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Search engine optimization in Google environment

Master Program: Informational Systems Master's thesis is done to obtain Master's degree of
Science in Information Systems

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The Master thesis represents the multicriterial restrictions by Google company and the recommendations, which should be satisfied by web-page. At the beginning stage, for better analysis, I reviewed the existing situation in Georgia and the business necessity of the SEO.

The paper discusses important facts, which are the main factor of fundamental changes of the site and also the main factor of the promotion in search result. They are mainly represented as a Google's recommendations. First recommendation is inner work of the site, which thoroughly describes what should be done. Answers to these questions are represented as "practical conclusions". Also, an important factor for the engine optimization is external work of the site, which means working process with various statistics and links.

Apart from this, the paper represents tendencies that will be implemented in the nearest future. It also represents an additional advice and in case of this consideration, it will be easy to advance orientational site in search result.