

ASSESSING THE CHANGES IN THE SEMANTIC KERNEL

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The central element of virtual promotion process is semantic kernel [1]. It is a set of keywords shared in Internet via web pages. The set describes a product (characteristics, reviews, opinions, news, price, locations, shops etc.)

Having the process schema [1] the software was developed on Javascript language with using RDF schemas. For the real web projects (celestialtiming.com USA, for example) we have assessed the changes in kernel (fig. 1).

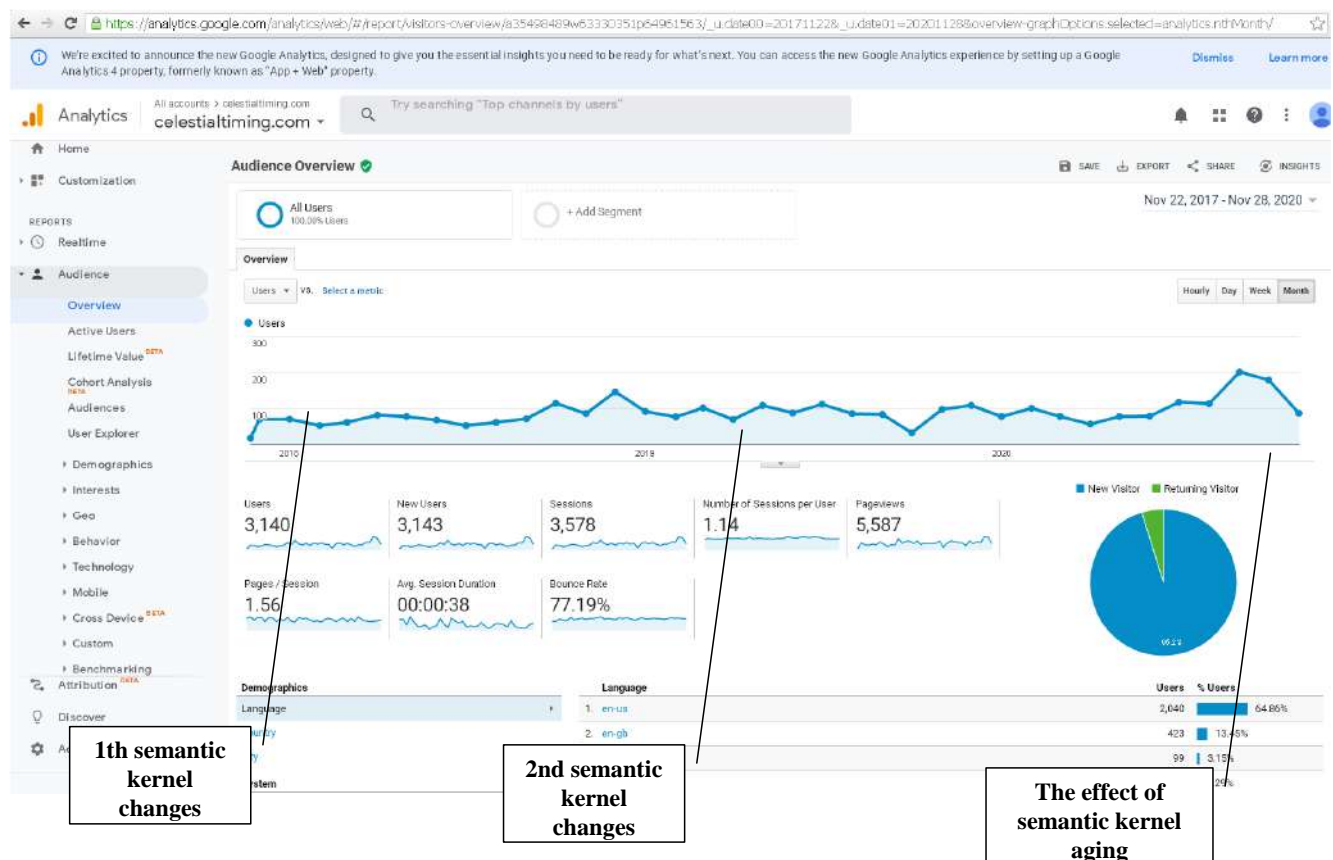


Figure 1. Semantic kernel changes

We have three versions of web content stored in the content management system of web site. We have compared the kernels with the real data presented by Google Analytics service. As we see first two versions of kernel supported a growth of visits, but the last version is old already. It means that web content should be renewed ASAP.

References:

1. Malyhon H., Orekhov S. Virtual promotion knowledge management technology // Bulletin of the National Technical University "KhPI". Series: System analysis, control and information technology : зб. наук. пр. / Нац. техн. ун-т «Харків. політехн. ін-т». — Харків: НТУ «ХПІ», 2020. — № 1 (3) 2020. — с. 74-79.