

Extended Abstract of Bachelor Thesis:

Improving SEO ranking through analysis of current SEO practise

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1. Abstract:

This bachelor's thesis delves into search engine optimisation (SEO), examining its historical development, evolution, and current practices. The study begins with an exploration of SEO's historical trajectory and evolution beyond Google's domain. It provides an in-depth analysis of major Google algorithm updates, shedding light on pivotal milestones such as the 'Panda', 'Penguin', and 'BERT' updates. Additionally, the thesis reviews various SEO practices, differentiating between white-hat and black-hat techniques. Furthermore, the study elucidates the importance of SEO for company websites, underscoring its impact on website traffic and online visibility. In the practical part, the thesis offers a comprehensive analysis of implementing an SEO campaign for a WordPress website created specifically for this thesis. It covers pre-planning considerations, WordPress website setup, and the execution of SEO tactics, including keyword research, on-page & off-page SEO, and technical SEO elements such as website speed optimisation.

2. Keywords:

Search Engine Optimisation, SEO, SEO Techniques, WordPress, On-page SEO, Off-Page SEO, Technical SEO, Business, Google, Search Engine, Indexing, Content, Metadata, tags, Ranking

3. Abstrakt:

Tato bakalářská práce se zabývá optimalizací pro vyhledávače (SEO), zkoumá její historický vývoj, vývoj a současné postupy. Studie začíná průzkumem historické trajektorie SEO a vývoje mimo doménu Google. Poskytuje hloubkovou analýzu hlavních aktualizací algoritmů Google a osvětluje klíčové milníky, jako jsou aktualizace 'Panda', 'Penguin' a 'BERT'. Dále se práce zabývá různými SEO praktikami, které rozlišují mezi technikami white-hat a black-hat. Studie dále objasňuje význam SEO pro firemní weby a zdůrazňuje jeho dopad na návštěvnost webu a online viditelnost. V praktické části práce nabízí komplexní analýzu implementace SEO kampaně pro web WordPress vytvořený přímo pro tuto diplomovou práci. Zahrnuje předběžné plánování, nastavení webu WordPress a provádění taktiky SEO, včetně výzkumu klíčových slov, SEO na stránce a mimo stránku a technických prvků SEO, jako je optimalizace rychlosti webu.

4. Klíčová Slova:

Optimalizace pro vyhledávače, SEO, SEO techniky, WordPress, On-page SEO, Off-Page SEO, Technické SEO, Business, Google, Vyhledávač, Indexování, Obsah, Metadata, značky, Hodnocení

5. Main Text:

Introduction: The introduction discusses the convergence of the physical and virtual realms accelerated by the COVID-19 pandemic and the resulting significance of digital marketing, particularly online advertising. It highlights SEO as a crucial component of digital marketing and previews the focus of the thesis on SEO practices.

Objectives and Methodology: This section delineates the objectives and methodological approach adopted in the thesis. This bachelor thesis is focused on how a company can improve its SEO ranking through a comprehensive understanding of search engine optimisation (SEO), its fundamental principles, and the current key tools and tactics employed. By thoroughly examining these aspects, the aim is to identify the most relevant practices for application in the practical part and implementation in the business website. A partial goal is the building of a WordPress website, from conceptualisation to implementation of SEO practices, maximising the website's ranking in search engine results pages.

To achieve these objectives, a multifaceted methodological approach is employed. Firstly, an assessment of the most notable Google algorithm changes over the past two decades is conducted. This is followed by a comprehensive review that analyses research and insights from scholarly sources (e.g., academic journals and books) as well as study results and high-quality online resources. The review explores current SEO techniques & strategies and how they can improve a company's SEO ranking. To further solidify these concepts, the review incorporates relevant examples that illustrate the practical application of these techniques. Additionally, the rationale behind companies' adoption of SEO practices and their implementation on their websites is explored. The second part of the methodology delves into the analysis of the practical component, which involves the creation of a WordPress website from conceptualisation to implementation. This encompasses a detailed examination of how various SEO techniques are technically integrated into the website structure.

Based on the outcomes of the literature review and practical work, a final conclusion is made.

Literature Review: The literature review explores the historical development of SEO, major Google algorithm updates, and current SEO practices. It distinguishes between white-hat and black-hat techniques and emphasises the importance of SEO for company websites.

Practical Part: The practical component involves the creation and optimisation of a WordPress website to improve SEO ranking. It covers keyword research, content creation, on-page & off-page SEO, and technical SEO enhancements.

Results and Discussion: The practical implementation of SEO strategies on the WordPress website, 'AsalatoCourses.com,' led to significant improvements in its ranking and visibility in search engine results pages (SERPs). Key focus areas included on-page optimisation, off-page strategies, and technical enhancements, which collectively contributed to the website's enhanced performance.

On-page optimisation efforts involved meticulous attention to metadata, heading structures, and image attributes, ensuring effective keyword integration and user engagement. Off-page SEO strategies, such as social media integration and leveraging '*Google Search Console*', were pivotal in enhancing the website's authority and laying the groundwork for potential backlink generation.

Technical SEO enhancements, including XML sitemaps, robots.txt files, SSL certificates, and website speed optimisation, improved the website's performance and accessibility to search engine crawlers. The results were evident in the website's prominent rankings for relevant search queries, reaffirming the effectiveness of the implemented SEO strategies.

However, it is essential to acknowledge potential limitations, such as the evolving nature of search engine algorithms and the exclusion of paid advertising considerations. In addition, off-page SEO factors, such as backlink building and social media engagement, were not extensively explored. Nonetheless, the results underscore the importance of effective SEO strategies in enhancing website visibility and driving organic traffic, ultimately facilitating sustainable growth in the digital marketplace.

Conclusion: The thesis has successfully achieved its goals of analysing the complexities of SEO, providing valuable insights into its evolution, principles, and practical implementation. Through meticulous examination and practical application, the study has underscored the importance of effective SEO strategies in enhancing website visibility and driving organic traffic.

The practical implementation on the WordPress website, 'AsalatoCourses.com,' has demonstrated the tangible impact of SEO techniques on improving search engine rankings and visibility. From

on-page optimisation to technical enhancements, each aspect of SEO played a crucial role in elevating the website's performance in Google search engine results pages.

However, it is essential to recognise the limitations of this study, including the exclusion of off-page SEO factors and the evolving nature of search engine algorithms. Despite these limitations, the insights gained from this study provide actionable guidance for businesses seeking to enhance their online presence and drive sustainable growth in the digital marketplace.

As digital platforms continue to evolve, the lessons learned from this thesis will remain relevant in helping businesses adapt and thrive in the competitive online landscape. By integrating theoretical frameworks with practical applications, this study equips readers with the knowledge and tools they need to navigate the complexities of SEO and achieve significant improvements in website ranking and overall performance.

6. References

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