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**Алгоритмы поискового продвижения и их влияние на продаж:
практические кейсы бизнес-процессов**

Аннотация. В статье рассматривается влияние поисковой оптимизации (SEO) на рост бизнеса и продажи, выделяя инсайты из практических случаев, проведенных Seonity. Представлен подробный обзор стратегий SEO, включая оптимизацию ключевых слов, улучшение контента и технические улучшения. Анализ таких кейсов, как SushiSet, показывает, как эффективные SEO-практики приводят к значительному увеличению трафика на сайте и продаж. Также обсуждаются будущие тенденции SEO, включая рост ИИ, голосовой поиск и мобильную индексацию. Выводы подчеркивают критическую роль SEO в улучшении онлайн-видимости и успехе бизнеса. Предлагаются практические советы и лучшие практики для оптимизации стратегий SEO.

Ключевые слова: SEO, рост бизнеса, кейс-стадии, цифровой маркетинг, будущие тренды.

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**Search engine optimization algorithms and their impact on sales: practical
business process cases**

Abstract. This article explores the impact of search engine optimization on business growth and sales, highlighting insights from practical case studies conducted by Seonity. It provides a comprehensive overview of SEO strategies, including keyword optimization, content enhancement, and technical improvements. The analysis of case studies, such as SushiSet, demonstrates how effective SEO practices lead to significant increases in website traffic and sales. The article also discusses future SEO trends, including the rise of AI, voice search, and mobile-first indexing. The findings emphasize the critical role of SEO in enhancing online visibility and driving business success. Practical tips and best practices are offered to help businesses optimize their SEO strategies for better performance.

Keywords: SEO, business growth, case studies, digital marketing, future trends.

Introduction

Search engine optimization (SEO) refers to the process of enhancing a website's visibility on search engine results pages (SERPs) through organic or

unpaid means. This involves optimizing various elements of a website to align with the ranking criteria used by search engines like Google, Bing, and Yahoo [1]. The primary goal of SEO is to increase the quantity and quality of traffic to a website by achieving higher rankings for relevant search queries. SEO encompasses a variety of strategies and techniques, including on-page SEO, which optimizes content, meta tags, headings, URL structures, and internal links within the website; off-page SEO, which involves building backlinks from reputable websites, social media engagement, and other external factors that influence a website's authority and trustworthiness; and technical SEO, which focuses on improving the technical aspects of a website, such as site speed, mobile-friendliness, secure connections (HTTPS), and proper indexing by search engines.

In the digital age, SEO plays a crucial role in the overall marketing strategy of businesses. Higher rankings on SERPs lead to greater visibility for a website. When a website appears on the first page of search results, it is more likely to be seen and clicked by users. Consistent visibility on search results builds brand awareness and credibility, as users tend to trust websites that appear at the top of search results, associating them with authority and reliability [2]. SEO helps attract visitors who are actively searching for products, services, or information related to a business, making this targeted traffic more likely to convert into leads, customers, or clients. By optimizing for specific keywords and phrases, businesses can reach their ideal audience, ensuring that the traffic they receive is relevant and valuable [3].

The primary objective of this article is to examine SEO algorithms and their practical impact on sales. SEO is a dynamic and ever-evolving field that plays a pivotal role in digital marketing strategies. By understanding the intricacies of SEO algorithms, businesses can effectively optimize their online presence, leading to significant improvements in visibility, traffic, and ultimately, sales. This article aims to demystify the complex mechanisms of SEO algorithms, providing insights into how they function and influence the ranking of websites on SERPs. Through detailed analysis and practical case studies, the article will illustrate the tangible benefits of SEO for businesses looking to enhance their digital footprint and achieve sustainable growth.

The purpose of this article is to provide a detailed exploration of SEO algorithms and their practical impact on sales, with a specific focus on the real-world application of these strategies. By leveraging the expertise of Seonity and examining successful case studies, the article aims to equip businesses with the knowledge and insights needed to effectively optimize their websites and drive sales growth. This comprehensive analysis will not only highlight the importance of SEO in digital marketing but also demonstrate the tangible benefits that can be achieved through strategic and informed optimization efforts.

Method and methodology

This study employed a qualitative research approach, utilizing secondary data and case study analysis to examine the impact of SEO algorithms on sales. Secondary data was sourced from existing literature, industry reports, and digital

marketing analytics. The case study method focused on Seonity's projects, particularly the SEO strategies implemented for SushiSet. By analyzing these practical examples, the study aimed to illustrate the real-world application and effectiveness of SEO techniques. This dual approach allowed for a comprehensive understanding of both theoretical insights and practical outcomes in SEO-driven sales enhancement.

Literature review

SEO plays a critical role in enhancing online visibility and brand positioning. This literature review explores the impact of SEO algorithms on sales by examining various studies that highlight the influence of SEO strategies on brand building, online brand positioning, and operational continuity.

Yuvaraj and Indumathi investigate the influence of digital marketing on brand building, emphasizing that SEO is a crucial element in shaping brand identity and recognition online [1]. They argue that effective SEO strategies contribute significantly to the development of a brand's digital presence, leading to improved brand equity and consumer perception. Lee and Kim delve into how SEO strategies affect online brand positioning [2]. Their study underscores that a well-executed SEO strategy not only enhances a brand's visibility but also establishes its authority and trustworthiness in the digital space. This improved brand positioning is directly linked to increased consumer engagement and higher sales.

Chen and Wang further elaborate on the strategic importance of SEO for brand owners [3]. They contend that leveraging SEO effectively can transform a brand's digital footprint, thereby maximizing its market reach and operational effectiveness. Their research highlights that brands that prioritize SEO can achieve sustained competitive advantages through better online visibility and brand recognition. Gupta and Sharma explore the relationship between SEO and brand equity [4]. Their empirical investigation reveals that SEO strategies are integral to online brand positioning, significantly impacting a brand's equity. Effective SEO not only drives traffic but also enhances consumer trust and loyalty, which are essential components of brand equity.

Smith and Johnson also contribute to the discussion on SEO persistence, emphasizing that the adoption of SEO strategies is influenced by their ability to deliver measurable results [5]. Their research indicates that businesses persist with SEO due to its tangible impact on driving traffic and generating revenue, reinforcing the need for continuous investment in SEO practices. Brown and Taylor conduct a longitudinal study on SEO persistence, investigating the factors that contribute to the continued success of SEO strategies [6]. Their findings suggest that the persistence of SEO practices is linked to their ability to maintain high search engine rankings and drive consistent traffic over time, which ultimately supports sustained sales growth.

Chen and Wang analyze the factors influencing the persistent use of SEO in digital marketing [7]. They argue that the ongoing adoption of SEO is driven by its proven effectiveness in enhancing online visibility and attracting potential

customers. The study highlights that businesses that continuously invest in SEO are better positioned to leverage long-term benefits, including increased sales and brand loyalty. Lee and Kim provide a comparative analysis of online and brick-and-mortar services, exploring how SEO strategies are employed differently in these contexts [8]. Their study reveals that while SEO is essential for online businesses, its role is less pronounced in traditional brick-and-mortar settings. The findings suggest that online businesses benefit from SEO's 24/7 operational advantage, which enhances their ability to reach and engage customers around the clock.

Chen and Wang further investigate the operational continuity of online businesses compared to brick-and-mortar stores [9]. Their research highlights that online businesses, supported by effective SEO strategies, can maintain continuous operations and reach a global audience, providing them with a competitive edge over traditional models. Gupta and Sharma also discuss the operational advantages of online businesses, noting that SEO enables them to overcome geographical limitations and operate 24/7 [10]. This operational flexibility contributes to higher sales and greater market reach, distinguishing online businesses from their traditional counterparts.

The reviewed literature underscores the significant impact of SEO algorithms on sales and business processes. Effective SEO strategies enhance brand positioning, build brand equity, and contribute to the operational success of online businesses. The persistence of SEO practices is driven by their proven effectiveness in driving traffic and generating revenue. As businesses increasingly rely on digital platforms, understanding and leveraging SEO strategies becomes essential for achieving sustained sales growth and maintaining competitive advantages in the digital marketplace.

Results

SEO algorithms are complex mathematical formulas and processes used by search engines like Google to determine the ranking of websites on SERPs [11]. These algorithms analyze a multitude of factors to assess the relevance and quality of web pages in response to specific search queries. The primary function of SEO algorithms is to provide users with the most accurate, relevant, and high-quality results for their search queries, ensuring a positive user experience and maintaining the search engine's credibility and efficiency [12].

There are several major SEO algorithms, each with its unique purpose and impact [13]. Google Panda, for instance, was introduced to reduce the rankings of low-quality sites and content farms while promoting high-quality, valuable content. Google Penguin focuses on identifying and penalizing websites that engage in manipulative link-building practices to artificially boost their rankings. Google Hummingbird aims to improve the understanding of search queries, especially conversational and semantic searches, providing more precise and contextually relevant results [14]. Google RankBrain, an artificial intelligence component of the algorithm, helps process and interpret search queries, learning from user behavior to

deliver better results. Lastly, Google BERT enhances the algorithm’s ability to understand the context and nuance of words in search queries, significantly improving the accuracy of search results for complex and conversational queries [15].

Table 1 provides a comprehensive overview of the relationship between SEO practices, website traffic, conversion rates, and sales. It details how effective SEO strategies, such as keyword optimization, content quality enhancement, technical SEO improvements, and backlink building, can significantly increase website visibility and drive organic traffic.

Table 1 – Impact of SEO on website traffic, conversion rates, and sales

№	Aspect	Description	Impact	Case studies overview
1.	SEO and website traffic	<p>Effective SEO techniques:</p> <ol style="list-style-type: none"> 1. Keyword optimization (incorporating high-ranking keywords to improve search visibility). 2. Content quality (creating high-quality, relevant content to engage users and meet their search intent). 3. Technical SEO (enhancing website speed, mobile-friendliness, and crawlability). 4. Backlink building (gaining backlinks from authoritative sites to boost site credibility and ranking). 	<ol style="list-style-type: none"> 1. Increased search engine rankings. 2. Higher organic traffic from search results. 3. Improved user experience and retention. 4. Increased domain authority and referral traffic. 	<p>SushiSet’s SEO strategy:</p> <ul style="list-style-type: none"> - SushiSet’s keyword integration (targeted keywords for sushi and food delivery). - content quality improvement (updated content on sushi varieties and promotions). - technical SEO enhancements (improved site speed and mobile responsiveness).
2.	Conversion rates and sales	<p>Relationship between traffic and conversions:</p> <ol style="list-style-type: none"> 1. Traffic quality (the relevance of incoming traffic influences conversion rates). 2. User experience (effective SEO improves site navigation and user 	<ol style="list-style-type: none"> 1. Higher quality traffic leads to higher conversions. 2. Better user experience enhances engagement and sales. 	<p>SushiSet conversion rates:</p> <ul style="list-style-type: none"> - improved user experience (enhanced site navigation and easier ordering process).

		experience, impacting conversion rates). 3. Targeted landing pages (optimizing landing pages for specific keywords and user intents increases conversions).	3. Higher relevance of landing pages boosts conversions.	- targeted landing pages (custom pages for seasonal offers and special menus).
3.	Case studies overview	Introduction to practical examples: 1. Purpose (to illustrate how SEO strategies have been applied in real-world scenarios and their impact on sales). 2. Methodology (detailed analysis of specific SEO campaigns, including the strategies used and the results achieved).	1. Demonstrates practical application of SEO techniques. 2. Provides insight into the effectiveness of different SEO practices.	SushiSet's SEO success: - case study details (significant increase in organic traffic and sales following SEO optimization).

Source: authors development using [16-18].

The analysis presented in the Table 1 underscores the crucial role of SEO in enhancing website traffic, conversion rates, and overall sales. Effective SEO practices not only boost a website's visibility and attract relevant organic traffic but also improve user experience and engagement, leading to higher conversion rates. The case studies, particularly Seonity's successful SEO campaign for SushiSet, provide tangible evidence of how well-implemented SEO strategies can drive substantial business growth [19, 20]. By integrating these insights, businesses can better understand the practical benefits of SEO and apply these strategies to achieve their own sales and marketing objectives.

Table 2 provides a structured overview of Seonity's practical case studies, showcasing the effective SEO strategies employed and their impact on business performance. By analyzing these case studies, readers can gain valuable insights into the real-world application of SEO techniques and their outcomes.

Table 2 -

№	Aspect	Case study 1 SushiSet	Case study 2 Migration and optimization of SushiSet website
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1.	Background and objectives	<p>1. Introduction to SushiSet: SushiSet is a popular sushi delivery service aiming to increase its online presence and attract more customers.</p> <p>2. Goals for SEO optimization: The primary goals were to enhance search engine visibility, drive more organic traffic, and improve online orders and sales.</p>	<p>1. Reasons for website migration: The migration was undertaken to upgrade the website's infrastructure, improve site speed, and implement a new content management system (CMS).</p> <p>2. Objectives: Ensure a seamless transition with minimal impact on SEO rankings, enhance user experience, and optimize for better performance.</p>
2.	SEO strategies implemented	<p>1. Keyword optimization: Targeted high-volume keywords related to sushi and food delivery, including "best sushi delivery" and "sushi near me."</p> <p>2. Content Quality Improvement: Developed and published high-quality content about sushi varieties, promotions, and customer testimonials.</p> <p>3. Technical SEO enhancements: Improved site speed, ensured mobile-friendliness, and fixed indexing issues.</p> <p>4. Backlink building: Secured backlinks from relevant food and lifestyle blogs to boost site authority.</p>	<p>1. Migration process: Carefully planned and executed the migration to ensure all SEO elements were preserved, including URL structures and metadata.</p> <p>2. SEO strategies used: Conducted thorough pre-migration SEO audits, implemented 301 redirects to maintain link equity, and updated internal links.</p> <p>3. Post-migration optimization: Optimized new CMS features for SEO, improved page load times, and refined on-page elements.</p>
3.	Results and analysis	<p>1. Sales growth: Notable increase in online orders by 30% over six months.</p> <p>Traffic Increase: Organic traffic rose by 45%, with a significant rise in search engine rankings for targeted keywords.</p> <p>2. Other metrics:</p>	<p>1. Sales and traffic impact: Post-migration, the website saw a 25% increase in organic traffic and a 20% boost in online sales.</p> <p>2. Other Metrics: Enhanced site speed led to better user satisfaction and engagement, with improved metrics across bounce rate and session duration.</p>

		Improved click-through rate (CTR) and lower bounce rate, indicating better user engagement and content relevance.	
4.	Challenges and solutions	<p>1. Challenges: Initial difficulty in achieving high rankings for competitive keywords and a slow website load time.</p> <p>2. Solutions: Refined keyword strategy to target less competitive long-tail keywords and optimized website performance through caching and image compression.</p>	<p>1. Challenges: Potential risk of temporary ranking drops and broken links during the migration process.</p> <p>2. Solutions: Implemented a comprehensive migration checklist, closely monitored SEO performance post-migration, and promptly fixed any broken links or indexing issues.</p>

Source: authors development using [19-21].

For SushiSet, the SEO optimization efforts led to significant improvements across key metrics. The targeted approach to keyword optimization, content enhancement, and technical improvements resulted in a 30% increase in online orders and a 45% rise in organic traffic. This demonstrates how effective SEO can substantially boost sales and visibility, reinforcing the importance of a comprehensive SEO strategy.

The second case study on the migration and optimization of SushiSet’s website highlights the importance of meticulous planning during website transitions. The migration, aimed at upgrading infrastructure and optimizing user experience, resulted in a 25% increase in organic traffic and a 20% boost in online sales. This case illustrates how maintaining SEO integrity during migration and leveraging new CMS features can lead to continued growth and improved performance.

Both case studies reveal that while challenges such as competitive keyword rankings and migration risks are inherent, they can be effectively managed with strategic planning and responsive actions. The solutions implemented, including refining keyword strategies and ensuring seamless migration, demonstrate how addressing these challenges proactively can mitigate risks and enhance overall SEO outcomes.

Discussion

The examination of Seonity’s case studies provides a comprehensive understanding of the significant impact SEO can have on sales and overall business performance. The key findings reveal that well-implemented SEO strategies are instrumental in enhancing website visibility, driving organic traffic, and boosting sales. For instance, in the SushiSet case studies, targeted keyword optimization, content improvements, and technical enhancements led to a remarkable increase in

online orders and organic traffic. Additionally, the successful migration of SushiSet's website, combined with strategic SEO practices, resulted in notable gains in both traffic and sales. These outcomes underscore the effectiveness of a holistic SEO approach in achieving tangible business growth [19, 20].

For businesses looking to capitalize on these insights, several best practices can be employed to improve SEO strategies. Firstly, focusing on comprehensive keyword research is essential. Identifying and targeting high-relevance keywords can significantly enhance search engine rankings and attract qualified traffic. Secondly, investing in high-quality, relevant content is crucial. Content that addresses user intent and provides value will not only improve engagement but also support better rankings. Additionally, maintaining technical SEO standards, such as optimizing site speed and ensuring mobile compatibility, can greatly enhance user experience and reduce bounce rates [21].

Businesses should prioritize building a robust backlink profile. Securing backlinks from authoritative sites can boost domain authority and improve search rankings. Regular monitoring and analysis of SEO performance are also important. Using analytics tools to track traffic, conversions, and other key metrics helps in understanding the effectiveness of SEO efforts and making necessary adjustments. Lastly, ensuring a smooth user experience by optimizing navigation and streamlining the conversion process can significantly impact conversion rates and overall sales performance [22].

The insights gained from the case studies and best practices outlined highlight the pivotal role of SEO in driving business success. By implementing these practical tips, businesses can enhance their SEO strategies, achieve improved search engine visibility, and ultimately drive greater sales and revenue growth.

As the digital landscape continues to evolve, so too do the trends and developments in SEO algorithms. The future of SEO will be shaped by advancements in technology and changes in user behavior, necessitating adaptive strategies for businesses striving to maintain a competitive edge.

One notable trend is the increasing importance of artificial intelligence (AI) and machine learning in SEO. Search engines are incorporating AI to enhance the accuracy of search results and provide a more personalized user experience. AI-driven algorithms can better understand user intent and context, making it crucial for businesses to optimize for relevance and semantic search [23]. This shift towards AI emphasizes the need for high-quality, contextually relevant content that aligns with users' evolving search behaviors.

Another significant development is the growing emphasis on voice search optimization. With the rise of smart speakers and voice-activated devices, users are increasingly relying on voice commands for their searches. This trend is pushing SEO towards natural language processing and conversational search queries. Businesses will need to adapt their content and SEO strategies to cater to long-tail keywords and conversational phrases to capture this growing segment of search traffic.

Mobile-first indexing is becoming increasingly critical. Google and other search engines are prioritizing mobile versions of websites in their rankings,

reflecting the shift towards mobile internet usage. Ensuring that websites are fully optimized for mobile devices, with fast loading times and responsive design, will be essential for maintaining visibility in search results [24]. The focus on user experience (UX) is also expected to intensify. Search engines are placing greater importance on factors such as page load speed, mobile-friendliness, and overall site usability. Providing a seamless and engaging user experience will not only improve SEO rankings but also enhance user satisfaction and retention.

Conclusions

This research highlights the profound impact that SEO can have on business growth and sales through a detailed examination of practical case studies and strategic SEO implementations. The analysis demonstrated that effective SEO practices - such as keyword optimization, content quality improvement, technical enhancements, and backlink building - are crucial in enhancing a website's visibility, driving organic traffic, and ultimately increasing sales. The case studies, particularly Seonity's work with SushiSet, illustrated how tailored SEO strategies led to significant improvements in online orders and traffic, showcasing the tangible benefits of a well-executed SEO approach. Additionally, the study underscored the importance of adapting to future SEO trends, including artificial intelligence, voice search, and mobile-first indexing. These trends are reshaping the SEO landscape and necessitate continuous adaptation for sustained success. Practical insights and best practices provided in the research offer actionable steps for businesses to refine their SEO strategies and achieve better performance. The findings affirm that SEO is a critical component of digital marketing that drives business success. Investing in robust SEO strategies and staying attuned to emerging trends are essential for maintaining a competitive edge and maximizing growth potential in an ever-evolving digital environment.

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