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CEO Promotion as A Tool for Internet Marketing

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The relevance of this research topic is due to the fact that at the present time of crisis, business is in dire need of the cheapest and most effective promotion tools, one of which is seo. Research problem: today in Internet marketing there are a large number of promotion tools that allow a business to choose a set of tools suitable for each niche. Also, most of the tools allow you to draw up an accurate portrait of the target audience and show ads only to potential customers, and not to everyone in a row, as is the case, for example, on television. However, not all tools give results immediately, but at the same time they have a high price. In response to this problem, our research suggests examining one of the cheapest and most effective Internet marketing tools - search engine optimization. Purpose: the purpose of the study was to study the features of the application of the seo-optimization method. The research results were obtained using such cognitive methods as abstraction, synthesis, analysis, induction, deduction. Results: site search engine optimization is a fairly effective method of internet marketing. Search engine optimization of the site will bring new customers to companies and, as a result, profits from product sales as long as people do not stop using search engines.

Keywords:

Seo, seo-optimization, search engine promotion, internet marketing, internet marketing tools, website, promotion, search results.

The relevance of this research topic is due to the fact that at the present time of crisis, business is in dire need of the cheapest and most effective tools of Internet marketing. In this case, we are talking, among other things, about attracting and retaining direct consumers using various promotion tools. These tools are not only a means for disseminating information about companies and their products, but also a way to create an attractive image within the professional environment.

The method of search engine optimization of the site has been actively studied over the past 10 years, marketers are

studying the mechanisms of search engine optimization, ways to improve them, and offer options for marketing strategies using search engine optimization of the site. Developments and research in the field of search engine optimization of the site are found in the works of domestic and foreign researchers: M.V.Akulich, T.A.Ditman, E.A.Muratova, A.V.Plotnikov, O.A.Pashchenko, K.N.Trashkova and others.

It is worth noting that for most of the operating companies, when choosing the best Internet marketing tools, the intuitive approach is dominant.

It should be noted that a number of the

following trends are key prerequisites for increasing the attention of the business community and researchers to the issue of choosing the most effective Internet marketing tools [1]:

- elimination of differentiation of consumers according to a geographical feature, as well as the interaction of consumers and producers from different parts of the world within the online space;

- increasing consumer requirements for the content of commercial offers;

- increasing the already existing role of independent search for information about direct suppliers in the procurement system of most companies;

- increasing the role of customer service as one of the elements of competition, which in turn is evaluated, including through the quality of communications.

As a result, in order to successfully adapt the commercial activities of companies to the above prospects, it is necessary to reorganize the company's business processes, which, in turn, are aimed at interacting with consumers in favor of improving Internet technologies.

At the same time, significant transformations were implemented in the views of Internet marketers on the significance and functions of the site for business.

Thus, in order for an Internet resource to be able to fully perform all currently existing marketing functions, it needs support from various Internet marketing tools. In Table 1, we consider all the main types of Internet marketing tools. It is important that each of the above tools helps to increase website traffic, as well as the level of conversion.

Table 1
Comparative characteristics of the main tools of the Internet marketing [2]

Tool	Content	Advantages	Drawback
Search engine promotion	Promotion of the site to the first page of search engines by choosing search queries.	<ul style="list-style-type: none"> • Does not create an ad experience for users. • Low cost of promotion per visit. • Increasing the conversion of potential customers into buyers. • Fixed cost of work. 	<ul style="list-style-type: none"> • The need to bring the site in line with the requirements of search engines; • "Delayed effect" - the time until a stable result is obtained; • Restrictions on promotion regions.
Media advertising	Advertising messages in the form of static or animated pictures (banners) placed on website pages.	<ul style="list-style-type: none"> • Increases brand awareness. • Provides a large audience coverage. • Affects emotions and subconscious motives. 	<ul style="list-style-type: none"> • High price. • Low direct conversion of site visitors into customers.
Contextual advertising	Context-sensitive banners displayed immediately below the search bar, or to the right of the search engine results.	<ul style="list-style-type: none"> • Targeted appeal to the target audience. • Maximum visibility in search engine results. • High controllability. 	<ul style="list-style-type: none"> • Difficulty of setting Auction value formation system. • High price. • Repulsive consumer label "Advertising".
SMM promotion	Promotion in social networks	<ul style="list-style-type: none"> • Lively and responsive audience. 	<ul style="list-style-type: none"> • Long payback period.

		<ul style="list-style-type: none"> • Opportunity to “grow” loyal customers. • Low cost. 	<ul style="list-style-type: none"> • The difficulty of attracting an audience for organizations with a specific product. • High time consumption.
Viral Marketing	Formation of advertising content that can attract recipients of information through creative ideas.	<ul style="list-style-type: none"> • Provides high recognition, loyalty and respect of the audience. • Unobtrusive advertising message. 	<ul style="list-style-type: none"> • Expenses of resources without a guarantee of results.
Internet branding	A set of activities related to the creation and promotion of a new or existing brand on the Internet	<ul style="list-style-type: none"> • Wide communication possibilities. • Ability to collect feedback and suggestions. • Low cost compared to offline branding. • The ability to predict the results of using other tools. 	<ul style="list-style-type: none"> • The need to take into account the specifics of the business. • High risk of reputational losses in the event of errors or active actions of competitors against the brand.

Based on the data presented in Table 1, it appears it is possible to conclude that within the framework of Internet marketing there are quite a lot of tools and each of them is characterized by the presence of its own disadvantages and advantages.

In our opinion, SEO promotion can be called the most native, cheap and at the same time effective in terms of attracting target customers to the site. Next, consider it in more detail.

SEO (Search Engine Optimization) is a system of work that can influence search robots in order to promote a site to the TOP of search engines. It should be borne in mind that getting on the first page of search results (TOP-10) is a guarantee of increasing website traffic.

Thus, an increase in the attendance of an Internet resource can lead to an increase in profits. Getting on the first page of the search engine allows the site to be seen by 85-90% of users, who, as a rule, do not go further than the first page of the search [3].

It should be understood that not only increasing website traffic will increase profits.

SEO is a special set of works aimed at improving all elements of the site: content, user friendliness, program code, design, etc.

Based on practice, you can see that in order to double the profitability of the site, it is not always necessary to double the traffic. In this case, work can be done on the conversion of the already existing volume of traffic. Increasing each of the individual parameters by a few percent.

SEO works already with the generated demand. The fact is that its main goal is to promote the site for certain informational and commercial user requests, while avoiding requests from robots to the maximum.

Thus, in the above situation, the main goal of website promotion is to increase the influx of the target audience.

The main tasks of SEO marketing include:

- increasing the visibility of the Internet resource in search engines;
- formation of competent internal optimization of the Internet resource;
- correct updating and compilation of a

set of key phrases or a semantic core, which are divided into semantic logical groups;

It should be borne in mind that in addition to getting into the leaders in search results (SERP), it can be called an insufficient action, since after that it is necessary to maintain the parameters achieved by the site. To do this, you should constantly carry out your activities on the structure, as well as the content of the Internet resource, which was already discussed earlier.

How the site meets the criteria for selecting search engines depends on its place in the issuance of search queries. Among other things, various search engines use their own mechanisms for evaluating and analyzing content and sites that are constantly evolving in order to exclude the possibility of automatic ranking increase.

The key indicators of the effectiveness and quality of the site should include [4]:

- number of unique users;
- the average number of pages viewed by visitors;
- the average value of the time spent on the site by each user;
- the dynamics of changes in the ratio between old (regular) users and new ones;
- structure and sources of traffic;
- a set of key phrases used;
- login-logout page;
- demographic data obtained by analyzing information about visitors to the resource;
- conversion rates.

Every SEO specialist should have knowledge of the principles of ranking sites by search engines. There is no single methodology for all, which is why special attention is paid to the experience of those persons who are involved in the development and promotion of the site. Thus, the popularity and quality of service largely depends on their professionalism. In their direct activities, an SEO specialist must adhere to three groups of ranking criteria - behavioral, internal and external [5].

Thus, based on the foregoing, we can conclude that in our time it is difficult to imagine the functioning of all spheres of life

without the help of electronic, computer, network and many other important automated technologies. From communication and purchasing purchases to the production of goods and the independent operation of the company - everything is moving into a digital environment, and Internet marketing is a simple and effective way to make money [6]. This issue became especially acute in the current crisis situation, which actively gained momentum in March 2020 - due to the coronavirus pandemic, almost all Russian offline businesses were closed, many people had to take administrative leave, and many simply lose their jobs due to the bankruptcy of the employer. It follows from this that online business will rapidly gain momentum in its development and, accordingly, Internet marketing will also be more in demand. At the same time, one of the most popular Internet marketing tools - SEO promotion is still an effective and important marketing strategy. Depending on the nature of the business or the theme of the blog or news portal, SEO can help increase your clientele and readership. It can help reduce costs, increase ROI. SEO helps websites sell by making more people aware of the existence of a particular brand or by making the site more attractive, so the number of digital buyers naturally increases. Search engine optimization of site pages is carried out through a set of measures for internal adjustment of the resource and its external adaptation to the requirements of users and search engines. To improve the quality of the service, technical methods are actively used to reduce response time, improve the code, site maps, as well as SEO copywriting. Since search engines are still a popular platform for users to find content, goods and services, search engine optimization of the site will bring new customers to companies and, as a result, profit from product sales.

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