EVALUATING THE EFFICIENCY OF HTML DOCUMENT BASED ON ANALYTICAL HIERARCHY PROCESSING

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The modern idea of a marketing channel on the Internet includes two main components: a semantic core and a promotion map. The semantic core is a short annotation obtained from a variety of HTML documents. A map is a set of WEB nodes. To obtain these elements, we need to solve the problem of evaluating the HTML document and semantic kernel [1] and WEB node [2]. This paper addresses the first problem – assessing the effectiveness of an HTML document. As a basic assessment model, we will choose the following mathematical model:

$$I = \frac{F(x_i)}{F_{max}} * 100\% , \tag{1}$$

where $F()$ – function of document estimation. F_{max} – the value of ideal HTML document. x_i – metrics of efficiency estimation. Such metrics for assessing effectiveness can be – Table 1.

Table 1 – List of possible metrics

Metrics	Comment
1. Traffic	Number of visits per month per WEB page
2. HTML document update frequency	Document update frequency per year
3. Amount of semantic kernels	Number of kernels detected in HTML document
4. Average volume of semantic kernel	Average number of kernel keywords found in HTML document

Based on the model (1) and the list of metrics (Table 1), the work proposes to evaluate the effectiveness using the hierarchy analysis method [2]. The use of this method guarantees obtaining an integral assessment based on heterogeneous metrics, as well as on the basis of an unlimited number of HTML documents posted in a given WEB resource.

References:
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