

The circumstances which gave a birth to this technology influenced lot of different fields of studies, especially economics. For several months, headlines of the newspapers all over the world were filled with such an unrevealed and strange word «Bitcoin». Particularly in every country topic about cryptocurrency was discussed concerning safety and security of the country.

Why did it become so popular? First of all, there are two suggested hypotheses about the founder of this currency, but actually there is only one name, it is Satoshi Nakamoto. The author's name is still not identified so consequently it may be a group of developers.

A cryptocurrency is a digital asset designed to work as a medium of exchange that uses cryptography to secure its transactions. So bitcoin is one of a big amount of existing virtual alternative currencies. The validity of each cryptocurrency's coins is provided by block chain. The information about transactions is always available to public access and it can't be changed even if transaction was made by mistake. Block chain is stored on the computer of each user without using any servers. All payments between the users are made without any help of bank agents, dealers or brokers. Transactions are made only by involving the use of a block chain technology represented as a continuously growing list of linked together so-called blocks. Block chain efficiently records information about a bitcoin-wallet of transmitter and recipient of payment but certainly there are no real users' addresses to be recorded. Information about current status of a bitcoin-wallet of a particular user can be obtained only by stored and visible sequence of transactional chains. That means that database doesn't manage full amount of bitcoins in the wallet of a current user but only transactions.

How can block chain technology be useful for modern society and what makes it remarkable? Bitcoin can allow global transactions to take place at a lower cost. That means that in near future bank systems can replace its way of functioning, but of course not old-fashioned money. Human factor mistakes, forgery, high transaction fees will be receded into the background. This point of view has been approved by the greatest minds of this century, such as Bill Gates who said that bitcoin is better than currency, Richard Branson, Peter Thiel, Elon Musk.

In Ukraine it can be used for replacing departments such as municipal community services and all departments which are concerned with payments of bills, traffic penalty charges, utilities and communal payments. Impact of scientific and technological progress is enormous and block chain technology can help us to make our government and society transparent and free from corruption.

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## **WEBSITE PROMOTION TECHNIQUES IN SEARCH ENGINES**

Website promotion is a complex of activities aimed at improving the site's position on topical queries in search engines and, as a result, increasing the number of targeted visitors.

Search engine optimization (SEO) is the process of editing and organizing content on a page or website to increase its potential relevance for certain keywords in a specific search engine. Website optimization basically involves editing its content and HTML code in order to increase relevance for certain keywords and to remove barriers to the process of indexing by search engines. In other words, SEO is used by website owners to help search engines find, index, and rank their web pages, hopefully above competitors' websites.

The advantages of website promotion include attracting only potential customers and finding the top 10 search engines, adds confidence to your business from customers. For some online entrepreneurs, they are storefronts selling goods. Obviously, others earn income due to advertising, affiliate marketing and sponsorships. While all these website options work, they only fulfill their purpose if people visit them. If a website is like an online magazine (such as a blog), it only makes money if people visit and buy from advertisers. Consequently, as a marketing tool, websites deliver information about your business only if they know about it and visit it.

The main website sources of attracting targeted visitors:

- contextual advertising;
- media advertising;
- search promotion (SEO);
- promotion in social networks and blogs;
- e-mail marketing.

Some offline website promotion techniques include:

- publicity;
- networking;
- direct mail;
- public speaking;
- television, newspaper and radio advertising.

There are three main categories of methods: black, white and gray. White, these are methods of website promotion that do not violate the rules of search engines. The rules of the search engines prohibit any attempt to artificially influence the position of the site in the ranking.

Black methods provide a pronounced attempt to influence the position of the site in the ranking.

Gray methods are everything that is between white and black. Any optimization methods that do not apply to black can be classified as gray.

To white include technical optimization of the site, high-quality internal optimization, acceleration of work, the creation of unique content, promotion articles, the presence of social network buttons.

Gray methods are an increase in the frequency of keywords, re-optimization of meta tags, buying or selling links, rewriting content. Most not desirable are black methods, namely spamming, doorways (sites or pages for collecting traffic and earnings on it), cloaking (when visitors and search engines see different content), stopping (replacing the content of the page), linking the link which is either a website or a web page.

Therefore, for the effective use of the site, it is necessary to promote it by at least some of the above methods, so this issue is for consideration by every web specialist.

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