

ABSTRACT

The theme: The relevance of links in the Internet by different criteria at the level of the problem of optimal placement of contextual advertising with nonlinear component.

The master's thesis contains: 76 p., 30 fig., 7 tabl., 2 appendixes, 26 sources.

The research investigates the problem of automating site optimization. Site optimization problem is an actual problem, and the problem of automation of this process is very important. Optimization consists of two factors – internal and external. The work is devoted to studying of the known methods of increasing site relevancy influencing External factors and increasing the efficiency of existing methods by increasing the level of automation. The goal is to create exchange links, which will buy the required number of links with certain characteristics by itself in that way that the effectiveness of such buying was maximal in the sense of relevancy of the site. This research provides an overview of some existing exchange links examine their functionality, advantages and disadvantages. To automate the proposed buying the method was proposed, which is called "branch and bound method for solving problems of integer programming with boolean variables".

There was designed and exchange links in the research, were described and analyzed the results of the algorithm on the example of the comparison operation implemented in the web application with the largest exchange links Sape. Also in the performance criteria for problem solution and an alternative method of solution were reviewed in the research. There were considered advantages of choosed method and disadvantages of alternative method.

SEO, OPTIMIZATION, EXCHANGE LINKS, LINK, AUTOMATION, BRANCHES, UPPER LIMIT, TREES, EFFICIENCY, ALGOTITHM.