DESIGN FEATURES OF HIGH RATING INTERNET RESOURCES

Taras Basyuk[1], Andrii Vasyliuk [2]

Information Systems and Networks Department, Lviv Polytechnic National University, S. Bandery Str., 12, Lviv, 79013, UKRAINE, E-mail: [1]btaras@rambler.ru, [1]basyuk.ism@gmail.com, [2]zoso81@mail.ru

The purpose of the publication is to determine the design features of high rating resources on the Internet. The study will provide the means to implement a comprehensive website analysis leading towards a mechanism to provide recommendations for its improvement with a view to entering into the top search engine ranking positions. To achieve this goal it is necessary to solve the following main tasks:

- To analyze known techniques of estimation and to determine their possible application in the study of the problem;

- To analyze known architecture building resources and their uses; identify the factors that carries the greatest influence on the process of building a high rating resource.

Object of study - the process of entering online resource of top search engine ranking positions.

The subject is the methods and means of creating high ranking resources.

Scientific novelty is to study features of information architecture website and the definition of "bottlenecks" that arise in the process of designing high rating resources.

The practical value of the work is to build the parameters that will be used in the design of system compliance automation process of building high rating resources.

The authors developed a methodological framework for building decision support systems in optimizing Internet resources and their subsequent entry in the top search engines:

- Analysis of known tools and techniques shows the absence of mechanisms that provide guidelines for designing high initial rating of resources;

- Investigation of search engine optimization indices allows reasoning their use in the construction of Internet resources;

- Description of data architecture creation features and identification of "bottlenecks" that arise in the process of designing websites were done.

Keywords – web metrics, internet resources, ranking, architecture.