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**ADVERTISING CONTENT OF THE WEBSITE**

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***Research Methodology****. The methodological bases of the study are the principles of complexity and reliability in the context of the preparation of advertising on the Web. To identify the subject, we have used the methods of comparison, analysis, synthesis and content analysis, which made it possible to give an opportunity to review and evaluate the content of web pages in terms of advertising.*

***Results****. The author analyses the content of the main types of web pages of the Ukrainian Internet from the point of view of its construction, correspondence to the target audience, direct influence on the user, taking into account the modern tools of computer technologies. The concept of quality of content has been defined, the main requirements for the best perception of elements of a web page have been specified.*

***Novelty****. The scientific novelty of the research is that for the first time the attention was paid to filling the web pages from the point of view of the advertiser himself and an attempt was made to evaluate the level of advertising content, giving the dominance of the information of the various levels of quality in the Network. In the context of the use of the Web for both business and education and knowledge promotion, online advertising is intended to be created selectively, because it is not the value for which a user comes to the site.*

***Practical Significance****. The research material can be used in educational courses on the creation of an information product by means of multimedia, editing of Internet materials, computer and communication technologies.*