

since 2013. During the fiscal year 2017, the total public debt for the first time in the history of the country reached \$ 20 trillion.

In early 2018, the analysis of the Committee for a Responsible Federal Budget concluded that the recent tax and spending legislation passed by President Donald Trump's Congress was designed to push the country's attitude to GDP to maximum that has not been observed since the Second World War.

The impact of public debt on the economy is far from abstract. A high level of federal debt leads to the following world economic problems:

- Higher cost of living
- Slower wage growth
- Gender Inequality
- Reduced financial flexibility
- Fiscal crises

But if all world economies start to struggle just now, they will have to spend cuts and/or tax increases equal to 3 percent of the world economy in order to pay off the debt gradually to its historical level during next 30 years.

A 5-year expectation, however, will require the increase up to 3.6 percent of GDP, and a 10-year expectation will require to 4.6 percent. Expectation has real costs. The sooner we act, the sooner we will receive debt reduction dividends, such as faster economic growth, faster wage growth, and greater financial flexibility to solve the economic problems. A rational combination of deficit reduction can also reduce income inequality.

Thus, the result of my research is obvious: the problem of the high ratio of the USA nation debt leads to the world crises with which all the countries should struggle together.

 <http://edoc.bseu.by>

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## **IMPROVEMENT OF TRADING ENTERPRICE PROMOTION IN THE INTERNET**

## **СОВЕРШЕНСТВОВАНИЕ ПРОДВИЖЕНИЯ ТОРГОВОГО ПРЕДПРИЯТИЯ В СЕТИ ИНТЕРНЕТ**

During the analysis of the basic indicators of the official website of the trading enterprise OJSC «Univermag «Tsentrал'nyy», we have detected errors in the appearance of the site, its structure and functionality. According to results of the

analysis, we can offer plan of actions to improve the website tsum1947.by and to fix the defects.

There are no subsections like “How to buy” and “Personal page of a product” on the website. We recommend adding these subsections, because it will make the process of product selection and purchase much easier.

The website does not have the function of coloring links to pages that have already been visited by user. In addition, user does not see pages on which the user is currently located. Introduction of these functions will make use of website simpler, because user will see which pages he has already visited.

The site contains more than 10 pages, so it is advisable to add a search string. The search string should be placed in the upper right corner; it should also be visible to the user and have a width of at least 25 characters. It will provide convenient access to the information that user needs right away.

We recommend to post surveys with questions concerning marketers on pages of the website to improve the efficiency of department store activity. These surveys will give the opportunity to understand, which products do customers prefer the most.

It is necessary to optimize website for search engines. There is a problem that none of popular search engines will give us a link to the website tsum1947.by on the first five pages, if we want to buy something and search it in the Internet.

Thus, it is necessary to create a new site structure.

We should calculate, how much it takes to pay off the costs, at the same time we will consider that the minimum order from the consumer is 10 rubles, and that the first month of orders is not carried out, the next two months receive one order per day, then 2 orders. We will think that the new version of the site will work from November 1.

When we have counted the profit from functioning of the new version of the website and costs of its creation, we see that the cost of improving the site will pay off in less than 3 months. What is more important, it will continue to make a profit.