

2022

2021 8

1

1

5

6

2

10

3

4

2

10

1

2

3

20

3

4

1

2

3

FAB

4

2020

2021

1+X

1

4

15

4

SEO

SEM

SEO SEM

2

3

0.5

4 SEO

7

SEO = *SEO
*0.4+ *0.06

SEO

SEO

1

SEO

0.5

SEO

0.2

100 = + +

+ + +

/

/

/

5 SEM

6 SEM

SEM

7

=

×

=

×50%

=

8

5%

15%

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9

1

1

2

2

1

N

N

1

2

3

C

B

B

4

60

4

5

6

7

8 SEO

9 SEM

10

11

12

13

14

