

border competition challenges, a well-functioning, national competition regime is insufficient and also there is a problem with developing countries which are lack the resources or experience to tackle international competition challenges.

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## **PECULIARITIES OF INTERNET SERVICES PROMOTION**

Developing and promoting such Internet projects as online services is a distinct area of marketing with a large number of features. The services can be diverse from sites that serve the maintenance of other sites to the entire entertainment or work complexes.

Service promotion is a permanent work and a number of Internet services to achieve certain positions in search engines for certain requests. After all, along with the growth and development of the service, there are many service-competitors on the market, who will try to take the first positions in search queries. In addition, the amount of information on the Internet is constantly and rapidly increasing. So, the promotion of the service should go to the new levels and use the most diverse tools such as an assessment of the effectiveness of promotion, competent registration of

the site in directories and search engines, the formation of links to external resources, regular monitoring of the site's position on search engines and the preparation of reports.

Search engine optimization of online services is one of the most difficult tasks, especially when the service is new and is an innovation on the Internet. The problem is that the potential customers are not aware of the existence of this service and for this reason they do not ask questions about its search in the Internet.

Promotion of new online services has certain features. The basis for promotion is the information requests, not commercial ones. The difference between information requests is that they can be related to the topic of the service itself, not directly. For example, if the service is a computer designer, then it makes sense to promote this site for "how to choose a computer", "how to choose a computer for work", and so on.

The main advantages of this approach are as follows:

1. Information requests do not tie up the movement to a specific region. Therefore, by promoting a site for such a strategy, you can achieve attendance from all regions without limiting one to yourself;

2. Competition in search queries for 116 information requests is often less acute than in commercial lending, due to which you can quickly achieve good attendance, and avoid competition with commercial sites, which will reduce the cost of promotion.

Promotion of the innovation project can be started before it is launched. With the help of release texts, the moment when the service is opened, good results can be achieved for the promotion and attraction of traffic.

Filling up the promoting pages is made so that the information which is placed there would be interesting for people and push them to use the functions of the site. Not only relevant information should attract the reader, but the service itself, which he/she should want to subscribe, to register on it, and so on.

Services that are no longer new are also in need of promotion. A typical problem is that most part of the site that contains the main functionality is available only after registration, which closes all these pages from the search engine. Therefore, to make the promotion effective, they resort to various tricks. There are some of them:

On the site you can create a sufficient number of pages in the form of instructions on how to use the service. By using a promotion strategy, you can attract users directly to these (target) pages.

The service site and site describing the service often represents separate domains or domain and sub domain, which allows you to create an information platform for promotion on one site without clogging the text workspace of the service.

Promotion through social networks has recently become widespread.

The method of promotion through social networks requires high labor costs, since it should constantly show significant activity on the network. Therefore, this method is better to use at the initial stage of site promotion, while there is strength and enthusiasm to do this. In the future, it's better to focus on search engine optimization and contextual advertising.

When promoting search engines among the decisive factors, you can distinguish not only links and text information, but also behavioral factors, the visibility of the site in social networks and the "naturalness" of the links. The absence or weak presence of one of these factors can either significantly reduce the efficiency of the promotion and at times increase financial and time costs, or at all lead to the reverse effect.

To sum up, the attention should be paid to the obligatory necessity of integrated application of promotion tools, including search engine optimization of the site, contextual advertising, promotion through social networks and thematic portals. Only this approach will ensure a rapid growth of the service audience and a timely release of planned financial indicators.

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