53. WEBSITE COMPETITIVENESS ANALYSIS

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The paper is devoted to the study of the role of marketing technologies in increasing the competitiveness of websites. Various aspects are considered: analytics, targeted advertising, SEO, social media, e-commerce and other key elements of the modern marketing landscape. It explores how various aspects of websites, including design, content, user experience, and marketing strategies, affect their ability to attract and hold the attention of the audience. The main criteria for evaluating the quality of websites are also analysed.

Competitiveness in the online environment is the ability of a web resource or company to effectively stand out and attract attention in a digital ecosystem where competition is wittily present. This concept covers not only the attractiveness of a website for visitors, but also its ability to successfully compete with other online projects in order to attract and retain the attention of the audience [1].

The main characteristics of competitiveness in the online environment:

– attractive user experience: competitive websites provide user-friendliness, intuitive design, fast page loading and adaptability to various devices;

– high-quality content: unique content, that meets the interests and needs of the target audience, helps attract and retain visitors;

– effective marketing strategies: the use of modern marketing technologies such as targeted advertising, SEO, social media and others to successfully promote a website and attract new visitors;

– innovation and technological progress: the application of new technologies and innovative solutions to improve functionality, increase customer satisfaction and provide a unique online experience;

– customer orientation: the ability to adapt activities in accordance with the needs and expectations of customers, as well as active feedback from the audience;

– security and privacy: ensuring a high level of data security and user privacy to build trust.

In general, competitiveness in the online environment requires an integrated approach, combining technological, design, marketing and strategic aspects in order to attract, retain and satisfy the audience in the environment of intense digital competition.

The assessment of their quality plays a key role in strengthening the competitiveness of websites. It is important that the site not only attracts attention with its design and technological innovations, but also provides high-quality content that meets the needs and expectations of the audience. This requires a thorough analysis of the user experience, usability, and accessibility of information.

The main criteria for quality assessment include the following:

– user-friendliness (site usability) – the ease of finding information and the time spent on it;

– content quality – how interesting and useful the information is for the user;

– site speed – the time it takes to load pages;

– adaptability – the correct display of the site on various devices;

– design is modern and it inspires trust among users;

– accessibility – clarity of the presentation structure.

A high-quality website should be intuitive, fast and secure, which together creates a positive impression among visitors and helps to increase customer loyalty.

One of the components of the site evaluation criteria system can also be distinguished by the content, differentiating it into two parameters: information structure and content. The information structure is understood as a logically organised scheme of information about the activities of an institution, products and services located on the site. Based on this definition, indicators have been identified that make it possible:

– to determine the general characteristics of the information structure, namely the presence of structure, consistency, stylistic unity and completeness of headings, subheadings;

– to establish the availability of certain electronic resources and innovative services.

The term content in information technology is used in two meanings: firstly, it includes concepts such as information resources, data, documents, knowledge, etc.; secondly, it characterises the information of websites.

The next important component of the criteria system is the design and ergonomics of the site, which includes two blocks: interface design and navigation. When evaluating the interface design, appearance and compositional arrangement of the interface elements are taken into account. if to evaluate navigation, its elements should provide:

– simple, easy, logical website promotion and quick finding of information of interest;

− promotion of the main sections of the site or areas of activity, visibility of the path of promotion on the site, i.e. the location of the user.

The technical specifications component includes a description of the main software and hardware tools used, performance, network traffic optimisation, reliability, security and efficiency of technical support.

When studying efficiency, demand, the quality of use of the website, resources and services available through it, as well as the costs of designing, creating, promoting and further maintaining are determined. These criteria are revealed through usability testing and economic costs. When building a flexible system of criteria, it is necessary to take into account the main qualities of value properties, relativity and variability, which are used to evaluate the site [2].

Depending on them, as well as on the goals and objectives of the site survey, the application of certain criteria may change and a fairly flexible matrix of priority criteria for evaluating the site is being built. In addition, there is a need to repeatedly identify value properties at different stages of designing, creating, maintaining and further functioning of the library's website.

When diagnosing a site it is essential to establish the procedure and methods that will achieve high quality measurement information. Often, a comprehensive study requires a combination of different data collection methods, both empirical and sociological, as well as measurement forms. The chosen research methods should provide: reliability as a sign of sufficiency, validity, evidence of data for an objective characterisation of the studied indicator.

Evaluating the quality of a website and setting priorities for its improvement are closely related. After the assessment has been carried out and the key aspects requiring attention have been identified, the next step is to plan actions. It is necessary not only to identify weak pages, but also to understand which of them are the most important for users and achieving business goals. This helps with efficient allocation of resources, starting with the most critical elements. This approach provides not only an improvement in the quality of the site as a whole, but also an increase in user satisfaction, which ultimately contributes to strengthening competitive positions in the online space.

User experience and search engine optimisation are two important aspects that determine the success of websites. Positive UX ensures user satisfaction, makes the site user-friendly, informative and easy to use. On the other hand, an effective promotion strategy ensures high visibility of the site in search results, attracting organic traffic. For easy understanding, all the web tools for a successful website that are necessary and useful are presented in Table 1 [3].

Table 1 – List of tools for promoting and improving the quality of websites

Advertising and promotions	Content and user experience	Audience engagement	Data	Commerce and sales
Contextual and targeted advertising Media advertising and programmatic Mobile Marketing Native advertising Video advertising PR	Interactive content Video Mobile applications Content Marketing Email marketing SEO DAM, PIM & MRM CMS Optimization, personalisation and testing Marketing and advertising automation	Working with influencers Communities and reviews SMM Advocacy and loyalty Chats User experience and success ABM CRM Telephony	Dashboards and visualization Audience data and enrichment Mobile and Web analytics Marketing analytics Business Intelligence and Data Science CDP DMP iPaaS, integration, automation	Geomarketing, IoT, Retail Affiliate Marketing Sales automation E-commerce marketing Sales Organisation Platforms

Thus, creating a successful website requires a comprehensive approach that includes professional design, easy navigation, security and social engagement. Considering all these aspects, it is possible to create a website that attracts more visitors, improves the user experience and stands out from the competition.

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