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USING SEO MARKETING TOOLS TO ADAPT BUSINESSES IN A COMPETITIVE ENVIRONMENT

Today, the business environment of any food market enterprise, especially in wartime, is highly competitive, flexible and reactive. After all, only that enterprise can survive in extremely difficult conditions that will find the levers of effective functioning that will ensure its sustainable development in the future in view of ensuring a high level of consumer awareness and brand loyalty.

In this aspect, the role of the use of innovative digital marketing technologies is growing, which allows the enterprise to achieve a high level of brand awareness, form a loyal target audience, maintain feedback with consumers and ensure active sales of goods.

Therefore, it is important to develop and integrate modern Internet marketing trends into the competitive environment, in particular, adapting enterprise websites to mobile requests, implementing long-term content marketing strategies, using affiliate marketing, implementing virtual reality technologies and using artificial intelligence, developing SEO (Search Engine Optimization) and implementing voice search, which will help bring domestic brands to new levels.

As for the functioning of enterprises that implement modern technologies and have fairly developed websites, in the future their activities should be associated with using the value of the new Internet space in order to adapt the enterprise in a changing competitive environment.

The most acceptable SEO tools in terms of the prospects for their further use for enterprises can be suggested as the following, which are summarized in Table 1.

Table 1

**The most appropriate SEO marketing tools for adapting
a business in a competitive environment**

Purpose	Description
1	2
Competitor analysis	<i>Ahrefs</i> allows you to conduct SEO analysis of the site online. <i>SEMrush</i> automatically generates analytical reports. A service for analyzing competitor traffic. <i>SimilarWeb</i> provides analysis of monthly traffic and traffic sources, analytics of the ratio of paid traffic to organic and comparison of sites as needed
Website technical analysis	<i>Google Search Console</i> is the most popular tool that allows you to analyze search queries, external and internal links, view your site on mobile devices, find errors on the site and scan web pages. <i>SEO Site Checkup</i> is designed for online checking of the site for <i>SEO</i> optimization, speed and degree of site protection and usability on a mobile device. For a complete <i>SEO</i> analysis of the site, <i>Sitechecker.pro</i> is used, which allows for a technical <i>SEO</i> audit of the site, <i>SEO</i> audit of specific pages of the site, analysis of competitor sites, monitoring of site positions and backlinks to the site. An important tool is <i>Xml-sitemaps</i>, which helps to create an xml site map
Determining and checking site positions	<i>Rankinity</i> allows you to check keyword positions, analyze site visibility, analyze competition, and search for site positions across all countries and cities
Working with texts	<i>Copywritely.com</i> and <i>Copyscape</i> provide content optimization and search for duplicate sites on the Internet
Working with keywords	<i>Google Trends</i> shows the dynamics of search query popularity. <i>Key Collector</i> is a multifunctional program for working with <i>SEO</i> and semantic core. <i>Keyword Tool</i> is a keyword planner that selects keywords and analyzes competitors
Working with links	<i>Chesk Trust</i> checks the site for the presence of links in link exchanges, checks the quality of links and link building. <i>Linkchecher</i> checks backlinks, determines the availability for indexing, checks the indexing of placed links in Google and messages in e-mail or <i>Telegram</i>, if a problem is detected

Continuation of table 1

1	2
Conducting web analytics	<i>Google Analytics</i> allows you to analyze site traffic across different channels, analyze site conversions and sales statistics, investigate user actions on the site, study mobile data, determine how much time visitors spend on pages, how often they visit different pages, etc. Plerdy allows you to focus on other important tasks by automating SEO analysis
Website loading speed analysis	<i>Page Speed Insights</i> is a service that analyzes the speed of page loading on computers and mobile devices, and also provides recommendations for improving speed. The <i>Gtmetrix</i> service is designed to analyze the speed of loading a site. The <i>Pingdom Tools</i> service checks the speed of page loading from different regions, provides recommendations for improving loading speed, monitors site availability (<i>Uptime Monitoring</i>), transactions and servers. The <i>WebPageTest</i> service was created to improve site performance. It allows you to conduct a detailed check of page loading speed from different regions and browsers, allows you to create scripts that allow you to automate multi-stage text, and visually compares several pages with each other by testing them in parallel

SEO optimization of websites is rapidly developing and changing over time. While the fundamentals of SEO remain unchanged, search engine optimization tools and tactics are changing. They are significantly different from those that existed a few years ago. Yes, classic site optimization today does not give the desired results. The most relevant is the maximum coverage of the number of search elements, interactive content, video content of the site, voice search, etc.

Also important are the presence of backlinks, in which the main thing is quality, not quantity, relinking, technical SEO and user experience. SEO is always a long-term strategy. To get results tomorrow, a company must already apply the latest tools and technologies today, using search engine optimization tactics that have become advanced in the world.