



Effective visualization techniques play a crucial role in decision-making and the formulation of data-driven strategies. By presenting data in a visually appealing and intuitive manner, these techniques enhance understanding, facilitate analysis, and empower stakeholders to derive actionable insights. These techniques include clarity and simplicity, identifying patterns and trends, supporting comparative analysis, enabling interactive exploration, fostering communication and collaboration, and encouraging data-driven cultures. Clarity and simplicity in visualizations reduce cognitive load, helping stakeholders interpret information accurately and make informed decisions. Identifying patterns, trends, and anomalies in data helps uncover valuable insights for decision-making.

Supporting comparative analysis enables data-driven strategies and informed decision-making. Enabling interactive exploration enables users to focus on specific subsets of data or delve into details. Facilitating effective communication and collaboration among stakeholders fosters data-driven cultures.

Data analysts play a crucial role in transforming raw data into meaningful insights. To excel in their profession, data analysts should prioritize data visualization skills and continuously explore innovative approaches to enhance their visual storytelling abilities. Effective data visualization skills enable data analysts to communicate complex insights in a clear and compelling manner, enhance data exploration, influence stakeholder engagement, empower decision-making, embrace innovation, and storytell with data. Effective data visualization skills enable data analysts to communicate complex insights in a clear and compelling manner, enhance data exploration, influence stakeholder engagement, empower decision-making, embrace innovation, and storytell with data. Data analysts should prioritize data visualization skills and continuously explore innovative approaches to enhance their visual storytelling abilities.

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## INCREASE WEBSITE VISIBILITY ON THE INTERNET BY GOOGLE SEARCH CONSOLE

<sup>1</sup>O. Sakaliuk, <sup>2</sup>O. Shershun

<sup>1,2</sup>Odesa National University of Technology, Odessa, Ukraine

ORCID: <sup>1</sup><https://orcid.org/0000-0002-5051-518X>, <sup>2</sup><https://orcid.org/0000-0002-0914-7362>

E-mail: <sup>1</sup>[sakaliuk.olexiy@gmail.com](mailto:sakaliuk.olexiy@gmail.com), <sup>2</sup>[aleksander.shershun@gmail.com](mailto:aleksander.shershun@gmail.com)

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**Анотація:** Стаття «Підвищення видимості сайту в Інтернеті за допомогою інструменту Google Search Console» присвячена розгляду важливості та використання Google Search Console для оптимізації сайту і поліпшення його видимості в пошукових системах. У статті розглядаються основні аспекти пошукової оптимізації, а також роль Google Search Console як потужного інструменту для аналізу, моніторингу та вдосконалення SEO стратегії. Зазначаються методи інтеграції Google Search Console з Google Analytics для отримання більш детальної інформації про трафік, ключові слова, CTR та інші важливі метри. Стаття наголошує на тому, що використання Google Search Console дозволяє виявляти технічні проблеми, аналізувати вміст, моніторити здоров'я сайту та здійснювати конкурентний аналіз для досягнення кращих результатів у пошукових результатах. Завдяки цим інсайтам, власники сайтів і маркетологи можуть розробити ефективну стратегію підвищення видимості свого сайту та залучення більшої аудиторії користувачів.

Індексація сайту є важливою складовою процесу пошукової оптимізації і має велике значення для підвищення видимості та доступності сайту в Інтернеті. Індексація дозволяє пошуковим системам, таким як Google, Bing, Yahoo та інші, знайти, проаналізувати та індексувати сторінки сайту. Це дозволяє пошуковим системам включати сайт у свої пошукові результати, що забезпечує його видимість для потенційних відвідувачів. За допомогою індексації можна залучити більше органічного трафіку на сайт. Коли сторінки сайту індексуються, вони можуть з'являтися у пошукових результатах при відповідних запитах користувачів. Це відкриває можливість залучення



нових відвідувачів, які шукають відповідну інформацію або товари та послуги, які пропонуються. Індексція дозволяє пошуковим системам аналізувати вміст сайту, включаючи ключові слова, метатеги, URL-адреси та інші елементи. Це важливо для SEO, оскільки ці дані впливають на ранжування сайту у пошукових результатах. Чим краще сайт індексується, тим більше шансів увійти до топових позицій у пошукових результатах та залучити цільову аудиторію.

Під час індексації пошукові системи можуть виявляти технічні проблеми, такі як помилки на сторінках, посилання, що не працюють, або дубльований контент. Це дозволяє вам швидко виявляти та виправляти проблеми, що можуть негативно вплинути на видимість та ранжування вашого сайту. За допомогою інструментів, таких як Google Search Console, можна відстежувати і аналізувати дані про індексацію сайту. Ви можете бачити, які сторінки індексуються, які отримують найбільше трафіку, які ключові слова привертають увагу пошукових систем і багато іншого. Ця інформація допомагає зрозуміти, як сайт працює в пошукових системах і як можна покращити його видимість.

**Abstract:** The article "Increase Website Visibility On The Internet By Google Search Console" is devoted to the consideration of the importance and use of Google Search Console for website optimisation and improvement of its visibility in search engines. The article discusses the main aspects of search engine optimisation, as well as the role of Google Search Console as a powerful tool for analysing, monitoring and improving SEO strategy. The article describes methods of integrating Google Search Console with Google Analytics to obtain more detailed information about traffic, keywords, CTR and other important metrics. The article emphasises that using Google Search Console allows you to identify technical issues, analyse content, monitor website health, and perform competitive analysis to achieve better results in search results. Thanks to these insights, website owners and marketers can develop an effective strategy to increase the visibility of their site and attract a larger audience of users.

Website indexing is an important part of the search engine optimisation process and is essential for increasing the visibility and accessibility of a website on the Internet. Indexing allows search engines such as Google, Bing, Yahoo, and others to find, analyse, and index the pages of a website. This allows search engines to include the site in their search results, which ensures its visibility to potential visitors. Indexing can help you drive more organic traffic to your website. When pages of a website are indexed, they can appear in search results when users make relevant requests. This opens up the possibility of attracting new visitors who are looking for relevant information or products and services. Indexing allows search engines to analyse website content, including keywords, meta tags, URLs, and other elements. This is important for SEO because this data affects the ranking of a website in search results. The better a website is indexed, the more chances it has to reach the top positions in search results and attract the target audience.

During indexing, search engines can detect technical issues such as page errors, broken links, or duplicate content. This allows you to quickly identify and fix issues that could negatively affect your site's visibility and rankings. Using tools such as Google Search Console, you can track and analyse your site's indexing data. You can see which pages are being indexed, which get the most traffic, which keywords attract the attention of search engines, and much more. This information helps you understand how your site performs in search engines and how you can improve its visibility.

**Ключові слова:** веб-сайт, індексація сайту, пошукова оптимізація, Google Search Console, SEO

**Keywords:** Google Search Console, search engine optimisation, SEO, website, website indexing

## 1. Introduction

More and more companies and businesses are realising how important it is to have a strong online presence for the success of their brand. One of the key aspects of this process is to increase the visibility of your website in search engines. In this document, we would like to introduce you to a powerful tool that helps to achieve this goal - Google Search Console.

Google Search Console is a free service that provides website owners with tools and analytics to optimise their presence on Google's search engine. This tool provides deep insight into how your website interacts with Google search, allowing you to manage and influence how it appears in search results.

One of the most important features of Google Search Console is the ability to track and analyse your website's visibility. You can see which keywords your site appears in search results, as well as estimate the number of clicks to your site from these search queries. This information allows you to understand how your website is attracting an audience and how you can improve your SEO (search engine optimisation) strategy to increase visibility.

Google Search Console also helps you identify issues that may affect the indexing of your site by search engines. You receive notifications about possible errors, such as links to inaccessible pages, problems with search engines on your site, and other technical issues. This allows you to fix these problems quickly and ensure that your site is indexed efficiently by search engines. This is important because technical errors can prevent search engines from understanding and indexing your site, which affects its visibility in search results.

In addition, Google Search Console allows you to confirm ownership of your site and make various settings that affect its presence in the Google search engine. You can provide a sitemap, specify the preferred version of your site (www or non-www), configure page indexing settings and other settings that help optimise your presence on Google.

With Google Search Console, you can also control the appearance and exclusion of pages from search results. You can specify which pages of your site you want to see in search results and which pages you want to exclude. This is useful if you have confidential information that you don't want to show to the general public, or if you want to control how your brand appears in search engines.



All in all, Google Search Console is an indispensable tool for increasing your website's visibility on the Internet. It helps you to get valuable information about how your site interacts with the Google search engine, identify and fix errors, optimise your presence in search results, and manage how your site appears to your audience. The need to use Google Search Console is becoming increasingly important for any business.

## **2. Analysis of literary data and problem statement**

There are many definitions of the term "search engine optimisation". One such definition states that search engine optimisation (SEO) is a set of actions aimed at improving the position of a website in search engine results for specific user queries in order to promote the site. As a rule, the higher the position of a website in search results, the more interested visitors are directed to it from search engines [1]. Search engine optimisation has evolved in parallel with the development of search engines, and today's search results reflect the growing number of commercial pages and sites that are artificially made relevant and popular. This is especially noticeable in the case of queries that are commercially attractive [2].

A large number of scientists have studied search engine optimisation, including E. Enge, S. Spencer, R. Fishkin, J. Stricchiola, M. Carlson, A. Fisher, R. Giammarino and other [3-6]. The number of websites and competition on the Internet is constantly growing. Effective search engine optimisation allows you to stand out from the competition and attract more visitors. Effective use of search engine optimisation helps to increase organic traffic and, consequently, improve business performance. SEO is constantly changing and evolving, reflecting new technologies, trends and changes in consumer habits.

Google Search Console is being studied by academic institutions, marketing agencies and SEO consultants, as well as website owners themselves [7-8]. Scientists, researchers and students study Google Search Console to understand its functionality, effectiveness and impact on website visibility. They will analyse data, statistics, and perform experiments to gain new insights into search engine optimisation. Marketing and search engine optimisation professionals can conduct research to improve their strategies and practices in using Google Search Console. They analyse data from different websites and perform experiments to establish best practices and recommendations for clients. Website owners themselves are exploring Google Search Console to understand its functionality and the impact it has on their site's visibility. They can analyse their data, observe changes in traffic figures, and test different optimisation strategies.

## **3. Purpose and objectives of the study**

The purpose of a study on increasing the visibility of a website on the Internet using the Google Search Console tool may be to identify effective strategies and optimisation methods to achieve a high position in Google search results. To achieve the goal, you need to complete the following tasks:

- identifying the keywords that your target audience uses to search for information related to your industry;
- evaluating the technical aspects of the website, including URL structure, meta tags, page loading speed, links and sitemaps;
- assessment of the quality and value of the content on your website;
- exploring the features and capabilities provided by Google Search Console to increase your site's visibility.

## **4. Methods and materials of research**

The following methods and materials can be used to conduct research to increase the visibility of a website on the Internet using the Google Search Console:

- analysis of keywords: use of keyword research tools to identify the most popular keywords in industry and assess their competition;
- using Google Search Console: study of the features and capabilities provided by Google Search Console. The study includes analysis of visibility indicators, detection and correction of errors, analysis of positions in search results, use of tools for setting up indexing parameters and providing sitemaps;
- data collection: collecting and analysing data on traffic flow on your website using analytical tools, this data can be valuable information for determining trends in website traffic, identifying traffic sources and evaluating the effectiveness of various optimisation measures;
- literature review: studying scientific research, publications and books related to increasing website visibility on the Internet and using Google Search Console will allow you to get acquainted with the current theoretical approaches and recommendations of experts in the field of SEO and web analytics.

These research methods and materials will help you gain a deeper understanding of the process of increasing website visibility using the Google Search Console and develop an effective optimisation strategy for your web resource.

## **5. Research results**

To use Google Search Console, you must have a Google account, if you do not have an account, you need to register, before using the tool you need to make sure that you are logged in. To add a resource, click on the "Add Resource" button and optionally enter a Domain (for example, "example.com") or a URL prefix (for example, "https://example.com"), then click "Continue".

To collect statistics and analyse data, you need to confirm your ownership, and after registration, Google Search Console offers you to choose a confirmation method:

- confirmation via HTML file: upload the special HTML file provided by Search Console to the root folder of your website. Return to the Search Console and click the Verify button;
- confirmation via meta tag: insert the specified meta tag into the <head> section of your website. Save your changes and refresh your website, return to the Search Console and click the Confirm button;



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- confirmation via DNS record: create a TXT DNS record for your domain with the special value provided by Search Console, wait for the changes in DNS records to propagate (it may take several minutes to several hours);
- Google Analytics verification: select the Google Analytics verification option, select your Google Analytics account and the domain you want to verify.

Google Search Console also provides alternative verification methods that can be used if you do not have direct access to your website's files or code. These methods may include using Google Tag Manager or modifying your robots.txt file. Each of these verification methods has its own specifics and instructions that must be followed for successful verification.

Google Search Console is a powerful tool for increasing your website's visibility in search engines. It provides you with important information about traffic, indexing, and search engine performance on your website [9].

The control panel helps you monitor how search engines index your site. You can check if there are problems with indexing pages, whether they have been indexed, and which pages are excluded from the index. This allows you to identify problems in time and take action to resolve them.

You can view data on how users find your site in search engines. You can see which queries lead to your site, how many clicks they generate, and the average position in the search results. This allows you to understand how to optimise your content for greater visibility and drive more traffic.

Google Search Console shows you errors and problems that have been detected during the indexing of your site. You can get information about inaccessible pages, robot errors, problems with structured data tokens, and much more. This allows you to identify problems in time and fix them for better indexing and visibility of your site.

Query performance analysis, in the Performance section of Google Search Console, you can see which queries lead to your site appearing in search results, as well as the number of clicks, impressions, and click-through rate (CTR). You can use this data to analyse popular keywords that drive traffic to your site.

In the Performance tab, you can view queries with high impressions but low CTR. This may indicate that your page titles and descriptions are not grabbing users' attention. You can try to optimise these titles and descriptions to attract more clicks and improve your CTR.

Search Engine Rankings, you can see where your pages appear in search results for specific queries in the Performance section. This allows you to identify keywords for which your site already has some visibility and focus your efforts on further optimising these pages.

Content indexing checker helps you check which pages of your website are indexed by search engines. You can see how many pages have been indexed and which pages are excluded from the index. This allows you to control what content is visible to search engines.

Checking for indexing errors In the Coverage section, you can check for indexing errors on your website. These can include pages with incorrect URLs, parsing issues, or unavailable pages. You can check each error and take steps to resolve these issues to ensure that your site is properly indexed.

In the Detection tab, you can view statistics about the loading speed of your site's pages. If you notice that some pages have a high load time, you can use this data to identify problematic resources or settings that are slowing down page loading. You can optimise images, use caching, reduce file sizes, and take other measures to improve page load speed.

The control panel also helps you identify security issues with your site, such as viruses, malware, or spam. In the Security section, you can view warnings and notifications about possible security issues. If you receive a warning, you should take immediate action to resolve these issues and keep your site safe.

Google Search Console allows search engines to index your website better. A sitemap allows you to collect all the URLs of your site and submit them to Google for indexing. This provides better visibility of your content in search engines and helps search engines better understand the structure of your site. Submitting sitemaps makes it easier for search engines to index your site. Instead of waiting for the search engines to find your pages on their own, you proactively notify Google of new pages and changes.

In Google Search Console, you can check which pages of your website are indexed and which are not. You can check the number of pages already indexed and identify problematic pages that can be excluded from the index. This allows you to control which pages are visible to search engines. You can also get statistics about the indexing of your site.

The control panel can alert you to possible problems with sitemaps, such as format errors, unavailable URLs, or indexing issues. You receive notifications about these issues, which allows you to resolve them in time.

Integrating Google Search Console with Google Analytics is essential for collecting and analysing comprehensive website data. Google Analytics is a platform that collects data from your websites and apps to create reports that provide insights into your business [10]. This integration allows you to combine information from both tools and get a more complete picture of the impact of search engine optimisation on traffic and user behaviour on your website.

The integration allows you to view reports on keywords and positions in search results directly in Google Analytics. You can see which keywords are driving traffic to your website, as well as study metrics such as CTR (click-through rate), average position in search results, and much more.

By linking Google Search Console with Google Analytics, you can see more detailed information about search engine traffic to your website. You will see which pages receive the most organic traffic, how users interact with the content, and what queries users use to search for the site.

The tools allow you to view error reports and issues detected in Google Search Console directly in Google Analytics. The user will receive notifications about errors and possible problems with indexing, links and other technical aspects of the site, which will help to quickly identify and fix problems.



The integration allows you to combine user behaviour data from organic traffic received from search engines with behaviour data in Google Analytics. You can analyse how users from search engines interact with your website, how much time they spend on the pages, what actions they perform (for example, browse products, fill out forms or make purchases) and much more. This allows you to understand the effectiveness of search engine optimisation and identify opportunities to improve user experience and conversions on your website.

You can observe changes in search engine traffic and refine your search engine optimisation strategy accordingly, as well as check the effectiveness of keywords used, change meta descriptions and titles, optimise content, and make other adjustments to improve your website's search engine rankings. Google Search Console's integration with Google Analytics allows you to make your search engine optimisation analysis more in-depth and accurate, helping you understand the impact of SEO on traffic, user behaviour, and conversions on your website. This helps you improve your optimisation strategy and achieve greater success in search engines.

Below is a plan on how to link the tools [11]:

1. In Google Analytics, click Admin.
2. Make sure you are in the correct account and property.
3. In the Property column, under PRODUCT LINKS, click Search Console Links.
4. In the link table, click Link.
5. If you are a verified owner for one or more Search Console properties, in the row for Link to Search Console properties I manage, click Choose accounts, then select the account you want to link your property to.
6. Click Confirm.
7. Click Next.
8. Select the web data stream for your site.
9. Click Next, then review and submit your configuration settings.

Thanks to Google Analytics, web owners can perform a detailed analysis of their traffic, identify weaknesses, understand the behaviour of their visitors, and make informed decisions to improve their website and achieve their goals.

It should be noted that the use of Google Search Console data is extremely useful for improving your website's SEO strategy. The tool provides information about the number of clicks, impressions, and CTR for each keyword that your website uses to appear in search results. By analysing these metrics, you can identify effective keywords that drive more traffic, as well as those that need to be optimised.

Google Search Console provides reports on problems with website's indexing, such as missing pages in the index, errors in the robots.txt or sitemap.xml file, and others. Identifying these issues and fixing them will help ensure that site is correctly and fully indexed by search engines. To check the indexation of a page using a search engine, you need to write "site:link" in the search form. If there are no results, the page is not indexed.

Google Search Console reports allow you to see which pages of your website have the most internal links and which pages are the most popular in search engines. This will help you identify important pages that need more attention and internal link optimisation to improve their rankings.

Google Search Console reports allow you to see which pages of your website have the most internal links and which pages are the most popular in search engines. This will help you identify important pages that need more attention and internal link optimisation to improve their rankings. They also indicate how your meta tags (such as titles and meta descriptions) appear in search results. This information can be used to optimise your meta tags, ensuring that your content is displayed in search results in a more attractive and relevant way.

Google Search Console provides information about the queries that users have used to find your website in search engines. This helps you understand which keywords and phrases are related to your content and how they can affect your website's position. You can use this data to plan and optimise your content strategy.

The Google Search Console tool provides information about possible problems with website security, page loading speed, broken links, and other technical aspects. Identifying and fixing these problems will help ensure optimal website performance, which will affect search engine rankings.

In general, using Google Search Console data to improve your SEO strategy allows you to keep track of your site's performance in search engines, identify weaknesses and opportunities for improvement, and make informed decisions about optimising the content and technical aspects of your site.

## **6. Conclusions**

Google Search Console is an indispensable tool for web owners and marketers looking to increase their website's visibility online. It provides valuable information and insights to help you optimise your content, improve search engine rankings, and drive more organic traffic.

With the help of the tool, you can view traffic statistics, identify keywords that lead to the display of your site in search results, analyse CTR and changes in traffic indicators over time. This allows you to understand how your website is performing in search engines and identify opportunities for improvement.

Google Search Console provides information about indexing issues, page errors, search queries that cause problems, and other technical aspects that may affect the visibility of your site. Identifying these issues allows you to take prompt action to fix them and keep your website healthy. Reports provide insight into how pages appear in search results. You can analyse meta tags, titles, descriptions, and other content elements to understand how to improve their appeal to users and increase CTR. Google Search Console helps to identify problems with page loading speed, server errors, and more.



The app provides data on top queries for which your competitors appear in search results. You can study their keyword strategies, content optimisation, and search visibility. This allows you to get ideas for improving your own SEO strategy and ranking more favourably in search results. You can identify new links, evaluate their quality and influence on your website rankings. This helps you develop a strategy for increasing your website's authority and links.

Google Search Console provides tools for analysing and monitoring your AMP (Accelerated Mobile Pages) pages, which helps improve loading speeds on mobile devices and increase their visibility in mobile search results.

Using Google Search Console helps to increase the effectiveness of your SEO strategy, identify problems and opportunities for optimisation, and increase your website's visibility in search engines. It's an essential tool for any web owner looking to succeed online.

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