**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**

**BELARUSIAN STATE UNIVERSITY**

**MECHANICAL-MATHEMATICAL FACULTY**

**Department of Nonlinear Analysis and Analytical Economics**

Annotation for the graduate work

**OPTIMIZATION AND PROMOTION IN THE NETWORK OF INTERNET WEB-SITE OF ORGANIZATION LLC "BALTKUB"**

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**Minsk 2017**

Theme of the thesis: "Optimization and advancement in the Internet of the web-site of the organization LLC Baltcub".

The volume of the thesis is 92 pages, it contains 33 illustrations, 1 table, 5 sources of literature and 4 applications.

Key words: SITE OPTIMIZATION, CONTEXT ADVERTISEMENT, SEO.

The thesis consists of an introduction, three chapters, conclusion, and a list of used literature and applications.

The purpose of the work is to develop and implement a strategy for promoting the organization's web site on the Internet.

In the introduction, the substantiation of the relevance of the chosen topic is given, the goal and tasks of the work are formulated.

In the first chapter, theoretical material on the issue of user-defined web resource optimization was presented. After that, the process of applying these theoretical knowledge to the subject of the thesis was described.

In the second chapter, theoretical material on Internet marketing was presented. Introduced the concept of Internet marketing, describes its characteristics. A detailed description of Internet marketing tools is given.

In the third chapter, a detailed and complete description of the practical implementation of the thesis project is given. Describes all the tools used and methods of using them. The results of the work done are presented, the results are analyzed and, based on them, conclusions are drawn about the effectiveness of the implemented project.

The degree work is of a practical nature. Its result is the development and successful implementation of the strategy for promoting the organization's web site on the Internet. The results of the thesis are recommended for further use in the work of the organization.

The thesis was written by the author himself.