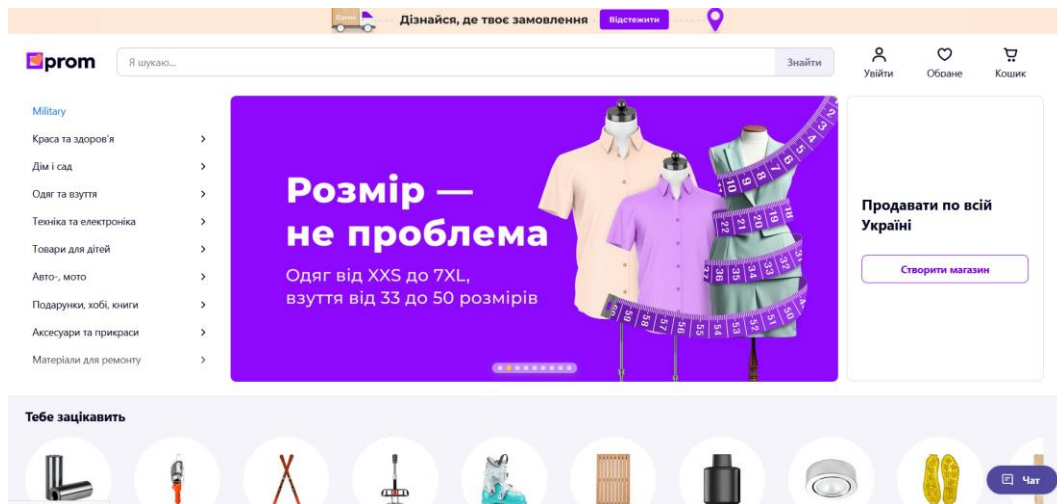
- Rozetka
- Prom.ua
- Epicenter Marketplace
- Bigl.ua
- F.ua
- Caste
- Purchase
- ALLO marketplace
- Made With Bravery
- OLX

Rozetka is one of the largest players in Ukrainian e-commerce, which not only

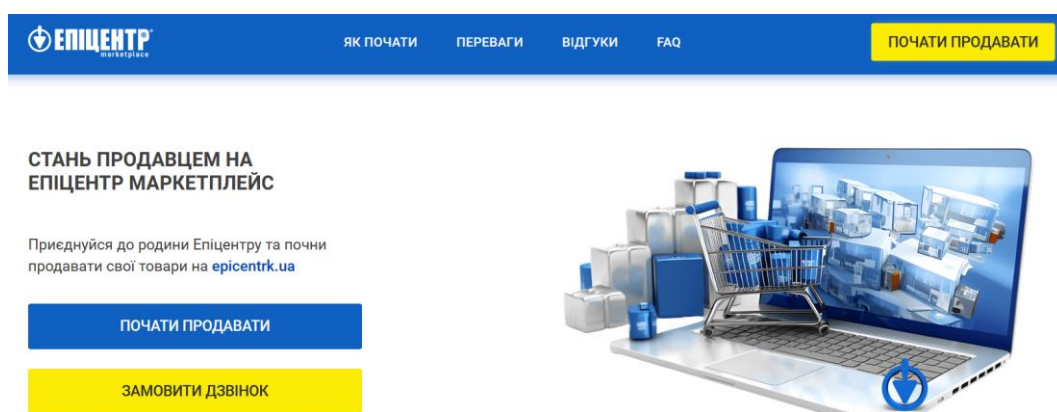
sells goods independently, but also allows others to use its platform. According to SimilarWeb, Rozetka is visited at least 30 million times a month. The marketplace allows you to freely sell various categories of goods, but in some cases additional permits are required. (<https://rozetka.com.ua/>)



Prom. More than 100 million products are sold on the trading platform. According to SimilarWeb, the site is visited about 40 million times a month. Significant annual turnover allows the project to become the leader of e-commerce in Ukraine. ProSale is available to Prom clients - internal advertising in the product catalog. ProSale uses a bidding system and two payment models — CPC and CPA, i.e. payment per click on an ad or for placing an order. (<https://prom.ua/>)

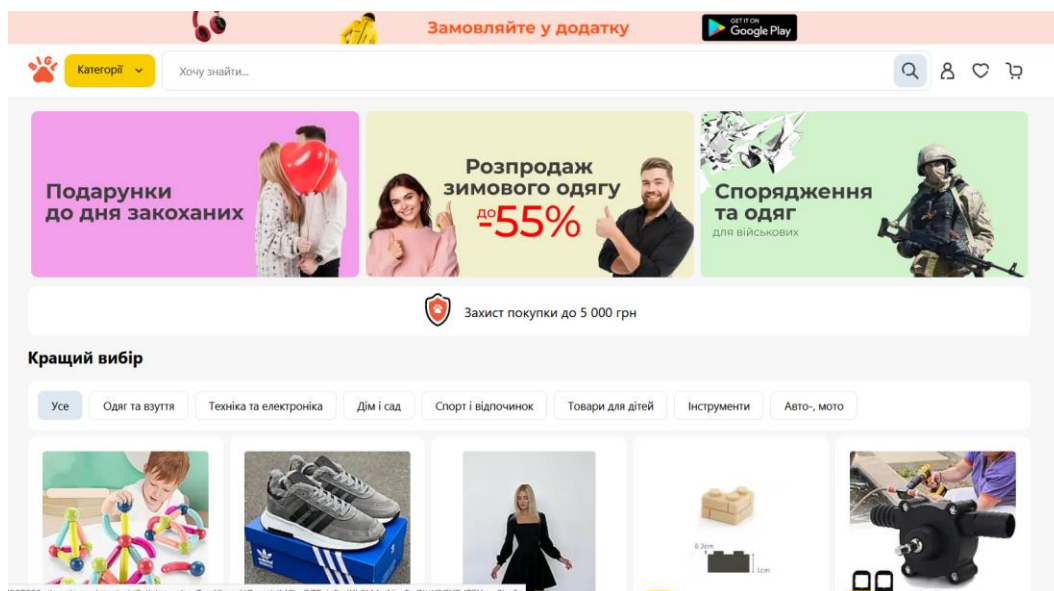


Epicenter Marketplace is a relatively new trading platform that appeared in the fall of 2020. After a year of operation, the turnover of the marketplace already amounted to 33 million hryvnias, and the number of goods from merchants reached 700,000 items. According to SimilarWeb, the Epicenter site is visited up to 20 million times a month. The combination of relatively low competition and high traffic makes Epicenter Marketplace an attractive place for sellers. The trading platform is located on the same domain as the Epicenter online store, and the merchants' goods are in the same catalog as the company's offers. (<https://epicentrk.ua/>)

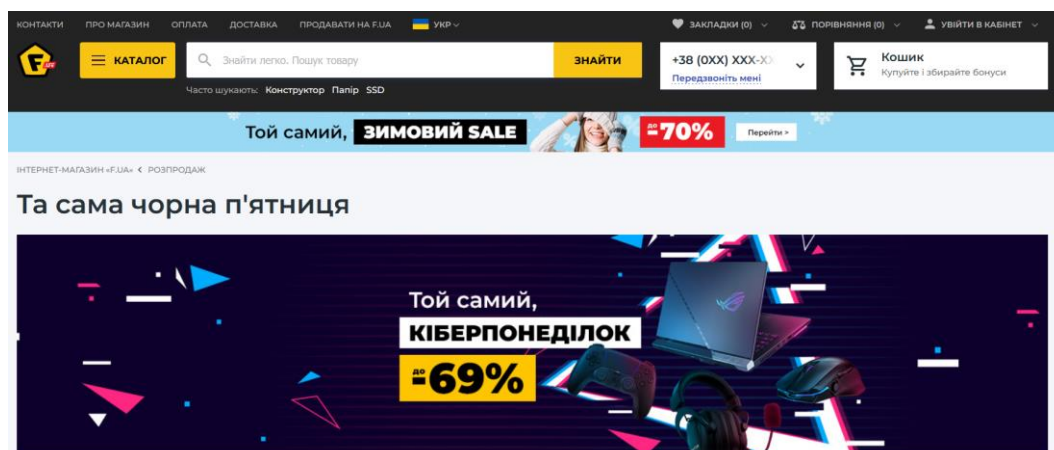


Bigl.ua is a marketplace from the Prom orbit. When registering for Prom, the merchant gets the opportunity to display his goods on Bigl. According to SimilarWeb, the site is visited up to 10 million times a month. Sellers on the

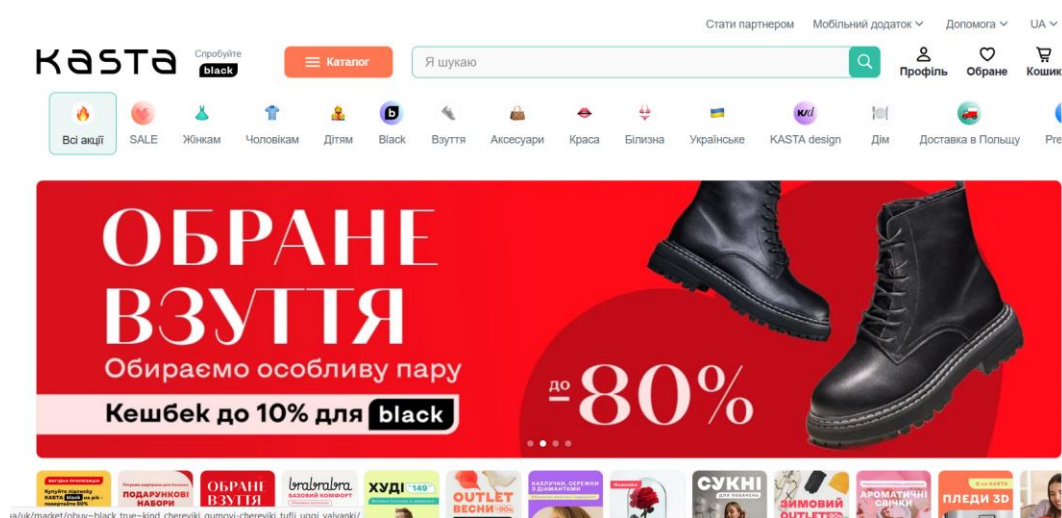
marketplace must have at least 80% positive reviews and no more than 15% canceled orders. The work of online stores is checked by the quality control service and reserves the right to remove products from the catalog that customers complain about. (<https://bigl.ua/>)



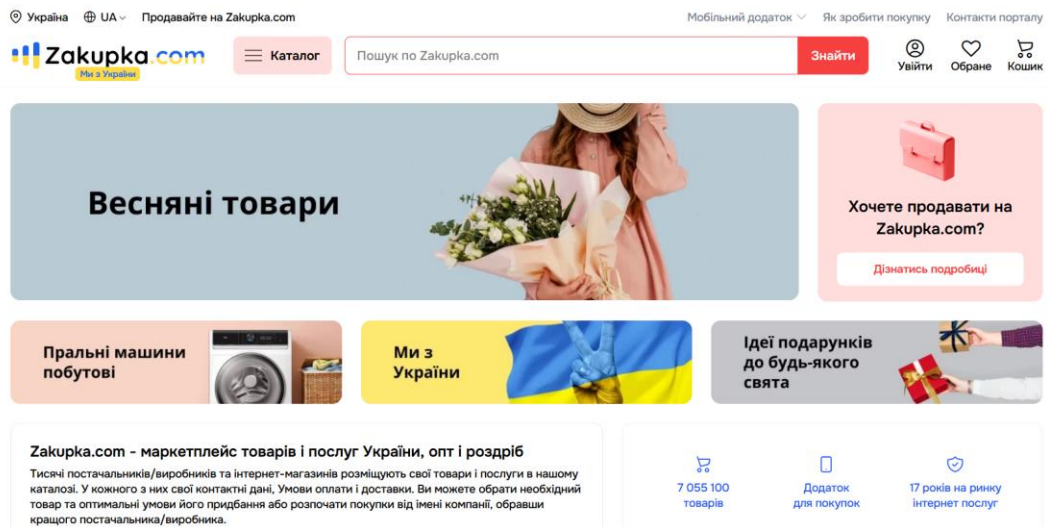
F.ua is a well-known online store in Ukraine that allows merchants to display their goods on the company's website. According to SimilarWeb statistics, the site is visited more than 1 million times every month. Maidanchyk puts forward clear work criteria for sellers. For example, the merchant must contact the buyer no later than 24 hours after placing the order. If the requirements are not met, F.ua can block the seller. (<https://f.ua/>)



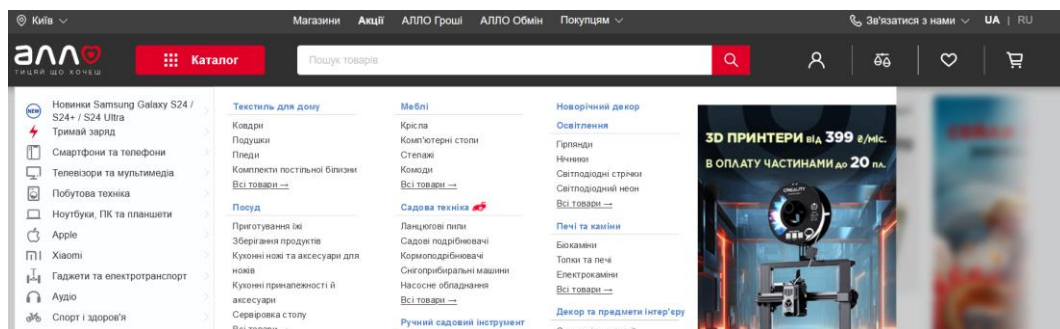
The **Kasta** marketplace is one of the most famous clothing sellers in Ukrainian e-commerce. According to the company, the site is visited daily by 400,000 users who make 20,000 orders per day. In total, 3,000 merchants and more than 15,000 brands cooperate with Kasta. Gradually, the marketplace moves away from the sale of only clothes and covers new categories - accessories, electronics, cosmetics, etc. Kasta offers two cooperation models to choose from: FBK and 3PL. (<https://kasta.ua/>)



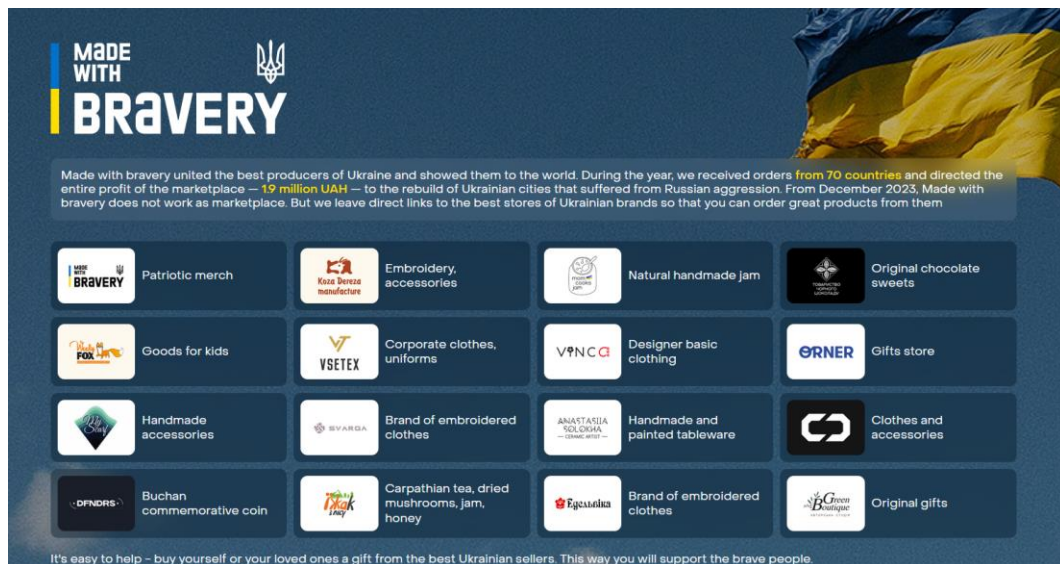
Zakupka is a marketplace that, according to SimilarWeb, is visited about 2 million times a month. The company offers merchants an atypical option for cooperation, when entrepreneurs do not pay a subscription fee. Instead, sellers only pay for clicks on their catalog listings. To work on the marketplace, the seller does not have to create a site on the platform - you can simply upload products to the platform catalog. (<https://zakupka.com/>)



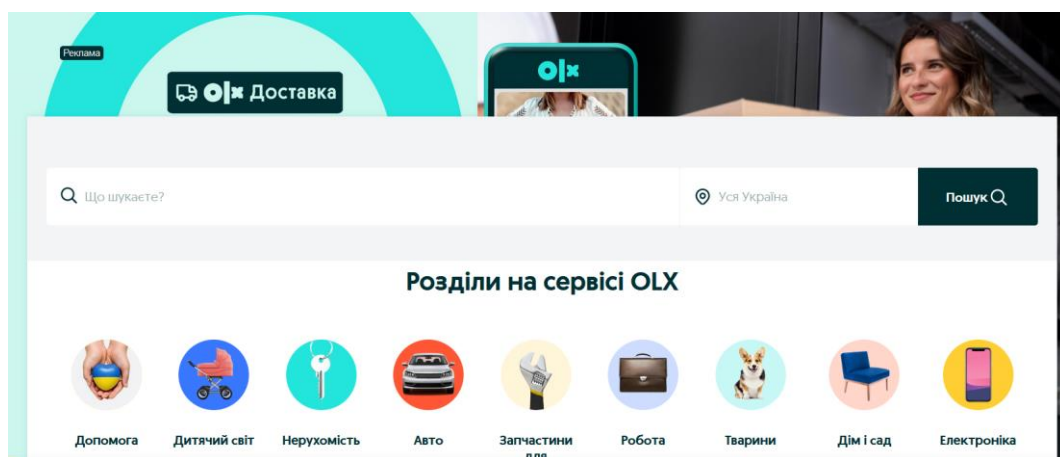
ALLO uses the site of its online store as a platform for cooperation with merchants. According to information from SimilarWeb, the company's website is visited up to 7 million times per month. Merchants can use the name of a well-known retailer and place their goods in the general catalog of the store. (<https://allo.ua/>)



Made With Bravery is a marketplace for Ukrainian manufacturers who want to sell their products abroad. One of the creators of the platform is the Ministry of Digital Transformation of Ukraine, which seeks to support Ukrainian business during the war and tell the world about domestic manufacturers. The platform started working recently, so the list of product categories that can be sold on it is quite limited. On *Made With Bravery* you can post: clothing; shoes and accessories; children's goods and toys; beauty and health products; goods for home and garden; sports goods; art and collectibles. (<https://shop.brave.ua/>)



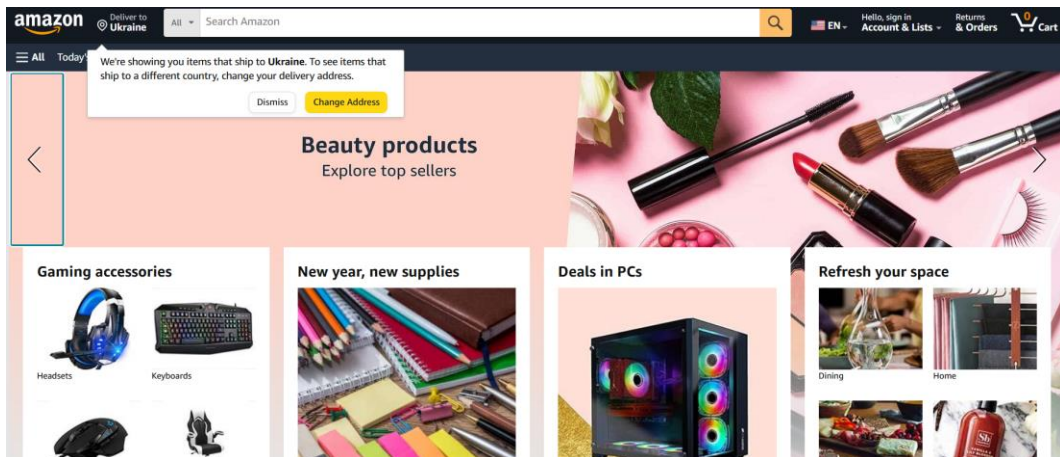
OLX. Online classifieds service with 10 million publications. OLX is not a classic marketplace - it is a bulletin board where anyone can post their goods or services. Widespread not only in Ukraine, but also in 40 countries. It is among the ten most popular sites in the world. Every year, OLX has a turnover of more than 1 billion dollars. (<https://www.olx.ua/>)



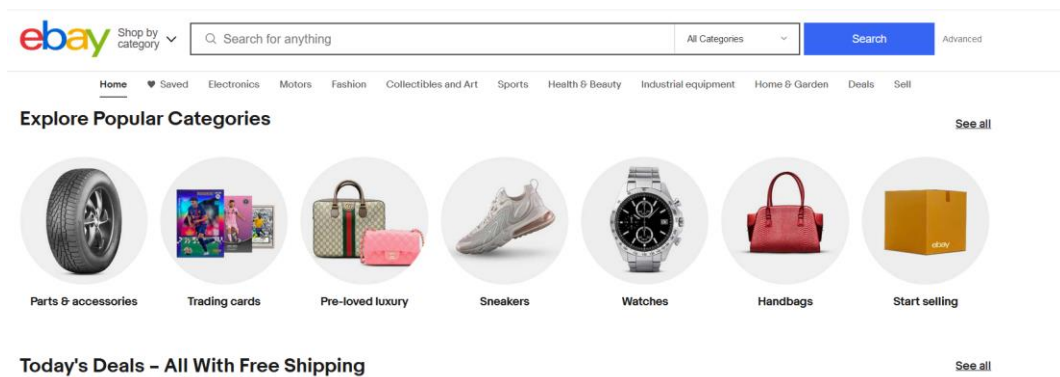
The top 10 global digital marketplaces for online sales in 2023 included: Amazon, eBay, Etsy, Walmart, Rakuten, AliExpress, Poshmark, Flipkart, Newegg, Grailed.

Amazon is a true leader among the best digital marketplaces with more than 300 million active users worldwide. There are more than 2.5 million active sellers and more than 12 million products on the platform. Amazon is the price beacon for

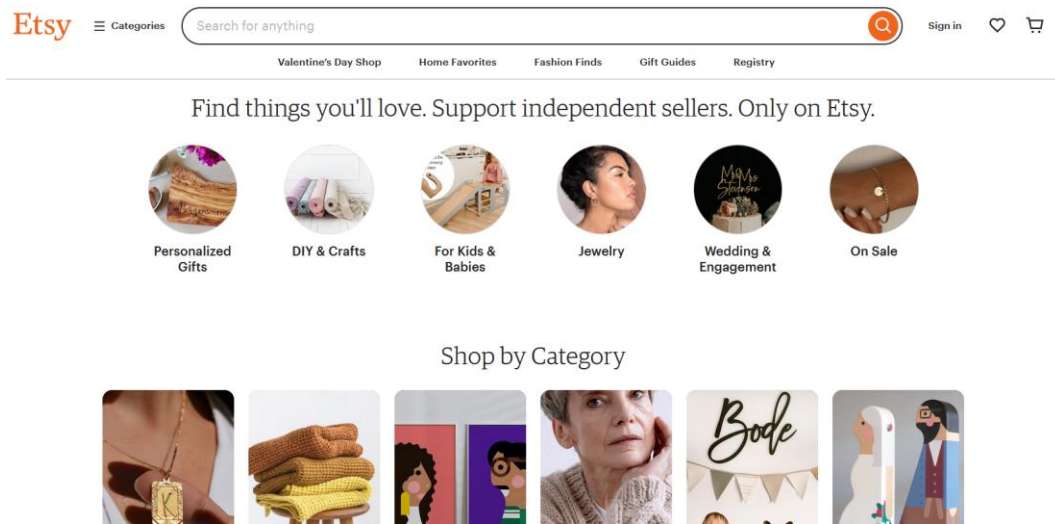
at least 44% of online shoppers. (<https://www.amazon.com/>)



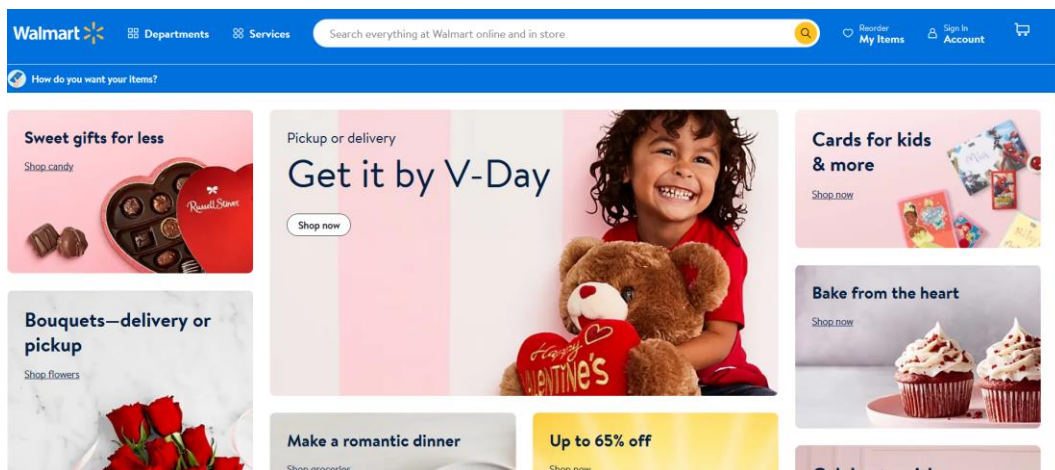
eBay – Used for refurbished goods, with 183 million active buyers worldwide and nearly a billion items across all categories. The platform has an auction format of interaction, which allows not only to set the ideal price for both the buyer and the seller, but also to interest the buyers with an exciting and slightly gambling atmosphere. (<https://by.ebay.com/>)



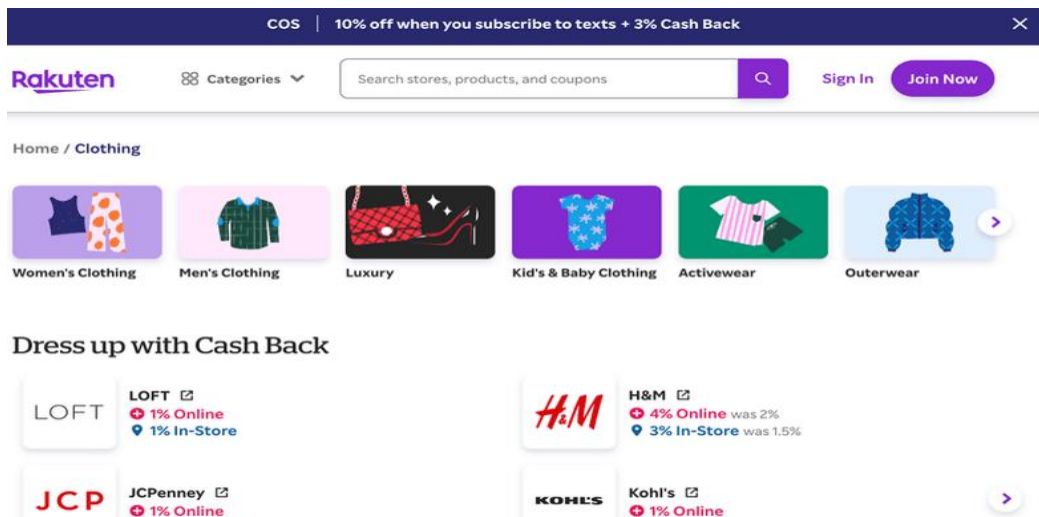
Etsy is the best for handmade and vintage goods, with over 100 million users actively buying and selling their exclusive items. With estimated shipping costs, shipping labels, and tracking, Etsy has established itself as a platform with reliable shipping and fulfillment capabilities. (<https://www.etsy.com/>)



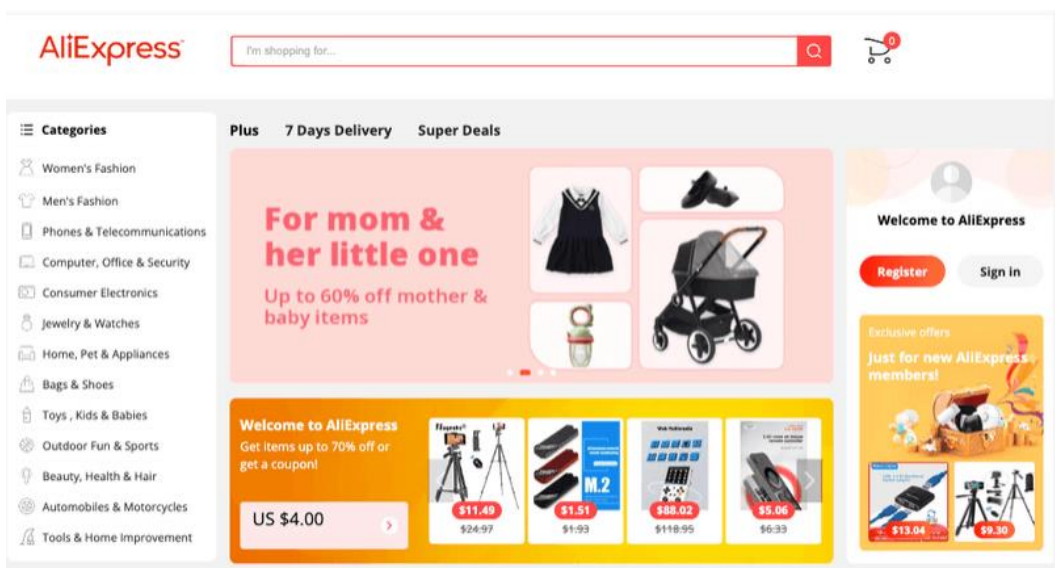
Walmart achieves about 400 million visits per month. It has everything every seller needs to reach the million dollar mark in sales for your online store, including extensive listing quality options, promotion options, fast shipping, and more. The advantage of the site from the point of view of sellers is a transparent pricing policy and reasonable commissions, without any hidden fees, such as setup or monthly fees, as on eBay and Amazon. <https://www.walmart.com/>



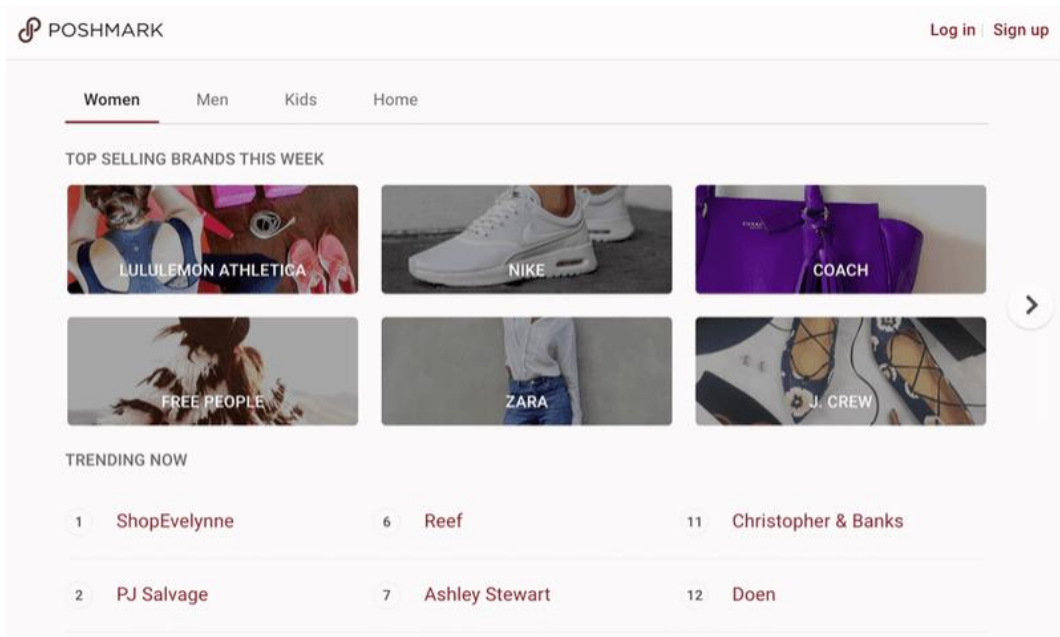
Rakuten has over 1 billion active users worldwide and over 200 million products. Buyers consider it as one of the best digital marketplaces as the owners have developed an amazingly beneficial rewards and cashback system. Rakuten has all the information you need to promote your brands, increase sales and expand your customer base. (<https://www.rakuten.co.jp/>)



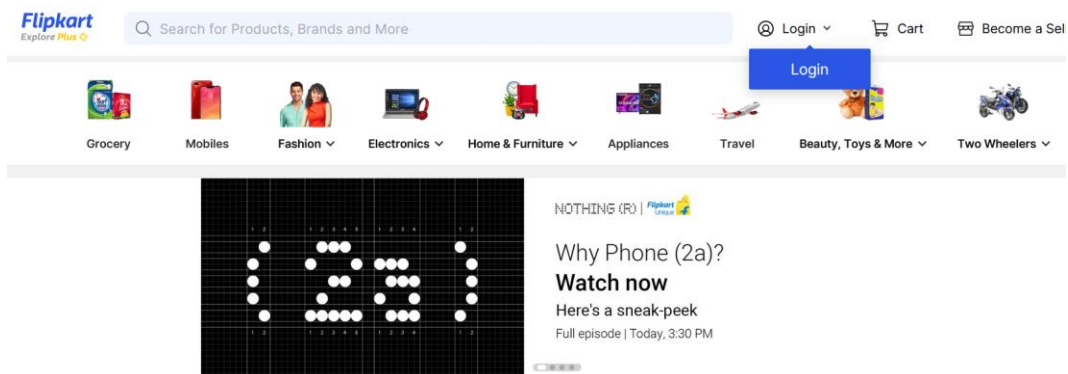
AliExpress is available in over 230 countries and regions, making it one of the most popular e-commerce marketplaces in the world. It is often chosen by online sellers due to its attractive commissions, which are only 5-8% of total sales depending on the product category and are obviously among the lowest compared to other platforms. (<https://www.aliexpress.com>)



Poshmark Thanks to the integration with social networks and the simplification of communication between the buyer and the seller, Poshmark has become one of the best online marketplaces for many. After seeing a product that they like, the user can write to the seller or buy it immediately. Focusing on the sale of used clothing, Poshmark has simplified the process of posting ads for sellers. (<https://poshmark.com/>)



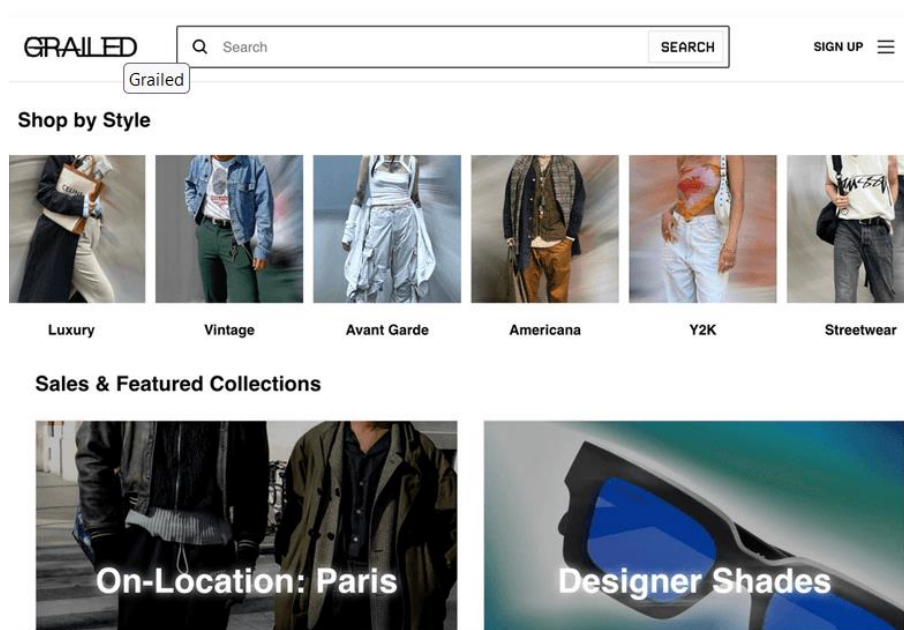
Flipkart started as a book and online store and later expanded into other products including apparel, home appliances and electronics, consumer goods, etc. (<https://www.flipkart.com/>)



Newegg has become one of the top digital marketplaces with over 30 million active users. On the platform, you can find a product that fully meets your needs among more than 10 million products in all categories. (<http://www.newegg.com>)



Grailed The highlight of the service is the focus on unique and exclusive clothing that can be incredibly difficult to find. Focusing on designer and street fashion, it stands out from other marketplaces. (<https://www.grailed.com/>)



Let's consider the terms of cooperation with the most famous marketplaces in more detail.

AliExpress. Official website: <https://www.aliexpress.com>

Chinese marketplace founded in 2010. The owner of the brand is Alibaba Group. The site is international and works in almost all countries with postal services.

The amount of commissions. 5 or 8 percent, depending on the product category, from April 1, 2020, there is a zero commission for all newly registered sellers. The term of the 0% commission is six months or 100 completed orders.

Conditions, requirements for partners. AliExpress works with sole proprietors, legal entities and self-employed citizens who pay personal income tax. When selling goods to individuals, it is 4% of income, to legal entities - 6%.

Delivery forms. There are 3 standard delivery models:

- FBO - the seller stores the goods in his own warehouse, and after ordering them on the site, hands them over to the AliExpress courier or takes them to the reception point, to the Post or delivers them himself.

- FBA - goods are stored in the warehouse of the marketplace, which also organizes assembly, packaging and delivery.

- Delivery of oversized goods by courier.

The first 100 deliveries for newly registered sellers are free.

Payments. AliExpress transfers money for each closed order. Funds are deposited into the Alipay account after the buyer confirms receipt of the package. The time of receipt of money is no more than 20 days after the sale.

Ebay. Official site: <https://www.ebay.com> A global marketplace founded on September 5, 1995. Ebay is a marketplace where anyone can sell anything to anyone. A nuclear blend of Avito, a free classifieds site, an online auction, and a traditional marketplace. Hence the huge number of work formats, tariffs, conditions, etc.

Audience. More than 154 million active buyers worldwide, with sales in the tens of billions. The average number of active ads is just under 2 billion.

The amount of commissions. For online stores, commissions are determined by the tariff plan. There are 5 of them in total:

1. «Hobbies», \$7.95 per month.
2. «Standard», \$27.95 per month.
3. «Premium», \$74.95 per month.
4. «Super Store», \$348.95 per month.
5. «Super Mega Store», \$2,999.95 per month.

Tariffs differ in the number of free ads, fees for publishing goods above the free rate, as well as a commission on the final sale price.

Conditions, requirements for partners. In general, anyone can sell on the site, but to register a full-fledged store, you need to be registered as an IP or an organization

Delivery forms. You can choose any convenient delivery method, depending on the recipient country, product category and other factors. Technically, you have the right to send the order however you like, even by pigeon mail. But it is better to use the services of Ebay partners: Ukrposhty, DHL, Boxberry, UPS and others. All necessary integrations with delivery services are available in the personal account.

Payments. Daily, weekly, fortnightly or monthly depending on what you choose.

Amazon. Official site: <https://www.amazon.com> The most important marketplace of the planet. Founded in 1994 as an online bookstore. Any goods and services are bought and sold here: from server rentals to mobile applications. And books too.

Audience. About 15 million orders are placed on Amazon per day. That says it all. In total, the site has more than 300 million registered users from more than 180 countries. About 15 million orders are placed on Amazon per day. That says it all. In total, the platform has more than 300 million registered users from more than 180 countries.

The amount of commissions. Amazon has 2 tariff plans: «Individual» (pay \$0.99 from each sale) «Professional», for \$39.99 per month. A referral fee of 5 to 45% is added to each deal. It depends on the product category.

Conditions, requirements for partners. The Individual tariff plan is available to everyone, and the Professional plan is available only to sole proprietors and organizations.

Delivery forms. For sellers from Ukraine, the FBA - fulfillment by Amazon model is available. And for this, you need to take the goods to the European warehouse of the marketplace. But from there he can go to any part of the world.

Payments. In the standard case – once every 2 weeks.

Let's take a closer look at one of the most popular Ukrainian marketplaces:

Prom.ua. Official website: <https://www.prom.ua> Almost all consumer goods are presented here with the possibility of sale on the territory of Ukraine and delivery to the buyer's address. We tell beginners about how to start trading, and professionals - how to automate the built business.

How Prom.ua works. According to the official advertisement of the marketplace, Ukrainians sell online together with Prom:

- In the Prom.ua catalog,
- In the Prom.Purchase mobile application,
- On your site with a web and mobile version based on Prom.ua.

In the classic picture, the scheme works like this: the seller registers his company on the platform, chooses the appropriate tariff and adds products to the catalog (or creates his own online store based on Prom.ua).

Functionality allows:

- quickly add products and edit them,
- manage orders, products, set prices,
- connect Prom-payment so that buyers pay for orders safely,
- monitor website traffic analytics on Prom.ua

Working through the marketplace is convenient for people who do not have sales experience, as well as large budgets for promotion and advertising of their own site.

How to choose a niche. If you are looking for a product to sell, start with a niche analysis. Keyword selection services such as Google Analytics, Wordstat, Google Trends and others will help here. They allow you to track the number of requests per month for certain words, which means finding products for which the demand is greater than the supply.

The most popular products on the Prom.ua site in 2022 were:

- agricultural products, machinery and equipment - 83%;
- industrial chemistry – 55%;

- pet products – 52%;
- food and beverages – 49%;
- goods for construction - 37%;
- goods for home and garden - 32%;
- repair tools – 31%.

The most popular products on the Prom.ua site in 2023 in Ukraine were: vape, car seat, iPhone, trampoline, concrete mixer, children's bicycle, women's sneakers, computer chair, men's watch, Samsung microwave.

When choosing a niche, study seasonality. Some products are traditionally in demand at a certain time of the year, others have become popular due to the pandemic, when it is easier to order goods with delivery than to find a working store.

It is also important to pay attention to goods that are prohibited for sale in Ukraine.

These include:

- special means for illegally obtaining information («bugs», micro-earphones, watch-camera),
- tools and equipment of poaching significance,
- medicines and drugs,
- tobacco products and their substitutes;
- weapons and ammunition,
- food alcohol and many others.

A complete list of prohibited items can be found in the rules of Prom.ua

After choosing a niche and finding suppliers, it's time to register on the site.

How to register on Prom.ua. To register a seller on Prom.yua, a button is provided in the upper right corner of the screen. After clicking on it, a registration form will appear. After entering the data, click "Create store". After adding at least one product, the store is considered ready, open, and the product from it will be included in the listings of the site.

There are several tariffs for store support:

- «Prom Sale Lite»;

- «Prom sales PRO»;
- «Prom mix».

The first tariff includes up to 1,000 products, the second - up to 6,000, the third - 10,000.

For a beginner seller, the Lite tariff is quite enough.

Store management. Each seller has his own personal account. In it, you can review orders, use forms for holding promotions and discounts, as well as control the price and range of products.

After Rozetka became the owner of EVO, the developer of Prom.ua, it is much easier to manage the orders of these two sites. Each seller has the opportunity to upload product ranges in a format that is well suited for uploading to Rozetka. And also manage orders from both platforms at once.

To attract customers and bring more leads to the online store, Prom offers a ProSale promotion.

The ProSale catalog is an internal marketplace tool for increasing sales, allowing you to promote your offers on Prom and increase their visibility. Using this opportunity, sellers show their products in the top of the search results (catalogue, tags and categories) and attract more customers. And by connecting CRM for Prom, you can completely automate the processing of customer requests, shipments, tracking, financial transactions, etc. ProSale operates on two models to choose from – pay per order (CPA) and pay per conversion (CPC).

CPA (Cost per action). The issue is formed taking into account the following factors:

- the ratio of turnover of CPA orders to the number of impressions and payment according to the CPA model in accordance with this turnover;
- quality of filling (names, descriptions, photos, specifications, search requests, related products);
- rating of positive reviews - priority is given to online stores with a positive feedback value of 90% or more;
- an additional priority is the availability of Prom payment.

Not all shopping carts are completed successfully, sometimes the order is canceled. Then the system will return the debited money to the business.

CPC (cost per click). The platform forms an issue taking into account:

- ratio of transitions to the product card to impressions and bids per click;
- quality of announcement and filling;
- the number of positive reviews - in the company's priority with an indicator of 90% or more;
- Prom payment is an additional priority.

CPC is non-refundable. If the client clicked on the ad 100 times, that's how much you'll pay.

Which option to choose depends on the niche in which you work. In the CPC model, the merchant pays a commission for each transfer to the card, and in CPA - for each targeted action, i.e. adding to the cart and making a purchase.

CPA is a good option when the buyer does not need to wander the site for a long time, view a large number of offers, go to each page in order to finally make a choice. Usually, this is the FMCG category - products that people buy often and without much thought, without spending a lot of time comparing. For example, household chemicals, hygiene products, food and drinks, plastic or glassware, etc. You just see the desired option, add it to the cart, and pay. The seller is charged a commission for the targeted action. The more successful leads, the better for the company. By the way, CRM for Prom instantly gives each new application the status of «processing», which is an additional plus to the rating of your stores.

A slightly different scheme works with expensive products. People need time to choose and buy them: they study information for a long time and compare different options in search of the most profitable ones. Premium or highly specialized products are often bought not through the shopping cart, but over the phone. A person calls the manager on the phone, specifies the details, asks questions and makes an order. The CPC model is suitable for such situations.

Wholesalers who work in niches of the mass market, the CPA model is more profitable, otherwise there may be a lot of noise. People don't always see that this is

a band from X units. In narrow niches, such as dental equipment, woodworking tools or agricultural machinery, CPC is worth a try.

To choose a model, you must first of all orient yourself in the portrait of your audience, its features and needs. Analyze the buyers. Do they go through a lot before ordering or do they add everything to the cart right away? What percentage uses the phone and not the shopping cart on the website? Be sure to monitor content, photo quality, descriptions, title changes, and keywords that can affect CTR.

To climb to the top of ProSale, the following means are provided:

1. Uniform bids and ranking in the advertising directory.

Starting from June 2022, Prom.ua introduced uniform interest rates for different categories, which are the same for all companies. For example, in the category «GPS navigators» the only rate is 11.6%, and in the category «car air conditioners» - 6.8%. In the general sections, the rates are higher than in the subcategories. Therefore, it is important to place your ads in the most relevant categories and sub-categories of Prom.

Category unit bids cannot be increased or decreased, and they are not edited when creating campaigns. If you sell touch screen for displays, all competitors in this section pay the same rate of 8.2% as you do.

The ranking and frequency of ad impressions depends not so much on the rate, but on the quality parameters of the company's work:

- SRA/SRS product rating;
- service quality - the percentage of positive reviews and ratings. We have already explained in detail why it is important to work with feedback on marketplaces and how it affects conversions;
- connected Prom-payment.

A high rate will not help you get to the top, so you always need to work on improving the service, quality content, and collecting positive feedback.

CRM for Prom will help improve the level of service. This is a tool for automating sales on Prom, thanks to which you can instantly process applications, create TTN in a minute, track shipments and manage all online stores on Prom.ua in

one convenient CRM interface.

Connecting CRM for Prom takes place in an hour, without the need to involve programmers or other third-party specialists. You simply connect Prom and use all the possibilities immediately.

1. The next important point is the quality of content, which directly affects CTR. These are filled cards, high-quality photos, an attractive and relevant price, detailed descriptions, additional characteristics. It is not enough to just place an add, you need to do everything possible to make people want to switch to it. If you feel that the quality of the content is declining, read how to optimize products on Prom.ua and earn twice as much.

2. Prepare an announcement.

To successfully work with Prosale, you need not only to launch and configure campaigns, but also to work with the assortment. Make sure you complete the items on this checklist:

- sorted everything into relevant categories and correct subcategories;
- write names correctly;
- filled in the characteristics and added keywords (not only those that are displayed to users, but also «property» ones, the system takes them into account when generating output for a search query);
- added high-quality photos and detailed descriptions.

3. Highlight high-margin «locomotive» products and flagships, which are often sought after. They have already become popular in the catalog and are in demand among the audience.

4. Use modes in Prosale. «Turbo», «More Sales» and «Economy» modes allow you to get more leads and also affect the size of the single bid. However, they are only available to highly rated top sellers who have 90% or more positive reviews and 70% or more successful orders. Online stores with an unknown rating can only use these bids within CPC campaigns.

Turbo - advertising blocks above the main issue on all pages, top positions in the catalog, Google advertising launched by Prom. Allows you to get more

impressions, clicks and adds to the cart. But the rates are also higher: for the CPA model - by 50%, for the CPC model - by 100%. Plus there is a write-off for transitions from advertising blocks.

«More sales» - suitable for seasonal assortment, sale, «liquidation of leftovers». Offers can get into the top of the catalog and Google ads launched by Prom specialists. Rates are 25% higher than single rates.

«Economy» - for exclusive products with a strong UTP, which have no competitive analogues. Relatively speaking, these are the best deals on the market with unique features, the best price, free shipping, and more. They usually have the highest conversion to purchase. Rates are 50% lower than single rates.

You can switch between different modes as needed and customize them for different ad campaigns. The main requirement here is to systematically work on the rating, collect feedback and improve the service.

ProSale offers several ready-made system campaigns, for example, for all CPA or CPC products. This is convenient because you don't need to add them manually. But on the other hand, you won't be able to flexibly adjust them to your needs. Example:

- a product that is not selling well on Prosale cannot be removed from the campaign so that it continues to be sold through the site;
- it is impossible to melt ads of a certain category or subcategory. If you sell ethnic jewelry and the supplier is out of business for a month, you won't be able to do the same with promoting that category in the catalog;
- It will be extremely difficult for you to compare different groups that belong to the same category on Prom. If you sell ceramic heating panels, some of which are stationary and some of which are mobile, it is quite possible that one of these segments shows a higher conversion. But it will be difficult to analyze it, since the general data for the entire category enters the analytics. Comparison and analysis can only be done manually. That is, an important component of effective work — flexibility — is lost. User campaigns will help to get out of the situation. You can create your own campaigns and customize your ads to suit your needs. For example,

add products on which it is important to emphasize during some pre-holiday month.

Rozetka. Official website: <https://www.rozetka.com.ua>

The Rozetka online store was founded in 1999. Since at first sales grew specifically in electronics, then the name Rozetka (socket) was born, as a confirmation that they sell everything that is connected to a socket. Later, sports goods, clothes, shoes, household goods and even food products appeared on sale from Rosetka - practically everything that can be delivered by mail or delivery service. The margin of these products is attractive - from 30% in the book segment to 200% in the perfumery segment.

In 2016, the earned reputation allowed Rosetka to expand its activities and become a marketplace like the American Amazon. Now sellers could list their products on the store on their own behalf, and buyers could see it. It is convenient for the platform: the placement is not free, and the responsibility in case of problems is borne by the seller. The range is limited only to what is permitted by law.

The company claims that it provides a trading platform only under the condition of ensuring the declared level of quality. This approach made it possible to expand the assortment to ten thousand items, and therefore to keep the attention of a potential buyer.

In 2018, information appeared that the company EVO, the owner of the Prom.ua platform, became the property of Rosetka (54% of the purchased shares). The sites Shafa.ua, Bigl.ua, Kabanchik.ua, izi.ua and others were also transferred to this company. In fact, almost all the various sites in Ukraine are projects of the same company. They continue to work separately, but there are some differences. Rozetka recently launched a fulfillment service for creating shipments from other sellers. That is, Rozetka now delivers goods from other sellers on the site, giving them the opportunity to fill out delivery requests.

Later, it had representative offices in Belarus, Kazakhstan and Moldova. Yes, the scale is far from the same as in Ukraine, but much less time has passed since the establishment of these departments. Now the interest of Rosetka-EVO turned to Brazil. The market of this country is called one of the fastest growing in the world,

and at the beginning of the summer, a «daughter» of the Shafa project was launched there - shafa.com.br. At the moment, they already have more than 500 sellers and about 50,000 products displayed on this site. Investors hope that they will be able to repeat the success of the business already built in Ukraine in the new location.

At first, the company gained popularity in the network, and later began to open branded stores in cities with millionaires, and also expanded the number of delivery points. Thus, in 2017, a hypermarket opened in Petrivka (Kyiv) with a storefront, offline store services, and 24-hour online ordering. In the same period, the company completely switched to the Ukrainian language and formed a new slogan with a focus on the customer – «Every time what you need». Currently, in addition to the online platform, there are 2 stores in Kyiv and Odesa, as well as 67 pick-up points and own address delivery. The Rozetka site is in the top five most visited sites in Ukraine. Also in 2020, RZTK will appear - its own trademark for a line of products (small household appliances, products for the summer, tools, etc.). The goods are manufactured in China using Korean technologies. Service takes place in all stores and delivery points in Ukraine.

To sell your own goods on Rozetka, you need to have documents of a legal entity. To connect, you need to go to the Partnership section, where there is a separate online application tab. Fill in information about yourself and the product/company, as well as enter contact information.

After contacting the network manager, the following algorithm of actions will be offered:

- Prepare a price list. According to the requirements - xml - download in uml format. To do this, select a group of products in your category and follow the principle of formation: product name, product type, brand, article, color, etc. Also, each product should have its own card with information about it. The length is slightly more than 300 characters. Please note that your company name and logo cannot be there, so you will have to change them. According to the Rozetka report, sales are unaffected.

- Sign the contract. It's all about the subscription fee for your category, as well

as sales commissions - an average of 10%.

- You can start working after downloading the file and uploading all products to the system, go to your personal account. You can receive and process orders there.

OLX. Official website: <https://www.olx.ua> OLX was originally a platform for private ads, but today it is a full-fledged e-commerce system with a huge audience and its own additional services. More than 500,000 entrepreneurs are already selling their goods and services on OLX. Today, OLX is not just a private bulletin board, it is used by small and medium-sized companies. Manufacturers of rolled metal, furniture and shoes, sellers of clothing, household goods and construction tools actively use OLX as an additional sales channel.

Today, OLX has 25 million monthly users; over 13 million ads in various categories; the largest attendance in Ukraine after Google, YouTube and Facebook; 100 new ads every minute more than 6 million app downloads for iOS and Android; annual turnover is more than \$1 billion. Ukrainian OLX is part of the OLX Group international network, which operates in more than 40 countries around the world. The global OLX brand appeared in 2006 and started expanding from the dynamic market of India. After some time, it became part of the Naspers media group, and local platforms in Poland, Romania, Hungary, Bulgaria, and Kazakhstan joined the holding. In 2014, the Ukrainian site Slando also underwent rebranding and became part of the OLX Group, later TORG.ua joined it.

What kind of business is OLX suitable for:

- manufacturers who produce products and are looking for new sales channels;
- sellers selling goods in different categories;
- dropshippers;
- service companies providing services (repair, legal, real estate, etc.);
- people who want to monetize their hobby.

The platform offers a low entrance threshold to entrepreneurs who are just starting out in e-commerce. There is a ready-made online store template. The OLX store allows you to quickly launch, set up and develop an online business. You pay monthly for one of the accommodation packages, get a ready-made online store and

access to the huge OLX audience.

The more expensive the tariff plan, the more options for product promotion: it includes auto-uploading, pinning at the top of the page, the ability to add ads from different categories, access to statistics, etc. The price of the tariff depends on the category.

To start trading, you need:

- register a business account;
- decide on the number of publications, the cost of the package depends on it;
- analyze competitors, decide on the assortment and competitive prices;
- prepare high-quality content: description, photo, detailed specifications;
- fill out a business account, create an OLX store and upload your offers (for stores with a large assortment, there is a paid OLX PRO tool to automatically download and edit a large array of data in one CSV file).

The competition on OLX is high, so you need to fill the store with content carefully. Thematically, everything is organized into several headings: real estate, work, business and services, children's world, home and garden, animals, hobbies and recreation, cars and spare parts, electronics, fashion and style. Practice and experimentation will help to understand which pitch is more converting. but there are basic rules:

- one product - one advertisement;
- use headings with keywords that people use to search for products;
- the first two proposals should interest the client, so it is advisable to add emotions and creativity here;
- detailed product description - emphasis on advantages, the text should be attractive and truthful;
- specialized vocabulary is appropriate only in narrow niches (for example, equipment for skiing or auto parts).
- high-quality photos - pictures should be attractive.
- be sure to stay in touch, quickly answer the questions of potential buyers.

You can promote your products on OLX using paid services: promotion,

placement in the top or VIP ads. They can be ordered individually or in a package.

Which option to choose depends on the niche, the season, and the level of competition. For example, for popular products, it will be enough to simply raise the offer. Then the publication will be placed above similar ones that are not promoted for a fee. But if the market is crowded with many analogues, it is better to choose placement in the top. This option will periodically bring the product to the top of the search results in the category and «highlight» it with the «TOP» mark. VIP placement shows the product on the main page of the site, attracting buyers before they start looking for something. These marketing services allow you to increase your audience reach and close more deals. They all work, the main thing is to choose the right settings and manage them competently.

Marketplaces are a popular and effective tool for online sales. The difficulty of working on trading platforms is that each of them requires special work with customers, registration of goods and compliance with certain rules. But often these efforts are worth it, because a large site attracts a lot of traffic and can become an additional channel for obtaining income.

2. ORGANIZATION OF THE INTERNET STORE

When building your own business, it is important to conduct a market analysis. This will allow you to find a niche that will be quite exclusive, and therefore, as profitable as possible. The more popular and less competitive the niche, the more customers will be in your store. In search of a special niche, you can rely on a similar scheme:

- ✓ market segment (for example, cosmetic products);
- ✓ category - skin care products;
- ✓ niche - face masks;
- ✓ tray - moisturizing masks.

Based on the scheme, it becomes clear that the necessary niche is one of the constituent elements of the popular segment. It is necessary to analyze: what is not yet on the market, what competitors missed and what you can offer to buyers. If you understand what requests and needs of the audience remain unfulfilled, you can determine the best area for business development.

Initial success is determined by the chosen field of activity. Depending on what the online store will be filled with, the success of its sales will depend. A correctly chosen niche ensures profit and prosperity.

Among the modern and most popular options, the following directions can be distinguished:

- ✓ electrical goods and technical equipment;
- ✓ clothes and shoes;
- ✓ bags and accessories;
- ✓ underwear and everyday clothes;
- ✓ games and consoles for computers.

The main rule: the choice of the sales area should be based on the topic that is interesting to the owner himself. That is, a favorite thing that is interesting to do. Stick to the sales area you know. Thus, you will rapidly develop in the market,

quickly tracking fashion trends and trends in your field, because all this has a direct impact on your profit.

If the above niches seem to you to be «stale» and outdated, you can consider directions that are popular now, as well as non-standard options:

- vapesshops (stores of electronic cigarettes and their accessories);
- sports nutrition and accessories;
- phone repair and support services (you can narrow down the range to a specific series or brand).

Each direction can bring considerable income, if you organize the activities of the store correctly. If world statistics are to be believed, more than 15% of total sales are accounted for by online stores.

If modern trends are not for you, the choice should be stopped at traditional options that do not lose their relevance in everyday life. With a competent construction of a development plan of one of the classic areas, you can ensure a stable income and a constant circle of buyers, which will expand over time.

The well-being of your business depends on a well-thought-out marketing strategy and advertising channels, a range of products that are of interest to the modern buyer.

Due to consumer demand, classic options are always in demand. In order not to make a mistake in the choice, it is worth considering several nuances that allow you to specify the choice:

- ✓ analyze the territory where you will offer your product;
- ✓ systematize the assortment that is in demand both in your own and in nearby regions to study demand and trends in neighboring countries;
- ✓ choose products that have a relatively low level of competition.

A good example would be the implementation of equipment and accessories for iPhones. Given the popularity of this gadget, the first to offer an abundance of non-standard products for the device will gain the attention of the public, increasing the ranks of potential buyers.

It makes sense to compete with such stores that do not keep up with the times, offering outdated products to consumers. In this case, by opening your own online store, you can offer world novelties instead of products that have already oversaturated the market. By connecting the advertising support of such products, it will allow to increase the flow of customers several times, increasing the profit of the owner.

If the buyer once purchased the necessary product at a favorable price, he will monitor your site. He will look for favorable offers that meet his interests and needs.

So, to make an online store, you need to take into account the interests of consumers in the region where you plan to sell the product, adapting to their tastes and requirements. It is important to understand that a satisfied buyer will in the long run become a regular customer who systematically brings income. It doesn't matter if you start your business in a big metropolis or a small town, the main thing is to understand what a potential customer needs and offer him a service that will solve all his questions.

In each region, you can find a direction that was not developed before you or was represented in a small amount. For example, in remote towns, new brands of branded clothing or cosmetics, previously unknown to consumers, can be provided.

It is important to analyze the companies and productions that have recently appeared in the selected region. For example, if a new modern sports complex opens, people interested in leading a healthy lifestyle and purchasing appropriate accessories will most likely appear. In this case, opening a store of sporting goods or healthy food products will be very appropriate.

You don't need to invent a new product to create a new niche. It is necessary to find such an area on the market, which is just developing and has not yet gained wide publicity. This is called a new niche, where the competition is much lower compared to popular groups such as clothing or household appliances.

New niches are rapidly developing in the market due to novelty and fueled interest due to hype. Most often, they are narrowly focused. Narrow niches for an online store are focused on products that the consumer will find difficult to refuse.

These can be hobby products or products that are used to generate income. Vape electronic cigarettes can also be an example. They are still popular and profitable for those who have been involved in them since the beginning.

Long-term forecasts

For the successful implementation of any project, it is necessary to analyze the period during which the proposed products will be in demand. A product that is at the peak of its popularity today can significantly lose ground in a month or a year. Accordingly, this proposal loses its meaning. An example can be keychains in the form of a rabbit made of natural fur, which could be seen on a bag or backpack of any fashionista. For a while, they had great popularity, but later it went into decline, and therefore sales also decreased. In this regard, it is important to monitor popular trends in order to timely implement a product that is losing its relevance.

The entrepreneur needs to understand whether it is possible to modernize the assortment. For example, food delivery is developing due to the emergence of the possibility not only to receive an order from a restaurant, but also to buy food products on a website that you like.

Due to this development of the segment, demand will remain high in 2020.

There can be many such examples:

- ✓ organization of events;
- ✓ travel pillows;
- ✓ closed swimwear;
- ✓ English lessons.

This means that not only is a creative idea necessary, but also an understanding of what the client needs, how to effectively implement this or that product in the chosen field.

The main goal of any entrepreneur is to make a profit. A beginner in business may come across a common mistake - incorrect calculation of payback. In this case, investing money in the business results in a small return, or the work causes losses at all.

Doing something interesting is good, but it is better if this activity brings income. Today, such areas as a healthy lifestyle, needlework, online courses have become popular - such categories will help you earn money by doing what you understand.

It is also important to assess the level of markup on goods before opening an online store. For example, the price of handmade goods can exceed the cost price by 3-5 times, and the markup on equipment is 7-10%.

No matter what field you choose to work in, to attract buyers, you need a unique assortment. For this, the offered products must be individual, have some «highlight». To find something to stand out among competitors, you can familiarize yourself with foreign sites. Having found interesting ideas, they need to be adapted to the needs of the domestic consumer.

When choosing an exclusive assortment for a store, you need to study the ratio of supply and demand. Atypical goods require a well-thought-out and correct presentation on the market.

List of niches for the online store relevant for 2019:

- ✓ natural cosmetics;
- ✓ ecological means for cleaning;
- ✓ educational toys;
- ✓ clothes for costumed presentations.

Exclusive offers will help your product stand out and make it easy for customers to find. Yes, your products will not get lost among many stores, because you offer unique products in the same niche as your competitors.

If desired, you can independently evaluate the niche, but thanks to the development of modern technologies, this process can be significantly accelerated. For this, you can use professional services (Wordstat, Serpstat, Google Search). They are able to test the relevance of the product at the moment, based on the data of the information network. The test will easily find out what the prospects for the product are, what the demand for it is, and how it will change in the future. Such a

rather important step should not be missed in order to track the dynamics of seasonal ups and downs in demand.

It is not enough to choose a niche that is in demand. It is necessary to study competitors. It's easy to do. Let's consider the main methods in more detail.

1. Use search engines. Look at the query you are interested in at least in several popular search engines and analyze the received materials. Study the location of the proposed stores, delivery features, what services are offered to customers, what methods competitors use to promote the site, what sites they are represented on, what organizations they cooperate with.

2. Conduct a consumer survey. It is necessary to find out which of your potential competitors they know, what they like in these stores and why.

3. Work with sales managers. Such a trick will allow you to get insider information, to find out how your competitor's business is doing. The main thing is not to copy other people's ideas.

4. Participate in conferences and seminars related to your field of activity. This will allow you to get the necessary knowledge and fresh information.

5. Use SEO systems for analysis. It is best to use Wordstat or Serpstat. These are search query analyzers that can provide the entire list of queries of your competitors.

6. Use the services of specialized agencies.

Geodependence of the niche

Geodependence of a niche means its dependence on the location of the customer base, which directly affects demand. This point is of great importance for running a business, which forces us to constantly work on the following factors:

- ✓ product price;
- ✓ product demand;
- ✓ business development options;
- ✓ increasing the client audience.

Such an analysis allows you to find out what positions on the market are occupied by competitor stores. The indicator of geodependence shows in which

areas the activity of online stores is not fully realized, accordingly, it is possible to get a new audience there.

There are cases when a plan has been drawn up, an analysis has been carried out and prospects have been calculated, but they do not give the necessary results - there are no customers. This may mean that you have come across a niche that is not characterized by geo-dependency. We are talking about those goods that are in demand all over the world. For example, socks or hair elastics are in high demand and do not depend on the location of the store.

The future of the company's development and profit growth are tied to the correctly chosen niche for the online store. An aspiring entrepreneur can master both traditional areas and develop exclusive products in a narrow focus, or even create his own areas. The uniqueness of the offer affects its popularity within the market, which is related to the desire of buyers to express their individuality.

To effectively develop a startup in the world wide web, you should follow these tips:

- ✓ analyze data on the ratio of supply and demand;
- ✓ engage in long-term planning that will cover a year or a certain period;
- ✓ study the needs of the target audience;
- ✓ monitor and analyze the activities of competitor stores, which will help to assess one's own opportunities and prospects in the pursuit of customers;
- ✓ get familiar with and use in the work data on the geodependence of sales of goods in a certain territory;
- ✓ develop logistics - the demand for goods with delivery is growing;
- ✓ those who want to establish an online store should not choose traditional niches where there is too much competition and an abundance of products;
- ✓ you should not raise the price too much, an expensive product will be a good bet in narrow niches.

The general scheme of organizing the work of an online store includes the following stages:

1. work with suppliers;
2. formation of the store assortment;
3. creating content for the online store;
4. attracting buyers to the site;
5. processing orders in the online store;
6. receiving payments;
7. delivery of goods;
8. work with returns;
9. customer retention.

Let's consider each of these stages.

1. Search and selection of suppliers

All suppliers are divided into:

1. manufacturers who independently sell their goods in large batches at low prices on the condition of prepayment;
2. distributors who buy large batches from manufacturers and sell to stores in small batches at higher prices, but for this they provide flexible payment terms.

The scheme of cooperation with suppliers may be different. Suppliers can sell goods under the following conditions:

1. dropshipping - when the goods are delivered directly from the supplier to the buyer, which allows the online store to work without its own warehouse, which is very important at the start;
2. wholesale deliveries - when the goods are purchased and shipped to the warehouse of the online store, and the delivery is carried out by the online store.

You can choose one of three work schemes:

1. without a warehouse - that is, on the terms of dropshipping, which excludes costs for renting a warehouse, but increases the time of delivery of goods to the buyer;

2. from the warehouse - i.e. when buying the goods to the warehouse and independent fast delivery to the buyer;

3. from stock and to order - a compromise option, when current goods are in stock, and rare goods are delivered to order.

Where to find suppliers

1. On the Internet, a search for «buy goods in bulk» can lead you to the sites of suppliers: Google - for Ukraine, Europe and America. It is also worth using aggregator sites - supplier databases, where you can find wholesale offers from various niches.

2. Printed publications - in the advertising sections of printed publications, there are often advertisements for wholesale sales of goods from local manufacturers.

3. At exhibitions and conferences - at thematic events, you can find the right people, familiarize yourself with their products and exchange business cards for further cooperation.

4. From competitors - competitors will not give you their suppliers directly, but on their sites you can find watermarks on images, trace the sources of images or ask for documentation about products and addresses of their service centers.

5. In joint purchases - a large batch of foreign goods can be bought together, dividing the customs costs between the participants of the purchase.

6. In the mailbox of the online store - sometimes suppliers themselves send their commercial offers, the main thing is that really important information is not lost in your spam.

You can search for suppliers geographically in:

1. To the Customs Union: there will be no problems with customs and paperwork, and the prices are mostly acceptable.

2. Europe and America: the quality of products of well-known brands is usually at the top here, but the prices are not far behind. Sometimes the language barrier and the need to strictly follow all the nuances of the documentation and translation of payments stop us.

3. Asia: Chinese goods are increasingly conquering the market, but it is not so easy to find a truly reliable supplier. Along with the low price and huge selection comes unpredictable quality and delivery delays, and the language barrier often exacerbates the situation.

How to choose a supplier?

If you have already found suppliers with whom you are ready to work, talk to their representatives, get a price, make a small test purchase from each, make a table and evaluate them according to the following criteria:

1. The purchase price - find out, based on what it is formed, whether there is a minimum purchase amount, whether discounts are given to regular customers;

2. Actuality of warehouse balances - specify how often information is provided about the availability of goods in the warehouse, whether it is possible to set up automatic synchronization of warehouse balances (ideal option for dropshipping);

3. Delivery terms - assess the distance of the supplier's warehouse from you, calculate how long it took to ship and deliver the test batch, ask for information on average delivery times, familiarize yourself with logistics in your region - this will affect the cost price and delivery time of the product to the end user;

4. Minimum order - pay special attention to this criterion and choose suppliers who are ready to ship in small batches, because it is impractical for you to purchase large batches of goods at the start.

5. Delivery terms - specify how the delivery is carried out: by the supplier or the recipient, whether delivery is included in the price of the goods and, if not, what is its cost.

6. Payment terms - find out what forms of payment the supplier accepts, whether there is a delay or whether everything must be purchased in advance.

7. Return - find out whether you can return an unsold product or exchange it for another, whether the supplier accepts returns or provides warranty service;

8. Product Information - Make sure the supplier provides accurate product information as you need accurate specifications, images and product descriptions for your site.

9. Assortments - at the start, you are unlikely to purchase a wide range of products, but foresee the possibility of business expansion due to new products.

10. Official documents - familiarize yourself with the supplier's certificates and licenses, specify how the necessary accompanying documents and invoices are drawn up.

11. Product quality - evaluate the quality of the product after a test purchase and choose the product that you will not be ashamed of in front of customers.

Now put all these criteria in the table and compare all potential partners according to them. And remember: you should never fixate on one supplier, so that a disrupted supply, a poor batch or a partner's bankruptcy does not undermine your own business.

2. Forming the assortment of the store

Offline sales points represent a limited number of products due to the high price of retail space. And online stores have the opportunity to present many catalog items and provide the buyer with a choice from a large number of products.

Therefore, it is necessary to create the illusion of a huge choice. This can be realized by emphasizing a rather narrow niche, but presenting the largest number of positions in it. For example, if you sell mobile phone cases, have a few thousand options, and then expand to accessories (including headphones, fitness trackers, etc.) or mobile phones themselves.

If you are thinking of expanding the assortment, be sure to test the new product:

1. Create a product card in the online store and monitor demand: if there are orders, just answer that the nearest delivery is expected in a week. Among those who are ready to wait, you may have the first buyers of a new product.

2. Advertise your planned items on bulletin boards, but try to convey to buyers that you are selling new items, not used items.

3. Launch contextual advertising for the new product and analyze the number of clicks in relation to impressions, if the conversion is high - feel free to launch the new product for sale.

4. Post about the new product on social networks and collect data about users who are ready to buy your product.

This scheme works for niche testing and for working without your own lineup.

According to the famous entrepreneur Chris Anderson, the sale brings only 20% of the assortment, but the remaining 80% is needed to realize the opportunity to choose. In addition, no, no, they will buy goods from this 80%. However, it is up to you to determine which products fall into that 20% and 80% in your niche.

3. Creation of content for the online store

The site is the showcase of your online store. And this is exactly the place where the buyer makes a decision: to buy from you or to move on. Therefore, content plays a decisive role in the sales surge between attracting buyers and placing an order. Convenient and clear presentation of content with answers to likely questions and doubts of buyers and turns a random user into your customer.

Therefore, it is very important that the content is:

1. useful for buyers;
2. unique for search engines.

Content can be created:

1. independently, but do you have enough time and energy for more important tasks of business development?
2. with the help of a freelancer, but there is always the possibility of encountering low-quality work with a delay in terms;
3. by the forces of a full-time employee, and his services will have to be paid constantly;
4. using automatic data parsing, but the content will not be unique.

It is up to you to choose the method of filling the site with content yourself, weighing all the pros and cons of each of the presented options.

The content in the online store is different, and the more its forms are presented on the site, the better. It can be texts, photos, infographics, 3d reviews, videos, diagrams - everything that will help to convince to buy your product.

1. Texts. Textual information must be present on the site, since both buyers and users first of all judge by the texts whether the site is worth attention or not. The technical characteristics must correspond to the instructions - this is the only information that can be non-unique. But descriptions and reviews should show how the product can solve the buyer's problems and make his life easier. The ability to add questions and product reviews will allow your site to receive free unique content from online store users.

2. Photographs. Today's Internet users are very demanding about visual information, so they will never pay attention to a product with terrible quality photos or no photos at all. If the manufacturer or supplier does not have quality photos, it is better to take them yourself by hiring a professional photographer. Remember that the product card should have 3-6 photos from different angles: on a white background, in detail, in use. 3d reviews are a great opportunity for the buyer to consider the product from all sides. This will give an idea of the size, texture and quality of the product, which will ultimately influence the purchase decision.

3. Video reviews. Now, many online stores shoot video reviews of their products: they evaluate the packaging, unfold, test functions, try on models, etc. Video content is now the type of content that sells, so it is used by many, despite the cost of creating it. If you do not have the opportunity to create videos about products yourself, give a discount to your customers for a video review of products purchased in your online store.

The most important thing is that your website presents up-to-date information about availability, prices, color and size options, related products, payment and delivery options.

4. Attracting buyers to the site

We devoted a separate material to a detailed review of the most promising channels for attracting buyers to the site. But at the start, you should not grab for all

marketing in general, otherwise you risk draining the entire advertising budget. It is better to develop an exemplary plan for the development of marketing campaigns for a year in advance, and for the first time plan the easiest ways to attract customers to the site:

1. Import of goods to trading platforms: according to the analysis of Ukrainian e-commerce, it is on trading platforms that Ukrainians prefer to choose and buy goods online.

2. Contextual advertising: its setting is available even to an ordinary user who is not privy to the secrets of online marketing. Of course, you will have to read several instructions for setting up and analyzing the effectiveness of advertising in Google.Adwards for example, but, fortunately, there are quite a few of them on the Internet.

3. SEO optimization and promotion: this is the cheapest and most effective option for attracting customers, designed for the long term. After all, it is in search engines that users look for the goods they want to buy, so it is very important for every online store to be at the top of search engines.

4. Social networks: Another very effective way, because the transitions from social networks allow young online stores to be indexed faster and advance in the ranking of search engines. In addition, targeted advertising in social networks allows you to sell even without having accounts in social networks.

As soon as you launch the simplest channels, immediately analyze their performance over equal periods of time:

1. Put analytics counters on the site: you can set up tracking of traffic, conversion and e-commerce data using Google.Analytics.

2. View WebViewer, which will help you work with conversion and analyze what actions buyers took on your site, which pages gave the best conversion, and which pages had the highest number of bounces.

3. Place utm tags in links to your site from contextual advertising, targeting, social media posts, and marketplace ads. So you can focus on those promotion

channels that give you the greatest number of conversions to the site and further sales.

4. Check the compliance of the results of advertising campaigns with the set goals. If you set a goal of selling 1,000 backpacks in a month through social media targeting ahead of the back-to-school season, and only managed to sell 467, you may want to reconsider either your goals or your means of achieving them.

Do not forget the main rule: the amount earned from one buyer should not be less than the money spent on attracting him.

5. Processing orders in the online store

The contact center of the online store accepts orders by phone and e-mail through the shopping cart on the website. You can process orders:

1. on your own - on the one hand, you know the product better than anyone, but on the other hand, if you answer the calls of buyers during negotiations with suppliers, you are unlikely to sell related products and purchase a profitable new assortment;

2. a remote employee – if you find and train a remote employee in all the intricacies of the products being sold, then with an up-to-date display of warehouse balances on the website, you can safely outsource the processing of orders;

3. full-time manager - if there is a workplace in the office or warehouse, a full-time employee will cost you more, but he will have the opportunity to give more detailed advice on the product and perform additional functions in the absence of orders;

4. a specialized call center - this service is not cheap and is unlikely to suit you at the start, but it is in demand among successful online stores, because there are professional sales managers who know how to sell a yacht to a buyer who came to the site for a fishing rod.

Whoever processes the order of your online store, he should have sales scripts - ready-made dialogues aimed at capturing the initiative, consulting about goods and increasing the number of items in the check.

Order processing includes the following steps:

1. polite greeting;
2. clarification of warehouse balances;
3. reservation of goods in the warehouse;
4. coordination of the payment method;
5. filling in the address and delivery time;
6. creation of a delivery service product assembly task.

A good operator is not an order confirmation machine. The task of the operator includes:

1. be polite and helpful in communication with the buyer;
2. orient the buyer according to the assortment;
3. to give competent advice on the use of the product;
4. sell related products.

It is very important that any change in the status of the order after its processing is recorded in the CRM. Thus, any manager will be able to track the stage of the order and answer all the client's questions.

Over time, many stores automate the order processing process at the expense of the buyer's personal account, where the buyer himself adds goods to the basket, chooses the method of payment, the address and time of delivery, and depending on this, either comes to pick up the goods himself or the courier calls the buyer back an hour before the delivery time and reminds you of your arrival.

6. Acceptance of payments

The more payment options there are on the site, the higher the conversion of users into buyers. According to research, buyers prefer cash on delivery.

1. Cash on delivery - 71%.
2. Online payment by bank card - 54%.
3. Payment by electronic money - 31%.
4. Payment by card at the time of delivery - 34%.
5. Prepayment - bank transfer - 16%.
6. Prepayment through the terminal - 7%.

Most often, buyers want to pay for the goods by bank card online or to the

courier upon receipt. Therefore, all couriers and pick-up points must have a special card payment terminal or a smartphone application with a card reader. And the site must be integrated with payment systems that allow accepting online payments. The advantage of online prepayment is that you get rid of the problem of freezing funds for goods that have already been sent for delivery, but payment for them has not yet been received. With a large turnover, a round amount comes up, which could be spent on advertising, purchasing, renting or developing an online store.

To connect various payment systems to the site, you can:

1. to connect to each of them independently - this option will allow you to save a significant amount on commissions, but spend a lot of time on negotiations, concluding contracts with representatives of each payment system, setting up payment gateways and passing strict moderation;

2. conclude an agreement with an aggregator of payment systems, which is an intermediary between electronic payment systems and online stores - this option allows you to save a lot of time and nerves, but you need to be prepared for commissions and delays in the receipt of payments.

7. Delivery of goods

Choosing delivery options for an online store is not an easy task, but one thing is important: even at the start, you should present several types of delivery so that customers have a choice.

In Ukraine, you can use the following delivery options:

1. «Ukrposhta»;
2. «Nova Poshta»
3. Own delivery service;
4. Transport company;
5. Courier service;
6. Pickup point.

«Ukrposhta» and «Nova Poshta»

All over the world, including in Ukraine, post machines are actively used - cells for storing and delivering parcels. And in Britain, which is the world leader in

the e-commerce market, this delivery option is preferred by 80% of Britons.

Advantages of delivery by mail:

1. High speed: 1-3 days from the moment of receiving the order;
2. Low price: varies depending on weight and dimensions;
3. Reliability: with good packaging;

Using mail delivery, you will be able to reach the widest audience that lives not only in big cities, but also in small towns.

Disadvantages of mail also:

1. High percentage of non-redemption: to avoid this, it is necessary to notify the buyer about sending the parcel, about its arrival at the addressee's post office, and specify when it will be convenient for the buyer to pick up the goods;

2. Freezing funds for goods in transit: this can be avoided by offering a discount for prepayment online;

3. Possible damage during transportation: therefore, it is very important to pack the product well before shipping, and for fragile items, use other delivery options;

4. Take care when sending at the post office: queues will help you avoid sending parcels through offices that specialize in working with private individuals and legal entities.

Own delivery service

Delivery by courier is preferred by more than 50% of buyers. But at the start, it is not advisable to hire your own courier, since the number of orders is initially small, and the courier will still need to be paid for the rest of the time. But over time, all successful stores acquire their own delivery service, as it has many advantages.

1. This is the face of your store: you can teach your courier the rules of customer-oriented service, dress him in branded accessories;

2. Professional consultation: if you sell fragile electronics with complex instructions and warranty obligations, your own courier will help the buyer to check the serviceability and understand the product;

3. Preservation of the goods: if you choose a reliable and accurate courier and enter into an agreement with him on material responsibility for the goods, then you can be calm about its preservation;

4. High speed: if there is an own courier, the goods can be delivered to the buyer on the day of the order.

You can also find the disadvantages of your courier service:

1. Expenses for courier equipment: cash register, card payment terminal, printing, if necessary, filling out warranty coupons.

2. Limitations on the number of deliveries per day: if you have one courier, then if necessary move around the city, he can deliver a maximum of 8-10 orders per day.

3. Salary expenses: it is unprofitable if there are two or three orders per day.

Transport company

It makes sense to contact a transport company for services if you are selling large-sized goods: furniture, household appliances, plumbing equipment.

Advantages:

1. Ability to send oversized goods;
2. Savings on the purchase and maintenance of freight transport.
3. The function of calculating the cost of delivery through an online calculator.
4. Ability to track links through the site.

Disadvantages:

1. The cost of delivery is quite high;
2. Not all transport companies undertake the delivery of fragile goods;
3. Not all transport companies offer different payment options upon receipt.

Courier service

Courier services provide services for the delivery of goods from the online store to the buyer. At the start, this option is the most relevant, because with 1-2 orders per day, it is often unprofitable to keep your own couriers so that they do not sit idle.

Advantages of the courier service:

1. Any volume of orders: thanks to the huge number of couriers, the order will definitely be delivered even on the eve of holidays and during sales;

2. Savings on courier equipment: you don't need to spend money on cash registers and payment terminals;

3. Reliability: the courier service is responsible for damage or loss of goods during delivery and is contractually obliged to compensate for the damage;

4. High speed: 1-2 days after receiving the order.

Disadvantages of the courier service:

1. Order conveyor: the courier service cooperates with various stores, so couriers of delivery services cannot act as the person of your online store;

2. Lack of consultation: you do not have the opportunity to teach other couriers the specifics of your business, so they cannot provide professional advice about the goods to the buyer.

3. Template approach: courier services are reluctant to deliver fragile and bulky goods.

Pickup point

This delivery option, if available, is in demand most often, as it allows buyers to save on delivery and not be tied to a specific time of the courier's visit.

Advantages:

1. Savings on delivery: if delivery by post and courier is usually paid, then self-delivery allows the buyer not to spend extra money, and the online store - time for delivery.

2. Free schedule: the buyer can pick up the goods at any time of the pick-up point;

3. Also a showroom: you can place shelves with your goods in the self-delivery point so that customers can buy something else;

4. Exclusion of force majeure situations during delivery: options for loss of goods or damage during transportation are excluded during self-delivery.

5. Professional consultation: if a good sales manager works at the pick-up point, he will give comprehensive advice about the product and convince the buyer

to buy something else.

Self-delivery also has disadvantages:

1. High percentage of non-redemption: people simply forget and do not come to pick up their orders;
2. Rental fee: you can rent your warehouse or office, but at the start it is better to use the pick-up points of courier services;
3. Low speed: buyers do not immediately come for the ordered goods, sometimes they do not come for them at all.

The manager of the online store will have to evaluate all the pros and cons of all delivery options, maybe even initially deliver the goods himself, but as a result provide the buyer with several of the most popular delivery options: for example, by courier, mail and self-pickup from the drop-off point.

8. Work with returns

Sellers of online stores believe that the buyer can return the product only under warranty. But, in fact, the buyer has the right to return the goods in two cases:

1. If the product did not fit;
2. If the product is defective.

The online store can set any period for returning goods of proper quality, but not less than 14 days from the day of purchase. And only if the buyer has been previously informed about the terms of return (by check, warranty card or any other way). Otherwise, this term is extended to three months.

The message should state:

1. return address;
2. mode of operation;
3. return term;
4. the condition of the product in its commercial form;
5. payment refund procedure.

Grounds for returning goods without marriage:

1. the product form is observed;
2. the product was not in use;

3. the product has not lost its consumer properties due to the fault of the buyer;
4. have a cashier's check, invoice or act of acceptance/handover of the goods to the buyer.

But not all goods are subject to return. The Ministry of Trade has established a whole list of goods that cannot be returned. It includes:

1. Perfumery and cosmetics;
2. Underwear and hosiery;
3. Furniture sets;
4. Goods sold by the meter;
5. Cars and watercraft;
6. Equipment and electronics with a warranty period of service;
7. Garden and pet store goods;
8. Medicines;
9. Jewelry and bijouterie;
10. Printed and technical media;
11. Weapons, tobacco and sex products.

And it is also not possible to return toys, hygiene products, dishes, power elements and some other goods that are sold without special hermetic packaging.

In case of returning defective goods, the buyer can:

1. Replace the product with a similar or different product with an additional payment or refund of the difference in price;
2. Get a discount on defective goods;
3. Reimbursement of costs for elimination of the shortage;
4. Return the product with a refund of the money spent.

In order to establish the reasons for the defective product, the seller can order an examination at his own expense. But if, as a result of the examination, it is established that the reason lies in the actions of the buyer, he will pay for the examination, storage and transportation of the goods.

The return of the goods to the warehouse can also be carried out due to non-repurchase of the goods at the post office or self-delivery point.

9. Customer retention

After the order is fulfilled, the online store owner begins working with customers to convert them into regular customers. It cannot be assumed that you will be forgotten. Therefore, you should constantly remind yourself, offer bonuses and discounts for repeat orders, build loyalty through e-mail marketing and subscription in social networks. Customer retention is also very important because active work with regular customers lowers the cost of customer acquisition due to repeat purchases and word of mouth, which spreads thanks to satisfied customers and their connections.

The development of a loyalty system will help you retain customers - a program of bonuses and discounts, accumulating points and amounts to the account of a regular customer. It's not the same as promotions and sales, because loyalty programs aren't about buying, they're about repeat sales.

This is beneficial to the store because:

1. stimulates sales growth;
2. allows to analyze the behavior of buyers;
3. simplifies the study and segmentation of the target audience;
4. increases brand recognition;
5. develops the customer's attachment to a certain store.

It is beneficial to the buyer because:

1. gives an opportunity to save on discounts;
2. delights with gifts and bonuses;
3. causes a feeling of privilege;
4. simplifies the search and selection of a store;
5. allows you to keep up to date with new products and promotions.

All loyalty programs can be divided into 4 types:

1. Stimulation of frequent purchases - this includes prizes for the largest check for a certain period, raffles among regular customers, accumulative discounts that depend on the amount and percentage of redemption.

2. Accumulation of bonus points is an opportunity to spend the points

accumulated in the previous month, get goods for free for points, the number of checks, etc.

3. Payment for privileges - sometimes online stores introduce paid loyalty programs for access to closed sales, new products or samples.

4. Affiliate programs - an online store for home goods can provide, for example, a discount or a certificate for free design or cleaning of premises.

In developing a loyalty system, it is very important to study the potential audience, correctly segment it and make a truly mutually beneficial offer that will interest your customers and encourage them to buy only from you.

10. Delegation of duties

If you imagine that all the tasks described earlier are performed by one person - its owner, you can go crazy. You don't wish such a fate on anyone. After all, many people start like this: they do everything themselves. So it's no wonder why 80-90% of new online stores close in the first year of their existence.

The key to success in organizing the business processes of an online store is the manager's ability to delegate responsibilities to subordinates or partners, since it is often simply impossible to handle all functions. But many still strive to do everything on their own.

1. Why hire a courier? After all, one order per day can be delivered yourself!
2. Why hire an advertiser? After all, there are many instructions on the network for setting up advertisements with your own hands!
3. Why hire an operator, because I want to get to know my target audience better!
4. Why pay a designer? After all, I can draw a great logo myself!
5. Why pay a copywriter? After all, you can describe 100 products yourself!
6. Why pay an accountant? After all, no one will count my money better than me!

Yes, many managers believe that no one can handle even such simple and routine tasks as processing orders and packing parcels better than them. And they

make one of the most popular mistakes when opening an online store, which can eventually lead to its closure.

In order not to lose interest in your business, you must have time and energy for its development. After all, now you are dreaming about how to start working for yourself, so that later the business will work for you. For this, at the start, you should try to establish business processes so that the simplest repetitive operations are entrusted to subordinates. When such large processes as strategic planning, demand forecasting, working with suppliers, attracting buyers, processing orders, delivering parcels, receiving and accounting for payments, performance analysis, you break down into simple elements and assign responsible executors, it will be easier for you to manage the store , control the actions of subordinates and analyze their effectiveness.

When should responsibilities be delegated?

To understand when you should delegate responsibilities, take a small test:

1. It's time if:

1. You are your own director, accountant, designer, programmer, advertiser, consultant, courier and much more.

2. You work 20 hours a day and have forgotten what healthy sleep is.

3. You just don't have enough hands to do everyday tasks.

4. You are buried in a routine, and you no longer have either physical or moral strength for business development.

5. You faced reality, and realized that you can't handle it yourself.

2. It is too early if:

1. You have a weak flow of clients and are doing great on your own so far.

2. You really enjoy doing everything yourself: from niche testing and finding suppliers to packing and delivering orders to customers.

3. You have a limited budget and you cannot yet afford to pay salaries to full-time employees.

4. You really don't know what to do with future employees.

5. You have loved ones who take on the things you can't handle and help you in business for free.

As a rule, one person, even the most intelligent, experienced and successful, is not able to carry a developing online store. Because even if you think you're doing pretty well, you:

1. you definitely do not use all the most effective channels of attracting customers, but at the most use contextual advertising, which is good in principle for a start, but far from everything that you could implement;

2. you definitely can't tear yourself away to deliver at least three orders in one evening and have dinner with your family at the same time;

3. you have no idea what exactly can be improved, because you simply do not have time to analyze and optimize your work.

There is only one scheme in which a small online store can be served by one person, and that is the one in question. This is if you yourself are a manufacturer of handmade artificial goods and sell them over the Internet. In this case, you usually have no more than 100 positions, manual work is not cheap, and the demand for it is specific. However, most often, even in such a situation, one person is engaged in the creation of the product, and another person is involved in the online store.

Where and how to find employees for an online store?

And when you have decided that you are ready to entrust routine tasks to subordinates, you may have a question: where and how to look for employees for an online store?

You have two options for cooperation with performers:

1. temporary;

2. constant.

For temporary work, it is better to hire freelancers on specialized sites and exchanges.

1. The copywriter can be entrusted with the initial filling of the store;

2. Designer – development of corporate style, logo and website design;

3. For programmers – layout and setting of extensions;

4. SEO - website optimization.

Cooperation with freelancers has its advantages:

1. a great way to get rid of routine tasks;
2. a large number of specialists to choose from;
3. the opportunity to review the candidate's portfolio;
4. availability of the freelancer's rating and reviews;
5. payment of labor in the form of unit wages.

But there are disadvantages in this cooperation option:

1. frequent delays according to deadlines;
2. remoteness of the employee.

It is better to look for an employee for a permanent job through acquaintances or job search portals.

1. The accountant must be entrusted with financial reports;
2. Advertiser - management and analytics of advertising campaigns;
3. To the operator - processing and packaging of orders;
4. Courier – delivery of orders and acceptance of payments.

At the start, you can do without your own courier, but then it is better to outsource the delivery to a courier service that takes payment for the number of delivered orders, and not for the entire time of cooperation. That way, you won't have to pay a single penny on the days you don't have orders.

First, you can try setting up an advertising campaign and managing social networks on your own. On the Internet, there are many step-by-step instructions and auxiliary services that simplify and automate processes related to attracting subscribers to groups, audience targeting, detailed advertising settings, contests, etc.

On the other hand, delegating absolutely everything is also unwise. Since you are only interested in real results, it is better to reserve the most important functions:

1. strategic and current business development planning;
2. profit accounting and performance analysis (traffic, conversion, service);
3. search for weak points and optimization of business processes;

4. control over subordinates and their encouragement for the successful completion of assigned tasks.

11. Business development and improvement

When you set up the online store to the point where you can go on vacation for a week and be sure that the store will work like clockwork in your absence, you will have the strength and ideas for development.

After resting and looking at business from the outside, you can move on, set new goals and work on:

1. conversion of traffic into sales;
2. application of new methods of attracting buyers;
3. development of creative marketing campaigns;
4. expanding the assortment;
5. development of loyalty programs;
6. rebranding and formation of UTP;
7. brand image and recognition;
8. search and implementation of new ideas.

LEGAL ASPECTS OF ONLINE STORE OPERATION IN UKRAINE

The main regulatory act that regulates the activities of online stores is Law № 675.

According to Art. 3 of Law № 675, an online store is a means of selling goods, work or services by concluding an electronic transaction with buyers and customers. Based on the content of this norm, the website of the online store must:

- contain complete information about the product (availability of certificates, other necessary documents);
- contain information about the seller: full name, location, identification code - for legal entities; Surname, first name, patronymic, place of registration, registration number of the taxpayer's registration card - for entrepreneurs; other information specified by Law № 675;
- provide for the possibility of concluding an electronic transaction.

When trading through the online store, you must be guided by:

- Laws № 675 and № 1023;
- Order № 833;
- Rules approved by orders of the Ministry of Economy dated 04.19.07 № 103 (hereinafter - Rules № 103), № 104 and № 185.

The range of goods sold is determined by the business entity independently, except for goods, the sale of which is prohibited by law through online stores (clause 1.3 of Rules № 103). Therefore, before starting trade through the online store, you should study the trading rules related to this type of product in detail. Some types of goods can be sold only in specially equipped retail premises. This applies, in particular, to the retail trade in tobacco products (clauses 3, 5 of the Rules, approved by the order of the Ministry of Economy and European Integration dated 07.24.02 № 218). In addition, it is prohibited to trade medicinal products over the Internet (clause 27 of the License Terms № 929). You can only book medicines on the Internet, and you need to buy them in pharmacies.

Often on the Internet you can find sites that offer to buy alcoholic beverages. This is a violation of child legislation. Trade in ethyl alcohol, cognac and fruit alcoholic beverages and tobacco products is subject to licensing (Clause 7, Part 1, Article 7 of Law № 222). Issuance of such a license is tied to a specific stationary place of trade (premises). As in the case of medicines, they can only be ordered online.

In addition, it must be taken into account that if the goods are delivered to the buyer by mail, you will have to comply with Rules № 270. These rules prohibit some types of goods from being sent by mail, in particular (clause 32):

- narcotic drugs, psychotropic substances, their analogues and precursors, included in the list of narcotic drugs, psychotropic substances, their analogues and precursors, which are subject to special control in accordance with the legislation;
- poisonous plants, food products, the storage period of which does not exceed 10 days;

- melee weapons and other items specially designed for attack and defense (knife sticks, stilettos, spray cans with paralytic liquid, etc.);
- explosive, flammable or other dangerous substances.

An online store can be opened both by an existing business entity and by a future one. In the second case, to start work, he should register as a business entity in accordance with the procedure established by Law № 755. For this subject of state registration, it is necessary to submit a package of documents provided for in Art. 17 (for registration of a legal entity) and Art. 18 (for registration of an individual entrepreneur) of Law № 755. In the submitted application, the KVED code should be indicated - 47.91 «Retail trade carried out by mail order firms or via the Internet».

When creating an Internet store website, upon registration of a domain name, a certificate is issued to its owner. It is recommended to register the proper name in the domain name as a trademark (a mark for goods, works, services). From a legal point of view, it is very desirable to do this. Then, in the event of a violation of your rights regarding the domain name, you will have more chances to protect your interests, including in court. Registration of signs for goods, works, and services is carried out in accordance with Law № 3689 and Rules № 116. The registration process is quite long, but if you plan to use the created site for a long time and at the same time work efficiently, it is still worth registering a sign. Since individual elements of the site (drawings, photos, videos, computer programs, etc.) may be objects of copyright, the nuances of transferring property rights to such objects should be discussed with the site developers, taking into account the provisions of Law №3792.

When establishing the rules for accepting orders for goods, it is necessary to develop an order form that is as convenient as possible for the buyer to fill out. According to Clause 2.4 of Rules №103, such a form must contain:

- name (seller);
- product name;
- price (for 1 kg, 1 piece, 1 m, etc.);
- quantity and total value of goods, value of services provided additionally;

- date (time) of order execution.

The method of settlement is an important component of contractual relations. Modern technologies allow you to choose many options, for example:

- calculations using bank payment cards;
- non-cash payments through banking institutions;
- cash payments with the transfer of money to the courier (when delivering goods to your home) or to the seller (when receiving the goods from the seller);
- with the help of electronic money.

As a result, the buyer should be issued a settlement document of the established form.

When determining the methods of delivery of goods, the following are most often used in practice:

- delivery of goods by mail;
- home delivery of goods (usually with the help of the seller's courier service or with the involvement of third-party organizations);
- receipt of goods by the buyer from the seller (from the warehouse, office, representative office, etc.).

Parties to online trade must conclude an electronic contract. Such a contract is concluded by means of a proposal to conclude it (offer) by one party and its acceptance (acceptance) by the other party (Part 1, Article 11 of Law №675). The parties to the electronic contract are the seller (executor, supplier) and the buyer (customer).

An offer to a potential buyer can be made by:

- sending a commercial electronic message to the post office;
- placing the offer on the Internet or in other information and telecommunication systems.

The offer must contain essential terms of the contract. For example, if the buyer buys goods through an online store, then the electronic contract must contain essential conditions inherent in the sales contract.

In addition, the offer can specify, in particular:

- procedure for concluding a contract;
- the procedure for creating and imposing electronic signatures by the parties to the contract;
- the possibility and procedure of making changes to the terms of the contract;
- the method and procedure for accepting an offer to conclude an electronic contract (acceptance).

The response of the person to whom the offer to conclude an electronic contract is addressed, about acceptance (acceptance), can be submitted by:

- sending an electronic message to the person who made such an offer;
- filling out the application form (form) on acceptance of the offer in electronic form;
- performing actions that are considered acceptance of the offer, if the content of such actions is clearly explained in the information system in which such an offer is located, and these explanations are logically related to it.

An electronic contract is considered concluded from the moment the person who sent the proposal to conclude such a contract receives a response to the acceptance of this proposal. If, by agreement of the parties, the electronic contract must be signed by the parties, then the moment of its signing is the use (Article 12 of Law №675):

- electronic signature or electronic digital signature (EDS) - provided that all parties to the electronic transaction use EDS;
- electronic signature with a one-time identifier. This is data in electronic form in the form of an alphanumeric sequence, which is added to other electronic data by the person who accepted the offer to conclude an electronic contract, and is sent to the other party of this contract;
- an analogue of a handwritten signature (facsimile reproduction of a signature using mechanical or other copying means, another analogue of a handwritten signature) by written agreement of the parties, which must contain samples of relevant analogues of handwritten signatures.

According to Part 11 of Art. 11 of Law №675, the buyer (customer, consumer)

must receive confirmation of the execution of an electronic transaction in the form of an electronic document, receipt, merchandise or cashier's check, ticket, voucher or other document at the time of execution of the transaction or at the time when the seller fulfills the obligation to transfer the goods to the buyer. This confirmation must contain the following information:

- conditions and procedure for exchanging (returning) goods or refusing to perform work or provide services;
- the name of the seller (contractor, supplier), his location and the procedure for accepting a claim regarding goods, work, or services;
- warranty obligations and information about other services related to the maintenance or repair of goods or the performance of work or the provision of services;
- the procedure for terminating the contract, if the term of its validity has not been determined.

In documents for goods subject to mandatory certification in the state certification system, the registration numbers of the certificate of conformity or the certificate of recognition of conformity must be indicated (Clause 1.4 of Rules №103).

When placing an advertisement on the site, it is necessary to comply with all the requirements of Law №270. Failure to comply with these requirements causes significant fines. Thus, for non-compliance with the requirements for the content of advertising, the advertiser may be fined in the amount of 5 times the cost of such advertising (Article 27 of Law №270). Advertising for the product must correspond to the product presented on the website of the online store, taking into account the requirements of the legislation on advertising.

3. CHOOSING A CONTENT MANAGEMENT SYSTEM – CMS

At the initial stage of creating an online store, it is necessary to decide on the platform on which it will be placed, CMS (Content Management System) - a content management system that will allow you to quickly create your site, give it the necessary structure (skeleton) and configure functions. Allows you to work with content: add, edit and delete texts and photos, use templates for design, and more.

CMS can solve the following tasks:

- Full site administration
- Creation of new pages.
- Editing pages.
- Publishing new content.
- Collaborative work on content creation and editing.
- Defining rights for different groups of users and assigning roles to users.
- Changing the structural element of the site.
- Design change.
- Use of new functionality.
- Search optimization of pages.

The CMS for the online store is selected taking into account the following key criteria:

Popularity - how many sites work on a specific CMS and what type they are (commercial, entertainment, etc.), as well as how long this engine has existed and whether users know about it. If there is an assembled team and a stable community that will help, if not with a plugin, then advice is good: developers will provide technical support, webmasters will not rush to work with this CMS, and if problems arise, you can always ask on the forum. It is even better if the chosen CMS, while meeting all these criteria, is actively used in e-commerce or is easily adapted for this purpose.

Ease of setup. CMS is an interface for site management. This interface can be simple and accessible, or it can be more complex with a focus on professional

developers. For example, even an amateur can configure WordPress to work, but it is better to hire a professional to work with Drupal. But simplicity is not at the expense of functionality - if you need a cool site for a business with a large turnover, then WP is definitely not suitable.

Product price. CMSs are paid or free. Often, developers provide a "free version" with an incomplete set of functions, which is enough for a novice entrepreneur, and at the same time offer a full package with additional features already for a fee. True, it is also worth taking into account not only the cost of the CMS itself, but also the average price of plugins for customization and expansion of functionality.

Flexibility and functionality. Determines how fast and difficult it is to adapt the CMS to specific needs, what functions for commerce are provided in the standard package and whether it is possible to integrate the system with third-party e-commerce services. It is also important to evaluate the presence of plugins that extend the standard functionality, their number and cost. For example, in terms of plugins, WordPress is the absolute leader.

SEO-friendship. SEO is the basis of future business promotion on the network, therefore, CMS for commercial platform should be SEO-friendly, providing the ability to edit metadata and sitemap, create CNC, configure archive records and cache pages, etc. According to this criterion, we will also evaluate the engines considered in our study.

Depending on the method of development and product format, CMS is divided into the following types:

Boxed. A boxed CMS is a ready-made interface that requires only one installation to get started. The user receives the product «out of the box» and the ability to configure and adapt it at his discretion. We download the installation package to the PC, upload it to the hosting, and the foundation of your online store can be considered laid. As a rule, gearbox engines are developed by a team of specialists who provide technical support, promotion and infrastructure development. This is a good solution when you need to launch a site in a short time,

while maintaining its functionality. For free or for a relatively small fee, the user receives a basic package, which can be supplemented with plugins and modules independently or with the involvement of a specialist. The lion's share of commercial sites of medium and small businesses are built on box CMSs, the most popular of which are WordPress, Magento, Drupal, Bitrix and OpenCart.

Self-written. If box solutions are a mass product for a wide audience, self-written CMS are developed to order. Due to the individual approach, they are better adapted to the needs of a specific project and allow to implement almost any function. But you have to pay for it:

High cost - the customer fully pays for the work of the developer or even the entire team, which is an order of magnitude more expensive than full box packages;

Binding to the developer - yes, you can implement any function, but only the one who developed the CMS can do it, freelancers and third-party specialists rarely agree to work with self-written engines;

Due to the lack of technical support, only the creator can fix the problem, and there are no forums or communities.

In general, it is necessary to constantly maintain a specialist or even a team to work on self-written CMS, so only large companies can afford it. And a self-written solution is justified only in case of large turnover or an atypical business model, when box options do not meet the requirements.

Cloudy. Cloud CMS (SAAS platforms) provide an immediately ready interface that does not even need to be downloaded to the host. The user launches his site as if within the framework of another site, while retaining some possibilities for customization and setting up the resource. As a rule, cloud engines are paid, and this is not a one-time purchase, as in the case of box CMSs, but the provision of a subscription interface. The most popular cloud services in Ukraine include Prom.ua, Arbooz.com and Shopium.ua.

The disadvantages of such a solution are obvious - limited functionality, limited customization (not always even the domain can be changed) and full

dependence of your store's operation on the state of the parent platform. But cloud CMS is fully justified when:

- The product must be released to the market literally in 1-2 days;
- It is necessary to test the product or niche above the market;
- Sales volumes are minimal;
- The store specializes in 1-3 products and provides no more than a few dozen items.

A cloud solution is a minimum of opportunities, a minimum of effort and a high speed of launch, therefore, when launching a full-fledged commercial site, such CMS are practically not used.

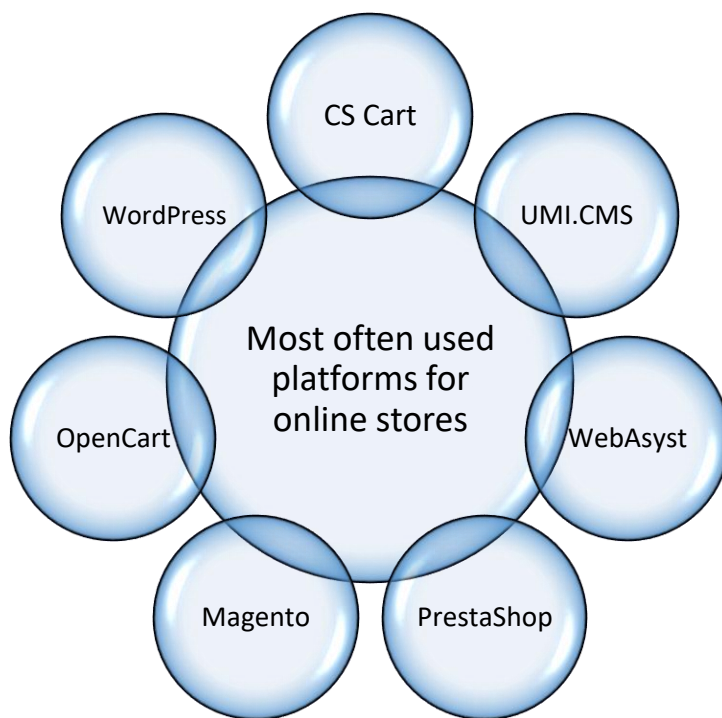


Figure 3.1. Platforms for online stores

The most commonly used platforms for online stores are shown in Fig. 3.1, we suggest considering their main advantages and disadvantages (Table 3.1).

Table 3.1

The main advantages and disadvantages of the most commonly used platforms for online stores

№	The name of the platform	Advantages	Disadvantages	Conclusion
1	WordPress	<ul style="list-style-type: none"> • free and easy-to-use system - the most popular CMS; • a large community provides a wide selection of free necessary add-ons for the implementation of a full-fledged online store; • many developers and freelancers are engaged in finalizing the functionality for an adequate fee; • installed on the server of any hosting; • there are tons of paid, quality templates to get your site up and running quickly. 	<ul style="list-style-type: none"> • the deployment of a trading platform in the network requires the installation of additional modules that increase the load on the server; • many improvements to the necessary functionality; • due to the large number of plugins, the download speed decreases; • has a hard time dealing with a large number of products (from 1000 items), it is necessary to seriously optimize and increase productivity; • there are a lot of people who have watched videos on YouTube and consider themselves WordPress programmers; due to the fact that the threshold for entering the system is low, you can "run into" low-quality specialists who can actually do only simple things, but also take on custom, complex functionality, without having sufficient skills, experience and necessary knowledge of the core; • many modules are written by inexperienced 	<p>This is a completely free CMS. An excellent choice for a small commercial project with a low budget. Theoretically, everything can be installed, configured and "finished" by yourself or turn to the huge community of developers and just WordPress lovers. One of the main problems is security. Open source code is the reason for frequent hacking of WordPress sites.</p>

			<p>developers, the code of such plugins works inefficiently and creates security holes;</p> <ul style="list-style-type: none"> • themes with a visual editor are often difficult to refine to a normal look and good SEO. 	
2	OpenCart	<ul style="list-style-type: none"> • free basic functionality; • many paid templates that are easy to install and configure - allow you to quickly launch a project; • easy to manage and configure; • undemanding to resources - works even on weak servers; • high page loading speed; • can easily process even larger databases of goods; • there are many freelancers who are ready to make simple improvements and develop entry-level functionality for a small fee; • low entry threshold is optimal for simple and medium complexity web projects. 	<ul style="list-style-type: none"> • often cannot do without paid modules; • complex procedure for updating; • since the platform is easy to master, then, as with WordPress, there are many beginners in the network who take on work on overwhelming tasks, so they are often unable to implement it qualitatively; • there is no normal SEO filter; • most available modules are developed by freelancers and suffer from a lack of code quality and security, few add-ons are created by companies that provide guarantees and support; • most modules for CMS are encrypted by ioncube, only their external part can be modified. The add-on's work logic cannot be corrected and changed only by contacting the script developer individually for the project; • very few good templates, thought out and oriented to our market, that look like a 	<p>The platform is suitable for both small and large-scale projects. It is a fast and fairly simple platform that even a novice can understand.</p> <p>Basic functionality can meet the needs of a small online store. This is an excellent option for a start with a small budget. But you should be extremely careful when choosing contractors for project development and support. A low barrier to entry creates a large number of freelancers with questionable understanding of what they are doing. And fixing it is long, difficult and expensive.</p>

			<p>real online store, not a template;</p> <ul style="list-style-type: none"> • The SEO part needs to be seriously "finished with a file", out of the box search engine optimization is poorly implemented; • to create a project of a high level of quality and functionality, you will have to invest a decent amount of money. 	
3	Magento	<ul style="list-style-type: none"> • wide possibilities - suitable for any trading platform in the network; • the system "grows" along with the increase in the scale of the project; • a large selection of additional (in particular, free) add-ons; • the system is well prepared for search optimization; • rack protected by CMS. 	<ul style="list-style-type: none"> • the system is very difficult to master: both in terms of administration and in matters of development - the entry threshold is high; • high requirements for server capacity; • not all documentation is localized; • the tangible price of some required modules; • a small number of developers who work for the Ukrainian segment (90% of specialists work with Western clients and do not want to take on local projects); • expensive to develop and maintain, the system is the most costly of all the listed ones. 	<p>Developing a Magento online store requires investment. However, any business needs investment, and from this CMS costs can be considered as investments. Few programmers work with it, which makes it difficult to find what you need and increases the cost of modifications. This is a serious CMS for serious Enterprise projects. It is recommended to choose it for creating projects of at least an average level and with a budget of \$10,000 or more.</p>
4	PrestaShop	<ul style="list-style-type: none"> • the basic functionality of the store and the main possibilities of search optimization are available immediately after installation; 	<ul style="list-style-type: none"> • in the basic version, you can develop only a small trading platform with simple functionality, to create a large project, you 	<p>CMS out of the box allows you to launch a full-fledged small online store, fully</p>

		<ul style="list-style-type: none"> • more than 5,000 different paid and free site templates are available; • many ready-made paid templates, there is a marketplace with add-ons and modules. If you limit yourself to customizing the template using CSS - an excellent and inexpensive option; • it is possible to develop online stores of a medium level of complexity, but you need to immerse yourself in the Symfony framework, it allows you to make serious projects with solid functionality. 	<p>will need to install paid modules;</p> <ul style="list-style-type: none"> • demanding on resources, you will have to choose not the easiest hosting tariff; • the most significant cost item – additional modules and extensions; • a small number of developers in the Ukrainian-speaking segment due to low popularity; • it is difficult to perform search optimization due to the technical features of the system; • it is difficult to customize the existing functionality – the threshold for entering the platform is high; • very few modules for the Ukrainian market segments. 	<p>"sharpened" for e-commerce. A significant disadvantage is significant costs for the purchase of templates, modules, and the development of unique functionality.</p>
5	WebAsyst	<ul style="list-style-type: none"> • wide possibilities for editing; • many plugins, modules, widgets; • detailed help; • the possibility of integration with third-party services for organizing online sales; • there is an additional business management functions (cloud file storage, customer communication system); • development and support of stores on this platform are relatively inexpensive, cheaper; • there are ready-made templates with which you can quickly launch a store; • functionality "out of the box" is sufficient for most typical tasks. 	<ul style="list-style-type: none"> • considerable cost, high prices of templates and applications; • in order to provide basic functionality, you have to buy modules that are supplied "out of the box" in other engines; • it is difficult for beginners to understand CMS; • limited possibilities for editing the appearance of the page; • it is difficult to find skilled freelance programmers, there are really few of them; • templates that can be bought on the marketplace are not 	<p>WebAsyst was created specifically for running an Internet business. It is fully adapted for the development of an online store. The CMS is functional, but it is quite difficult to configure it. You need experience and skills in working with it to quickly change something on the site. Cost and training costs make using WebAsyst</p>

			<p>always thoroughly tested and may contain serious flaws, and developers, as practice shows, take quite a long time to eliminate them;</p> <ul style="list-style-type: none"> • there are additional modules on the marketplace, but they are few, and often the necessary add-on cannot be found. 	<p>impractical for small trading sites. At the same time, it is well suited for large web projects.</p>
6	UMI.CMS	<ul style="list-style-type: none"> • good performance even under heavy load conditions; • clear interface and very simple site management; • you can take training courses with CMS for free; 	<ul style="list-style-type: none"> • high requirements for hosting; • tangible license price; • buying additional modules or ordering their development is quite expensive; • CMS is weak and slowly developing; • the marketplace of modules is not large enough; 	<p>The system is optimal for e-commerce. More suitable for advanced users and large online stores. A fairly simple and easy-to-manage system for a store. For a small site, the costs may be too high. The platform is convenient, there is accompanying documentation and technical support.</p>
7	CS Cart	<ul style="list-style-type: none"> • synchronization with external services; • support of a large number of payment systems; • there are more than fifty video lessons on installing, configuring and working with the engine, creating an online store; • there is a demo version that allows you to assess the necessity and convenience; • lifetime license. 	<ul style="list-style-type: none"> • complex installation process, installation of an additional module, server settings are required; • in automatic mode sets the headings of 1-2 levels on the pages, which have to be changed manually; • filters and layouts create duplicate pages, which has a bad effect on search promotion; • there are few smart developers who know the system, so the price of services is very high. 	<p>Commercial CMS, designed primarily for creating medium and large online stores. Allows you to create a multi-vendor store with a large number of sellers and one storefront. Completely open source code provides opportunities for the necessary improvements.</p>

Recommendations regarding the structure of the online store

The purpose of the online store is to provide a potential buyer with convenient tools for choosing and ordering a product or service; lead the client from the main page or the catalog page to the product page of placing an order; to help or not prevent him from making a purchase. It is no longer enough to attract customers with advertising, offering a wide selection of products and low prices, to carry out sales of an online store. If the navigation of the store site is inconvenient, the search is difficult, the design and extra information distract attention, and in general, if the visitor cannot figure out what to do in 30 seconds, he will leave without making a purchase. We have reduced the basic requirements to the most important, from the point of view of attracting, retaining and converting visitors into purchases, pages that really sell online stores. The recommendations are made as a result of the generalization of practical experience and developments in increasing the sales of online stores.

We will analyze in detail each element of navigation that simplifies the purchase on the site and leads to an increase in the conversion rate of your online store.

General recommendations for all pages

- White or light background.
- The font is without serifs, the color of the font contrasts with the background.
- Highlighting links in color with an underline.
- Font size from 10 pixels.

«Hat» or «Header». The upper part of the site

An important element is the «hat» of the site «glued» to the upper border of the browser. It is done so that all the information needed by the potential client is always in the field of view - contact data, shopping cart, search bar.

What should be:

- Logo with a link to the main page of the site.
- A prominent search bar.
- Selected (postponed) goods.

- Phone numbers and callback button.
- Basket block (empty basket or with goods).
- Menu of the top level of the product catalog.

«Footer». The lower part of the site

- a block of admission to social network groups of store networks;
- with a large number of participants in the Instagram or / and Facebook widget communities;

- blocks of links to service pages (pages of a general nature about the company, customers and help with product selection - here).

Left sidebar. The left column of the site.

Filter by products of the site (based on the parameters of the products participating in the filtering).

Product block. Product display in the catalog

What should be

- Product name with a link to the product page.
- Photo of the product with a link to the product page.
- Product availability (real product status).
- Product price. If the product is not on sale, the price is the same, if there is a discount on the product: the old price is crossed out and the new price is bright, big; benefit in hryvnias.

- Links to compare. When you click on it, the product is added to the comparison list. The «compare» link text is changed to «show».

- «To the basket» button. When you click on it, the product is added to the cart.

The main (start) page of the online store

Goal:

The visitor must be convinced that it is worth staying in this store and that he can find a solution to his problem.

Must answer visitors' questions:

- Did I get there?

- Is the page trustworthy?
- What does this company do?
- Does the site offer what I want?
- Is the page interesting enough to spend more time here?
- What can I do here?
- How to contact the company?

Key principles:

- Gain trust.
- Meet expectations.
- Create compelling ad copy highlighting your unique selling proposition.
- The call to action must be clear.
- Buttons should be large and clear.

What should be:

- Heading h1.
- Blocks of «Sale Hit» and «Sale» products.
- An introductory advertising text with information about your store.

Directory pages

Task:

Help the visitor take the next step in the process of choosing and buying a product.

Objectives:

- Beautifully and attractively display products.
- Contain enough information about each product so that visitors can distinguish between them.
 - Provide an opportunity to sort and select products according to criteria important to visitors.
 - Clearly indicate further actions to the visitor.
 - Percentage of conversions to product pages.
 - Add-to-cart percentage.
 - Care percentage.

What can be seen on the selling product catalog page?

- The goods are related to each other by some features.
- General information about each product.
- Tools for sorting and selecting products.

Must answer visitors' questions:

- Does this section meet my expectations?
- Did I choose that section?
- How are these goods sorted? For the price? By color? By some other criterion?

- Can I change their order? As?
- Are there other products in this category? Where they are?
- A minute ago something caught my eye that I liked. How do I get back to it?
- There are a lot of products here. How to narrow the sample?
- Oops, not enough now. How to go back?
- Here is what I want to buy. How to do it right now?

What should be:

- Heading h1 - the name of the directory section.
- 1 paragraph of a brief description of the section.
- Links to divisions with the quantity of goods they have.
- Sort by price, popularity.
- The products themselves, first marked «Bestsellers», then «New», then the rest.

- Under them, a link to go to the next page of the catalog is visible.

Product page

Objectives:

- Help visitors learn more about the product and offer.
- Answer any questions visitors may have.
- Emphasize the features of your offer compared to competitors.
- Offer alternative methods of making a purchase, for example, by phone.
- Add to cart.

• Successful implementation of secondary conversion. If you didn't buy it, then, for example, you added it to Favorites.

The page should answer visitors' questions:

First questions

- Is this the product I expected to see?
- How does he look like?

Questions about the product

- What are the main characteristics and advantages of the product?
- How to take a closer look at it?
- What does it do and how does it work?
- Are there other options for the product, for example, a different color, and

how can I find them?

- Can this product be purchased?
- What do people say about him?

Question about the price

- How much does it cost?
- Is there a discount on it?
- If prices are not listed on the page, is it possible to get a preliminary estimate?

Additional questions

- Are there accessories for this product?
- What other products go with it?
- What are the delivery options/possibility of exchange or return?

What's next?

- How to buy a product or start the purchase process?
- What if I don't want to buy it now?
- What should I do if I have any other questions?

The power of feedback

- Rating of buyers
- Number of views.
- Reviews of buyers.

What should be:

- Bread crumbs.
- Remove the left «sidebar».
- On the left is a large photo of the product.
- When hovering the mouse over the main photo on the right, a fragment of the illustration is enlarged.
- Under the main photo of the product there are additional photos with left-right scrolling.
- To the right of the photo, the h1 header is the name of the product.
- Product availability.
- Cost of the product.
- Delivery terms: when they can deliver and how much it costs.
- Payment: how can I pay for the product.
- Warranty conditions
- Save the product to favorites.
- Large «Add to cart» and «Buy in 1 click» buttons.
- When you click the «Add to cart» button, a pop-up window appears, which

contains:

- confirmation of addition to the basket;
- photo of the product;
- Product name;
- quantity and price of goods;
- «Continue shopping» link, when clicking on which we return to the product card;
- «Checkout» link button, when clicked, we go to the shopping cart.
- When you click on «Buy in 1 click» a form pops up with:
- mandatory field «Phone number»;
- the «Buy» button, when you click on it, we place the order.
- Bundle «Buy bundled and save». The set is a comprehensive solution to the potential client's problem.

- Description, characteristics, reviews.
- Block of related goods: This product is bought with.

Basket

Page KPIs

- Conversion rate: the proportion of visitors who proceed to the next stage.
- Bounce rate: the proportion of visitors who did not proceed to the next stage.

Visitors' questions:

First questions

- Where should I start? How to place an order?
- Is registration required? Do I just want to buy something?
- What is the password? I don't remember buying anything before!
- Am I still in the same store? Why does the page look different?
- How long will it take?

Questions about the ordering process

- How much will shipping cost me?
- What if I want to return or exchange the product?
- Is it safe to make a payment here?
- Why am I being asked to implement this particular information?
- I don't want to fill out an online order form. Is there no other way to pay for

the product?

- I can't fill out the form. Can someone help me?

Payment question

- What payment methods do you offer?
- What is a CVV code?
- What happens when I click the «Pay» button?

Questions after filling

- Will they send me a check?
- When will I receive my purchase?

Stages of placing an order in the basket

- Viewing the contents of the shopping cart.

- Entering information about the recipient, payment address and delivery address.

- Entering payment information.

- Order confirmation.

Payment process design recommendations:

- Design buttons according to their function.

- Clearly mark the steps of the process.

- Do not force to register.

- Reduce the number of stages or make them simpler.

- All stages on one page.

- Show visitors that their information is secure and private.

- Give information about the rules of delivery and return of goods.

What should be:

- Just a logo in the cap.

- Left «sidebar»: Why choose us?

- Right "sidebar": block of contacts, invitation to call, phone number and callback order form.

Central region

- «3-4 simple steps, no more than 2 minutes of your time»

- Table of products added to the basket, order composition.

- Next, the checkout block (subheading) and 3-4 steps.

Step 1. To whom to deliver (explanation to the fields of the form ABOVE the fields)

Step 2. How to deliver

Step 3. How to pay

Step 4. Together with delivery with a large «Checkout» button

Thank you page

The page that is displayed to the user after placing an order.

What should be:

- Thanks for the order.

- Information on the order:
- order number;
- date of delivery;
- delivery address;
- recipient;
- e-mail;
- telephone;
- method of delivery;
- method of payment;
- order content: goods, price, quantity, amount including delivery.

Product search results page

What should be:

- Breadcrumbs
- Sorting products by analogy with the catalog.
- List of products, as in the catalog.

Product comparison page

What should be:

- Breadcrumbs
- Heading h1.
- «Add to cart» button (Fig. 3.2).

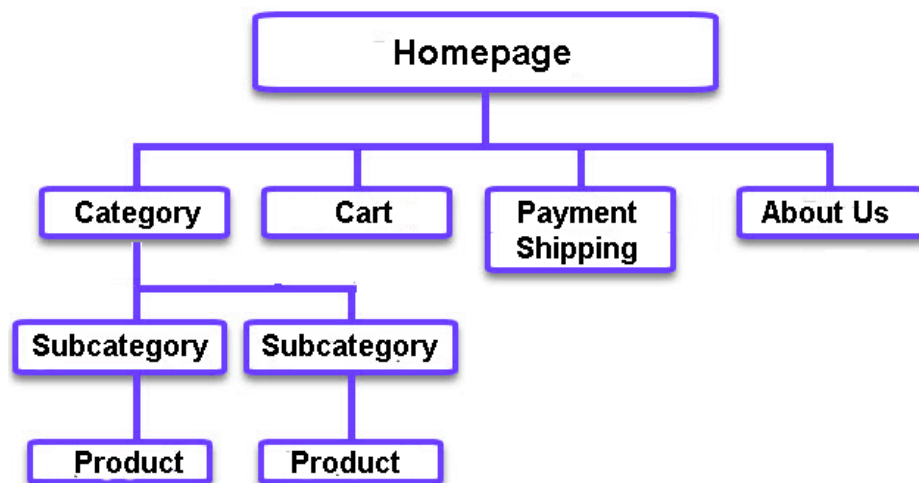


Figure 3.2. E-commerce Website Structure

Navigation for the website of the online store

Well-thought-out, convenient site navigation allows users to find and choose the product they need as quickly as possible.

The elements of navigation in the online store catalog are:

1. Search on the site;
2. «Bread crumbs»;
3. Site page addresses (CPU);
4. Filters (selection of goods) by key characteristics;
5. Sorting of goods according to the specified parameters;
6. Presentation of the product card in the section;
7. pop-up window for quick viewing of the product;
8. Block of recently viewed products;
9. Blocks of related and similar goods;
10. Blocks «New products», «Discounts», «Bestsellers».

1. Search on the site

Site search is simply necessary for large online stores, the number of products of which starts from 300 units, since 25-30% of users search for products in online stores not through the catalog, but using the built-in product search. Product search not only shortens the buyer's path from the catalog to the shopping cart, but also allows you to collect statistical data that users enter in the search bar on the site. And this is very valuable information that allows you to answer the question: what do users want?

Of course, the search button should be visible on the site, so that it is easy to find and quickly kill the query in the line.

For this, you can use the hints that fall out.

Setting up search data analytics

Search analytics allows you to configure Google Analytics. To do this, you need to go to the «Administrator» - «View settings», enable tracking and specify the request parameter. Program

It is very important to specify the query parameter so that the system correctly tracks the amount and structure of search data on the site. For example, in the online store of products with Euroopt delivery, the query parameter is: searchtext= . After = follows the user's request - the product he is looking for.

Use of site search statistics

After some time after setting up site search tracking, you will be able to see the percentage of users who used the search.

But it is much more important to analyze the bounce rate in order to understand why users, typing a specific product in the search bar, do not go to any of the pages issued as a result of the search. To do this, you need to go to «Behavior» - «Site search» - «Search requests».

The reasons for refusals can be different:

1. The product you are looking for is not in the catalog. Perhaps this will be a signal to expand the product catalog.

2. The product you were looking for was not available. Therefore, it is worth replenishing warehouse stocks.

3. The searched product in the catalog has a different name and is not displayed during the search. In this case, you can write the search query in the title meta-thesis and in the product description, after which it will be found in various queries.

4. The searched product is not displayed first in the search results. This issue can be resolved with the site developers.

5. Instead of the product, goods of a different category are generally displayed. This is a reason to better understand the search settings or entrust a specialist to deal with the problem.

The presence of general categories or brands in the list of search requests may indicate the lack of a convenient filter, poor visibility of the category in the catalog and the need to create separate pages for the requested categories.

Thus, setting up and analyzing site search statistics will help correct search errors, optimize the catalog, expand the assortment, and increase site conversion.

2. Bread crumbs

«Breadcrumbs» is a line that shows the user's place in the directory and reflects its structure and nesting. The navigation chain must be present on all pages of the site, except the main one.

For user orientation in the directory, it is very important that he can return to a more general section without using browser tools. It is for this reason that «breadcrumbs» are always placed in the header of the site.

In addition, «bread crumbs» have a positive effect on the indexing of pages by search engines, and also contribute to the appearance of «quick links» in the snippets of the online store on the search engine pages.

3. Site page addresses (CNC)

The addresses of the site pages should be understandable to an ordinary person and, just like «breadcrumbs», should reflect the place of the page in the hierarchy of the directory. Such addresses are called «human-readable URLs» or URLs.

The CNC is formed according to some rules:

1. The transliteration of product names and sections occurs automatically. Almost all site management systems allow you to transliterate the names of sections and products.

2. The CNC is formed from the path from the main page to the product card with a mention of the sections in which the product is placed.

3. The user must enter a higher section of the directory hierarchy when removing the product name or section before the slash from the address line.

4. The CNC of the product card should be formed from the catalog itself, and not from searching or sorting the products of the online store.

Difficulties arise when a product can be in several categories at the same time: for example, Italian-made leather summer sandals can be in the summer, leather and Italian footwear sections. In this case, it is best to set the canonical tag for the product page in only one of the sections of the site and not create duplicate pages. Even if the user was looking for sandals by manufacturer, but ended up in the section with summer shoes, this does not cause surprise to the user - this is what studies of user

navigation on the site claim.

4. Product filters by key characteristics

Creating filters is the second task after creating a catalog, the implementation of which enables buyers to quickly and conveniently make purchases in online stores. Filtering is sometimes called faceted search or product selection by characteristics.

An example of a lamp filter by brand, type and purpose.

If you sell a product in which its key properties can be highlighted, you should have a filter on your site that will allow you to quickly identify unnecessary products and select the best product for the buyer from the proposed list.

How to highlight the main parameters of filters?

The selection criteria for the filter can be:

1. Demand in search engines. For example, for TVs, the key property for filtering might be screen size and type, followed by the presence of additional features. The most requested parameters should go at the beginning of the filter.

2. Parameters filter competitors. If your competitors from the top 10 use clothing filtering by color, size, season, material and manufacturer, you should also develop a filter on your website with these parameters.

3. Your view on the filter parameters. If you think filtering diapers by baby's age is more relevant than baby's weight, run an A/B test and find out.

In order to run a filter or product comparison on the site, key characteristics must be found and written for each section or subdivision. They can differ for each type of goods, which can sometimes be a criterion for dividing or combining goods into sections and subdivisions.

If different markings (European and Chinese sizes, centimeters and inches, age and height) are found in the products at the stage of selecting key properties, they must be brought to a common value so that they are displayed correctly during filtering.

Create landing pages from filter results

When creating filters, it is necessary to take into account that as a result of

their work, pages with so-called dynamic addresses are formed.

Some online store site management systems allow these pages to be indexed and ranked by search engines, creating unnecessary duplicates. And here you have to close it from indexing in the robots.txt file.

The optimal solution for such pages would be the creation of static pages for the requested parameters of product selection: for example, «black dress 42 sizes».

Automatic creation of static pages for all combinations of filter parameters can be considered by search engines as the creation of a large number of uninformative pages and cause spam penalties. Therefore, it is worth analyzing the demand and making tag pages only for requests that are actually used.

For example, no one Googles «salad wool dress» and millions of other combinations of basic filter parameters. And what kind of dresses they are still looking for, you will understand by looking at the semantic core of the site.

Also, shoppers are often looking for stylish, sexy and modest dresses, but quality adjectives are very subjective and do not fit into the rigid framework of filters. You can use them in product descriptions or create custom pages. The same applies to the concepts of «expensive» and «cheap», but this problem can be solved by sorting by price.

Based on the frequency of requests, it is worth creating a list of tag pages and include them in the technical task for the developer. Do not forget to also register the possibility of optimizing filter pages:

1. Prescribe headings;
2. Place the text on the page;
3. Fill in meta tags;
4. Specify the CNC.

5. Sorting of goods in the section according to the specified parameters

If there are more than ten products in the section, in order to improve navigation, it is necessary to provide for the sorting of products according to the relevant parameters for your product.

Products are sorted by:

1. Prices are the most popular type of sorting, which allows you to place products in the list from the cheapest to the most expensive and vice versa.

2. Discount - this type of sorting helps to see which products have the maximum and minimum discount.

3. Update - this type of sorting helps to sort products by the date they were added to the catalog.

4. Popularity – this type of sorting has products listed based on the number of sales.

5. Rating - this type of sorting helps to find products with the most positive and negative ratings and reviews.

Sometimes sorting goods by name or brand alphabetically is used. The key difference between sorting and filtering is that it allows the products of a section to be listed according to a given criterion, but not to exclude them from the search.

6. Presentation of the product card in the section

So that the user does not have to open each product of the section in a new tab to find out that it is not available, it is better to give the most important information about the product on the section page, but at the same time, without overloading the user with it.

It may be:

1. Product name;
2. Brand name;
3. Product photo;
4. Price and discount;
5. Key characteristics (color, composition, size);
6. Product rating and number of product reviews;
7. Product status (product of the day, bestseller, novelty, promotion)
8. Button with a call to action (buy, order, add to cart, add to comparison, add to wish list);
9. Quick page view function.

Usually, in most online stores, when you hover the mouse over a product, in

addition to the image and name of the product, brand, rating, number of reviews, prices and discounts, information about available sizes and several photos of shoes from different angles also appear. This information is enough to understand whether the buyer is interested in the product or not. If so, this page also has the option of quickly viewing the product or opening the product card in a new tab for further review, adding to the cart or wishlist.

7. Product quick view pop-up window

In the quick view mode, the buyer can view the product in the same tab, and then immediately return to the section or scroll through all the products in the quick view mode.

A quick view allows you to view the product from all sides, specify the article number, color and material, find out how many times this product has been ordered, postpone it for later or add it to the cart, familiarize yourself with additional parameters and delivery conditions, as well as go to the product card, where you can read reviews and finally make a purchase decision.

Using Quick View performs several functions:

1. Buyer navigation by catalog;
2. Increasing trust in the site;
3. extension of the user's time on the page;
4. Improvement of behavioral characteristics of the site;
5. Increasing the conversion rate of the site.

8. Block of recently viewed products

The buyer is an impulsive person. At first, he may refuse to buy, but after searching in other sections and on the websites of competitors, he will realize that he cannot find a better product. But where to look for this product now? Is it in the cemetery of closed tabs?

For the buyer to come back and easily find the recently closed product card, there is a block of reviewed products.

This block must be taken into account when developing the site or included in the plans for refinement, if you have not yet implemented it, because forcing the

buyer to remember the name of the product, to restore the path to it or to dig into the history of the browser is simply unacceptable.

9. Blocks of related and similar goods

Blocks must also be located in any product card:

1. Related or additional goods (cross-sell).
2. Similar goods (up-sell and down-sell).

The related goods block helps sell a lens with a camera, a machine with blades, a hat with a scarf, and nail polish with lipstick. It can be called in different ways: «Buy with this», «Complete the image», «Complete the set», etc.

When setting up the blocks of related products, it is necessary to carefully monitor that it is recommended to purchase a lid of the appropriate diameter for the frying pan, and for the laptop - a charger with the appropriate connector and battery capacity.

Practically in any field there are goods that complement each other:

1. Sale of equipment: printer and cartridge, player and headphones;
2. Sale of furniture: table and chair, bed and mattress;
3. Sale of plants: flowers and pots; rake and watering can...

In any case, this unit works in favor of both the buyer, who deepens his awareness of the goods, and the seller, who will be happy with the average check.

The block of similar products is designed to help make a purchase decision compared to cheaper and more expensive products. If the buyer is not satisfied with the price of the product, he can buy the product cheaper, but with a more modest set of functions (down-sell). If the buyer is not satisfied with a meager set of functions, he will immediately see products with full functionality and a higher price (up-sell) in this block. A block of similar products is designed to turn the user into a buyer at any price.

Moreover, these blocks always work together, but not intermingled, so as not to disorient the user.

10. Blocks «New products», «Discounts», «Bestsellers»

Blocks with promotional products and sales, new products and bestsellers

encourage the buyer to pay attention to the newest, most popular or cheapest products.

It is best if the content of these blocks is constantly changing, so that even regular customers are interested in tracking discounts or new arrivals to the site.

Such blocks help buyers to navigate not so much in the catalog, but in actual processes taking place on the site, and to be involved in them.

In general, creating a simple and logical site structure based on a semantic core and an assortment with thoughtful site navigation elements will provide the online store with a large number of regular customers, a high conversion rate and a good average check. This is exactly what every entrepreneur strives for.

When choosing a content management system for a commercial site, the first thing to pay attention to is its functionality, ease of administration, technical support and cost. Each CMS has its own functionality, which in most cases can be expanded with additional modules, so the choice of CMS and additional modules for it should be preceded by a clear definition of all the functional possibilities of a commercial web resource.

Ease of administration of the site is important for quick adaptation of employees to work with the system. This is facilitated by the intuitive interface of the administrator panel, as the adaptive design will allow employees to perform site maintenance tasks from a personal computer, tablet or mobile devices.

Technical support is a sensitive factor when choosing a paid CMS. In the case of using a free content management system, it is advisable to choose the most popular CMS so that, if necessary, it is easier to find a specialist to eliminate shortcomings or expand functionality.

When creating the structure of the site, it should be considered from two points of view - for SEO and visitors. For search optimization, it is necessary to ensure both the smooth indexing of the site pages by search engines and the absence of duplicate pages. A properly organized site structure for visitors will allow them to easily navigate and quickly find answers to questions, which will help convert visitors into customers.

4. CREATING AN ONLINE STORE ON WORDPRESS

WordPress can be called with confidence the most widely used platform for creating a website. Every Internet user can master it. Firstly, it is simple, and secondly, there is a huge knowledge base for this.

The main thing that needs to be decided before starting work on the project is the online store plugin. It's no secret that WordPress is a significant blog CMS and it does not have built-in functionality for e-commerce. But it is easily compensated by specially designed additions.

Of course, each plugin is specific. To make it easier to decide, we offer to get acquainted with the most popular plugins for creating an online store on Wordpress from scratch.

WordPress plus WooCommerce

WooCommerce is the leader in transforming WordPress into a full-fledged store. At the time of writing, the plugin has been installed on more than 5 million projects and has been downloaded nearly 80 million times. He has advanced significantly in the ranking and continues to take positions away from competitors. 25% of online stores are created on it.

Among the basic functions of WooCommerce:

- goods management;
- administration of orders;
- automatic tax calculation;
- setting coupons and discounts;
- formation of reporting on operations, customers, product balances and other parameters.

The plugin developers have provided a large number of options and settings for maximum flexibility of the tool. But if the basic capabilities and settings are not enough, and your online store requires a wider functionality, it can always be supplemented with add-ons. Plus, there are a lot of them (more than 300). Minus - in most cases they are paid.

Another important advantage of the plugin is the presence of a large knowledge base and technical support forum. In general, this is an excellent solution that allows you to create and maintain online stores of any scale.

The main features of the e-commerce plugin:

- loading, editing and setting display of product output;
- management of meta-tags;
- setting up the catalog (creating and managing categories);
- creation of trade offers (variations of the same type of goods with different parameters: color, size);
- adjustment of discount coupons.

There is one more problem, which is especially relevant for beginners in the field of e-commerce - a weak information base and lack of support in the Ukrainian language. This is quite surprising, considering the considerable popularity of the plugin.

There are still a few alternative tools, but as monitoring shows, their distribution is relatively small and declining in WooCommerce usage.

Let's consider the main stages of creating an online store using Wordpress CMS:

Domain and hosting

The first step is to decide on hosting and the name of the future site. We should immediately note that you should not focus on the requirements for hosting for WordPress. A plug-in for an online store with such a powerful functionality in itself requires few resources, and in addition, it is worth considering the scale of your potential project, its likely attendance.

WooCommerce developers recommend focusing on the following server configurations:

- PHP version 7.2 or higher;
- MySQL version 5.6 or higher or MariaDB version 10.0 or higher;
- 128 MB of WordPress memory;
- HTTPS protocol support.

To ensure the comfortable operation of your online store, you probably won't need a regular virtual VPS hosting or rent a full-fledged server.

Regarding the choice of domain, we recommend contacting SEO specialists. Both the site name itself and the domain zone can be important for further promotion in search networks. Therefore, it is worth either to understand this issue on your own, or to seek the help of specialists at the stage of designing an online store.

CMS installation

There are two options you may face:

- the hosting provider provides the possibility of automatic installation of the system from the account control panel;
- you need to unpack the distribution on the server and run the installation manually.

If a specific procedure can be obtained from the service of the hosting provider, we recommend that you review the instructions provided by them. You will most likely find recommendations for installing WordPress on a specific server.

Here is one example of unpacking Wordpress on hosting:

Preparation for promotion

At this stage, you need to carry out minimal internal optimization of the site. Or rather, to prepare its base. necessary:

- write correct permissions in the file with control actions of scanning robots - robots.txt;
- create a site map in XML format (for generating sitemap.xml there are many free plugins in the Wordpress repository);
- install an SEO plugin (there are many options, among the best free ones: Yoast SEO, All In One SEO Pack).

The construction of SEO plugins can be entrusted to specialists in the field of promotion or carried out independently, focusing on numerous instructions and recommendations on the network.

Installing the WooCommerce plugin

You can do this from the Wordpress repository directly from the admin panel.

Alternatively, you can download the archive on the server to the engine plugins folder and activate the add-on on the tab with installed plugins.

Installing a template

It is necessary to choose and install a theme for the store. Choose from paid and free options designed specifically with WooCommerce in mind. You can download or buy a ready-made template on third-party sites and directly through the admin. To do this, on the «Themes» tab, you need to select «Add themes» and enter «WooCommerce» in the search term. You can now view, install, and activate the template you've found.

Create WooCommerce template and plugin

In the narrow sense, creating an online store on Wordpress is the very installation and correct configuration of WooCommerce. For correct operation and taking into account the needs of your business, it is necessary to set the regionality, currency, terms of payment and delivery, discounts and prices, and many other options. You also need to configure the output of the main pages of the online store:

- product card;
- catalog;
- filters;
- order registration form;
- basket.

It is important to consider that a significant share of the audience enters online stores with mobile devices. Therefore, when choosing a topic, pay attention to adaptability, speed of work.

Filling the online store with goods

This can be done either manually by adding and editing each product, or en masse using import.

Now you know how to make an online store on Wordpress. In 8 easy steps, you can independently develop your business online.

Of course, this will be a basic version, modern multi-functional platforms require significant improvements - from increasing productivity and speed, to the

development of specific web applications and site functions.

Technical optimization of the site on WordPress

WordPress is one of the most popular because it is free, easy to configure, but at the same time very flexible and allows you to create almost any site. At the same time, it needs to be properly configured for maximum efficiency. Next, we will consider the points that need to be taken into account.

Download speed

This is important both for search engine ranking algorithms and for people who will come to the site. Users may simply not expect downloads and go to competitors. Therefore, special attention should be paid to this point. The more loaded the template is, the slower the site will load.

When choosing a template, pay attention to the number of heavy graphics, textures and other elements that can significantly increase the site's loading speed. The less each page weighs, the better. Yes, the speed of the Internet for many users is now high. But at the same time, do not forget that many people use the Internet from smartphones. Therefore, you should not overload the page with heavy elements.

Next, consider how you can speed up site loading. Including how to optimize images so that they are smaller and loaded faster without losing quality. If the template is overloaded with graphics, it will ultimately slow down the loading speed.

No extra blocks

Since templates are not created for a specific task, but essentially "for everyone", they add all the possible elements that can be obtained.

Often it can be:

- lists of authors,
- user lists,
- tag cloud.

In short, everything that we are not going to show on the site. Therefore, check that the template has the option to disable all these blocks.

Adaptability of the theme for mobile devices

Depending on the subject of the site, the number of users with mobile devices can reach 50% or even more. Therefore, the optimization of themes for mobile devices is no longer a pleasant bonus, but a mandatory requirement for sites.

You also need to consider the diversity of mobile devices and their permissions. The site should display correctly in all popular resolutions. And that:

- 1280px and more for computers;
- 1024px — tablets in landscape orientation;
- 768px — tablets in portrait orientation;
- 480px — mobile devices in landscape orientation;
- 320px — mobile devices in portrait orientation.

Yes, even though most smartphones now have a much higher resolution than 320 pixels, there are even more such devices. And you also need to adapt sites for them, because it increases the number of visitors.

If you choose a paid template, then its description will necessarily indicate whether it meets the requirements described above.

Here's an example of what it might look like:

Enable site indexing by search engines

You can disable indexing by search engines in the WordPress settings. In this case, the mobile site will tell the search engines not to index the site.

Such a function can be useful if your site is still under development or is being filled with content, that is, it is not yet ready. And you don't want it showing up raw in search results.

But it is extremely important not to forget to check before the final launch of the site that this restriction has been lifted.

To do this, you need to go through the side menu of the admin panel «Settings», «Reading». Make sure that there is no checkmark in the item «Ask search engines not to index the site».

Adding to Google Search Console

Go to <https://search.google.com/search-console> and log in to your account.

On the top left, click on «Add a new resource»:

In the open window, select «Resource» with a prefix in the URL:

It is he who will allow us to connect the site through the html tag. Enter the address of our site, not just the domain. It is best to copy everything from the address bar in the browser, since you need the address together with http://.

In the window that appears, select the «HTML tag» item:

Now it's flipped and we can copy our tag:

Next, everything is already familiar to us - we also insert it into the header.php template file, between the <head> and </head> tags. We return to the Google Search Console panel and click OK.

If everything was done correctly, the rights are confirmed.

Setting up an SSL certificate

As for the SSL certificate settings, it is mostly not configured on the WordPress side. First of all, you need to get the certificate itself.

In fact, it allows you to connect to a more secure connection so that user data is protected. Yes, this is the same HTTPS in the browser line. For this reason, we need an SSL certificate.

There are paid and free SSL certificates available. The free certificate is issued only for 3 months.

Often this functionality is provided free of charge on hosting. Therefore, it is quite simple to connect this option.

The setting depends on the hosting provider, so contact technical support. A specialist will tell you how to install a certificate on your hosting.

Installation of the main mirror

As well as duplicate pages when switching to an SSL certificate (with HTTP and HTTPS), the site can be duplicated when opening the site from WWW and without it.

We have just dealt with duplicates resulting from the operation of SSL certificates, now we are solving the issue with the second option.

First of all, briefly about options with and without WWW. Today, there is no practical difference between these two options.

In the past, the prefix WWW was used to indicate that web resources are located on the World Wide Web. All websites are now on the World Wide Web. Therefore, the need for information in this console has already disappeared.

The second thing is that your site may already be indexed, and one of the versions is defined by the search engine as the main one. For this reason, you can choose the option that is displayed in the search query.

Although this is not critical, since we simply update information from the search engine in the process of creating the main mirror. Therefore, you can choose the option that you like best. Just keep in mind that the www address is shorter and easier to write.

We go through the side menu to «Settings», «General» and now add the option you have chosen to the address.

We also need to install a redirect, with one version of the address to another. To do this, you need to edit the .htaccess file and add redirection instructions to it.

It can be edited in several ways: through the hosting panel or through an FTP client.

The easiest way to do this is through hosting. To do this, open the file manager and go to the root folder on FTP. You can specify how to do this on your hosting through its technical support.

In the root folder of the hosting, among the files, we are interested in the .htaccess file.

Please note that the .htaccess file is very important for correct operation, and any error in the file can lead to the fact that the site simply will not open.

Therefore, before changing the file, save it to your computer so that it can be restored later.

After that, open the file and insert the following lines into it:

To redirect from www to no www:

```
RewriteEngine On RewriteCond %{HTTP_HOST} ^www.vashsite.ua  
RewriteRule (.*) http://vashsite.ua/$1 [R=301,L]
```

To redirect without www to from www: RewriteEngine On RewriteCond

```
%{HTTP_HOST} ^ vashsite.ua RewriteRule (.*) http://www.vashsite.ua/$1  
[R=301,L]
```

Don't forget to pay attention to whether you already have the RewriteEngine On line in your .htaccess file. If there is, you do not need to duplicate it.

Now we need to pass information about the main address to search engines.

HRU formation

HRU, or humanoid URL, - this page address of the site, which consists of phrases that are understandable to users.

And it is also clear to the search engine, so this is the format that should be used for promotion.

By default, a Wordpress site does not display the page address in the form of a HRU, but uses the article ID.

To send it, go to the «Settings» side menu, then «Permalinks».

We will see the following settings:

Of all the options, it is better to choose the «Arbitrary» item. This is how we get maximum control over the structural link. We can choose for ourselves any structure, nesting that we need.

Tags that we can use will help us in this. They are shown right on the same page, just below. The structure can include the publication date, including the year, month, day, or minute and second. Or the author of the publication.

It is recommended to use either the category/title-article format or the article itself. Choose depending on your situation. Just make sure the resulting URL is:

1. Short.
2. Convenient for users (understandable).

In this case, if you have a blog, also go to the «Reading settings» section and specify the number of entries to be displayed in the feed.

It is worth installing the Cyr-To-Lat plugin. The fact is that by default Wordpress will take the title of your article and use it in the URL. But since the URL is in Latin, and your article will be written in Cyrillic, there will be difficulties with this.

The plugin will solve this problem — it will automatically transliterate the name from Ukrainian to Latin, which will save you a lot of time and nerves.

Removal of duplicate articles from sections of archives, authors, etc.

By default, WordPress creates a variety of additional directories for the convenience of users. But it can have a negative effect on promotion, because all these directories will duplicate content with our main pages.

In addition, it will create separate pages for all the files that you will upload in the article. There are videos, photos, audio and so on.

Sending it all we can with the Clearfy plugin. We install the plugin, activate it and go to the SEO section, duplicate pages.

Title Last change

Using this header will increase indexing speed. The fact is that search engines do not know in advance when an already indexed page was updated, and whether it was updated at all. To find out, they need to re-index it. And in the final result, this will lead to the fact that the search robot will check old articles, and may not come to new ones. All this will lead to low indexing speed of new materials on the site.

To prevent this from happening, the Last Modified header is used. In it, we immediately report the work when the page was last updated. Thanks to this, it can understand that it is not necessary to reindex it, and search for new pages.

Report data with recent changes via the Clearfy plugin. Go to it in the SEO section. And include the headings Last change:

Creating an XML map on WordPress

An XML map is used to tell search engines about all the pages available for indexing. This is necessary to speed up indexing in Google.

The settings are extremely simple; it is enough to indicate which sections need to be added to the site map.

The robots.txt file

First of all, we build the robots.txt file. It is used by search engines to obtain information about which pages should be indexed and which should not.

This is important because we will have a large number of system folders and files. A search engine may start indexing them instead of real pages, and the indexing process will be very long.

The current documentation for the robots.txt file can be read in the Google specification.

If you want to understand this issue in as much detail as possible, it is better to read about it in the original source. Because your site may have nuances known only to you.

However, if you haven't made any significant changes, the robots.txt template will work for you. For example, such content:

```
User-agent: *
```

```
Disallow: /wp-admin Disallow: /wp-includes Disallow: /wp-content/plugins  
Disallow: /wp-content/cache Disallow: /wp-json/ Disallow: /xmlrpc.php Disallow:  
/readme .html Disallow: / *? Deny: /?s= Allow: /*.css Allow: /*.js
```

If translated into human language, the instructions in this file are intended for all search engines, close the technical sections of the indexing movement, search pages on our site, and also allow the indexing of style files and JavaScript scripts. In addition, it specifies the path to the XML map.

Such a file will be quite enough. It is enough to upload it to the ftp root.

SEO plugin All in One SEO

With its help, we solve not one problem, but many at once. Therefore, as part of getting to know this plugin, let's cover several errors in promotion at once.

For example, go to the «General Plugin Settings» section, then select «Webmaster Tools».

Here we can plug in Google Webmaster Panels, but it's much easier to click on the system we want and paste the verification code:

The plugin does everything else itself, saving us a lot of time. It is only necessary to obtain this code from search engines in advance.

The next section of the plugin is tools. Through it, we can directly edit the robots.txt and .htaccess files instead of going to the hosting and searching for these

files manually, which can save a lot of time.

Duplicate pages with identical meta tags

This is not the main feature of this plugin. With its help, we can automate the Title and Description meta tags throughout the site. In this way, we will be able to manually write meta tags on key pages and automate their filling on secondary ones.

To do this, go to the «View in search plugins» section, the «General settings» tab.

In the first block, we can select the delimiter character. On which one to determine your choice, it is not essential. Most often, either a vertical line or arrows to the right are used for this.

Next, the plugin will offer us to choose meta tags for the main page. Now we go to the content types page. Here we are offered to fill in the algorithm for creating titles and the description of types for the «Records» content.

The key element of these fields for us is that we can use tags. It is thanks to them that we will be able to solve the issue with the uniqueness of the page.

By default, the plugin offers to display the name "Records", then a vertical separator and the name:

You can use this combination. The name of the plugin will be selected from the WordPress settings. Basically, it can be any text you add to this field.

Here you can realize your fantasy and experiment.

Or simply order a website domain.

In addition, you can write after the title the rubric to which "Record" belongs. Or its author, if it is of fundamental importance.

In the same case, if there are a huge number of articles on the site, and it is not possible to sort through them manually, but at the same time they must all be made unique.

Add the «Record» creation date to the template, which will make all titles unique, even if the Record name is generated.

As for the Meta Description field (the Description meta tag for the page), there are even more options.

You can fully use tags. For example:

«Heading» of the «Category» section – «Site name». The article was published by the author «Author's name», in «Publication date».

Yes, there can be questions about descriptions like this, but if you need to fill 200, 300 or more records with unique descriptions, it can become a real problem. But with this plugin, all this can be done in 10 minutes and at the same time fill the pages with completely meaningful text.

Page optimization

In addition to general meta tag optimization, the All in One SEO Pack plugin allows us to fine-tune them for each page.

To do this, open the editing of any publication on the site and scroll to the text. Now several new blocks have appeared under it, through which we can edit the meta tags of the page. We can also use tags just like in the All in One SEO Pack plugin settings.

The title means the title of the page and the meta description is the description tag.

Metadata for social networks

When placing links on the site in social networks, they adapt and also upload the page description, image, etc.

But if you don't specifically specify this information, it may not load or randomly fall off the page. We can ship it all as an All in One SEO Pack plugin.

In addition to the meta tag settings we discussed above, we can add social media information to our page. To do this, you need to switch to another tab, in the plugin settings block under the article:

In this section we can add information for social networks Facebook and Twitter. The plugin allows you to transfer the following information:

- Title.
- Description.
- Image.

It is very convenient that the plugin provides a preview of the page before the

link and your page will appear on the social network.

Adding Schema micro markup in WordPress

Micro-markup allows you to structure the appearance of a fragment in search engine results.

The search engine takes the title from the Title metatag, the description, or from the first paragraph, or from the description of the metatag, or from the text fragment where the keyword occurs more often... that is, from where is more convenient, and we will not be able to control it in any way. And this despite the fact that the appearance of the fragment is important for promotion and exclusively directly affects the number of transitions.

And what is extremely important for us, such a fragment takes up more space, which means it attracts more attention, which ultimately leads to a higher CTR.

To connect micro-markup to the site, it is enough to simply install and configure the plugin. The Schema plugin from Hesham does an excellent job with this task.

After its installation and activation, the Schema item will appear in the side menu. We click on it, and we immediately get into the plugin settings.

There is nothing complicated about them: just add information about the site and your business, address, logo, if any.

File caching

What is site cache? Each time the user accesses the page, the engine downloads various resources, images, text, collects a page from all of this, and then gives it to the user.

All this can take quite a long time and make the user wait. So that the wait was not too long, they invented a cache.

The site creates pages, style files, and images in advance and stores them in its cache. And when contacting the user, it sends him content already prepared in advance. In the end, the site engine works less, and the hosting is not loaded as much. Since not every user can personally create pages.

The disadvantage of this method is that if we update the content on the page,

and it has already entered the cache, then the user will not be given a new page, but the old cached one.

To prevent this from happening to your site, I explain how to set everything up correctly using the WP Fastest Cache plugin as an example.

We open the plugin, and on the very first tab, all the key settings await us:

Do not use a large number of settings, we are only interested in some of them to enable the cache.

Namely:

The first item — «Caching» actually includes the work of the plugin. We will definitely activate it.

Next «Automatic pre-generation of the cache of the entire site». When activated, the plugin creates cached versions of all elements in the background.

«Do not show the cached authorized version to users» is also better to activate. Because in most cases visitors can't log in and the only users that are authorized are admins.

Thus, if the check box is enabled, non-cached pages will be shown only to administrators.

We also include cache in the browser. This means that if the user has already opened the site page, when he re-enters the site, he will not download it again from our server, but will open the saved version of his device.

The plugin allows you to clear the cache at any time. Very handy if you've updated a lot of pages and need to refresh the cache.

To do this, it is enough to go to the «Clear cache» tab and click on the «Delete all cache» button.

Compress the source code

This will allow us to reduce page loading time. For this, we return to the WP Fastest Cache plugin. It also allows us to compress the code.

We choose compression of HTML, CSS, JS, as well as combining them into one file. We definitely activate everything. This will not affect the performance, but at the same time the download speed will increase.

Compress images with the Smush plugin

The Smush plugin is extremely popular, frequently updated, and easy to install and configure. After installing and opening the plugin, you will be asked just a few questions, the main one being whether to compress images when uploading them? Answer, and now immediately when uploading images, the plugin will compress them. Just don't forget to mass optimize the already uploaded images.

SITE PROMOTION ON CMS WORDPRESS

Among the basic features of WordPress, experts say free access, open source code and the presence of a huge number of plugins, which can be configured to radically change the site itself. But in order to achieve good results in WordPress SEO, it is worth thinking about it at the project development stage. In this CMS, you can choose an SEO-friendly theme for design. And then, in the future, there will be practically no problems with adaptive layout, download speed, image compression, and others.

In addition to the basic functions provided by the CMS for optimization, you can develop a WordPress SEO strategy and achieve traffic attraction to the site, improvement of ranking with the help of additional tools.

Installing WordPress plugins for SEO

If it is decided to thoroughly engage in site promotion, then you cannot do without special tools. One of the most convenient is Yoast SEO. With its help, it will be possible to make the necessary changes to meta tags, create an XML map, find and correct errors from the admin panel.

Another popular plugin is All in One SEO Pack. It integrates well with Google Analytics, in it you can configure automatic optimization of headings, search engine notifications about changes on the site. There are additional useful functions for promoting online stores.

You can also mention:

- The SEO Framework;
- Redirection;

- AMP on WordPress;
- MetaSlider and others.

With these extensions, optimizing your WordPress site is a real task.

Keyword research and selection

SEO for a WordPress site is impossible without high-quality keyword processing. With the help of various tools, you can perform their research and selection of new ones. The main tasks that this CMS allows you to perform:

- search for those words and phrases that can generate a large amount of traffic;
- research of competitive resources to determine which keywords they use in promotion;
- identifying keywords with the least competition and compiling a list to promote your portal.

After that, further search engine optimization of WordPress sites becomes available.

Optimizing the meta description

As you know, the meta description is scanned by search bots and significantly affects the position in the search results. To optimize this element, you can use the installed WordPress plugins. Yoast SEO functionality and All in One SEO Pack allow you to set up a global meta description template or add them to each page separately. In the first case, you need to act carefully and use it only for similar blocks, and then with the use of variables in the template. In this way, it will be possible to avoid duplication of meta descriptions and blocking by search engines. In the second case, you can edit the meta description so that it is optimized.

Site content optimization

The WordPress SEO functionality allows you to place materials so that they are read by search algorithms as quickly as possible. For this, it is recommended:

- if the text is written in the Word editor, before placing it on the page, clear the original formatting and set the necessary parameters directly in WordPress;
- carefully fill in the meta tags - title, description, keywords;

- divide the text into small paragraphs, add headings h1, h2, h3, images;
- track how keywords are used.

And the most important thing is that if the content is interesting and useful, then promotion of the site on WordPress will be easy.

Adding a site to Google Search Console

As you know, these tools help to increase the visibility of search engines and improve the promotion of the site on WordPress. Google Search Console helps to determine the position in the search engine, to see possible errors. The reports will show:

- what traffic from the search engine;
- from which resources there are links to your WordPress site;
- whether there are problems with indexing. In parallel, you can send a request for re-indexing of updated elements.

In addition, you can configure the sending of notifications about spam and other technical problems.

Adding your site to Google Search Console is easy, the main thing is to confirm your rights to its ownership. The easiest way to do this is with an HTML tag or through an HTML file.

Integration of Google Analytics analytics

This is another tool that you can connect if you plan to promote your site on WordPress for SEO. It will enable:

- track user reactions to new content;
- analyze conversion rates;
- connect other tools - Google Adwords, Google Tag Manager, etc.;
- find out which promotion channels are more effective and which are not;
- analyze the use of keywords.

You can connect Google Analytics if you go to its home page, register, get a tracking code that looks something like this.

It should be added to WordPress directly in the header.php file. You can do it even easier - with the help of the Analytics Code Integration plugin.

You will start receiving statistics after 12-24 hours.

Adding a sitemap to Google

Good indexing by search engines is impossible without creating a site address card and adding it to the system. The easiest way to do this is with Google XML Sitemaps.

For this, the following functions are added:

- turn on the search engine's automatic notification about the appearance of new content;
- add a link to sitemap.xml in the robots.txt file;
- configure automatic compression.

Promotion of the WordPress site will require a specialist to configure which types of pages should be displayed on the map. In this way, you can choose those that are planned to be promoted in the future. At the same time, archives, comments, service sections should be closed from indexing.

Site optimization for mobile devices

It's no secret that the number of users using smartphones, tablets and other gadgets is growing every day. In addition, Google mobile versions are indexed in priority order. To optimize your WordPress site, you can check the content using the Mobile Friendly algorithm, which is accessible through Google Search Console.

And don't forget that some WordPress themes or plugins don't adapt well to mobile devices. So before updating it is necessary to test them.

Acceleration of site loading

Another reason for the decrease in traffic is the slow download speed. Users don't want to wait for the entire page to open, and it will rank worse in search engines. Therefore, the promotion of the site on WordPress requires a mandatory measurement of the download speed, and when receiving low indicators of speed improvement.

Experts recommend doing the following to speed up work:

- when making any changes, monitor the download speed, and if it drops, correct the errors that led to it;

- Choose fast hosting at the project development stage. On virtual hosting, it will be possible to speed up the WordPress site by caching, compressing images, disabling unnecessary plugins. If a VPS, or dedicated server, is selected first, more functions will be available to the administrator and he will be able to use server caching technology;

- clarify the location of the server, its power and software parameters. The speed of operation will depend on these details;

- use responsive themes and concise images. Variants with a large set of functions can significantly slow down the work, so for further optimization of the site, it is recommended to use simple themes, and to add the necessary functions with the help of plugins.

It is also important not to overdo it with plugins, as most of them create an additional load on the server and, accordingly, reduce performance. If you notice something similar, it is advisable to disable each service one by one and measure the speed. So you can find the one that slows down the work. Then a decision is made whether it is needed.

Use a CDN

This method of speeding up the site is popular all over the world. If you connect a resource to a network of servers, part of the content will be cached on each of them. This allows access to content through the server closest to the user.

Connections to the CDN system are provided by many providers. The largest of them are Cloudflare, Google Cloud CDN, Amazon CloudFront.

Enable caching

Promotion of the site on «Wordpress» requires an increase in loading speed. For this platform, it is important to try to reduce the load on the server. This can be done by enabling browser or server caching. In the first case, a copy of the page and individual images are stored in the visitor's browser and are loaded from the cache upon return. In the second option, individual elements remain on the server, which also speeds up reloading. To enable caching on a WordPress site, it is most convenient to install the corresponding plugin. Among the most popular are WP

Super Cache, LiteSpeed Cache, WP Fastest Cache, Hummingbird and others.

The best SEO plugins for WordPress

In the library of useful WordPress utilities there are various modules and plugins that will help in site optimization. All in One SEO and Yoast SEO are most often used for this purpose. They are selected based on the CMS version used, download speed, general structure, number of indexed pages, content features.

Yoast SEO

This is one of the most advanced plugins. With its help, SEO promotion of the WordPress site will reach a new level. The following basic functions are available in it:

- XML map generation;
- setting up the robots.txt file;
- control over «bread crumbs»;
- additional analysis of content, keywords from the position of SEO promotion;
- visualization of the appearance of snippets in search engines and social networks.

In the paid version, you can use the preview, redirect manager and other useful features.

Before starting the installation of the WordPress SEO plugin, make sure that the rest of the SEO utilities are inactive. If everything is fine, you can proceed to the administrative section. There, the service will offer to go through the standard setting, which consists of ten items. We agree and start.

The first stage is to decide whether you need a subscription to the newsletter from the creators of the plugin.

The second stage is to select the status of the project. This step consists of three subsections:

- if the site is already fully functional, it is necessary to put a checkmark opposite Production;
- if it is a copy of an existing project, you must mark the Staging item;

- if the project is intended for local use, it is marked as Development.

The third and fourth stages are choosing the type of site and clarifying some personal information. All this is necessary so that the plugin knows in which parts the optimization is carried out.

Once you're done with the information, it's important to tell the plugin what the social media profiles are. The sixth stage is the setting of indexing parameters. Here you can leave everything as the utility suggests. Seventh - it is necessary to specify how many authors exist in the project. The eighth step will allow you to synchronize the site with existing accounts in Google Search Console.

After that, detailed adjustment of the plugin begins. First of all, let's understand the title and description, this is one of the most important parts of every page. Also go to the special section Features, and from there to Advanced setting. There you can set titles and meta tags for each page separately. And, of course, we decide on which parts it is better to close the indexing.

Another useful function is the generation of a site map. The sections are enabled automatically; it is only necessary to mark the necessary ones. For settings, go to the «XML map» section. In this way, we indicate the optimal path by site category.

All in One SEO Pack

This plugin is the second most used WordPress SEO plugin in the world. The following can be mentioned among the features:

- use of technology to increase the speed of AMP mobile pages;
- integration with Google Analytics;
- implementation of Schema.org markup and configuration of redirects.

One of the most important advantages of this plugin is the automatic sending to the search engine of notifications about changes on the pages. To effectively use the capabilities of this professional WordPress SEO tool, you need to eliminate duplicates. To do this, check the following two items: «Canonical URLs» and «Prohibit pagination for canonical URLs». If this is not done, duplicate pages will begin to appear in the output, which will lead to the dispersion of traffic and a

decrease in the search engine ranking. Having finished with duplicates, we note the following points:

- «Disable the use of headers by default»;
- «Enable the use of Schema.org markup».

Now we go to the main page. First of all, you will need to set the title and description here. These two points are very important for the future site on WordPress and for ranking in search engines. First, the topic of the project is defined with the help of the title and metatags. Secondly, the description helps the potential customer to decide whether he has come to the right address.

Meta tags on WordPress need to be carefully worked out, you need to pay attention to the topic, and most importantly - stick to 60 characters. It is also necessary to come up with a short description that does not exceed 150 characters.

With that done, let's start working with the headers. To begin with, you need to enable the overwriting function, which will allow you to set a separate name for each site page. Then you should note the capitalization of the labels so that all headings start with capital letters. It is better to leave them in the standard format, otherwise the title of the article will be appended to the site name, due to which the overall title may exceed the 60-character limit.

Also, in the settings of this plugin, you can specify interaction with social networks, set guidelines for search robots and limit indexing to certain pages.

SEO Framework

This is one of the modern plugins for WordPress, which is actively used in the Russian-speaking segment of the World Wide Web. On it, you can really set up the optimization of individual pages, improve the appearance of the site in social networks and search engines. The framework integrates well and will allow you to disable the indexing of empty categories.

IP2Location Redirection

The plugin does the best job of setting up redirects. It supports IPv4 and IPv6 protocols. This tool excels at directing the user to the desired language version based on location.

Google XML Sitemaps

This tool works well on WordPress and allows you to easily create an XML map that will include pages not only with text content, but also with videos and images.

Binding of the created card is carried out through Google Search Console.

YARPP

As you know, for search algorithms, the rejection rate and the time spent by the user on the portal pages are important. To set up cross-references, you need to find similar ones. This plugin does a great job with that.

Rank Math

A worthy alternative to Yoast SEO is Rank Math. With its help, you can easily add meta tags - titles, descriptions and keywords. This tool has the functions of browsing pages, compiling a sitemap, setting up redirects and connecting to Google Search Console.

Promotion of a site on WordPress requires a comprehensive approach and a clear strategy. The creators of tools for the correct functioning of the platform offer a variety of services, but their competent combination and consistent use is important.

5. TYPES OF ADVERTISING AND ITS IMPACT ON INTERNET TRADE

Internet advertising is a form of advertising that uses the Internet to interact with a target audience. It enables advertisers to place advertising messages or offers on websites, search engines, news resources, social networks, video hosting, bulletin boards, mobile applications, e-mail and other digital platforms. Internet advertising has a number of important features:

1. Online presence. It works on digital platforms and websites that are accessible through the Internet.

2. Targeting. Online advertising provides tools that allow you to target your target audience more precisely. Using data about user behavior and interests, as well as demographic information, you can create more personalized and relevant advertising messages.

3. Interactivity. Online advertising usually offers an opportunity to interact with it, such as landing on the site, having forms to fill out, taking surveys, commenting, liking, sharing, etc.

4. Variety of formats. Online advertising offers many advertising formats, such as banners, text ads, contextual ads, video ads, social media ads, affiliate ads, email ads, and more. This allows you to choose the most appropriate format for a specific advertising campaign.

5. Metrics and analytics. Digital advertising is measurable! Any user actions related to interaction with advertising and the advertised site can be measured using web analytics tools and evaluated for effectiveness, for example, the number of views, clicks, conversions, bounce rate, number of calls, number of orders and purchases, customer acquisition cost etc.

Types of Internet advertising

Internet advertising is an integral part of marketing communications for almost any business. With the development of digital technologies, many types of Internet advertising have appeared, offering a wide range of tools for interaction with the target audience, each of which has its own characteristics. The most common

types of online advertising are listed below:

1. Contextual advertising (Contextual ads).
2. Targeted advertising (Targeted ads).
3. Advertising in social networks (SMM).
4. Search optimization (SEO).
5. Video advertising (Video ads).
6. Advertising by e-mail (Email-marketing).
7. Native advertising (Native Ads).
8. Retargeting (Retargeting).
9. Content marketing (Content Marketing).
10. Sale on trading platforms and marketplaces.
11. Sale on bulletin boards.
12. Paid inclusion in catalogs.
13. Advertisement in podcasts (Podcasts ads).
14. Mobile advertising (Mobile ads).
15. Banner ads.
16. Programmatic advertising (Programmatic Advertising).

Contextual advertising is a form of Internet advertising that is displayed on websites and search engines related to page content, search queries and user interests. The display of contextual advertising for a specific user is based on the analysis of keywords, the topic of the page or the query in order to select the most relevant advertisements.

Contextual advertising advertising is divided into:

1. Search contextual advertising. Ads appear in search results for specific keywords. For example, when a user searches for something in a search engine (Google, Bing, Yandex), advertisements related to the query appear on the results page.

2. Contextual advertising on web pages. Advertisements are displayed on web pages related to the content of the page. For example, if a user visits a travel website, advertisements related to travel services or hotels may appear on the page. Google

AdSense advertising networks. Direct allows you to place contextual advertising on various websites, including news portals, blogs and other sites participating in these networks.

3. Retargeting. Contextual advertising for users who previously visited a specific website or were interested in a specific product (service). For example, if a user visits a store's website but does not make a purchase, that store's advertisements may appear on other web pages they visit.

4. Contextual advertising in video. Advertisements are displayed in videos on video hosting platforms or streaming services. For example, before starting to watch a video on YouTube, an advertisement related to the user's interests may appear.

Contextual advertising allows advertisers to work with a more targeted audience, because ads are displayed in a context that is related to the interests of users or the content of the page.

When placing contextual advertising, the advertiser configures the following targeting parameters:

1. keywords;
2. interests of the audience;
3. geographical location;
4. age;
5. device type;
6. other factors to interact with the most relevant audience.

Ads can be displayed as a banner, text link, pop-up or other formats depending on the serving platform.

The advertiser pays for contextual advertising depending on how many times users click on the ad or take certain actions, such as a purchase or registration. This is usually done through a pay-per-click (CPC) or pay-per-action (CPA) model.

Contextual advertising systems are constantly evolving and use different algorithms to determine relevance and display the most relevant advertisements.

The cost of a click or targeted action in contextual advertising depends on:

1. Competitions. If many advertisers want to show for the same keywords.

This leads to an increase in cost per click. The higher the competition, the higher the cost per click.

2. Advertising quality and advertising campaign settings. Advertising platforms often use mechanisms to evaluate the quality of advertising and advertising campaigns. The more relevant and high-quality advertising, the lower the cost per click.

3. Relevance and quality of the landing page. The quality and relevance of the landing page driven by the ad also affects the cost per click. If the landing page offers useful and relevant content for users, it lowers the cost per click.

4. Budget and rate. Advertisers can set their maximum bids per click (ad transition). Higher bids increase the chances of your ad being shown and increase your average cost per click.

5. Geographical location. The cost of a click depends on the geographical location of the user or the territory to which the advertisement is aimed.

The cost of a click in contextual advertising is determined by auction models and may change over time and depending on specific conditions, as well as the situation in the advertising market.

Targeted advertising is a type of Internet advertising that is aimed (targeted) at a certain target audience of potential consumers.

Examples of targeted advertising:

1. contextual advertising based on keywords;
2. contextual advertising taking into account the interests of the audience;
3. targeting in social networks based on interests and demographic data.

Below are the most famous directions:

1. Demographic targeting - based on such characteristics of the target audience as age, gender, marital status, income and education.

2. Geographical targeting – allows you to reach users in specific geographic locations. An advertiser may choose specific countries, regions, cities, or radii around specific locations to display ads only where they are appropriate.

3. Interests and behavioral targeting - based on the interests and preferences

of users, which are determined based on their behavior on the Internet, visits to certain sites and search queries. Accordingly, advertisers can adjust targeting to show ads only to those who have shown interest in certain topics or demonstrated relevant behaviors.

4. Similar Audiences – An advertiser can target an audience based on similarity to a current community, site, social network group, or user interests.

5. Industry targeting – allows you to show ads to users working in certain sectors or industries. For example, it can be information technology, finance, marketing, health care, etc.

6. Job and Job Targeting – An advertiser can target based on the jobs users hold and the specific job functions they perform.

7. Retargeting – an advertiser can target users who have previously visited their website, social network group, interacted with their mobile application. Retargeting helps to re-engage users and remind them of products (services) in which they previously showed interest.

Retargeting (remarketing) is a marketing strategy that allows you to show ads to those users who have already shown interest in your product, service or website, but have not yet taken a targeted action, such as a purchase. This is actually a very effective tool for re-engaging your audience and reminding them of your brand or offer.

The principle of retargeting is based on the use of cookies that are stored on the user's device when they visit your website or interact with your advertising.

Retargeting works as follows:

1. The user visits your website, browses certain pages, maybe even adds products to the cart, but does not make a purchase.

2. With the help of «cookies», information about the history of visits of this user is tracked from your website.

3. When that user leaves your site and goes to other websites or social networks, they see advertisements related to the content or product they viewed on your site.

4. Advertisements can remind the user about your product, offer a discount or a bonus to encourage him to return to the site to buy the product.

Retargeting technologies are available in Google Ads, Facebook, Instagram, etc.

Retargeting allows you to reach out to already interested users, which increases the possibility of conversion.

Video advertising on the Internet is a form of advertising that uses video to convey an advertising message. It gained popularity due to the availability of high-speed Internet and the development of platforms for watching videos: YouTube, social networks, streaming services and video hosting.

Video advertising currently includes:

- Prerolls. These are ads that run before the main video on platforms like YouTube. It usually lasts from a few seconds to a minute.

- Midrolls. This is an ad that is inserted in the middle of the main video. The user must review it before they can continue viewing the content.

- Shots fired. This is an ad that starts after the main video ends.

- Native video advertising. This is advertising that integrates organically into the content and does not look like traditional advertising. It can appear in social feeds, within applications or other platforms.

- Branded content. These are videos that are not direct advertising, but serve to increase brand awareness and create a positive impression in the audience.

Features and advantages of video advertising:

- First, it allows you to convey a richer and more emotional message, which makes it more attractive to the audience.

- Second, video advertising is often more effective in attracting attention and recall than static advertising formats.

- Creating quality video advertising can be a time-consuming and expensive process, and the effectiveness of the campaign depends on how well it matches the interests and needs of the target audience.

In general, video ads can be targeted based on:

- Demographic targeting: age, gender, marital status, education.
- Geographic targeting: by cities or countries.
- Interests and behavior: interests, hobbies, purchasing behavior, browsing history.
- Retargeting: Show ads to users who have visited your site or interacted with your content to bring them back to your site and move them down the sales funnel.
- Contextual targeting: use keywords or the context of the page where the video ad is placed to show it to the relevant audience.
- Device targeting: mobile devices, tablets, desktop computers.
- Targeting by time.

Where can I place a video ad?

- YouTube. YouTube is one of the biggest platforms for watching videos. You can place your video ad as a pre-roll, mid-roll or post-roll before, during or after other videos.
- Social networks. The most popular social networks, such as Facebook, Instagram, Twitter, LinkedIn, and TikTok, offer the possibility of placing video ads in news feeds, stories (Stories) or on profile pages.
- Streaming services. Online streaming services such as Hulu, Netflix, Amazon Prime Video also offer video ad placement options.
- Websites and blogs. You can partner with popular websites or blogs and place your video ad on their pages.
- Advertising networks and platforms. Advertising platforms, for example, Google Ads and Yandex.Direct allow you to place video advertising on sites and mobile applications included in their advertising network.

How to create a promotional video yourself?

1. The first step is to define the purpose of your ad and the key message you want to convey to your audience.
2. Create a script for the video that will describe the plot and sequence of events. You can also create a simple layout or overview of what you want to show in the video.

3. To shoot video, you will need a camera, which can be a smartphone with a good camera or a digital SLR. You may also need a tripod to stabilize the shot.

4. Record the video.

5. After shooting, use a video editor to edit the video. Video editors can be professional programs (eg Adobe Premiere Pro, Final Cut Pro) or free online tools (eg iMovie, Shotcut, HitFilm Express, DaVinci, Lightworks, InShot, KineMaster, FilmoraGo).

6. To reinforce the advertising message, you can add text, graphics, logos or other elements that will help attract the attention of the viewers.

7. You can use music or a voice track to enhance the emotional component of your video. Make sure you have the right to use the selected audio content without copyright infringement.

8. When your video is ready, export it in a format suitable for the chosen platform on which you plan to run video ads.

9. Upload the video to the selected video advertising platform.

To analyze the effectiveness of video ads, use the analytics tools provided by the platform on which the ad is placed (Views, Views to the end (View-through Rate - VTR), Clicks from ads (Click-through Rate - CTR), Share of reproductions (Play Rate), as well as web analytics services that work on your site.

Native advertising

Native advertising is an advertising format that is integrated into the content or design of a platform or media resource in such a way that it looks natural and organic.

Unlike traditional advertising, which can be clearly placed in separate ad units, native advertising is an advertising message or content that blends well with the rest of the content on the page where it is placed. It integrates into the environment in a way that doesn't seem annoying or intrusive, but rather provides valuable information or interesting content for the audience.

Native advertising formats:

1. article;

2. video;
3. product or content recommendations;
4. sponsored posts in social networks, etc.

Banner or banner ads are graphic or multimedia advertising elements that are placed on websites or mobile applications to attract users' attention and promote products, services or brands.

Banners usually include:

1. Graphic elements and images. The main visual element of the banner is, of course, the image: logo, photos, illustrations, icons, etc. High-quality and attractive images have a very strong impact on the effectiveness of a banner.

2. Text. Banners usually contain a text message. Taking into account the specifics of banner advertising, the text should be clear, easy to understand, and also short in order to instantly attract attention.

3. Call-to-Action (CTA) - a call to action, for example, «Buy now», «Learn more», «Subscribe», etc. It prompts users to take some action after viewing the banner.

4. Hyperlink – Typically, a banner contains a hyperlink that allows the user to go to the relevant web page when clicking on the banner.

5. Animation and interactivity. Dynamic HTML 5 banners can use animations and interactive elements to make the banner more attractive and visible to users.

Advertising banners can have different sizes and formats.

Placement of banner advertising can pursue the following goals:

1. Banners can be used to attract the attention of potential customers and increase brand or product recognition.

2. Placing banners on various websites allows you to attract traffic to the advertiser's site among other web resources.

3. Banners can be used to introduce new products, services or promotions to attract attention and inform potential customers.

4. Banner ads are often used to spread information about seasonal discounts, sales, or special offers.

5. Banners can be used to retarget users who have visited the advertiser's site before. This allows you to remind them of the product or service and increase the likelihood of a repeat visit or purchase.

6. Placing banners with your logo and company colors helps maintain branding and increase brand awareness.

7. Banners can be used to attract new audiences and penetrate new markets or customer segments.

It is important to remember that the effectiveness of banner advertising depends on proper targeting, good design, an attractive offer, and compliance of advertising with the interests and needs of the target audience. It should be taken into account that many users block advertising banners using software extensions for browsers, which can reduce their direct effect.

Currently, the following types of banners are distinguished:

1. Static banners are graphic banners without animation. They consist of images and text.

2. Animated banners - these banners contain animations that additionally attract the attention of users.

3. Interactive banners (HTML 5-banners) - this type of banners allows users to interact with advertising.

Here are some popular tools you can use to make a static banner yourself: Canva, Adobe Spark, Bannersnack, Crello, Piktochart, Fotor, FotoJet, Pixlr, GIMP, Inkscape, and Adobe Photoshop.

Features of interactive, dynamic HTML 5 banners:

1. allows you to create more complex and smooth animations, which makes banners more attractive to users.

2. Banners created with HTML 5 can be interactive, allowing users to interact with the ad, for example by clicking on an element or filling out a form.

3. Banners can be adapted for different devices and screens, including mobile devices, allowing better interaction with the audience on different platforms.

4. supports audio and video playback, which allows you to create more

dynamic advertising banners using multimedia elements.

HTML 5 banners have become popular in online advertising because they provide more opportunities for creative and interactive advertising campaigns, and also provide greater compatibility and accessibility for different devices and browsers.

Creating a dynamic HTML 5 banner yourself can be a more complex process, as it requires knowledge of HTML, CSS and JavaScript, but there are specialized tools that will help you create dynamic HTML 5 banners without the need for programming: Google Web Designer.

The most common and popular banner sizes depend on the specific advertising platform, but there are several standard sizes that are widely used in various types of online advertising:

1. Banner sizes for websites: 728x90 (Leaderboard), 300x250 (Medium Rectangle), 336x280 (Large Rectangle), 300x600 (Half Page), 970x250 (Billboard), 320x50 (Mo.

2. Banner sizes for advertising on social networks: 1200x628 (Facebook and Instagram), 1080x1080 (Instagram), 1200x675 (LinkedIn) - the size for advertising on LinkedIn.

3. Banner sizes for mobile advertising: 320x50 (Mobile Banner), 320x100 (Large Mobile Banner), 300x250 (Mobile Medium Rectangle).

4. Banner sizes for YouTube: 300x250 (Medium Rectangle), 728x90 (Leaderboard), 300x60 (Mobile Banner).

The tools listed below are part of a marketing strategy, but are not a direct form of advertising in the traditional sense of the word.

Search engine optimization (SEO) is the process of website optimization aimed at improving the visibility and ranking of its pages in the results of Google and Bing search engines. The main goal of SEO is to attract organic (free) traffic to the site.

When users search for information in search engines, they enter search queries related to information, goods and services of interest to them. Very simplified: SEO

consists in optimizing the structure of the site and the content of the web page in such a way that search engines consider them to be the most relevant (relevant) to the user's queries and display them higher in the search results.

The main stages of search promotion include:

1. Technical optimization. Improvement of site structure, loading speed, mobile adaptation for better indexing by search engines.
2. Keywords. Research of search queries that will be used by the target audience to search for information related to this site.
3. Content. Creation of high-quality, unique and informative content that meets the interests and requests of users.
4. Link profile. Increasing the number of quality links from other websites, which helps to increase the authority of the site in the eyes of search engines.
5. User experience. Ease of use, clear navigation, fast loading, availability on various devices, useful content and the ability to satisfy the intent of the site visitor.

Content marketing is a marketing strategy that involves creating and distributing valuable, useful, and engaging content to attract, retain, and engage with your target audience. Unlike direct advertising, content marketing focuses on providing valuable information and solving problems or satisfying the needs of its target audience.

The main idea of content marketing is to attract the attention and trust of the audience by providing users with quality and informative content. For example: articles, blog, videos, infographics, podcasts, guides, etc.

Goals of content marketing:

1. Attracting new visitors to the company's website or social networks.
2. Keeping and attracting the attention of the audience, which helps to increase loyalty to the brand.
3. Educating and informing the audience about products or services.
4. Supporting the potential buyer's decision-making process and establishing long-term relationships with clients.
5. Increasing the credibility of the company or brand in the relevant field of

activity.

Internet advertising has developed certain payment models for advertising services, for example:

1. Pay-Per-Click (Payment per click) (PPC). In this model, the advertiser pays for each click received on his ad. This means that the advertiser only pays when the user actually clicks on the ad and goes to the site or landing page. The PPC model is often used in search, contextual and targeted advertising.

2. Pay-Per-Impression (PPI) or Cost-Per-Mille (CPM). In this model, the advertiser pays for each ad shown, regardless of whether a click is made or not. The calculation takes place every 1000 impressions (mille means 1000 in Latin). This model is especially popular for banner ads or ads in video formats.

3. Pay-Per-Action (PPA) or Cost-Per-Action (CPA): In this model, the advertiser pays only when the user takes a certain action related to the ad. This can be making a purchase, filling out a form, subscribing to a newsletter, and other conversion (targeted) actions. The PPA/CPA model allows the advertiser to link payment to desired results.

4. Hybrid Models (Hybrid model). Some advertising platforms combine several payment models (eg PPC and CPM or PPC and CPA) so that advertisers can choose the most effective one for a particular advertising campaign.

5. Fixed cost. In some cases, advertisers and publishers can agree on a fixed price for advertising regardless of the number of clicks, impressions or actions. This can be useful for specific formats or affiliate programs.

The choice of payment model depends on the goals of the advertising campaign, the type of advertising, the preferences of the advertiser, and the terms of work with the publisher or advertising platform. Each model has its own characteristics and can be effective depending on the goals pursued and the budget.

Google My Business

Google My Business (GMB) is an effective free tool for promoting your business online. With its help, you can make it easier for potential customers to find information about your company, and you also get many other benefits.

Google My Business is a service that provides information about a company for users of the Google Maps search engine and navigator. Also, this information is taken into account by the search engine itself in order to increase the relevance of the output. With the help of this service, you can create a map of your company and branches in Google maps. In it, users will be able to see the main data of the company. Also, information from a business account in Google is available in extended snippets among search results for brand queries.

If you need to find out information about a third-party company, you can find it by name in Google search or on the Maps service. The other option is usually better, because it allows you to find all the necessary information faster:

1. company address;
2. phone number;
3. working time;
4. reviews and ratings;
5. website address and social network;
6. description, products and services.

It is advisable to share all relevant information about the company so that customers do not have additional questions about goods, services, working hours, etc.

Google My Business is a very versatile tool that can be used by different companies:

1. local businesses. Restaurants, cafes, shops, beauty salons, hotels and other local businesses can use GMB to provide their geolocation, opening hours and contact information, as well as to collect customer feedback;

2. niche experts and freelancers. Lawyers, doctors, stylists, designers, photographers, and other professionals can use Google My Business to provide services, list their business hours, and receive reviews. This helps them increase their visibility in search results and increase their customer base;

3. representatives of online business. Even if the activity takes place exclusively on the Internet, Google My Business can be a useful tool. You can

specify your virtual address and hours of operation, provide information about your goods or services;

4. non-commercial institutions. Charities, museums, libraries, and more can use Google My Business to share information about their activities, organize events, and recruit volunteers.

Thus, it is a really practical and versatile tool for promotion, which the user will definitely have to use. It should be noted that there is no usage fee.

It should be noted right away that Google-My Business mainly affects the ranking of the site in the local Google search, i.e. for queries related to a certain geographical region.

GMB really helps to improve site ranking:

1. increases the visibility of the resource in the search results. When users search Google for business-related products or services, GMB's customer page may appear in the search results. Accordingly, the client will be able to get more traffic to his site and attract customers;

2. increases the level of trust in business. Positive reviews about a customer on GMB can increase the level of trust in the eyes of other people. This will lead to an increase in orders and sales. Plus, Google my Business has a positive effect on site behavior factors, which is also important for ranking;

3. allows you to track statistics of resource visits. Using GMB, you can monitor the number of page views, phone number clicks, sent requests, etc. This information helps to better understand how customers find the business and what they do on the site.

The Google My Business account is a kind of business card of the company on the Internet, which the user sees in general search and Google Maps. Using your account, you can post, supplement and update information about yourself.

Registration in the service gives the following advantages:

1. Additional transitions to the site. Google my Business works as follows: when a user enters a query related to your services or contains the name of a brand, in the output he sees not a standard snippet - a link to the site with a description of

200 characters, but an extended description with a logo, a photo, the specified work schedule, basic services, etc. As a result, the number of transitions from issuance increases.

2. Additional contacts. With the help of GMB, you place a company card in the Google Maps service, and these are additional contacts with potential customers who use the navigator to search for services. If you provide services offline, then registering with Google Maps using GMB is simply necessary, as the service can become the main source of new customers on the Internet.

3. Advantage in local SEO. Additional company data allows you to get more conversions from local delivery. Also, the information provided by you about the field of activity, address and main services is taken into account by the search engine and may affect the ranking in the local publication.

4. Confidence bonus of potential customers. In the product card, customers can leave reviews, but this is excellent social proof. In addition, posted photos and detailed descriptions increase the trust of users viewing the card.

5. Increasing brand recognition. Logo, name and photo. The Internet user sees in an extended snippet or when searching on maps even before going to the site. This greatly increases the chance that your brand will be remembered.

If you are just starting to work on your own internet marketing, you can start by creating and optimizing your Google My Business account. It will not require financial costs and will not take much time, but it will create the company's first web presence. The company card will be able to perform the functions of a business site while the development and promotion of the corporate resource continues.

Google My Business is very useful if used skillfully. At the same time, it is important to know about some features of Google My Business when creating a company card.

Google Maps users have the opportunity to suggest changes to information on the company map. The service can accept them if many users offer the same changes at the same time. Thus, people who use the service can update the information themselves and correct certain inconsistencies. However, their intentions are not

always good.

For example, an attacker can provide an incorrect company address or name using multiple fake accounts. In this case, you should regularly check the correctness of the data in your card.

It should also be remembered that you do not have the ability to moderate reviews and ratings of users at your own discretion. On the one hand, this increases the trust of potential customers, on the other hand, you become vulnerable to unscrupulous competitors who may try to damage your reputation by leaving negative comments under the guise of customers.

If the final review is recommended, you can write to the service support to remove it. However, for this, it is necessary to provide evidence that it is not true.

If the user enters the name of the service you provide in the Google Maps search, he sees a list of relevant companies in his city on the screen. Places in the list depend on the location of the user - the closer the object is, the higher it is on the list - as well as on the rating of the company in the service.

You should constantly pay attention to your own Google My Business card in order to raise it in the ranking. See below for details on what to do.

You can track data on the activity of users on your company's card using the statistics service. The following information is available in it:

1. The total number of card views for the selected period, as well as the ratio of the two types of queries by which you were found: brand and related to the field of activity;

2. Services through which you are found (there are two such: general search and search by Maps), as well as the dynamics of card views over the past 3 months.

3. User actions: viewing photos, routing, switching to the site, calling via card.

4. Location and total number of users routing to you.

5. The number of phone calls (for the selected time) that fall on days of the week or day.

6. The most popular visiting time - this information is also available on the card for all users in the form of a diagram.

7. Photo views: a graph showing the dynamics of views of your photos compared to competitors.

8. A similar graph showing the number of posted photos over a certain period of time.

This data is presented as a visual infographic. They can be very useful when optimizing a card, as they allow you to better understand the specifics of your system.

Google My Business settings

Registration

To register your own business, create a Google Account (or you can use an existing one) to manage your business data. After that, go to Google My Business and click «Get Started».

Next, select «Add a company» if it is not already in Maps:

Next, you should enter basic information about yourself:

1. name;
2. type of activity (choose the option that most accurately describes your activity);
3. if you have an offline representation - an office, store or other place that your customers can visit - indicate its address and put a mark on the map;
4. indicate in which region you provide services (service territory), if you deliver goods or outbound services;
5. enter contact information: phone number and website URL (if the website does not exist, you can create it for free in the service using the provided information or select the item «I do not need a website»);
6. confirm that you want to receive news and service recommendations for your page (it can be useful);
7. click «Done» and you can proceed to confirm the company data.

It is very important to describe the type of business of the enterprise as accurately as possible. This will depend on which requests users will be able to see you.

Confirmation of company data in Google Business

Immediately after registration, your account will have a status of not verified. If you are interested in the possibilities of Google My Business, then most likely your company has an offline representation. Therefore, let's consider the easiest way of verification for this type of company - with the help of a letter sent by mail. The letter will contain a five-digit verification code.

Before sending a request for a letter with a confirmation code, carefully check all the entered data about the company (address, field of activity, etc.). The waiting time for the letter usually does not exceed 10 days. If you have not received anything within this time, you can request a resend. However, you should not do this before the deadline, as there is a risk of slowing down the entire process.

After you receive the code, open your Google Business account and click «Verify». Next, just enter the code from the letter and click «Send».

Filling out the company and branch card

In the future, it is necessary to make the company card more informative and useful for your potential customers. Its ranking in the search results, the number of views and transitions to the site depends on this.

To get started, go to the service toolbar and select your account. After that, go to the «Information» section. It is necessary to describe the features of the company in as much detail as possible:

1. specify the work schedule;
2. add a logo;
3. post photos and videos of your office, work process;
4. current contact data;
5. date of establishment of the company;
6. attributes (for example, free WiFi, availability of parking, available payment methods, service for the disabled, etc.).

A big bonus to the company's rating will be the placement of 3D panoramas of the area around the office.

If the company has several branches, there is no need to create a separate card

for each. It is enough to use bulk loading of addresses. Once you have verified that you are the owner of the company, all affiliates associated with it will also be verified. You give each branch its own code, which you have to come up with yourself. The company name and serial number are most often used.

It is also important to fill out the cards of each branch separately. This will allow you to significantly increase your visibility and recognition among Internet users in the regions where you operate.

Access for other users

To make changes, it is not necessary to log in to the same Google account from which the card was created. You can expand access for other users and choose their level of authority:

1. Manager - can post photos and answer reviews and questions on behalf of the company, but no rights to edit data.

2. Administrator – extended access with the ability to edit information about the enterprise, as well as access to statistics.

3. Owner – full access to data management within the card. The owner can also manage the access level of other users.

To grant access to a user, go to «Users» in the personal account. Select your access level and enter the email address where you will receive an invitation letter and a confirmation link.

The ranking of a page in Google Business depends on the following factors:

1. How complete and accurate the information you posted is. It was explained earlier: the more detailed and useful the description, the higher the visibility of your page, because the service considers it more useful for users.

2. Activity of interaction with service participants. It is important to regularly respond to questions and feedback left by visitors. This demonstrates your customer orientation to service users, and is also taken into account during ranking.

3. User reviews and ratings. They also affect not only your reputation, but also your ranking in Google Maps search results.

4. Various events you report.

5. Company attributes are additional opportunities that customers receive.

6. Availability of multimedia and 3D panoramas. GMB employees themselves claim that photos and other multimedia significantly increase the number of conversions to the site. They also affect the rating of the Google Business account.

To optimize your Google My Business account, the first thing you should do is carefully check the information you post, as all data must be accurate. Otherwise, users will begin to offer corrections en masse, which will affect the rating as a result. It is necessary to regularly update the content: share news and post new photos. If you have changed your phone number or moved one of the company's branches, you should correct the outdated information on the page. Answer users' questions in detail, and most importantly, in a timely manner. If they go unanswered for a long time, it can negatively affect your ranking. In addition, in this way you increase the loyalty of customers who study the page.

Working with Google My Business reviews

Reviews require special attention when optimizing the Google Business page. Most often, working with reviews comes down to posting positive comments from fake accounts. This is not a good idea, especially if you are trying to hide the negative with them.

As a rule, the same positive comments cause little trust in visitors. And negative statements that are in sharp contrast with them, on the contrary, will attract much more attention, even if they do not correspond to reality.

The best solution for dealing with negativity is a constructive dialogue. If your customer is really unhappy with something, try to process the negative. You may be able to eliminate the cause of dissatisfaction. This is how you will demonstrate to him and other users who read reviews that the opinion of customers is not indifferent to the company.

If the negative comment is ordered, or the person who left it is not very adequate, and Google My Business support did not delete it, then a reasoned answer can sway readers to your side.

Contextual advertising

Contextual advertising is a type of advertising that shows ads according to search queries and user intentions in search results, as well as on partner sites.

Among its suppliers, the following can be distinguished:

1. Google Ads https://ads.google.com/intl/uk_ua/home/
2. Yandex Direct (blocked in Ukraine).
3. Microsoft Ads or Bing Ads – advertising in the Bing search engine.
<https://ads.microsoft.com/>
4. Yahoo Gemini – or Y! Native - advertising from the Yahoo search engine.
<https://gemini.yahoo.com/advertiser/home>
5. Baidu Advertising – advertising on the Chinese search engine Baidu.
<https://www.baiduadvertising.com/>
6. Amazon Ads – advertising within Amazon.
<https://advertising.amazon.com/>

For example, an advertisement in Google Ads looks like this - on top is a product, on the bottom is a search.

Occupies the most prominent place in Google's output, has different types.

Differences between SEO and contextual advertising.

In SEO promotion, the user competes for the display of the site in the TOP search results.

As a result, SEO in the form of traffic can be obtained far from immediately, and the investments can be quite large, since for SEO you need to spend on content, links, work with technical optimization, and constantly improve for search. It should be noted that this does not guarantee obtaining the desired TOP in issuing requests of interest to the user.

In the context, the result is obtained immediately. The user needs to set up a campaign and top up their account. This is the main advantage of contextual advertising. Unlike SEO, the user pays for each click on the ad, while SEO traffic is free.

It is definitely suitable for those who need quick solutions, achieving results in the shortest possible time, selling goods in a limited time.

The disadvantage of contextual advertising is that it does not promise sales: if your site is inferior to competitors in terms of marketing factors (prices, reliability, convenience, reputation) or is inconvenient for ordering (underdeveloped usability). As a result, the user loses money.

As a result, the question arises regarding the setting of contextual advertising. In fact, contextual advertising can be configured in different ways:

1. On your own, by registering an account and learning the basics of setup.
2. Contact Google Ads specialists directly.
3. Hire a PPC specialist (he is also called a contextologist, traffic manager).
4. Order a service from the agency.

For those who want to follow the path of a Google Ads contextualist, there is a special Skillshop site where you can take courses, take exams and get a diploma.

Among the responsibilities of a contextologist, the following can be named:

1. development and creation of campaigns;
2. collection of keywords and audiences;
3. segmentation of keywords and audiences;
4. monitoring of rates and budgets;
5. performance tracking.

The user may have to deal with the fact that customized ads will not work.

There are dozens of reasons why this might be, so important secondary skills include a solid understanding of your target audience, marketing fundamentals, and an understanding of design.

In particular, for graphic ads, you will have to order a design, and you need to properly prepare the technical tasks for this.

The purpose of contextual advertising is to show ads to the target business audience. In other words, it's buying traffic to get sales or leads.

Sale is considered:

1. Direct purchase.
2. Placing an order.

Ice can be considered:

1. call (which can be tracked);
2. sending a return call;
3. Newsletter subscription;
4. Registration on the website.

For money (the need to pay), we show an ad to a potential client to motivate him to switch to our offer and accept it.

For example, a young seller does not yet have any results in SEO, so contextual advertising for the right products is perfect - it will immediately attract "hot" customers, increase recognition and form the right audience. You should clearly understand what contextual advertising does. It does not guarantee sales and does not guarantee leads, but only drives traffic to the user's resource.

You should also understand the psychology of the user who came to the site for your ad. A question about his behavior: will he order from you or will he go to a competitor. Or it will simply close the site because your services are more expensive, out of stock, or lack of trust.

Ad targeting settings

Advertising needs to be shown to our audience at various stages of the sales process. At different stages of selection, the audience can be divided by online and on-site behavior.

1. Targeting search queries.
2. Targeting the location.
3. Targeting interests and behavior in the network.
4. Demographic characteristics.
5. Remarketing.

Search query targeting or classic targeting of search campaigns

The bottom line is that you build a target audience if users hit certain search queries in the browser in different match types.

An example of such a mistake can be ignoring a search query - advertising is shown to a non-target audience.

The main features of targeting keywords:

1. Thoroughly check search queries for the formation of «garbage tails» and irrelevant ads in the output.

2. Segment search queries into "transactional" and "informational" after which they definitely buy, and after that they learn.

3. Do different campaigns for different segments. It is better to do the price per click immediately according to priorities.

4. Collect the lost words. For example, an ad may appear for low-quality requests, which will lead to a loss of funds.

5. Try to make the advertisement as relevant as possible to the request.

It is important to know the following:

1. Modern Google algorithms allow you to respond to the types of relevance of search queries.

2. If exact sentences and sequences of sentences are required, use exact matching.

3. The broad compliance modifier is not used.

4. When using broad match, try to avoid short words.

Location targeting

A typical mistake would be to ignore that the user is not in your city. For example, if you are looking for a service station in Vinnytsia, but the user is in Odesa, then in this case you definitely do not need a service station from Kryvyi Rih.

In Google Ads, you can target a city, a point and a radius around it, a series of points and cities, regions, and a country (several countries).

Try to take advantage of bid adjustments for key regions of your business and lower (or even disable) those regions where customers won't come to you.

1. Adjustment of rates for the region. You can highlight separate lists of cities and districts where there are many customers or none at all and make a decision to increase (decrease) rates.

2. Direct targeting. For network and video campaigns, you can collect targeting conditions for your ad.

3. Exception targeting. For certain regions, you can completely prohibit the

display of advertisements (for example, where it is not possible to provide your services and deliver goods).

Demographic characteristics

It often happens that your ad leads to a different audience, although it seemed that the right keywords were chosen. Therefore, several actions need to be taken at the targeting stage.

The first is to answer the question of who is the direct buyer. To write a portrait of the audience, you need to enter the following data:

1. Sex.
2. Age.
3. Place of work, position.
4. Marital status.
5. Estimated profit.
6. Place of residence.
7. Important events in life.
8. Rapture.

This video will help you create a client portrait.

Targeting interests and online behavior

Many interests and behavior in the network can be «caught» due to the built-in targeting settings in Google Ads, and by showing ingenuity. For this, it is necessary to study the features of targeting in Google Ads. For example, you can highlight segmentation by events, because their list is huge, so with a creative approach, you can collect your segment of targeting audiences to tailor advertising to customers.

For example, for B2B, you can use the settings for «Active Investors», since the TOP managers of companies are present there.

You can also tune in to the topics and interests of the audience. A key feature is that with a set of intersections of targeting conditions, you can choose two directions:

1. Observation - collecting statistics on selected audiences, topics and events,

as well as tracking changes in the client base in the direction of increase or decrease.

2. Direct targeting – for campaigns in networks and video campaigns, you can collect advertising targeting conditions for selected intersections.

Remarketing

Remarketing is a special type of advertising that can be set up on almost any contextual advertising platform. Remarketing is available for Google Ads, Bing Ads, Twitter context targeting Facebook and Instagram.

As you can see, this type of targeting is inherent in all known advertising systems. The essence of remarketing is to show ads to those users who either visited the site or took a certain action on it.

With the help of special settings, you can segment the site audience by:

1. by interests - they visit separate sections of the site. For example, if you are an online supermarket, and your customer visits the vegan section, it would be inappropriate to offer him a discount on beef;

2. the status of the visitor - it can be simple visits, one-time buyers and regular buyers;

3. actions on the site - for example, if you click on certain buttons on the site or visit specific sections of the shopping cart.

Remarketing settings

The difficulty of setting up remarketing is to install the code of the advertising system on the site.

1. We take the remarketing code from your analytics settings or social network advertising settings (Twitter retweet code or Facebook pixel).

2. You can also use e-mail lists of your customers. Systems are able to recognize them.

3. Install it on all pages.

4. If possible, create events in analytics or Tag-manager and configure triggers for their activation.

5. Based on events on the site, we gather an audience.

6. Then we create contextual advertising that is targeted at the selected

audience.

It is necessary to familiarize yourself with the control of the setting, find out how much contextual advertising costs and how the payment for the ad is made in relation to the current tariffs.

This information will help you choose the most profitable option and spend your advertising budget with benefit.

There are 3 traditional calculation mechanisms in contextual advertising:

1. CPC or Cost Per Click - when we pay per click.
2. CPM or Cost per Mille – when we pay for 1000 impressions.

At the stage of bidding, we have many strategies, which can be conventionally divided into:

1. Manual – a clear maximum bid value is fixed for each targeting condition.
2. Semi-automated - they differ from manual ones in that certain rules are created (within Google Ads or API), which increase or decrease bids according to special scripts.
3. Automated – optimization of conversions, the number of clicks to a certain price and the necessary change of system rates are selected.
4. Smart - in this case, usually there is not even a click limit, because the system does it.

Note that the user does not pay the rate in full. Assuming that there is more than one advertiser for the relevant keywords or targeting terms, an auction is launched, where the winner is the one with the highest bid, highest ad quality, and closest targeting terms to those of competitors.

5 key indicators affect the success of winning an auction:

1. The selected bet (depends on the chosen strategy).
2. Ad quality (the internal parameter can be viewed in your Google Ads account).
3. Ad rating (calculated from the rate and quality of the ad and the relevance of the request. If it is lower, impressions may not pass or be episodic).
4. The context of the ad (a more complex algorithm that determines many

factors - device type, location, relevance of the user's response to similar ads to the types of requests and search time).

5. Already existing CTR of ads. Everything from extensions to well-written texts and high-quality images is crucial in this case, because your ad has a higher click-through rate (CTR) and therefore you can beat your competitors at the expense of lower bids.

It should be noted that the auction is always held. Each search query is used more or less often during the display of banners on partner sites and depending on the calculated ad quality indicators. The algorithm is constantly updated and takes into account new features.

Budget for contextual advertising

Everything will depend on seasonality, spikes in the cost of a click at different times of the day. For this reason, no one will be able to say even an approximate amount, and therefore it is necessary to forecast. For search advertising, you can make a calculation:

1. Approximate amount of traffic according to requests.
2. Average cost per click for individual queries.
3. Presence of competition for these keys.

Based on this data, you can determine the frequency of collection of impressions by the company. With an average CTR of 10% for competitive topics and 20% for non-competitive ones, the number of possible clicks is determined. Then insert the required keywords, write down the targeting conditions, be sure to specify the location and language. Next, calculate the minimum and maximum bid for each keyword.

If you imagine that you want to collect up to 100 clicks per day, you need to take into account that all 100 clicks will be distributed among all keywords. This can be easily calculated in Excel and determine your budget for the day.

Types of contextual advertising

The advertising capabilities of Google Ads are quite significant and adapted for many types of business. Conventionally, all advertising can be divided by types:

1. Search advertising.
2. Search brand advertising.
3. Commercial advertising.
4. Advertising in networks.
5. Video advertising.
6. Advertising of mobile applications.

Search advertising

Search advertising is a type of advertising in the search results, which usually occupies the first places in the search results and corresponds to the search query as much as possible.

The principle of operation of search advertising is based on the analysis of the user's search requests, comparing them with those specified in the campaign, evaluating the ads and determining the overall quality.

The quality is affected by the cost of the bid, the relevance of the request to the specified keyword, the relevance of the ad and the page. Then it is shown in a certain place (above or below competitors) sporadically or not at all.

Places for advertising are usually from 2 to 8, 4 at the top and bottom of the page. Adjusts mainly for keywords and specified regions. For a successful setup, you need to take several steps:

1. Collect a semantic core for advertising.
2. Collect separate large lists of negative words and negative phrases.
3. Clean from information and garbage requests.
4. Cluster by landing pages and intent.
5. Write unique announcements for each cluster.
6. Specify the landing page to which traffic will flow.

Advantages of search advertising:

1. a large text advertisement - you can describe all your advantages to the maximum;

2. maximum query relevance - you can adjust advertising so that you are seen only for certain groups of queries;

3. interaction with a user who is purposefully searching for your topic now.

Search brand advertising

It is mostly aimed at displaying an ad by your brand name, although it seems unnecessary (you should be in the first place for a brand query anyway), but you have non-obvious advantages:

- You can write an active promotion in the text of the ad.
- Specify priority product categories in the form of quick links.
- Display your feedback rating in the form of stars by showing one of the branches.

Usually, you have almost no chance to change anything on the display of the Google output, but here you can seriously trick the user to go to the section that interested you at the time of searching for the site in the TOP. You can also sometimes see that competitors can also respond to a brand request.

If you haven't submitted your trademark information to Google Ads, your trademark may be used by direct competitors, as well as one-day sites that will take your orders.

Commercial advertising

This type of advertising allows you to simplify the work with contextual advertising for online stores, the range of which includes many names. That's how it works at Google.

To set up a product ad, you need the following:

1. Register in Google Merchant.
2. Add a list (feed) of goods.
3. Link your Google Ads account.
4. Link your Google My Business account.
5. Pass product moderation.
6. Create a product campaign in the Google Ads settings.
7. If possible, create lists of negative words.
8. Select products and product groups that you plan to advertise.
9. Adjust bids for the required target audience.

Unlike search advertising, there is no need to choose keywords, landing pages and write text ads - all this is done automatically.

Product ads are displayed according to Google's own algorithm, so you can't force your product to appear if it doesn't display an ad snippet for these queries. Therefore, it is necessary to check the presence of the product (according to its categories) in the list of advertised products.

Features of product ads:

1. traffic ads – CTR is many times higher than search ads;
2. wide coverage - the product card and text advertisement can be displayed at the same time;
3. target audience - customers are determined to buy the product, and therefore can probably already know all the necessary information about the product and immediately display the price and quantity;
4. ease of setup – no need to collect keywords, just set up Google Merchant Center.

Advertising in the context-media network

This type of advertising is common outside of search results. You can see it everywhere: on websites, blogs, when visiting forums and reading news sites. These ads usually contain graphic elements (static and moving), fairly bright pictures and prominent headlines. This ad works somewhat differently than the search ad. It is displayed on all sites of Google partners except for the search engine itself.

In order to set it up, you need to do the following:

1. Study the ad format for customization (graphical, animated or responsive).
2. Under the requirements of each announcement, draw up a technical task for the designer and write the texts for them (if necessary).
3. Collect targeting conditions – audiences, keywords, site lists, geolocation, demographic criteria and set them up in the campaign.
4. Upload ads and set up negative sites (where you can show).

The advantages of such advertising are:

1. Significant reach - the search user spends little time asking search queries

in Google. The rest of the time he spends on social networks, blogs, video hosting and news sites. Advertising on these sites reminds of a product or service.

2. Extensive targeting options - you can set up targeting based on many criteria: gender, age, keywords of the audience, as well as choose the theme of site-sites or segment targeting on individual sites-sites. You can also easily set up remarketing - a type of advertising aimed at visitors / buyers on the site.

3. Cheap way to reach - the cost of 1000 impressions and clicks on the Google display network is small and relatively lower than on search.

4. Wide media possibilities. Together with the designer, you can make attractive advertising materials - banners that will be remembered by users.

You should always pay attention to banners: they need to be updated periodically to avoid banner blindness, because you need to learn to selectively skip certain types of ads.

Video advertising

Many video hosts offer in-house advertising. For example, the most popular YouTube can help promote an advertising channel or advertising videos.

A video ad can appear before or in the middle of a video. Even in the advertisement itself, advertising banners may appear.

To set up this type of ad, you need the following steps:

1. Learn the video requirements (6, 15 seconds and more).
2. Edit this video and upload it to YouTube with access via the link.
3. Go through video moderation.
4. Work out targeting conditions, similar to the context-media network (article, age, devices, interests, location, requests and behavior on the network).
5. Create a video ad campaign and add all videos.
6. If possible, indicate a link to the site and transfer traffic not to the video, but to the application site.
7. Collect a list of unnecessary channels and videos in order to delete them.

The advantages of this advertisement are obvious.

- An analogue of a TV advertisement - the first 5-10 seconds are «imprinted»

in the viewer's memory. The effect of brand coverage can be higher than from a contextual media network. Advertising is even annoying and will be remembered.

- Tuning by audiences – thanks to the targeting of video topics, you can reach your audience as accurately as possible. It also helps to reduce the effect of nagging.

- Wide media possibilities from graphic banners to videos. You can correctly show the promotion so that the user remembers it.

If the user is interested in promoting the YouTube channel, you can read the step-by-step checklist.

Advertising of mobile applications

Link, title and text is an easy method to promote mobile apps. You can make a simple announcement and increase downloads of apps and games on iOS and Android.

To set up this type of ad, you need:

1. Set up the connection of the App Store or Google play account with the advertising account.
2. Add a link to the iOS or Android app in your account.
3. Set up standard targeting conditions (analogous to the context-media network).

Advantages of such advertising:

1. this is the only way to increase application downloads using targeted advertising;
2. platforms - includes all types of platforms - search engine, Google contextual media network, Google Play store, as well as video advertising;
3. payment for installations - you can set up payment for clicks, impressions and installation of programs directly;
4. ease of configuration - you need to write a few lines.

For the context of Google, this is advertising in the contextual media network targeting the site's audience. More details on how to set up remarketing for each system will be provided in the following chapters for all types of advertising.

If remarketing is set up, users can return to the site if they suddenly find out

about it. You can choose any reminder format. It is worth remembering that they have already seen the site, products, bought on it or sent complaints. Therefore, your goal is to bring them back - so that they will probably buy from you again.

This audience can be the most loyal, and therefore should not be ignored. Based on this, it is necessary to give answers to the following questions:

1. How can you segment the audience of regular buyers?
2. How can visitors to your site be segmented according to this logic?
3. What advertising offer can be given to each of the created segments?
4. Describe the conditions under which visiting the site or actions on it can be used to divide the audience. You will receive a ready-made task of creating a remarketing audience.

The main question is to whom to show contextual advertising? The answer should concern the most important type of customers, that is, buyers. This information is important to eliminate the possibility of an error when setting up ads.

This question is a consequence of the previous ones, since advertising needs to be shown to our audience. Based on the characteristics of marketing, audiences are of the following types.

The first followers are those people who know more about the company and business than any buyer. They are familiar with the early stages of your business and have nothing but good things to say about you. As a rule, this is a small audience, and interaction with them is based on other methods.

Regular customers - this audience is recruited every day of your business. We always deal with them by reminding them about promotions, when we call to inform them about new products, and offer bonuses for additional purchases. Contextual advertising should also be set up for these and other moments.

Note that social networks are aimed at getting your audience of regular customers to follow them and learn about offers. Remember, regular customers are the key to business success.

The target audience is conventionally «our customers today». They become our clients or they don't for subjective reasons. You have to fight for this audience

every day, trying to lure them into the category of regular customers, because the whole context revolves around them. By all means, you need to configure the context web for them.

The relevant audience is the most controversial audience for contextual advertising. She's looking for your product, she's studying your product, but she's not buying it. She doesn't buy at all. She writes about it and discusses it online, and therefore the wrongly configured ad «spills» impressions and clicks to this audience in the largest volume.

In this case, only one type of advertising will be appropriate - branding that expands the reach.

If you want to drive attention to your brand, context across multiple platforms can get that audience to share your offer.

Irrelevant audience is the most unwanted audience. This is the case when you try to sell a Mercedes to a pensioner at a minimum price.

The second example is if the context is trying to sell a car to someone who is looking for a service center, or if you are selling a new smartphone to someone who is looking for one, but has already used it before.

There can be many examples. During the whole time of setting up contextual advertising, a mistake in the strategy or in some words shows your ads to the wrong people. For you, this is a pointless waste of time, so such an audience should be avoided and it will be a mistake to advertise.

The audience can be cut like a pie into segments, but these are separate cases. For contextual advertising, only the target, relevant audience and regular customers are important.

Banner advertising

Banner advertising, one of the oldest and most common forms of online advertising, remains an important tool for attracting attention and creating awareness of products and services. With their ability to visually appeal to users on websites, social media, and other online platforms, banners have a unique ability to send messages, shape branding, and even drive action. However, effective banner

creation and placement requires a deep understanding of campaign goals, audience, technical aspects, and design trends.

A banner is a graphic element used to display advertising and informational messages on websites and mobile applications. Banners usually contain text and images, and may include animation or other multimedia elements.

Banner sizes

The size of the banner is an important characteristic that determines the physical dimensions of the graphic element used for advertising. The size of the banner affects its visibility, readability and performance on different devices. The size of banners is measured in pixels and is denoted px or pixels.

Below are the most common banner sizes:

1. 728x90 px (Leaderboard) – A wide banner is often placed at the top of the page and provides enough space for text and images.
2. 300x250 px (Medium Rectangle) - one of the most popular sizes, often placed in the side column or inside the content.
3. 160x600 px (Wide Skyscraper) – a vertical banner that is usually placed in the side column and provides more space for content.
4. 336x280 px (Large Rectangle) – size also provides a large area for text and images and can be placed inside content.
5. 970x250 px (Billboard) – a horizontal banner is usually placed at the top of the page and provides a wide space for creative content.
6. 468x60 px (Full Banner) – a relatively compact banner that can be placed at the top or bottom of the page.
7. 320x50 px (Mobile Banner) – a mobile-optimized banner that provides enough space for content on small screens.
8. 250x250 px (Square) – a square banner that can be placed in the side column or inside the content.

The choice of banner size depends on the placement platform, the goals of the advertising campaign and the preferences of your target audience. It is important to choose a size that ensures optimal display and visibility of content on different

devices.

Banner sizes for YouTube:

1. Channel Banner (Channel Banner):

- Size: 2560 x 1440 px
- Minimum area without sections: 1546 x 423 px
- Dimensions of mobile cover: 1546 x 423 px

2. Video Thumbnail:

- Recommended size: 1280 x 720 px
- Minimum size: 640 x 360 px

3. Advertising banners for TrueView:

- Wide banner: 1280 x 720 px
- Square banner: 1200 x 1200 px

4. Advertising banners for display videos:

- Rectangular banner: 300 x 250 px
- Square banner: 250 x 250 px
- Horizontal banner: 728 x 90 px
- Vertical banner: 160 x 600 px

Facebook banner sizes:

1. Cover Photo (Cover Photo):

- Size: 820 x 312 px

2. Posts in the feed (Feed Posts):

- Image: Recommended size 1200 x 630 px
- Pictures in square format: 1080 x 1080 px
- Pictures in portrait format: 1080 x 1350 px

3. Group cover (Group Cover Photo):

- Size: 1640 x 856 pixels

4. Advertising banners:

- Rectangular banner: 1200 x 628 px
- Carousel ads: 1080 x 1080 px

Banner sizes for Instagram

1. Profile (Profile Picture):
 - Recommended size: 110 x 110 px
2. Posts in the feed (Feed Posts):
 - Square images: 1080 x 1080 px
 - Horizontal images: 1080 x 566 px
 - Vertical images: 1080 x 1350 px
3. Stories (Stories):
 - Size: 1080 x 1920 px
4. IGTV covers (IGTV Cover Images):
 - Size: 420 x 654 px

Banner sizes for NSTF

1. Group Cover Photo:
 - Size: 1590 x 400 px
2. Page cover (Profile Cover Photo):
 - Size: 1590 x 400 px
3. Profile (Profile Picture):
 - Recommended size: 200 x 200 px
4. Posts in the feed (Feed Posts):
 - Image: Recommended size 510 x 510 px
 - Pictures in square format: 1080 x 1080 px
 - Pictures in portrait format: 1080 x 1350 px
5. Banners in advertising records:
 - Size: 1064 x 315 px
6. Covers for video on the wall:
 - Size: 1200 x 628 px

Banner sizes for PFC

1. Banner sizes (blocks of banner advertising):
 - Large rectangle: 240 x 400 px
 - Medium rectangle: 240 x 200 px
 - Small rectangle: 240 x 133 px

- Square: 300 x 300 pixels
- Triptych: 300 x 100 pixels
- 2. Cover for products (search for Market products):
 - Recommended size: 220 x 220 px
- 3. Banner for mobile applications:
 - Size: 320 x 100 px
- 4. Panorama (wide banner):
 - Size: 240 x 400 px
- 5. «Single» banner for mobile applications:
 - Size: 320 x 480 px

Banner sizes for Google Ads

1. Rectangle:
 - 300x250 px (Medium Rectangle)
2. Horizontal banners:
 - 728x90 px (Leaderboard)
 - 970x90 px
 - 970x250 px
3. Vertical banners:
 - 120x600 px (Skyscraper)
 - 160x600 px (Wide Skyscraper)
4. Square banners:
 - 250x250 px
 - 200x200 px
 - 336x280 px
5. Mobile banners:
 - 320x50 px (Mobile Banner)
 - 320x100 px
 - 200x50 px
6. Large banners:
 - 970x90 px

- 970x250 px

- 980x120 px

7. Canvas:

- 300x600 px (Half Page)

- 300x1050 px (Portrait)

8. Smart banners (Smart Banners):

- Automatically adapt to device size and orientation.

Formats may change, so please check the latest updates and platform recommendations for supported sizes and formats.

Types of banners

Currently, there are several types of banners:

1. Static banners. These are the simplest banners consisting of static images and text. They do not contain animations and multimedia elements.

2. Animated banners. These banners contain animation, which can be in the form of moving images, changing text, or other dynamic elements. Animated ones tend to attract users' attention better.

3. HTML 5 banners. HTML 5 technology allows you to create more modern interactive banners without using Flash. They can contain animation, video and audio elements.

4. Rich Media banners. These banners include interactive elements, panels, videos, games and other additional drop-down features.

5. Expanding banners. These banners start out small, but can expand to a larger size on hover or click. As a result, more detailed information or content can be included.

6. Adaptive banners. This is a type of banner that automatically resizes and formats to fit different screen sizes and devices. It is developed on the basis of responsive design, which allows the banner to look optimally on various devices, including desktop computers, laptops, tablets and mobile phones.

7. Flash banners. Previously, banners based on Flash technology were popular, which allowed creating complex animations and interactive effects.

However, due to the limitation of Flash support by major platforms, they are no longer used.

Banner advertising is a form of Internet advertising that uses images with text information to draw attention to products, services, brands, or special offers.

Banner ads are placed on websites and apps to attract potential customers or users.

The main characteristics of banner advertising:

1. Visual content. Banners contain visual elements such as images, logos, illustrations, and animations that serve to attract attention.

2. Text information. Banners typically have short text that includes headlines, descriptions, and call-to-action (CTA) buttons to motivate users to take a specific action.

3. Efficiency. The effectiveness of banner advertising is most often evaluated through such indicators as:

- Reach. Measures the number of unique users who saw your ad over a period of time. Reach tells you how many different people were interested in your ad, regardless of how many times they saw it.

- Cost of 1000 impressions (CPM, Cost Per Mille or Cost Per Thousand);

- Number of impressions;

- Click-Through Rate (CTR) is a metric used in marketing and advertising to measure the effectiveness of an ad or banner by the number of clicks on it. CTR is expressed as a percentage and shows what proportion of users who saw your ad, actually clicks on it for more information or to take any action.

- The number of clicks or navigation on the banner;

- Number of conversions;

- Cost of conversion;

- Failure rate.

Reach, Clickability, Number of conversions and CTR can be found in the platform through which you place banners, and Number of conversions, Cost of conversion and Bounce rate in the web analytics system installed on your site or

landing page.

Online display advertising is a form of advertising in which advertisements and materials are placed on various online platforms to reach a target audience through visual and audio elements. This form of advertising can include banners, videos and animated ads. Banners remain one of the most popular and widely used formats in display advertising due to their ability to capture users' attention through graphic elements, text and animation.

The essence of the success of banner advertising lies in the ability to instantly attract the attention of the user and convey a key message. In today's information environment, saturated with visual impressions, it is banners that have the ability to stand out and arouse interest. Moreover, banners have a unique ability to adapt to different platforms and devices, ensuring maximum visibility and effectiveness even under conditions of mobile traffic.

One of the key reasons for the relevance of banner advertising is the ability to customize targeting. Modern advertising platforms allow you to define the parameters of the target audience down to the smallest details: from the interests and behavior of users to the geographic location and the devices they use. This allows you to achieve the maximum relevance of advertising and minimize the dispersion of the advertising budget.

Despite the variety of new advertising formats, banners continue to remain an integral part of the marketing strategy of many companies. Their simplicity and affordability, combined with the ability to target advertising to a specific audience, make banners a reliable tool for achieving advertising goals.

Banners are not only a means of advertising – they also play an important role in building branding and raising awareness of products and services. In today's digital age, where visual impressions play a key role, banners provide a unique opportunity to create a strong brand impression and raise awareness.

1. Visual identification of the brand. Banners can be designed using branded elements such as logos, colors and fonts that promote instant brand identification. When a user sees a banner that uses familiar visual symbolism, it helps to strengthen

the connection between the banner and a specific company or product.

2. Raising awareness. Banners work effectively to increase awareness of new products, promotions or events. By providing concise information and attractive images, banners help to quickly attract attention and engage the target audience.

3. Visual associations. Words can describe, but images evoke emotions. Banners have the power of visual communication, helping to create associations between a product or service and certain positive aspects.

4. Optimization of product advertising campaigns. Banners are an indispensable tool for supporting product campaigns. With the help of banners, you can highlight the key features of the product, demonstrate its use and benefits.

5. Creation of visual memory. Due to their visual nature, banners are displayed in the memory of users. This promotes repeat engagement with the brand when users can encounter the banner across different platforms.

The first banner was displayed in 1994 on the website HotWired.com, which later became known as Wired.com. This ad was created by AT&T to promote its own services. The ad was a simple graphic banner with the text «Have you ever clicked your mouse right here? You will.» («Click your mouse right here. You'll do it») and urged users to take action.

The first banner was commissioned by AT&T to draw attention to its products. This event was of great importance for the development of online advertising, as it showed the potential of using the Internet as a platform for commercial advertising. Since then, banners have become one of the most common forms of online advertising and have undergone many changes in design, formats and placement strategies.

Purposes of posting banner ads

Below are examples of goals that are most often pursued when placing banner ads:

1. Attracting attention. Banner ads help attract potential customers to your company, product or service.

2. Increasing awareness. Advertising helps spread the word about a brand,

product or event to a wider audience.

3. Traffic generation. The goal may be to increase the number of users who go to your website or landing page.

4. Increasing conversions. Targeted ads can increase conversions, such as purchases, subscriptions, or signups.

5. Sales. Encouraging users to purchase your products or services.

6. Promotion of promotions and discounts. Banners can be used to inform about current promotions, discounts and special offers.

7. Expansion of the client base. Advertising can help attract new customers and increase the base of potential buyers.

8. Conducting events. Advertising can inform about events, conferences, webinars and other events.

9. Increasing feedback. Banners can send users to surveys, feedback forms or callback requests.

10. Support for new products. Advertising helps introduce new products or services to the market.

It is important to define specific goals before placing banner ads in order to effectively set up the campaign, choose the appropriate platforms and process the results.

The effectiveness of banner advertising

The effectiveness of banner advertising depends on many factors:

1. Target audience. Understanding and targeting your target audience allows you to create more accurate and effective banners that will touch the interests of specific users.

2. Targeting conditions. Targeting allows you to show banners to specific groups of users based on their interests, behaviors and characteristics. Proper targeting can increase the relevance and effectiveness of your ads.

3. Design and visual appeal. An attractive and professional banner design helps to attract the attention and interest of users.

4. Content relevance. The banner should be related to the interests and needs

of your target audience. Relevant content causes a greater response from users.

5. Page context. The ad must be relevant to the context of the page where it is displayed. This helps the banner to fit more naturally into the content.

6. Bright and memorable CTA. Calls to action (CTAs) should be clear, prominent and motivating. They should clearly indicate the wishes of users after viewing the banner.

7. Size and location. The size and position of the banner on the web page is also important. Banners in more prominent places (for example, at the top of the page) usually have a better chance of attracting attention.

8. Landing page quality. A landing page is a web page that a user lands on after clicking on a banner. The quality of the landing page affects the success of the user in performing the target (conversion) action after switching from the ad. If the banner has caught the user's attention and interest, but the landing page does not meet their expectations or does not provide the necessary information, the likelihood of conversion decreases.

9. Animation. If your banner contains animation, it should not be intrusive, but attractive enough to attract attention.

10. Frequency of showings. Displaying one banner too often can lead to «blindness» - the user ignoring the ad. It is necessary to find a balance between impressions and variety of banners.

Below are the most popular ways to place banner ads:

1. Websites. Banners can be placed on websites as part of advertising network programs or through direct cooperation with webmasters.

2. Social networks. Placing banners on platforms such as Facebook, Instagram, Twitter and LinkedIn allows you to reach a wide audience.

3. Search engines. Banners may appear on Google search results pages as part of search advertising campaigns.

4. Blogs, news and information sites. Partnering with bloggers or posting banners on websites with relevant content can be effective.

5. Video platforms. Placing banners in videos or on video viewing platforms

such as YouTube.

6. Forums and communities. Advertising on forums or specialized communities can be effective for attracting a narrow audience.

Each platform and location has its own advantages and is suitable for specific purposes and audiences. The choice depends on your target audience, budget, marketing goals and expectations for the advertising campaign.

Targeting banner ads

Banner ad targeting may vary depending on the platform you're running your ad on. Typically, targeting allows you to tailor your ads to specific groups of users to ensure effective engagement with your relevant target audience. Below are the most popular targeting conditions for banner ads:

- Demographic targeting. You can choose your audience by age, gender, and geographic location.
- Interests and behavior. Many platforms allow you to customize ads based on users' interests and online behavior. For example, you can select users who are interested in certain topics, have hobbies, make purchases, etc.
- Keyword targeting. You can use keywords to show ads on websites and pages that contain those keywords.
- Targeting by mobile devices. Select users who use certain types of mobile devices or operating systems, such as iOS or Android.
- Targeting by time. Set time slots to display ads at certain times of the day or on certain days of the week.
- Audience similarity targeting. Some platforms allow you to find audiences similar to those who have already interacted with your ad or website.
- Retargeting. Showing ads to users who have already visited your website or interacted with advertising materials.
- Behavioral targeting. Targeting users who have taken specific actions, such as app downloads, checkouts, and other conversions.
- Interest targeting. Defining an audience based on the interests that users express on the platform or search.

Targeting in advertising is the strategy of identifying and selecting a specific audience to display an ad to. Instead of sending ads to the general public, targeting allows you to focus on those who are more likely to be interested in your product or service, which increases the effectiveness of your advertising campaign. Targeting allows you to make the most effective use of your advertising budget and reach those users who are most likely to interact with your offer.

The cost of banner advertising

The cost of placing a banner ad depends significantly on many factors:

- Placement platform. Different advertising platforms have different prices for banner ads. Google Ads, Facebook, Instagram, YouTube and other platforms have their own rates and payment methods.
- Type of advertising campaign. The cost may vary for different types of campaigns such as CPC (pay per click), CPM (pay per thousand impressions), CPA (pay per action) etc.
- Audience and geography. The price may depend on how narrowly targeted your audience is and in which geographic area the ad will be placed.
- Duration of the advertising campaign. The cost can be determined both for a day and for a certain period, for example, a week or a month.
- Competition. The more advertisers competing for impressions to the same target audience, the higher the cost of placing an ad.
- Seasonality. The price may vary depending on the time of year or market events.

To estimate the cost of banner advertising, it is recommended to contact an advertising platform or agency that can conduct an analysis and make the necessary predictions.

Creating an effective banner

Creating an effective banner requires attention to design, message and target audience. Here are some tips to help you create effective banners:

1. A clear message. The banner should have a clear and concise message. Identify the key proposition or benefit for your audience.

2. Attractive design. Use an attractive and professional design. Colors, fonts, and images should all work together and support the brand.

3. Target audience. Consider the interests and preferences of your target audience when creating your banner. The more relevant the content, the more likely it is to attract attention.

4. Simplicity. Avoid information overload. The banner should be easy to understand in a matter of seconds.

5. Call to action (CTA). Include a clear and motivating CTA - for example, «Buy now», «Learn more», «Sign up».

6. Branding. Include your logo and branding elements to increase visibility.

7. Adaptability. Make sure the banner adapts to different screen sizes.

8. Testing. A/B test different versions of your banner to find the most effective one.

9. Analysis. Monitor metrics to evaluate results and make adjustments as needed.

Independent creation of a banner

When creating banners, do not forget to take into account the requirements of the chosen platform in terms of file sizes and formats, so that your banner meets existing standards.

There are many resources on the Internet where you can download ready-made professional banner templates of various types for free or for a fee and adapt them to your offer or platform. You can download banner templates:

1. Canva
2. Adobe Spark.
3. Freepik.
4. GraphicRiver.
5. Template.net
6. Bannersnack.
7. Pinterest.
8. Behance.

9. Mockup World.
10. Etsy.
11. Crello.
12. PosterMyWall.
13. Behance.
14. Dribbble.
15. Pixelbuddha.
16. Figma Community.
17. TemplateMonster.
18. TheForest.
19. Creative Market.
20. Elegant Themes.
21. Freepik.
22. GraphicRiver.
23. Placeit.

Static banner

A static banner can be created using the following programs that do not require deep design knowledge:

1. Canva.
2. Adobe Spark.
3. Crello.
4. FotoJet.
5. Fotor.
6. Designer.
7. Adobe Photoshop.
8. Photopea.
9. Pixlr.
10. GIMP.
11. Corel PaintShop.
12. Affinity Photo.

13. Paint.NET.

Animated banner

Services will help you create adaptive banners:

1. Canva.
2. Adobe Spark.
3. Crello.
4. Animatron.
5. Bannersnack.
6. Renderforest.
7. Fotor.

Once you've created your animated banner, save it in a supported format (such as GIF or MP4) and upload it to the platform where you plan to use it.

HTML 5 banner

There are several tools on the market that make it easy to create HTML 5 banners even if you have limited web development experience:

1. Google Web Designer.
2. Adobe Animate.
3. Bannersnack.
4. BannerFlow.
5. Crello.
6. Adform Creative Toolkit.
7. Celtra.

Rich Media banner

Creating Rich Media banners requires specialized tools for working with interactive content, animation and video:

1. Google Web Designer.
2. Adobe Animate.
3. BannerFlow.
4. Celtra.
5. Tumult Hype.

6. Adform.

Adaptive banner

To create responsive banners, you need tools that support the creation of multiple versions of the banner for different screen sizes:

1. Google Web Designer.
2. Adobe Animate.
3. BannerFlow.
4. Bannersnack.
5. Adform Creative Toolkit.
6. Celtra.
7. HTML 5 frameworks.

You can use responsive HTML 5 frameworks such as Bootstrap or Foundation to create your responsive banners from scratch.

Different file formats are used for banners depending on where and how they will be placed:

1. JPEG (or JPG) - the format provides good compression of images without significant loss of details. Often used for static banners.

2. PNG – The PNG format provides support for transparency, allowing for more complex designs and visual effects. It is suitable for both static and animated banners.

3. GIF – The GIF format supports animations and animated banners. It is usually used for simple animations with a limited color palette.

4. HTML5 – for creating interactive and animated banners, as well as banners with video elements. You can use HTML 5 format. This format allows you to create complex visual and interactive effects.

5. SVG – The SVG (Scalable Vector Graphics) format is used for vector images that can be scaled without losing quality. This is useful if you need to adapt banners to different sizes.

6. MP4 or WebM – these formats are used for video banners. MP4 is suitable for most platforms, and WebM is often used for web development.

7. ZIP – sometimes for banners containing several files (for example, animated banners with different frames). A ZIP archive is used for ease of transfer.

8. Rich Media formats – some advertising networks and platforms support special formats for Rich Media banners, which can contain animation, interactivity and video.

The choice of format depends on the type of banner, the placement platform and the requirements for quality and interactivity. When creating a banner, it is important to consider the platform's recommendations for file formats and sizes.

A call to action button (CTA - Call to Action) on a banner is a text or graphic element that calls the user to perform a certain action. The purpose of a CTA is to motivate the user to take any action, such as going to the site, making a purchase, signing up for a newsletter, or performing another action that is consistent with the goals of the advertising campaign.

Examples of Call to Action for banners:

- «Learn more» or «Learn more» - prompts the user to obtain additional information about a product, service or offer by visiting the landing page.
- «Buy now» or «Get a discount» - encourages the user to make an immediate purchase or take advantage of a promotional offer.
- «Subscribe» or «Join» - prompts the user to subscribe to a newsletter, account, or community.
- «Order a callback» or «Contact us» - prompts the user to interact with your company for additional information or advice.
- «Take a test» or «Learn about your result» - offers the user to participate in an interactive activity, for example, taking a survey or test.
- «Download» or «Get Free» - prompts the user to download free content, such as an e-book, infographic, or other resource.
- «Book» or «Make an appointment for a consultation» - prompts the user to make a preliminary appointment, for example, for an appointment or consultation.

CTA should be clear, concise and motivating. It should clearly indicate what step the user should take next. In addition, the design of the call-to-action button

should stand out from the background of the banner so that it can be easily found.

Ad networks are online platforms that connect advertisers (companies that want to place ads) with publishers (owners of websites or other platforms where ads will be placed). The most popular advertising networks:

1. Google Ads (Google AdWords).
2. Facebook Ads.
3. DoubleClick by Google (Google Marketing Platform).
4. Criteo.
5. Media.net.
6. Amazon Advertising
7. Taboola.
8. Outbrain.
9. AppNexus (Xandr).
10. Twitter Ads.
11. LinkedIn Ads.
12. Pinterest Ads.
13. AdRoll.

SEO

SEO (Search Engine Optimization) is search optimization and complex development of the site to increase income and traffic from search engines, in simple words, it is attracting traffic to the site from Google searches. Search optimization is carried out taking into account the selected search phrases, which are called the semantic core. The main goal is to display a site that is promoted in the TOP-10 of search results.

Each search engine has commercial (advertising) and organic output. Any sites that have launched paid advertising can get into the commercial one. In organic - only sites that, on the basis of ranking factors, have a high relevance of the request.

To get into the organic (free) distribution, the site should not only be relevant to the request, but also easy to navigate, have a wide range and even satisfy the secondary needs of the visitor (discussion, accessories, etc.).

SEO is required to attract free traffic from Google search engines to your site.

Site optimization is necessary for both informational and commercial sites, as it has a positive effect on the increase in traffic to the resource.

The main requirements for the site are convenience for the visitor and the solution to his task.

Also, if, in addition to the primary value, your site can offer a secondary one - for example, a feedback system, promotions, accessories - this will be a good advantage over competitors.

The main factors that will bring your site to the TOP-10:

1. The simple and convenient structure of the site is formed on the basis of search demand.

2. A wide range of offered goods or services.

3. Convenient mobile version: in some topics, the share of traffic from mobile devices exceeds 50%, so now the presence of an adaptive version of the site is a must.

4. Availability of commercial blocks on the pages: delivery and payment, reviews, certificates and diplomas, technical specifications.

5. Text optimization of pages: relevant Title and Description tags, clear document structure, CNC.

6. Site loading speed: This factor affects the visitor's behavior on your site. Therefore, slow sites will always rank worse compared to fast competitors.

Components of SEO promotion

1. Audit of the current site.

2. Analysis of topics and niches + analysis of competitors.

3. Formation of the semantic core. Collection of the primary semantic core + formation of groups of requests.

4. Clustering of selected search sentences.

5. Formation of a new site structure or change of the current one (creation of catalogs, sections, categories + work with tags / labels). Creation of site cards.

6. Works on internal site optimization.

7. Adjusting page relinking. It has a good effect on behavioral factors and visitor retention.

8. Optimization of current content. Refinement of the content of already existing pages for the formed semantic core, including work with meta tags.

9. External optimization. Mandatory stage of any sites. Well-thought-out formation of the profile link, taking into account the specifics of the site's subject matter.

10. Analysis of behavioral factors of the audience. Current conversion analysis. Improvement of the indicated indicators.

11. Improvement of usability. Adjusting the site for desktops and mobile devices. Work on the usability and responsiveness of the structure.

Types of SEO optimization

All methods of search optimization can be conditionally divided into three types: «white», «gray» and «black». It is best to use white collar methods as it is the safest and most effective method of promotion in the long run.

White schemes

«White» is a comprehensive work with all factors affecting the ranking of your site in search - commercial, textual and behavioral.

Gray schemes

«Grey» is referral spam, text spamming, i.e. saturating them with keys to promote a page for a specific search phrase. Search engines are now good at texts that are not written for humans: such pages will not rank high.

Black schemes

«Black» is cheating of behavioral factors, use of hidden links / texts, swapping, cloaking of content, doorways. This is a way to get traffic quickly, but not for a long time. Since all such methods are perfectly identified by Google, the average lifetime of such a site is 1-3 months.

Factors of successful website optimization

White SEO is the most effective method of website promotion. It starts with internal optimization. This is one of the most long-term stages of the entire

promotion.

Let's list the main steps of internal optimization:

1. Setting page attributes (meta tags, correct hierarchy of headings on pages).
2. Removal of duplicate content.
3. Creation of micro-marking.
4. Speeding up the site and reducing the loading speed of the main + individual pages. Studying page response analysis + troubleshooting redirects.
5. Site code validation and elimination of technical errors.
6. External optimization - building up a lot of links in 2024 makes sense only for promotion in Google and only with high-quality donors.

The purchase of links (if it is carried out) is carried out smoothly and on high-quality thematic platforms. To increase the mass of links, only those that are thematically close to the domain for site promotion are chosen.

Tracking the results of work

You can evaluate the results of work with SEO after completing the final steps of the promotion plan. A noticeable effect can be seen 2-3 months after the start of work.

To track the results, it is necessary to collect the position of the site for queries in the semantic core and use web analytics tools (Google Analytics), pay attention to traffic, conversions, goals.

Special attention should also be paid to the content of the search queries by which visitors come to your site:

Analyze traffic sources. If the majority of it comes from search, then SEO is starting to work:

Pay attention to behavioral factors, especially time on site and bounce rate before and after optimization.

It is also worth evaluating the total number of pages in the search - before search engine optimization and after its completion.

Dependence of the term of obtaining results

The timing of obtaining results depends on many factors:

1. Speed of application of recommendations.
2. Competitiveness of the topic.
3. Site size
4. Current results.
5. Domain age.

Terms are always individual. On average, it takes about 2-3 months for search engines to index the implemented changes on the site and for it to start increasing its visibility based on the formed semantic core. A lot depends not only on the site itself and the requests being made, but also on the features of Google's site ranking.

Internal site optimization

Internal technical optimization of the site is a whole set of works that are carried out to improve the quality of the site with the aim of better ranking in search engines.

When carrying out optimization, it is necessary to look at the site not only from the eyes of the user, but also from the position of search engine robots. Technical optimization is one of the most important steps in complex site optimization, which is responsible for indexing settings, fast loading and correct display of the site on various devices.

Robots.txt

Set specific site scanning parameters both for all robots at once and for each search engine separately. To do this, in the robots.txt file located in the root directory of the site, with the help of directives, files or sections that should not be visited by the work (Disallow directive) or, on the contrary, those that should be visited (Allow directive) are indicated.

In addition to these directives, you can specify in the file:

1. Sitemap: indicates the address at which the XML site map is located;
2. Clean-param: indicates to the search engine, that is, the URL contains parameters that must not be taken into account during indexing, for example, UTM tags;
3. Crawl-delay: sets the minimum time period (in seconds) between the end

of loading one page and the beginning of loading the next.

Sitemap.xml

Site map - provides information to the search engine about all pages on the site. For each page, it is necessary to specify the importance - the <priority> tag, the date of the last update - the <lastmod> tag, and the frequency with which the page is updated - <changefreq>.

You can create sitemap.xml in different ways:

1. manually, adding all site urls and following the syntax. This is a rather time-consuming process and is not suitable for large sites;
2. in some CMS, the site map can be generated automatically - the most optimal option;
3. with the help of online services or special programs - ScreamingFrogSEOSpider or Netpeak Spider.

Non-existent pages

Non-existent website pages:

1. previously existed and were deleted;
2. pages to which an error was received;

The site must correctly process non-existent pages in order to avoid them from entering the index of search engines. Getting into the index of non-existent pages can negatively affect the indexing and ranking of the site's pages in the PS, as well as the behavior of users.

It is recommended to design the 404 error page in the style of the site by placing on it transitions to the main and main pages of the site.

URL formation structure

Another point of internal optimization is setting the CNC and URL structure.

URLs are human-readable URLs – better understood by both search engines and users. For Ukrainian-language sites, it is better to use transliteration, but English translations are also suitable.

It is important to follow the correct nesting of pages when constructing URLs - it should reflect the structure of the site and the importance of the page. For search

engines, pages with the lowest level of nesting in the URL address have more weight in the ranking.

The main page is considered by the search engine as a level 1 page. The pages after the first slash are the pages of the second level of the URL nesting. A page that follows the second slash will be considered a page in the third level of the URL nesting, and so on.

Some tips for setting up page addresses:

1. from 1 to 3 keywords, by which the page is promoted, should be added to the URL of the page;
2. it is necessary to observe the hierarchy in the construction of the address;
3. do not make the address too long;
4. all URLs must be unique;
5. the structure of the address should correspond to the name in the menu and «breadcrumbs».

Duplicate pages

The presence of duplicate pages on the site negatively affects the ranking of the site. If there is a duplicate page in the search engine index, it can make it difficult for the search engine to select the relevant page.

You can find such pages using the GoogleWebmaster panel. Webmaster or specialized programs - ScreamingFrogSEOSpider, Netpeak Spider, Xenu.

The most common reasons for the appearance of duplicates, and ways to eliminate them:

1. the site is available at two addresses - with and without www and using two protocols - http and https. For correct indexing by search engines, the page must be accessible only from one mirror and correspond to the server 200 OK. A redirect with a 301 Moved Permanently server response should be configured from other mirrors.

2. site pages may be available with or without a slash «/» at the end. To eliminate duplicates, you need to decide on the type of URLs and configure a redirection with a 301 response to the main page view.

3. The main page is available at several addresses - site.ua/index.html, site.ua/index.php, site.ua/index, site.ua/main/, etc. From all such URLs, we configure a 301 redirect to the main one - site.ua.

4. Available pages with characters at the address in different registers - site.ua /pAgE/ and site.ua/page/. We eliminate such duplicates with a 301 redirect from any addresses in the upper case to the lower case.

5. The site uses UTM tags of advertising campaigns and referral links. For such pages, using the link tag with the rel= «canonical» attribute, you must specify the clean URL of the page to be indexed, or prohibit the indexing of tags in the robots.txt file using the Disallow or Clean-param directive.

Duplication of titles and meta tags

In addition to page duplicates, one of the most frequent problems is the duplication of titles and meta tags. Usually, this problem occurs on new, not yet optimized sites or will appear during automatic filling, for example, of online store products. Duplication can be detected using seo programs. To eliminate them, it is necessary to include additional parameters that ignore the page - color, size, number, article number - in the filling template.

301 Redirect and broken links

If during the internal optimization of the site it became necessary to change the URL of the page, then from the old URL it is necessary to set up a redirection to the new one with a 301 Moved Permanently server response. In this case, the search engine will index the new page address and replace the page with a new one in the output.

Redirect should be configured if:

1. Domain changes.
2. Transferring the site to another CMS.
3. The need to adjust the CNC.
4. Elimination of duplicates on the site.
5. Changing the page address.

In the first and second cases, it is necessary to keep the URL as on the old

domain if possible. This will minimize traffic loss during the «move».

Important point - when setting up a 301 redirect, don't create a chain of redirects - when the original URL is configured to redirect to another URL, and then another. The redirect should only have one redirection, as this will reduce the loss when transferring the original weight and accumulated metrics to the new page.

If you don't configure a 301 redirect when you delete a page, file, or image that has links to the public, it will result in links leading to the 404 Not Found page. The presence of such links on the site is negatively perceived by users and search engines when ranking.

As part of site optimization, all identified «broken links» must be corrected by removing links to them or setting up a redirection to the site page.

Navigation. «Bread Crumbs»

Navigation chains or «breadcrumbs» are an important element of site navigation. Based on the example of the well-known fairy tale of the Brothers Grimm, they help to understand where the visitor is now, how he got here and where he can return.

The chain, which is usually located at the top, shows the path from the main page to the one on which the user is, taking into account all the necessary sections of the site that he needs to go through.

In addition to user convenience, and therefore improving site usability and behavioral factors, breadcrumbs are involved in site internal linking and weight distribution. The higher the page in the site hierarchy, the more weight is assigned to it, the more important the page is. Thus, categories link to the main page, categories link to subcategories, products link to subcategories.

Correct linking and improvement of behavioral factors affect the ranking of the site in search results.

With the correct markup, navigation chains appear in Google output snippets. Thanks to such a snippet, users can go to any section of the site directly from the issue.

Site navigation menu

Nesting is an important parameter for ranking queries on a page. Therefore, it is important that all categories and subcategories are available from the main page of the site in a minimum number of clicks for both humans and search engines. The main tool for reducing nestedness is the navigation menu.

During the internal optimization of the site, it is necessary to check:

- Are all the required menu items accessible from the main page with the required anchors. To do this, it is worth viewing the text copy of the pages.
- In html, the codes of the page must be checked - for the absence of duplication of the menu due to the adaptive version or simply due to an error.

Internal relinking

With the help of internal links, individual pages of the site are connected to each other.

Relinking is necessary to distribute weight and increase the relevance of pages «in the eyes» of search engines, as well as for the convenience of visitors.

There are several types of internal linking on the site:

1. End-to-end is a link to the main pages located in the site header and footer.
2. Contextual - links placed in the text.
3. Navigation is the content of the page - it helps to quickly go to the desired section of the page.
4. Useful links - placed at the end of the main content of the page. For an online store site, this is a block of recommended or similar products, for informational sites, it is a link to similar articles.

Internal links can be placed both manually and automatically.

Micro marking

The semantic markup of these structures is the content of the page and helps search engines process the information for convenient rendering. Data is placed in the page code using special attributes.

The main types of micromarketing are:

1. Schema.org – semantic markup standard for search engines;
2. Open Graph – Facebook micro-markup for the correct display of posts.

With the help of micro-markup, you can describe all kinds of entities and their properties. Breadcrumbs, contact details, products and their properties - name, price, etc., descriptions, images, questions and answers and much more are marked.

The presence of micromarkup increases the space in the output, shows a larger amount of information about the resource and increases the number of sections of the site that can be accessed immediately from the search.

You can check the presence of markup and errors in it using the «Structured Data Check» service from Google - <https://search.google.com/structured-data/testing-tool/u/0/>.

Adaptive version of the site

Adaptive design allows you to optimize the display of the site on different devices, for example on smartphones and tablets, without creating a separate version on the subdomain.

The mobile version is an important factor in the ranking of the site in search engines - Google prioritizes the mobile version of the site, evaluating its presence, including as a convenience for the visitor to use the site on different devices.

You can check the optimization of the site for mobile devices using a browser in the Webmaster panel using the Google test service <https://search.google.com/test/mobile-friendly>

Page loading speed

Another important component of the internal optimization of the site is the speed of loading the resource. It depends on many factors, such as: correct server configuration, proximity of hosting data centers to the location of the main audience, correct optimization of CMS and site code, etc.

Fast loading of the site allows search engines to index it better and creates a positive interaction experience with visitors, which in turn affects the ranking in the output.

You can check the download speed using the following services:

1. <https://developers.google.com/speed/pagespeed/insights/>
2. <https://tools.pingdom.com/>

3. <https://gtmetrix.com/>

Site registration in webmaster panels

To monitor and analyze your site, you need to add it to the Google Search Console Webmaster Panel.

Webmaster panels will indicate errors and sanctions on the site, give recommendations for improving indexing, show the number of pages in the index, and also have a large set of tools.

For a detailed study of the effectiveness of traffic from various sources, as well as the study of behavioral factors, it is necessary to install Google Analytics counters on the site.

In order for the organization to appear on maps, as well as to assign a site promotion region, you need to create an organization card in the Google My Business service. It is advisable to fill out the organization cards in as much detail as possible - this will help the search engine to better rank the site in local search and among sites of a certain topic.

Site optimization for promotion

After your site has become perfect from a technical point of view, you can start optimizing your site pages for search engines. This section will tell you how to correctly collect semantics, prepare content and create basic tag optimization.

Keywords (semantics)

Semantic core (SK) is a complete list of site requests from a set of words with morphological forms that most accurately describe the type of activity, topic, services and / or goods offered by the site. In general, this is a list of words for which the site should be on the 1-10th place of search engine results.

All requests are divided into high-frequency (HF), medium-frequency (MF), low-frequency (LF). For different topics, the values of the frequency of requests can be different - for some HF sites, HF start with 100 requests per month, for others - with 1000. In general, the distribution looks like this: MF have a frequency 3-10 times lower than HF, and LF 3- 10 lower than SC.

It is important to take into account the region and types of frequencies when

compiling the SY with the help of this service.

1. Basic frequency - the frequency of the request when entering a request without syntax. It contains, in the sum of frequencies, all phrases containing the words from the query in any form and in any order.

2. «Frequency in quotation marks» - the frequency of the request without other words, but taking into account word forms and permutations.

3. «! Accurate» (in quotation marks with an exclamation mark) - contains the frequency of the word in the form in which it is written.

4. «[!Exact !Frequency]» - will show the number of requests per month of the sentence, taking into account the word order and the given word form.

When compiling the semantic core, if it includes requests that contain permutations or are implicit duplicates, it is important to choose the last type of frequency of requests for a more accurate assessment of demand, as well as planning traffic and visitors.

The collection of the core of the site takes place in several stages:

1. We collect all relevant words using the Google Adwords service;
2. You can supplement the semantics with competitors' words - <https://www.keys.so> services are suitable for this;
3. Expanding requests from Google Analytics, Webmaster statistics systems and collecting tips for targeted requests;
4. We delete non-targeted requests and requests with zero frequency from the received list;
5. We cluster requests - we distribute a request or a group of requests to the appropriate promotion of the site page.

Content according to semantics

After compiling the SEO, it is necessary to optimize the content of the site according to the selected keywords.

Key words should correspond to anchors in the menu, names of links in the case of internal linking of URL pages.

Also, keywords should also contain texts. SEO recommendations for the text

can be described as follows:

1. The number of inquiries must be selected by analyzing competitors. It is important to avoid frequent and unjustified repetitions.
2. The text must be unique.
3. The text should be useful and understandable, fully responding to the user's request.
4. The text should be divided into paragraphs and structured, contain bulleted and numbered lists.

Optimization of tags on the page

One of the most important points of the internal optimization of the site is competently filled seo-tags of the pages - title, description, headings of the h1-h6 level.

Meta-tags title and description are primarily important for the search engine, and their purpose is to attract the user from issuing PS to our site.

Title

Title is the most important tag that contains basic information about the content of the page. In search results, it is displayed as a page title containing a link to the site.

When writing the Title tag, all the main keywords of the page should be taken into account, the largest request for HF should be first. The title should be short and logical, as well as unique for each page of the site.

Description

Description – short description. The description should contain keywords and be unique for each page.

Heading H1

Heading H1 is the most important heading in the content part of the page for both the search engine and the visitor. It should contain the most frequent request on the advancing page, however, in order to avoid memorization, it is not recommended to completely duplicate the title in the h1 header.

It is important to follow the hierarchy of headings in the text: h1, then h2, h3,

etc.

Commercial factors

Commercial factors are taken into account by search engines during ranking and directly affect the conversion of site visitors. These are elements of the site that show the user and the search engine that the site is selling something and that the site contains all the necessary information to make a purchase.

In order to promote the site on a commercial topic during internal optimization, you should pay attention to the following commercial factors:

1. Availability of several types of communication - phones, e-mail, messengers, Skype.

2. The presence of several phones, photos of different profile employees with their photos, number 8-800.

3. Availability of feedback forms and call back online consultant and social networks.

4. Availability of address and working hours.

5. On the contact page, in addition to numbers and addresses, it is important to indicate a scheme or road map, details of the company, photos of the premises.

6. Availability of the «About the company» section. In it, it is important to provide the company's mission, history, vacancies, certificate certificates, diplomas confirming the official activity of the company.

7. Availability of filters, sorting, promotions and special offers in product catalogs.

8. Availability of product reviews and their rating.

The main points of the internal optimization of the site are determined. Each of the points can be expanded into a separate guide for finding and solving a specific problem. The work of an SEO specialist on internal optimization is not a one-time check, but a task to which you must return constantly. The results of the performed work will have a positive effect not only on the ranking of the site and its positions, they will also make the site convenient and pleasant for the visitor, and therefore - improve behavioral factors and increase trust in the resource.

External site ranking factors – site promotion using third-party resources

External SEO is a set of works for obtaining external links to the site (backlinks) and mentions. The total number of such links is called link mass, or link profile. Sites that place external links are donors of your site.

External optimization factors

A lot of external factors affect the position of the site in search results:

1. Availability of links from authoritative and thematic resources.
2. Dynamics of the growth of the mass of links.
3. Age of installed links.
4. Subject matter of the document from which the link is established.
5. The place on the page where the external link is installed.
6. Variety of anchor list.
7. Regionality and spamminess of donors.
8. Variety of types of sites (blogs, forums, news portals, etc.).

So, we can conclude that it is necessary to improve the link profile or create a new site from scratch.

Analysis of the mass of links

External optimization begins with the development of a strategy based on the analysis of backlinks comparable to competitors' sites.

For analysis, it is necessary to take sites similar to the user's site according to the following parameters:

1. Domain age.
2. Number of pages in the index.
3. Type of site.

You can check a lot of links using the following services:

1. Netpeak Checker.
2. MegaIndex.
3. Ahrefs and others.

First of all, it is necessary to understand the volume and dynamics of the growth of the reference mass. Secondly, it is necessary to understand the number of

occurrences in the outgoing anchors, the types of links and the quality of donors. After analyzing the main competitors according to the aggregate data, it is necessary to determine the median values and determine the quality and number of external links that already lead to your resource. This can be done both using the webmaster panel of Google Search Console and using third-party services, such as Ahrefs or Megaindex.

Quality links and sites have the following properties:

1. Unremembered. Purchased, spam or SEO links are created specifically to influence search engines in order to increase the position of the site. This mainly includes links on exchanges.

2. Natural. Commercial links with «order», «buy» anchors are not very welcome by search algorithms. Try not to link to similar requests in direct entry: for example, buy a refrigerator cheaply.

3. Relevant. Leaving links to a site about SEO on a snowboarding forum is questionable. Choose the platforms where your target audience sits so that the link is really useful and works.

4. Build up naturally. Today they published an article in the mass media with a link to the site, tomorrow they registered it in the «Directory», the day after tomorrow they mentioned it in a comment - this is normal. But if yesterday your referral profile consisted of 10 sites, and today it already has 600 - the algorithms may have questions. Google also punishes low-quality links: it imposes a «Google-Penguin» filter.

5. From quality donors.

Fields for placing links should be:

- Relevant resources, numerous thematic blogs, forums, etc.
- High-quality sites with convenient navigation, good content, moderation.
- Authoritative and visited sites. Of course, it is better to choose those sites through which a lot of traffic goes: the more chances that your link will go through. And in general, the closer the donor site is to the top, the more trust it has, and, accordingly, your resource. Attendance can be checked on the same services

mentioned in the point above.

The more such sites there are, the better. It is necessary to consider certain points:

1. The quality of the donor and the topic of the document are one of the main criteria for choosing a quality reference. Try not to have commercial links to other resources on the linked page. Ideal option: one page - one commercial link.

2. Do not try to cram more links into the text. One link for 1000-1500 characters is quite enough. For example, the «Miralinks» service, which places articles on platforms, has a limit: no more than 2 links per 2,000 characters.

3. If you have found a quality site, you can not limit yourself to posting one link. Make the most of the platform by placing many links from the same donor, but to different pages.

Methods of getting free external links to your site. Registration in help services

Fill out the company profile in the reference services: «Directory» and Google My Business. Think not only about the cherished link, but also about the convenience of users. People should get the most complete information about your business:

1. Contact information.
2. Addresses of offices and branches.
3. Field of activity.
4. Working photos.

Crowd marketing

Crowd marketing in external optimization - links to the site in comments on sites, blogs and social networks, messages on forums, answers on question sites, reviews on reviews. It is important that such links look as native as possible and benefit readers and those who communicate.

Bad links are:

- From a newly registered account (on the forum) or a new member of the group. Especially if the newcomer throws exile, and then disappears without

maintaining communication.

- Off-topic discussions on off-topic sites.

Good links are:

- On the topic of the post, for example in a professional discussion.
- Those who respond to the request. For example, if the topic starter asks where you buy the product, it is appropriate to give a link to the online store.

On review sites, you can not only leave a review, but also give a link to the site. To do this, you need to negotiate with the authors, for example, barter: you give them a product or service - they give you a link. This technique can be used with other channels as well. For example, hold a contest among customers and draw prizes for the best review with a link to your site. It is possible without a link, just with a mention: this is also not bad, since brand inquiries will increase. Just make sure that the reviews are not too laudatory: this will not add credibility to your site.

Guest publications

You offer to write an article and include several external links to thematic blogs, media, mass media. If the article is really useful and interesting, it will most likely be published for free.

There may be a problem with links - not every editorial policy allows it. Therefore, before writing, clarify whether you can insert a link and how much. If not, you will most likely be allowed to leave a mention of the brand.

It also happens like this: it is not possible to put a link in the article, but in the author's card - without problems. This is a good option.

Rules for writing guest posts and articles:

- Do not download ads: this is definitely not to be missed for free.
- Consider the requirements of each site. Read the rules, editorial policy, tone of voice of the publication. If the site does not have them, ask the editor so that the text is not edited later.
- Offer a choice of several topics and discuss the plan with the editor so as not to redo it again. Topics should be consistent with the topic of the site.
- The text must be really useful, otherwise there will be no profit from it and

editors will not publish it, and readers will not read it and follow the link.

Exchange links

In the digital world, this is a common technique: agree with other resources to exchange links. They can be placed in an article (just add a link to an already written article) as the text of internal pages and product cards. Such an exchange should be:

1. Equal. If your site's CPI is 400, and the partner's site is 10, why such an exchange? Also search from 400 and above.

2. Useful. It is clear that the global goal of such cooperation is to increase the mass of links, but you should not forget about the benefit to yourself: if you place a link on your site to a competitor's site, visitors may go to it and not return.

3. Correct. Choose a high-quality platform for exchange, change words on anchors, do not abuse commercial links.

Buying links on exchanges

You can buy links through special exchanges or directly from the site owner. They mainly use exchanges: there is a larger selection, you can filter the link according to various parameters and get guarantees that the link will not fail after the purchase.

But there is one «but»: these are search engine filters that do not like buying links very much. Therefore, we remember the basic rule: we choose advertising sites of medium or good quality. No junk and questionable resources. If you even have to check each potential site, do it manually or with the help of special services, for example, CheckTrust.ua.

We do not recommend trying this method on your own, as there are too many risks involved. It is better to negotiate with other sites directly and exchange links. It is somewhat longer, but you will be sure that the link to your site will not end up in some link dump.

Building brand traffic

Branded traffic is visits to a site for queries that mention a brand. For users to enter such queries themselves, the brand needs to be known. The more famous it is, the more often brand queries will be entered and it will be mentioned in their content.

Search engines respond to such queries: they say that the brand is popular and they are interested in it. All this raises the position of the site and improves clickability, and since branded traffic is targeted, it also improves behavioral factors.

Ways to improve brand traffic:

1. «Shine» in specialized publications.
2. To be placed and promoted on marketplaces, as this is relevant for online stores.
3. Create your own useful content - for example, blog articles that can get to the top.
4. Create viral content that will be shared, possibly with a brand mention and even a link to your site.
5. Develop social networks, Telegram channels.
6. Do not forget about contextual advertising and other advertising channels.

The sequence of works from the search link

Step №1 – competitor analysis

Site promotion always begins with an analysis: it is important to determine with whom you will have to compete in search results and in what condition the resource is at the moment. Let's start with the analysis of the competitive environment.

The task is to understand the SEO potential of your competitors in terms of output and choose the resources you need to focus on to fight for positions. Analysis of the competitive environment will help to understand how the site should look in order to get to the top and receive organic traffic.

We determine the visibility of competitors in the search. Visibility reflects the number of impressions of each page of the resource in the search results - it is a more honest evaluation parameter than the top comparison. The site may not be in the top 3 of Google, but it is able to often appear in the results on most pages - as a result, the resource will receive more traffic than a competitor from the top of the results.

To analyze visibility, we will use the Keyso service and the «Batch Analysis» tool. The tool is available only in the paid tariff, which costs UAH 4,900. month.

When subscribing with Keyso, semantics can be collected and processed in the future.

The service will scan competitors and display a report from which you can already select several sites with the highest visibility - direct competitors.

Large companies and marketplaces should be excluded from this list - we will get the remaining resources for orientation.

Study of the structure

The program that will work for us is the free Xenu Link Sleuth, which has no limit on the number of crawled competitor URLs. The main functionality of the program is aimed at finding broken links, but it is able to display a complete list of competitors' URLs open for indexing - that is, the structure of any competitor's site.

The program is quickly installed and easy to master, although it does not have a Ukrainian-language interface. To scan, open the File tab, select Check URL and specify the competitor's domain. In the analysis settings, check Valid text URLs and Site Map.

Next, the system will display all the indexed pages of the site, sorted by nesting level. For convenient analysis, all data can be copied into a spreadsheet and sorted by category.

We are investigating the quality of the profile link. The profile link affects the ranking in the search results, although not as much as a few years ago. To secure a site in the TOP-3 search results, it is important to form a strong link profile. For this, you also need to study your competitors. Analysis of the link building strategy of competitors will allow you to understand how many and which links you need to collect in order to gain a position of interest in the issue.

We have a detailed guide on the blog for analyzing competitor links using Ahrefs, a powerful program that offers many visual reports. The program is expensive - from \$ 99 per month, but it allows you to activate a demo tariff for 7 days for \$ 7, which will be enough for initial analysis. This will help you develop your link building strategy and understand your approximate link budget. By the way, with the help of Ahrefs, you can analyze the structure of competitors.

Commercial factors

Also, during the analysis, it is necessary to look at competitors and evaluate the degree of development of commercial factors. The following deserve attention:

- the completeness of the contact list and the number of available communication channels with clients;
- assortment and list of available goods;
- listing of products – completeness of images and characteristics of product cards;
- service cards – a service catalog, similar to a product catalog, where the degree of detail of the company's services is assessed;
- company data – availability of licenses and certificates, list of employees or vacancies, etc.

It is worth choosing 2-3 competitors and regularly monitoring their changes. This will be enough not to repeat possible mistakes and not to spend a lot of resources on analyzing a large group of competitors.

Step № 2 – analyzing your own site and creating an SEO strategy.

The basis of search promotion is work with statistics and analytics. The first stage of work in SEO is the connection of statistics collection services. The owner needs to register in the statistics collection systems - this will help to record the main changes of the resource and plan conversion routes based on the behavioral patterns of users.

The basic minimum for working with data:

- Google Analytics

A free Google service used to collect statistics. All data is stored on Google servers. To connect the service, you need to download the JS code to the site pages.

- Google Search Console

A quality and technical health assessment service that identifies site ranking issues in Google.

After connecting the services, you need to configure the goals for collecting statistics and further analytics, as well as check the site for errors in webmasters. All

problems shown in webmasters should be eliminated at the stage of technical optimization. Otherwise, it will greatly reduce the effectiveness of SEO efforts.

Setting goals in metrics is done to detail statistics in order to track data that directly affects sales. Without personalized goals, Google Analytics collects generalized parameters, which does not allow you to develop an effective promotion strategy.

Step № 3 – technical audit

The presence of technical errors is a critical point that prevents the site from ranking correctly in search results. We will provide a checklist of the main technical works that should be done for the correct ranking of the resource. We check the indexing of the resource

Indexing is the process of scanning and adding content to the database of search networks. In case of problems with indexing, new pages will not be ranked, and old ones will be excluded from the search index. It is worth checking the quality of the indexing of the resource every day in order to timely identify problems that prevent the pages of the site from entering the search.

To check indexing in Google, you need to go to Search Console and find the «Coverage» graph inside the «Overview» tab.

It is desirable that there were no excluded pages from the issue at all. In practice, it is important that the growth of new pages is greater than the rate of removal of old ones. A full audit is performed for each excluded link from the index: indexing problems are identified and corrected in order to return the page to the index.

You can quickly check the indexing of the site through third-party services, for example, xseo. The service is free and allows you to determine the total number of indexed pages in search networks. After authorization, it becomes possible to monitor the dynamics - the time of adding and removing all pages from the index. The service helps to check pages in the index immediately.

The only downside of similar services is that you cannot find out the reason for exclusion from the index. This feature is only available in Google Webmaster

An indexing error is the reason why the page was excluded from search results. In «Webmaster», errors are displayed on the main screen - in the «General information» tab. All errors are divided into possible problems, fatal and critical - the last 2 points strongly affect indexing and ranking.

You can find out the cause of each summary error in the «Diagnostics» tab. There you can get recommendations for their correction.

At Google, errors are divided into 2 types: problems with URL indexing - a separate page or the entire site. Errors that interfere with indexing should be resolved first. If the bot-crawler cannot overrun the resource, the positions will fall sharply in terms of returns. All errors are displayed immediately in the indexing report - in the «Coverage» tab.

We check the georeference. Most of the traffic on the network is related to regional inquiries, especially in e-commerce. Correct georeferencing of the site will help to weed out irrelevant traffic and improve the position in the regional publication. You can also specify regionality using the webmaster panel and Google Business directories.

In Google, the main factors for linking are the nationality of the domain and the data specified in Google My Business. If the domain name is neutral and ends in .COM or .NET, regional links, IP address and content are taken into account. You can specify the regionality and link the site to one region also through the webmaster.

To bind the site to a specific country or language group, you need to go to the «Search traffic» section and specify the necessary parameters in the «Targeting by countries and languages» tab.

We configure Sitemap.xml. The next step for correct indexing of the resource is to create a site map. It is extremely important that the card is updated automatically and reflects the correct structure of the site. If the Sitemap.xml was created manually or using a CMS plugin, there is a high chance of errors in the file.

Editing robots.txt. Most indexing problems for new sites start with an incorrectly configured robots.txt file. The file specifies permissions and restrictions for search crawlers that index the site. It is important that robots.txt contains the

correct path to all sitemap.xml files, as well as the correct indexing settings for each search engine.

We configure CNC URL. All URLs must be brought to a single standard: written in transliteration or in English, short and with proper hyphenation. That is, to be understandable.

We create a 404 page. The site should give a 404 code on all non-existent pages when the link is entered incorrectly or when going to a remote page. A properly designed 404 page will eliminate the risk of resource pessimism and have a positive effect on behavioral factors.

We check for duplicates. Another big disadvantage when ranking is the indexing of duplicate pages. Duplicates are considered to be the same pages available under different address options: for example, with and without www in the domain, using HTTPS and HTTP protocols, or with permission to index UTM tags in the robots.txt file.

We evaluate the quality of navigation. The degree of navigation processing affects behavioral factors, usability and transfer of link weight between pages. Inconvenient navigation and incorrect linking are the right way to lead a resource to pessimism. For more information about the quality of navigation and structure, see the guide on technical optimization of the site.

We check the correctness of redirect processing. Incorrect page response codes or the appearance of redirect chains greatly affect the indexing of the site. The crawler robot can incorrectly process pages and take into account the weight of the link, or replace a correctly indexed page with an incorrect one. When setting up redirects, you need to take into account many points - all the subtleties are described in the guide.

We define canonical pages. The "canonical" tag tells search engines which version of the page to index. This allows you to load the highest quality page into the index and exclude the appearance of duplicates in the search. The Kokoc.com blog has an article on how to correctly specify canonical pages.

We add micromarking. The use of semantic micro-markup is necessary for

the correct ranking of the content inside the page by search engines. For example, so that each of the products on the site page can be displayed in the search under a relevant search query. For now, several types of micromarking can be used:

1. Schema.org – content markup format through tags with additional attributes.
2. JSON-LD – markup of content using the LD-dictionary, the maximum amount of data is provided to the robot-crawler.
3. Open Graph is a markup option from Facebook for the correct display of content.

JSON-LD semantic markup is better understood by search engines, but the site can also rank well when using Schema.org.

We speed up page loading. Slow site loading is the main reason for a large percentage of users refusing to view pages. The loading speed is affected by the speed of the server, the location of the data centers and the weight of the page itself, as well as the optimization of the code. Reducing the page loading time gives 2 bonuses at once: a plus in ranking and user loyalty to the resource.

We evaluate the work of the mobile version. Most traffic comes from mobile devices, so it is important that pages load quickly and display correctly on portable devices. The quality and speed of the mobile version of the site directly affects the indexing - problems with the adaptive layout do not allow the resource to get to the top.

After basic optimization, it is important to periodically check the site for new errors. Broken links that fell on the page from the index and errors in webmasters should be checked daily. Validity of the code, duplicate pages and relinking - approximately once a month and after a major update.

Technical errors can prevent the growth of positions, so it is important to quickly fix and eliminate such problems.

Step № 4 – we collect semantics.

At the stage of working with semantics, problems arise no less than during technical optimization. Incorrectly assembled semantics is a guarantee of a merged

budget and a weak result. Let's analyze what needs to be done so that the site is established in the search results and ranks well.

To work with semantics, you will need the free Wordstat service and the paid Key Collector program, or the online service Keyso. The last option is easier for beginners to master, but it is more expensive. In order not to waste money on specialized software, you can choose free services from the selection of our blog.

We form a semantic core. We list the main services or products offered by the site - what will be used to create the first pages. A list of 10–50 words that form the backbone of the future core will be produced. It is not worth trying to promote these words right away, as it is expensive, and there will also be a lot of untargeted traffic.

You should not use ready-made semantics - copied cores of competitors or purchased bases. Foreign semantics are characterized by high specificity and are not suitable for use without modifications. It is more rational to assemble a semantic core for yourself - taking into account the specifics of the company and business tasks.

We expand the semantics. To expand the semantics, parsing is used - searching and selecting data through software. Formally, the semantics for a small kernel can be expanded independently. To do this, it is enough to scan each keyword through Wordstat and add similar phrases to the core, and then expand the semantics with search tips and specifier words.

To automate routine work, it is better to use software - a universal Key Collector or online services for collecting semantics are suitable. It is enough to download the collected keyword skeleton and start parsing.

If you sort queries with a high degree of similarity, you can expand the semantics several times with relevant keywords. At the same time, the service displays the frequency of requests according to «Wordstat» and the cost of a click for PPC, which increases the user's convenience.

Additionally, the core is extended with specifiers, search hints, and unique brand queries. In this case, you can form a strong and relevant core without the help of SEO specialists.

Clean the core from debris. The collected semantics will contain duplicate keywords, foreign brand queries, or non-targeted occurrences that need to be cleaned up. Cleaning the semantics will increase the relevance of the core - only useful keywords will remain under which you can promote the brand.

To remove duplicates, you will need Keyso's Implicit Duplicate Cleanup tool and a clusterer with semantic stopword exclusion. You can also download the semantics and clean the whole kernel in the Key Collector:

After cleaning with the software, it is advisable to review the core manually and delete key requests that the service may have missed - this way the semantics will be of better quality.

We perform clustering and sort semantics by commerciality. The cleaned core remains to be clustered - segmented into thematic clusters, where keywords similar in content and semantics will be combined.

An important point at the clustering stage is the sorting of semantics according to the intent or search intent of users. This will help sort out commercial and informational keywords and increase page relevance. For example, a blog and a catalog of products promoted by the same query, but with different search intent.

As the site progresses, the semantics will have to be expanded and supplemented. You can spy on new ideas during the analysis of competitors through search tips in the issue or in the Webmaster. Here are some ideas for expanding the semantic core:

1. The needs of the target audience. Keywords that are formed not from a product or service, but from consumer problems that motivate Internet searches. For example, to buy an inexpensive laptop instead of a keyword with specific models of equipment.

2. Practical advice. Semantics associated with queries that make it easier for users to choose products. It can be a classic list of brand products with the addition of specifier words: crash test, review, comparison, review, etc.

3. Seasonal searches or trends. Keywords that appear at the moment of hype and give voluminous, but not long-term traffic. They are easy to track by checking

seasonality in Google Trends.

4. Georequests. Adding keywords related to the regionality of the site or geography of delivery. Here, it is important to carefully select the geography so as not to violate the relevance of the regional issue.

5. Tags in social networks. Hashtags on Instagram, Facebook and TikTok. Social signals provide good traffic that is rarely paid attention to by novice SEO specialists.

Everything that is of interest to the site's audience and for which there is a market demand is great for expanding semantics. The capacity of the semantic core is more often based on the company's financial capabilities than the size of the niche in the market - there is always room for expansion.

Step № 5 - formation of the correct structure.

- Software you will need: Excel, Mindmup and XMind.
- Costs of this stage: UAH 0, provided the analysis of the competitive environment is properly conducted.

For a modern site, a weak structure is the right way to stagnation, which will lead to the lack of dynamics of the resource in search results. Creating a convenient, logical structure is one of the main stages of search promotion, which is critically necessary for search robots and users.

A correctly designed site structure optimizes the crawling budget - the number of pages that a search bot-crawler can scan in the allotted time. The more logical the hierarchy of pages, the higher the usability and better indexing of the resource.

Work with the structure of the site is usually done manually. We analyze what is needed to create a competent structure.

We create main pages. When developing the main pages of the site, you should focus on direct competitors, as well as the specifics of the company's business. Master pages are sections that divide the resource into several large directories with nested pages where content will be published or products will be placed. Formally, the main pages can be called everything that is included in the main menu – «Services», «Product Catalog» and blog pages.

The main skeleton of the site will be similar to the structure of competitors, but the list of sections and landing pages will differ depending on the collected semantic core.

We supplement the structure with nested pages. Main pages are linked to the main page - sections in which nested pages are created. Nested pages include site subdivisions, landing pages, cards of products and services in the catalog. It is important that all pages start from the main page and belong to sections or subdivisions - there should not be independent, unrelated pages on the site.

Semantic core clusters are used when sorting nested pages. Landing pages are created for each query cluster, and then sorted in the site structure according to the topic of search queries, user intent, and nesting level. That is, high-frequency keywords should be included in sections, medium-frequency keywords should form subsections, and low-frequency keywords should form subsection pages. At the same time, commercial requests are used to create a catalog with goods or commercial pages, and informational requests are used for a blog and other content.

We configure the link and navigation. When relinking, all thematically similar pages are linked, which can provide additional answers to the user's request. When building the navigation, the hierarchy of pages in the structure and the conversion route of users are taken into account.

When expanding the structure and setting up linking, it is important to consider the nesting of pages and the distance to the main page. For convenient navigation and correct transmission of link weight, any page on the site should be accessible at a distance of 3 clicks from the main page. When linking, it is undesirable to use plugins for automatic linking of pages - you can only link the most relevant pages manually.

Step № 6 – text optimization.

Content promotes the site in search results, attracts new audiences and is responsible for user loyalty. The majority of your SEO budget should go towards creating content that meets all the ranking factors and has practical value for your target audience.

It will not work to close the entire pool of content tasks on your own - you need the help of freelancers or contractors. Stable indexing of new content is important for good ranking, and for this you need to regularly publish new and high-quality materials. Work on content can be divided into several stages.

Audit and preparation. First of all, the audience is analyzed and a portrait of the site's users is created. The analysis determines the characteristics of the target audience, which is used when compiling the content matrix.

The content matrix is a table of possible topics for the content plan, where clustered semantics intersect with the interests, problems and needs of the audience. The ready-made matrix is used to draw up a content plan, which defines the publication time and format of the content, as well as its main purpose.

Content production. According to the content plan, technical tasks are developed for copywriters, designers and typesetters to create text and media content. To reach the top, it is important to pay attention to both content formats. Texts increase the site's visibility in search results by processing collected semantics, and video and graphic content have a positive impact on behavioral and commercial factors.

Before publication, textual content is checked for compliance with SEO parameters, as well as semantic relevance to the landing page and presence of practical value for the audience. The texts are checked according to several technical indicators:

1. **Uniqueness.** Percentage ratio of repetitions of sentences and phrases in the text with already indexed content of competitors in the issue. You can check the uniqueness through Text.ua or Content watch - 80% or more is considered a good indicator.

2. **Nausea.** Frequency and number of repetitions of words in the text. Low ordinariness dilutes the relevance of the text of the main query of the landing page, high - increases the risk of falling under filters. The norm is up to 7 points.

3. **Wateriness.** Determines the number of stop words and introductory constructions in the text that distort the semantic relevance of the article. It is best to

check the humidity and water content through Advego - 55-60% is considered the norm.

4. Cleanliness. Subjective assessment of the quality of the text, which determines the number of non-target occurrences and the degree of meaningfulness of the content. Each service has its own scoring algorithm.

At the beginning, the main pages of the site are filled out - the main page, the «About the company» page, services and the product catalog. Next, the blog is connected and the pages included in the main sections and subsections are filled.

For the stable publication of content on the site, the help of an editor, proofreader, illustrator and typewriter will also be needed. In order to get to the top and gain a foothold in publishing, you will have to improve the work of the entire editorial office.

Updates and optimizations. The work is not limited to the creation and publication of content. It is important to optimize the content so that the texts on the site meet not only formal, but also semantic relevance. Text optimization helps to take into account the maximum search demand and provide the user with detailed information about their query and intent.

The main stages of text optimization:

1. Collection of semantics. When preparing the text for the landing page, it is important to choose the right semantics, taking into account the search intent and the topic of keywords. In addition to «Wordstat» parsing, the search demand is necessarily evaluated and thematic words - LSI - are selected.

2. Analysis of competitors. Next, competitors are analyzed in the output that covers most of the search demand for the selected keywords. The analysis will help determine the strengths and weaknesses of competitors and make a stronger and more relevant structure of the future text.

3. Work on the structure. When developing the structure, references are used and problems that were used by competitors are worked out. Methods of improving the usefulness and expertise of the content are being considered - insets with expert comments, tables, diagrams and lists are designed for a more concise presentation

of information.

4. Distribution of semantics. After processing the structure, it is important to distribute the collected semantics taking into account the weight and frequency of search queries. For this, the TF-IDF algorithm and the correction of words in the text according to Zipf's law are used, which allows you to squeeze the maximum out of semantics. As a result, the risk of overoptimization can be avoided.

5. Development of technical task. The results of the work are packaged in a technical task for a copywriter, which will help to make an expert, useful text with an interesting presentation and taking into account search demand the first time.

Immediately after publishing the content on the page, the meta tags Title, Description, Alt must be filled. Next, the clickability of the snippets in search results is monitored and audience comments on the blog are processed. For better ranking and attraction of new traffic, fresh publications are shared in social networks, and old texts on the site are updated with relevant information.

Step № 7 - we improve behavioral and commercial factors.

- Software that will be needed: Google Analytic, statistics services.
- Costs at this stage: UX audit for 2.5–5,000 UAH and a budget for improving usability. Costs will depend on the quality of resource optimization.

Search algorithms pay maximum attention to behavioral and commercial factors - complex indicators of usability and practical value of the resource for the audience. You can fix the site in the first positions in the issue only by constantly working on improving usability and increasing the loyalty of the audience. However, it is also important not to forget about the quality of the content.

We conduct a UX audit. You can independently carry out basic optimization and improve the site's usability. To evaluate the ease of use of the resource, user surveys are conducted, behavioral metrics are studied: CTR of snippets, percentage of rejections and depth of page views. The obtained data is needed for analysis - it is important to understand what is the problem that prevents users from finding an answer to a query. The most standard reasons:

- Low clickability of snippets – usually the problem is poor processing of

headers and Description of the snippet: presence of errors in the description, clickbait or non-competitive UTP.

- A high percentage of rejections is most often a problem of slow loading of the page or poor content. Here it is important to pay attention to technical and text optimization.

- Low viewing depth or session duration – the problem may be in undeveloped conversion paths of users, inconvenient navigation on the site or within the page. To solve the problem, it is important to improve usability.

To fix usability problems, you will have to contact a UX designer and conduct a UX audit of competitors. Without proper skills, it is not worth interfering with usability - a sharp deterioration of behavioral factors will lead to pessimism of the resource in rendering.

We improve behavioral factors. After the UX audit, work is carried out to improve behavioral metrics - this may require technical optimization and refinement of the site, design adjustments, and installation of additional modules. Also, the development of content can be attributed to the improvement of behavioral factors.

We work with commercial factors. Separately, for e-commerce, commercial factors are important - elements of the site that affect the convenience of choosing products and online shopping. Here are the main elements that any commercial resource should have:

1. A large product range.
2. Availability of filters and sorting of goods in the catalog.
3. Indication of current prices and availability of goods in stock.
4. Detailed information in the product cards: photo, description, reviews.
5. The ability to compare goods or pick up similar ones.
6. Delivery information and payment options.
7. Address, phone number and working hours of online store representative offices.

Step № 8 - we collect a high-quality referral profile.

Link building is necessary to increase the trust of search engines in the site.

Resources that are referenced by authoritative sources rank better in search results. To strengthen positions in the top, it is important to form a high-quality profile - a list of backlinks to the resource.

We analyze the mass of links. First, you need to determine the quality of the link mass of competitors - this will help you understand how many and what kind of links you need to get in order to secure a specific position in the issue. Third-party services – Ahrefs or SeRanking – will be required for analysis.

During the analysis, you need to look at the ratio of incoming and outgoing links to the promoted page, the number of pages of the donor site in the index, its quality indicators in Google, etc. Also, through the services, it is important to check the quality of the link of the donor himself and the presence of sanctions of search networks in the history of the domain.

Trust is a general indicator of the trust of search engines in the site. ICS is an index of the quality of sites, a comprehensive assessment that determines the practical value of the resource for the audience.

We get rid of weak links. It is also better to check the profile of your site through analysis services - the reports will be more detailed than the summary from Google Analytics. In addition, third-party services quickly track changes in the mass of links and show more relevant information.

When optimizing the mass of links, it is important to maintain the dynamics of positive growth of links. There should be more incoming links than outgoing ones, and the total number of referring sites should steadily increase without sharp jumps and dips. Links from non-thematic resources and with a low level of trust or ICS should be excluded from the link profile.

Analysis and optimization of the link profile should be carried out at least once every 1-2 months, otherwise there is a risk of missing a drop in the link quality of the donor site and getting a minus in the ranking.

We expand and strengthen the referral profile. In 2024, it is important to strive to receive only organic links from authoritative sources - it is better to exclude the purchase of links on exchanges and adding the site to directories. For link building,

the best thing is to have open links from large thematic portals in the network or well-known mass media, in second place - links from specialized forums and social networks.

You can get such links through outreach: by personal agreement with the owner of the resource, for example, for publishing an expert article on the donor site.

Outreach - establishing partnerships with site owners or influencers for joint exchange of links or through crowd-marketing - seeding content on the site. For example, placing links in comments to the article or in product reviews on other people's resources.

Optimization of informative texts

Text optimization is work with the text component of the site to increase the relevance of the page according to text ranking factors.

Work on text optimization begins even before writing an article. SEO is always about sales. The point of search promotion is to attract traffic from organic search engine results, which can then be converted into leads and deals.

We collect semantics for the article. Working with informative texts is somewhat simpler than optimizing commercial pages. The main task is to solve the user's problem, to give a detailed answer based on the search query. Such texts are created based on keywords with an informational intent, the presence of commercial requests is unacceptable here. To do this, search queries that can bring traffic are determined, and semantics for future text are collected.

We evaluate search demand and collect keywords. All pages of the site are promoted under the semantic core. The task of the optimizer at the very beginning of text optimization is to estimate and analyze the demand for the main search query that will be used when creating the article. This is necessary to understand:

1. How effective the selected keywords can be in an SEO campaign.
2. What to do to bring the idea in the content plan to a competent and interesting text.
3. How to write an article that covers the entire search query by cluster of semantics.

4. How to respond to text optimization of content.

When collecting keywords, the task is to maximize the semantics for the landing page with targeted queries. All keywords that relate to the topic of the promoted page and have the same intent - the user's search intent - can be called targeted.

Frequency - the number of searches made by users for a keyword during a month. The higher the frequency figure in front of the keyword in «Wordstat», the more often users enter the query into the search bar.

We copy the collected keywords together with their frequency to an Excel table using the Wordstat Assistant extension. In the future, the table will be used for processing semantics, developing the structure of the text during the analysis of competitors as a tool for convenient drafting of the technical task.

For technical optimization of one page, manual cleaning of semantics is often used. The optimizer itself selects relevant keywords that best relate to the subject of the landing page. Less obvious semantics will be further filtered out at the stage of clustering and determination of commerciality.

Next, the semantics in the table should be increased by LSI, the type of search queries should be determined and clustering should be carried out.

We work with LSI. The ranking takes into account the semantic structure of the sentence and the text in general. Search queries in the text should be supplemented with thematic words, which helps to improve the relevance of the document. For this, LSI (latent semantic indexing) is used. This is a singular decomposition of the document matrix into terms with the subsequent determination of the weight of the terms depending on their popularity in this matrix. LSI includes synonyms and words that form the natural context of the text so that the article is as close as possible to revealing the topic of the main intent.

You can quickly assemble LSI using online services, for example, Just-Magic with the "Watercolor" tool. We specify the semantics in the service and select the search engine where LSI will be collected - then we run the task.

LSI will help make the text more natural and relevant to the main query - this

will improve indexing by search engines and behavioral factors.

The collected LSI words are added to the future technical task for the copywriter next to the search queries and the generated text structure. For now, we add the collected LSI to the table with our semantics.

Clustering and Intent Definition. The collected semantics now need to be clustered into thematic subgroups of clusters. Cleaned semantics is used for clustering - a set of keywords, where non-targeted and general search queries, words with errors and other occurrences that blur the relevance of the text have already been removed. In our example, cleaning is done manually by the optimizer. To work with large semantics, you will need specialized software. The Kokoc blog has a selection of services for cleaning semantics and clustering.

We will give an example of ungrouping keywords using the Coolakov service, which will then also help to analyze competitors.

The service will group keywords into clusters - we will need a semantics group where the main search query is located. Unused clusters can be used as a basis for collecting new semantics when creating and optimizing other pages of the site. Now we check the commerciality of requests in the cluster. Let's analyze it using the Majento service as an example - download keywords and run the check.

When optimizing informational pages from the cluster, it is worth removing all words with commercial intent, and vice versa. If the commercialization percentage is around 45-65% and the intent is mixed, you need to look at the context of the page and the seasonality of the search query. Mixing keywords with different intent on the same page is unacceptable - it dilutes relevance.

Now we have a list of keywords for the article. Many people stop at this and immediately proceed to the development of a technical task for a copywriter, but this is only the beginning.

We analyze competitors in issuing. After collecting the semantics, it is important to determine who we will have to compete with in search results. Analysis of competitors immediately solves a large number of questions, for example:

- What search queries are used for lead generation?

- How much text should be in the article?
- What wording works well in snippets and meta tags?

It is necessary to identify the leader pages that have the most visibility according to our query engine. This can be done manually by scanning all sites or using the free Coolakov service. We select the tool «Definition of competitors» and copy the selected search queries to the service. Choose the output size and be sure to delete the frequency next to the keywords. We start the scan.

The collected semantics covers most of the queries, so these sites cover the maximum search demand.

Optimizing the structure of the text. After analyzing and evaluating the search demand, it is important to move away from scanning the parameters of competitors and pay attention to the semantic relevance of the future text. There is no need to analyze the volume and routine of the competitors' text - it is more important to competently work out the structure of the article.

To form the backbone of the structure, the H1-H6 headings of competitors from the top are spread. This can be done manually or automated parsing through the free Click.ua. Service tools, in addition to the structure of subheadings, also pair meta tags. For each account, the service offers 500 free runs of the parser, then every 500 links will cost 0.4 hryvnias.

The service forms a table with all meta tags and headings H1-H6 of scanned competitors. If the competitors have the keywords metatag filled in, the service can additionally be used for parsing the competitors' semantic core. The results of the table will help to make a relevant structure of the text according to the search query. The table shows how well-crafted the article is among competitors who cover most of the search demand for the selected keywords. The task of an SEO specialist or editor at this stage is to understand how to do even better.

Collected headings H1–H6 will prompt:

- What theses need to be collected and disclosed in the article.
- In what sequence theses should be revealed.

When developing the structure, it is worth describing the thesis answer to the

search query at the beginning of the text and then start covering the issues of the target audience and the detailed solution of the problems. A concise to-the-point answer to the main search query will increase the chances of the page appearing in the top and improve behavioral factors.

The snippet in the search results is filled out similarly to commercial texts for products. The main goal is to ensure a high CTR. For this, a Title is formed, which includes a search query and UTP, and a Description is added to the abstract of the article.

When working out the structure, it is important to look at the expressiveness and practical value of the content for the target audience. In 2022, it is worth focusing on EAT parameters - content expertise, as well as the level of authority and trust in sources.

To improve the quality of the article and bypass competitors, it is worth:

- Add niche experts.
- Share relevant experience, practice cases.
- Monitor the relevance and reliability of all figures and calculations.
- Give visual examples both in the text and with the help of screenshots.

For informational texts, most of the work on this is finished. Now you can start optimizing commercial pages and developing technical terms of reference.

Text optimization of commercial pages. Optimizing commercial traffic pages for textual ranking factors is different from SEO for informational pages. To optimize pages with commercial content, a voluminous text description is not always necessary - a big role is played by the distribution of semantics within the zones of the document.

The first steps of optimization - gathering semantics and clustering depend on the type of page - promotion of goods or services. Next, a text analysis is connected, which will show where and how to optimize the areas of the document in order to get into the top 10 search results.

Zones of the commercial document. The rating is compiled in order of decreasing significance in the document (from large to small).

- Title – part of the Snippet, the title of the article for search results. The Title should not repeat the title of the article, but should reflect the main search query of the text. You should also not include small sites in the Title and add your domain name. The name of a little-known site will become the most significant word in the Title and greatly dilute the relevance of the content.

- Anchor list – a list of keywords that are included in the internal links of the site, that is, the structure of the resource. Therefore, in text optimization, it is important not only to fill in the text of the pages, but also to properly design the site structure for the semantic core.

- Text fragments – small text in different areas of the document: this includes HTML headers, tags, image captions, filter descriptions in the directory, and buttons on the page. This is the semantics that was used to develop the UI page of the site.

- Plain text – large text on the page instead of separate text fragments. As a rule, plain text contains from 1 paragraph (more than 200-300 characters of content). Plain text is placed for keywords that were not organically used in more significant areas of the document.

To manage text relevance, it is important to learn how to distribute ranking-relevant words in the most valuable areas of the document and avoid spamming. Text analysis is used to accurately calculate the number of occurrences in each zone of the document.

Textual analysis of commercial documents. Let's go back to Just Magic, which was used to assemble LSI. In this case, the «Text Analysis» tool is needed. The stages of working with the tool look like this:

1. We create a file for download, it can be used to perform batch analysis. The main thing is that clustering is done correctly.

2. Turn on «Match by type of pages» so that internal pages are not compared with the main ones and vice versa.

3. We add to the exceptions sites that do not correspond to our «weight category» (avito.ua, drom.ua, etc.).

The tool will scan the competitors in the top of the page and suggest a pattern

that will help distribute the semantics to take into account all the textual ranking factors.

In the obtained result, we see 3 columns: Top10 – averaged data for the TOP-10, src – the analyzed site and diff – the difference between the TOP-10 and our site.

The site analyzed by us is in the TOP-30 and we observe the classic mistakes of SEO-optimizers who do optimization "by eye".

1. We can see that instead of entering the <a> tags, our optimizer made his usual seo-text (plain-text), which he abundantly supplemented with keywords.

2. We see a significant deviation in the number of keywords in the <a> zone. Such a volume is typical for a large product listing, which our optimizer did not take into account. Accordingly, text-fragment can be text descriptions of goods in the listing block.

By placing the product listing on the page + 42 positions, as well as bringing the text component to the required format, the site will be able to compete for the TOP-10, and possibly get there immediately after the re-indexing of the document.

The difference between text optimization of goods and services in e-commerce. Let's analyze the differences in the text optimization of commercial pages with the help of test analysis when promoting goods and services separately. The weight of different areas of the document is different for product and service pages, which makes adjustments to optimization.

Optimization of product pages. Online stores often do not need a classic text description for optimization - the impact of text fragments and plain areas of the document is minimal. To get to the top of product pages, optimization of the product listing block is important. Accordingly, the following are taken into account:

- Product matrix and completeness of the online store catalog.
- Internal linking of products in the catalog - anchor list.
- The name of the goods is on the cards.

Text analysis for optimization of service pages. These are pages that are created to promote the site for requests for company services, not products.

Promotion of service pages is affected by:

- Text fragments – especially HTML headers.
- Plain zone – long texts of several paragraphs.

The weight of a word in the assessment of relevance is also affected by the location of semantics in the text. The closer the keywords are to the beginning of the document, the greater their weight and stronger impact on ranking.

After working out text optimization, commercial ranking factors have a great influence on e-commerce sites.

Word weight distribution – TF-IDF function. TF-IDF is a function used by search engines to determine the importance of words in a sentence and document. The weight of any word in a document is directly proportional to the frequency of its use in the document and inversely proportional to the frequency of use of this word in all documents in the index.

In simple words, TF-IDF determines the importance of a keyword in the context - the more often the word is used, the lower its weight in the ranking of the document. At the same time, the weight of the word is also affected by the location - the zone of the document.

We proceed to the development of the technical task - the final product, for the sake of which parsing, clustering and analysis were carried out.

The purpose of the technical task is to explain to the copywriter what needs to be done to the text in order to get an article that reflects the semantic, rather than the formal, relevance of the search query.

So, we figured it out:

- How the relevance of the text is determined.
- How to collect semantics based on search demand.
- What should be taken into account when arranging the structure of the article.
- What is the purpose of textual analysis.

It remains to combine all stages of work and form a technical task. Let's analyze everything in order and form an instruction:

1. Evaluate search demand. Adjust the selected search query using «Wordstat»

- determine the frequency and seasonality of the main keyword.

2. Process the semantics for the article. Select all keywords by topic or copy a ready cluster of the semantic core. Determine the search intent of the cluster and collect the LSI.

3. Identify competitors. Analyze the competitors with the highest coverage of the collected queries in the issue. Identify the completeness of the disclosure of the topic, the expertise and format of the presentation of the material, gaps in the content. Mark which keywords are found in texts and comments on competitors' pages - expand the semantics.

4. Conduct a textual analysis. Scan the texts of competitors and determine in which direction you need to optimize - towards textual content or development of the structure. These are different ways of text optimization, each of which is used for specific tasks - promotion of information pages, goods, services.

5. Compile the structure of the article. Determine what needs to be added to the text to fully reveal the topic and improve the article - compose the structure and main theses of the article. Place priority keywords and LSIs in the most important areas of the TF-IDF document, including meta tags.

Text optimization is the key to top rankings. Clustering, development of the structure, expansion of the query index and text analysis allow more than 60% of the semantics of the site to enter the top 10 of Google.

In general, the following indicators can testify to high-quality search optimization.

1. No trick is used for promotion - use of PNB nets. There are no sharp jumps in traffic, attendance that is higher than market demand. There are no identical typos in search queries that indicate SEO cheating. PNB networks are a group of auxiliary sites that are created and promoted only to create a link profile for the main resource. PNB networks refer to black methods of link building and are not suitable for promoting long-term projects.

2. There are no error messages in the Google Webmaster panel - pages regularly drop out of the index, broken links, and problems in the code that indicate

a lack of basic optimization.

3. Buying links is not a priority area of search optimization of the resource - links have a weak influence on ranking. A significant share of the cost of purchasing links indicates the wrong approach to promotion. It is more appropriate to emphasize the improvement of behavioral and commercial factors, and direct the link building strategy to obtaining organic links.

4. Promotion of the Internet store by positions on certain fraudulent requests - this approach is optimal for all sites, except for e-commerce. For an online store, it is better to focus on expanding the coverage of semantics in order to increase the visibility of the site in search networks for a large number of queries.

Email marketing

Email marketing is a channel for promoting content, products or services using electronic mailings.

Email marketing is one of the most effective Internet marketing tools for business, which allows you to build communication between a brand (company, online store) and customers (potential and real) by sending messages to e-mail.

Email mailings work for:

1. increasing customer loyalty;
2. increase in sales and repeat orders;
3. conversion of casual buyers into regular customers.

Moreover, email marketing is the leader in terms of profitability among all email marketing tools, including advertising in search engines, on partner sites, on radio, television and social networks.

The work of email marketing in electronic commerce

Since most online stores now actively use email marketing to capture and retain customers, customers' mailboxes are flooded with various promotions and offers.

In order for the site visitor to share contact information in this situation, you must come up with a rather attractive lead magnet - a bonus, gift or other attractive offer that the subscriber will receive immediately after subscribing and place a

simple lead form (subscription form that every visitor to the online store site will see).

Email marketing is a relationship that a business builds with a client through:

1. first date (site visit);
2. gifts (lead magnet);
3. signs of attention (letters of introduction);
4. communication (useful content);
5. offer (sale).

In order for the buyer to reciprocate, you need to guide the customer through the purchase so that he has the desire to return to you. It is necessary to send letters about the status of the order, offer complementary products, ask for feedback on the work of the courier after the delivery of the order, and later on the product, remind in time about the deadline for replacing consumables or the expiration of the product's expiration date. That is why it is impossible to build a relationship with someone else's existing or old subscriber base. One way or another, the online store will have to collect a subscriber base on its own.

If the website of the online store receives traffic from search engines, contextual advertising, social networks and other sources, then the marketer faces the task of converting those who are not ready to buy right now into subscriptions. A simple and visible form of subscription through the use of an attractive lead magnet copes well with such a task.

Options for placing a subscription form:

1. In the header of the site, it can be a button on the banner or an item in the menu. Such placement on the site is quite visible, and if you add motivation in the form of an attractive lead magnet, a certain percentage of incoming traffic can be converted into a subscription.

2. To the right or left - on the side of the main page of the site, there can be a block with a subscription form. If this block contains a lead magnet and pursues the visitor during the promotion of the site's pages, it will definitely be noticed by potential buyers.

3. In the footer of the site - at the bottom, next to the site card, there may be a form for capturing subscribers. This unobtrusive placement of the subscription form will be less effective than the side or the top, because most visitors do not read the page to the end. At the same time, single subscribers will be loyal and motivated to buy, because they have studied the site well and left their data after familiarizing themselves with it.

4. Pop-up window – a pop-up with an attractive offer, for which you only need to leave your e-mail address. This form of data collection is quite effective because it is impossible to ignore it. You need to leave contact data or close this window. However, many visitors are annoyed by the large number of forms that appear on websites selling goods and services, which can increase the percentage of rejections among visits to the site.

Which subscription form placement option to choose will depend on the design of the site, the wishes of the customer when creating an online store, and the result of testing the effectiveness of the capture form depending on the location on the site.

In addition, the base can be collected not only on the site, but also through social networks, telephone sales scripts and offline events at the points of sale.

We offer the following ideas for a lead magnet:

1. Useful material - it can be an e-book, infographic, video lesson or other material that will contain something valuable for your audience, for example, an educational master class, a step-by-step guide, an operating manual, interesting statistics or a selection of tips that will help you understand your field and make the right choice. For example, a men's shoe store offers subscription access to author's lessons in modern style and at a discount.

2. First Order Discount – You can offer a serious discount for subscribing to your news and promotions. If a subscriber uses it, you will receive sales and customer contacts to whom you can send new offers.

3. Bonus on the account - you can put 10 hryvnias on the account of a new subscriber, which must be used within 10 days from the moment of subscription.

This makes sense if you sell clothes or appliances and the prices of the goods significantly exceed the amount of the bonus.

4. Exclusive viewing of the site - you can close access to the site to everyone who did not enter their email address, and those who did will feel like unique members of the club who have what others can only dream of.

5. Exclusive access to the shopping cart - some foreign sites close the possibility to add a product to the shopping cart until the user has entered an e-mail address.

6. Participation in a raffle - you can raffle a prize once a month among new subscribers, which will increase the conversion of the subscription form, and then send your offers to the participants of the raffle.

7. Influence on the assortment of the store - you can offer visitors to shape the assortment of your store using the voting mechanism. Email is not such a high fee for the opportunity to become the owner of an online store.

8. An interesting interactive can be a test or survey, the results of which are sent to e-mail. For example, in a clothing store, it can be the introduction of one's own measurements, after which the customer will be sent by mail those products that fit him in terms of size.

9. Free shipping - for a subscription, you can ship your first order for free, if in your niche, shipping is usually paid and costs a lot.

10. Free packaging - for online stores of toys, jewelry, gifts or flowers, free packaging may be relevant for subscription to the store's promotions.

11. Free test drive - you can offer your subscribers to try the product for free for subscribing to your news. If you are confident about your product, such a move can increase trust in your online store and positively affect sales.

Selection of electronic mailing services

After you have come up with a lead magnet and determined how you will collect subscriber contacts on the site, you need to choose a mailing service through which you will send your letters.

The most popular electronic mailing services:

1. GetResponse is one of the best mailing services, which provides an opportunity not only to send high-quality letters, but also to create landing pages, collect leads, conduct webinars and build automatic chains of letters that depend not only on the time a contact enters the database, but also on the subscriber's reactions to your letters.

2. Mailchimp is a reliable service that integrates with more than 700 different services, including social networks, but it is more expensive in terms of cost, and therefore the entire interface with technical support here is only in English.

3. Unisender is a service that integrates with popular CMS and CRM - it always provides qualified technical support.

Popular CMS for online stores often develop their own mailing services or provide the opportunity to use integration modules, so you should first find out whether the administration system on which the online store was created has a ready-made solution for managing mailings and how well it meets your goals. If not, then it is better to choose one of the most popular platforms listed above.

Development of a congratulatory chain of letters

After you have chosen any mailing service, come up with a lead magnet and placed a subscription form on the site, it is advisable to think of a "welcome chain" of several letters that will come to subscribers immediately after confirming the subscription.

Tasks of the congratulatory chain of letters:

1. Acquaintance of the client with the brand, company or online store;
2. Gradual warming of the client due to increased trust in the brand;
3. Demonstration of expertise in your niche through free useful content;
4. increasing customer loyalty to the online store;
5. Warning of questions and objections of a potential buyer.

Thus, the welcome chain is a sales pitch consisting of 3-5-9 letters that should improve contact with a potential buyer, introduce him to the product and the seller, teach him how to work with the product, and describe the purchase process and interaction with the online store so that the client does not have any questions - only

the desire to buy the product from you.

If you sell a complex product, for example, computer equipment, you can share life hacks for choosing the optimal computer configuration for the user's needs or step-by-step guides for installing software on a computer in letters. Our psychology works in such a way that when you give to a person just like that, he subconsciously feels the obligation to give you something in return. That is, if you share with your subscribers unique information in your field for free, they will buy from you, despite the fact that the same product can be found even cheaper at competitors.

Typically, the welcome chain ends with an offer to sell at a special price for a limited time. For example, you announce a promotion for three days, during which you send a reminder letter that the bonus or discount will expire in a few hours - people don't like to miss out on the benefit, so some of the subscribers will definitely buy right now.

Segmentation of the subscriber base

Online clothing stores often segment subscribers by floor at the stage of collecting a contact base. If your business is important for social status (wedding or maternity store), geographic location (online chain of stores with branches in regional centers) or client's hobby (sporting goods store), you can find this out at the acquaintance stage. by conducting a survey among subscribers in the welcome chain, and therefore at the stage of sales, choose a personalized offer for your subscribers: a wedding dress for the bride, nursing clothes for pregnant women, a ski suit for a skier, etc.

Note that 37% of marketers consider segmentation of list data to be the most effective and at the same time the most difficult tactic. It is necessary to have a good understanding of your target audience and to orient the mailing to the preferences, level of education, communication style of potential customers.

After the sales stage, the entire base is divided depending on the reaction to the offer into separate segments:

1. those who bought the goods (they acquire the status of buyers);

2. those who did not buy it for certain reasons (they remain in the status of visitors);
3. those who opened, but did not go to the site to make a purchase;
4. those who did not open the letter at all.

These segments may include those who marked the email as spam or deleted the email without reading it. We send customers order confirmation emails, ask for product reviews, share useful content based on their interests, and then resend an attractive resale offer. We encourage visitors again with impactful content, include interactive surveys and tests, and then send an even more attractive offer. With those who regularly do not open and do not follow links in letters, we conduct a campaign to reactivate subscribers. To do this, you need to prepare a certain gift and a clickable subject of the letter, which will make the recipient open it and see the gift - such a move can bring up to 30% of the inactive base from hibernation.

To understand how email marketing works, the site must have Google Analytics systems installed and set goals. In addition, each link in the letter must contain a UTM tag to recognize where the visitor came to the site from (from which source, from which letter and from which link in the letter). The order placed by the buyer enters the CMS with the traffic source flag. When analyzing the profit of various channels of attracting customers, it is possible to judge the level of effectiveness of email marketing compared to other tools. Comparisons must be made for similar periods, for example, within a month.

ROI (Return On Investment) is calculated for each channel quite simply: expenses are subtracted from the income of a given channel, and the resulting difference is divided by the same expenses for a certain period of time and multiplied by 100 percent. This percentage ratio demonstrates the profitability (if the value is greater than 100%) or the unprofitability (if the value is less than 100%) of investing in a certain project.

For example, if you spent \$700 a month on Facebook advertising, and only \$1,050 on Facebook purchases, then this customer acquisition channel is completely unprofitable (only 50%). You should cut costs on this channel. But if you spent \$450

on the salary of an email marketer and another \$50 on the mailing service, and received \$5,500 in sales from mailings, then you have 1000% repaid the costs of attracting buyers through the mailing. So, you should continue to develop this channel and achieve world statistics of 4400%.

Mailing analytics allows you to adjust your email marketing policy based on A/B tests. Testing on small bases is not representative. But when the subscriber base of the online store exceeded 5 thousand, you can test the subject of letters, the length of the header, the presence / absence of a button on the banner, the length of the letter, the call to action, the price / button under the product, the time of sending letters and other components. It is very important to remember that we can test only one thing in one mailing: the letters must be completely identical, except for one component whose characteristics are tested.

Let's consider which letters are most often used in online store mailings:

1. Welcome chain letters that are sent automatically on a pre-set cycle.
2. Trigger letters that are sent when a certain event occurs: the fact of an abandoned cart, the buyer's birthday, the expiration of the product's expiration date, or the need to update the components of a previously purchased product.
3. Transactional letters that notify the buyer about confirmation of registration, order status, password change, etc.
4. Content letters from the regular newsletter, which are useful and are sent according to the content plan.
5. Promotional letters that contain information about bonuses and discounts and are sent for various reasons.
6. Reactivation letters that contain a provocative title and a rather attractive gift are able to return the subscriber to the ranks of regular buyers.

Welcome chain letters are a customized sequence of letters that are sent to the subscriber on a certain day of the cycle. For example, in the first email after confirming the subscription, you send the gift that was promised on the lead magnet banner. Next, you can talk about the advantages of your product or the guarantees that your online store provides, consistently describe the process of ordering and

returning the product, publish reviews of happy customers and share cases of improving life with your products.

For the welcome chain of letters, you can develop a corporate style so that the letters are recognizable.

Triggered emails are emails that are sent based on any action or inaction by the subscriber, customer data or relevant communication reasons. A trigger is a condition that starts a certain process. In the e-mail newsletters of online stores, the trigger is an incomplete order, an abandoned cart, the end of the service life, a holiday date, etc.

The most common triggers in e-commerce are:

1. Abandoned browsing.
2. Abandoned shopping cart.
3. Abandoned category.
4. Abandoned search query.
5. Personal recommendations.
6. Alternative goods.
7. Related goods.
8. Goods with a reduced price.
9. Available products from the waiting list.
10. Goods of repeated demand.

Let's analyze the trigger letters from the example of the discarded basket. You can configure the abandoned cart trigger so that when the visitor leaves the site, he immediately receives a letter with the products from his cart in the mail - this will increase sales by 50%. If it is a chain of letters, the effect will be 20% better. Add products to your emails that your buyer might like, and synchronize the email with a cookie so that you can identify the buyer without entering an email when they visit again. If the email is not known, try to get the email address of a visitor who has indicated a desire to leave the site using a pop-up window with an attractive offer.

People drop the cart not always because they have changed their mind about buying a product. The boss looked at the monitor, diverted an important call,

suddenly his mood changed - there are many reasons that can interrupt the processing of an order. However, for an online store, it is important that the customer returns and orders the product, when the boss turns away, urgent matters are solved and the mood is again conducive to online shopping.

Transaction letters accompany client-initiated actions:

1. the client registered on the website - received a registration confirmation letter;
2. subscribed to the newsletter - received a letter confirming the subscription;
3. changed the password - received a password confirmation letter;
4. replenished the account - received a message about replenishing the balance;
5. ordered the product - received a series of letters about the change in the status of the order from the moment of registration to purchase.

Such letters are similar to trigger letters, however, unlike them, transactional letters accompany transactions performed by the customer, while trigger letters can be sent for a non-customer related matter.

Content emails should contain or link to useful educational material. There should not be a hint of sales in such letters - content mailing solves other tasks: demonstrating expertise, increasing loyalty, increasing trust, etc.

Content for an online store can include step-by-step instructions, step-by-step guides, tutorials, research and statistics, interesting stories, product reviews and opinions, event reports, and more.

It is easiest to send content emails according to a content plan. Promotional emails should not make up more than 30% of your total mailing list, otherwise you will quickly exhaust your subscriber base. In such letters, you can notify about discounts, promotions and sales, put secret promotional codes and certificates in them, place a timer that will count down the time of the promotion and actively call for action, that is, for a purchase. This type of letters in the mailing list of Ukrainian online stores clearly prevails despite the recommended 30% of all letters sent out.

Reactivation emails are sometimes referred to as trigger emails, as they are

triggered as a result of subscribers ignoring the newsletter for a certain period of time: for online stores of various topics, this period can vary from three months to a year.

Sending such a letter can be set up automatically, or it can be done manually, segmenting the database by the date of the last opening and click. The fact is that the date of the last opening is not enough to say with certainty whether the subscriber has read the newsletter or not. Mail platforms add a picture to each letter, upon uploading which the letter is considered read. But if the addressee read the letter through the mail agent, which does not download images by default, you will not know this. How will you not know if the owners of iPhones have read your letters, because the pictures are loaded in them regardless of whether the recipient opened the letter or not. Therefore, for the completeness of the picture, you will need two indicators: the date of the last opening and the date of the last click.

In reactivation letters, two components are important: an explosive headline that simply cannot be missed and a killer surprise that will rekindle in the buyer the desire to spend money in your online store.

You should not accuse your subscribers of inattention or threaten to remove them from the subscription - such statements can cause a lot of negativity, which is not easy to deal with.

Drafting a sales letter

A sales letter consists of several ingredients for a 100 percent hit with the target audience.

You should have a clear idea of who you are writing to: gender, age, geolocation, interests, habits, communication style, etc. Often, the people who subscribe to your newsletter and buy products are not the ones you see as your ideal customer, so you need to conduct surveys of real customers, ensure interaction between sales managers and email marketers, and segment subscribers through online surveys.

For example, if you sell building materials, you can assume that your audience will be divided into designers, contractors and individuals who are building or

renovating their homes. It is clear that the approaches related to the assortment and promotional offers are better developed for each segment separately, because they have different goals, problems and needs that are designed to satisfy your online store. The more personalized mailing you do, the more revenue you will get from each subscriber.

Clickable title. The subject of the letter should be attractive enough to make the subscriber want to open and read it. The clickability of the headline is well affected by numbers, tricks and provocations, but you should not get too excited about creative headlines - they should be relevant to the content of the letter.

Logical structures. The letter is read cursorily, catching the headlines, subheadings, pictures, captions, buttons, PS. If you put all the important information in blocks for reading, then the addressee will scan the content of the letter in a second and understand what they want from him and whether he wants it himself.

Solving the problem of the target audience. You must honestly and truthfully convey to the potential buyer how exactly your product will help solve the problem, get rid of the headache and become happy. You can structure the text according to the AIDA (Attention, Interest, Desire, Action) or PMPHS (Pain, More pain, Hope, Solution) model. This will depend on the product you are selling. For example, if these are strong kapron tights, then the target audience already has a problem that needs to be solved urgently. And if it is a new-fangled fitness tracker, then you must first attract attention, interest, arouse the desire to purchase it, and then urge to do so without putting it in a long box.

Useful content. Even if a person has no intention of buying anything from you right now, they should be happy to receive an email from you, not spam. Therefore, try to personalize the newsletter by sending exactly what will be of interest to this segment of the audience, check the display of the letter on different devices, accompany the letters with a preheader with a link to the online version of the letter and a call to action - not to buy, but to get, read, get acquainted, learn, take participation etc. By increasing the engagement of subscribers through simple actions, you get them used to clicking on links, which will be appropriate during

promotional mailings.

There may not be a good corporate design: in modern platforms, there are many different templates in which it is enough to insert your logo, choose a font and corporate color. As a result, you will get a decent letter. Many postal agents and services still do not support complex layouts, so minimalism in the design of mailings is currently in vogue abroad.

Automation of electronic mailing

To simplify the process of communication with email subscribers, marketers try to automate it as much as possible using various integration methods and services.

1. First, your subscription forms must be API-integrated with your CRM system, CMS, and email platform.

2. Secondly, the programmer must link email and user ID so that when you visit the site again, you recognize your buyer without the authorization procedure.

3. Thirdly, you can set up automatic chains of letters for each segment of the audience, which will arrive on an individual calendar depending on the day of the cycle.

4. Fourthly, you can use plugins and services that perform trigger mailings such as abandoned cart, abandoned browsing, recommended products, etc.

5. Fifth, you can use complex layout with dynamic content with many variables of each segment. For example, to send products in a letter depending on the favorite color, size, gender or age of the subscriber.

6. Sixth, you can automate the mailing depending on the behavior of the subscriber. If he opened the letter and followed the link, but did not buy, send him a personal discount, and if he did not open it at all, send the letter again in a day with a different title.

In the end, you can turn to an agency and outsource email distribution to professionals, since keeping a staff of marketers, analysts, designers, automatizers and copywriters can be very unprofitable compared to the complex services of an email agency.

Factors affecting the delivery of letters

However, everything we talked about above will not make any sense if your letters do not reach the addressee. Therefore, the first and most important thing you should always monitor is the delivery dynamics of your newsletter.

Let's briefly analyze the factors that directly affect the delivery of the mailing.

1. Check for double confirmation of subscription in all forms on the site. Send a link to confirm your subscription even to those customers who left you their personal data during a personal meeting - this will eliminate the error of the address and will not cause problems with postal providers in the future.

2. Add a prominent unsubscribe link to the newsletter so that subscribers don't click the "Spam" button, but can safely unsubscribe from you when and if your products become outdated. The rate of 0.1-0.3% unsubscribes from the newsletter is the norm. If above, you should review your strategy to avoid hitting spam directly.

3. Ask your subscribers to enter your address in the address book, so that your letters arrive in the «Inbox» folder, and not in the «Promotions» folder, which almost no one reads.

4. Monitor the level of opens and clicks, record significant growth and decline of these indicators. By the way, with the growth of the subscription base, the number of opens and clicks will decrease as a percentage, so the norm can be considered to be 60% open letters based on 500 subscribers, 20% - based on 5,000 subscribers. If openness drops gradually with the growth of the base, there is no need to worry, but if the drop occurred sharply from 30% to 10%, you should contact the technical support of the postal providers.

5. Do not do mass mailings with the old database, if before that it was collected for years, but nothing was sent out. Most likely, most of this base is dead souls. Be sure to enable double confirmation of your subscription and send a letter asking you to resubscribe to groups of 100 addresses. A real case: from a base of 300,000 subscribers, who were collected for 18 years, only 20,000. It is easier to assemble a new base than to reactivate an old one.

6. Ruthlessly clean the base of inactive subscribers, because they spoil your

statistics and do not bring any profit. And because of them, the delivery of your mailing is getting worse. Many addresses may already be out of date because the boxes are abandoned or overflowing. Do not regret such emails. If more than 1% of mailing addresses receive rejections (hard bounce and soft bounce), this is an indicator of a bad base. It is better not to do mailings at all and to throw energy at collecting new subscribers.

7. Do not add a large number of contacts to the database at once - this may cause suspicion of spamming. In a large number of addresses, it is easy to get lost in the addresses that are on the black list of postal systems. They can act as spam traps for those who add purchased or artificially generated mailing addresses to the database.

8. Configure DKIM and SPF settings for your domain, created for sender verification, so that no one else can send emails on your behalf.

9. Register with post offices to receive independent information about the level of delivery of your letters.

10. Test the level of delivery on your own addresses. Get mail for yourself and your employees on all postal services and sign them up for the online store's mailing list voluntarily and forcibly. Test not only content emails, but transactional emails as well. This will allow you to track delivery and audit your marketer's email campaigns.

In addition to direct sales, email marketing works to increase customer loyalty, build trust in the brand, create an image of an expert in this field and maintain live communication with subscribers.

Promotion and advertising in social networks

Building a promotion strategy

Tasks that can be solved thanks to advertising in social networks:

1. Economic effect (sale and resale).
2. Ice generation.
3. Formation of a pool of loyal users and increase in brand recognition.
4. Management of the company's reputation.

5. Dissemination of information about the product / service.
6. Receiving feedback from the audience.
7. Increase in traffic to the site.

According to the survey, for most companies, SMM presence is most important to increase brand loyalty and maintain image. After that comes sales, support and attracting additional traffic.

Building a strategy begins with the company's mission and its strategic and tactical tasks, which it sets before itself, including all departments and employees. A strategy is needed in order to reasonably understand the goals, tasks, terms and composition of works before the start of activities.

To do this, you need to: analyze competitors in your topic, research your audience and the audience of competitors and, based on the data obtained, determine an effective channel of interaction with your target audience.

Competitive analysis of competitor activity in social networks

Benchmarking is a comparative analysis and assessment of competitor communities and thematic communities according to the main indicators:

1. Audience (gender, age, geography, interests).
2. Audience activity.
3. Content quality.
4. Use of engagement mechanics.

Determine who your competitors are in social networks, pay attention to their communities by number and activity.

The bottom line of benchmarking is determining the average values of indicators for all groups of your competitors. The main thing is the ability to determine KPIs by indicators (performance and results measurement indicator).

It is important to conduct an analysis of existing communities: assessment of KPI reachability, improvement of strategy effectiveness - segmented work with the audience, assessment of content effectiveness.

Services for help:

1. SimilarWeb.com is a free service that helps you learn about traffic sources

and which social networks generate traffic. It better shows data on sites with good daily traffic of 1000 people or more. There are paid PRO packages.

2. Sociate is a free service that allows you to get all the necessary data about the community: gender and age of the audience, geography, coverage and visits per day. It also helps to find popular communities for posting ads on interesting topics.

3. FeedSpy is a paid service that allows you to get communication data: audience activity and engagement (number of posts, likes, comments and reposts). Very handy for getting performance data on key SMM metrics. Demo access is available.

4. Popsters is a paid service that allows you to get data about content: evaluation of the quality of publications and the effectiveness of the topics of posts - depending on preferences for content, you can evaluate the level of engagement and activity. Demo access is available.

5. Pepper. ninja is a paid service that allows you to choose communities of the right topic and collect a database of those who have just signed up. These can be thematic groups or groups of your competitors.

Audience search - additional opportunities

To search for an audience, you can also use analytics data, if it is installed on the site (Google Analytics). Statistics of communities in social networks (if you already have communities). We indicate the goals and objectives of the strategy.

We specify the desired goal as much as possible:

1. I want to receive more than 50 registrations every month in 6 months.
2. After a year, there should be a stable monthly traffic to the site of more than 1000 visits
3. After 3 months, get more than 50 mentions every day.
4. Eliminate negativity and prevent its active spread (negative outbreaks must be stopped at the moment of origin).

Knowing what you want and what you want to get, build a strategy - a map for achieving your goal: what metrics you will evaluate, deadlines for achieving them, and what budget you are ready to spend. Without evaluating the results, it is

difficult to assess the effectiveness of a particular promotion channel.

Choosing a site for promotion

Choosing a community is an important element in the chain of building a general strategy for promotion in social networks. Each type of community has its own differences and specifics of work.

Communities on Facebook raise the most questions.

The most popular view on Facebook is «Page». A group is suitable in this network if everyone is like-minded. It can be a specific computer game for the purpose of communication and support of participants, and not for a commercial purpose, where fans of a certain movie or a closed group for narrow circles are connected with each other, for example, by a common idea.

Facebook provides unique opportunities for promotion that no other social network can provide yet.

When choosing a platform, you should also pay attention to the segmentation capabilities and the user-friendliness of the interface regarding targeting settings. Beware of stereotypes about each social network (only schoolchildren and teenagers are present in some networks, the audience of Facebook does not overlap with others, etc.).

Targeted advertising in social networks

There is a misconception that contextual advertising and targeted social media ads have a lot in common. In fact, the similarities are limited to working with the text - in both cases, simple and specific wording helps. Turning to contextual experience is a basic mistake of many beginners.

It is worth remembering that we see contextual advertising at the moment of search or selection. To make a decision, we actively study all available information, including advertising information. In a social network, such motives do not work, because we communicate and have fun.

Targeted social media ads are image ads that are shown to a specific group of people based on their profile data or social media behavior.

Targeting is popular because it collects the most complete and most reliable

information about Internet users. This is a universal format that is far from contextual advertising (it only processes, but does not create demand) and media advertising (it is suitable for mass brands).

In order for targeted advertising in social networks to be effective, it is necessary to constantly work with the content of the ad and the settings of the target, and it is better to do it in parallel, since the main indicator of the effectiveness of ads CTR depends on these two factors.

Targeted Facebook advertising

In general, the advertising possibilities of Facebook are much wider than in other social networks.

To get to the advertising cabinet, on the main page of Facebook in the left part, where the main menu is, select «Ads Manager». This is advertising.

The main page of the advertising cabinet opens. Before setting up an ad display, it is more convenient to set up an audience first. This will allow you to no longer configure the audience when launching a new ad. To do this, select «Audiences» in the advertising cabinet menu.

Choose from the three proposed audience settings individually and save.

Custom Audience – You can create user audience using email addresses, phone numbers, facebook user IDs. For advertisements to be effective, the user's audience must include at least 1,000 people. Use PIXEL facebook to collect data about your website visitors.

A similar audience or look a like allows you to reach new people who are likely to be interested in your business and look like your best customers. You can use your individual audience, group and based on this data to choose a similar audience

Saved audiences are the most common option used when setting up targeting. Allows you to independently configure all audience parameters according to the main targeting parameters. It is convenient to use in the future when creating advertising campaigns and when raising a publication to a targeted audience, rather than creating a new audience every time.

Let's move on to setting up the ad: the audience and types of placement on which your ad will be shown.

It is at this stage that you can choose a previously created saved audience. The system will automatically pull up all the data.

Next, we choose the place to display the ad:

- Feeds are a news feed
- Right Column – right column
- Instagram
- Audience Network – facebook advertising network on mobile devices.

Budget and schedule

You can choose the budget yourself. Facebook also offers its recommendations based on audience targeting data. We set the display schedule: continuously (most efficiently) or at a set time.

We choose impression optimization - cost per click, cost per impressions or daily reach among unique users. If you are a beginner, it is better to leave the tag "Auto" after the bet amount. The facebook system very intelligently distributes the budget within the limit set above. On one day, the price per day may be higher than the stated limit, on another - lower. On average, will not exceed the stated limit.

Ad format: photo, headline, text and link to the ad

Facebook suggests choosing a single image, multiple images (ring gallery), slideshow, or video.

It is worth noting the «Multiple images» format, that is, a circular gallery of 3-5 images within the same budget. Makes your ad unique and interesting. You can place your title or appeal under each individual photo, which will stimulate the desire not only to flip through the photos, but also to take the necessary action - join the community, go to the site, etc.

A possible ad view is displayed on the right. We can adjust the photo, title and text. There are no special recommendations here, the rules for setting up targeted advertising are the same for all social networks.

Basic recommendations:

- Create multiple ad options. Facebook allows you to test several hypotheses within one option: image 1 - text 1, image 2 - text 1, image 1 - text 2, etc. Facebook shows them one by one.

- Run them simultaneously and leave the most efficient ones.

Working with the budget is easier on the one hand, but not on the other. Facebook works only with bank cards (VISA, MasterCard), allows you to link the card as a basis for payment, or you can specify your PayPal account from which the funds will be debited. Facebook writes off in parts over the course of a month, and not immediately after the fact, as it happens in other networks (MyTarget platform).

After completing the settings, click «Place order» at the bottom.

Advertising in popular communities

Advertising in popular communities is quite an effective and efficient way, it will also be interesting for those who have a large advertising budget, etc. The number of subscribers is not the most important criterion. Groups of the same size can have different activity, so look at your audience reach and daily traffic. Give one community each of the advertising posts with an interval of 1-2 days and see which one is more popular. It can be «launched into a large swimming» - in large groups.

There is no uniform pricing in communities. Therefore, the number of participants is not as important as the other two fundamental indicators, namely attendance and audience coverage. Attendance - the number of people who join the community, audience reach - the number of people who see the posts of this community.

With reach and number of people data, you can calculate how many people will see your ad.

There are several pitfalls to this method:

1. Without special programs, it is almost impossible to determine the target audience. You can look at the window for likes and comments, but it happens that likes are given by bots. By targeting a targeted audience, your budget will be spent inefficiently.

2. It is not easy to find the right communities by keywords alone. It happens

that big and cool communities do not have keywords related to the topic in their name at all. However, their audience is high-quality, targeted and not twisted.

3. It is difficult to understand what interests people within communities. If you are not an expert in the topic you are promoting, it can be difficult to come up with a recognizable image and text. Moreover, if there is an unfortunate combination of image and text in the ad, you will receive clicks at a higher cost.

Assessment of goal achievement should be carried out using a set of indicators. KPI is the target value of indicators by which you will measure the effectiveness of work in social networks.

Determine which performance indicators are important to you:

- Number of community members and change of user activity statuses.
- Involvement of the audience.
- Audience activity, reactions to content.
- Ice generation.
- Increase in organic coverage (natural).
- Number of transitions to the site (traffic).
- Sales, completed actions, requests (conversion).

The assessment of each of the above indicators will allow you to understand the level of effectiveness of the built promotion strategy in social networks together with targeted advertising.

Content marketing of an online store

Content marketing in e-commerce is the creation and distribution of useful information for consumers in order to attract potential customers and gain their trust.

Unlike advertising, content marketing benefits your prospects without the intention of making a sale here and now.

The task of content marketing is to encourage the client to take targeted actions. By distributing useful content for free, you solve the problems of your audience at the time and place where it is most needed. By benefiting from the content found on your site, your audience will develop trust, appreciation, and a willingness to buy from you.

The advantages of content marketing are that it effectively attracts the attention of the audience, helps to gain trust and unobtrusively promotes the product or service in the market.

Schematically, it works as follows:

1. By adding and updating content in your online store, your position in search engines improves: search engines rank high-quality texts that provide answers to questions, and links in the texts to pages of catalog sections and products promote them. Through search and social networks, more new visitors come to your site who previously did not know anything about your online store.

2. If the content turned out to be useful, readers immerse themselves in its study, add comments and share it in social networks, improving the behavioral characteristics of your site. Regular readers turn into subscribers who want to receive new information by email. For this, you must have email marketing set up. It is important at this stage to send only useful content without advertising.

3. Gradually studying your materials, readers begin to trust your expert opinion, because they see you as a market leader and a professional in this field. When a subscriber needs your goods or services, he is guaranteed to turn to you because he knows and trusts you.

4. If you sell complex goods, then content marketing is simply necessary here: training videos, step-by-step guides, comparative reviews, test drives will help you lead the client to a deal.

5. After the purchase, the task of content marketing includes customer care and unobtrusive generation of repeat sales.

The profit of content marketing for an online store is as follows:

1. Brand recognition thanks to the distribution of content through various channels;

2. Creating the image of an expert in this field among clients and competitors;

3. Increasing audience loyalty to the brand through useful materials and trust in them;

4. The growth of positions in search engine results due to constant updating

of the site;

5. Increasing targeted traffic to the site due to the growth of positions in search engines;

6. Increasing the natural mass of links due to the sharing of users in social networks;

7. Increase in site conversion due to useful materials;

8. Growth of the client base due to subscription to the newsletter of useful articles;

9. Long-lasting effect in contrast to contextual advertising and promotion through trading platforms.

Content marketing tools for an online store website include the preparation and publication of:

1. High-quality and detailed descriptions of goods.

2. Comparative reviews.

3. Reviews of novelties and collections.

4. Rating of products.

5. Reviews of buyers.

6. Successful examples of the use of products offered by the online store.

7. Interesting infographics.

8. Educational videos.

9. Online courses.

10. Collages and design projects.

11. Videos on YouTube: description of products, reviews of new products, examples of use, educational materials.

Customers of the beseller platform have access to a paid service for forming and filling the catalog with high-quality product descriptions, illustrations and characteristics.

Content marketing in the bynet has become popular only now. Even five years ago, few marketers realized its importance and were ready to share useful information absolutely free, while content marketing has been around for over 125

years. In 1891, the German pharmacist and cook August Etker began publishing small baking recipes on the back of bags with baking powder, and 20 years later he published a book of recipes that became a world bestseller (19 million copies).

Of course, on the one hand, contextual advertising and trading platforms are the fastest way to attract customers, but they work as long as money is invested in them, and in conditions of increased competition, the cost of attracting customers increases every month.

On the other hand, buyers gradually stop trusting slogans and promotions, preferring the opinion of experts, recommendations of friends and reviews on the Internet, so business owners are looking for tools that allow them to have a long-term influence on potential buyers at all stages of the sales process, taking into account the current requirements of search engines.

This is where the importance of attracting a new tool on our market - content marketing - is revealed. In the USA and Europe, marketers adhere to the concept of social and ethical marketing, which is aimed at identifying customer problems, eliminating issues and satisfying consumer needs. The concept of strategic marketing makes you think about the future. Advanced online stores have long understood that systematic investment in potential customers (free useful materials, gifts, bonuses) will bring more profit in the future than one-time events.

Now and in Ukraine, content marketing is an important component of the complex of marketing influences that are used in e-commerce and other areas of business.

They single out 5 reasons for the popularity of content marketing.

Marketing research and statistics confirm the fact that content marketing is currently the most relevant and effective strategy for business promotion. As a measure of effectiveness, we compare the cost-relative achievement of targeted actions taken by site visitors to other channels.

Reason 1. Quality content is the most effective method of website promotion.

According to Ascend2 research, creating relevant content is an effective strategy for promoting your site in search engines. In 2015, 72% of marketers named

high-quality content as a crucial factor for a site's growth in search engine rankings. This method of promotion occupies a leading position, but a certain decrease in its dominance is noted due to the complex application of various selection tactics and the use of key phrases in the created texts, their promotion through social networks and mailings, internal optimization and linking, work on adaptive design and site loading speed.

It must be remembered that quality content, together with a natural mass of links and mobile adaptability, is one of the three most important factors for ranking sites in search engines.

Reason 2. High-quality content promotes itself by attracting organic traffic, «likes», «shares».

Of course, it is not enough just to create useful content - you need to be able to convey it to your potential customers through various channels of information distribution: placement on the website, mailing, partner sites, promotion in thematic communities of social networks, but in the future, the content begins to work for you.

Useful, really necessary materials are promoted higher in the search engine rankings due to the behavioral characteristics of users on the site. There is a decrease in the number of rejections, an increase in the time and depth of page viewing. People who liked the content are happy to share it on social networks, forward it to friends and comment creating unique user content on your site, and absolutely free. Links to the catalog and product pages placed in the published materials help them rise in the organic search results.

Reason 3: Quality content is one of the most effective ways to get orders

Analysis of marketing activities shows that content marketing, together with distribution of content through mailing, is ahead of our most common methods of attracting customers through contextual advertising and search engine optimization of the site. According to research by Ascend2, 45% of surveyed marketers recognized content marketing as the most effective method of obtaining applications (leads) from customers.

Reason 4. Content marketing allows you to talk about more than just goods and services.

Useful content is not only comparative reviews and manuals for the use of goods, but also a way to tell about what happens behind the scenes of an online store, in particular, how the assembly, packaging and delivery of goods are carried out; which people work in the online store; how to return and exchange goods. It's also a great opportunity to curate customer reviews with real stories of how your products are used in the home for construction, renovation and interior design. It can also be free design projects using products from the catalog of your online store.

Reason 5. Low-quality content is the main barrier to promoting an online store and increasing site conversion.

As marketers note, content marketing is one of the most difficult marketing strategies due to the fact that creating relevant and unique content is a time-consuming process and therefore costly. A report by Ascend2 states that 33% of marketers admit that a lack of quality content is the number one challenge to achieving good SEO results.

Therefore, it is necessary to soberly assess one's own strengths and capabilities of colleagues. If you have an employee in your team who is ready to create interesting and useful materials brightly, qualitatively and regularly, then you have every chance to get good content for an additional fee. Otherwise, you will have to find and hire a professional copywriter and designer or use the services of remote specialists.

If you create a blog and start publishing in it copied or rewritten texts from competitors' sites, all your efforts will be in vain, because search engines and Internet users have already learned to distinguish truly unique content from «unique» content by rearranging words and using synonyms of the text.

Thus, content marketing is the most effective way of promotion and lead generation, but it is quite time-consuming and expensive to implement. It is worth investing in content marketing only when you are ready to create exclusively high-quality and useful content.

The beginning of content marketing

Content marketing begins with a clear understanding of who the potential audience of an online store is. For example, for most online stores of building materials, household appliances, furniture and home goods, customers are:

1. Happy owners of country cottages, country houses and apartments in new buildings, who are at the stage of construction and furnishing of their housing from scratch.
2. Homeowners who have decided to update the interior of their existing home.
3. Professional builders, designers and decorators who are engaged in decorating and furnishing housing for customers.
4. Business owners and realtors who renovate apartments, guest houses and cottages for rent or for sale.

It is clear to every seller, for example, of a parquet board, that this floor covering is better than tiles, laminate and even parquet, because it is natural wood, but at the same time it is much cheaper than artificial parquet, massive or engineered board. For example, for the segment of landlords and realtors, for whom it is important that the housing looks solid with inexpensive decoration, sellers of parquet floors will be happy to offer a cheap board with a thickness of the working layer of wood of only 2-3 mm. more practical and durable options with a thickness of a valuable layer of wood of 4-6 mm. At the same time, such a parquet board will be much more expensive in terms of price.

Based on this, imagine the owner of a private house with floor-to-ceiling windows, who needs to connect the choice of floor covering with the choice of glazing, heating and ventilation, so that the parquet board does not dry out and the windows do not fog up. Wall-mounted radiators built into the floor, water, electric and infrared heat convectors - this is far from a complete list of options that the owner of the house needs to go through in order to decide on the optimal type of heating in combination with a parquet board.

Sellers of floor coverings and heating systems, understanding this issue and

having sales experience in various configurations and operating conditions, have the opportunity to share their experience and collect feedback from owners. They can update their site with useful materials over time and on an ongoing basis.

You can sell floor coverings by filling out 2-3 lines in the product card, waiting for you to be flooded with orders for hundreds of square meters, and you can run a blog with headlines about the «battle of floors», answering popular questions, creating guides for selection, installation, repair and care for floor covering.

Even if out of 100 users who read really useful materials on your site, 10 will change their mind about repairs altogether, 30 will go and place an order where it is cheaper, then the rest of the grateful users will buy from you, trusting your experience and professionalism, and then recommend it to their friends. Thus, at the beginning of thinking about a content marketing strategy, it is very important to clearly understand for which audience you work, who you help and whose trust you gain.

Forms and genres of content marketing for an online store

The easiest and most popular way to publish content is by posting to a blog. These can be texts, photo selections, videos, infographics, etc. For example, the most effective type of content according to marketers' survey is research and reports.

Types of content: a comparison of effectiveness and complexity

Useful content includes the following types:

1. Text: comparative reviews, test drives, reviews, news, descriptions, instructions and step-by-step guides, useful tips, secrets, reports, etc.
2. Visual: infographics, drawings, photos, videos, cases, estimates, galleries of works.
3. Interactive: surveys, tests, games, webinars, planners, calculators.

To understand what forms and types of content work well in e-commerce, you can pay attention to the experience of large online stores. For example, recently all subscribers of the online hypermarket «OMA» received an invitation to take a free online course on woodworking. Training users to work with wood will help the

online store gain regular customers for the department of lumber, woodworking tools, and furniture accessories.

For complex products, such as appliances, electronics and equipment, the instructions for which are often not even available in Ukrainian, content marketing is simply necessary. For example, the online store «5 element» regularly publishes detailed reviews of household appliances, electronics, photography, computers and mobile phones, as well as surveys and articles about new products and promotions.

There is another example, where the online store of electric convectors and designer radiators «Dafa» has placed on its website a room heat loss calculator for customers who are at the stage of designing and building a house. This will allow these customers to independently calculate the required number of radiators. If you enter data on the walls, roof, floor, ceiling, windows, doors and ventilation in this file, you can understand exactly how many radiator fins are needed and whether they should be placed in a room with a warm floor.

Another example of brilliant content marketing for product cards sold on their website by stove-fireplace sellers <https://west-fireplace.com.ua/>

Such descriptions create the effect of presence in houses heated by stoves due to colorful customer reviews. And phrases like «I had to install this stove both in ordinary and special studio interiors» instill confidence in the experience and professionalism of the author. It is worth noting that the texts on this website do not call to buy a stove-fireplace in Vinnytsia, but invite you to come to the salon-store to get detailed advice, browse through catalogs and see the exhibition specimens in person. Agree, it is much easier to convince a client to come for a viewing than to convince him to buy in such a high price segment as fireplaces. At the same time, the texts are well optimized, have internal links, several links to the address and contacts so that the user can easily navigate the site.

Similarly, on the «IKEA» website. Planners of kitchens, toilets and office spaces from «IKEA» are in demand even where the products of this brand are not delivered. This is because when planning the arrangement in the kitchen or living room, it is important that after the repair and purchase of furniture, everything

planned fits into this room - radiators and windowsills do not interfere with the opening of the refrigerator doors, the dishwasher is perfectly placed in the place designated for it, and the wire brought out in the ceiling for the lamp was clearly above the table.

Thus, the content of the online store can include high-quality descriptions of products, reviews about them, reviews of new products and bestsellers, videos, educational materials, recipes, photos from different angles, planners, tests, surveys and calculators.

If you have absolutely no idea what to write about in an online store blog, then you can look for inspiration in various ways:

1. Re-examine the semantic core of your site.

If you created a semantic core when creating a site and catalog of an online store, then it must have included both commercial and informational requests in your topic.

2. Read thematic forums.

In searching for ideas for materials, you can be similar to forums that have a clear thematic focus. For example, in the topic of construction and repair, design and decoration, the most popular forums are: www.forumhouse.ua, [forum.ivd. u.a](http://forum.ivd.u.a).

If you are engaged in the sale of small household appliances, then on the forums in the relevant sections you can find questions, the answers to which you can give in detailed reviews: for which purposes a juicer is better suited, and for which a juicer, or how to choose an acoustic system for a specific room and why the windows sweat.

3. Use keyword search.

Open Wordstat, for example, and insert a category of your products into the search bar, for example, a carpet in a children's room. If you write about what you should pay attention to when choosing a carpet for a nursery (material, hypoallergenicity, size, color, etc.), then do not forget to use the key phrases «carpet for a nursery for a girl», «carpet for a nursery for a boy» and illustrate your material with photos of carpets with roads, cars, traffic lights and pedestrian crossings.

4. Type any topic in the search engine and look at the quick tips.

If you start to kill any query related to your topic in the Google search engine, the search engine will display the phrases most often found with your query, which can also be used as a starting point when writing the text.

5. Analyze the content strategy of competitors.

To create truly unique and noteworthy content, you need to be aware of how your competitors blog - what topics and tags they use, how they communicate with their audience, what topics get the most likes and comments, and which ones go unnoticed by the public. This does not mean that you should copy the theme and dilute it with your own examples and images. It is worth moving away from an idea that has gained wide coverage and revealing it from a different angle.

You can also come up with ideas on sites of a completely different subject. For example, on one of the sites for car sales, you saw a material in which sellers tested the capacity of trunks of various car models. This idea can be implemented on the website of an online store selling refrigerators, since it is very difficult to estimate the capacity of a refrigerator in a picture, and the main thing in an online store is visibility. Suppliers send distributors pictures from the manufacturer's website, but they have two significant disadvantages: first, these photos are not unique, they are on all competitors' websites; secondly, each refrigerator usually displays a different set of products that cannot be compared with each other.

An online store with goods in stock has a great opportunity to test the capacity of different refrigerators on a specific set of products, which are usually problematic to place in the refrigerator: watermelon, three-liter jars with rolls, cake, a large salad bowl, tall bottles, frozen fish, meat, berries, mushrooms etc.

If you adopt the idea, select approximately the same parameters for selection: for example, a family of 4, the volume of the refrigerator, the no frost system, the freshness zone, etc. It is better to make such material multi-series: separately about built-in refrigerators, separately about separate ones, and separately about side-by-side. Do not forget to add a link to the review of the product cards of those models that have been tested. This will provide you with internal linking and a good depth

of browsing the blog, because a buyer who did not find an interesting model in one part of the review will definitely look at other parts as well.

6. Regularly review the comments on your materials.

Two-way communication with your readers will help you better understand their needs and also lead to new ideas for content. For example, for a photo equipment store, where the issue of choosing cameras is acute, you can create an infographic that will make it easy and simple to choose a camera or translate a foreign analogue into Ukrainian, as was done in one of the blogs. By answering simple questions about the purposes for which the camera is purchased (professional / non-professional, night / day shooting, reportage / studio photo sessions, portraits / landscapes, travel / studio), the buyer will immediately be able to understand which functions in the camera he should pay attention to. and for which it is not worth overpaying.

By the way, you can also translate texts without forgetting to indicate the original source, because this is a great source of unique content for the Ukrainian-speaking segment of the Internet. For example, the authors of the TexTerra blog often publish their own adapted translations of English-language texts. Before the World Conference of Marketers, they published a selection of statements about content marketing from all the speakers who were scheduled to give talks at the event. It will not be difficult for an online store of household appliances to monitor thematic exhibitions and post translated content, timing it to important events in this field.

7. Subscribe to several thematic blogs that interest you.

If you regularly review quality content, you will accumulate experience and examples of the implementation of various ideas, and the bar will rise, below which you will no longer fall when creating or editing content for your online store.

As a result of viewing the statistics of visits to your blog, analyzing comments, likes and reposts, viewing competitors' blogs and simply quality sites, quick tips and similar requests, you will understand what content you need to pay more attention to when developing a content plan for your online store, and if there will be some

loss, information can always be consolidated with the help of infographics.

Content marketing goals

After you have decided in which forms and genres you can prepare materials, you need to develop a content marketing strategy and a step-by-step content plan.

Let's start with the goal. In order for you to be able to measure the effectiveness of content marketing over time, you need to set specific, measurable and achievable goals. Example:

1. After 3 months, increase site traffic from 3 to 5 thousand per day.
2. Increase revenue by 2 times 6 months after launching the blog.
3. Receive 50 orders for links to articles with reviews in the next three months.
4. Increase interest in the product, convey the understanding that the product simplifies life.
5. Increase the sale of furniture by 30% due to the «Free design project» bonus.
6. Increase the recognition of the online store among Internet users.

For the purpose of direct sales, content marketing does worse than trading platforms, but it is worth it if you remember the constant functioning of the content posted on the site.

Builds a content strategy for an online store blog

After you have decided on the goals of content marketing and roughly understood what you will write about in the blog or what videos you will shoot for the YouTube channel, you should create a content plan that you will follow in your work. To do this, you need to plan the topics, format and frequency with which you will prepare and publish materials without lowering the quality bar. In general, for an average online store, 1-2 posts per week may be enough, for a large one, 5-7 posts will be optimal.

The materials created for the website of the online store must meet the interests of customers at various stages of the sale, however, the customer's journey to the website begins long before he becomes your buyer.

1. Formation of need.

Often people don't even realize that the problems or difficulties they have can be easily fixed. Previously, no one knew about the existence of dryers and dishwashers, but now, thanks to advertising and feedback from friends, housewives are gradually acquiring these household appliances, although many still continue to dry clothes on the balcony and wash dishes by hand.

You can form a need and free yourself from this routine work at home through:

1. Photo contests, special projects, tests and viruses to reach a wide audience.
2. Partner platform.
3. Creation of information resources on related topics.
4. Mailing with stories, reviews, unexpected facts.
5. Linking current events with your products.
2. Finding solutions.

Once the customer is aware of the problem, he starts looking for a solution. For example, throws away a broken vacuum cleaner and starts looking for a new one, but he may not imagine that robot vacuum cleaners exist and are available. At this stage it is useful to have:

1. Training videos;
2. Articles;
3. Instructions and manuals for action;
4. Online books.
3. Collection of information.

At this stage, it is very important that the potential client can get the most valuable information on your website. This will help him gain confidence in your expert opinion in this problem and later turn to you. When the customer has decided that he definitely cannot do without a TV in the bedroom, he begins to choose and compare. At this stage, the following work best:

1. Comparative reviews;
2. Test drives;
3. Links to useful materials from other resources.

4. Acquaintance and selection

It is important for new visitors to the site to familiarize themselves with the product, understand the need for available functions and the ability to trust the opinion of this seller. At this stage, suitable:

1. Educational materials (for example, how to use a robot vacuum cleaner).
2. Reviews of users (happy housewives), videos in the process of work.
3. Photo and video of the vacuum cleaner in the interior and in operation.
4. Photo of the result (before and after assembly).
5. Purchase and payment.

For those who are interested in the product and turned to the online store, you need to give a detailed consultation, talk about the bonus program for subscribers and regular customers, and perhaps arrange a free demonstration in the showroom or a test drive of the product at the buyer's house (one tile or a board as a gift for trying on at home). If you sell a complex product, when buying which you can get a volume discount, installments or stipulate additional conditions, then you can inform the reader about this in the blog through infographics. Thus, at this stage, the following are relevant:

1. Consultations;
2. Demonstrations;
3. Test drives;
4. Infographics.
6. Use.

After the sale, the work with the client only begins, as it is necessary to interest him again in related products, sell accessories, and later remind him to change filters, batteries, flash drives, etc. You can do this in a mailing list, and in a blog you can draw attention to a new product - now it will be easier, because the buyer already knows and trusts you.

7. Reviews.

After some time, it is worth asking buyers about the purchased product, about satisfaction with the service of the online store. Ask customers to write reviews about

products bought in your online store - this is the most valuable content that users share absolutely free or for a bonus point towards the next order.

Users who bought and did not buy need to be assigned to different segments and further work with them differently. For those who "failed", abandoned the cart and did not complete the transaction, you can set up remarketing and retargeting, which will catch up with buyers on other sites, and comparative reviews, successful stories of operation and other useful materials on the website of the online store can convince them to make a purchase again. .

Thus, if your content covers the interests of users at all stages of sales, then the content marketing strategy is built correctly.

Content marketing strategy development: a live example

Let's analyze how to develop a content strategy for an online store using the example of selling posters and paintings for interior decoration (a mixed b2b and b2c segment).

1. Why does an online store need content marketing in general and what are its tasks?

- To popularize the idea of easily changing the mood and atmosphere in the house due to bright accents.

- Achieve the status of an expert in the niche of interior decoration.

- Submit 150 applications for posters within a month with an average check of UAH 40.

2. Audience. It is necessary to segment the audience by interests and work separately with b2b and b2c.

- Newly settled.

- Lessors.

- Office workers.

- Designers and decorators.

- Hotels and guest houses.

- Ordinary people who have a room and want to update it or simply decorate it.

3. Points of contact with the potential audience:

- Social networks.
- Mailing.
- Opinion leaders (designers, decorators).
- Thematic sites (on repair and design, handmade).
- Search engines.
- Offline events (in stores of furniture, appliances, household goods).

4. Analysis of competitors:

- Compilation, analysis and comparison of the semantic core.
- Search topics.
- Evaluation of content level.
- Analysis of audience reaction.

5. Distribution channels:

- Online store blog.
- YouTube channel.
- Pages in social networks (especially visual Instagram, Pinterest).
- Mailing inspirational ideas.

6. Distribution of content by channels:

1. Blog - photo selection, step-by-step process of creating a drawing or painting a frame, posts in the "before and after" genre, implemented projects.

2. Social networks – photo display of works, interiors, process of working on orders, ideas for inspiration.

3. Webinar platform – training course on lettering – a popular genre of posters with inscriptions.

7. Development of a content plan for a month, a year.

In building a content marketing strategy, it is very important to understand that without high-quality content, it is almost impossible to get good positions in search engines.

Drawing up a content plan for an online store blog

As soon as you have decided what and how you will write, where to look for

ideas and inspiration, conduct a brainstorming session among employees: write down all the ideas and choose the most relevant ones for the coming month. The rest should not be sifted out yet, because at the moment of a crisis of ideas, you can always look at this list and reveal the topic from an interesting angle.

For each material, it is necessary to select key phrases in advance so that your materials are optimized for search engines. Here we will not dwell on how to write texts for an online store. We suggest the following about the procedure for writing an optimized article, starting from choosing a topic, setting goals and a title to editing, optimizing and distributing useful material on the network:

1. Offer a practical benefit that can be applied right now.
2. Use specific numbers and facts in the materials: people are used to trusting statistics, non-round numbers, situations from life, comparisons «was - has become».
3. Communicate with the audience in their language: you can simply and with humor, you can be serious and with arguments - the main thing is that the style of your materials corresponds to your audience.
4. Use clear and vivid headlines: contrast and paradox, puns and quotes, intrigue and sensation, numbers and facts - use all of these in headlines to get the reader to click on the headline.
5. Structure the text with subheadings, lists, highlighted quotes, and summaries.
6. Illustrate the texts with photos, images, video plots, infographics, life examples, customer reviews.
7. Check texts for literacy, uniqueness, routine and spam. Services like Advego Plagiatus will help you with this.
8. Insert unobtrusive mention of your goods and services in the text in cross-links to the store sections and product pages, place a call to action at the end of the text.
9. Protect content from theft with a small watermark of the site, a link from where the text was copied, a mention of your site in videos, etc.

10. In times of crisis, get inspired by a hundred business blog topics that will help you sell a valuable item.

Distribution of content on the Internet

You have the opportunity to post prepared materials:

1. Free on own platforms: blog, own and third-party thematic groups and communities in social networks, mailing.

2. Paid on partner sites, thematic communities, bloggers and opinion leaders.

On the website of the online store, you can create a section, a blog and thematic headings, tags, with the help of which it will be convenient for users to view it. In addition, useful content on the site can include product card descriptions, photos, videos, reviews, work examples, etc.

A powerful tool for content promotion, social media allows you to share short posts, recipes, tips, stories, and link to blog content. However, it is not enough to just drop a link. If the statistics show that the audience likes the content, it should be targeted by topic, region, article and other characteristics to ensure maximum reach.

In the mailing list, you can share your content absolutely free. However, this is precisely why subscribers leave their own contacts on your site. Don't bombard them with sales emails - share your experience, research, review, report or hit list instead.

Own platforms may not be enough to reach the audience, so good content should be distributed in paid ways.

Partner sites may host your content in exchange for advertising their products and services. Such barter will be useful for kitchenware stores and kitchen salons, window manufacturers and curtain salons, sellers of tiles and sanitary ware, furniture and building materials.

Thematic communities in social networks have their own rates for the placement of third-party posts, they can provide statistics of visits to sites that are hosted on a paid basis. Therefore, after writing a cool text about slow cookers, it can be offered to the community of young mothers concerned about healthy nutrition.

Bloggers and opinion leaders are listened to by millions of their subscribers,

as not everyone knows that these posts are paid. For example, a cookware store can occasionally send out their products to food bloggers and food photographers to get millions of blog traffic.

In addition to paid and free methods of content distribution, there is the most important one - word of mouth. Give users the ability to like and comment on your posts, as well as share them on social networks with special widgets.

Analysis of the effectiveness of content marketing

To understand where the money goes and what the rate of return on investment from content marketing is, it is necessary to calculate everything.

1. Connect to the Google Analytics site to rely on reliable statistical and analytical data in your business. Even before starting content marketing, you need to analyze all the parameters of your site: conversion, traffic volume, bounce rate, time on the site, depth of page views, etc. to compare these indicators with those obtained after launching the blog. However, the comparison should be made for similar periods - for a month, quarter, six months, year.

2. Place UTM tags on links that lead to your site from third-party resources. UTM tag generators will help you with this. In this way, you will know everything about the user in your online store, including where he came from, what he is currently reading and how he behaves on the site. To analyze user behavior on the page, you must have a web viewer connected.

3. Analyze the Internet habits of your audience, that is, in which browsers they read you, from which devices, when. The share of mobile traffic is growing, search engines prefer sites adapted to mobile gadgets. Therefore, check the appearance of your content on mobile devices so that it is readable and the layout does not «break».

4. Watch for traffic growth. If there are no changes after a couple of months after starting the blog, then you need to look for the reason:

- or wrongly chosen topics for preparation of materials (simply no one is looking for them);
- or the content is bad;
- or his progress is insufficient.

If there is no change after six months, and you have ruled out all possible reasons, move on to other content or other types of marketing, because any blog starts to give results in six months.

5. Create a focus group and conduct a survey whether everything on the site is simple and clear, maybe there is a desire to buy the product after reading the description, what questions arise when familiarizing yourself with the product, or whether the website of the online store and the information materials prepared by you are trustworthy. Identified weaknesses, objections and frequently asked questions should be removed by finalizing the existing pages of the site.

6. Compare the results for the reporting period. The was-is format will help you evaluate the effectiveness of your content marketing efforts. An example of changing user behavior on a page can be evaluated after changing specific text.

7. Measure positions in search engines based on the queries involved in the content plan. If the positions are growing, then you have done everything right and are moving in the right direction.

8. Pay attention to likes, comments and reposts of your materials in social networks. This allows you to make statistics of social networks or, for example, the buzzsumo service, which displays the most popular posts by request or domain, although it analyzes only those social networks that are widespread in the United States.

9. Follow the dynamics of the conversion of your site: how the attitude of those who came to the site changes to those who took the target action: left contacts, followed a link or made an order. If 10 out of 1,000 people made an order, your conversion rate is 1%.

Thus, to conduct effective content marketing, your online store needs:

1. Learn more about your audience and segment it.
2. Determine the goals of content marketing for the online store.
3. Choose genres and forms of content that can be used to achieve the set goal most effectively.
4. Develop a content strategy that will cover the interests and needs of the

audience at each stage of sales.

5. Make a content plan in the form of a calendar with topics and genres of materials.

6. Delegate content creation duties to employees or remote specialists.

7. Think through the channels of content promotion.

8. Create and publish useful content.

9. Place links to catalog sections and product pages in your online store.

10. Set up analytics on the site to always be aware of content marketing.

Features of Internet marketing for the agro-industrial complex

The use of marketing in agriculture has a number of features. In particular, the following can be highlighted:

- The market of agricultural products is characterized by stability. Its new members - manufacturers and large corporate clients - rarely appear. Therefore, it is important to build long-term cooperation.

- Significant seasonality of demand. In particular, the seasonality of demand for raw materials for agricultural enterprises. For example, the highest demand for fertilizers occurs in the spring, during the planting season. Accordingly, marketing should be built in accordance with the seasonality of supply and demand.

- The relative closedness of the market and the specificity of the product determines the importance of reputation as a key to success. Therefore, building an image is an important component of a marketing strategy.

- Many agro-industrial enterprises are interested in developing cooperation both with organizations and with customers. Each of these segments has its own specifics and requires a special approach. The agricultural audience includes both consumers and partners, investors, suppliers and other market participants.

At the same time, agricultural enterprises often neglect the possibilities of Internet marketing, giving preference to more traditional means of attracting customers.

Digitization of agricultural marketing is taking place at a slower rate compared to other industries. Agricultural products are often sold through traditional

channels such as markets or direct contracts with other businesses. Many customers also prefer traditional sources of information such as television and print media. Marketing in agriculture is mainly focused on traditional market mechanisms: interaction with retailers and distributors, organizations, exhibitions, field demonstrations, seminars and educational events, etc. A marketer in agriculture needs not only to understand methods of promotion, but also to have a deep understanding of the topic itself. This requires considerable expertise in the agricultural industry, including growing and production technologies, legislative and regulatory requirements. Only under these conditions it is possible to develop effective marketing strategies for products and services of agricultural enterprises.

The use of Internet communication tools in agricultural marketing opens up new opportunities for expanding the sales market and attracting new consumers. In particular, the Internet can successfully solve the following problems:

1. Expanding sales geography
2. Access to new markets
3. Introducing a new product to the market
4. Attracting new customers
5. Keeping modern customers
6. Expansion of the target audience
7. Increase in sales
8. Search for new partners
9. Increasing the competitiveness of agro-industrial enterprises
10. Improving the brand image
11. Increasing its recognition
12. Receiving feedback

A set of Internet marketing activities helps to achieve these goals and, as a result, to increase the company's income and improve its position in the market.

A marketing strategy may be unique to each business, but agribusiness can make good use of marketing communications tools that have proven successful in other industries. Among such means, first of all, such as search engine optimization

and promotion of the company's Internet site should be mentioned; using social networks for advertising and improving the brand image; contextual advertising, e-mail mailings, etc

Since the agricultural topic is currently not among the most competitive in the search results of search engines in Ukraine, it is relatively easy to occupy high positions in it for medium- and low-frequency search queries. The first positions in search engine results receive the most attention and attract the most potential customers. Other advantages of search promotion include:

- People willingly trust sites that are in the TOP of the issue
- In contrast to competitive advertising, high positions in search results give a long-term result.

- Optimum price/result ratio
- Increasing the efficiency of other marketing infusions

Disadvantages of search promotion include:

- The result can be fully evaluated only after 3-6 months of work
- Global site changes may be required
- High cost of works, especially - from the optimization, associated with the purchase of errors from other sites.

The company's website is the main digital marketing tool. Among the basic features of the site, the following should be noted first of all:

1. Attractive and modern design. The website is the face of the company on the Internet, the first thing a potential client pays attention to. A quality site inspires trust and is perceived positively. Beautiful thematic photos, ease of use and informativeness are important aspects of a successful website.

2. Informativeness. The site should provide answers to all questions that the client may have. So that the client immediately understands what is being offered to him. Detailed information, supported by licenses and certificates, will contribute to the trust of customers

3. Contact information. If the client still has questions, he will want to ask them to a company employee. The purpose is to give your potential customers a

choice in the types of communication, - contact phone number, form for sending an application, etc.

4. Ease of use, convenient navigation. The structure of the site should be intuitive. The user should reach any page in no more than 3 clicks.

4. The catalog is divided into categories and subcategories, which allows you to find the desired product faster.

5. Functionality of product search by name.

6. The products presented on the website must contain photos, a description and an up-to-date price.

7. Fast loading of site pages, availability of a mobile version, and a number of other factors that are implemented during the creation of the site and its further optimization.

Another effective tool for advertising and improving brand reputation is social networks. For agricultural enterprises, especially those working in the B2C segment, it is important to communicate with customers, to remind them about themselves.

Social networks provide:

- Increasing customer loyalty
- Receiving feedback
- The possibility of interactive communication with clients, conducting contests, raffles, etc.

- Creating a community around the brand
- Image improvement
- Free promotion through reposts
- Relatively inexpensive promotion/advertising

However, when working with social networks, you need to keep in mind that:

- It is necessary to constantly publish new posts and work with comments
- Attachments are required to promote a community or group
- Less effective in the B2B segment, when working with organizations

The choice of a specific social network depends primarily on the target audience and brand positioning. Also, each social network provides a certain type of

content. For Facebook, it's text posts with photos and videos, for Instagram it's photos or videos with short captions, and for YouTube it's just videos. The choice of the site should also be based on the goals and capabilities of the enterprise, what content it will be able to produce regularly and with high quality. For example, in "Instagram" users can look at beautiful photos of animals, products or dishes and at the same time get some information about the agro-industrial complex and its advantages. Quality publications create an image of an authoritative and fashionable brand. This results in a natural flow of customers. Also, «Instagram» allows you to fix all the necessary information at the very top of the page. These can be store addresses, reviews, product catalog, delivery terms, etc. This allows users to quickly get answers to questions without going to third-party resources.

The social network «Facebook» is distinguished by the fact that its audience is more mature and able to pay. It is suitable for finding both retail and wholesale customers. The main advantage of Facebook is the dissemination of information. When a user likes or comments on a post, all their friends can see it. When working with social networks, it is important to track how site traffic changes.

The website and social networks, in particular, may contain information about exhibitions and similar events with the participation of the enterprise. This is a very effective reputation building tool. Information about participation in exhibitions always has a positive effect on retail customers. Such clients, as a rule, are not experts in the field of agriculture, and the very fact of participation in industry events makes an impression on them. Articles and news on the site, which tells about the past event, will emphasize the high status of the enterprise. Customers in the B2B segment are more difficult to impress because they know more about agribusiness. For them, the status of the event, the type of participation, obtaining diplomas and certificates, etc., will play a role. At the same time, industry exhibitions are an ideal place to find business partners and customers. You can also invite potential customers to attend the event. They will be able to communicate with the representatives of the organization themselves and make sure of their competence.

Given its relatively high cost, contextual advertising can be used by

enterprises of the agro-industrial complex as an auxiliary tool for attracting new customers, primarily in the B2C segment.

The main differences between contextual and search engine optimization are the following.

- It is possible to take into account the region of residence of potential customers. When setting up contextual advertising, you can choose which residents of specific regions will be shown an advertisement.

- Quick launch of advertising company.

- Ability to work with non-optimized sites. It is not necessary to optimize the site for search engines - traffic from contextual advertising will go to any sites specified in the settings, including those not indexed by search engines.

- The ability to track the effectiveness of the advertising company.

- Lots of customization options. you can choose a description and specify the site to which the user lands during the transition.

- The advertising campaign can be stopped and started again.

The main advantage of contextual advertising over search engine optimization is remarketing. Remarketing is a tool that returns users and uses all types of advertising: search, banner and video. Thanks to remarketing, users who visited the company's website or made a purchase on it will see the company's advertising when visiting other sites or using mobile applications.

Another effective marketing tool and means of communication with clients is e-mail. Email marketing for an agro-industrial enterprise can solve the following tasks:

- allows you to remind potential customers who subscribed to the newsletter about the company and motivate them to make purchases;

- allows you to retain existing customers with the help of useful information about products, promotions and personal offers;

- allows you to offer customers additional products and motivate them to repeat purchases;

- increases brand recognition and, with proper organization of mailing,

increases subscriber loyalty.

The main advantages of this advertising and communication channel include the following.

1. Low cost. Compared to most other advertising channels, the costs of Email mailings are insignificant.

2. The possibility of a personal approach.

Thanks to the possibilities of segmentation and customization, it is possible to send to users only those letters that may be of interest to them. For example, you can send letters with offers to buy a similar product to all customers who have purchased a certain product. Should you send an offer to buy similar products next year?

- .3. Ability to communicate with clients. Thanks to the fact that letters can be answered, it is possible to receive feedback from your customers and addressees. This will help to correct shortcomings both in the mailing and in the work of the organization. You can also stimulate e-mail communication by responding to and reviews so that customers see interest in their letters.

To organize an e-mail - mailing, you need to first of all tear off the address database. The addresses of customers who have already placed an order can be placed in such a database. And also - publish subscription forms on the pages of the organization's website. It is important that mailings are sent from the mail with the domain name of the company, and not from free mailboxes. In view of anti-spam filters, it is advisable to send mailing letters not at the same time, but several pieces with breaks in time. Mailing services allow such settings. Also, mailing services often have their own internal tools for analyzing the effect obtained from letters.

Depending on the specific tasks of an agro-industrial enterprise, other Internet marketing tools may be used, detailed descriptions of which are provided in the relevant sections of this work. Integrated use of such tools will help connect agricultural producers with consumers and ensure sustainable development of agriculture.

Other types of advertising

Content marketing

According to the HubSpot agency, in 2023, 75% of the world's companies used content marketing and recognized it as more effective than other methods of attracting customers. Small businesses with a staff of up to five people predominate among them. The fact is that young companies with a budget deficit, unlike large market players, prefer to invest in useful content by offering users detailed and objective reviews, rather than advertising hitting the forehead with texts in the style of «buy a product from Vinnytsia is cheap».

Popular platforms for content marketing:

- blogs on the store's website or a third-party site;
- video channels;
- thematic forums;
- partner sites.

1. The blog on the website of the online store can include reviews of products, ratings of the best sellers, «look-books», interesting cases, recipes and examples of the use of products, detailed answers to customer questions, stories about the creation of a product line and other useful content that will show your expertise in this topic.

2. The YouTube channel is an absolute must-have for stores whose products can be twisted in your hands, shown in action and express your impressions. Today, YouTube is a search engine in which you can find answers to any question. Tell your customers which bike is better for the city, and which tires are for the ice, and you will notice how customers will reach out to you.

3. Thematic forums and partner sites are suitable platforms for posting quality content, where you can demonstrate expertise in a certain niche. In this regard, the case of the book publishing house «MIF» is interesting - a series of interviews and reports in the genre "One day from the life of our employee", which is only indirectly (due to the competence of specialists, their style, work schedule, lifestyle, attitude to work) influenced the growth of the audience's image and loyalty to the brand. In particular, it was possible to learn from the posts that 95% of «MIF» works remotely: about myths, pros, cons of home office and work for results.

4. User Content

An online store is a great platform for content generation by users and buyers. Reviews, questions and answers, photo and video product reviews provide an opportunity to receive unique and useful content almost free of charge. It is enough only:

- simplify registration;
- add authorization through social networks;
- cancel pre-moderation;
- motivate users to communicate and express themselves;
- ask to like, share in social networks;
- provoke discussion;
- give bonuses for comment or feedback.

The advantage of content marketing can be considered the growth of the image and loyalty of customers due to trust in the expert opinion of the store. With the same level of traffic to the useful content and the selling page, the content gives a better conversion to the sale. If no one in your niche is already involved in content marketing, you have a great opportunity to become an expert and a leader in this topic.

The disadvantage of this customer engagement is the high labor costs and the long-term effect of investments. However, during the regular publication of quality materials, the cost of each attracted customer constantly decreases, which makes content marketing profitable in the long run.

Criteria for the effectiveness of content marketing

Google Analytics together with social network analytics services allow you to monitor all quantitative and qualitative indicators of content marketing effectiveness:

- revisions;
- refusals;
- time on the site;
- number of subscribers;

- likes, reposts, comments;
- return to the site;
- leads and sales;
- conversion percentage;
- marketing costs.

Sales and leads are just one measure of performance. Experts place much greater emphasis on attracting an audience that will later convert into sales.

Branding of media pages

Since banner blindness reduces the effectiveness of media banners, mass media often offer to place advertising in the margins, since it is impossible not to notice it, and even with such advertising space, it is problematic not to click. As an example. The sportswear store placed an ad in the form of a branded page in the «Sports» category. The site is chosen as best as possible, since it is here that the main audience of the advertiser is concentrated - lovers of sports and a healthy lifestyle.

The advantage of a branded page in the media is its high clickability due to visibility and area. In addition, you can offer a stylish design yourself.

The disadvantage is that page branding is many times more expensive than a simple banner. This is understandable, because sportswear from MF will not be noticed only by a blind person. One of the banners is remarketing in action.

Company news

On the basis of advertising, mass media also place news materials, in particular about new models and collections, about promotions and sales. Such articles can be accompanied by illustrations of your products and direct links to the site. The advantage of paid materials is that your press releases will be published in the media for a fee. The disadvantage of such advertising is that buyers have a negative attitude to «jeans» - paid news, and therefore rarely trust them.

Native advertising

Mass media have recently increasingly used the format of native advertising. The appeal to this format is caused by banner blindness, negativity towards «jeans» and the desire to maintain a balance between the quality of editorial materials and

profit from advertising. The meaning of native is that brands are not advertised directly, but are read in the context of materials that are really useful for readers.

Criteria for the effectiveness of work with mass media

Indicators of effectiveness in working with the media include such characteristics as site visits, the number of views of the advertising page, the number of transitions from the page and the percentage of conversion of visitors into customers. If the profit from attracted customers through this channel exceeded the costs of advertising in the media, then you should continue to cooperate with online publications and develop in this direction.

Viral marketing

Viral marketing aims to attract the attention of a wide audience to a brand through a creative idea that spreads like a virus. Experimental marketing campaigns built on the technology of viral marketing should make people want to share their impressions with everyone. The ultimate goal is sales.

1. Signs of viral content:

- This is something funny!
- This is something incredible!
- This is something terrible!
- This is something outrageous!
- This is something very important!
- This is something useful!
- This is something about me!

2. Types of viral content. Online stores can't help but create content that users want to share with their friends. These can be:

- Articles and blog posts;
- Infographics;
- Video blogs and audio podcasts;
- Interactive content

There are also examples that are quite simple to implement:

- Give the customer something that will make him buy a bunch more of

everything in addition to your gift.

- Invest in the purchase something that will surprise the buyer and make them tell their loved ones about it. A men's clothing store hid about 1,000 coins in the pockets of men's jackets. This increased sales by 4.5 times two months after the start of the campaign.

- Force customers to buy products in search of a bonus. The scented candle brand added a simple ring to each purchase, but several candles had hidden a \$5,000 diamond ring. After this promotion, the company began to earn 1 million dollars a year.

- Provoke flash mobs. In order to collect funds for the fine, Logvina bookstore asked its readers to take a photo with the book they are currently reading, transfer the amount to the account and pass the baton to three of their friends. Many responded to support the publisher and emphasize their solidarity. The collected funds paid off the fine and were invested in business development.

- Fit advertising into the landscape. An advertising campaign for a cleaning product was placed on a crosswalk.

The effect of viral advertising can be evaluated by quantitative and qualitative metrics on the site. Tracking the work of viral content is much easier than street actions and installations, since word of mouth is not subject to statistical analysis.

Going offline

Online stores often make the mistake of focusing solely on online marketing, but it's important to remind yourself of yourself offline.

Simple ideas for offline marketing:

- Make branded bags or shopping boxes with your logo, website and a simple hashtag on social networks.

- Place the address of the site and your publications on receipts and warranty cards, do not forget to promise some bonus for subscription.

- Order a billboard near your office or warehouse - let outdoor advertising serve as a navigator for your customers.

- Post information about discounts and promotions on the door of your pickup

location.

- Advertise on courier vehicles - during the delivery of goods, many potential buyers will learn about you.

Advertising on packages with an unusual design

The disadvantage of this channel of attraction is the complexity of evaluating the profitability of bags, receipts, car stickers and other outdoor advertising options.

Criteria for the effectiveness of offline promotion

If you regularly ask customers how they found out about you, you may be able to keep some rough statistics on the effectiveness of offline methods. In any case, their use will definitely not hurt.

Ways to retain engaged customers

For a seller, it is very important to have fast page loading, a mobile version, simple site navigation, search, order and purchase forms. The terms of delivery and payment must be clearly stated.

- If the order form is very complex, add a «buy in one click» button.
- If the mobile version sucks - work on adaptability.
- If users are stuck on the shipping and payment page, simplify the terms.

For users who have already visited your site, but did not buy a product, add a remarketing and retargeting tag to the site, which will allow you to catch up with the user with advertising all over the Internet, reminding them of an imperfect purchase.

- This is a simple way to inform about new products and promotions, as well as to congratulate on the holidays and remind about yourself.

For your regular customers, come up with a system of bonuses and discounts that will bring customers back to your online store.

1. Work on site conversion.
2. Use remarketing and retargeting.
3. Don't forget about SMS marketing.
4. Consider loyalty programs.
5. Give gifts for major purchases.

If you sell dresses, tights, which are never superfluous in a woman's wardrobe,

can be an unforgettable and priceless gift.

In order to understand exactly which advertising channel brings the most customers to your online store, you need to put UTM tags in the links to the pages of the store catalog, indicating the source and type of traffic, date and name of the advertising campaign. For this purpose, you can use online link generators with utm tags.

Google Analytics will provide a detailed report on the effectiveness of each individual advertising source, provided that the links leading to the site are properly designed.

The effectiveness of this or that method must be checked with the help of WEB analytics services. UTM tags and PBX IP will help track links and calls, and CRM will show the profitability of investments in each specific case. Only on your own experience and analysis of competitors can you check the necessity of purchasing contextual advertising. Working with trading platforms, you can start an Instagram page or, better, throw all your energy into running your own blog.

6. ORGANIZATION OF ONLINE STORE BUSINESS PROCESSES

The efficiency of the online store depends on how correctly tasks are distributed among its employees, and how accurately they perform them. Despite the fact that the sales process takes place on the Internet, live people are behind the development of the site, communication with customers and updating the assortment. Having decided to create an online store, it is important for the store owner to understand that the success of the project as a whole depends on many components that must work as a single mechanism.

Organization of the work of employees of the online store

In order to build an effectively working online store, the manager needs to accurately understand the specifics of business processes, both general and specific to his area. For example, the storage and logistics of computer parts and food differ from each other and have their own rules. Without understanding how the store works as a whole, it is impossible to achieve remarkable results. The owner simply will not be able to properly organize the processes and fully control all stages of work.

The need for effective organization of the online store and involved employees is also due to the fact that the competition in this field is growing every year. And inefficient work of the staff leads to the fading of involvement in the work process, temporary losses, dissatisfied customers and financial costs. The manager has to constantly look for ways to improve business efficiency. An important role here is played by the competent selection of employees and the optimal distribution of duties between them.

Definition of business tasks and selection of employees.

When organizing the work of an online store from scratch, special attention should be paid to the processing of performed tasks and the selection of employees.

1. At the beginning of the organization of work, it is necessary to write down the tasks that must be performed within the framework of the functioning of the

online store. Try not to forget even the smallest duties, which, although they seem insignificant, must also be fulfilled.

2. By combining several similar tasks, you can determine the employee or employees who will deal with them.

3. Depending on how big your project is, you need to decide on the number of employees. For example, small online stores can get by with 1-2 employees, while large sites hire a whole team of specialists.

As the business begins to develop, the rules must be refined to adapt to the current situation. All business processes must be connected to each other and represent a logical chain of actions. This will depend on how quickly and successfully the store will be able to attract new and retain old customers, fulfill orders, update the assortment, etc.

Peculiarities of the organization of the online store

Business processes (business tasks) related to ensuring the operation of the online store

Internal business processes (back-end)

1. Search and work with suppliers

As a rule, the owner of an online store already knows in advance what products he will offer on his website. His most important task is to find a reliable supplier (or, preferably, several suppliers) that he can rely on. He looks for reliable suppliers, discusses the terms of cooperation with them, trying to make it as profitable as possible for the store. A conscientious partner always has up-to-date information on prices and product balances in the warehouse. In addition, at the request of the store, the supplier must reserve the product, deliver it on time, and accept back the low-quality product. In a large online store, the creation of an assortment and work with suppliers is the responsibility of category managers and customer service specialists. These specialists are responsible for the assortment of the store and choose the most popular product groups among customers. In parallel with this, the convenience of interaction with the supplier and the features of cargo delivery are evaluated.

2. Purchase of goods and clarification of the terms of supply of goods to order

These issues are also dealt with by a category manager or a customer service specialist. The manager constantly checks the availability of goods to order and, if necessary, creates applications. Large online stores have several such employees who negotiate wholesale sales and discounts. In small companies, the store owner himself also deals with purchasing.

3. Formation of assortment

In large stores, category managers and marketers responsible for the store assortment choose the most popular product groups among customers.

In small online stores, the owner of the business thinks about the assortment selection. He analyzes which products are in the greatest demand, and expands or narrows the assortment based on this analysis.

4. Monitoring of competitors' prices

In order to always remain competitive, follow the prices of other online stores with a similar assortment. Managers of large stores and owners of small sites often use special programs and modules for these purposes. With their help, you can automatically compare prices and analyze the market situation. Having analyzed the prices of competitors, you can offer buyers more favorable conditions for the purchase of goods, thus getting more new customers.

5. Formation of the catalog and creation of content for the website of the online store

Competently formed catalog, photos and text are the main way to tell about your goods to the buyer and interest him. Large stores hire entire teams of copywriters headed by a content manager. He thinks through the basic concept of content marketing of the site and the peculiarities of presenting the material. He often works closely with marketers and SEO specialists who help promote the store in search engines. Photographers and videographers with professional equipment are engaged to create unique photos of products. They are able to advantageously emphasize the advantages of the product and make it attractive to the client.

As for small online stores, the function of filling the site with products and texts should be entrusted to a content manager, who can also perform the tasks of an SEO specialist. Often, these employees are hired remotely, which allows you to save on the costs of maintaining employees in the office.

There are databases of ready-made product descriptions that allow you to fill the online store catalog of products and start selling in the shortest possible time.

6. Technical support of the online store

The website of the online store must work flawlessly 24 hours a day, 7 days a week. It should also be externally attractive and user-friendly. Large online stores have a whole staff of IT specialists. It includes programmers, system administrators and designers. Their tasks include maintaining the website, quickly solving problems, setting up payment systems, automating product information updates and finding ways to increase the efficiency of the store from the technical side. Since modern projects are implemented on paid or free CMS, the same third-party IT team is involved for the development of additional functionality. If the online store is created on the SaaS platform, technical issues are resolved by the platform's support team.

The store manager simply informs the support staff about their problems and wishes. However, if your online store is built on a self-written or popular engine, you will need regular help from a programmer. He will solve your current problems and may be able to offer new solutions to improve the efficiency of the store.

7. Organization of document circulation

An online store is a complex system with a large number of documents. These are not only invoices for orders, but also contracts with suppliers, courier services and other partners. In order for everything to work without interruptions, it is advisable to use ERP systems, for example based on KeepinCRM, Dilovod, Torgsoft, BOOKKEEPER, that automate the execution of typical operations. This allows to simplify all business processes occurring in the company. As a rule, these issues are dealt with by the development team together with the business analyst or store manager.

Small shops have a much more modest document flow, so all these matters can be transferred to an outsourced accountant. He will tell you how to correctly draw up invoices and other documents so that you do not have problems with the inspection authorities.

8. Warehouse

Warehouse workers (storekeepers and operators) are closely related to the sales department and the delivery service. It is important that the warehouse accounting system works without interruptions, otherwise there may be overlaps with orders. Currently, most online stores use a single automated system. All product data is synchronized, so the sales manager can immediately tell the customer whether he needs an item in stock or needs to order it.

Small online stores most often work to order and buy goods in small batches, so the functions of storekeepers are often performed by the business owners themselves.

9. Completion of orders

If the online store sells large products, then in this case, the packaging of the order is entrusted to the storekeeper. He can handle invoices and other documents. In many cases, a storekeeper part-time performs the duties of a porter, so men are hired for this position.

Large stores hire a whole staff of storekeepers, because the turnover is quite intense.

10. Accounting reporting

Like any other financial activity, managing an online store involves keeping tax records. An accountant who can work for you on a part-time basis will help you with this. The specialist will come to you several times a month to prepare the documents, as well as perform part of the work from home. It is important to ensure that accounting reports are submitted to the tax office on time to avoid fines.

Accountants, of whom there are much more in a large company, also deal with reports in large online stores. They prepare documents for the tax and other government agencies so that the store's activities are completely legal.

11. Control of the efficiency of the store

The manager and his assistants, who are usually heads of various departments, should analyze the effectiveness of the online store, the achievement of the set goals, and the quality of the employees' work. Regular monitoring of the results of the company's work gives the owner a clear idea of the state of affairs in his store. If the goals are not achieved, the manager makes a decision on the optimization of individual business processes or the expediency of working with individual employees. After that, after some time, the results are again evaluated by the management and further decisions are made.

The control of the work of a small online store is carried out by the owner himself. He evaluates revenue and expenses to understand if he is moving in the right direction or if something needs to be changed. Regular analysis of work results helps to choose the right store development tactics.

12. Planning

No business can develop without a plan or strategy. Planning tasks fall on the store manager and department heads. Plans are brought to specialists and controlled by the owner of the online store or heads of departments.

External business processes (front-end)

1. Acceptance of orders and work with clients

Communicating with customers, receiving and processing orders in a small store should be entrusted to a sales manager. The manager will answer customer calls and conduct consultations. Communication with customers can be organized not only by phone, but also with the help of various online consultants installed on the site. In small online stores, this person collects the order, if it consists of several items, and packs it according to the rules of the carrier company. A manager's responsibilities may include tracking delivery and receiving customer feedback.

To receive orders from customers, call centers are organized in large companies, where company employees communicate with customers and confirm orders. After receiving and confirming the order, the specialists transfer it to the delivery service.

2. Delivery of orders

Most small online stores operate within the same city and region. Depending on the number of orders, several couriers may be needed to deliver goods at a time convenient for customers. If the delivery is carried out throughout the country and outside its borders, you can use the services of the courier service or the post office. Even for small online stores, the rule of thumb is to provide the buyer with at least three options for product delivery: courier, mail, and pickup.

Large online stores have several options for organizing the delivery of goods to customers. In the first case, they can create their own delivery service by purchasing transport. Delivery can be made to customers' homes or to special delivery points. If the store delivers the goods itself, then the team includes logisticians who develop the most optimal routes.

3. Marketing and advertising: attracting customers and making repeat sales

If customers do not go to the store, all other tasks become meaningless. For advertising purposes, large stores create entire departments in which Internet marketers, SMM and CPA specialists, and analysts work. Together, they build a strategy for promoting the online store and attracting as many customers as possible. The tasks of the employees of this department include the targeted use of advertising tools, conducting promotions, as well as analyzing the effectiveness of advertising measures. In addition, marketers are responsible for maintaining social media accounts and sending emails to subscribers. In parallel, the team collaborates with content specialists, since the site is the main tool for attracting customers.

Earlier, in our writings, we already considered in detail the tools that should be used to attract potential buyers to the online store:

- Online store advertising: 10 most effective tools
- How to make a promotion plan for an online store site?
- Content marketing for an online store
- Promotion and advertising in social networks.

4. Handling returns and complaints

In the field of sales, you cannot do without product returns and customer complaints. For this, online stores have special departments where return managers communicate with dissatisfied customers. Their task is to deal with the buyer's claim, and if it is justified, then return/replace the product or refund the money. Next, it is necessary to inform the supplier of the goods that the item is of poor quality and demand reimbursement of costs. In the event that the store does not admit its guilt, the case is referred to lawyers. Sometimes stores call customers after a while after the purchase and ask if they like the purchased product.

Since small stores do not have a special employee who deals with returns, this job is transferred to the sales manager or the owner himself. As in a large store, in order to resolve the situation, it is necessary to check the validity of the claim and then act in accordance with the legislation of the country.

5. Customer retention

Companies spend a lot of money on advertising and attracting customers. Since the cost of attracting one customer is constantly increasing due to increasing competition, online stores do everything possible to keep customers coming back to them again and again. To do this, a team of marketers develops loyalty programs, organizes online and offline events, works on email and content marketing, offers favorable purchase and delivery conditions to regular customers.

Small online stores do not have the ability to create large-scale promotions, so they can offer discounts, gifts or use e-marketing to retain customers. All this is included in the functions of the sales manager and content manager, who convey information about favorable conditions to customers.

Office or remote employees

Today, the owner of an online store has a choice: hire employees directly in the office or collaborate with employees remotely. The specificity of the online store is such that part of the employees can work from home, and at the same time, the quality of the performance of duties will not suffer.

Advantages of office workers:

- Ability to monitor work. An employee in the office is always in mind, so he

can be easily controlled.

- Personal communication. If all employees are in one place, you can quickly hold a meeting in a "live" format.

Disadvantages of office workers:

- Costs at the workplace. Each employee needs to allocate his workplace, issue machinery or equipment, and even organize other amenities. All this leads to additional costs, which are especially noticeable in cities with high rents.

Advantages of remote workers:

- No need to organize an additional workplace in the office.
- Possibility to hire a good employee from another region.

Disadvantages of remote employees:

- Non-punctuality. Often, remote workers are late to complete tasks and miss deadlines, which negatively affects the entire work.

- Communication difficulties between remote employees. If a remote marketer needs to coordinate some innovations on the website of an online store, then first of all he needs to discuss it with his boss, and then hand over the technical task to the programmer. It is much easier to do it offline.

- The risk of hiring an unreliable person. There are often cases where employees who work remotely simply abandon the project without even notifying the company. It is important for the manager of an online store to hire reliable people who will not fail or disappear. More reliable in this regard are third-party companies that take over part of certain work and conclude a contract with the online store, such as delivery services or a copywriting studio.

Regardless of the form of work with an employee, you must formulate the rules of work, and the employee should familiarize himself with them, understand and accept them.

Employees' understanding of their duties

It is necessary that the employees of the online store clearly understand their functions and responsibilities. In addition to understanding their duties, employees must also perform them correctly. It is important to clearly delineate areas of

responsibility between employees and define the criteria by which their work will be evaluated: whether it is the number of direct sales, whether it is the number of leads attracted, shipped or delivered goods. For this, it is necessary to formalize and convey to employees what is expected of them and how their work will be evaluated by department heads and directly by the head of the online store. This will make it possible to increase the discipline and responsibility of specialists for their part of the work, as well as to pay remuneration based on actually achieved results.

As a rule, this goal is achieved by describing business processes, creating regulations related to the performance of certain tasks and job descriptions of employees.

The description of business processes and the creation of regulations also helps the owner and department heads of the online store to fully understand all the nuances of their business. We will present the basic concepts regarding the description of business processes and regulations and the organization of the work of online store employees.

A business process (or business task) is a scheme or description of a certain sequence of actions carried out by buyers and employees of an online store to achieve certain goals (for example: monitoring competitors' prices, creating a catalog, accepting orders, completing orders, attracting customers, etc.) . Thanks to well-described and regulated business processes, company managers can increase the efficiency of both individual employees and the business as a whole, as well as create a positive image among customers. It is important that each employee clearly understands what he is doing and with whom he must contact to perform his functions.

The regulation is a document that describes the stages and steps that employees of your store must perform to implement and achieve the goals of a specific business process.

The job description is a document that lists the main functions and duties of a particular employee of an online store. It also prescribes the responsibilities and rights of an official. The instruction allows you to optimally distribute

responsibilities between employees, clearly define the functions of each employee.

The business should run smoothly, even if the manager is not able to constantly monitor it. All processes should be built in such a way that each employee of the online store knows what to do and how to do it. Otherwise, the system may fail in the event of an unexpected situation or an employee's illness, which will negatively affect the company's efficiency. It is necessary to regulate the actions of employees to maintain order in the company.

The results of employees' work in accordance with business processes and regulations.

Organization of stable operation of the online store. By providing clear instructions to your employees, you can ensure smooth execution of all business processes. Each member of your team will be directly responsible for their work.

Business protection against leakage of important information. Each specialist will deal with only a piece of the overall project, so he will not be able to steal or transfer to third person important information about the features of your online store.

Protection against lazy workers. If you do not first establish the rules, duties and areas of responsibility of each employee, then you will not be able to control the work, because there will be no clear criteria by which this work is evaluated. If the regulations and instructions contain clear rules, work algorithms, communication scenarios, performance evaluation criteria, it will be easier for you to monitor the work of employees and leave only those who cope with their duties and show better results in the team.

Ability to quickly replace an employee. Regulations are most often created for ordinary employees. They do not require special education or unique skills, so the work can be easily taught to a new person. In this way, you will protect yourself from staff shortages and you will be able to quickly find a replacement for almost any employee.

The possibility to refuse «equalization» in salary. By creating regulations for each type of work, you can show the employee what he will be paid for. Along with

the instructions, it is necessary to develop a system of unit wages and bonuses for good results.

Quick response to new business conditions. No online store is immune to changes in legislation and other unpleasant situations. If you have a clear work schedule for all departments, then you will be able to quickly make edits to the instructions.

Construction and example of the regulation

The executor is the responsible employee who performs the operation. The regulation may specify: requirements for the qualifications of the performer, his position and requirements for the security of the operation.

Control - the regulations must specify who controls the operation process, his position, how the control is carried out, and what criteria are used to assess the quality of the performer's work.

Instructions are specific actions that an employee must perform to complete a transaction. The instructions clearly describe the steps of the performer, which are the input (signal before the start of the operation) and output (the result of the operation), as well as the actions of the employee in controversial or dangerous situations.

An example of the procedure for processing a buyer's order by a client manager

Customer service manager

1. Order received.
2. Fixing the order in CRM or in the order accounting file.
3. Check the availability of the product in the warehouse or at the supplier.
4. Coordination of the possible delivery time with the courier.
5. Customer call.
6. Confirmation or clarification of the terms of the order.
7. Offer of an alternative product if the ordered product is not available for delivery.
8. Approval of payment form.

9. Coordination of the time and place of delivery.
10. Changing the order status in CRM or in the order accounting file.
11. Preparation of accompanying documents
12. Transfer of shipment order.

Then the process of planning the shipment and delivery of the goods begins. This is done by the dispatcher, who plans the delivery route of several orders at once. As a result, the dispatcher must develop a route sheet that is handed over to the courier.

After that, the shipment process begins, in which the dispatcher and the storekeeper or courier participate. At this stage, the product is loaded into the car and its configuration is checked.

Before sending on the route, the courier checks the availability of all orders, as well as the documents for them. If the courier has to contact the customers himself, he should have instructions on how to talk to the customers and clarify the necessary information. Also, the courier must have information about whether the order has been paid, whether he needs to take payment and in what form. All this must be indicated in the accompanying documents. If for some reason the order was canceled or postponed, the goods are delivered to the warehouse. Here, the dispatcher enters the delivery results into the database. Depending on this, the application is considered fulfilled or canceled.

Job description as a tool for organizing the actions of employees. The job description is a document that lists the main functions and duties of a particular employee of an online store. It also prescribes the responsibilities and rights of an official. The instruction allows you to optimally distribute responsibilities between employees, clearly define the functions of each employee.

Job description of the manager of work with clients

On the Internet, you can find many options for job descriptions for specialists of any profile. We will only list the main duties related to the specifics of the online store:

1. Feedback to the client within N minutes after receiving the application.

2. Pronunciation of all product names before confirming the order.
3. Communication with the client according to a pre-written script (sales script), thanks to which the dialogue will be structured as you need.
4. The time for consultation and order acceptance should be N minutes. Correctly selected duration of the conversation will allow you to process the order faster, without losing efficiency due to haste.
5. Mandatory coordination with the buyer of methods of delivery and payment of goods.
6. Obligation to offer customers goods on promotions, special offers or goods accompanying orders.
7. Studying the prices of competitors' sites.
8. Preparation of supporting documents in accordance with current company standards.

9. Monitoring the timely delivery of orders and receipt of payments.

Script of a telephone conversation with a buyer

1. Greeting the customer (Hello, you have called the online store...)
2. Answer to the question about the availability of the product (Now I will check/verify the availability...)
3. If the product is not available, an alternative should be offered (We can offer you another profitable option...)
4. Clarification of data for product delivery (The nearest delivery time is today from 18 to 21. Will it be convenient? To which address should you deliver your order?)
5. Ending the conversation (Is there anything else I can do to help?... Goodbye...)

Following a certain algorithm, simple work that does not require special knowledge can be performed by almost any person. The development of detailed instructions will allow you to quickly train a new employee or make changes to a ready-made document.

7. EFFICIENCY OF NATURE PROTECTION MEASURES AS A FACTOR OF THE DEVELOPMENT OF AGRO-ECOLOGICAL SYSTEMS IN THE CONTEXT OF THE USE OF INTERNET TECHNOLOGIES

The modernization of Ukraine opened up new opportunities and changed its social, political and economic landscape. One of the key transformations was the integration of the Ukrainian economy into the world system, which is accompanied by accelerated processes of globalization and internationalization.

Modern world civilization faces complex challenges, such as uneven socio-economic and technological development. This necessitates the development of alternative economic strategies and the reorientation of life activities to more ecologically safe, socially just and democratic principles. Scientific opinion emphasizes the model of sustainable development, which takes into account economic, ecological and social aspects.

The 21st century is characterized by the rapid development of technologies, which affects people's lifestyles, the development of the private sector, and urbanization. Countries that actively use innovation achieve significant progress in their development, while those that remain in the shadow of tradition remain backward.

In this context, Ukraine plays an important role, especially in the field of agrarian economy. The agricultural sector of the country has great potential both in providing food and in the development of national production and employment of the population. However, there is a need to modernize this industry to ensure its competitiveness on the world market.

In particular, the transition to private ownership of land and support of entrepreneurship in rural areas are important steps in the development of the agricultural sector. However, there is a need for further modernization and reforms to ensure the sustainable development of agricultural enterprises and increase their competitiveness on the international market.

Ukraine must also take into account global trends and adapt its economy to

the new realities of the world market. This means actively supporting innovation and the development of new technologies, as well as creating favorable conditions for entrepreneurship and investment.

The modernization of Ukraine is a complex process, but it is a key stage in ensuring sustainable economic development and improving the quality of life of the population.

Ukraine has always had a traditional structure of society, which prevented the full completion of Western-style liberal modernization. The process of transition to market relations should take into account a wide range of aspects, including economic, political, and socio-cultural factors, and not only the professional qualities of employees.

According to the theory of institutional analysis, organizational structures and institutions that regulate their activities are formed in the context of the relevant socio-economic environment of a specific system. They do not arise spontaneously, but primarily reflect the results of the transformation of natural-climatic, historical, and socio-economic processes of the country.

In world practice, there have been economic revolutions associated with the registration of property rights to land and the emergence of copyright. All significant institutional changes occur gradually, reflecting the results of the transformation of socio-economic conditions affecting individual behavior and expectations of people. Economic systems evolve, the choice of economic forms depends on the model of previous development.

Ukrainian researchers consider the agrarian modernization of the Ukrainian economy in their own way. Institutional systems developed during the Soviet era have high inertia, which makes it difficult to import Western institutions.

Upon entering the Ukrainian environment, formal and legal norms of the liberal type undergo such changes that it is difficult to recognize them, as they undergo mutations and become incapable of performing their functions.

Unfortunately, the modern agricultural sector of Ukraine cannot boast of stability and efficiency in management. Insufficient investments, especially in

working capital during the sowing campaign, together with a significant decrease in wholesale prices for the products of agricultural producers and an increase in retail prices, significantly complicate the situation in this important sector of the economy, which is considered a «locomotive». Renewal of the main means of production, most of which have already worn out by more than 80%, is one of the main problems of farmers.

The main obstacles to investment in agricultural production are the following:

a) widespread corruption, which facilitates the export of capital from Ukraine;

b) mistrust of the judicial system;

c) war with russia;

d) unstable, unforeseeable and non-transparent state policy, including agricultural policy, characterized by a lack of support for the agricultural producer, as a result of which domestic farms are lagging behind foreign models, extensive production is stimulated, and agriculture is artificially disadvantaged in relation to industry, the financial sector, as a result of which trust is lost both in ordinary farms and in the state's ability to conduct effective policy in the agricultural sector. As a result, obstacles are created regarding the receipt of long-term investments. The constant postponement of the introduction of the agricultural land market preserves the old inefficient land use system and restrains the development of agricultural production;

e) insufficient financing of agricultural production, low level of its lending compared to other states. Most farms are in a system of perpetual survival, as they cannot freely obtain loans for economic activity. As practice shows, commercial banks consider activities in the field of agriculture to be risky, and therefore the credit terms for the producer are onerous. Accordingly, without financial development, revitalization of activities and modernization of farms, investment projects and measures to attract additional resources are not possible;

e) lack of effective and accessible infrastructure of agricultural markets and marketing system. Ukrainian producers of agricultural products are not always ready for the conditions of competition, since the issue of its implementation is always

quite painful for all parties. For example, protecting their own markets, even countries friendly to Ukraine limit the supply of products from our country to their consumers, which fits into the system of protectionist measures. In addition, compliance with EU standards is a traditional problem for Ukraine. In the conditions of military operations, issues of safe logistics generally determine the ability to adapt to force majeure circumstances and find options for support from the international community;

g) ineffective system of agricultural risk insurance;

h) inefficiency of agricultural holdings as the driving force of modern agriculture. Currently, an efficient economy is formed through the development of entities that can provide flexible activities, use advanced technologies, and interact with related industries, individual consumers, and intermediaries.

Despite its attractiveness for investors, the agricultural sector remains behind in the use of technology compared to its main competitors in the global food market. However, growing demand for products maintains Ukraine's investment attractiveness, especially in the areas of processing, storage and infrastructure projects.

The main areas of overcoming obstacles to investment in agricultural production should include:

- ✓ Fight against corruption and unfair competition.
- ✓ Increasing the influence of the state, using the best experience of civilized countries.
- ✓ Implementation of new principles of tax policy, in particular tax differentiation, and creation of a system of tax incentives.
- ✓ The use of ecological principles as a factor in the development of agriculture.
- ✓ Evaluation of land use for efficiency.
- ✓ Preventing the development of agriculture as a simple resource industry and directing efforts to the development of modern processing industry.
- ✓ Financing of the latest technologies, joining the digital economy in the

field of energy saving and breeding.

- ✓ Investing in the development of human capital and improving the professional qualities of personnel.
- ✓ Stimulation of processes that will allow producers not to count on state aid, but to obtain grants and attract investments.

The implementation of these directions in practical activities will improve the formation and use of investments in the agricultural sector of the Ukrainian economy, which will ultimately contribute to its sustainable development.

The efficiency of production in agriculture depends significantly on the extent to which innovative technologies are used at all stages of the production process. The implementation of electronic commerce and the use of the Internet in the agricultural sector play a key role in increasing the efficiency of agricultural enterprises in Ukraine.

In the modern conditions of the agricultural sector, there is considerable interest in the latest information technologies. With the development of scientific and technical progress, the need of agricultural producers for modern developments for digital management of agricultural production is increasing. Adaptation of agricultural enterprises to changes in the external environment requires the development and implementation of innovative activity strategies based on the digital development of the agrarian economy in conditions of information challenges.

Today, increasing the competitiveness of agricultural products and improving market positions is thanks to the digitalization of the agri-food sector, which is reforming the structure of the labor market and the nature of work. The use of information technologies makes it possible to draw reliable conclusions about real processes in agricultural enterprises and make optimal management decisions.

The development of Internet trade requires business attention to new methods of work, which allows to ensure competitive advantages due to the reduction of interaction costs, expansion of markets and areas of activity, identification of new sales channels, attraction of new and improvement of service to existing customers,

as well as greater mobility and efficiency in management .

The globalization of economic processes and the development of the electronic economy have significantly changed the approach to business. The role of the Internet in trade is constantly growing, which forces many manufacturers to consider the creation of their own online sales channels as a key condition for successful operations and meeting the needs of customers.

The number of users of virtual networks is constantly growing, which emphasizes the importance of this channel for companies in promoting their products among potential consumers.

Thanks to the growth of digital technologies in agriculture, many strategic opportunities are opening up for agricultural producers, from the rapid collection and analysis of large volumes of data to the adoption of informed and critical decisions.

Digital agriculture makes it possible to create systems with high predictability and productivity, the ability to quickly adapt to changes, which contributes to increasing the level of food security and sustainability of agricultural enterprises. However, in order to obtain potential benefits from the digitization of agriculture, a significant transformation in production, marketing, logistics and other business processes is necessary. In addition, it requires changes in agriculture, social infrastructure and natural resource management, so the implementation of digital technologies requires a systemic approach, including at the state level.

For the successful implementation of digital technologies in agriculture, several conditions must be taken into account:

1. Development of computer literacy and IT education, financial support and government programs aimed at supporting digital strategies.

2. Access to the Internet, mobile phones and social networks, skills in working with digital technologies, as well as support for the culture of entrepreneurship and innovation in the field of agriculture.

Adherence to these conditions will contribute to the successful implementation of digital technologies in agriculture, which can significantly

improve the efficiency and sustainability of agribusinesses, providing economic, socio-cultural and environmental benefits for society.

It is important to note the problem of the reduction of the share of the rural population due to migration processes, as well as limited opportunities for free education and further employment with high-paying jobs in rural areas. The lack of institutional support for the digitalization of agriculture becomes a significant limitation. In agricultural enterprises in rural areas, there is often a problem with network coverage, access to the Internet, and electricity supply, which complicates the financial availability of digital technologies. It is also important to note the low level of computer literacy among rural workers, which makes it difficult to implement digital innovations in agriculture.

Regarding the computer literacy of the personnel of agricultural enterprises, it is important to emphasize the need for the managers of agricultural enterprises to help their employees acquire specialized knowledge and to provide the opportunity for specialists to participate in training programs. Young people graduating from agricultural institutions of higher education have limited knowledge of information systems and technologies, but they have the potential to generate innovative ideas in agriculture. Therefore, it is important to expand educational programs in institutions of higher education regarding digital agricultural technologies and provide practical training.

Therefore, it is advisable to use modern training models to improve the competence of employees of agricultural enterprises regarding the implementation of digital technologies. This should include public relations, eLearning, support for manufacturer issues, consulting services, scientific development, and the use of Web technologies and the Internet to provide access to information and training.

The list of resources for training and intellectual development in the field of agriculture is significant. Online courses on platforms like EdX, Coursera, and Udemy, as well as simulation games like FarmForesight and Farming Simulator, can help farmers gain relevant knowledge and skills to optimize their operations. Farmers can also take advantage of offline training, such as the AgriFood MBA at

KMBS or the Master's course in Agricultural Management at the University of Applied Sciences Weinstein-Triesdorf.

Many of these resources not only provide information, but also create a favorable ecosystem for communication and exchange of experiences among farmers. Marketplaces, such as «Business Incubator» from the Ukrderzhfond and webinars of the Ukrainian Fruit and Vegetable Business Development Project (UHBDP), can become valuable tools for finding new opportunities for business development.

The development of digital agriculture requires not only technology, but also a deep understanding of modern management approaches and strategies. These resources can become an important component in the process of education and training for farmers, which will allow them to effectively implement innovations and ensure the sustainability of their business.

Table 7.1.

The main IT marketplaces operating in the agricultural market

№	Internet platforms	Link to the site	Possibilities of application
1	Zernotorg.ua	https://zernotorg.ua/	Implementation of communications between large agricultural enterprises and small farms. Marketplace for the wholesale market of agricultural products with price monitoring and agreements
2.	FarmerScan	https://farmerscan.com/	Implementation of agricultural marketing for profitable purchase and sale of goods on the world market agricultural products.
3.	«Vidkrytyi rynek»	https://rynok.in.ua/	Direct interaction between producers of agricultural products and their consumers without intermediaries using the Internet site.
4.	Prom.ua	https://zakupki.prom.ua/	Providing ads, ordering agroconsulting, and buying and selling agricultural products.
5.	Technotorg	https://technotorg.com/	Buying and selling agricultural machinery
6.	Ahrobirzha	https://latifundist.com/birzha	Purchase, sale or lease of any agribusiness facility, ranging from agricultural enterprises to industrial plants, etc.

7.	Zemelka.ua	https://zemelka.ua/	Search and provision of land plots for rent or for sale in the territory of Ukraine. Agroconsulting on land use in agribusiness.
8.	FreshBot service	https://play.google.com/store/apps/details?id=com.freshbot.fr_eshbot	Monitoring of prices for fresh vegetables and fruits by country and three sales channels: wholesale, retail and from the manufacturer using a mobile application.
9.	Koleso	https://www.growhow.in.ua/kolesoagro.com	Leasing of equipment, units, devices, which for some time are not used in the work of the agricultural enterprise.
10.	Zernovoz.ua	https://zernovoz.ua/	Provision of transport and logistics services by freight forwarders to agro-entrepreneurs. Implementation of fast search and management of vehicles in the field of agribusiness.
11.	AhroRobota	https://agrorobota.com.ua/	Searching for a job in the agricultural sector in Ukraine
12.	Trading platform «AgroVector»	https://agrovektor.com/	International Internet portal of agriculture and industry

Source: Summarized on the basis of sources 3, 4

These areas of agribusiness development can really bring significant advantages to both agricultural enterprises and the entire agrosphere in general. Electronic marketplaces that provide transparent information and influence market prices can help reduce costs and increase efficiency throughout the supply chain, from producers to end consumers.

Examples of digital developments in the agricultural sector, such as precision agriculture and smart agriculture, show the potential to significantly increase yields and reduce input costs. The use of such innovations allows farmers to maximize the potential of their land and resources, increasing productivity and reducing the impact on the environment.

Digital agriculture, based on the collection and analysis of large volumes of data, opens up new opportunities for optimizing agricultural production management processes. With the help of digital technologies such as artificial intelligence and data analytics, farmers can make more informed decisions about growing crops, using resources and managing risks.

Therefore, the development of digital technologies in agriculture has great

potential for increasing productivity, reducing costs and improving product quality. An important condition for the successful realization of this potential is providing access to modern technologies and training specialists in digital skills.

Optimizing the placement of crops in zonal crop rotation systems and animal feeding rations helps maximize the use of land resources and reduces losses.

The calculation of fertilizer doses based on the analysis of soil fertility and plant needs allows optimizing the use of fertilizers and ensuring the growth and development of plants without unnecessary costs.

Land resource management systems and state land cadastres help to ensure efficient use of land plots and conservation of soil cover.

Quality control and storage of potatoes and vegetables is an important aspect of production, and digital technologies can help ensure high quality and product safety.

Using drones in agriculture to monitor fields and crops can increase productivity and reduce resource costs.

Therefore, the implementation of digital technologies in agriculture helps to ensure effective management of resources, increase productivity and ensure stable development of the agricultural sector.

Table 7.2.

Popular information systems and technologies used in agribusiness

№	The name of the IT system or technology	Main functions and possibilities of use
1.	AEPO	a system that is able to detect the main places of clusters of pests and pinpoint them treat with insecticides: digital aerial photography in the ultraviolet range is carried out using drones
2	CropCare	a database of various pest control data that is constantly updated. It includes the nomenclature of agricultural crops and GPS data of fields, after that, the optimal drugs are selected.
3	AgroGuard	a system of guard posts equipped with infrared sensors. In case of violation of site boundaries or in the event of any other event the agro-entrepreneur quickly receives a message on the phone and makes a quick decision.
4	DrT-Tech	allows you to systematize all the data collected from the sensors and from the fields into one structure. An appropriate program is used to view the information, which is installed on a smartphone.

5	HerdGrow	is used for livestock business, the essence of which is the automatic selection of rations for cattle based on data from their passports.
6	Fractal	designer of smart processes, with the help of which you can maximally automate work processes in the agricultural industry: accounting of working hours, regulation certain mechanisms, etc. The program connects all devices to a single local network with uninterrupted power supply.
7	AgromaxEffect	simulates the future harvest, based on a certain agricultural culture and site characteristics. The program is used by agricultural entrepreneurs, insurance companies, and banks for the purpose of risk assessment.
8	Trading bot	a way to find the best offers for agricultural products of interest to agricultural companies. It allows to optimize the work of the procurement department, etc.

The use of digital technologies in the agricultural sector really opens up wide opportunities for increasing the productivity and efficiency of agricultural enterprises. However, the success of such an application depends on several key aspects.

First, it is important to skillfully apply these technologies and information systems, as well as the ability of management to adapt and implement new ideas. The efficiency of agricultural production is significantly increased thanks to the skillful use of digital tools for data analysis, decision-making and process optimization.

Secondly, the effectiveness of the use of digital technologies also depends on the effective management of costs for informatization and development of information systems. The optimal organization of design, creation and functioning of information systems is a key factor in ensuring the successful implementation of digital solutions.

The third aspect is the constant support and development of the information infrastructure, which is important for ensuring the sustainable development of the agricultural sector. Producers of agricultural products must constantly update their technologies and information systems to support and optimize production processes.

Therefore, digital technologies play a key role in increasing the productivity and efficiency of agricultural production. An important prerequisite for success is the skillful application of these technologies, effective management of

informatization costs, and constant support and development of the information infrastructure.

The development of agriculture in the modern world includes the introduction of the principle of «precision farming», which means managing every square meter of land. This approach allows you to automate field cultivation, sowing, fertilizing, weed and pest control, which leads to saving resources and increasing production efficiency.

The introduction of online services promotes the civilized use of land, increases its value and the intellectual capacity of the market, and also reduces the risks of corruption, in particular, in the field of registration of ownership rights to a land plot. Computerization of the agrarian sector contributes to the optimization of financial and time costs, increasing the accuracy of calculations and planning. The development of software complexes and high-speed equipment allows for rapid implementation of innovations.

Although agrarians started this path later than other sectors of the economy, they are actively catching up with the financial and industrial spheres in the introduction of the latest technologies.

The beginning of the implementation of information technologies in the agricultural sector opens wide opportunities for technological companies of various specializations. This turns the agricultural sector into a so-called «blue ocean» of opportunities. The introduction of innovations allows for high accuracy of measurements, speed of data collection and processing.

In particular, large amounts of photo data are collected with the help of drones, and big data analyzes the biomass and growth parameters of crops, determines the places of accumulation and the percentage of weeds. These data are used to carry out differentiated enrichment with fertilizers of different brands. This leads to the saving of resources on the one hand and the cultivation of more environmentally friendly products on the other.

The introduction of technologies into the agricultural sector also provoked an increase in the activity of developers: more and more companies began to appear on

the Ukrainian market, offering farmers technological innovations at affordable prices.

During cultivation of crops and harvesting, the importance of the spatial factor becomes critical. Modern electronic mapping solutions play a key role in solving many problems faced by agricultural companies.

Digital terrain models and agribusiness: these cartographic representations allow you to display the topographic features of land plots. This information is useful because low-lying areas of land are prone to flooding, while highlands can suffer from drought. Thus, it is possible to effectively adjust irrigation systems and choose optimal places for growing plants depending on humidity. These online maps are usually accompanied by accompanying electronic documentation, such as facility passports, protocols, photographs, and more.

Cartographic solutions of Ukrainian developers allow:

- ✓ visualize the dynamics of soil analysis;
- ✓ analyze satellite images;
- ✓ create crop yield maps;
- ✓ determine the most productive areas;
- ✓ monitor the dynamics of crop development;
- ✓ control the state of the fields;
- ✓ predict yields, etc.

With the use of spectral sensors, a farmer can receive information in different spectral ranges for analyzing vegetation indices or creating soil distribution maps. All data have exact coordinates for detailed study and analysis in the laboratory. Developers provide a variety of services such as drone site monitoring, field measurement, nitrogen and herbicide application maps, crop protection monitoring, field visual and NDVI maps, etc.

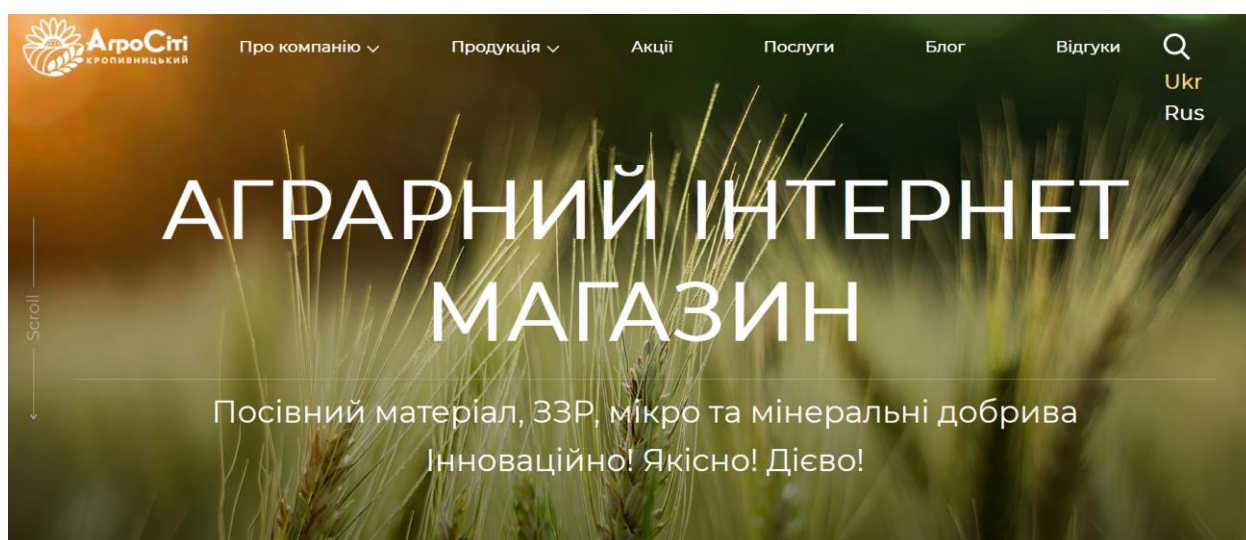
Agricultural development has become increasingly dependent on technology, which includes not only growing and harvesting crops, but also planning, managing business processes, selling crops, and communicating with potential buyers through various channels.

In addition to information technology for farming, automation is becoming important for a wide variety of aspects of agribusiness, such as budgeting, revenue and expense control, personnel management, projects, sales, contracts and documentation.

For this, agricultural companies implement CRM (customer relationship management) and BPM (business process management) systems that can combine and coordinate other existing software. For example, the bpm'online platform, developed by the Ukrainian company Terrasoft, has customer relationship management and business process management tools that are available in web and mobile application formats.

The functionality of the «field sales» CRM system allows you to plan and record meetings, demonstrate agricultural products and place orders. In the mobile application, engineers who work with agricultural machinery record data on malfunctions and provided service.

Online stores specializing in the sale of agricultural goods have become an integral part of electronic commerce. Their sites usually offer a wide range of agricultural machinery, seeds, fertilizers, protective products and other necessary products for agriculture. Convenient search, detailed product information, the ability to compare prices and fast delivery make these stores popular among agricultural entrepreneurs and farmers. A few examples of such stores are shown below.



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- ПОВЕРНЕННЯ ТА ОБМІН


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Понеділок	09:00 - 18:00	13:00 - 14:00
Вівторок	09:00 - 18:00	13:00 - 14:00
Середа	09:00 - 18:00	13:00 - 14:00


ГРУПИ ТОВАРІВ ТА ПОСЛУГ



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Internet stores with agricultural specialization work in accordance with the needs and requirements of the agricultural sector. The specialty of their work is a specialized assortment of goods, which includes agricultural machinery, seeds, fertilizers, protective means, etc. In addition, such stores usually provide information on agricultural machinery, advice on the selection of products and their use. For the convenience of shoppers, online grocery stores often offer direct-to-farm delivery or pick-up locations to minimize delivery time and costs.

 **АГРАРНА БІРЖА** Кабінет Міністрів України
Електронні торги та аукціони

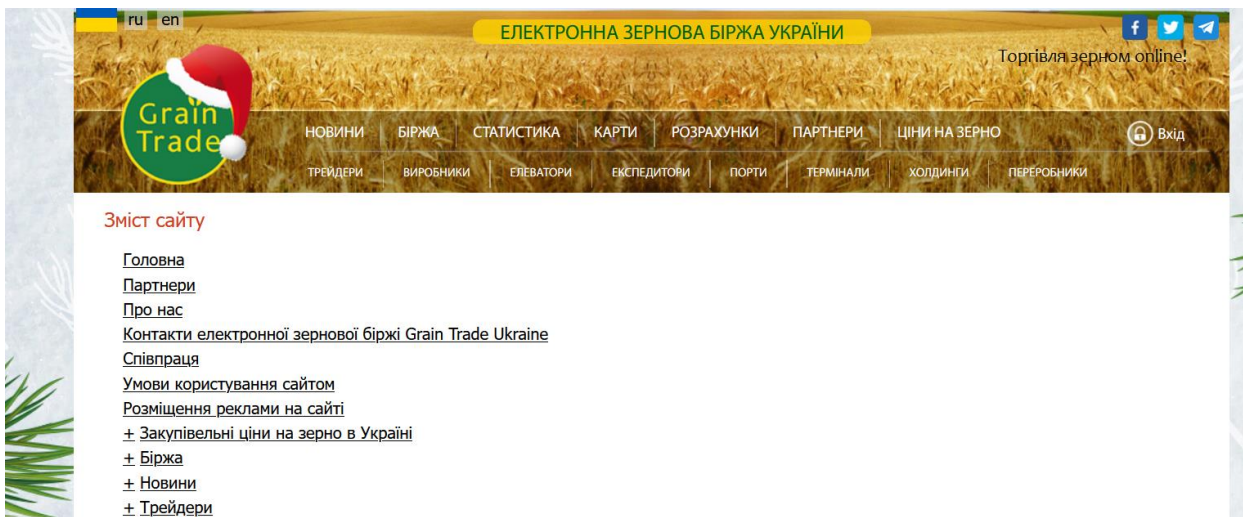
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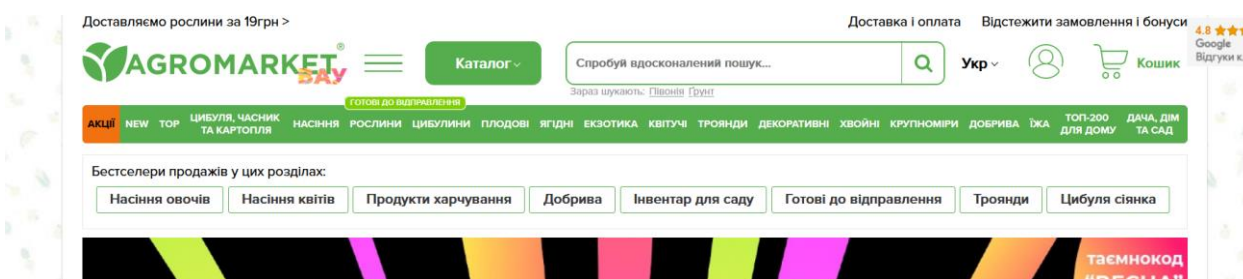
АГРАРНА БІРЖА

Єдина державна товарна біржа в Україні, яка була створена Кабінетом Міністрів України у 2005 році. Основним завданням - є забезпечення проведення Аграрним фондом товарних та фінансових інтервенцій. Девіз Аграрної Біржі - "Ми не прагнемо змінити ринок - ми намагаємося зробити його кращим!"

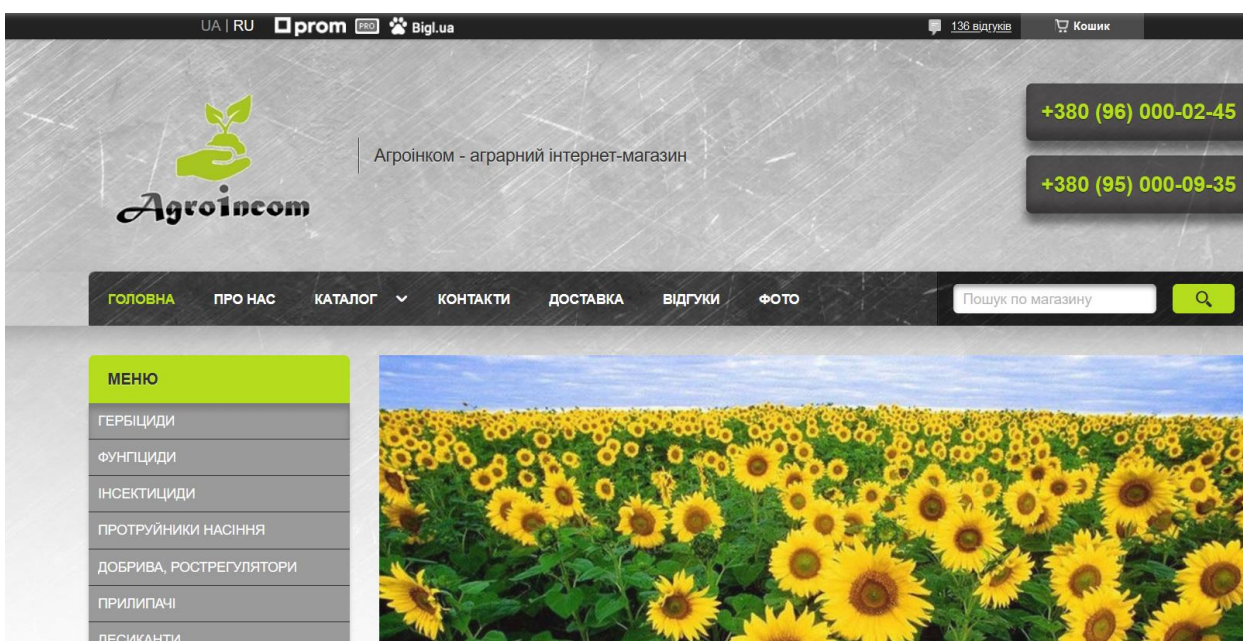
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<https://agroincom.com.ua/ua/>

Internet stores with agricultural specialization are an important tool for agricultural enterprises and farms. They provide access to the necessary goods, simplify the procurement process, provide information and convenient delivery conditions. Thanks to them, agricultural producers can more effectively manage their resources and optimize production processes.

Activities in the field of ensuring environmental protection measures are regulated by measures provided for by Ukrainian legislation. We propose to evaluate the development of agriculture based on the relationship with land resources, forest potential, as well as the importance of hunting and fishing.

Capital investment is the main factor of economic development. For agriculture, forestry and fisheries, capital investments provide the formation of all tangible and intangible assets, and therefore it is important to investigate the importance of capital investments in the system of environmental protection measures.

In this context, it is important to determine not so much the dynamics of capital investments in agriculture, forestry, and fisheries in recent years or capital investments in environmental protection activities, but the interdependence between capital investments in environmental protection and capital investments in agriculture, forestry, and fisheries. This dependence will make it possible to rank nature protection measures in order of importance for agriculture, forestry and fisheries based on the density of the connection. Thus, the tighter the connection, the more important the nature conservation activity for the economy.

The dependence of capital investments for environmental protection on capital investments in agriculture, forestry and fisheries (Fig. 7.1) is characterized by a correlation coefficient of 0.83, which indicates a high density of connection.

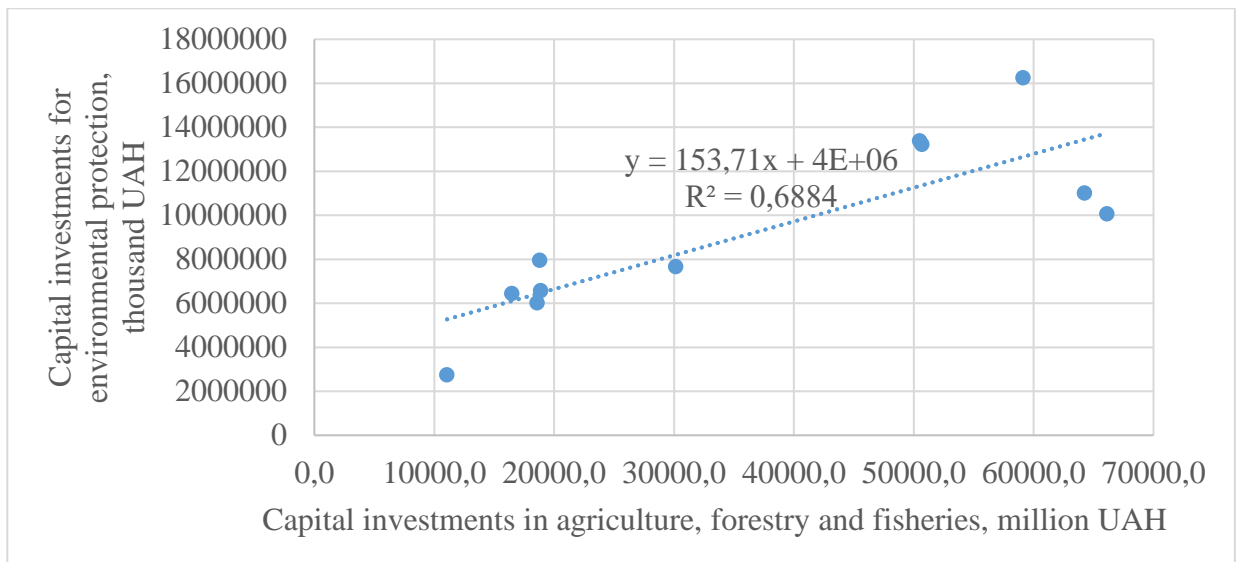


Figure 7.1. Dependence of capital investments for environmental protection on capital investments in agriculture, forestry and fisheries

Source: built by the authors based on forecast indicators of the State Statistics Service of Ukraine

Given the high density of communication, we will conduct similar studies on capital investments in:

- protection of atmospheric air and solving the problems of climate change;
- treatment of return water;
- waste management;
- protection and rehabilitation of soil, underground and surface waters;
- other measures.

The dependence of capital investments on atmospheric air protection and solving climate change problems on capital investments in agriculture, forestry, and fisheries (Fig. 7.2) is characterized by a sufficiently dense connection (correlation coefficient equal to 0.62).

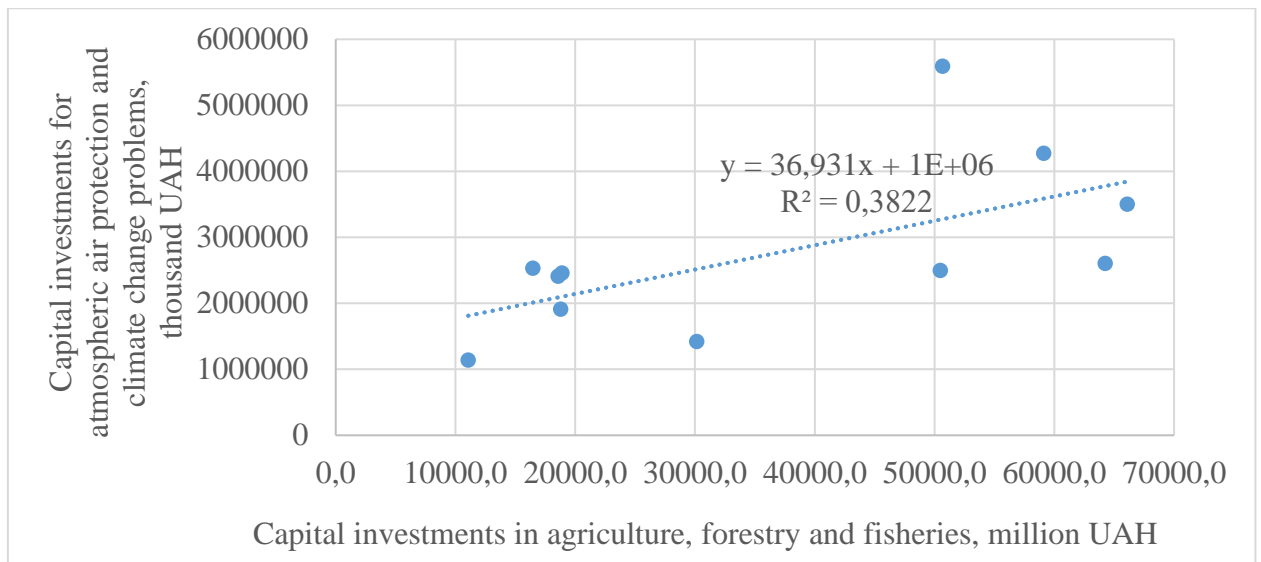


Figure 7.2. Dependence of capital investments on atmospheric air protection and solving climate change problems on capital

Source: built by the authors based on forecast indicators of the State Statistics Service of Ukraine

The regression equation shows that even in the absence of capital investments in agriculture, forestry and fisheries, the volume of capital investments for air protection and climate change problems will amount to UAH 1 billion.

The dependence of capital investments in wastewater treatment on capital investments in agriculture, forestry and fisheries (Fig. 7.3) is characterized by a high density of connection (correlation coefficient equal to 0.87), which indicates the high reliability of this model.

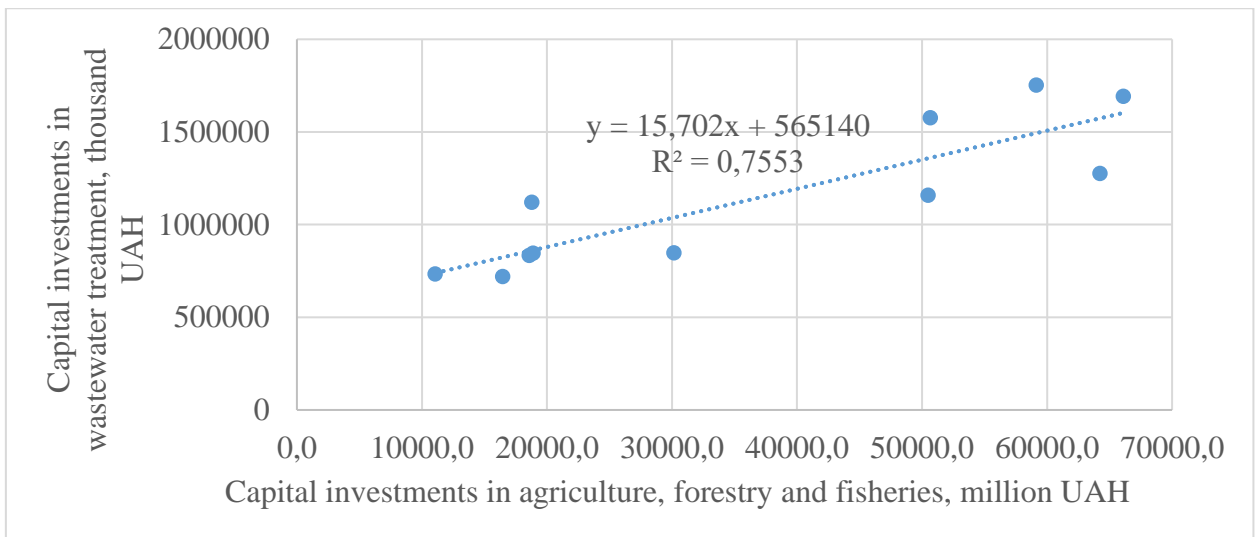


Figure 7.3. Dependence of capital investments in wastewater treatment on capital investments in agriculture, forestry and fisheries

Source: built by the authors based on forecast indicators of the State Statistics Service of Ukraine

The regression equation shows that even in the absence of capital investments in agriculture, forestry and fisheries, the volume of capital investments in wastewater treatment will be equal to UAH 565,140,000. In addition, in the absence of capital investment in the treatment of return water, agriculture, forestry, and fisheries must be additionally invested in the amount of UAH 35,992 million.

The dependence of capital investments in waste management on capital investments in agriculture, forestry and fisheries (Fig. 7.4) is characterized by a correlation coefficient of 0.66, which indicates a sufficiently high density of connection. In contrast to other models, in this case, a negative value of the free term is observed, and therefore the growth trend of the regression is observed, but the size of the decrease in the amount of capital investment in waste management is UAH 26,743 thousand.

Thus, in the absence of capital investments in agriculture, forestry and fisheries, the lack of capital investments in waste management will amount to UAH 26,743 thousand.

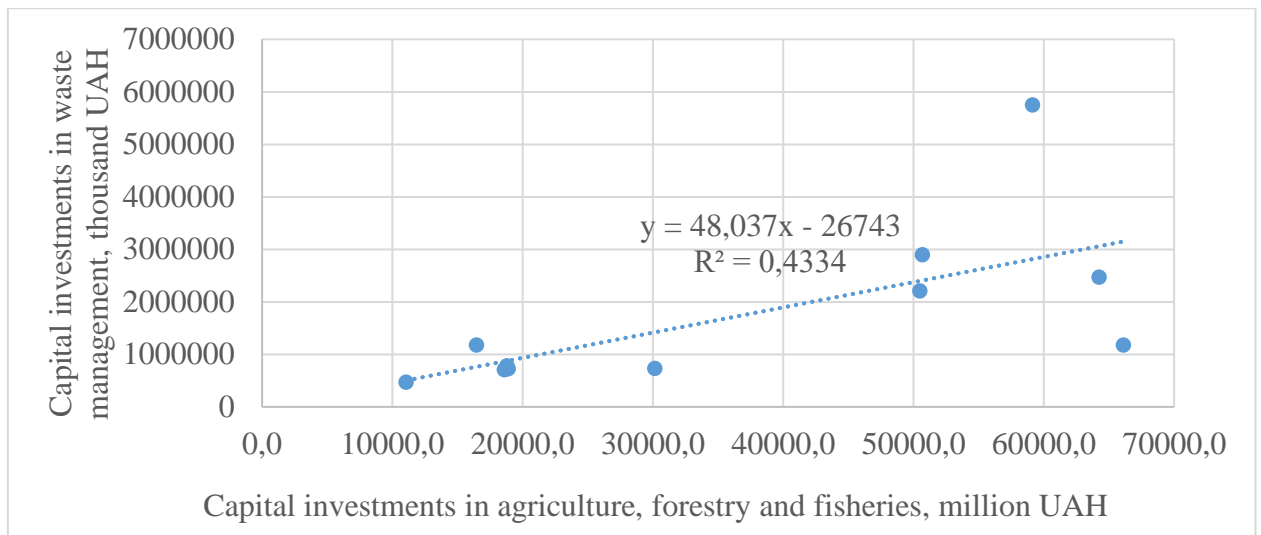


Figure 7.4. Dependence of capital investment in waste management on capital investment in agriculture, forestry and fisheries

Source: built by the authors based on forecast indicators of the State Statistics Service of Ukraine

The conducted research made it possible to identify two factor and resource indicators for building an operating environment:

- capital investment in wastewater treatment (X1), thousand UAH;
- capital investments in the protection and rehabilitation of soil, underground and surface water (X2), thousand UAH;
- capital investments in agriculture, forestry and fisheries (Y1), thousand UAH.

Indicators of capital investments in the treatment of return water, capital investments in the protection and rehabilitation of soil, underground and surface water, capital investments in agriculture, forestry and fisheries for the years 2010-2020 (Table 7.1) are used to construct coverage ratios of capital investments in agriculture, forestry and fisheries capital investments in return water treatment (X1 / Y) and coverage ratios of capital investments in agriculture, forestry and fisheries capital investments in protection and rehabilitation of soil, underground and surface waters (X2 / Y) (Table 7.3).

Based on the data in the table, it can be concluded that by the end of 2011, compared to 1 year, the amount of capital investment in wastewater treatment increased by 2.15 times. According to the results of the 11th year, compared to the 1st year, capital investments in the protection and rehabilitation of soil, underground and surface water (by 8 times) and capital investments in agriculture, forestry and fisheries (by 4.58 times) increased significantly.

Table 7.3.

Factor (X1, X2) and effective (Y) indicators of capital investments for environmental protection measures in agriculture, forestry and fisheries, thousand UAH

Year	X ₁	X ₂	Y
1	734663,4	319922	11062600
2	721325,5	639123,1	16466000
3	846955,4	540516,8	18883700
4	834114,8	324980,1	18587400
5	1122149,3	359925,6	18795700
6	848881,2	388259,2	30154700
7	1160029,1	419988,9	50484000
8	1276530,2	1284502	64243300
9	1692640,7	1444291,6	66104100
10	1753869,1	1721924,9	59129500
11	1578201,4	2554224,5	50679700

Source: built by the authors based on forecast indicators of the State Statistics Service of Ukraine

At the same time, it should be noted that the presence of fairly significant indicators of the growth of the volume of capital investments in environmental protection activities and in agriculture, forestry and fisheries does not yet indicate the effectiveness of these measures. Therefore, in order to carry out research using the method of analysis of the functioning environment, we will calculate the coefficients of coverage of capital investments in agriculture, forestry and fisheries, of capital investments in return water treatment (X_1 / Y) and the coefficients of coverage of capital investments in agriculture, forestry and fisheries, of capital

investments in soil protection and rehabilitation , underground and surface waters (X2 / Y) (Table 7.4).

Table 7.4.

Coverage ratios of capital investments in agriculture, forestry and fisheries of capital investments in return water treatment (X1 / Y) and coverage ratios of capital investments in agriculture, forestry and fisheries of capital investments in protection and rehabilitation of soil, underground and surface waters (X2 / Y)

Year	X ₁ / Y	X ₂ / Y
1	0,066	0,029
2	0,044	0,039
3	0,045	0,029
4	0,045	0,017
5	0,060	0,019
6	0,028	0,013
7	0,023	0,008
8	0,020	0,020
9	0,026	0,022
10	0,030	0,029
11	0,031	0,050

Source: built by the authors on the basis of the table. 7.1

As the results of the calculation show, all coefficients meet the following conditions: $X_1 / Y < 1$ and $X_2 / Y < 1$. Thus, for each year of the studied period, the volume of capital investments in agriculture, forestry, and fisheries is significantly greater than the volume of capital investments in treatment of return water, as well as in the protection and rehabilitation of soil, underground and surface water.

Using the coefficients of coverage of capital investments in agriculture, forestry and fisheries of capital investments in return water treatment (X1 / Y) and coefficients of coverage of capital investments in agriculture, forestry and fisheries of capital investments in protection and rehabilitation of soil, underground and surface waters (X2 / Y) for all years, we will determine the indicators of technical efficiency and technical inefficiency in the implementation of environmental protection activities for all years by the method of analysis of the operating environment (Fig. 7.5).

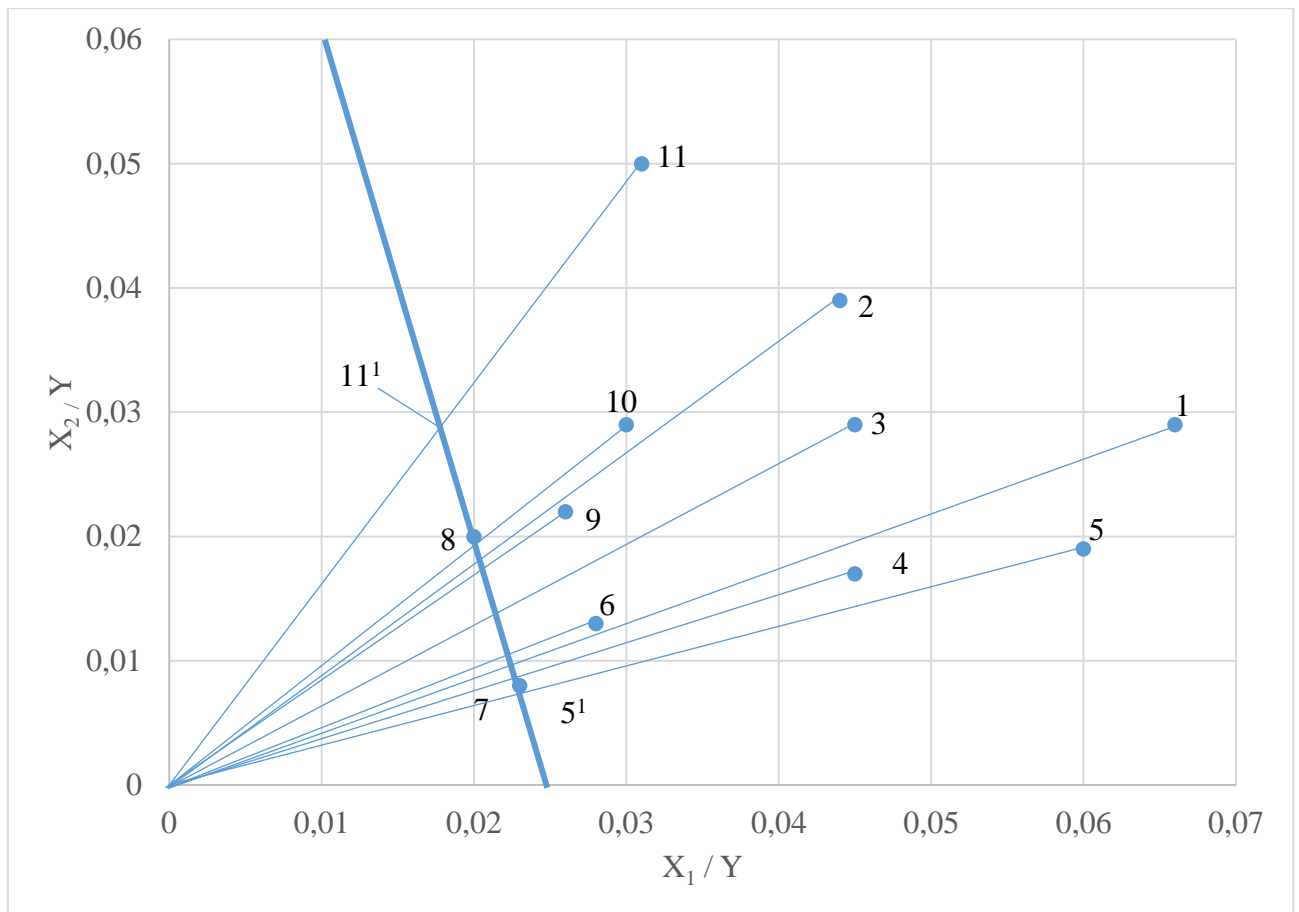


Figure 7.5. Assessment of the level of technical efficiency (inefficiency) of the use of capital investments in environmental protection measures

Source: constructed by the authors on the basis of Table 7.2

The line of technical efficiency is the limit line. In the figure, it is represented by positions 7-8. Items 7 and 8 have an efficiency ratio of 1. This means that the use of investments in the treatment of return water and the protection and rehabilitation of soil, underground and surface water in the calculation of capital investment in agriculture, forestry and fisheries in 2016 and 2017 is a benchmark for the studied period.

The given line of technical efficiency reflects the maximum result in relation to a given operating environment, the achievement of which will allow to overcome technical inefficiency (the coefficient of technical inefficiency will be equal to zero). In this case, for each year, the optimized position is the intersection position of the corresponding line with the technical efficiency line.

Based on the coincidence of the values of the maximum changes in capital investments in the 1st year, we will conclude that there are opportunities for significantly greater investment in agriculture, forestry and fisheries, however, significantly more funds were actually allocated to measures for the treatment of return water than the existing needs at that time.

Based on the above, it is possible to draw a conclusion about the lack of capital investment in agriculture, forestry and fisheries. As the results of the calculations show, the capital investment needs for each of the studied years were quite significant, and the real funds were many times less. The possibility of reducing capital investment in environmental protection measures, in particular in the treatment of return water and the protection and rehabilitation of soil, underground and surface water, shows that agriculture is not a branch of the national economy, which leads to significant water pollution and soil destruction compared to other branches. We believe that environmental protection measures should also be actively invested, but from the beginning it is necessary to ensure an effective return from the development of agriculture, forestry and fisheries directly through the satisfaction of capital investment needs.

CONCLUSIONS

Electronic commerce is an economic and managerial lever of influence on the activity of agro-ecological systems. The development of e-commerce in Ukraine is taking place in conditions of rapid spread of Internet communications and their availability. These processes in Ukraine are taking place with a certain delay compared to economically developed countries.

Accordingly, Ukrainian e-commerce largely uses methods and means of e-commerce that have already been successfully tested abroad and have shown their high efficiency. In particular, when choosing the technical means of implementing commercial online sites, well-known developers abroad have an advantage. Their popularity among Ukrainian specialists depends, on the one hand, on such general parameters as ease of setup, price of software components, functionality, etc. On the other hand, localization factors are of significant importance, in particular, the presence of Ukrainian-language packages of the control panel and part of the use of content management systems; the possibility of integration of commercial Internet resources with popular Ukrainian automated accounting systems; individual work experience of both developers and customers of Internet sites with certain software, etc.

Thanks to the Ukrainian localization, the universal content management system Wordpress and the specialized content management system of the Opencart online store are popular. The popularity of Wordpress CMS in Ukraine is primarily due to its free, functional flexibility and large community.

Customers of commercial sites usually prefer this CMS. At the same time, Wordpress does not have a high reputation among Ukrainian site developers, because the design templates of this CMS are combined with the software part, which complicates the process of editing them. In addition, the loading speed of sites on CMS Wordpress is relatively slow compared to other content management systems.

When creating small and medium-sized stores in Ukraine, the free specialized

Opencart CMS is most often preferred, which, thanks to a wide selection of paid modules from third-party developers, creates opportunities for integrating the online store with popular marketplaces.

Search engine optimization and contextual advertising are widely used Internet advertising tools in the Ukrainian Internet. «Google My Business» and other types of advertising are effectively used for local businesses.

Search optimization for small and medium-sized Internet stores and representative sites is mostly performed at the stage of their creation in the form of internal optimization followed by the addition of external natural and purchase links. Contextual advertising is used both to quickly launch an advertising company and to receive a portion of search traffic in highly competitive niches.

The peculiarity of contextual advertising in Ukraine is that Internet users use both google.com and google.com.ua for searching without seeing any significant difference between them. However, for contextual advertising, these are two different search engines, each of which requires a separate advertising company to be set up and paid for.

As for e-mail marketing, it develops mainly in the direction of personalization of the mailing. Ukrainian legislation does not provide for penalties for sending spam, but spam filters prevent the simultaneous sending of a large number of letters from one Internet resource. Therefore, in the case of mass e-mailing, sites - online stores, use modules that automatically send several letters with an interval of a few minutes.

The monograph examines all stages of the organization of Internet trade, starting with the choice of a niche, administrative and legal aspects of the organization of Internet stores. Recommendations for creating online stores based on modern software solutions are provided; implementation of online payment for goods; organization of the advertising company in accordance with the specifics of the online store. In addition, recommendations on the organization of business processes of working online stores to increase the efficiency and competitiveness of their activities are proposed.

Based on the research of new technologies in the agricultural sector and the

use of artificial intelligence in business activities, it can be noted that agriculture is turning into an industry where the accuracy and timeliness of data use is of great importance. From the point of view of strategic planning, the use of e-commerce should become a priority direction for agricultural enterprises in the development of a general strategy for their development using all competitive advantages and opportunities provided by virtual business. The main problems that today prevent agricultural formation from using the services of electronic trading platforms and online stores are: lack of high-quality telecommunications in small settlements; low level of trust of the inhabitants of the villages in online trade and transparency of operations on the virtual agricultural market.

The development of agro-ecological systems is possible in the conditions of an effective market by forming quality relations between producers and customers, and a decisive role is played by both purely economic tools based on the obtained commercial results, and management tools - the ability to create conditions in which it is comfortable to work and make management decisions. Greening of the economy is a modern requirement of agricultural production, which includes environmental protection measures on the one hand, and on the other hand creates conditions for attracting additional resources by turning waste into an intermediate product that can be used at the next stages of product manufacturing.

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