

**MINISTRY OF INFORMATION TECHNOLOGIES AND  
COMMUNICATIONS DEVELOPMENT OF THE REPUBLIC OF  
UZBEKISTAN  
TASHKENT UNIVERSITY OF INFORMATION TECHNOLOGIES**

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Head of department

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**FINAL QUALIFYING WORK**

on theme

**«ANALYSIS OF COMPANIES PROMOTION IN THE INTERNET  
THROUGH THE EXAMPLE AZIA TECHNO PROGRESS LLC»**

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**MINISTRY OF INFORMATION TECHNOLOGIES AND  
COMMUNICATIONS DEVELOPMENT OF THE REPUBLIC OF  
UZBEKISTAN  
TASHKENT UNIVERSITY OF INFORMATION TECHNOLOGIES**

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“        ” \_\_\_\_\_ 2015

**ASSIGNMENT**

for graduation qualification work of student  
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on theme

**«ANALYSIS OF COMPANIES PROMOTION IN THE INTERNET  
THROUGH THE EXAMPLE AZIA TECHNO PROGRESS LLC»**

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2. The date of term to defense: 01.06. 2014.
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4. Contents of analytic-exploratory notes (scientific and theoretical bases of problem of website promotion companies in the Internet are studied, as well as methodical and practical recommendations on site development and competitiveness of the company «Azia Techno Progress» LLC)
5. The list of graphics associated with the positions and site optimization of LLC «Azia Techno Progress», promoting it in the Internet and increase of competitiveness.
6. Date of grant of task: 15.01. 2015.

Supervisor \_\_\_\_\_

Accepted the task \_\_\_\_\_

7. Supervisor of some parts of work:

Part	Supervisor	Signature, date	
		Assignment is given	Assignment is received
1	Aripov A.N.	15.01.2015	15.01.2015
2	Aripov A.N.	20.02.2015	20.02.2015
3	Aripov A.N.	29.03.2015	29.03.2015
4	Amurova N.Yu.	28.04.2015	28.04.2015

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No.	Part names of work	Performance time	Signature of supervisor
1	The development and use of Internet resources in the marketing activities of economic entities	20.02.2015	
2	Analysis of the promotion of the company with the use internet resources	19.03.2015	
3	Estimation of the economic efficiency of using SEO-system	24.04.2015	
4	Safety of vital activity and ecology	25.05.2015	

Graduating student \_\_\_\_\_ “ \_\_\_\_\_ ” \_\_\_\_\_ 2015

Supervisor \_\_\_\_\_ “ \_\_\_\_\_ ” \_\_\_\_\_ 2015

In this final qualifying work we have investigated scientific-theoretical problems of the website promotion of companies in the Internet, also methodical and practical recommendations on site development and competitiveness of the company «Azia Techno Progress» LLC.

Mazkur bitiruv malakaviy ishda kompaniyalar saytini Internet tarmog'ida mashhur qilish muammolarining ilmiy-nazariy asoslari o'rganilgan, shuningdek, "Azia Techno Progress" MChJ kompaniyasi saytini rivojlantirish va raqobatbardoshligini oshirish bo'yicha uslubiy va amaliy tavsiyalar ishlab chiqilgan.

В данной выпускной квалификационной работе исследованы научно-теоретические основы проблем продвижения сайта компаний в сети Интернет, а также разработаны методические и практические рекомендации по развитию сайта компании и повышению конкурентоспособности ООО «Azia Techno Progress».

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## INTRODUCTION

The relevance of this work is that today the problem of informatization of society and computerization of all spheres of human activity, which directly related to it, is one of the global problems of the modern world. The growth in demand for information and increase its flow in the activities of both enterprises and of humanity causes the emergence of new information technologies, allowing to receive and process information as quickly as possible.

In our country under the leadership of President Islam Karimov in the process of modernization and build a strong civil society, as well as «... In order to form a national system of information, mass adoption and use in all sectors of the economy and society of modern information technology, computer technology and telecommunications, most fully satisfy the growing information needs of citizens, create favorable conditions for entry into the global information society and increase the access to global information resources ...» special attention is paid to the wide introduction of modern information technology into the life, saving paper production through the effective use of their opportunities.<sup>1</sup>

«Today there is virtually no area of activities, where information and communication technologies (ICT) are not used. Particularly the great importance to their widespread development becomes in terms of acceleration ongoing large-scale reforms in order to further improve of national capacity in the economic, social and other spheres».<sup>2</sup>

Information and communication technologies, helping to improve efficiency and productivity of especially small and medium-sized businesses, as well as private enterprise, are a powerful catalyst for economic growth. In this regard, the development of the information society is important for economic growth in both developed and developing countries.

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<sup>1</sup> Decree of President of the Republic of Uzbekistan of 30.05.2002, № UP-3080 "On further development of computerization and introduction of information and communication technologies" (Bulletin of Oliy Majlis of Uzbekistan, 2002, № 4-5, Art. 98; Collection of Laws of the Republic of Uzbekistan, 2006, № 28-29, art. 262)

<sup>2</sup>Report of the President of Uzbekistan Islam Karimov at the meeting of the Cabinet of Ministers dedicated to the socio-economic development in 2014 and the most important priorities of economic program for 2015

ICT today – is an essential infrastructure of the world global economy, which not only provides the most efficient functioning of global markets, but also performs the role of locomotive in the development of the world economy. No wonder that the governments of developed countries have identified this direction as a strategic vector of economic development, the main source of the acceleration of economic growth at the present stage.<sup>3</sup>

One of the most important, the key objectives are defined in the decree of the President of the Republic of Uzbekistan «On further development of computerization and introduction of information and communication technologies» on May 30, 2002 as the further development and widespread introduction of modern information and communication technologies, digital and large-format telecommunication facilities and Internet in sectors of the real economy, in the sphere of management, business, science and education, etc.<sup>4</sup>

Remarkable progress in the area of information and communication technologies (ICT) is the main reason of changes in the economy of commercial enterprises, particularly in the potential growth of labor productivity. More efficient Information processing and the implementation of communication increase the effectiveness of current mechanisms in the economic system, which in turn may lead to changes in the economy of trade enterprises and even affect the annual growth of value added. Exploring the process of transformation of the traditional commercial enterprises in the electronic trading company there are several major factors.

Firstly, the introduction of ICT in the company influences on economic growth due to changes in its internal and external business processes. The possibility of improving the system of information processing and the use of new communication facilities is a critical condition for the key processes in the business. In particular, the process and speed of decision-making change and it

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<sup>3</sup> Aripov A.N., Sevlikyants S.G., Bazarov F.O., Tursunov Sh.A. «The patterns and trends of the Information Society», 2013

<sup>4</sup>Decree of The President of the Republic of Uzbekistan of 30.05.2002, № UP-3080 «On further development of computerization and introduction of information and communication technologies» (Bulletin of Oliy Majlis of Uzbekistan, 2002, № 4-5, Art. 98; Collection of Laws of the Republic of Uzbekistan, 2006, № 28-29, art. 262)

affects the performance in relation to the formation of strategies and processes of communication and coordination and creates prerequisites for the growth of the efficiency of the whole enterprise.

Secondly, when we introduce ICT the economic growth is possible as a consequence from product innovations, the creation of a new commercial image and as a result, attraction a buyer. Nowadays the development of ICT has a huge influence on the social and cultural trends in society, particularly on the trend towards globalization and strengthening the position of the buyer. Thus, we can conclude that ICT affects the social and cultural life of society, it is a catalyst for processes of globalization, and also the role of small businesses increases many times.

Thirdly, the new tool for information and communication processes initiates communication and exchange of information between the company and potential customers. It can have a positive impact on the technological progress, especially if the process of finding and exchange of information is facilitated. Effective knowledge management both inside the enterprise and between individual enterprises can be greatly improved through the use of ICT applications. Inside the company and outside it the distribution business and innovation opportunities can bring considerable profit and be a real advantage if the information becomes cheaper.

The purpose of the work is to analyze the use of SEO to promote «Azia Techno Progress» LLC in the market of technological equipment service and its impact on improving the competitiveness of the company.

The objectives of the research:

- Study of the legal framework in the use of Internet resources in the marketing activities of the companies in the Republic of Uzbekistan;
- Study of the current state of the company «Azia Techno Progress» LLC in the market of technological equipment service;
- Application of tools Search Engine Optimization (SEO) of companies' website promotion;



- Comparative analysis of the positions «Azia Techno Progress» LLC after applying SEO.

The object of study is the activity of «Azia Techno Progress» LLC, and the subject of the study - the use of tools Search Engine Optimization (SEO).

Final qualifying work consists of an introduction, four chapters, conclusions, bibliography and appendix.

The relevance of information and communication technologies in the economic activity of the enterprise is expressed, also the goal and task of final qualifying work are set in the introduction.

The basic tools SEO are reviewed and the legal and regulatory framework of using Internet resources in the marketing activities of the companies in the Republic of Uzbekistan is explored in Chapter 1, «The development and use of Internet resources in the marketing activities of economic entities».

The current state of activity of the company «Azia Techno Progress» LLC is presented, the analysis of the use of SEO tools for company's website promotion in the market of technological equipment service is given in Chapter 2, «Analysis of the promotion of the company «Azia Techno Progress» LLC with the use Internet resources».

The comparative analysis of indicators of LLC «Azia Techno Progress» site positions in the Internet after the application of SEO tools is presented in Chapter 3, «Estimation of the economic efficiency of using SEO-system».

The information about ergonomics, psycho-physiological load on a person and environmental monitoring is provided in Chapter 4, «Safety of vital activity and ecology».

The basic theoretical and practical conclusions of the final work are in conclusion.

The bibliography contains information about references.

The Appendix contains the basic diagrams, charts and indicators that were used in the final qualifying work.

# **1. THE DEVELOPMENT AND USE OF INTERNET RESOURCES IN THE MARKETING ACTIVITIES OF ECONOMIC ENTITIES**

## **1.1. The essence of Search Engine Optimization (SEO) - system and its importance in analyzing effectiveness of companies**

Today, for any companies producing different goods or services, the competitiveness on the market is important. This is achieved through the quality of the product, its price, and many other factors. But one of the main criteria, which helps the company to declare itself – is its recognition.

Brand recognition is extremely important in the life cycle of any company. Particularly it is important for the increase in sales of companies offering a set of products or services with some unique qualities.

There are many tools to increase brand recognition of the company. To improve the indicators of brand recognition and trademark, marketers undertake a number of measures. In order to brand is familiar to everybody, you need to invest quite large investments in advertising.

The complex of measures of brand recognition promotions is presented in the Internet. The most effective in this case is contextual and banner advertising. Search engine optimization (SEO) is also effective for this purpose.

Indisputable advantage of advertising on the Internet is its relatively low cost (compared to the funds invested in other types of advertising).

Today, the Internet is an essential part of the lives of all mankind. In this regard, the promotion of the company with its help is the most effective and efficient way.

Naturally, in order to advertise your products and services in the Internet, you need your own website. Bright, unusual design solutions are required for creation a site for the company, sale of which are based on the brand recognition. At the same time, depending on the customer's requirements, the design should be recognizable and can be designed in the company colors or symbolics of the company. The technical quality of the site has to be perfect, here as nowhere a cross-browser

compatibility of the site and convenience of its interface are more important, as it is assumed that the audience of visitors is the widest.

Website Promotion – a set of measures to ensure the attendance of a site targeted visitors. The target visitors - are potential customers who are interested in purchasing goods or services which are provided on the promoting site.<sup>5</sup>

One of the most important steps to promote your site is search engine optimization (SEO), which is a set of measures to improve the position of the site in search engines, and thus allows increasing its target attendance.<sup>6</sup>

Competent website promotion SEO leads to the displacement websites on the advanced page of popular search engines. This action is very important. First, the user more quickly find needed for him products or services, it is very convenient for him. Secondly, the owner of the Internet resource can expect more visitors if the site is on the top pages of search engines. If for the user it is convenient, then for the owner of the business in the Internet site position plays a key role.

According to research, every visitor in the Internet, even when searching for important information, just uses the first few pages of search engines. If he needs a certain product or service, he will also visit no more than 10-15 links that are on the first 2-3 pages. Only the most patient visitors end the search on 5-6 pages, but not all of them are in a hurry to purchase products on these sites. Therefore, the chances of finding customers at sites that are on the front pages, is much higher.

Not the last role plays a human psychology. Customers are much more likely to trust the company store or office, located in the central part of the city. Same thing in the Internet – the higher position in search engines is the more credibility with customers. Thus, good promotion:

- Increases the number of potential customers;
- Makes the search for services or products easier and more convenient;
- Raises the company's ratings.

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<sup>5</sup>Website promotion - Wikipedia, the free encyclopedia, [https://ru.wikipedia.org/wiki/Продвижение\\_сайта](https://ru.wikipedia.org/wiki/Продвижение_сайта) (date handling 23/02/2015)

<sup>6</sup>Website promotion - Wikipedia, the free encyclopedia, [https://ru.wikipedia.org/wiki/Продвижение\\_сайта](https://ru.wikipedia.org/wiki/Продвижение_сайта) (date handling 23/02/2015)

Search engine optimization (English. Search Engine Optimization, SEO) – a set of measures to raise the site positions in search engines result in certain users' queries in order to promote the site. Generally, the higher position in search results, the more interested visitors passes at him from the search engines. In the analysis of the effectiveness of search engine optimization the cost of the target visitor with the time to get your site to the specified position and conversion site is estimated.<sup>7</sup>

SEO-optimization can be divided into three parts:<sup>8</sup>

The first part is to work within the site. It includes the correction of possible errors, add and edit content, HTML-code pages, relinking, and so on. It is the so-called internal optimization. We must also take into account that the algorithms of search engines are slightly different, and therefore optimization for different search engines (eg, Google, Yandex, Rambler and others) is slightly different.

This optimization (relating only the internal system of the site) includes the work aimed at improving the general quality of the site, the benefits that it brings to the visitor. It includes work on the structure of the project, ease of the content reading and directly on the quality of the content.

The second part of SEO-Optimization – is website promotion own. This step is necessary to bring the resource to the first position by a group of activities performed outside the site (on other sites, article directories, forums, bookmarks and other sites), whose main task to increase the necessary referential mass and promote the site on target needs, as well as increase its credibility. This is called a promotion or an external site optimization. External factors are divided into static and dynamic.

Static external factors determine the relevance of a site based on its citation of external web resources and their authority, regardless of the text citation.

Dynamic external factors determine the relevance of a site based on its citation of external web resources and authority according to the text citation.

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<sup>7</sup>Search engine optimization - Wikipedia, the free encyclopedia,  
[https://ru.wikipedia.org/wiki/Поисковая\\_оптимизация](https://ru.wikipedia.org/wiki/Поисковая_оптимизация) (date of handling 23/02/2015)

<sup>8</sup>K. Jones, «140 technology promotion. All you need to know about SEO, to bring your site to the leaders», Publ: Reid Group, 2011, 352 p.

The third part is to maintain the achieved positions and improving the results. Observation of their results and performance of competitors, changes in keywords, text for links, the site's content, adjusting platforms – all this definitely need to keep in mind to save the position.

Because of the huge commercial potential of the Internet soon after the search engines had appeared the so-called «spammers» also appeared – those who practice immoral or illegal manipulation of the criteria the location of objects in the rank order of their importance, in order to increase the number of points of the SEO quality, and, accordingly, website visibility. In the short term, these methods might work, but practice shows that the search engines are a continuous fight against spam in the Internet and always eliminate possible «holes» in the system. At the same time they publish official documents describing the «Guidelines for Webmasters» that is, the moral, legal, permitted and recommended methods of promotion, which should take into account every site owner. Failure to follow these principles, in the case of detection may result in the imposition of sanctions on the website or its exclusion from the final database.<sup>9</sup>

Optimization methods can be divided into three classes according to their color (white, gray, and black), but recent events in the world of search engines make it clear that this division is rather conditional – any manipulation of certain parameters of the site can be regarded as a search engine is very adverse effect on its results.<sup>10</sup>

White methods of search engine optimization (whitehatSEO) – corresponds exactly to the promotion of the proposed policy or hints of search engines. The methods used are aimed at creating a positive experience for the visitors, but not directly on the growth of position on the page displaying the search results.

Black search engine optimization methods (blackhatSEO) – the goal of promotion is to manipulate the perception of the search engines in terms of quality

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<sup>9</sup>Guidelines for Webmasters Help Google, <https://support.google.com/webmasters/answer/35769?hl=ru>, (the date of handling 23/02/2015)

<sup>10</sup>Baikov Vladimir Dmitrievich. The Internet. Search for information. Website promotion. - SPb.: BHV-Petersburg, 2000. - 288 p. - ISBN 5-8206-0095-9.

(relevance and importance) of the site. As examples: the excessive use of keywords in the title and content of the page, hiding behind the image of words, the demonstration of different content to visitors and robots that indexes sites, the purchase links or social interactions, over optimization of anchor text, adding a large number of pages without valuable content and so on.

Gray search engine optimization methods (greyhatSEO) – a combination of the two methods described above, in which still upholds moral standards. However, in this case, some methods are questionable, and in the long term can be found, which would entail the imposition of sanctions.

Search engines take into account the many options in the calculation of the site relevance (the degree of compliance to the entered request):<sup>11</sup>

- The keyword density (complex algorithms of modern search engines allow for semantic text analysis, to weed out search engine spam in which the keyword appears too often).

- Index of citing the website (IC), which depends on the number and credibility of Web resources that link to this site; many search engines do not count reciprocal links. Often, it is also important to have links from sites on the same topic as the optimized website – thematic index of citing (TIC).

However, it should be said about the factors that reduce rankings. They include:

- Non-unique content (articles, news, etc.);
- Technology that search engines consider as spam;
- An excessive number of external links;
- Frames;
- Increase of behavioral factors.

Thus, together with the development of the Internet the concept SEO has developed. At present, this concept includes the other branch leading to an increase

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<sup>11</sup>Search engine optimization - Wikipedia, the free encyclopedia,  
[https://ru.wikipedia.org/wiki/Поисковая\\_оптимизация](https://ru.wikipedia.org/wiki/Поисковая_оптимизация) (date of handling 23/02/2015)

in traffic on the site through any source, not limited to conventional search methods (natural and free search results).

## **1.2. The legal and regulatory frameworks of using Internet resources in the marketing activity of the companies in the Republic of Uzbekistan**

Today, the world society is characterized by a qualitatively new level of development based on the use of information and communication technologies (ICT). The basic element of information is the information systems and resources that are different from the general technical applications and become the subject of daily necessities.

Informatization – is organizational and technical, technological, social and economic process of the creation of conditions to satisfy information needs of the use of information resources, technologies and systems.<sup>12</sup>

If you are using Internet resources of marketing activities necessary first of all rely on the regulatory framework, which will help avoid various conflicts.

In connection with the introduction of ICT in society in 2003 it was published the Law «On informatization», which is defined regulation of relations in the sphere of informatization, use of information resources and information systems.<sup>13</sup>

In Uzbekistan today the favorable conditions for a qualitative leap in the development of software market and generally ICT sector are created. The legal framework, which includes more than 10 laws, a number of decrees and resolutions of the President of the Republic of Uzbekistan and the Government, are formed and constantly improved. Only recently Parliament has made amendments to several existing laws in the sphere of ICT, in particular in the Laws of the Republic of Uzbekistan «On Informatization», «On Telecommunications» and «On Protection of computer programs and databases» and other acts aimed at further development of the ICT sector and software products market.

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<sup>12</sup>The concept of informatization development in the Republic of Uzbekistan. Approved by report of session of the Coordinating Council № 11 dated May 12, 2005

<sup>13</sup>Law of the Republic of Uzbekistan «On Informatization» №560-II of 11.12.2003g. (Bulletin of the Oliy Majlis of the Republic of Uzbekistan, 2004, № 1)

Thus, the Law «On amendments and additions to some legislative acts of the Republic of Uzbekistan», envisaging amendments to the law «On informatization», provides duties of the owner web site to verify the authenticity of public information before its placement on the World Wide Web, in which publicly available information is placed. The law also includes legislative norms that provide responsibility of the owner to immediately delete the information placed in the case of the establishment of its unreliability.

The resolution of the Cabinet of Ministers of the Republic of Uzbekistan «On measures to further improve the activity of the Governmental portal of the Republic of Uzbekistan on the Internet, taking into account the provision of interactive state services» is said about the creation of conditions to ensure full exchange of data in electronic form, the acceleration of procedures of requests registration, the increase of the interaction efficiency between business entities and the public with government authorities through the use of information and communication technologies.<sup>14</sup>

In order to further improve the accounting, expanding the list of state information resources and provision of interactive state services, the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan №24 «On measures to create conditions for development of computerization and information and communication technologies on the places» was adopted on 1 February 2012.

According to the news agency 12news.uz it should be noted that President of Uzbekistan I.A. Karimov at the meeting of the Cabinet of Ministers of Uzbekistan, dedicated to the socio-economic development in 2014 and the most important priorities of economic program for 2015 reported that in Uzbekistan nearly 20 million people use mobile phones, and the number of Internet users is more than 10.2 mln. people.<sup>15</sup>

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<sup>14</sup>Resolution of the Cabinet of Ministers «On measures to further improve the activity of the Governmental portal of the Republic of Uzbekistan on the Internet, taking into account the provision of interactive state services»2 (Legislative Assembly of the Republic of Uzbekistan, 2013, № 2, p. 23), Tashkent, 30 December 2012, № 378

<sup>15</sup>The dynamics of the communications industry, information and communication technologies in Uzbekistan<http://www.12news.uz/news/2015/01/динамика-развития-отрасли-связи-инфо/>



The processes of globalization of social relations lead to considerable complication of the whole system of economic, political and social activities of various kinds of subjects and establishing the necessary mechanisms for their management and information support.

Today, great attention is paid to the development of e-commerce. The main objectives of this trend are:

- Improving the legal framework for the regulation of legal relations in the sphere of e-commerce;
- Stimulation and providing state support for the development of e-commerce in the country;
- Creation of an infrastructure, use of electronic digital signature and electronic document development;
- Ensuring wide popularization the advantages of e-commerce;
- Assistance to the creation of e-commerce applications.

The realization of these objectives will enhance the efficiency of business, industrial and agricultural production, the creation of conditions for the development and growth of the information sector of the national economy.

From the first years of independence of the Republic of Uzbekistan issues of support and protect diligent competition in business activities were assigned to the priority areas of public policy.

The development of market relations and healthy competition is impossible without advertising as one of the most important ways to promote the market of goods, works and services. Advertising – a special information disseminated in accordance with the law in any form, by any means, about the legal or physical person, product, including trademarks, service marks, and technology, with the aim of direct or indirect profit (income).

Now in the country the legal framework regulating this area is formed. So, December 25, 1998 the Law «On Advertising», which regulates the relations connected with the production and distribution of advertising, was adopted.<sup>16</sup>

The main requirements for advertising are legality, accuracy, and reliability, the use of forms and means of not causing losses and moral damages for consumers of advertising.

All of this has a positive effect on the growth of the volume of the national market of the software industry. In particular, the production capacity of information sphere enterprises is increased, new information systems and technologies in various sectors of society are implemented.

In our Republic there is a large base of normative acts and laws, which help citizens to orient in the policy of modern market.

Below the table of laws, decrees, orders adopted in the Republic of Uzbekistan is presented (Table 1.1).

Table 1.1

**Normative documents relating to the use Internet resources of and marketing activities**

<b>Year of adoption</b>	<b>The law, decrees, resolutions</b>	<b>Comments</b>
25.12.1998	The law of the Republic of Uzbekistan «On Advertising» № 723-I	The purpose of this law is to regulate relations connected with the production and distribution of advertising.
11.12.2003	Law of the Republic of Uzbekistan «On informatization» №560-II	The purpose of this law is to regulate the relations in the sphere of informatization, use of information resources and information systems.

<sup>16</sup>The law of the Republic of Uzbekistan «On Advertising» December 25, 1998, № 723-I (Bulletin of Oliy Majlis of Uzbekistan, 1999, № 1, v. 14, 2002, № 9, p. 164; 2003 number 5, p. 67; Meeting of the legislation of the Republic of Uzbekistan, 2005, № 51, p. 374; 2006, № 14, Art. 110, № 41, Art. 405; 2008, № 14-15, Art. 93, 2010, № 37, Art. 317, № 40-41, Art. 343; 2013, № 18, p. 233; № 41, p. 543; 2014, № 4, Article . 45)

**Normative documents relating to the use Internet resources of and marketing activities**

<b>Year of adoption</b>	<b>The law, decrees, resolutions</b>	<b>Comments</b>
12.12.2002	The law of the Republic of Uzbekistan «On principles and guarantees of freedom of information» №439-II	The main objectives of this law are to ensure compliance with the principles and guarantees of freedom of information, the implementation of the right of everyone to freely seek, receive, research, distribute, use and store information, as well as ensuring the protection of information and information security of individuals, society and the state.
30.05.2002	The Decree of the President of the Republic of Uzbekistan «On further development of computerization and introduction of information and communication technologies» № UP-3080	In order to create a national system of information, mass adoption and use in all sectors of the economy and society of modern information technology, computer technology and telecommunications, the fullest satisfaction of growing information needs of citizens, creation of favorable conditions for entry into the global information society and access to world information resources, and also access to international base of information resources.

**Normative documents relating to the use Internet resources of and marketing activities**

<b>Year of adoption</b>	<b>The law, decrees, resolutions</b>	<b>Comments</b>
01.02.2012	Resolution of the Cabinet of Ministers «On measures to create conditions for development of computerization and information and communication technologies on the places» №24	In order to further improve the accounting, expanding the list of state information resources and provision of interactive state services
21.03.2012	Decree of the President of the Republic of Uzbekistan I.A. Karimov «On additional measures for further implementation and development of information and communication technologies» № PP-1730	To execute the Decree of the President of the Republic of Uzbekistan dated May 30, 2002 № UP-3080 «On further development of computerization and introduction of information and communication technologies» and to the consistent implementation of the Law «On informatization» and «On electronic digital signature»

Source: Compiled by the author on the basis of [www.lex.uz](http://www.lex.uz)

## **2. ANALYSIS OF THE PROMOTION OF THE COMPANY «AZIA TECHNO PROGRESS» LLC WITH THE USE INTERNET RESOURCES**

### **2.1. Current state of activity «Azia Techno Progress» LLC activity on the market of the Republic of Uzbekistan**

The company «Azia Techno Progress» LLC was founded in 2007. The company is an authorized service representative of factories in Uzbekistan:

- Turkish compressor factory «EKOMAK», the leading manufacturer of compressor equipment. August 2, 2012 the company «ATLAS COPCO» acquired «EKOMAK» in order to strengthen its position in the market of the CIS and Turkey. Now the company «EKOMAK» is a multibrand of «ATLAS COPCO»;

- Ukrainian plant JSC «PTMZ» (mobile compressors), which is one of the basic enterprises of concern «Ukrrosmetall», specializing in the production of components and parts for the repair and reconstruction of steam turbines and compressor equipment and foundry products.

The company «EKOMAK» was founded in 1992 and has about 160 employees. This is – a private company, whose revenues amounted to approximately 23 million euros (200 million. SKr) over the past 12 months. The company develops, manufactures and markets oil-injected stationary screw compressors, including compressors with variable speed.

The company's headquarters is located in Istanbul, and manufacturing plants – in Edirne, Turkey. «EKOMAK» also has its own sales and service network in CIS and Germany and a network of distributors in other countries.

«EKOMAK» holds a strong position in the domestic market in the segment of production of metal, textile and manufacturing industries. Branch of compressor equipment company «ATLAS COPCO» produces industrial compressors, gas and process compressors, expanders, equipment for air and gases, as well as air distribution system. Branch has a global service network and offers specialty rental compressor equipment. Specialists of Branch of compressor equipment are developing ways to increase productivity in heavy oil and gas and manufacturing

sectors. Basic design centers and manufacturing facilities are located in Belgium, Germany, the USA, China and India.<sup>17</sup>

JSC «Poltava Turbomechanical Plant» – one of the basic enterprises of concern «Ukrrosmetall», which specializes in the production of components and parts for the repair and reconstruction of steam turbines and compressor equipment and foundry products. Tradition with a 125-year history, the organic combination of industrial experience and scientific and technical innovations always provide a stable success and leading position in the industry market for the enterprise.

Today the geography of deliveries of production of JSC «PTMZ» includes more than 30 countries.

The main production areas of the plant:

- Power equipment;
- Compressor equipment;
- Foundry manufacture.

The main focus of the company is the development and production of modern high-efficiency and energy-saving compressor equipment, which is realized on the basis of innovation and engineering, as well as modernization and technical re-equipment of energy facilities.

Stationary and mobile piston compressor stations and plants of various modifications, automobile gas-filling stations, special ball armature for working in hostile environments, and heat exchange equipment, rotor gas and blower pumps and welding machines, accessories and spare parts for more than 2,000 types of steam turbine CHP and power plants are produced. The introduction of technology range is very wide, for example. metallurgy, mining and processing facilities and oil and gas, defense, rail transportation, energy, construction, agriculture and other sectors of the economy, which uses compressed air, compressed gas and vacuum.

All manufactured equipment is certified. Also all equipment of the factory has GOST and certificate of quantity.

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<sup>17</sup>[www.ekomak.su](http://www.ekomak.su)

In the company the quality management system to meet the high requirements of the standard ISO 9001: 2008 operates.<sup>18</sup>

The principal objectives of the «Azia Techno Progress» LLC (Fig.2.1.) is carrying out service and warranty and training staff of the Buyer. Specialists of the company provide a consultation on the selection of the necessary equipment, give all available information on products supplied to the Republic, as well as due to the composition of qualified Engineering staff trained at the factory, carried out commissioning and service.



**Fig.2.1. Logo of «Azia Techno Progress» LLC**

Source: [www.aziatp.uz](http://www.aziatp.uz)

In the literature on technical regulation term compressor equipment (Fig.2.2.) is denoted as stationary and mobile compressors, compressor units, stations of all kinds. Therefore, it also includes not only the compressors, but also all sorts of additional equipment – control systems, cooling, cleaning and filtering to ensure work of the entire unit.

Any turbine used to compress air or pumping gas in the chemical, metallurgical and other industries are also considered as compressors. Accordingly, they and all accessories fall into the category of compressor equipment.

In order to solve the issues on service of equipment engineering staff of company «Azia Techno Progress» LLC offers the following services:

- Pnevmoaudit;
- Launch of the equipment into operation, commissioning;
- Training of staff of the customer;

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<sup>18</sup><http://old.ptmz.com.ua/>



**Fig.2.2. The compressor equipment (manufactured by «EKOMAK»)**

Source: [www.aziatp.uz](http://www.aziatp.uz)

- Guarantee;
- Post-warranty service;
- Provision of consumables and spare parts.

The new service, which offered by the company «Azia Techno Progress» LLC on the market of the Republic of Uzbekistan, is a pnevmoaudit. Previously, the service companies offered the equipment on customer requests. It was not effective, as a certain enterprise required specific quality of compressed air. That's why the specialists of the company «Azia Techno Progress» LLC introduced the new service.

Audit pneumatic system is a comprehensive survey of existing pneumatic system of an enterprise that allows you to select the most effective direction to optimize pneumatic system from the standpoint of technical and economic viability, as well as pick up the necessary compressors and compressed air devices.

Pnevmoaudit is the first step in the whole complex of works on optimization of the pneumatic system of the enterprise.

Pnevmoaudit is required in order to, on the basis of a detailed analysis of the existing pneumatic system of the enterprise, as well as other related systems (water recycling, and others.), select the most effective direction for the company to optimize the system with compressed air supply to the consumers. The main goal



of this study is a significant reduction in energy consumption for production, treatment and transportation of compressed air.

Deciding to modernize production, many companies primarily invest in replacement or upgrade morally and physically obsolete production equipment. In particular, they invest in replacement of instruments and compression of compressed air on the modern equipment, which meet the highest standards introduced for the basic technological industries.

The main problem is that most companies do not keep records of consumption of compressed air, and therefore, the choice of compressor equipment and compressed air systems is based on the inaccurate data. Most often, the choice of equipment is based on the passport data of the consumer appliances, excluding such an important factor as the loss of compressed air during its production, and especially transportation.

As a result, enterprises spend considerable sums for the purchase of the compressor equipment with high power consumption. It leads to the fact that the compressor consumes compressed air for the production of electricity more significantly, increasing the high costs of the electricity company.

It is worth noting that the majority of industrial enterprises in the production and preparation of compressed air accounts for at least 25-35% of the total energy consumed. The only exceptions are some enterprises with high-energy technological processes, such as the aluminum industry, where the share of consumption of compressor stations energy in the total energy consumption is much smaller. But such enterprises generally installed very large compressor stations that produce thousands of cubic meters of compressed air per minute, and the absolute value of electricity consumption for production and preparation of compressed air is still much higher than in other sectors of the industrial enterprises. But sometimes the opposite situation happens, when the company acquires the equipment with low power. As a result, there is a number of technological problems in the production, which lead to purchase additional compression equipment of suitable capacity.

It is therefore particularly important to choose the compressors so that the power consumption of the selected equipment and air treatment systems are optimal. Such an approach would minimize the cost of the enterprise and reduce the cost of its production.

In this situation, a comprehensive audit of pneumatic system of the enterprise is the most appropriate solution. The audit will avoid errors in the selection of equipment and provide ongoing cost savings over the life of the compressor equipment and air treatment systems.

That's why the specialists of the company «Azia Techno Progress» LLC studied at the factories and got the certificates to provide such service on the territory of the Republic of Uzbekistan. Now this kind of services is very popular among the companies of our country. And it guarantees the quality work of the enterprise for many years.

The company «Asia Techno Progress» cooperates with such major companies as JSC «KaloramaTex», SJSC «TAPOiCH», JV «AGROMIR-SAMARKAND», LLC «Polifleks», PA «Dawlat Belgisi», JV JSC «Khorezm Shakar» and many others, which use stationary compressor units and OAO «Vzryvprom», JV «Maxam Chirchik», PU «Suvokova», JSC «Naklgazmahsuskurilish», GPV «NMSC», which use portable compressors (Application 1).

The company's goal is to provide organizations and enterprises of the Central Asian region by reliable equipment, such as screw air compressors (stationary and portable compressors, boosters), air tanks, diesel power stations and operating quality service.

The company «Azia Techno Progress» LLC has a number of differences from the companies engaged in the same activity in the market of service:

1. Excellent prices. The company «Azia Techno Progress» LLC is closely watching the market, the change in the price of service. Therefore, in each case the company's specialists offer the best and attractive prices.

2. Quality and guarantee. These characteristics are the main criterias of the company. «Azia Techno Progress» LLC provides 1 year of warranty on all service

works. The company's staff is characterized by their efficiency. When they receive requests for repair and technical support, only 1 day is allowed for their reaction. Problem solving is made on the site of equipment exploitation.

3. Reliable service. The company «Azia Techno Progress» offers service and warranty service to all its customers. Also, at the expiration of the warranty period the company takes over the works of post warranty maintenance of equipment.

4. Consumables and spare parts. The company «Azia Techno Progress» always has in stock spare parts and consumables for maintenance of compressors. Delay time of consumables and spare parts delivery to its customers is 1 day.

In addition, except for service of the compressors of manufacturers, with whom cooperated LLC «Azia Techno Progress», the company's specialists also help to maintain compression equipment of other brands such as «Atlas Copco», «Komtex», «Ozen», «CHKZ» and etc. Thus, the company's specialists serve more than 900 units of compressor equipment on the territory of the Republic of Uzbekistan.

The company «Azia Techno Progress» LLC is the subject of small business in the Republic of Uzbekistan. In its staff structure the company has about 25 employees. It can be said, the company has a linear organizational structure.

Linear organizational structure – is the simplest hierarchical management structure, also called pyramidal or bureaucratic. The linear structure is made up of the head (the company) and several subordinate employees, large enterprises can also have up to 3-4 or more levels of the hierarchy.

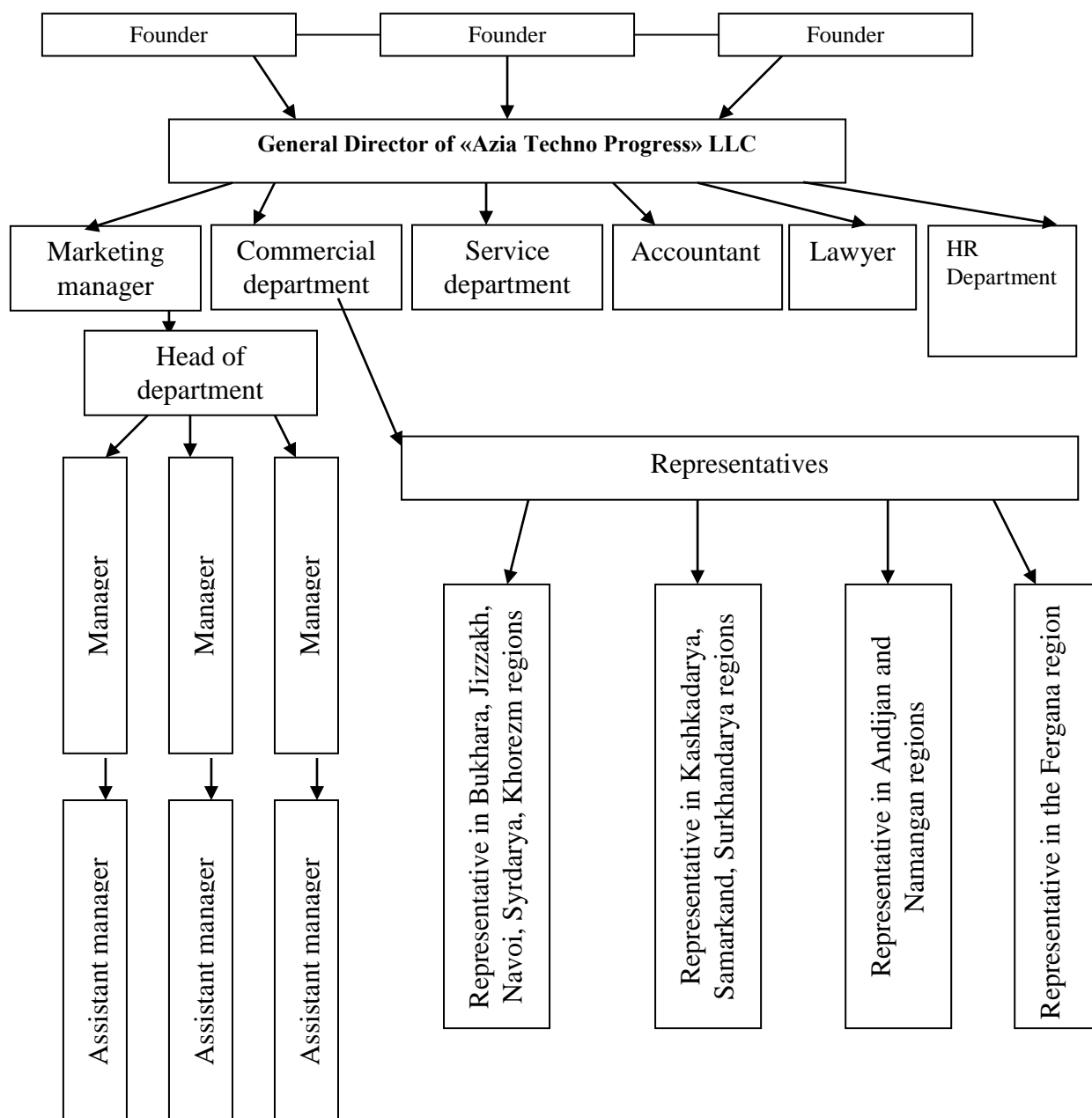
The main advantages of linear organizational structures:

- Clear system of mutual relations;
- Speed of reaction in response to direct orders;
- Coherence performers;
- Efficiency in decision-making;
- Clearly expressed personally responsible for their decisions.<sup>19</sup>

Organizational scheme of «Azia Techno Progress» LLC is shown in Figure 2.3.

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<sup>19</sup> [https://ru.wikipedia.org/wiki/Линейная\\_организационная\\_структура](https://ru.wikipedia.org/wiki/Линейная_организационная_структура) (дата обращения 20.04.2015)



**Fig.2.3. Organizational scheme of «Azia Techno Progress» LLC**

Source: compiled by the author on the basis of «Azia Techno Progress» LLC documentations

From this scheme it is clear that the three founders established the company. General Director leads the company, assigned by the founders. Head of the company subordinates 6 departments. The main departments of the company are sales and service department. The commercial department, which consists of managers and assistant managers, is responsible for the work with customers. Also the commercial department has representative offices in certain regions of the

Republic of Uzbekistan, as the company «Azia Techno Progress» LLC serves compressors on the whole territory of the Republic of Uzbekistan.

## **2. 2. Analysis of the using Search Engine Optimization system tools for website promotion of the company in the market of technological equipment service**

With the development of IT-technologies one of the forms of communication has become the Internet. Today, many companies are trying to use the Internet for marketing purposes. It is due to two factors.

First – it is the advantages that this channel of communication. As part of the relationship between the company and the customer are the following advantages:

- Consumers can order goods within 24 hours of a day, regardless of their geographical location;
- Consumers can get a more complete and updated information on this product directly from the manufacturer, compare this product with similar products of competitors;
- Consumers have the opportunity to receive online support for the acquired products as well as for service of already delivered products, and online support regimes are not only limited to the transmission of text messages, they can use a live dialogue through IP-telephony from the company website, as well as dialogue in a videoconference;
- Manufacturers, creating electronic catalogs in the Internet, have the opportunity to significantly save on costs as compared to the printed edition of the catalog;
- Companies get reducing time to inform consumers about new products;
- Companies get reducing costs in the establishment of branches and representative offices, information about products can be presented in different languages and units of measurement;

- Companies are able to receive orders and invoicing for trades made in electronic form, as well as hosting of online payments;
- Companies get reducing financial and time costs to conduct test marketing of products in respect of a prototype;
- Work without intermediaries gives the company the opportunity to more deeply study the individual needs of each customer, which in turn allows in a greater extent to satisfy their needs and thereby create long-term and mutually beneficial relationship with them;
- Due to the global Internet, companies are able to work in international markets at low cost.

The second factor is the rate of expansion of the Internet audience. With each year of Internet users are becoming more and more.

Based on these factors, many organizations of different spheres of activity and forms of ownership to a large extent or even completely moved their operations to the Internet.

For work in the Internet companies mainly use websites. After creating a website, placing it in the network and publication in the search engines many companies expect the benefits, which the Internet offers, will start working, and hundreds of customers will visit the site of the company, but this is not happening. Network users, before they become clients of the company, must find their website among the huge number of web pages that are in the Internet, the number of which is growing exponentially.

The main tool for finding information on the Web is search engines. According to research by Forrester Research, more than 80% of users find new websites through search engines. Results obtained by the search engines, contain a large number of found Web documents. For example, the request «cars for sale» has the following results: pages – 478 742; websites - at least 2 297. Experience shows that web users only look at the first three pages of search results, and only about 7% of users, according to research Search Engine Watch, look beyond the third page of search results. If the link to the website of the company is not on the

first three pages of the search, it is unlikely to expect an increase in customers. In order to the site become known for target audience, it is necessary after website creation and placement on the network to implement a series of activities to promote it.

The most effective activities are the following:

- Search engine optimization;
- Placement of banner and text ads;
- Use of e-mail marketing;
- Placing press releases;
- The use of affiliate programs.

External optimization is to work with search engines, thematic directories, link exchanges and other services for the purpose of increasing the external reference mass. That's all you need to promote your site on the target requirements and increase its credibility, because the number and quality of links that lead to a resource is great important. The success of promotion depends on the work properly on link building on the promoted resource - the position of the site on the first page of search engines for necessary requirements.

It is well known that search engines determine conformity of pages with the search query – this is called relevance. To determine the most relevant, the search robot analyzes the content of the page: the text, the density and weight of keywords, tags, in which they are located, and other indicators. Fortunately, almost all of these options are available to the owner of the resource.

Unfortunately, the competition for top positions is extremely great and analyze only the text content of the page to the search engine is not enough. This is justified by the fact that too many pages are optimized for popular queries and the search engine simply can not make an objective choice. And so each search engine has its own algorithm for calculating the importance of the site in general and each individual page.

- Yandex uses the concept of citation index (CI), a weighted index of citing (WIC) and thematic index of citing (TIC). Index of citing – is an absolute value of

a page's importance, it helps to estimate the popularity of the resource. Thematic index of citing (TIC) – is calculated for the whole site, it shows the credibility of the resource in relation to other, similar in theme. TIC is generated by counting the sites that link to you. The weighted index of citing (WIC) – is a relative value that indicates how popular a particular page in comparison with the popularity of other pages on the Internet.

- Google uses the term PR (PageRank) to determine the order of search results. PageRank is a numerical value (a measure of «importance» of the page in the Google). It depends on the number of external links on this page and on their weight (importance). In other words, it depends on the quantity and quality of referring pages. PageRank are an algorithm for calculating credibility pages, which is used by the search engine Google.

Methods for external optimization include permanent publication of new information and interesting material on the site, registration in search engines, proper registration in directories, and link exchange with popular and high-quality websites, using contextual advertising in the Internet to get targeted visitors.

In this regard, information about the company and its activities was posted on various Internet resources: online stores, reference sites and social networks such as [www.goldenpages.uz](http://www.goldenpages.uz), [www.top.uz](http://www.top.uz), [www.glotr.uz](http://www.glotr.uz), [www.b2c.uz](http://www.b2c.uz), [www.facebook.com](http://www.facebook.com), and others.

Directory of enterprises and organizations of Uzbekistan is Golden Pages of Uzbekistan ([www.goldenpages.uz](http://www.goldenpages.uz)). This resource is a reference catalog of the enterprises, companies and organizations of Uzbekistan, which provides high-quality information support of business in Uzbekistan.

Business Directory «GOLDEN PAGES» allows to successfully navigate for entrepreneurs in the market of goods and services, as well as to present their commercial offers for local and foreign enterprises, for this to extend the geography of its business the company is sharing information with the information systems of other countries. The ability to provide information about their product



to foreign entrepreneurs can improve the situation of many domestic firms by bringing in investors and partners.

Site [www.goldenpages.uz](http://www.goldenpages.uz) is an electronic on-line version of the directory business cooperation in Uzbekistan, CIS and Baltic countries «Golden Pages 2014/15». In contrast to the printed version, the site has the ability to daily update of information on companies and organizations, links to databases of companies from other countries of the CIS, the English version and the possibility of placing an offer.<sup>20</sup>

Business Portal of Uzbekistan ([www.top.uz](http://www.top.uz)) is a catalog of goods and services, such as: Auto and Moto, computers and software, mobile phones, food, building materials and others.

These resources allow you to search data on registered goods and services.<sup>21</sup>

Also, the resource supports information retrieval system (IRS) "My City". This unique electronic directory of organizations, their products and services, combined with an interactive map of Tashkent. The number of organizations in the directory are over 12 000. The system features:

- Search for organizations, products and services, streets, urban transport routes;
- New tax zone of Tashkent and land tax;
- Choice of the most convenient route using the tool «router»;
- Directory of streets containing modern and obsolete names. Search the streets on any known for user name. This map shows the streets of Tashkent with a modern name;
- Comfortable advertising position on the start and finish cutscenes, well as inside the program; the possibility of placing advertising information of almost any size.

Electronic directory «My City» is free. The program also does not require registration.<sup>22</sup>

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<sup>20</sup> <http://www.goldenpages.uz/project/>

<sup>21</sup> <http://www.top.uz/>

<sup>22</sup> [mg.uz](http://mg.uz) – Electronic directory «My City»

One of the first online stores that have been developed in the Republic of Uzbekistan is a web-site [www.glotr.uz](http://www.glotr.uz).

Online Store Glotr.uz is an online project that offers users the opportunity to place the information about the company and products and services. One of the advantages of the Internet resource is the fact that along with paid placement information, the user can place free of charge, issuing a Web page on Glotr.uz.

All added products and services are available to all visitors of the portal and search through the Index. Information about products or services may include the price of the goods, the conditions of delivery, short and extended description, product image, as well as any arbitrary characteristics. If you add an offer at the same time it will be displayed on the site, and also in the general directory site [glotr.uz](http://glotr.uz). The validity of added goods and services is unlimited, users are able to edit information about products and services at any time.<sup>23</sup>

B2C Internet Directory ([www.search.uz](http://www.search.uz)) allows you to add to the catalog all sites related to Uzbekistan. Added to the directory site should have a description. It should be brief, and the most plausible reflecting its content. When you add a resource directory, you must select the appropriate section, specify the type of resource being added, the language, in which the contents of the resource.<sup>24</sup>

Facebook ([www.facebook.com](http://www.facebook.com)) is the world's largest social network of (at the time of writing this article) 955 million users.

The basis of the architecture makes up Facebook pages for users, pages for groups of users and pages of applications that can be representative of the company, firm, organization into Facebook, and pages on which the admitted administration scripts of some programs are located, such as the popular game.

Both individual pages and pages for groups have a different set of functions, which are periodically extended. The group can come together on some basis, for example, the worker – distributor of «Tentorium». On the page of the group keeps a calendar of events and meetings. In «The Wall» group have the opportunity to

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<sup>23</sup> All about the advertising in Uzbekistan [Online source]. URL:<http://www.pr.uz/statyi/7997/>

<sup>24</sup> <http://www.search.uz/>

advertise future meetings, trips, parties. Each group has its own branch of discussions of various urgent problems where you can write your comments, evaluate the comments from other members of the group using the «Like».

It is a «wall» on the group page and each user page. On the wall of a user or an open group (groups are open and closed), anyone can write their thoughts, post photos, «hang» link. By the way, if the user leaves a link on the wall to a foreign website, the system Facebook own analyzes it, and generates the announcement and puts small photo copied from the page on which the link leads.

It's safe to say that the work to Facebook is a very exciting experience, which can deliver a lot of pleasant moments and benefit if you decide to do your international business using Facebook.<sup>25</sup>

«Classmates» (OK.ru) – social network, owned by «Mail.Ru Group». The eighth most popular site in Russia, Kazakhstan and Ukraine, and it is the 112th in the world. The project was launched March 4, 2006.

According to its own site statistics, in July 2011 more than 100 million users registered, in March 2012 – more than 148 million users, and on 1 January 2013 more than 205 million users registered. Site visitors are more than 44 million visitors per day.

From October 2008 to September 2010, to register free of charge could only be for limited in the functionality of the account. In this version, it is impossible to send messages, upload photos and assess, comment in forums and visit the pages of other users. To be able to use these features, it was necessary to send a paid short message.

In addition, the site provides a number of fee-based services: the removal of estimates and a good score for your photos, the switching off messages that the user is on the network, the providing a wide choice of «smiles».

From 23 January 2009, a new service that allows you to clear the page from uninvited guests, removing them from the list of views appeared. Also, now you can close the page from all except friends.

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<sup>25</sup> <http://edu.tentorium.ru/rabota-v-sotssetyakh/facebook>

At the moment the removal of estimates of your photos, as well as guests from the list display is free.

In August 31, 2010 leadership of social network canceled the paid registration. The official reason has been specified, «The development of new effective ways to combat spammers».

In promoting activity of the company «Azia Techno Progress» LLC in the Internet during 2014 – early 2015, work has been done on the website registration in a variety of Internet resources. Information on the activities and products of the company has been posted at domestic and foreign online stores. After all the work on the promotion of the company have been done, according to analysts of the company, orders from customers from the Republic of Uzbekistan and other countries have increased by several times.

The measures of promotion we can combine in the Table 2.1

Table 2.1

**Measures of the website promotion**

№	Type	Components
1	Catalogues	<ul style="list-style-type: none"> <li>- Goldenpages.uz;</li> <li>- Yellowpages.uz;</li> <li>- Top.uz;</li> <li>- Mg.uz;</li> <li>- Uz..all.biz</li> <li>- Goldentrade.uz;</li> <li>- Search.uz;</li> <li>- Businesspages.uz.</li> </ul>
2	Online stores	<ul style="list-style-type: none"> <li>- Glotr.uz</li> </ul>
3	Advertising platforms	<ul style="list-style-type: none"> <li>- Olx.uz (torg.uz);</li> <li>- Bepul.uz;</li> <li>- Zor.uz;</li> <li>- Arka.uz;</li> <li>- Avizinfo.uz.</li> </ul>

**Measures of the website promotion**

№	Type	Components
4	Social networks	<ul style="list-style-type: none"> <li>- Facebook.com;</li> <li>- Mail.ru;</li> <li>- OK.ru.</li> </ul>
5	Counters	<ul style="list-style-type: none"> <li>- HotLog;</li> <li>- Rambler.</li> </ul>
6	External links	Legal reference mass.
7	Website adaptation	Internal code of the website adapted for search engines.
8	News	The website has the page where recent news should be placed.

Source: compiled by the author on the basis of «Azia Techno Progress» LLC documentations

According to Table 2.1 we can see that the website of «Azia Techno Progress» was registered in the main catalogues of Uzbekistan. These catalogues contain information of the basic information of the all companies in the Republic of Uzbekistan. Customers can found out information about activity of the company and its contact information (address, phone numbers and e-mail).

Some websites of these catalogues includes information about certain products and services, such as the website [www.uz.all.biz](http://www.uz.all.biz).

Online stores become so popular in the world. But there is only one online store in Uzbekistan. And unfortunately, it has not all functions as the online store. But customers, certainly, can find information about products and services there.

Also it is important to place ads on advertising platforms. The company adds the text and pictures of adds itself. It is good opportunity to attract customers, because the company can use its best marketing measures. The company should do this type of activity constantly. The reason is that ads on these advertising

platforms have their own time. Also the company should place only recent and complete information.

In order to communicate with customers online, the company «Azia Techno Progress» LLC created its own pages in social networks. The company joint «Facebook», «Mail», and «Classmates».

The company installed counters on the first page of the websites. It registered in «HotLog» and «Rambler» and entered the top list of these sites.

In order to be popular in search engines the company «Azia Techno Progress» LLC got legal external links. It helps to be on the first pages of search engines. All these links are free for the company.

The mandatory work was carried out with the website of the company. The code of all website pages adapted for search engines. The list of keywords was compiled and placed in the text of the pages. All bags were removed.

Also the page of news was created for the website. Customer can find all recent information about the activity of the company «Azia Techno Progress» LLC.

Thus, all these measures helped to improve the competitive position of the «Azia Techno Progress» LLC website.

### 3. ESTIMATION OF THE ECONOMIC EFFICIENCY OF USING SEO

#### 3.1. Comparative analysis of the site positions of «Azia Techno Progress» LLC in the Internet

When I analyzed the indexes of web-site «Azia Techno Progress» LLC, various resources that allow doing the SEO-site analysis were investigated.

Various counters which provide information about users and traffic statistics of the site are presented on the company's website (URL: aziatp.uz). Data are presented on Fig. 3.1.<sup>26</sup>



**Fig.3.1. Printscreen of the site «Azia techno Progress» LLC**

Source: [www.aziatp.uz](http://www.aziatp.uz)

According to these data on visiting the website: Users – 2; Articles – 19; Content View – 106469.

The website of «Azia Techno Progress» LLC has the link to the Internet resource HotLog (Fig. 3.2).<sup>27</sup>

HotLog is the Internet statistics system of «InfoStarz», launched in October 10, 2001.

<sup>26</sup> <http://aziatp.uz/>

<sup>27</sup> <http://hotlog.ru/>

The system provides a service for calculating the attendance statistics of Web site based on the data received from installed on the web site the special counter. There are tools for web analytics in the system: conversion of achieve the goal is calculated, quantitative data is supplemented by qualitative assessment of traffic - bounce rates, depth of view, the percentage of outputs and so on.

At the moment HotLog is the fifth among leading Internet statistics systems Runet on the number of processed requests to the counter.

HotLog provides the following statistical reports:

Attendance:

Summary statistics;

- For days;
- For hours;
- For days of Week;
- Trends of visits.

Links:

- Referred domains;
- Referred pages;
- Referred pages with parameters;
- Mail systems;
- Catalogues / ratings;
- Social Networks;
- Search engines;
- Search requests;

Pages:

- popularity of domains;
- popularity of pages;
- popularity of pages with parameters;
- page titles;
- entry points;



- points of exit;
- depth of view;
- time viewing.

#### Goals:

- targeted visits;
- analysis of the sources;
- analysis of search requests;
- ways to the goal;
- details of targeted visits.

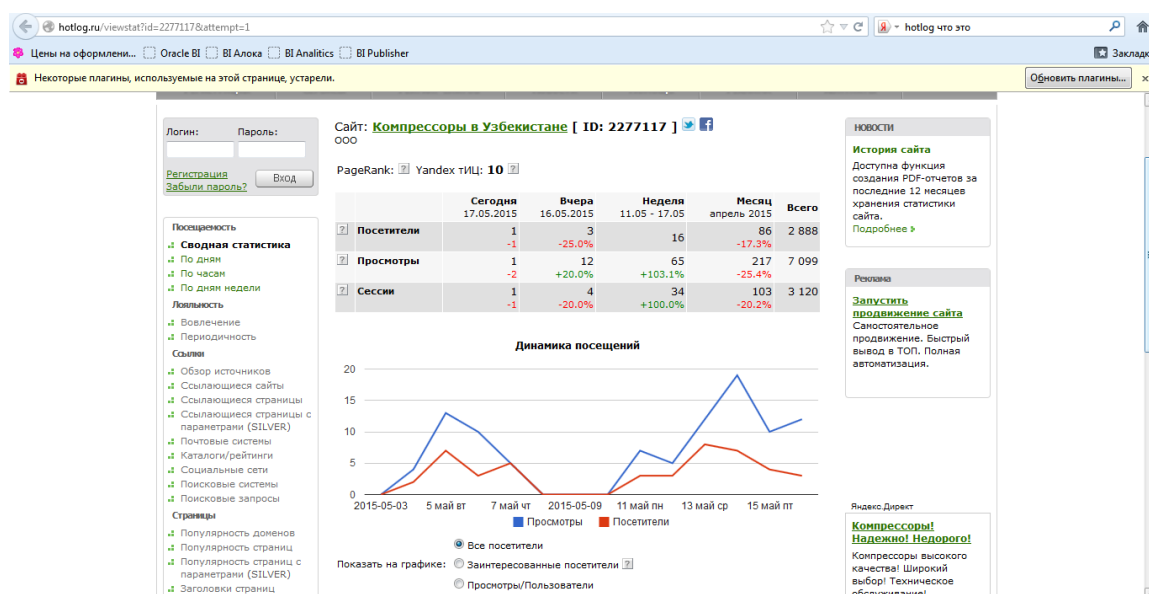
#### Systems:

- operating Systems;
- browsers;
- screen resolution;
- depth of color;
- use of Cookies;
- use of JavaScript;
- use of Java;

#### Visitors:

- countries;
- regions;
- city;
- IP addresses.

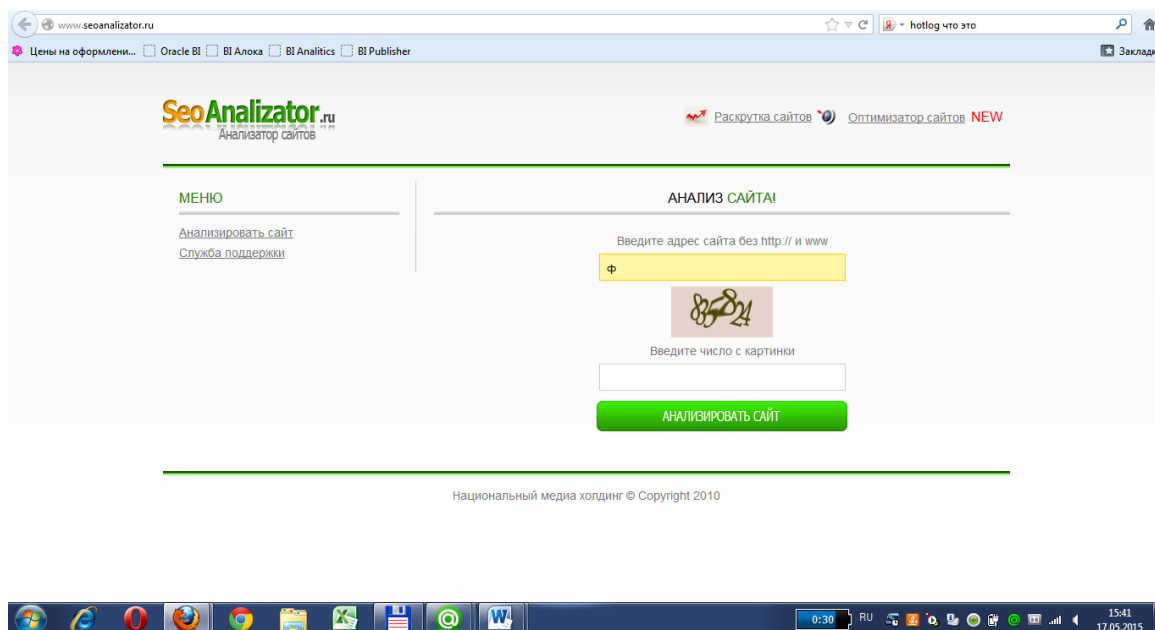
It is possible to export data to Excel, and CSV-format. You can adjust the automatic generation of PDF-reports with the main indicators of audience of the site in the past month. You can set the alerts about sudden changes site attendance on search criteria you specified.



**Fig.3.2. The data indicators of the Internet resource HotLog**

Source: <http://hotlog.ru/>

Also with the help of various online-services site analysis basic indicators were obtained, such as: checking IP, Internet connection speed, TCI and PR, HTTP-status and other indicators, as well as a comprehensive SEO-site analysis. So with the help of automatic SEO analyzer of pages SeoAnalizator.ru (URL: [www.seoanalizator.ru/](http://www.seoanalizator.ru/)) (Fig.3.3) the following data were obtained.<sup>28</sup>



**Fig.3.3. Online-service SeoAnalizator.ru**

Source: [www.seoanalizator.ru](http://www.seoanalizator.ru)

<sup>28</sup> [www.seoanalizator.ru](http://www.seoanalizator.ru)

This service is not only the indicators and data, but also gives the user solutions to the problem of SEO-optimization. So for a website company aziatp.uz needs to solve the following basic tasks.

1. Indicators TCI and PR: TCI = 10, PR = 3.

The site has very small thematic index of citing (TIC). It is necessary to increase the number of thematic external links to the site. PR level is sufficient for successful website promotion.

2. The presence in the search engines: Yandex = 0, Google = 64.

Your site is not indexed in Yandex. Pages of your site are indexed on Google is enough.

3. Title of the site: words in the title (Title) =, = signs.

Tags can not be found on the page.

4. Site description: words in the description of the site (Description) =, = signs.

Tags can not be found on the page.

5. Website Optimization.

Phrases appearing in Title: All key phrases found in Title are in Description

The same phrase in the Keywords: All key phrases found in Title are in Keywords.

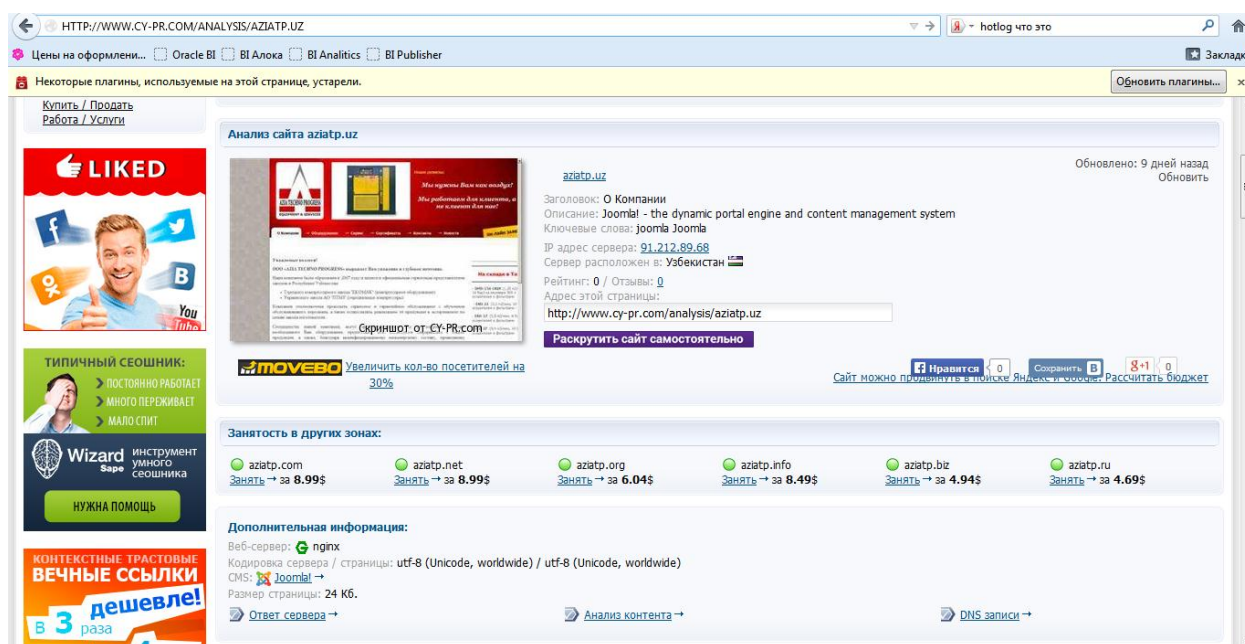
The same text in the page: All phrases found in Title are in the text of the page.

The same phrase in the descriptions of images: All the key phrases found in Title are in Alt.

The same phrase in describing the internal links: The same sentence in bold: All the key phrases found in Title are in bold text.

The same phrases marked by tags <h>: All the phrases found in Titles are in Titles H1-6.

Online-Service "site analysis, testing TIC and PR, positions in Yandex and Google» (URL: cy-pr.com) for the site of «Azia Techno Progress» LLC has submitted the following data on the SEO-Optimization (Fig. 3.4).<sup>29</sup>



**Fig.3.4. Indicators of online-service "site analysis, testing TIC and PR, positions in Yandex and Google»**

Source: <http://www.cy-pr.com/analysis/aziatp.uz>

This service is provided detailed technical component of the company's website as well as its approximate value and profitability from sales.

1. Website was developed with the help of CMS Joomla! - The dynamic portal engine and content management system. The server is located in the Republic of Uzbekistan. Server IP address: 91.212.89.68. Coding of the server / the page: utf-8 (Unicode, worldwide) / utf-8 (Unicode, worldwide).

2. Occupation in other zones:

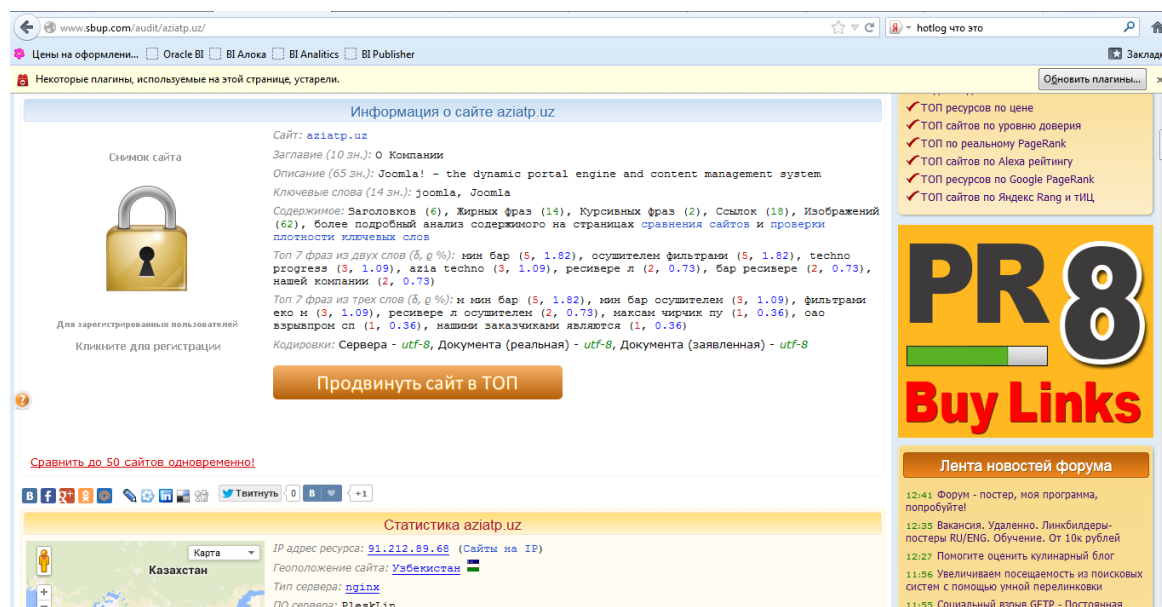
aziatp.com - take for \$ 8.99; aziatp.net - take for \$ 8.99; aziatp.org - take for \$ 6.04; aziatp.info - take for \$ 8.49; aziatp.biz - take for \$ 4.94; aziatp.ru - take for \$ 4.69.

3. The visibility of aziatp.uz in search engines: Yandex TIC (CY) - 10; Google PageRank (PR) - 3; Alexa Rank - 0;

<sup>29</sup> <http://www.cy-pr.com/analysis/aziatp.uz>

4. Income from the website: Possible income from selling links Sape - more than \$ 40; the estimated cost of the site - \$ 49.

According to Internet resources on search engine optimization (URL: <http://www.s BUP.com/audit/aziatp.uz/>) website of the company «Azia Techno Progress» LLC has the following indicators (Fig. 3.5)<sup>30</sup>



**Fig.3.5. Indicators of Internet resources on search engine optimization**

Source: <http://www.s BUP.com/audit/aziatp.uz/>

#### 1. Site Information of aziatp.uz:

- Website: aziatp.uz;
- Title (10 char.): About the company;
- Description (65 receptacle.): Joomla! - The dynamic portal engine and content management system;
- Keywords (14): joomla, Joomla;
- Content: Headlines (6) Bold phrases (14), italicized phrases (2) Links (18) Images (62), a more detailed analysis of the contents of the pages of the comparison sites and check keyword density;

<sup>30</sup> <http://www.s BUP.com/audit/aziatp.uz/>

- Top 7 phrases of two words ( $\delta$ ,  $\rho\%$ ): min bar (5, 1.82), filter dryer (5, 1.82), techno progress (3, 1.09), azia techno (3, 1.09), the receiver l (2, 0.73), a bar receiver (2, 0.73), our company (2, 0.73);
- Top 7 phrases of three words ( $\delta$ ,  $\rho\%$ ): m m bar (5, 1.82), min bar dryer (3, 1.09), filters eco m (3, 1.09), receiver dryer L (2, 0.73) Maxam Chirchik pu (1, 0.36), OAO Vzryvprom cn (1, 0.36), our customers are (1, 0.36);
- Coding: Server - utf-8, document (real) - utf-8, document (Petition) - utf-8.

## 2. Statistics of aziatp.uz:

- IP address of the resource: 91.212.89.68 (Sites on IP);
- geolocation website: Uzbekistan [UZ];
- type the server: nginx;
- server software: PleskLin;
- server resource: ns4.uzinfocom.uz;
- engine scripts: Joomla, MooTools;
- DNS server: ns.aziatp.uz (91.212.89.68);
- Registrar: BILLUR COM;
- Hosting: UZINFOCOM State Unitary Enterprise (UZ).

## 3. Site Security:

- Yandex did not find anything suspicious site aziatp.uz;
- Resource aziatp.uz is not listed by Google in the list of suspicious.

## 4. Rating of aziatp.uz:

- The approximate cost of the site - \$ 33.00;
- TrustRank (sb), the level of confidence in the resource - 0.09 / 10;
- The real PageRank aziatp.uz - 3.00 / 10;
- Alexa Rank website - 0;
- Google PageRank - 3/10;
- Yandex TIC - 10;
- Yandex Rang - 2/6.

## 5. aziatp.uz presence in search engines and social media:

Incoming Links: Google inlinks - 2; Yandex mention - 133; Bing mention - 9; Alexa Links - 1.

Pages in the index: Google pages - 67; Yandex - 16; Bing - 15.

6. Backlinks of aziatp.uz, complex analysis:

The number of backlinks - 913; Referring domains - 51; Citation index - 8; Confidence Index - 9.



**Fig.3.6. Cumulative growth of backlinks**

Source: <http://www.sbup.com/audit/aziatp.uz/>

Figure 3.6 present cumulative growth of backlinks. As we can see, during the time the graph rocketed.



**Fig.3.7. Daytime growth of backlinks (Historical graph)**

Source: <http://www.sbup.com/audit/aziatp.uz/>

Figure 3.7 shows daytime growth of backlinks. The pick is in summer time. Also we can see that the graph fluctuated.



**Fig.3.8. Daytime growth of backlinks (last 3 months)**

Source: <http://www.sbup.com/audit/aziatp.uz/>

Figure 3.8 demonstrates the same data only for last 3 month. The pick is in the middle of April.



**Fig.3.9. Cumulative growth of referring domains**

Source: <http://www.sbup.com/audit/aziatp.uz/>

The referring domains are the main tools of accumulation of reference mass. A domain name is an identification string that defines a realm of administrative autonomy, authority or control within the Internet. Domain names are formed by the rules and procedures of the Domain Name System (DNS). Any name registered in the DNS is a domain name.

Domain names are used in various networking contexts and application-specific naming and addressing purposes.

The figure 3.9 illustrates the growth of the referring domains. It means that the domain of [www.aziatp.uz](http://www.aziatp.uz) becomes popular in the Internet.

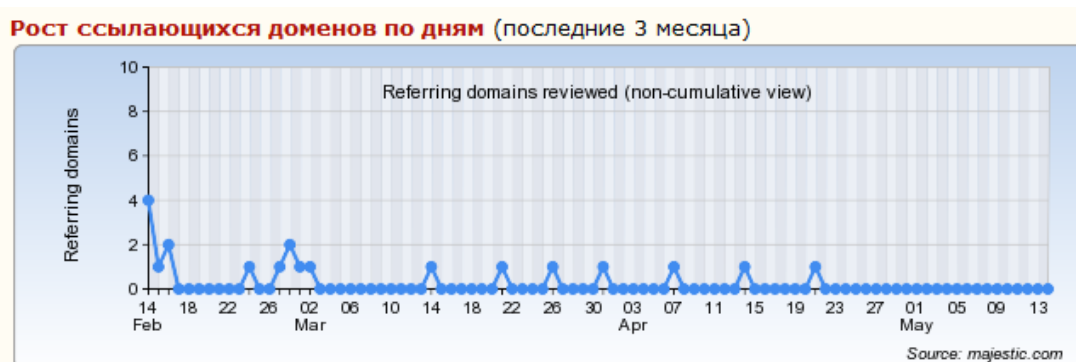




**Fig.3.10. Growth of referring domains by days (historical graph)**

Source: <http://www.sbup.com/audit/aziatp.uz/>

It is very important to observe the growth of referring domains daily. It allows knowing when the main changes happen. As we can see on Figure 3.10 the growth of referring domains daily fluctuated and depends on seasons.



**Fig.3.11. Growth of referring domains by days (last 3 months)**

Source: <http://www.sbup.com/audit/aziatp.uz/>

Figure 3.11 shows information of the growth of referring domains for last 3 month. We can not see any changes in the last month.

Figure 3.12 presents incoming links of [www.aziatp.uz](http://www.aziatp.uz). The most number of the links are links of «Golden Pages». Also we can see that «Top.uz» is the website where we can find [www.aziatp.uz](http://www.aziatp.uz) links.

These indicators show that the number of reference mass increases yearly and depends on seasons.

## 7. Incoming links of aziatp.uz:

Входящие ссылки aziatp.uz

Показать 25 записей	CSV	Excel	PDF	Копировать	Печать	Поиск:		
Донор	Акцептор	Тд	Та	Текст	NI	NF		
<a href="http://goldenpages.uz/rubrics/?Id=4...">http://goldenpages.uz/rubrics/?Id=4...</a>	<a href="http://aziatp.uz/">http://aziatp.uz/</a>	210	-1	<a href="http://www.aziatp.uz">www.aziatp.uz</a>	1	1		
<a href="http://yellowpages.uz/Rubric/compre...">http://yellowpages.uz/Rubric/compre...</a>	<a href="http://aziatp.uz/">http://aziatp.uz/</a>	60	-1	<a href="http://aziatp.uz">aziatp.uz</a>	0	0		
<a href="http://top.uz/trade/orgs/cat6964">http://top.uz/trade/orgs/cat6964</a>	<a href="http://aziatp.uz/">http://aziatp.uz/</a>	20	-1	<a href="http://www.aziatp.uz">www.aziatp.uz</a>	1	1		
<a href="http://marketgid.uz/out-244.html">http://marketgid.uz/out-244.html</a>	<a href="http://aziatp.uz/">http://aziatp.uz/</a>	0	-1	~	0	0		
<a href="http://trastleasing.uz/">http://trastleasing.uz/</a>	<a href="http://aziatp.uz/">http://aziatp.uz/</a>	0	-1	~img~	0	0		
Записи с 1 до 5 из 5 записей				Первая	Предыдущая	1	Следующая	Последняя

**Fig.3.12. Incoming links of aziatp.uz**

Source: <http://www.sbup.com/audit/aziatp.uz/>

This resource is useful for viewing and evaluating the company's site traffic. It also provided detailed information about the site, brought the main sources of external links and assessed value of the site.

The company Yandex designed the service on the selection of words that defines the query stats. According to the Internet service «Yandex. Selection of the words» upon the request «Compressors» came out the following (fig. 3.13)<sup>31</sup>

https://wordstat.yandex.ru/#/?regions=171&words=компрессоры

Цены на оформлени... Oracle BI BI Анока BI Analytics BI Publisher

Яндекс подбор слов

Директ Справочник Метрика Рекламная сеть Маркет Баян Деньги ещё

атptashkent Выход

компрессоры

По словам По регионам История запросов

Узбекистан

Подобрать

Последнее обновление: 12.05.2015

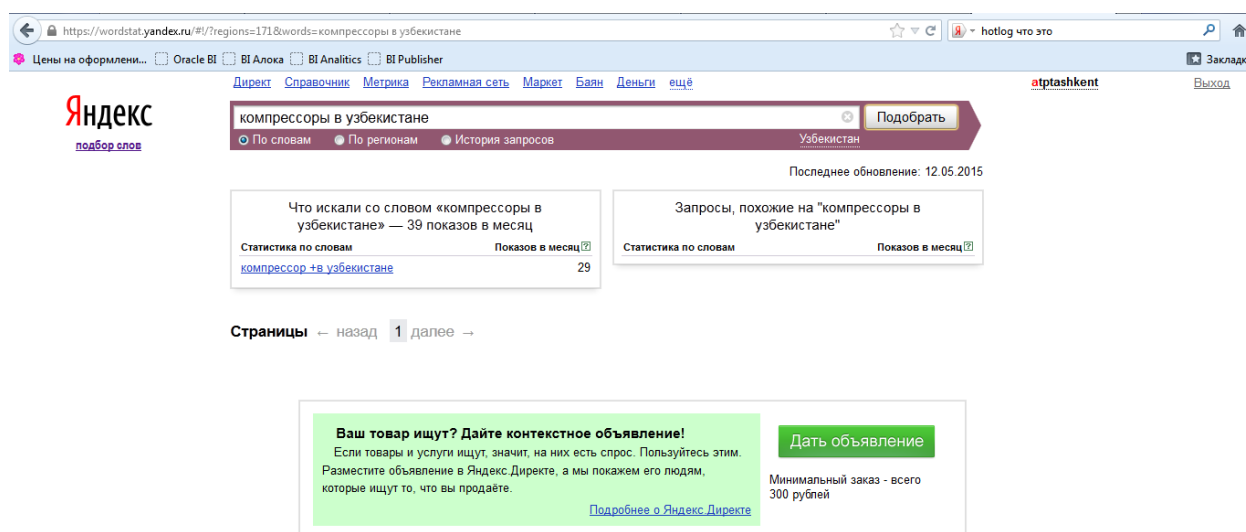
Что искали со словом «компрессоры» — 1 461 показ в месяц	Запросы, похожие на "компрессоры"																																																												
<table><tr><th>Статистика по словам</th><th>Показов в месяц</th></tr><tr><td><a href="#">компрессор</a></td><td>1 461</td></tr><tr><td><a href="#">компрессор воздушный</a></td><td>114</td></tr><tr><td><a href="#">компрессор кондиционера</a></td><td>79</td></tr><tr><td><a href="#">компрессор 5</a></td><td>77</td></tr><tr><td><a href="#">компрессор цена</a></td><td>75</td></tr><tr><td><a href="#">купить компрессор</a></td><td>65</td></tr><tr><td><a href="#">винтовой компрессор</a></td><td>59</td></tr><tr><td><a href="#">компрессоры +в ташкенте</a></td><td>54</td></tr><tr><td><a href="#">схема компрессора</a></td><td>54</td></tr><tr><td><a href="#">компрессор 9</a></td><td>54</td></tr><tr><td><a href="#">компрессор характеристики</a></td><td>44</td></tr><tr><td><a href="#">холодильный компрессор</a></td><td>43</td></tr><tr><td><a href="#">компрессор стационарный</a></td><td>37</td></tr><tr><td><a href="#">2 компрессора</a></td><td>37</td></tr><tr><td><a href="#">технический компрессор</a></td><td>33</td></tr><tr><td><a href="#">компрессор 4ву1 5 9</a></td><td>33</td></tr><tr><td><a href="#">компрессор 4ву1</a></td><td>33</td></tr></table>	Статистика по словам	Показов в месяц	<a href="#">компрессор</a>	1 461	<a href="#">компрессор воздушный</a>	114	<a href="#">компрессор кондиционера</a>	79	<a href="#">компрессор 5</a>	77	<a href="#">компрессор цена</a>	75	<a href="#">купить компрессор</a>	65	<a href="#">винтовой компрессор</a>	59	<a href="#">компрессоры +в ташкенте</a>	54	<a href="#">схема компрессора</a>	54	<a href="#">компрессор 9</a>	54	<a href="#">компрессор характеристики</a>	44	<a href="#">холодильный компрессор</a>	43	<a href="#">компрессор стационарный</a>	37	<a href="#">2 компрессора</a>	37	<a href="#">технический компрессор</a>	33	<a href="#">компрессор 4ву1 5 9</a>	33	<a href="#">компрессор 4ву1</a>	33	<table><tr><th>Статистика по словам</th><th>Показов в месяц</th></tr><tr><td><a href="#">шкин кондиционера</a></td><td>3</td></tr><tr><td><a href="#">автомобильный насос</a></td><td>2</td></tr><tr><td><a href="#">подшипник кондиционера</a></td><td>3</td></tr><tr><td><a href="#">компрессорное оборудование</a></td><td>2</td></tr><tr><td><a href="#">атлас копко</a></td><td>6</td></tr><tr><td><a href="#">atlas copco</a></td><td>57</td></tr><tr><td><a href="#">авто насос</a></td><td>2</td></tr><tr><td><a href="#">инверторный холодильник</a></td><td>4</td></tr><tr><td><a href="#">отбойный молоток</a></td><td>45</td></tr><tr><td><a href="#">купить воздушные</a></td><td>27</td></tr><tr><td><a href="#">осушитель сжатого воздуха</a></td><td>4</td></tr></table>	Статистика по словам	Показов в месяц	<a href="#">шкин кондиционера</a>	3	<a href="#">автомобильный насос</a>	2	<a href="#">подшипник кондиционера</a>	3	<a href="#">компрессорное оборудование</a>	2	<a href="#">атлас копко</a>	6	<a href="#">atlas copco</a>	57	<a href="#">авто насос</a>	2	<a href="#">инверторный холодильник</a>	4	<a href="#">отбойный молоток</a>	45	<a href="#">купить воздушные</a>	27	<a href="#">осушитель сжатого воздуха</a>	4
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**Fig.3.13. Query results «Compressors» according to the Internet service « Yandex. Selection of words»**

Source: <https://wordstat.yandex.ru>

<sup>31</sup> <https://wordstat.yandex.ru>

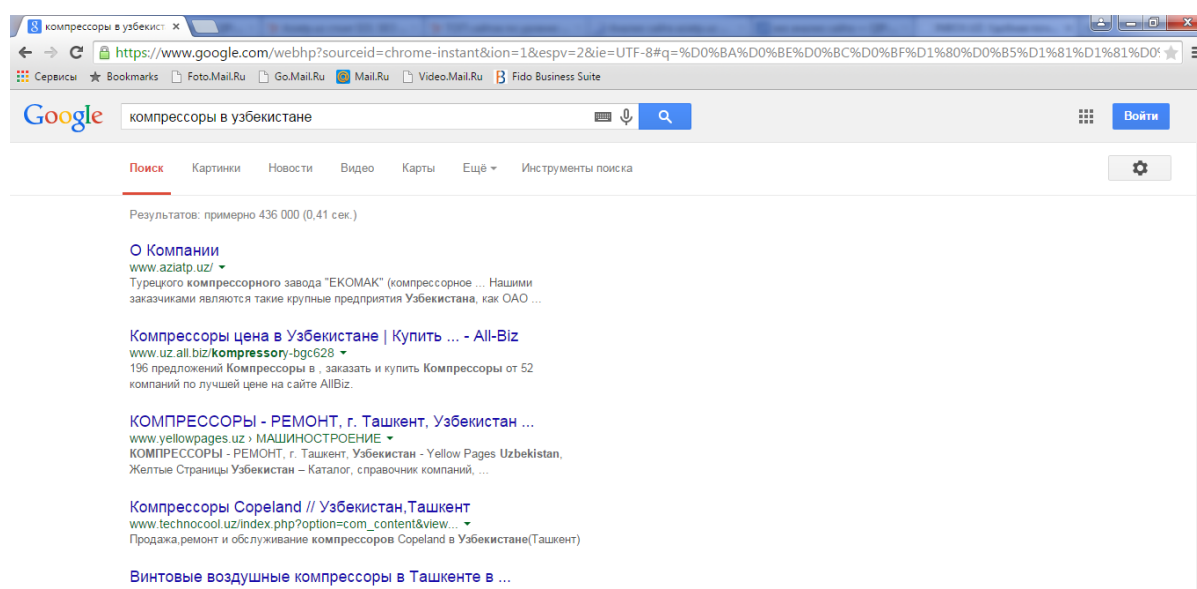
On request «Compressors in Uzbekistan» the service outputs the following information (Fig.3.14)



**Fig.3.14. Query results «Compressors in Uzbekistan» according to the Internet service «Yandex. Selection of words»**

Source: <https://wordstat.yandex.ru>

The Google search engine is one of the most popular systems. Thanks to the original SEO-Optimization, on request «Compressors in Uzbekistan» company's site «Azia Techno Progress» comes on the first place (Fig.3.15).



**Fig.3.15. Query results «Compressors in Uzbekistan» in the Google search engine**

Source: <https://google.com>

As a result of this work, we can conclude that the Google search engine website of the company «Azia Techno Progress» is developing successfully. It is necessary to carry out SEO-optimization search engine Yandex and also increase the weight of external links.

### **3.2. Comparative analysis of commercial offers of leading advertising companies of the Republic of Uzbekistan on SEO-optimization**

Various leading advertising company of the Republic of Uzbekistan offer SEO-optimization. With the emergence of various Internet technologies such companies is becoming more and more. They use different technologies to optimize the work in different directions, and search engines have different ways of solving the problem of sites promotion on the market.

One of the companies offering services to optimize and promote websites is the company «Open Engine». The company «OPEN ENGINE» offers a full range of IT services for the implementation of projects such as: the creation of sites, programming, domain name registration, website hosting, technical support of web sites in Tashkent. The company's work on the project begins with an introduction to the business customer, with the study of information and promotions to your customers, with the definition of the target audience of the future site.

The company offers a tariff plan that is suitable LLC «Azia Techno Progress» «Exclusive». This tariff includes:

- The semantic core – a choice of 20 keywords. Such an amount is optimal for effective search engine optimization of the site;
- Optimization. The company is fully optimized Internet resource, correct errors. Optimized site attracts more customers;
- Analysis of competitors' sites;
- For best results, the company will hold a SEO optimization on the texts;
- Installation of attendance counters. Data of attendance and behavior of users on the site will always be available to the customer;

- Purchase of reference mass. Using the technology of eternal links – is a guarantee of long-term effect on the promotion of sites;
- Audit of website. Identification and correction of errors;
- SEO-optimization of landing pages of the site. The company will lead target pages in accordance with the requirements of search engines;
- Monthly report. It will indicate the work done and the results.

Cost of service «Exclusive» is from 3 000 000,00 sum and above.

Monthly cost of support «Exclusive» is 600 000,00 sum after raising the top 10.

Work on raising the top 10 takes 3 to 6 months. Thus, the first 3-6 months, the company «Azia Techno Progress» LLC has to pay a minimum of 3 000 000,00 sum monthly, and in the future to maintain the achieved level - 600 000,00 sum.

The company «East Line Information Technologies» is a company which specializes on creation of sites and promotion of sites. He has great experience in this field. There are customers from different countries: Russia, Germany, USA, Ukraine, etc.<sup>32</sup>

When I requested a commercial offer for SEO-optimization company aziatp.uz it was originally proposed to make a new website for the company. Creation of a new site under the tariff «Business» will be 1 000 000,00 sum. The site will be implemented in three languages. The total volume of the site is maximum 300 pages.

- Choice of design options. The color scheme is selected by the taste of the customer.

- Selection of the number of sections, as well as their names, is selected by the customer.

- Ability to create a website in three languages (which includes only the creation of pages, writing texts is not included here).

- Adminpanel (ELIT CMS \*).

- Indexation in search engines: Yandex, Mail.ru, Rambler, Google.

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<sup>32</sup> <http://landing.webnow.uz/>

- Fixation of attendance by Liveinternet.ru.
- Creation of several electronic boxes by type: Box@site address of Customer.

It was proposed on SEO-optimization to cover only the search engine «Yandex» through contextual advertising «Yandex Direct». The approximate cost of the service «Yandex Direct» is \$ 100 a month, as the system takes only foreign currency for the job. This service does not include the cost of the work the company «East Line Information Technologies». Thus, the service site creation for the company «Azia Techno Progress» LLC is necessary to pay 1 000 000,00 sum, monthly pay for the service «Yandex Direct» - minimum \$100 and additional payment for the services of the company «East Line Information Technologies» should be considered.

The company «WEBNOW UZBEKISTAN» works in the field of information technology since 2008. Over the past few years the company has created more than 300 sites of varying complexity, promoted more than 50 sites, monthly about 5-10 sites are created and promoted. The number of full-time qualified specialists > 10 people.<sup>33</sup>

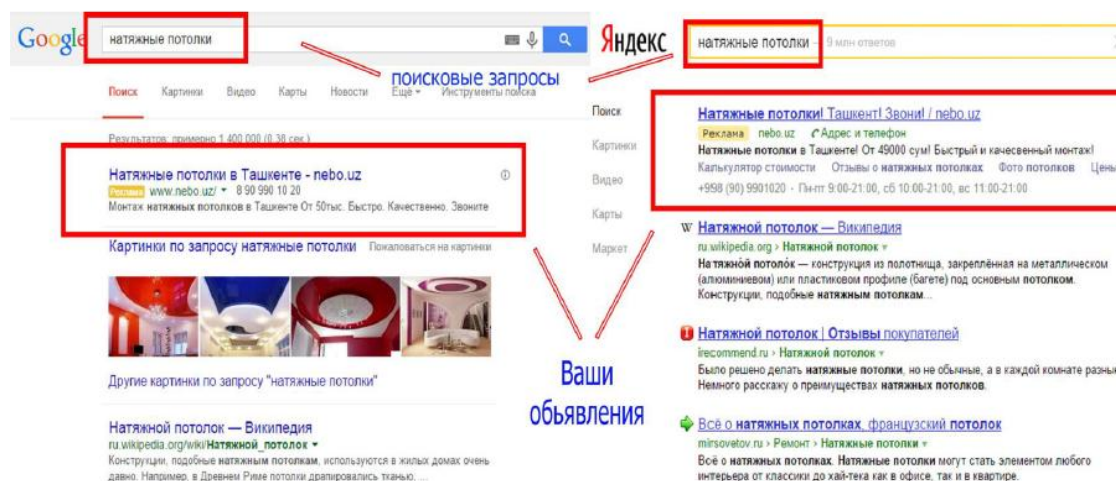
Separate direction in the sphere of activity is the demanded tools for rapid and effective involvement of the target audience on the websites of customers – advertising in the Internet. For the company contextual advertising plays an important role.

Contextual advertising – is the demonstration of advertisements on search engines Yandex.ru, Google.com and partner sites, systems, and their more than 45,000, according to a specific list of search requests, or special placement (the results of the issuance of search requests) or guarantees (bottom) (рис.3.16).

This form of Internet advertising has the ability to show ads only to those who are really looking for information related to a product or service.

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<sup>33</sup> <http://ledokolgroup.com/internet-advertisiment>



**Fig.3.16. Results of contextual advertising**

Source: <http://ledokolgroup.com/internet-advertisiment>

Certified experts will review the company's audience and market products, will pick up a large database of search requests, and write interesting selling texts and titles of ads that match the user interest and products. One of the positive tools to attract potential customers is the Yandex Advertising Network (YAN), which includes more than 45,000 partner sites. The potential audience is at least 2 times more than in the search engines, and this audience is virtually no overlap with the audience of the search engine.

Stages of launch contextual advertising:

1. At first – analysis of subjects, the possible costs and benefits:

Before the launch of the advertising campaign, preliminary negotiations are held; a preliminary analysis of an evaluation of the approximate costs and possible results on the subject is carried out free of charge.

- Drawing up a list of basic requests on the subject of the site's activity;
- A preliminary assessment of the cost of the transition and the general budget of the advertising campaign;
- Coordination of the planned deployment, approximate costs and possible results.

2. The creation and launch of the advertising campaign:

The qualitative setting of searches and advertisements, taking into account various parameters, can significantly reduce the expense and possible to achieve the best performance.

- Selection expanded and refined a list of key requests;
- Drawing up and institution of text advertisements;
- Clarification of geographic, time targeting, and other parameters and settings;
- One-time adjustment of requests and text ads to increase CTR.

### 3. Follow maintenance and adjustment of the advertising campaign:

Constant monitoring is necessary for operational making changes in the lists of key requests or text ads, as well as adjusting their cost and the total cost of the campaign.

- Monitoring of competition, total costs and cost of individual transitions;
- Clarification of the list of key requests and various parameters of the campaign;
- Correction ads to increase their CTR;
- Monthly report with analysis of the effectiveness (based on the statistics of search engines «Yandex» and «Google»).

The cost of contextual advertising services of the advertising company:

#### 1. Creation of the advertising campaign, «Yandex Direct, Google.Adwords»:

From 250 000 sum – analysis, selection and creation of the advertising campaign, including subsequent monitoring of the advertising campaign for one (1) calendar month, with a possible adjustment of advertisements and search requests. Frequency of making changes and checking the status of the advertising campaign, including balances and order of spending money is from 2 to 3 times a week. Therefore, the company must pay each month from 2 000 000,00 to 3 000 000,00 sum.

#### 2. Monthly monitoring of the advertising campaign:

From 150 000 sum – monitoring the advertising campaign within 1 (one) calendar month, with a possible adjustment of advertisements and search requests.



Frequency of making changes and checking the status of the advertising campaign, including balances and order of spending money – 1 time per week. Therefore, the company must pay a monthly 600 000,00 sum.

Thus, for the work of the advertising company «Azia Techno Progress» LLC monthly must spend from 2 600 000,00 to 3 600 000,00 sum.

Also, the Agency «Ledokol Group» provided its offer. Communication Digital-agency «Ledokol Group» has worked in the market of Internet advertising over 7 years. It is the key local advertising partner of international companies such as «Mail.ru», «Odnoklassniki», «Facebook», «Google» and «Yandex». Also it is the organizer of international Internet conference «USENET // 2011» and «USENET // 2012», the member of a number of international conferences and forums on the subject of advertising in the Internet and Digital promotion.

The company's specialists are professionally engaged in consulting of executives and managers in the sphere of Internet marketing. It is the regional partner «Mail.ru Group» in Uzbekistan.

The company works in four CIS countries: Uzbekistan, Kazakhstan, Azerbaijan and Turkmenistan. Detailed map of the location of the offices in the CIS is given in fig.3.17.<sup>34</sup>



**Fig.3.17. Geographical spread of «Ledokol Group» offices**

Source: <http://ledokolgroup.com/internet-advertisiment>

Commercial offer of promotion in the search engines «Google» and «Yandex» of the company is calculated as follows:

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<sup>34</sup> <http://ledokolgroup.com/internet-advertisiment>

The company's work for the month is 2 000 000,00 sum. If a customer orders the work for three months or more, he will receive a discount.

The work of the company for three months - 2 000 000,00 monthly sum minus 10% discount. Total this service is 5 400 000,00 sum.

The work of the company for 6 months - 2 000 000,00 monthly sum minus 15% discount. Total this service is 10 200 000,00 sum.

The company's work for 12 months - 2 000 000,00 monthly sum minus 20% discount. Total this service is 19 200 000,00 sum.

As this company is a partner of Mail.Ru Group and it also provides services in advertising in Mail.Ru and this service is 14 422 500,00 sum.

Thus, the total for the month on promotion the search engines «Google» and «Yandex» is 2 000 000 00 sum plus for advertising Mail.Ru - 14,422,500, 00 sum. Total sum - 16,422,500, 00 sum.

The most favorable offer, I think, is to hire an employee who have knowledge in the sphere of the internet advertising; and it was suggested «Azia Techno Progress» LLC. An office manager, who is responsible for promoting the company's website, spends an average 2 hours per day to perform these duties. The salary of the employee in this case is about 800 000,00 sum per month.

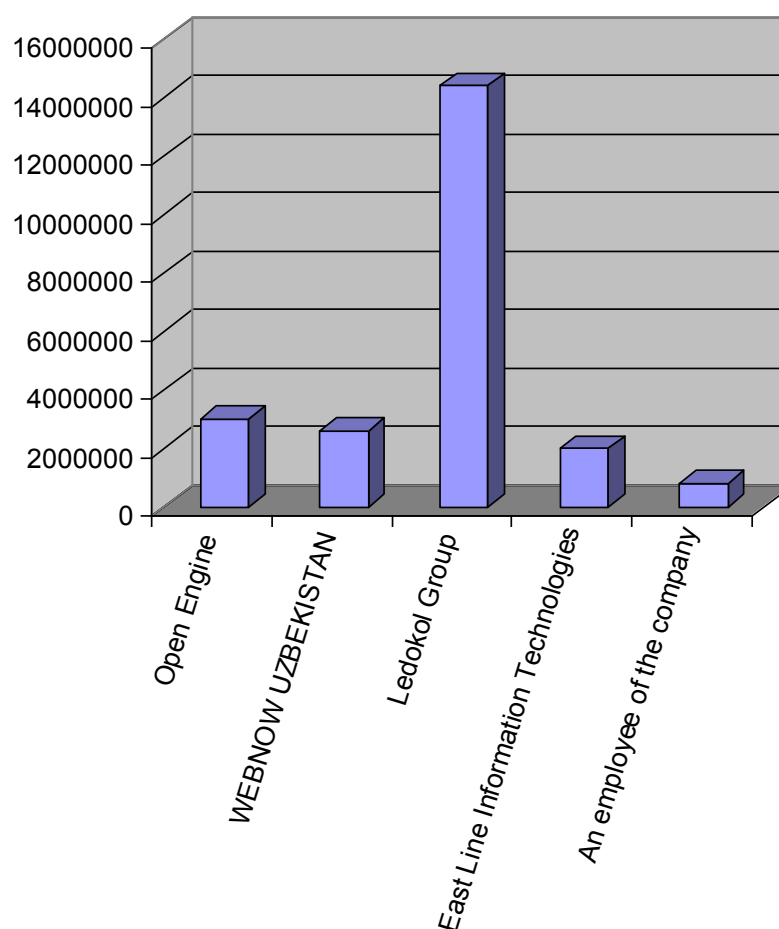
Draw up a summary table for the determination of the amount spent on promotion of the company (Table 3.1)

Table 3.1.

**The costs of promotion of the company**

<b>Company</b>	<b>The minimum amount per month (sum)</b>
Open Engine	3 000 000,00
WEBNOW UZBEKISTAN	2 600 000,00
Ledokol Group	14 422 500,00
East Line Information Technologies	2 000 000,00
An employee of the company	800 000,00

Source: compiled by the author on the basis of analysis of the chapter 3



**Fig.3.18. Summary Table for the determination of the amount spent on promotion of the company**

Source: compiled by the author on the basis of analysis of the chapter 3

As we can see from the graph (fig.3.18) and a table (Table 3.1), the most favorable variant for the company «Azia Techno Progress» LLC is involve for work an employee who has experience in the promotion of sites in Internet advertising.

### **3.3. The development strategy of the site and its importance for improving the competitiveness of «Azia Techno Progress» LLC**

After evaluation of the work to promote the site of LLC «Azia Techno Progress» in the market of the internet advertising is planed for the future. The plan

includes items aimed at improving the ranking in various search engines, website optimization of texts and weight of external links on its website.

As the insufficient level of TCI has been found in the search engine «Yandex», the first planned work will be with the module «Yandex.Market».

«Yandex.Market» – is service of the comparison of the products characteristics and their prices. The service was created on November 30, 2000 and served the company Yandex. Detailed descriptions of the characteristics of goods, selection of goods on the parameters and rapid selection using artificial intelligence the Guru and ready-made recipes, comparing models and prices, customer reviews on products and stores are available for Internet users.<sup>35</sup>

More than 14.5 thousand stores deliver to this service the latest information on product availability and prices on them (on February 27, 2014 57 431 546,00 offerings, divided into 17 categories from 14,614 stores). The daily audience is more than 1.9 million people, monthly – more than 20 million people.

In November, 2008 the most popular thematic sections were electronics, photo, computers, telephones, household appliances, books. The biggest demand was for cell phones, cameras, laptops, refrigerators and washing machines.

The rating (up to five stars), formed on the basis of the voting members, for each register at the service of Internet shop is specified. Anyone can put an assessment for stores. Quality Service collects information about the stores – availability of goods, according to the prices listed on the site, and so on. When calculating the rankings specialists use this data until there is a enough user ratings. According to the service, if the rating of the store increases by one star, the store traffic increases by 30-50%.

This service is not free (placing store by a natural person is not possible). Product placement is paid on the basis of contextual advertising, payment is for click on the goods (for example, for the transition to the seller's site). The cost of a

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<sup>35</sup> <https://ru.wikipedia.org/wiki/Яндекс.Маркет>

click is assigned by the seller – the higher the rate, the higher offer will be shown in a list of similar products.

Work with this service will help improve search engine ranking of TIC «Yandex».

The next stage of work is expected to further advance in social networks: opening of new pages, customer support online. With the development of information and communication technologies the support of the customer online is becoming increasingly popular form of technical support.

Technical support or Tech Support – a collective concept which generalizes and covers a variety of services through which businesses and organizations provide assistance to users of technological products and services, such as mobile and landline phones, televisions, computers, software, and other electronic and mechanical goods and services.<sup>36</sup>

Technical support is provided, usually by telephone, via the Internet, e-mail, and online support services on the website or through the tools by which users can register the application or create an incident and then follow their destiny - the history conditions / stages of its solutions. Large organizations often have their own internal technical support, which helps the staff to solve problems which are technical. Also a good source of free technical support is the Internet, where experienced users on various forums and sites can give any advice or help to solve, or to share their experience in solving with the same or similar problems. In addition, some companies provide premium technical support for an additional fee.<sup>37</sup>

Today, the development of online stores in the space of domain zone UZ is gaining tremendous momentum. Therefore, the next step which will be implemented is registration of the site «Azia Techno Progress» LLC in the new catalogs of Uzbekistan. It is also planned to start placing information in the

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<sup>36</sup> [https://ru.wikipedia.org/wiki/Техническая\\_поддержка](https://ru.wikipedia.org/wiki/Техническая_поддержка)

<sup>37</sup> [https://ru.wikipedia.org/wiki/Техническая\\_поддержка](https://ru.wikipedia.org/wiki/Техническая_поддержка)

international catalogs. Initially, we need to cover the territory located near the states of Kazakhstan, Kyrgyzstan, Tajikistan, Russia, China and others.

Registration in the catalogs will enable the company to enter the global level and also improves search engine rankings.

To increase the reference mass it is planned to pay more attention to the weekly ads on shopping platforms, such as: [www.torg.uz](http://www.torg.uz), [my.torg.com](http://my.torg.com) and others.

Since 31 March 2015 the largest in Uzbekistan ads board Torg.com has operated under the new name - OLX.uz. The popular service joined the world's largest network of Site of Free adverts OLX.<sup>38</sup>

The purpose of the re-branding is to integrate platforms all over the world under one brand, as well as to strengthen and expand international presence OLX globally. Uzbek sites deserve to be in the same row with major international projects. This event gives us the opportunity to share experiences with colleagues around the world, and use their knowledge and developments to improve service in our country.<sup>39</sup>

The platform shows the excellent results of attendance and for the past several years Torg is the free classified ads service №1 in Uzbekistan. The main task of the company during and after the re-branding - preserve and enhance all achievements of the project.

About 200 million unique visitors come on the site OLX in more than 40 countries around the world. OLX is the leading free classified ads website in Portugal, India, Brazil and many other countries. In 2014 ads service group of Naspers in Romania, Bulgaria, Kazakhstan, Belarus, Hungary, Poland and Ukraine also changed its name. Joining the international network will allow the company to actively adopt the experience from successful and fastest growing sites in other countries of the group. This will give an opportunity to provide better and more convenient service: sellers and buyers will be able to use the best achievements and development of the world level project.

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<sup>38</sup> <http://www.publika.uz/news-uzb/it-technologies/39938>

<sup>39</sup> <http://www.publika.uz/news-uzb/it-technologies/39938>

Another solution of the problem of website promotion in the Internet is to support the site. It is planned to update the news of the company, update the information on the equipment and services of the company, as well as to add the information about actions of the company. This concept is aimed at increasing demand from customers.

And one of the innovations planned to introduce in the company is the management of the database of customers. One of the main articles is information about how the customer found out about the company. This procedure allows finding out in which direction the company should to place the information, to keep statistics and make analysis of the orders.

Thus, the implementation of the plan, which has been shown above, is planned to improve search engine rankings, reach the international level of the Internet advertising, as well as to strengthen the position in the domain zone UZ.

## **4. SAFETY OF VITAL ACTIVITY AND ECOLOGY**

### **4.1. Ergonomics**

Correct location and composition of the workplace, ensuring a comfortable posture and freedom of movement of labor, use of equipment, that meets the requirements of ergonomics and engineering psychology, provide the most efficient working process, reduce fatigability and prevent the risk of professional diseases<sup>40</sup>.

Ergonomics – the science that studies the complex human activities, instruments and means of his activity, the environment in the process of their interaction.

For office workers in terms of ergonomics the workplace is very important.

Workplace – a space area in a production system in which work tasks are performed.

The requirements of economy, ergonomics and humanity should be in the organization of ergonomics. Correctly organized workplaces guarantee:

- Cost-effective production volumes (quantity);
- Sufficient quality;
- Slight overhead costs;
- Stress and strain of labor, which can carry an employee;
- Implementation of safety regulations.

Anthropometry – the science which is engaged in using the dimensions and proportions of the human body. In order to visually determine and then use the appropriate dimensions of the human body we can use a large number of proposed tables. As part of the workplace the main aim is an optimal spatial and shaped adaptation of workplace elements to the worker.

Adaptations of workplaces to person require first of all the consideration of the size of the human body when we calculate the size of the workplace. As the

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<sup>40</sup> S.V.Belov. Safety of vital activity. High School, MA: 2003



body size of different people may differ significantly, the workplace should be designed for a specific range of dimensions, and not for individual body size.

The dimensions of the body at rest and motion are determined by the long bones, muscle strength and tissue, as well as the shape and mechanics of the joints. For the organization of the workplace need to know the length of the most important parts of the body and the amount of space the movement of arms and legs.

As a rule, so-called values of percentiles (term in anthropometry) are indicated in most cases in addition with the average values. Percentile value indicates the percentage of people in a population – in relation to a specific body size – which has a larger or smaller value than a predetermined one.

The size and proportions of the body are different in different people. The average height of women aged 26 to 40 years old is about 163 cm and males at the same age – about 175 cm. But we can not focus only on the average values in the organization of the work process, as people with tall and short height also need good working conditions.

The arithmetic average value of the size of the body can be used to implement ergonomics only on condition when the deviations from the average value up or down, respectively, have the same effect on humans. However, this is often not correct. For example, the height of the chair seat is focused on the distance between the floor and the bottom portion of the thigh, i.e. on the length of the tibia with the foot.

Increasing the height of the chair for the majority of people is more trouble than its height reduction by the same value. Therefore, when we set the seat height we should primarily take into account people with shorter legs. «Internal dimensions», for example, the space for the knees under an eccentric press should be focused on the long-legged people.

Mostly standing or sitting positions are considered on the workplace, but there are also positions: lying down, sitting on knees and squatting. For all positions of the body, there are different positions, i.e. variations in body position (for example,

you can stand, leaning forward or bending). The feasibility of one or the other position of the body should be considered from two sides:

- In terms of the work task;
- In terms of the load on the worker.

At first people decide on the position of the body, based on the work task. What the position of the body is more appropriate: where we need sweeping motion of the body and hands, or where it is necessary to exert considerable muscular strength; preferably work in a standing position, as with the help of movements and body weight work can be facilitated. On the other hand, there are many jobs that require calm movements and accurate observations, and therefore they should only be performed while sitting.

In considering with the psychological point of view, the sitting position is to be preferred standing position, because the load of sitting position is less. In a standing position the blood gather in legs, impaired blood circulation, which can cause varicose veins. At the same time, with a long stay in the sitting position can be the phenomenon of blood stagnation in the pelvis and digestive disorders.

The optimal solution is when the work task allows the employee should, at his discretion, according to the working process, change his position (sitting, standing). In fact, there are a number of works that can be performed both sitting and standing. This is especially common in repetitive activities, which, however, requires a considerable degree of attention, because the change body position helps concentrate.

In the workplace, for sitting or standing working height is focused on the standing position. To reduce the difference is considered that the seat height should be increased by 40 - 45cm, which means that we need more special footrest that gives additional space for movements of the legs. To ensure the use of the possibility of changing position, the eyes and hands should be at the same level in both positions, and the chair should be easily movable.

If the work task creates the preconditions for sitting, we should take care that each employee could work safely with minimal fatigability and maximum possible

comfort. Especially the muscles of the neck, shoulders and back are on the stress if there is the wrong size of the workplace, and that is wrong in terms of ergonomics. The following sizes such as «working height», «seat height» and «capture of the space» are closely related and, therefore, must always be considered together.

Working height – is the height at which the objects of labor should be treated or observed. In the sitting position it is measured from the seat surface. Working height can not be identified simply with the height of the table, as in some cases it is necessary to take into account the height of the appliances and devices, through which the work is performed. The height of the table should be selected correspondingly lower, or at a specified height of the table, the seat height should be chosen above. When we determine the operating height the activity type plays an important role. With precise work the working height is determined, above all, by the level of the eye over the seat height, tilt of view or remote of visual perception. During assembly work or work on the machines it should be a compromise between visual conditions and comfortable hand position (upper forearm should be as upright omitted).

Normal working table should give the employee the opportunity to lean the upper part of the body, not leaning far forward. When we work of coarser nature with strongly pronounced dynamics the freedom of movement of the arms is very important. The same working height concerns typists (the average height of the keyboard). Height of the table surface and the surface of the seat are limited to the height of hips.

Effective seat height is the height from the surface of the footrest to the seat surface. In any case, it should be changed as the working height (eg, machine tools) is often the same. Necessary for this regulation is the range of 38-51 cm.

The space capture. The space above the surface of the table, which you can easily embrace by arms is limited by individual length of hands and called the space of the capture. Not all areas of this space are equally easy to manipulate. The structure of the joints causes the more or less favorable trajectory.

Working foot space. The position footrest is individually adjustable. Foot switches, which are driven by the heels, are best placed under the center of the work of hands. The pedals, which are driven by toe, better to locate in front of a person so that heel could stand at a distance 14-18 sm. under invisible to the perpendicular passing through the center of the work.

Below is workplace ergonomics on the instructions of Apple, one of the world famous manufacturers of computer equipment (Fig.4.1).



**Fig.4.1. The ergonomics of the workplace according to the instructions of Apple**

Source: ziyonet.uz

## **4.2. Psychophysiological load on the person**

The issue of workload per person is not as simple as many think. On the one hand, when it comes to workload, we usually believe that it is all clear, but that does not mean that it is easy to make conclusions about any person works at all. On the other hand – a man – it's so complicated system, and the amount of knowledge accumulated about it by the special sciences is so great that few people, including professionals, can cover the entire amount.

The study of man from the standpoint of its relationship to the workplace, process and tool, in order to harmonize the conditions of production to the needs of

the worker and his adaptation to the intense workload, working conditions and employment process takes special science - physiology and psychology of labor. Here, in the system «people-work» subsystem «man» is characterized by specific qualifications and the degree of workload, and the subsystem «work» is characterized by the level of rationalization, mechanization and automation of labor.

In the workplace, there are psycho-physiological harmful production factors for each person, among which we can distinguish the physical and psychological factors. Physical factors are also called physical exertion (overload), they characterize the severity of labor. Neuropsychiatric load (overload) determines the intensity of labor. Sometimes they do not refer to harmful production factors, but they refer to harmful factors of the labor process.

Physical activity (overload) affects primarily on the musculoskeletal system (muscles, joints, ligaments, bones in any part of the body) and the peripheral nervous system (often the upper limbs, neck, waist, but not ruled out other sites). Neuropsychiatric load (overload) effects on the central nervous system, i.e. on the functions of the brain<sup>41</sup>.

When we exceed the maximum permissible level of harmful, physiological factors of production initially result in some reduction of performance (fatigue, tiredness). After resting for a few hours, days or night of sleep the organism is restored, fatigue passes, the performance returns.

Fatigue – is worked out in the process of evolution a protective reaction of the organism to physical and psychological overload. Therefore, fatigue can not be regarded as pathology. If the physiological harmful production factors exceed maximum permissible level, you can not expect full compensation for the vital functions of the employee. Fatigue begins to «accumulate», overwork is gradually developing and then it should be regarded as a pre-disease state. And if you do not take measures to reduce psycho-physiological stress, not promptly remove the worker from the work and begin to treat him, the consequences will be expressed

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<sup>41</sup> Arustamov E.A. Health and Safety / EA Arustamov. - M.: Publishing House «Dashkov i K», 2004

in the development of professional or work-related diseases due to lowered body resistance. Hence, only heavy physical and psychological load (which overload) should be considered as unfavorable.

Loads of mild to moderate severity are essential for a healthy person, as they train organism and allow maintaining long-term health of workers.

Physical and psychological load vary considerably by type, prevalence and health consequences, so we consider them separately.

Physical overload (the severity of labor). The employees pay much less attention on them than on the physical and chemical harmful production factors, production dust. Obviously, the point is that the physical load is not directly connected with all the obvious effect of temperature, noise, vibration, dust and etc. Unfavorable feedback of physical activity in the form of diseases of upper and lower limbs, when there are pain, stiffness, limitation of movement, the worker often does not explain the production reasons, for example, overworked in the garden, in the construction of private houses or performing physically demanding home works. Complaints about the malaise in all these cases are virtually identical.

Factual prevalence of heavy physical exertion is very, very significant. Despite the impressive scientific and technological advances in the field of mechanization and automation of labor in many industries it is still widely used manual labor, including the performing of heavy physical work, particularly for small and medium-sized businesses. Both mechanization and automation not always completely eliminate all manual operations. For example, processing of metal work pieces on the machine consists of the mechanized operations of cutting, cooling, turning up, dropping, chip removal and manual operations for the collection of blank, strengthening them in the machine, removal and rearrangement of machined work piece in place. Thus, in this case the main operating mechanized operations and auxiliary operations are performed manually.

At weight of work pieces of 5-15 kg and processing of 1,000-2,000 pieces per shift, you can imagine the enormous amount of hand movement makes the worker and what the total weight of the cargo he lifts and carries.

Physical load may be measured in certain units. It should be noted that foreign sources give the maximum amount of energy consumption of a person for an 8-hour work shift equaled to 2000 kcal (i.e. distributed evenly, it corresponds with the break of about 800 kcal/h). Evaluation of muscular work is performed adequately supply of the muscles with oxygen. This, however, is unacceptable to the static muscular work. In fact, every professional activity involves tensing the muscles, which causes the development of fatigue.

At the moment in the world methods for determining the appropriate intensity of the work are already developing. One of them is to determine the fatigue limit (PX) – a physiological limit that characterizes the capabilities of the human body during exercise to maintain internal equilibrium such a way that achieve the highest possible «steady state» performance of muscular work. PX can be expressed in terms of the dynamics of heart rate during periods of work and rest for a day.

Each activity has its own information and operational features. So, for most professions brainwork is currently characterized by high information load to lack of time, increased responsibility of every employee, regardless of subordination and hierarchical status and sedentary lifestyle with high emotional tension. Scientists have found that these characteristics of mental labor at their prolonged exposure have a negative impact on health, they are responsible for the high incidence of cardiovascular and psychosomatic diseases, and also they reduce performance. If 10 years ago, according to statistics the number of professionals of mental work has reached 23 thousand, now at the beginning of the XXI century they naturally became much more<sup>42</sup>. In addition, each specific type of activity has its own structure of information and operational features of mental stress, has a direct effect on the body and the human psyche. For example, the structure of the information and the operational component of the labor process is determined by the speed of the operator receiving and processing information and making decisions, the complexity of the tasks, the frequency to make responsible

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<sup>42</sup> Source: [www.ziyonet.uz](http://www.ziyonet.uz)

decisions, time, active steps, the number of manufactured movements, self-adjustable parameters, characteristics of the monotony of work (quality of operations, the duration repetitive operations, the number of receptions in the operation, and so on); the presence of physical inactivity, shift work and rest, the degree of stress analyzer functions (vision, hearing, vestibular, and so on) and others.

These components of human work define his tension of certain mental functions, as well as the value of certain mental qualities, special senses, skills in its implementation.

A major role in influence on human operational and information component plays involvement in «work, labor-rest, recovery». Currently, scientists emphasize that most diseases can be avoided even at high mental tension affecting the human environmental conditions, if it is correct and efficient to use the period of rest and rehabilitation funds.

### **4.3. Ecological monitoring**

In the late 20th century, the scientific and technological activities of mankind became tangible factor in the environmental impact. In order to optimize the relationship between man and nature and environmental orientation of economic activity, multipurpose information system of long-term observation – monitoring - appeared.

The term «monitoring» first appeared in the recommendations of a special commission SCOPE (Scientific Committee on Problems of the Environment) under UNESCO in 1971.

Environmental monitoring (monitoring of the environment) (from the latin Monitor – one who reminds, warns) – a multi-purpose information system for long-term observation, as well as the assessment and prediction of the natural environment. The main objective of environmental monitoring is warning of



critical situations, harmful or dangerous to people's health, well-being of other living beings, their communities, natural and man-made objects<sup>43</sup>.

The system does not include the monitoring of the activities of quality management environment, it is a source of information required for environmental decision-making.

Basic principles of monitoring: integrity, systematic, commonality.

Monitoring procedures:

- Selection of the object of observation;
- Examination of the selected object;
- Preparation of an information model for the object of observation;
- Planning of measurements;
- Assessment of the state of the object and the identification of its information model;
- Forecasting the state of the object changes observations;
- Presentation of information in usable form.

We can distinguish the following types of pollution:

- Chemical;
- Radioactive;
- Heat;
- Electromagnetic;
- Noise.

The control of the following indicators is the most important in the system of local monitoring (Table 4.1.).

The main purpose of monitoring is to ensure that environmental management systems and environmental security of reliable information that allows:

- Assess the state of the human habitat, biological communities;
- Identify the reasons for the deviation indicators;

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<sup>43</sup> Fundamentals of General Ecology (general education. Rate). Textbook for studntov Executive. Proc. institutions. Handbook for teachers / NA Voronkov. - Ed. 4th dorabot. and add. - Moscow: Agar, 1999

Table 4.1.

**Objects of monitoring and indicators**<sup>44</sup>

Atmosphere	Chemical and radionuclide composition of the gas and aerosol phases of air sphere; solid and liquid precipitation (rain and snow) and their chemical and radionuclide composition, thermal pollution of the atmosphere.
Hydrosphere	Chemical and radionuclide composition of environmental surface waters (rivers, lakes, reservoirs, etc.), groundwater, sediment and bottom sediment in natural drains and reservoirs; thermal pollution of surface and groundwater.
Soil	Chemical and radionuclide composition
Biota	Chemical and radioactive contamination of agricultural land, vegetation, soil zoocenoses, terrestrial communities of domestic and wild animals, birds, insects, aquatic plants, plankton, fish.
Urban environment	Chemical and radiation background ambient air settlements, chemical and radionuclide composition of food, drinking water, etc.
Population	The number and density of population, fertility and mortality, age structure, morbidity and etc., socio-economic factors.

Source: compiled by the author on the basis of "Ecology and Life" textbook for high schools.

Muravyov A. 2002

- Assess the impact of changes in the indices;
- Identify the control solution to eliminate the causes of the deviation indicators.

Environmental monitoring should be focused on three main indicators:

<sup>44</sup> Ecology and life safety. Textbook for High Schools. Muravyov A. 2002

- Observance of the established national and international requirements for human impact;
- Diagnostics of human impact;
- Prevention of the effects of human impact.

The main objectives of environmental monitoring:

- Observation of the sources of human impact;
- Observation of the factors of human impact;
- Monitoring of the contamination of the environment;
- Assessment of the contamination of the environment;
- A forecast of pollution of environments, objects of natural environments.

Environmental monitoring can have a different scale, and include:

- The enterprise;
- Locality;
- Territory, etc.

Information flows required for the implementation of environmental monitoring:

- Sources of pollutants into the environment;
- Transfer processes and migration of pollutants into the environment;
- The state of human health;
- The response of biological communities to anthropogenic forcing.

Thus, under the environmental monitoring it should be understood organized environmental monitoring to provide an estimate the human habitat, biological communities and ecological systems in order to make management decisions when indicators of one or more objects are not achieved.

## CONCLUSION

The promotion methods of «Azia Techno Progress» LLC website were reviewed in this final qualifying work.

At first, legal and regulatory frameworks of using Internet resources in the marketing activity of the companies in the Republic of Uzbekistan were learnt. It revealed that the information policy has an important role for the Republic of Uzbekistan. There are a lot of laws of the Republic of Uzbekistan such as «On Informatization», «On Telecommunications» and «On Protection of computer programs and databases» and other acts aimed at further development of the ICT sector and software products market.

The next step was research of different methods of SEO-system. So, there were internal and external optimizations for the company «Azia Techno Progress» LLC. According to the internal optimization the changes of website code are provided, meta-tags were written and the content of the website was changed. According to the external optimization the information about the company «Azia Techno Progress» LLC was placed on different Internet resources.

Also white, gray and black methods of SEO-system were learnt. For the website of the company only white methods are used. Nowadays it is very popular to use gray methods. But most developed companies try to use only legal «white» methods in their activity. White methods of search engine optimization (whitehatSEO) – corresponds exactly to the promotion of the proposed policy or hints of search engines. The methods used are aimed at creating a positive experience for the visitors, but not directly on the growth of position on the page displaying the search results. It allows not worrying about illegal attacks from the Internet resources.

The analysis of the activity of the company «Azia Techno Progress» LLC on the market of delivery and service support of compressor equipment of the Republic of Uzbekistan was provided.

In this final qualifying work we observe the information about different tools of SEO-system. One of them was promoting in social networks. It is known fact,

that social networks become popular in the world. Many companies use social network to sell their products and services. Also the main opportunity is to communicate with customers online. It allows deciding problems immediately.

The information from different SEO-analytic sites was presented. This data was expressed through various graphs and figures. These sites informed that the promoting of the website of the company has its good and bad sides. That's why the website of the company «Azia Techno Progress» LLC needs additional promotion.

We observe different commercial offers from leading advertising companies on SEO-system for the company. We did competitive analysis of their information.

We found out that to hire employee is better than to pay money to advertising company.

Thus, the final qualifying work includes the following basic theoretical and practical conclusions, namely:

- The essence of SEO and its importance in the analysis of companies' performance are presented;
- The legal basics of using Internet resources in the marketing activities of the companies in the Republic of Uzbekistan is considered;
- Modern state of activity of the company «Azia Techno Progress» LLC in the market of the Republic of Uzbekistan is reviewed;
- The use of social network in the activity of the company «Azia Techno Progress» LLC is reviewed;
- The main indicators of site positions «Azia Techno Progress» LLC in the Internet are analyzed;
- The comparative analysis of the offers of leading advertising companies of the Republic of Uzbekistan on SEO-optimization is presented;
- The development strategy of the company website and its importance for improving the competitiveness of «Azia Techno Progress» LLC is reviewed.

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## APPLICATION

Application 1

### Reference list of enterprises using the compressor equipment the factory «EKOMAK», (Turkey)<sup>45</sup>

№	Name of the organization	Activity	Installed equipment
<b><u>Textile industry</u></b>			
1.	JV JSC «BESHARIQTEKSTIL» (Fergana region., G.Besharik)	production of knitwear	EKO 75 VST (3 pcs.)
2.	«ANTEKS» (Andijan)	production of cotton production	EKO 37 (4 pcs.)
3.	LLC "Kurganteks" (Andijan)	textile industry	EKO 55 (1 pcs.)
4.	LLC "Urgench- Bakhmal" (Urgench)	production of silk fabrics of pure silk	EKO 37 (1 pcs.)
5.	JV «ZAMINTEKSIPLIK» (Samarkand)	production of synthetic yarns	EKO 160 (1 pcs.) EKO 160 QDVST (2 pcs.)
6.	«ANNURTEX» (Andijan)	manufacture of footwear	EKO 37 (1 pcs.)
7.	LLC "ZAMIN Turkistan" (Namangan)	tailoring menswear	EKO 18 (1 pcs.)
8.	JV «OSBORN TEXTILE» (Chirchik)	production of cotton yarn	EKO 75 S (5 pcs.)

<sup>45</sup><http://aziatp.uz/>

<b>№</b>	<b>Name of the organization</b>	<b>Activity</b>	<b>Installed equipment</b>
9.	"EURO ASIA CARPET" (Samarkand)	production of carpets	EKO 132 (1 pcs.) EKO 22 (1 pcs.)
10.	«NURRAVSHAN» (Tashkent)	manufacture of footwear	EKO 22 (1 pcs.)
11.	«MUSAVARTEX» (Kokand)	yarn production	EKO 37 (2 pcs.)
12.	«BITI PRODUCTION» (Tashkent)	textile industry	DMD 55CRD (1 pcs.)
13.	«AL'YORTEKS» (Andijan)	yarn production	EKO 37 (1 pcs.)
14.	«TRISTAR TECHNOLOGY» (Tashkent)	textile industry	DMD 200 CRDF (1 pcs.)
15.	«Namteks» (Namangan)	textile industry	EKO 75 (pcs.)
16.	«Nukus Textile» (Nukus)	textile industry	EKO 37 (1 pcs.)
17.	LLCv«N-Joy Garments» (Tashkent)	textile industry	EKO 55 (1 pcs.) EKO 18 (1 pcs.)
18.	LLC «UZTEX» (Chircik)	textile industry	EKO 55 (1 pcs.) EKO 75 (1 pcs.)
19.	LLC «Megatranstek» (Bukhara)	textile industry	EKO 22 (1 pcs..)
20.	Textile Technology Group Ltd. (Tashkent)	textile industry	EKO 90 VST (2 pcs..)
21.	LLC Maxim Gold	textile industry	EKO 37 (2 pcs.)

<b>№</b>	<b>Name of the organization</b>	<b>Activity</b>	<b>Installed equipment</b>
	(Andijan )		
22.	Oltin Vodiy gilamlari, (Andijan)	textile industry	EKO 90 QD (2 pcs.), EKO 90 QD VST (1 pcs.)
23.	OOO "FLYURMEKS"	textile industry	EKO 37 (1 pcs.)
24.	"Zarafshan" Textile LTD. (OOO "March 8") (Samarkand)	textile industry	EKO 75 (1 pcs.)
25.	«Marhamattekstil» (Andijan)	textile industry	EKO 55 (1 pcs.)
26.	“Arji-Fashion”	textile industry	EKO 22 (1 pcs.), EKO 45 (1 pcs.)
27.	Surkhontex" Ltd, the joint venture (Djarkurgan)	textile industry	EKO 37 (1 pcs.), EKO 75 (1 pcs.)
28.	Bellatex (Tashkent)	textile industry	EKO 37 (1 pcs.)
29.	LLC «Great Cotton Export» (Khorezm)	textile industry	DMD 200 CRDF (1 pcs.)
<b><u>Manufacture of furniture</u></b>			
30.	LLC "RUSSIAN WOOD" (Tashkent)	manufacture of furniture	EKO 37 (1 pcs.)
31.	«ZANGIOTAIMKOME B» (Tashkent)	manufacture of furniture	EKO 55 (1 pcs.)
32.	«Furniture»	manufacture of furniture	DMD 55 CRD (2

<b>№</b>	<b>Name of the organization</b>	<b>Activity</b>	<b>Installed equipment</b>
	(Tashkent)		pcs), DMD 100 (4 pcs), 150 (1 pcs)
<b><u>Food processing industry</u></b>			
33.	«AGROMIR SAMARKAND» (Samarkand)	juice production	EKO 22 (2 pcs.), EKO 15 (1 pcs.)
34.	«AGROMIR BUKHARA» (Bukhara)	production of conservation	EKO 18 (1 pcs).
35.	«XORAZMSHAKAR» (Urgench)	sugar industry	EKO 110 (1 pcs.), EKO 200 (1 pcs.)
36.	LLC «EAST OIL» (Samarkand)	oil and fat production; textile	EKO 75 (1 pcs.)
37.	«BOSHLIQDONMAHSUL OTLARI» (Tashkent)	food processing industry	DMD 200 CRDF (1 pcs.)
38.	LLC «SABE» (Samarkand)	production of ice cream	EKO 37(1 pcs.), EKO 75(1 pcs.)
39.	«OM AK NUR BIZNES» (Samarkand)	sausage production	DMD 200 CRDF (1 pcs.)
40.	Meat Processing Plant	sausage production	EKO 22 (1 pcs.)
41.	«Silver Vita» (Tashkent)	production of soft drinks and mineral water	DMD 200 CRDF (1 pcs.)
<b><u>Metallurgy</u></b>			
42.	«MULTIMETALL» (Tashkent)	foundry manufacture	EKO 22 (1 pcs.)

<b>№</b>	<b>Name of the organization</b>	<b>Activity</b>	<b>Installed equipment</b>
<b><u>Polygraphy</u></b>			
43.	Tashkent Paper Factory GAP "Davlatov belgisi" (Tashkent)	production of banknotes and other securities	EKO 55 (1 pcs.)
44.	«POLIFLEX» (Tashkent)	polygraphy	DMD 150 C (1 pcs.)
45.	«AngrenPack» (Angren)	Paper, cardboard	EKO 55 (1 pcs.) EKO 160 (1 pcs.)
46.	"LIDER FLEX PRINT" OOO	polygraphy	DMD 100 (1 pcs.)
<b><u>Mechanical engineering</u></b>			
47.	Tashkent Mechanical Factory (formerly GAO "TAPOiCH") (Tashkent)	aircraft, manufacture of spare parts.	EKO 22 (9 pcs.), EKO 55 VST (1 pcs.), DMD 100 CR (5 pcs.), DMD 150 CRD (3 pcs.), EKO 37 (6 pcs.)
48.	Kokand Mechanical Factory (Kokand)	equipment manufacturing	DMD 150 CRDF (1 pcs.)
49.	MAN (Samarkand)	automobile production	EKO 132 DVST(3 pcs.)
<b><u>Construction</u></b>			
50.	«INVEST ASSETS PLUS» (Tashkent)	construction of objects	DMD 200 CRDFF (1 pcs.)
51.	Ltd. JSC "KYZYLKUM CEMENT" (Navoi)	cement, slate	EKO 55 (1 pcs.)

<b>№</b>	<b>Name of the organization</b>	<b>Activity</b>	<b>Installed equipment</b>
<b><u>Rail transport</u></b>			
52.	Uzbekistan Railways "Railways" (Tashkent)	Uzbekistan railways	EKO 37 (4 pcs.)
53.	"Uzzheldopass"(Tashkent)	repair of railcars	EKO 75 (2 pcs.)
<b><u>oil and energy</u></b>			
54.	UDP "TT and B" (Uzgeoburneftegaz - TENDER -2014 years)	exploration for oil and gas, drilling wells, and works vyshkostroitelnyh	EKO 37 (7 pcs.)
55.	"Uzgazoyl" (Tashkent)	petroleum refining	DMD 200 CRDF (1 pcs.), EKO 22 (1 pcs.)
56.	LLC " Savdo Energo" (Termez)	energetics	EKO 37 (1 pcs.)
57.	Tashelektroschit (Tashkent)	energetics	EKO 55 (1 pcs.)
<b><u>other manufacturing</u></b>			
58.	JV "AKFA JOMIY" (Tashkent)	production of windows and doors from pvc and aluminum profiles	EKO 37(1 pcs.)
59.	«EKOELEKTRON» (Tashkent)	household appliances «artel»	EKO 75 (4 pcs.)
60.	«Foton» (Tashkent)	production of television sets, household appliances	DMD 200CRDF (1 pcs.)
61.	«Pallada Investment» (Tasshkent)	production of windows and doors from pvc and aluminum profiles	EKO 75 (1 pcs.)
62.	Arguments and Facts (Tashkent)	print edition	EKO 22 (1 pcs.)
63.	Hi-Tech Kabel (Tashkent)	production of cable equipment	DMD 200 CRDF (2 pcs.)

