УДК

UIVERSITY WEB-SITE AS A TOOL OF INTERNET MAKKETING IN DONETSK NATIONAL UNIVERSITY ACTIVITIES

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Popova V.G. Web-site of institution of higher learning as an internet-marketing instrument is in activity of the Donetsk national university

In the article the theoretical aspects of internet-marketing are considered and the analysis of efficiency of functioning of web-site of university is given. New communicative technologies changed a market competition substantially, providing with market participants absolutely new instruments and affecting channels consciousness of mass audience. The Internet becomes a basic of communication environment in modern terms, and the web-site of institution of higher learning comes forward a main of communication instrument. Efficiency of work of web-site in a great deal depends on his functionality, id est to lightness in the use, that depends on a design, navigation, architecture. For that what to check for how many effectively the web-site of university functions was conducted SEO analysis of web-site and recommendations are given on his optimization. The removal of the problems educed at an analysis will help to do the web-site of institution of higher learning more

Keywords: marketing communications, internet- marketing, web site of university, marketing instrument.

В статье рассмотрены теоретические аспекты интернет-маркетинга и дан анализ эффективности функционирования сайта университета. Новые коммуникативные технологии существенно изменили рыночную конкуренцию, наделив участников рынка абсолютно новыми инструментами и каналами воздействия на сознание массовой аудитории. В современных условиях основной коммуникационной средой становится Интернет, а главным коммуникационным инструментом выступает сайт вуза. Эффективность работы сайта во многом зависит от его функциональности, то есть лёгкости в использовании, которая зависит от дизайна, навигации, архитектуры. Для того что бы проверить на сколько эффективно функционирует сайт университета был проведен SEO анализ сайта и даны рекомендации по его оптимизации. Устранение проблем, выявленных при анализе, поможет сделать сайт вуза более конкурентоспособным.

Ключевые слова: маркетинговые коммуникации, интернет - маркетинг, веб-сайт университета, инструмент маркетинга.

У статті розглянуті теоретичні аспекти інтернет-маркетингу і даний аналіз ефективності функціонування сайту університету. Нові комунікативні технології істотно змінили ринкову конкуренцію, наділивши учасників ринку абсолютно новими інструментами і каналами дії на свідомість масової аудиторії. У сучасних умовах основним комунікаційним середовищем стає Інтернет, а головним комунікаційним інструментом виступає сайт внз. Ефективність роботи сайту багато в чому залежить від його функціональності, тобто легкості у використанні, яка залежить від дизайну, навігації, архітектури. Для того що б перевірити на скільки ефективно функціонує сайт університету був проведений SEO аналіз сайту і дані рекомендації по його оптимізації. Усунення проблем, виявлених при аналізі, допоможе зробити сайт внз конкурентоздатнішим.

Ключові слова: маркетингові комунікації, інтернет-маркетинг, веб-сайт університету, інструмент маркетингу.

Currently, all educational institutions, including universities, are the real market participants, the subjects of the education market and the labor market. The modern interpretation of market orientation based on strategic and integrating the role of marketing in the management of the organization. In addition, within the framework of the modern concept of relationship marketing focus is not only on consumers but also to other partners and audience contact. This necessitates the use of universities in modern marketing too [5, p.85]

The development of computer technology, telecommunications technology and the Internet have become the basis for the emergence of a new trend in modern marketing concept of interaction - online marketing . New communication technologies have significantly changed the market competition , giving market participants a completely new tools and channels of influence on the consciousness of the mass audience . The Internet is the perfect medium for building relationships , since it makes them possible and encourages an

interactive action. While television offers viewers only limited interoperability (on / off , change channels) , Internet users can play a much more active role in the interaction . The technological possibilities of the Internet are responsible for the rapid development of the information society and its development , and changing approaches to marketing communications .

Being an effective marketing tool and a powerful new channel for the dissemination of information , the Internet has a number of following undoubted advantages .

– Global auditory rate;

– All-day option.

- Feedback.

– Flexibility

- Transparency environment.

With these unique characteristics of the Internet can be regarded as one of the most powerful channels of marketing communications . It has additional advantages as compared to traditional marketing tools (advertising in the media, leaflets and brochures , exhibitions and presentations) as part of the content (substantive) of information , namely :

• the opportunity to present site visitors all the information about the organization's activities , products or services as detailed as possible ;

• permanent filling and update existing information on the organization's website ;

• the ability to provide information to site visitors in various forms - in the form of text, photos , interviews , pictures , charts , animations and video clips .

Internet becomes in modern conditions the main communication environment and acts as the main communication tool of the university's website, or high school portal that brings together the sites of structural units of universities , university communities , up to the individual sites of teachers and students . Full reporting of high school on the site, presentable and well-honed his work are important components.

The site of Donetsk National University is located at http://donnu.edu.ua/ and operates within the framework of the university , providing information about how the university as a whole, and the main directions of its activity , current news and events.The site contains 4 main sections menu:

1. Enrollee
2. Student
3. Researcher
4. Mass media [1]

Each section contains information that corresponds to the target audience , which is indicated in the title . The user chooses which of the segments it considers itself and, thanks to the simple structure , it goes into the section, which is necessary for his information .

Each of these sections includes 3-4 subsection to help break up the necessary information into smaller groups so that users easier and faster to navigate in it

The efficiency of the site is largely dependent on its functionality , like ease of use , which depends on the design, navigation , architecture .

The new site of Donetsk National University has the following characteristics :

professional, eye-catching design . Elements such as the menu , logo , visualization, color and markings, have the most significant effect on the ratio of visitors to the site;

organizational structure of the site . The themes and topics on the site help the user to easily find the necessary information. Light, reasonably designed site structure contributes to the smooth direction of users, helping them to find the necessary information ;

availability. Users can easily access and surf the site. All content and information posted on the website, seamlessly displayed in any browser . .

In order to check how efficiently operates the university 's website is necessary to conduct SEO website analysis. To determine the competitiveness of the site to compare these data with those of other universities.

SEO analysis (*search engine optimization*) – is site analyzing, which helps to optimize its work, content, to create conditions of promotions and improve competeveness. [7]

Key-words analysis, spam liquidation lets use search site potential in maximum level, that helps users in search-field to work faster. But main – is not only work with technical characteristics of source. Every site target

group – are people, who want to see web-site useful and suitable. SEO analysis gives a mark to web-site and makes a conclusion about its usability: comfort in exploration, design, quality in web-site range levels.

For DonNU web-site SEO analysis and comparing with other web-sites SEO-analysis, main SEO criteria were picked, such as: tIC, PR, amount of Google-indexed pages, amount of Yandex pages, Page Speed Grade, Yslow page optimization analysis.

Table1.

SEO analysis of University official web-sites [7]

University web-site	tIC	PR (to 10)	Amount of pages in Google		Amount of pages in Yandex
			primary	**secondary**	
Kharkiv National Karazina University	2400YC	7	21 300	2 148 700	480 428
Donetsk National University	1100YC	6	4 910	44 490	24 546
Lviv National Franka University	1900YC	6	33 400	531 600	202 618
SNU	400YC	5	2 560	31 540	18 611
Ternopil National Vernadskiy University	400YC	5	503	2 797	5 752

After the SEO-analyses of web-sites (table 2) conclusion comes: the highest tIC has Kharkiv Karazina National University – 2400 YC, the lowest – Vernadskiy TNU – 400 YC, with the medium level of tIC for all compared web-sites:

$$(2400YC+1100YC+1900YC+400YC+400YC)/5 = 1240YC \qquad (1)$$

DonNU has tIC – 1100YC, it's a low score, lower than medium tIC among those, which are analyzed, tIC affects the site-respect and its position in Yandex search results.

Compared sites PAGE Rank floats from 5 to 7 points, with maximum of 10. DonNU has 6 points of PR, what is a good score.

Next analysis shows amount of pages, indexed by Google. It divides on 2 groups of indicators: primary search-results and secondary search-results (Supplemental). In primary group – DonNU has low amount of pages – 4 910, Lviv University – 33 400 pages and Kharkiv University – 21 300 indexed pages. Talking about secondary (supplemental) search-results, DonNU works better than its competitors – 44 490 pages. Kharkiv University has 2 148 700 pages in this rate, Lviv University – has 531 600 pages. Sorting web-page, as a secondary group may be linked with problems in HTML code of web-site or with design or content errors.

Amount of pages in Yandex index for DonNU – 24 546, its quite low and floats between similar results of Kharkiv Karazina National University – 480 428 and Lviv National University. The main reason of such low indexation in Yandex and Google - is not unique content on a web-pages. Key words have to be optimized, design and site map have to be suitable and understandable not only for users in Internet, but also for Yandex and Google robots.

For defining problems and search for solving methods In present SEO-analysis web-site performance-rate was provided.

Table 2.

Web-site performance analysis [8]

Indicators		Kharkiv National Karazina University	Donetsk National University	Lviv National Franka University	SNU	Ternopil National Vernadskiy University
Page Speed Grade	%	60	51	66	38	57
	In scale	D	E	D	F	E
	Amount of critical errors	7	8	6	9	9
YSlow analysis	%	75	72	73	68	69
	In scale	C	C	C	D	D
	Amount of critical errors	5	6	6	6	6
Page loading time:		6,08 s	7.41s	11.17 s	7.32 s	5.08 s
Total page size:		910 Kb	1.54Mb	1.15 Mb	955 kb	1.79 Mb
Total research amount:		50	37	76	98	96

For the best analyzing process, there were used Page Speed Grade and YSlow options.

According to these methods, well-operating web-site has to be placed in A-B category with percentage from 85% to 100%. As it followed from research, neither of comparing web-sites reaches the top-score. All of them occupy at least- medium level, except SNU and TNU web-sites (they have low-level). That shows high amount of critical-errors (9) which affect web-site speed level and performance-quality level.

According to data, received from the research and SEO-analysis, we can calculate integral evaluation for all 5 Universities. We calculate it with 4 indices: tIC, PR, amount of indexed pages in Google and Yandex. The higher results are – the higher is web-site performance level.

After finish of calculations and getting intergral marks, we can define the best-operating web-site.

Integral evaluation is calculated with next formula:

$$N = \sqrt[n]{1 * 2 * 3 * 4}$$ (2)

1,2,3,4 – are Order-multiplied indicators,

n – quantity of indicators

1. Integral evaluation's calculation for Kharkiv National Karazina University:

$$\sqrt[4]{2400 * 7 * 21 * 480} = \sqrt[4]{169344000} = 114$$ (2.1)

2. Integral evaluation's calculation for Donetsk National University:

$$\sqrt[4]{1100 * 6 * 4 * 24} = \sqrt[4]{633600} = 28,2 \qquad (2.2)$$

3 Integral evaluation's calculation for Lviv National Franka University:

$$\sqrt[4]{1900 * 6 * 33 * 20_2} = \sqrt[4]{75240000} = 93,1 \qquad (2.3)$$

4 Integral evaluation's calculation for для SNU:

$$\sqrt[4]{400 * 5 * 2 * 18} = \sqrt[4]{72000} = 16,3 \qquad (2.4)$$

5.   Integral evaluation's calculation for Ternopil National Vernadskiy University:

$$\sqrt[4]{400 * 5 * 0,5 * 5} = \sqrt[4]{5000} = 8,4 \qquad (2.5)$$

The largest Integral evaluation rate belongs to Kharkiv National Karazina University, the smallest – belongs to Ternopil National Vernadskiy University. So, Kharkiv National Karazina University official web-site functions are best, Ternopil National Vernadskiy University – functions are worst.

According to research results   the most effective is Kharkiv National Karazina University web-site, DonNU's main competitor, second place in that rank occupies Lviv National Franka University, the third is held by DonNU, 4th and 5th places– SNU and Ternopil National Vernadskiy University, as follows.

Conclusions. Analysis, based on official Donetsk National University web-site, showed a row of problems, that affect its quality and effectivity. Solving that problems will help making web-site more competitive.

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