

Algorithmization of Semantic Core Formation for Marketplace Promotion

© V. O. Sharapova¹✉

¹ *Gagarin Saratov State Technical University, Saratov, Russian Federation*
✉ vika.sharapova@bk.ru

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Abstract: The specifics of SEO optimization on Russian marketplaces are considered using the example of the Wildberries seller cabinet. A new classification of queries for marketplaces is proposed (general, situational, attributive, branded, combined). A structured methodology for their collection, clustering, and negative keyword exclusion is described. A universal step-by-step algorithm for SEO optimization of product listings is presented, based on competitor analysis and key metrics (CTR, CPC, frequency).