

COMBINING SEO OPTIMIZATION AND MARKETING IN THE PROCESS OF CREATING EFFECTIVE WEBSITES

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Abstract. The work is devoted to the integration of SEO and marketing strategies into modern website development. It highlights the role of websites as marketing tools for audience engagement and brand building. The study covers user behavior analysis, semantic SEO, mobile optimization, Core Web Vitals, and AI use. Emphasis is placed on teamwork among SEO experts, marketers, designers, and developers to create competitive, high-converting websites.

Keywords: WEBSITE, MARKETING, DEVELOPMENT, SEO, DIGITAL MEDIA.

In today's digital environment, website development is no longer a purely technical process. A website is no longer perceived as just a set of pages with content - today it is a full-fledged marketing tool that actively influences audience engagement, brand image formation, and achievement of business goals. That is why it is important to integrate SEO optimization and marketing strategies at all stages of web resource development [1].

SEO is the main component of the process of ensuring website visibility in search engines. At the same time, marketing strategies are aimed at creating a value proposition for consumers, building long-term relationships, and stimulating active interaction with the brand.

Previously, one of the key tasks was to develop a semantic core, i.e. a set of keywords and phrases that most accurately describe the website's subject matter and the needs of the target audience. The content strategy was formed on the basis of this core: articles, service descriptions, blog posts optimized to achieve high positions in search engine results. Nowadays, websites no longer optimize separately for keywords, but create in-depth, high-quality content around a topic. A trend is the use of Topic Clusters, when one main topic unites several related sub-topics through internal links [2]. For example, a website contains the main page "Complete Guide to Web Design" and many subpages ("Web Design Trends 2025", "How to Choose a Color Palette for Your Website", "What is Responsive Layout", etc.) All these subpages link to each other and to the main page. The main page also has links to them. This organization of the site structure better describes the site structure and subject matter to Google, and thus increases the position in the search results; improves the user's navigation and demonstrates the site's expertise to Google search engines.

An equally important element is page loading speed, which directly affects Google rankings and user behavior. Slow digital media leads to a high bounce rate, while optimized projects provide better conversion.

Integration of video content is both an SEO and marketing tool [5]. The use of useful and interesting videos increases the length of time spent on the site and improves the behavioral factors of visitors. YouTube, Reels, and TikTok formats are now recommended to be embedded directly into web pages.

If digital media contain interactive elements, such as quizzes, polls, quizzes, calculators, mini-games, they increase user engagement and retention, which in turn improves SEO.

An important component of a successful web strategy is the marketing positioning of the site. The content structure should be built around the company's unique selling proposition (USP). Calls to action (CTAs), newsletter subscriptions, contact collection forms, and chatbots should be used to increase the level of interaction between visitors and the brand [3].

Zero-Click Search is a promising approach, when a user receives an answer directly on the Google page without going to the website. The Google search engine generates the answer itself based on the website content and displays it in a special block (for example, above all results).

A snippet is a piece of text that answers a user's query as clearly as possible. It is recommended that you implement Snippet optimization on your website, i.e. specially design your content so that Google selects it for display in these blocks. An optimized Snippet has a direct answer (up to 50-60 words); clearly defined headings (H2, H3); contains lists, tables, or numbering for structure; and uses keywords in a natural context. Even if the user does not click through to the site, search engine visibility and brand trust increase. Websites that are included in Snippet blocks get a higher CTR in the long run.

Another critical component is external SEO optimization, which is a set of measures aimed at building high-quality external link mass (backlinks) from reputable websites. The link building strategy should be natural: preference should be given to relevant topics and dubious resources should be avoided. In addition, it is important to work on brand development in the information space: publications in the media, partnership projects, and social media activity. This increases the overall level of trust in the resource.

Modern methods of creating digital media also involve the integration of analytical tools at the project launch stage. It is mandatory to install Google Analytics, Google Tag Manager, Google Search Console, and conversion tracking systems. Regular monitoring allows you to analyze user behavior, identify problem areas, and evaluate the effectiveness of advertising campaigns and SEO strategies.

Local SEO optimization is a particularly relevant trend for businesses that focus on the regional market. More and more attention is paid to content localization (geography, language, culture). Marketing strategies take into account the regional characteristics of the audience. Websites automatically adapt offers to the user's location. A presence in Google My Business, reviews on local platforms, and optimization for geo-queries help to attract additional traffic [4].

New areas of optimization related to the development of technology are becoming equally important. These trends include:

- optimization for voice search – taking into account natural language and long queries. Websites optimize the structure of the text for key questions (Who? How? What? Where?), and content is created in the form of short and clear answers. This feature is especially relevant for mobile users and local businesses;

- optimization for mobile devices – adaptive design, fast loading, easy navigation on smartphones and tablets;
- optimization for Core Web Vitals – taking into account new Google ranking factors related to the speed, stability and interaction of pages;
- integration of artificial intelligence – personalization of content, automation of chatbots, dynamic generation of offers for users.

The successful integration of SEO optimization and marketing strategies into the website development process requires the synergy of specialists from different fields: SEO specialists, marketers, content managers, designers, and developers. Only teamwork ensures the creation of a full-fledged digital product that can not only attract the attention of users but also retain their loyalty and turn them into regular customers.

Thus, the use of a comprehensive methodology that combines technical aspects of SEO, marketing tools, and modern digital trends is the key to effective website promotion in the highly competitive online environment.

Modern website development is based on three key elements:

- technical quality (loading speed, adaptability, correct code structure);
- high-quality content (informative, structured and useful for the reader);
- a well-built marketing strategy focused on the needs of real users.

In the era of digital competition, the winners are those companies and brands that do not focus only on studying search algorithms, but deeply understand what problems their audience needs to solve, what feelings and emotions they need to evoke through design and text.

SEO has become a part of a holistic approach to creating a brand impression, user experience, and long-term loyalty building.

Thus, the strategy of a successful website today is not just search engine optimization or high-quality design, but building a lively, interesting, relevant communication where every element works to satisfy the interests of the visitor.

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