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USING DYNAMIC CONTENT TO INCREASE RELEVANCE**Olha Matsyi****Kharkiv National Automobile and Highway University, Ukraine**

Internet marketing is the performance of consistent actions in solving marketing problems, using the capabilities of the Internet. The main goal is to get the maximum effect from the potential audience of the site with the help of information and communication technologies (internet marketing tools). The development of internet marketing has changed the way brands and companies use technology for marketing. As digital platforms are increasingly included in marketing plans, digital marketing campaigns are becoming more widespread and effective. Internet marketing techniques such as search engine optimization, content marketing, impact marketing, content automation, data marketing are becoming more common [1, 2].

The presented work investigates effective Internet marketing tools and site traffic analysis tools for the network of service stations (<http://sto.kharkiv.ua/>).

Typical applications of modern web technologies in industry are web-based applications for the control and management of various technological processes. For such applications, there is a problem of constructing a convenient, clear and simple user interface, which includes parameters, sensors, graphs, tables, while some of the parameters can be changed in real time. [3]. Modern websites are characterized by the presence of a large number of audiovisual components, most of which are developed on HTML5 and various JS engines. Given the complexity of the task, whole groups of programmers work on such projects, including designers, programmers, testers, etc. The quality of the final product formation depends on the quality of team formation. [4-6].

One of the main characteristics of website optimization is the relevance of the pages and the conversion rate of user actions. Site page relevance is the relevance of a page to a search query. This means relevance – the more the page matches the

search query, the higher the site should be in the search results, since the page relevance value significantly affects the search ranking (sorting) [7].

Unhelpful pages with high semantic relevance can keep search relevance high until behavioral ranking factors are added to the relevance score. Where already the users will show the true benefits of the page by their behavior, as a result of which the text relevance will be supplemented and adjusted. Increase page relevance through keyword density of text or increase relevance through links - measures that work in an environment of either low competition or high usability. Dynamic content (dynamic content) is a subtype of content that is constantly updated depending on individual user factors: geo-position, online behavior and interests of the user, his gender, age, shopping history, current weather, etc. With the help of dynamic content, you can effectively improve the interaction with consumers, providing them with information that is most relevant at the moment, this type of content is also called adaptive or smart content. You can use dynamic content on site pages, in e-mails, advertisements, banners, pop-ups, etc. Dynamic content is fully «approved» by search engines, if it is really designed with the interests of users in mind. Of course, the development of dynamic content is more expensive than static, but in most cases, all costs are quickly offset, because «guessing» the wishes of users can significantly increase the conversion rate. «Smart» dynamic content adapts to certain users, showing them different images, generating calls to action and changing the text content according to the behavior and interests of the recipients. The most personalized messages are guaranteed to attract the attention of consumers and raise the level of their involvement.

Thanks to the implemented dynamic substitution of prices, contact data and fixing of UTM-tags in the service station it is possible to assess the reaction of potential customers at different price levels, as well as to determine the desired number of customers at different levels of profitability.

It should also be noted that the above scheme can be used not only for the formation of the pricing policy of the service station, but also for the formation of

services, testing the effectiveness of texts, images, promotional materials and any other content of the page.

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