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Methods of SEO evaluation

Today, almost every commercial organization has its own website. And every owner of his web resource aims to generate income from it. You can increase revenue from your site as a business tool in various ways. One of such methods is search engine optimization (SEO), which is a complex website promotion in search engines (SE) by increasing its visibility on specific search phrases (keywords). The result of this optimization is an increase in traffic to the site. The article shows what indicators need to be used to assess the quality of SEO-promotion of online shopping sites.

Keywords: SEO, Search engine optimization, website promotion, ecommerce, online stores, search engines, web analysis.

Introduction

For a proper evaluation of the website optimization quality, there are various metrics. Some of them are universal for all categories of sites (for example, the number of views, new visits, etc.). And for some types of sites (for example, online stores) such universal metrics are not enough. Moreover, it also depends on the specifics of the business and the subject area.

Thus, we can conclude that the growing demand for search engine optimization of online stores and the lack of specific parameters that should be used to evaluate the success of search engine optimization, explain the relevance of this study. The discrepancy between the desires of website owners in the qualitative promotion of their website as an e-commerce tool and the current situation leads to a contradiction between the necessity to meet the requirements of customers of website promotion and the lack of assessment metrics necessary for their particular case.

The site of the online store is considered as the object of this scientific research. As an example, was taken the store, the main activity of which is the sale of fishing accessories.

The subject of the current research is a system of indicators and criteria for evaluating search engine optimization of the site, by which will be analyzed online store.

The result of this research is the effectiveness evaluation method of online store's search engine optimization, taking into account the characteristics of its field of activity.

A practical need is to apply this methodology on an existing company's website and to improve the indicators selected as the subject of study.

Thus, the *purpose* of the study is to develop a method of effectively evaluating the search engine optimization of the company's online store.

In order to achieve the goal set by the research, the following tasks are defined:
• explore existing SEO indicators;
• highlight the most relevant indicators for optimizing an online store;
• classify the analyzed indicators into groups depending on their specificity;
• develop a methodology for the effective evaluation of search engine optimisation;
• apply the developed methodology on the website of the online store.

Distinctive features of the elements of **scientific novelty** of this study are:
• new restrictions and assumptions in the evaluation of search engine optimization online stores;