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CATEGORY : Computer Science

PROJECT : Technology of web site advancement

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FINALISTS : Evgeniy Bondarev

COUNTRY : Russian Federation

Paper Title: TECHNOLOGY OF WEB SITE ADVANCEMENT
Nomination: Development Work
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Internet by its content represents a fountain of information, while from the point of view of its arrangement it is a huge dump. There are an enormous number of web sites. Multiple web sites are commercially directed, i.e. are aimed at profit earning. As profit depends on the number of visits to web site, no visitors means no profit. So, to obtain more orders, web site producers should first of all ensure good inflow of visitors (web site attendance). Every year this task becomes more and more critical for commercial web site owners (and not only for them), as the number of similar content web sites increases steadily along with competition intensifying correspondingly.

The process of establishing conditions to attract more visitors is called ***web site advancement.*** The present paper discusses various ways of how to increase the number of web site visitors, it also describes the particular process of "Theater to Children" (www.teatrbaby.ru) web site advancement. Based on the paper outcomes a CD multimedia manual "Technology of web site advancement" has been developed that will help web site producers to achieve good attendance for their network resources.

As the purpose of web site advancement is visitor number increase then the main criterion of web site advancement efficiency should be the number of visitors for a certain time period, e.g. for 24 hours, a week or a month. Taking into consideration that about 80% of Internet users retrieve information through search systems, the major growth of visitors will occur owing to the enhancement of web site visibility in search systems.

THE PAPER OBJECTIVES:

1. investigate the technology of web site advancement in Internet;
2. increase attendance of "Theater to Children: scenarios, techniques, music" (http://www.teatrbaby.ru) web site by making it advanced in Internet;
3. create a multimedia tutorial on web site advancement.

In the course of paper development we reviewed the existing ways of web site advancement and evaluated their efficiency. The following step was "Theater to Children" web site advancement.

COMPLETED:
1. The base course of web site promotion with regard to search systems has been studied.
2. Web site optimization for search queries has been completed.
3. Monitoring has been conducted for 2 years.
4. Multimedia tutorial on web site advancement has been produced.

OUTCOMES:
5. Web site visibility has increased by 400-500%.
6. Attendance has increased 2-3 times more and continues to increase.
7. Number of orders has increased.

CONCLUSIONS:
8. We consider web site advancement successful.
9. Extent of advancement depends on the competition level.
10. Ranking algorithm often changes in search systems thus influencing the optimized pages position.
11. Completed work is estimated at 21000 rubles according to MACSAN company price list.

評語

The projects targets to propose rules that are helpful for the web site advancement. The author sumnviges seven rules. Howhder, there is no dcta(or research results) so that the reviewers can not be convinced whether the propsed rules function. This is just a survey work ,but not a research .