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LINGUISTIC SUPPORT AND INTERNAL OPTIMIZATION OF WEBSITES

For centuries books have been the primary source of knowledge, providing people with three major ways of how to search for information on hundreds and thousands of pages. They included the search by the contents, references and indices. Surprisingly, it appears that the same methods are still used for searching data and necessary electronic pages in the Internet – a new global source of information. The only distinction is that they must be automated and carried out by means of special programs.

Search advancing or search optimization (from English “Search Engine Optimization”) is a package of measures for uplift of website positions in the results of search systems for certain users' inquiries. Usually, the higher website position in search results are, the more readers are transferred to it by search systems [1, 2].

Linguistic optimization is a set of special measures that are generally connected to the change of site content and links so that they correspond to potential users' inquiries. An ideal search advance is when the website ranks in the top three pages of the search results.

Practically any verbal phrase that makes some sense is typed into a search line as an inquiry will receive millions of links to the sources where this phrase is mentioned. It is natural that most users pay greatest attention to higher positions of the offered search results. According to statistics, no more than 85% of users follow even to the second link, and no more than 10% go further than the second link. Thus, any owner of a web resource (business company, private and public organizations, social networks, clubs etc.) wishes his/her website to be "shown through" to the Internet users and collect as many visitors as possible. In a nutshell it means they try to promote their websites to the first pages of search results (and ideally number one!). The solution of this task is provided through SEO i.e. ensuring a website can be found in search engines for words and phrases relevant to what the site is offering.

Optimization methods can be divided into several types:

1. *White hat or natural optimization* is an adjustment and improvement of the code, the text and other parameters of the website for search system algorithms to increase its positions in search results without application of the forbidden or dishonest methods. It is a complex of the Internet marketing tools to increase website attendance based on the analysis of target visitors behavior and preferences.

2. *Black hat optimization* is an application of the forbidden and unfair methods for fine-tuning of the code, the text or other website parameters for search system algorithms to increase its positions in the search results.

3. Another kind sometimes used is *grey hat optimization*. This is in between black hat and white hat approaches where the methods used avoid the site being penalized however do not act in producing the best content for users, rather entirely focused on improving search engine rankings. It consists in adding a large number of catchwords in the text, often neglecting the layout, or automatic redirection from one web resource to another.

Our research consists in improvement of the website of applied linguistics department through reorganization of its semantic kernel using white hat and grey hat optimization techniques and meta-tags.

LITERATURE

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