

SITE AS THE INTERNET MARKETING TOOL

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The article is devoted to creating the site structuring stages as an effective tool for Internet marketing. The authors examine the construction of the process not in terms of the technical development team but as a task of the professional marketer.

In the article, the site is a tool to expand the company's distribution channels. Analysed stages of creating the site, the results of each phase and the biggest mistakes during building a website. Revealed the importance of a proper determination of purposes of the website as a foundation for further work of a marketer. Considered content management systems: WordPress, Joomla, Drupal, MODX, 1C-Bitrix. Highlighted their weaknesses, advantages and usage specificity. Compared Joomla and WordPress from the point of view of key characteristics: selecting a template, commentary, using plugins.

Defined the most important characteristics for selecting a template and the importance of analysing the target market leaders. Discovered important moments during the filling of the site content. Analysed advantages and disadvantages of using SEO-optimization. Considered key characteristics that are necessary to maintain constantly monitor site performance. It must have an interesting content, and quickly work on different devices and in different countries. Analysed the content marketing tools for improving search traffic: Google PageSpeed Insights, Pingdom Tools, Monitis Tools, Google Developers Charts, Squirrly. Their advantages and disadvantages are revealed.

As a result, the article analysed all the stages and errors of building a website, found the most effective tools for its operation as a part of the sales process to improve the profitability of the company.