Web application for installing and analyzing Internet traffic

**Group:** SE-1902

**Team:** Alibek Zhumagaliyev – [a.zhumagaliyev@astanait.edu.kz](mailto:a.zhumagaliyev@astanait.edu.kz)

**Supervisor:** Tursynkulova Akbota Maksutovna

**Introduction:**

Nowadays use of Internet is a part of nearly every day for private and occupational or business purposes by its users. Internet websites range in their purpose and functionality from purely recreational to being main source of owner’s income or crucial part of marketing strategy. And in the virtual environment of Internet there exist a lot of Internet websites. Website content itself is very important for user. To find needed websites it is necessary to use some tools of internet marketing. Internet offers quantity of tools to reach required information searched by user. And it is in content creator interest to be the first one to provide. Success of one’s website half depends on its marketing. Marketing communication on Internet can have various forms considering various focused targets. According to defined aims the enterprise subsequently selects tools used to communication. The basic tools of Internet marketing are following:

Advertising – it is tool for convincing and information people. It is used to induction of immediate interest in product and to creation of long-term relation with customer. Google integration, site-banners, pop-ups, etc.

Sales promotion - on Internet it can be focused on products marketed on-line in e-shops, but also in brick-and-mortar store. In this case the Internet is communication medium above all and informs of certain activities for sales promotion.

Public relations - marked as PR - are used on Internet, just as in classical marketing, especially to build firm and brand awareness. The most common practice in PR nowadays is to create public official account in all major social networks (twitter, Facebook, Instagram, …) and engage in discussions with the public or promote products via some form of content.

Direct marketing – it represents direct communication with selected segment of customers through special offer with aim to gain the quickest feedback and simultaneously to build long-term relations with these customers.

Increasing popularity of online business (e-commerce) has played an important role in the changing business scenario. Online advertising became the most important of all available marketing tools. The success of online business depends to a large extent on the online traffic e-commerce websites can pull in. Discovering the relationship between website traffic, domain age and Google indexed pages can help them to plan their actions to accommodate growth and maintain or increase their share on the web traffic. Though designing the right strategy to capitalize the online market in a specific category is vital, due to increasing competition and the changing trends it becomes challenging. To have the in-depth knowledge of actual and potential audience is to have the flexibility to change and refocus thoughtfully and have the potential to greatly boost the income. From here, a demand for convenient and easy-to-use tool for internet traffic analyzing is born. To know who, from where, how many, at what time and from what platform is interested in your product is to have the upper hand in the business.

Map of the research!!!