institutions. Among the areas for development of the IT company are simulation of military operations, navigation support, automated control and radar systems, etc [3].

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HOW TO MAKE A WEBSITE INCREASE YOUR SALES

The purpose of this paper is to provide statistical data about site users and to make it clear how much a site affects companies' income.

A web resource helps strengthen the position of the company and is an additional way to earn money. Its main goal is to attract the maximum number of visitors who, after evaluating a set of criteria of the resource, become buyers. The basic user's requirements for a web resource are as follows:

1. Ease of perception of the information: a site should not cause a sense of chaos when you visit it. If the owner cannot put things in order even on his web resource, can they be trusted to buy any products? This is what the user will think and probably will prefer to leave the site. Therefore, the presentation of the information must be clearly thought out [1].

2. Decoration:

- 48% of people mentioned website design as the number one factor in deciding whether to trust a business;
- 2/3 of people prefer to read a beautifully designed article than a plain text;
- 3/4 of visitors leave the page web design of which is overloaded with ads and images [2].

It is very easy to spoil the appearance of the site. An unsuccessful combination of colours and poor-quality graphics will cause negative mood among visitors.

Modern experts have identified stable associations between colours which can help a company use them properly to increase sales [3].

3. Fonts: it is necessary to select simple fonts without unnecessary elements. While reading, a person fixes only the beginning and the end of a word. But this is possible if the attention is not distracted by unnecessary details, because of which you

will have to read the words whole. Of course, this is tiring and annoying. The combination of background and font colours is also very important. They should not be too contrasting or merge. Moreover, the optimal size must also be selected. Too small font tires the eyes, and large slows down reading [1].

4. Adaptive layout:

• 2 out of 3 minutes spent on the Internet are spent on mobile devices today;

• 46% of mobile device users complain about the unfriendly interface of sites for mobile devices;

• 62% of companies that developed their websites for mobile platforms increased sales;

• 40% of people will choose a different site in the search if the one they visited is not adapted for viewing from mobile devices [4].

Nowadays there are more users who make purchases from mobile devices than PC owners. If the site is not adapted for mobile devices, then you will lose an impressive number of potential customers.

5. Navigation:

• 44% of users complain about difficult navigation and leave the site if they do not find a feedback form, e-mail, phone number or other contact information [2].

Even if a company has tens of thousands of products on its site, a user must have an opportunity to find them in a few seconds. Also, such important sections as contact information, terms of delivery and payment, and information articles must be mentioned.

6. Site loading speed:

• 47% of users expect a web page to load within 2 seconds;

• 40% of visitors can leave a site that loads for more than 3 seconds;

• during rush hours, 75% of visitors go to competitors' sites without waiting for the page to load;

• 88% said they were unlikely to return to the site after an unsuccessful attempt to open it [5].

Download speed affects many of the indicators. If it is high, then a much larger number of users wait for the page to load, and the site is ranked higher by search engines. For example, the experience of the largest IT companies has proven that even milliseconds matter. Each additional 100ms of loading *Amazon.com* reduced sales by 1% [5].

E-commerce has a lot in common with ordinary shopping centers. When there is an unattractive interior, disorder, it is difficult to find goods, and there are queues near the cash desks, you should not expect the growth of sales. To summarize, the user wants a website that loads quickly, contains the necessary information, has an attractive design and comfortable navigation. It becomes a kind of a must for business owners to consider the wishes and needs of the target audience.

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DIRECTIONS FOR THE DEVELOPMENT OF DIGITAL ECONOMY IN BELARUS IN A CONTEMPORARY CONTEXT

Digital transformation of the economy is one of priority areas for social and economic development in Belarus. In the modern world, the Internet and computer technologies are rapidly penetrating all spheres of society. Digital transformation entails the emergence of new technologies, concepts, digital infrastructures and communications, which in turn form a new economic system – digital economy. Therefore, the purpose of the study is to identify directions for the development of digital economy in Belarus at the present phase of the country's development.

Digital economy is an economic activity in which the key factor of production is data in digital form, processing large volumes and using the results of analysis of which can, in comparison with traditional forms of management, significantly improve the efficiency of various types of production, technologies, equipment, storage, sales, delivery of goods and services [1].

Digital economy is connected with the development of digital computer technologies which include the provision of online services, the most important of which are online banking, online trade, online marketing, online games, crowdfunding, etc. [1].

All the necessary measures to develop digital economy have been taken in Belarus. In particular, Presidential Decree No. 8 dated 21 December2017 on the development of digital economy came into force in 2018. It is aimed to further develop the Belarusian High Tech Park (HTP), advance innovations and build a modern digital economy in the country [2].

The Decree seeks to remove barriers to IT business, create comfortable conditions for development, simplify investment in the IT industry, and attract high-tech companies from all over the world to Belarus.