THE USAGE OF THE SEO-TOOLS ON THE STAGE OF THE FRONT-END WEB DEVELOPMENT

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In the process of developing or updating the site, you should pay attention not only to the external design of the site, but also to the representation of HTML code. The subsequent indexing of the site by search engines, and consequently its positioning in SERP, is implemented taking into account not only the external and internal ranking factors, but also based on the behavior (user) factors.

One of the most important behavioral factors is the necessity to optimize the code of the site.

The code optimization is not only speeds up the page loading, but also makes the site more friendly to search engines – the code is clean and clear. In turn, it allows the search engines to find quickly important elements on the page and to perform the task of indexing and ranking [1].

Thus, it is necessary to find a systematic approach to the design and development of the site, taking into account the possibility of the optimization at the stage of the front-end web development. The purpose of this project is to develop methods of effective usage of SEO-tools during the development of the site. To accomplish this goal it is necessary to explore the modern tools of search engine optimization and the methods for optimizing HTML-code. The following key issues were discussed during the study:

– rules of making meta tags 'description', 'keywords' and 'title';

– the usage of the semantic HTML markup (each formatting tag has its own purpose and should reinforce the meaning of the information in web-pages);

– the organization of file elements (CSS and JS-code are written to the external files, the elements of the design are drawn in sprites and are taken out into the style sheets);

– the development of responsive design;

– the validation according the W3C-standards and cross-browser compatibility.

First of all, web-sites should be using CSS rather than a table structure. This allows for improved ordering of content elements on the page. For example, being able to place a long left sidebar below rather than above a block of unique content would be nice. CSS allows that to happen.

Secondly, it is necessary to use machine-readable fonts. An alternative is to use font-replacement such as @font-face. Then, for images that are stylistic elements, using CSS background images is fine, but for content elements, found within a body of text that is unique to a page, use a regular image tag.

Last, but not least, a web page should not take more than 3 seconds to load on a 10Mb connection. The front-end coder is not responsible for the entirety of what makes a page fast or slow, but they do have a role to play. That means

consolidating CSS and javascript files, loading javascript at the end of the page, creating sprites and seeking other size-cutting opportunities.

There are the main recommendations of SEO-optimization on the stage of the front-end web development, which were formed on the basis the conducted research:

– to form CSS styles and JS scripts, client-side scripts in separate external files;

– to place the main content close to the top of the page;

– to create a sitemap that contain links to all pages of the site [2];

– to use a navigation bar for each web-page;

– to indicate a text with a local reference for each hyperlink on a Web page (it increases the search engine rankings, facilitates navigation (for users) and indexing (for search engines));

– to create web pages according to the W3C-standards, which will increase the value of the pages for search engines;

– to use microformats for better recognition of the content by search engine spiders;

– to create dynamic RSS-channels for the content of your site;

– to set up the correct processing of the user error 404;

– to use meta-tags and tag 'title' for more accurate page-determination;

– to select an appropriate domain name which would include keywords that are relevant to the topic of the site;

– to use only a valid and well-managed semantic code;

– to publish a "readable" content: to highlight a content by catchy headline, to divide the text into short paragraphs with subtitles, to use lists;

– to use actively images, thus it is necessary to call correctly and to assign tags 'title' and 'alt';

– to minimize the usage of flash;

– in case of need, to connect to the social media using functional buttons;

– to create a mobile version of the site, which is compatible with the browsers of smartphones, as users are actively search the Internet via mobile phones [3].

As a result of the studies, it was found that the usage of these given SEO-recommendations on the stages of front-end web development allows you to occupy a top position in the search engines result page and gets the key to the successful promotion of the site.

Bibliography

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