

Application of content marketing in marketing communication of universities

The Diploma thesis

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Brno 2016

Firstly, I would like to thank you my supervisor, **Ing. Jan Turčinek, Ph.D.** for his professional assistance in supervising of this thesis, valuable advices and critical comments, which helped me to complete this diploma thesis. Further I would like to thank you also all respondepts who participated in quantitative and qualitative survey and found time to anticipate. Finaly big thanks belong to my family for their support during all studies.

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Abstract

Marečková, K., Application of content marketing in marketing communication of universities. Diploma thesis. Brno: Mendel University, 2016.

The aim of this diploma thesis is formulation of recommendations for improvement of content marketing of the Czech university's websites with focused on the main segments (applicants, current students and partners). Within the literature review are included content marketing, creation of content marketing strategy and its phases, distribution channels, the latest trends, content analysis and its method to achieve success. Due to achieve set objective and gain data were analyzed particular 10 university's websites abroad and 10 in the Czech Republic with method web-based content strategy on the basis of set criteria. Formulation of recommendation was required to identify motivation factors and intentions that lead to target segments visit university's websites and searching information about them. Therefore to identify these factors were used quantitative and qualitative research. Sample size of in-depth interviews was 32 representatives of target groups and sample size of questionnaire survey was 302 respondents. On the basis of results of analytic part and both researches were formulated recommendation that to be generally applicable for the Czech universities.

Keywords

Content marketing, content of website, web-based analysis, university's website, target segments, recommendations for improvement of content marketing.

Abstrakt

Marečková, K., Aplikácia content (obsahového) marketingu v marketingovej komunikácii vysokých škôl a univerzít. Diplomová práca. Brno: Mendelova univerzita v Brne, 2016.

Cieľom diplomovej práce je formulácia doporučení pre zlepšenie obsahového marketingu webových stránok českých univerzít so zameraním na hlavné cieľové segment (úchádzači o štúdium, súčasní študenti a partneri univerzít). Literárna rešerš zahŕňa obsahový marketing, tvorbu obsahovej stratégie a jej fázy, distribučné kanály, najnovšie trendy v oblasti skúmanej problematiky, obsahovú analýzu a jej metódy vedúce k efektívnej implementácii stratégie. Aby bol dosiahnutý stanovený cieľ a získané data potrebné pre spracovanie diplomovej práce bolo analyzovaných 10 vybraných webových stránok zahraničných univerzít a 10 českých univerzít za využitia metódy analýzy webového obsahu na základe stanovených kritérií. Pre stanovenie doporučení bolo potrebné zistenie motivačných faktorov a zámerov, kôli ktorým cieľové skupiny navštevujú webové stránky univerzít a vyhľadávajú informácie o nich. Z tohto dôvodu bol realizovaný kvantitatívny a kvalitatívny výskum. Vzorka pre hĺbkové rozhovory zahŕňala 32 respondentov a dotazníkového šetrenia sa zúčastnilo 302 zástupcov cieľových skupín. Na základe výsledkov analytickej časti a oboch výskumov boli formulované doporučenia.

Kľúčové slová

Obsahový marketing, obsah webovej stránky, webové stránky univerzít, obsahová analýza, cieľové segment, doporučenia pre zlepšenie webového obsahu univerzít.

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1 Introduction and objective

1.1 Introduction

Nowadays is often inflected word “Marketing”, everyone uses it and needs it. But many times is hidden behind it many activities, which are not exactly marketing activities like sales, production, HR etc. These few mentioned activities are following or previous activities that do not run without integration with marketing. Thus is mistake if someone thinks that marketing is just about promotion and advertisement it is not so easy. Often in many companies persist opinion that marketing department is full of people who just make up something and do nothing more. But they do not realize that without these outgrowths to be impossible to sale products, upgrade processes or define target segment for products.

In time of the Internet that is living with us several decades it seems to be so easy to share minds and ideas, reach audience and buy or sale products. Especially, because of people are doing these activities mostly in the Internet environment. Exactly it is true but the most difficult is to find out to whom, how and where to be these activities done. Someone can think that these activities are role of different types of marketing. Yes, it is true that each kind of marketing is focused on different processes to satisfy customers. However on the other side that what is exactly encourages people to entry some website and buy product or book service or do whatever is the **content** on that website. The content is exactly why people entry on website and read text, book service, buy product, pay for event etc. Therefore content marketing is that activity does last step to be company successful. The ability of content marketing to achieve success is not just about design of website, creativity of ideas, text itself or distribution channels to get to audience. The content marketing is way how company induce people to come its website and to be willing to spent time there, nay something to do, but not escape.

Universities and educational institutions are not exceptions in relation to their audience they are also “companies” who offer them services (education, skills, and knowledge) and products (books, projects etc.). Thus they need to create such awesome content to engage and attract target segments to have motivation apply in university, enroll courses and want to study there and nowhere else. Many times arise assumption that creation of viral campaign or amazing design will reach audience itself, but it is not exactly enough. Due to reach target audience and engage them it requires creating such content that to cover each segment within audience and answers their questions.

Perhaps when some saw the name of this thesis thought that, oh again marketing. Once more Xth time when someone has written about marketing and wants to formulate same stuffs like product, people, price, place and so on and so on. However I personally hope that this is different case and on the end of this thesis nobody will say that is same about as were million theses before, but realize that content is first step towards success and then come marketing.

This thesis was handled with motive to better of content marketing of university, at which author of thesis is studying (Mendel University in Brno) on the initiative of supervisor of this thesis, who is simultaneously head of PR department of university. The thesis has intention to provide for the Czech universities general recommendations that lead to improve their content to engage audience. The aim of thesis is not to purpose to create new strategy and paid a lot of many for that. But formulate recommendations on the basis of results of web-based analysis and survey about segment's behaviour. The purpose of advices for improvement of content on already existing channels is not just reach and engages audience, but also better off level of university's websites from partner's, foreign university's and student's perspective.

1.2 The objective

The main objective of the diploma thesis is a proposal of recommendations in regard of content marketing for Czech universities aiming at current students, potential students and university's partners. In order to achieve that it will be necessary to focus on answering following questions:

- What factors influence the choice of universities by applicants of study?
- What information do all three segments look for, what are their expectations, their motivations?
- What information do universities offer? How do universities use content marketing?
- What forms of content marketing would be the most suitable for all three defined segments?
- Which distribution channels universities use to communicate their content to audience? (both Czech and foreign)
- Which sources of information providing by universities to apply and which audience use for searching information?

Regard gained data that to be handled out under content analysis and both quantitative and qualitative research to be suggested content marketing strategy for universities. On the basis of gained results general applicable recommendations to improve content marketing of the Czech universities to be formulated. As a proof of feasibility of strategy it to be applied on MENDEL University in Brno with financial burden, if the proposed recommendations are required it. The target of dealing with this topic is to find out and confirm benefits of working with content to build a strong tool in marketing communication of universities. And also to extend and deepen knowledge and information about observed issue in published sources in the Czech Republic.

2 The literature review

2.1 Content marketing definition

The expression “content marketing” has been used in practice for more than two decades. Firstly it was mentioned by John F. Opendahl in 1996 at the roundtable for journalists at the American Society for Newspaper Editors (Doyle, 1996). Simply it is a strategy of content for websites, web portals, blogs and many other types of online propagation. Currently various definitions for this concept are prevailed, because it is applied by many marketers, web designers, copyrighters who consider this inbound marketing concept as the most effective way of online propagation. These following are worthy to mention to be clear what the content marketing means.

„Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and, ultimately, to drive profitable customer action“ (J. Steimle, Forbes 2014). This definition stresses that content marketing strategy is mainly “valuable” message that company or organization gives to consumer to keep his attention that let unique awareness about content and bring feedback to organization in form of successful strategy.

The purpose of content marketing is not to attract just by design or visible side, but mainly tell audience some unique story which they have never seen, heard or read before to keep awareness about it and feel that they are its target audience. “Traditional marketing and advertising is telling the world you’re a rock star. Content Marketing is showing the world that you are one“(Rose, Content Marketing Institute, 2015).

As content we can consider everything what is able to publish on websites, web portals or blogs. It could be various types of text with different functions, images and also visual material e.g. pictures, images, video or audio fields, links, data, information with various layout within displaying to audience. However invisible part of content is mostly telling audience some story or it is idea hide between lines and each visitor of content catch it himself. The quality and uniqueness of content that is displayed brings the creator tangible and intangible benefits in form of viral marketing i.e. sharing of content and spreading it within the Internet. In this case is really important interconnectivity with social media that enable to share content.

Therefore as Kristina Halvorson in her book Content Strategy has told that firms or organization websites should not be a closed island, because in online world are offered a lot of forms how to address audience (e-mail marketing, newsletters, release news, banners, social media, video etc.) and many other channels that are able to apply. The content marketing runs as a complicated system of interconnected relations, functions, opportunities and also limits working together for eventual result. This process is shown in the following picture.

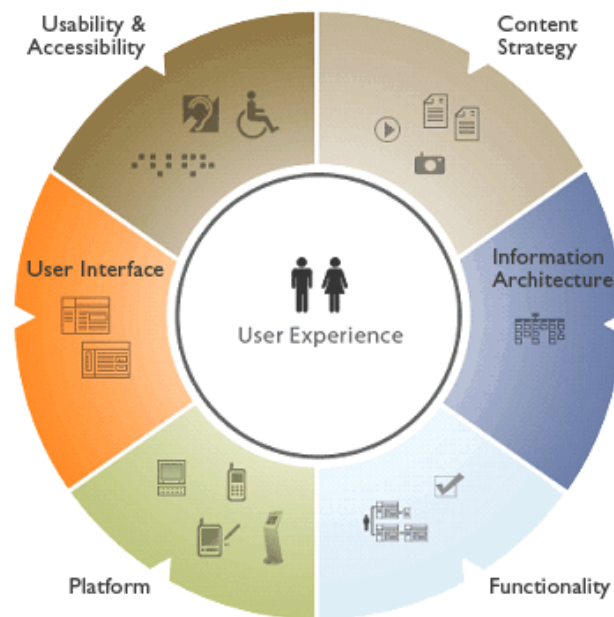


Fig. 1 Content Strategy, source: UX Magazine

And one extra determination of content marketing so called for non-believers is “Your customers don’t care about you, your products, and your service. They care about themselves, their wants and their needs. Content marketing is about creating interesting information your customers are passionate about so they actually pay attention to you.” (Heidi Cohen’s Blog, 2011). In order to build loyalty, it is important to keep in touch with customers on a lifetime basis. This can be accomplished through social networks, blogs, articles and other means of communication channels which will be examined in Chapter 2.2.1. in more details.

2.2 Creation of content marketing strategy

The purpose of content marketing strategy is developing content that engages target audience and will act as strong marketing tool to institution, company or whatever organization to build brand, products or services to attract audience (Baer, 2016). The effort to create content marketing strategy includes several steps that have to be fulfilled to reach right audience at right palce and time (Bateman & Bosomworth, 2014).

1. Plan

The first step how to basicy start the content marketing strategy (hereinafter only CMS) is to plan activities that lead to create strategy. Each institution that wants to use CMS should it write down and document to be able to check developing of strategy, find mistakes and make changes. Moreover it is important to select period for which current plan is carried out. Once the institution has decided to set CMS it should make it properly so that it helps them to achieve set goals.

2. Goals and mission

“Why are you doing this all?” “For whom do you want to do it?” “How do you want to reach it?” “Is CMS going to increase awareness?” “Is CMS going to increase loyalty?” These answers are fundamentals to get from point A to Z that is target plan of institution. The objectives which institution wants to reach they are the reason why the CMS is going to be carried out. As famous American marketing consultant, Jay Baer, said: „Content helps achieve business objectives, not content objectives“. Understanding what the certain business stands for, why content marketing is needed and what benefits the content will bring to the organization will help content marketing strategy to move forward.

According to Debbie Williams from Content Marketing Institut Business leaders must understand the essence of their own company’s mission — and get real with themselves as to how durable and realistic that mission is. Businesses also must have clear corporate positioning that identifies who they are at their core, and is based on a deep understanding of why they are in business and who they are in business for. The strategy, mission, and vision are part of the true essence of a brand story, and are essential to aligning that story with truth and reality. If you are building upon a weak foundation, there will always be cracks in your story.

3. Unique content (story telling)

Here in plan of CMS that institution formulates is also space to tell story of brand, company, instituton or organization, each of them have own unique story that makes them special and unique for audience. Story that institution wants to communicate to audience and way how it does is unique and it differs from competitors and partners. This story and way how it is spread builds position of institution among competitors and gives institution value that it is worthy. Therefore uniqueness of story gives institution soul that audience is aware. In story is included everything about institution from establishing and history, development, succeses, failures through position on market, competitors, audience and other small components that are important and make story as unique entity with identity.

James Lush from Pro Media BBC and ABC talked about so called “truth test” that introducing five elements that should worthy story telling includes:

- **Topical** – Is it the right time to tell this story? Is your audience looking for the information now? This is especially true if your content is seasonal or time specific. For example, don’t publish stories about budgeting if your audience is focused on tax time.
- **Relevant** –It’s rare to have a ‘one-size-fits-all’ story. Make it relevant to the audience you’re trying to reach. If you’re marketing to multiple audiences or buyer personas, think about how you can create stories to appeal to a specific segment.
- **Unusual** –If you really want to cut through, come up with a new angle for your stories. This is why fractured fairytales are so popular – an unexpected twist on the old familiar is always appreciated by the reader.

- **Trouble** – One thing fiction writers know is there has to be some sort of conflict to tell a story. Where is the conflict in your story? What makes it interesting?
- **Human** – No one wants to be friends with your brand. They do, however, get very interested in the human element surrounding your brand. Put a human face on your stories and you'll have a lot more Access.

Other pieces of advice that Sara Mitchell has published in her blog Global Copyrithing to help content marketers that could help them to build unique story are here. Firstly, we say that story is unique it has to be authentic; audience is greedy for true story to sign it for credible content. Secondly, institution should use empathy inside of story to audience feel in love to story. It is the best way how to build loyalty to audience. The last precious advice is success of story. Make audience the hero of institution stories and consider how letting audience speak for institutions gives its business more credibility. Above all, present institution in the most honest and transparent light to ensure a sense of trust is fostered.

4. Audience personas and content maps

By defining personas we put ourselves in the shoes of a "typical" target person and define processes by empathizing with them in a very detailed way so we can 'convert' them, directly or indirectly. In marketing we mainly look at buyer personas. An overview of some persona and buyer persona models (ISCOOP, 2015).

Direct individual marketing is a way how to find out audience personas and define their profiles and need to make „real“ personas that will be prototype for our content. Developing of audience personas is process of describing the specific audiences for whom company will create content, what their needs are, and what their content engagement cycle might look like (Content Marketing Institute, 2015).

To make audience personas requires to find out not just demographic characteristics such as age, gender and race are, but also define more specific and indepth information for create engaging content marketing strategy. If institution has more segments to whom want to communicate content, it is important to treat with all of them as an individual person and create different audience personas according to features that define each segment. Moreover the creation of models of audience personas requires detailed description of frictional persons with realistic features such as name, age, job title and function, place of living, routine problems and needs, goals in life, experiences, expectations, info sources that audience uses and also picture of these personas.

These data help to develop more specific and relevant content marketing strategy that brings to institution credibility given by audience.

In spite of these data acquisition is highly time consuming and often costly for institutions it is important to create relevant content and "real" personas that define its audience. Methods that are used in research to gain information that help to define audience personas are:

- Qualitative in form of in-depth interviews to find out deep information about audience
- Direct research of social media where prospective audience personas exists
- Google analytics to research of key words
- Available demographic information to hit the target group

Therefore a final process of developing realistic audience personas is also important to define content maps, that means sources and journeys how audience person gets to institutions content. Simpli it is about when and where to publish. Based on institution demographic and sales data, institution can determine which platforms of its audience are most likely to find its content, when they are reachable and most responsive, and what style of content resonates best with them (Brafton, 2015). Content paths depend on online source that institution uses to distribute its content marketing strategy and it is closely linked with audience personas features. The journeys that institution chooses to communicate its content to audience could be following:

- Websites
- Social media
- Blogs
- Newsletters

Regard to institution creates audience personas then paths how to communicate its content to them it is equally important time when the content will be distributed to audience. Besides audience personas and journeys to content the time of communicate institution content it requires answer to following questions (Brafton, 2015):

- What time of day or day of week do your email campaigns generate the highest response?
- When do you get the most social shares?
- When do your blogs get the most comments and views?

These examples of questions are linked with form of online media that institution chooses, hence it is important to focus which online form will be used and according to that ask right question and respond right answer to hit target audience.

5. Elements

The purpose of content marketing strategy is running of all elements that are plan, goals, story, audience and distribution channel these are detailed described in subhead below together. Therefore so that institution can reach target audience through right distribution channels to tell them its story it has to align elements by way that ensures success strategy results. In the following pictures it is outlined how it runs and which elements it requires (K. Cain, Content Marketing Institute, 2013).



Fig. 2 Elements of CMS, source: Content Marketing Institute, 2013

2.2.1 Distribution channels of content marketing strategy

The writing of awesome eBook or creation of funny and timeless video is not enough to succeed in content marketing strategy and get positive reaction from target audience. The important part of successful strategy is way how to spread content to audience that should be affected. Therefore should be used channels, which are available for audience and enable to watch or read to audience by appropriate media and devices. The way by which the content will be distributed is not only dependent on content itself but also on audience for which it is assigned. E.g. in B2B are preferred channels like LinkedIn or Websites, in B2C are used social media (Facebook, Youtube), for promotion of new products or sales (Newsletters). There are wide sources of information that are used and spread in content marketing to tell audience story of their company or organization. These communication channels can be divided into printed, online and in-person. Before institution makes decisions about how to distribute its story or message to its audience it is important to realize several questions:

- Who will be reached with its story? Who is audience?
- Where or through which channels does institution want to do it?
- What does institution want to tell to audience?
- How does competitor do it? To be better
- What is institutions goal and purpose?

Afterwards it is possible to choose channels for audience and devices that could be used to spread message of content (L. Odden, TopRank Online Marketing Blog, 2015).

Firsly, it is distinguished among following startegies (T. Robertson, Chron, 2016):

- Pull strategy
- Push strategy

As first it is **pull strategy** that focuses on delivering content through owned online channels as are websites, blogs, portals or social media. Within this strategy is important to take also in account optimization of applying tools, thus **SEO** is inseparable part of this strategy to be successful and generate satisfying set of goals. Simply, the aim of this strategy is to come customers to company on basis of owned interests and not be forced by any „push“ promotional activities. The most common source of interest of customers is brand of company on that basis they are interested in company's products or services.

Second distribution strategy is **push strategy** that entails a more aggressive approach and relates to promotional activities such as paid advertising and email marketing. The institution should use this strategy as additional one to its own pull strategy that enhance already created tools and ideas and leads to increasing traffic on website or blog. Within this strategy are offered tools as **PPC** (pay per click) to navigate audience correctly towards right content. **Remarketing** of currently applied tools, **analyzing leads** of website, **e-mail campaigns** to address partners or businesses and many others. Institution should not favour this strategy over first one, because some tools that are used visitors find as bothering.

While the printed information sources are required considerable amount of money in order to create relevant and well though result in form of publications, it makes significant impact on audience (Barrett & Pulizzi, 2009). The benefit of printed distribution channels are able to keep under control by organization or company. The following printed channels belong to this group:

- Magazines
- Newsletters
- Leaflets

Several decades ago maybe it is better to say more than century, it is when firstly came **magazine** on the market. Sceptic marketers could say that period when magazine was strong marketing tool is gone, but opposite is true. According to Joe Pullizzi from Content Marketing Institute who claims that nowadays many companies are getting back to use magazine as a communication channel of their marketing strategy is highly successful. Magazine enables to segmentation of market, because the purpose why people buy it depends on their personal and professional interests. In case of using magazine as a distribution channel by which company communicates with audience it is important to know what they want and then magazine will be effective in content marketing process. Therefore if it is using this distribution channel to communicate it is important to take in account not just content that it is presented in, but also design, length of articles, the pages layout and the language style (J. Pullizzi, Content Marketig Institute, 2012). E.g. using magazine in promotion of universities can be magazine of alumni and their story during and after graduation as a strong marketing tool for prospective students.

The second printed information source mentioned above is **newsletter** that is mostly used by companies that promote current and new products. Therefore life cycle of newsletters is more than week maximally one month, because it promotes products or services that grab attention of audience with purpose to immediately consume. The newsletter is accompanied with eye-catching design, short length and mind-bending text to carry along audience. With using newsletters as communication channel by company should be careful, because the overloading of audience by them could have negative impact on relationship between company and audience.

The last distribution channel mentioned above are **leaflets**. The information promoted in leaflets to audience is mostly service provided by company, spreading of some posturing by political party or taking place of some event. E.g. universities also use this tool before application period and distributed it to pupils within in-personal promotion at High schools. Regard to information sources of this channel are distributed to audience in form of small format of few paper sheets with attributed design to content. In many cases part of content presented on leaflets are websites, where audience can find more detailed information about promoted context. Communication between company or organization and audience to be successful and not to lead to flop, it is important way how is promoted content on this distribution channel. In any case audience could not feel to push to do something or bothered by information sources concluded there not to throw it out. The advantage of all mentioned channels is that all of them could be in online version.

Second group of distribution of information are **online sources**. With coming of 21th century came also new trends in marketing communication to season not much touched by using of the Internet and IT technologies. The big boom of development of IT technologies and the Internet as important communication channels began in 1998 was established Google leading to easier accessibility of information. At the beginning of 21th century finding Social Media, firstly YouTube in 2005 and flowingly Facebook and Twitter in 2006, opened door to revolution in marketing communication and availability of information for regular user (Ei Sabai Nyo, Web Development Blog, 2014). The benefits of information distributed online are accessibility from every corner on the world, where exists internet connection and also they are going through time promptly. The group of online information sources involves (Zerys, 2015):

- Websites
- Content web portals
- Blogs
- Forums
- Webinars/Web conference
- Social Media
- eBook series and online version of printed information sources

Websites are mostly using online channel by organization, institutions and companies also. They are considered as form of formal promotion of ow-

ners; simply websites create face of each organization that has strong impact on audience. Therefore it has to be well structured, organized, designed in order to engage audience promptly. To use this distribution channel to communicate story of institution to audience it is required in advance analysis of target segments, competitors and also time that marketers spend to create relevant content. It is important to audience to find all available information about institution or company, whereupon the content and organization of websites have to be well done. Also website has to provide opportunities to communicate directly with institution and content has to be shareable with friends and simply findable in researches. The story of brand or name of institution has to be penetrated in each page of website in order to integrate audience to content.

Although many websites of large institutions and organizations using preferably websites as a communication channel, they also have number of small sites with specific content to aim target audience directly. These sites are called **content web portals** and they are focusing on some specific part of content of main page that requires more space and provide more detailed information. E.g. Studenta - Czech student's web portal that provides useful information for students as career, study, culture, leisure time etc. (Studenta, 2016).

Another distribution channel that supports way of communication a story that institution or organization wants to say to audience is **blog**. A blog is a great way of introducing institution or organization. A blog gives institution an identity and a voice that the audience can connect with, which ultimately leads to visibility on the web. It is important to select a tone and try to stick with it within its blog posts as much as possible. People are always interested in the person behind the curtain pulling the bells and whistles, and institutions blog is a great way of letting them know who that person is. (Eric Hammis, Business to Community, 2015). The blog is very much effective as a tool of SEO (searching engine optimization), because each new blog post that institution places onto its website is a new site page that can potentially turn up in a search engine's results list. By implementing relevant keywords in each post, institution increases the likelihood that someone searching for information regarding those keywords will come across its website and become interested in what institutions or organization has to say about a given topic (D. Phillips, Bluleadz, 2014).

Furthermore institutions are using also **forums** as communication channel to find out opinions and interests of its audience. Over this channel can communicate, debate and share experiences and valuable content with each other. Moreover they can share advice not just institution with audience, but also members of audience to each other. So audience contributes to build relevant and valuable content for company. This is good way tool how to create networking.

One of the most interactive and nowadays world-wide spread ways how to communicate content is using **webinars or web conferences**. Webinars or web conferences are running as platform for spreading of knowledge and experiences by video or audio content. This powerful tool is able to attract

audience longer as any other communication channel and it provides more effective way of spreading information. The reason is simple; this process is accomplished with visual performance that engages audience several times effectively than content full of text (T. Masotto, ON24, 2015). Although someone could consider this tool for time consuming, because creation of video or audio content requires a lot of time, creativity and super idea to tell story, it is credible tool that is running in real time and it is led by real speaker who has expert knowledge in the spoken topic.

The Content Marketing Institute reports that **social media** was used by 74 percent of marketers they surveyed in 2011. These networks are popular because the content that institution shares, whether it is videos, articles, blog posts, special promotions or special events have the best chance of reaching a worldwide audience. Integrating social media into institution's content marketing strategy also helps their branding efforts and establishes them as an industry expert. However, when using social media networks, it is not enough to re-share content others have posted. This distribution channel is especially effective in content marketing communication of institutions as universities are beside another distribution channels. Regard that a huge target audience of universities are students and young people, who are spending their time and communicate to each other mainly via social media. Nowadays exist as many social media forms as we can imagine, each of them is focused on specific audience according to their way how to distribute information to target audience and content that communicates. E.g. LinkedIn, Facebook, YouTube, Twitter, Google+, Instagram, Pinterest, Foursquare, Flickr, Skype, Snapchat and many others. If we think about university just here is offered to use social media for different types of audience, for example Facebook is powerful for students, LinkedIn for university partners, YouTube as a promotional channel for prospective students etc. Whereupon social media are considered for all-purposes way how to distribute content to right audience.

The last channel mentioned above here are **online versions of printed information** sources including **eBook and eBooklet**. Although business companies in their marketing strategy not so often use these forms as distribution channels, but in content marketing strategy of universities has significant role. For example Oxford University uses online version of their alumni magazine that is full of stories of graduates of university and their precious advices. This eMagazine has definitely stronger persuasive power to prospective students besides several thousands pounds cost campaign focused on sending leaflets. In eMagazine applicants can see alumnis LinkedIn profiles and they can directly contact them.

The third and simultaneously last section dealing with distribution channels of content marketing strategy is in-personal information sources. With growing of Internet population and especially rise of social media usage, in-personal sources of information continuously declining mainly in business sector. However universities still use this communication channel to distribute information to target audience, because face to face communication is considered as relevant source of information. This group contains following types of face to face sources:

- Road show
- Open days
- Fairs

Road show is kind of direct marketing communication channel. The purpose of road show is to build direct connection with target audience and providing information about product, service or brand of company or institution. The part of this distribution channel of information is also immediate feedback from audience. Besides indirect marketing here is space for asking questions and receiving responds immediately. The benefit of road show is that promoter chooses location, audience and time when the road show will take place. However it is important to set time in the right period e.g. road shows at universities for prospective students are taking place during pre-application period at High schools that are potential sources of students. Features of road shows are mobility, undivided attention from visitors, taking place at any desired location, unique experience and deep impression and maximize marketing efficiency (Movico, 2015).

Open days are another frequent communication marketing tool of universities going on annually. Although aim of each university is the same to gain prospective students and attract them to apply to university, organization part of open day itself and carrying out is on creativity of each university. The target of open day is to attract pupils of high schools to apply of study there and also potential partners of university to launch cooperation. Here is option for students and their parents to ask questions directly to responsible contact person about issues, which they are interested in. The “open day” itself is organized by different ways that each university puts in. E.g. they offer open lectures for public, provide leaflets with the most important information and contacts, presentation of students the programmes that university provides etc.

The last in-personal communication channel that is useable in content marketing strategy is **fair**. Routinely fairs are taking part at big space where are present not just few universities but mainly all of from region or whole country. At fairs are normally present also companies and partners of universities, because this event is not just for pupils of high schools but also opportunity for students of universities to build networking with companies and their career. The aim of fairs is to attract prospective students and affect their decision-making process in choice of study at university and future career. Here is good opportunity for students to find internships, asking options about jobs during study and networking with companies. For pupils of high school is here great opportunity to find out costs of study at university, options after graduation, also study abroad etc. For example fairs that are taking part in ČR and SR are Pro Educo (SR), Gaudeamus (ČR and SR), AAU = anglo - American university (ČR).

2.2.2 Phases of Content marketing strategy

Besides definitions mentioned above the content marketing is process that consists from several phases. These phases are requiring such a succession

and only consistent approach leads to achieve set goals (Rezníček & Procházková, 2014).

Previously mentioned author Kristina Halvorson in her book divided process of building content strategy into three parts:

- **Creation of content** - this part should provide answers to following questions:
What will be created? For whom will it be created? Why will it be created? Which sources will be used for creating content? Who will be responsible for creation of this content?
- **Publishing of content** - this part should provide answers to following questions:
Where will content be published? Who will check and edit it? By which way will content be published to public/users? Which tools applied to content will be available for users/audience?
- **Managing of content** - this part should provide answers to following questions:
Who will be responsible for content management after it will be published? What kind of plan exists for archivation, adding and updating of content? Which methods will be used for analyzing and measurement of applied content?

Therefore each step of content marketing process has to run properly to launch cycle that carries out as one entity and poses one interconnecting process of activities.

According to Kristina Halvorson to company or institution achieve set goals they have to ensure running of following steps. Moreover she distinguishes components that form content strategy between people components (workflow and governance) and content components (substance and structure).

- a) **Audit** has purpose to find out efficiency of our content and find out its success and failures according to written down checklist of items that content involves and check their functioning.
- b) **Analysis** the aim of analysis is defining targets, criteria of success, risk and find match between creators and submitter.
- c) **Core Strategy** defines where we will focus efforts to improve content substance, structure and workflow and/or governance. It must provide clear boundaries between what we want to do and what we will not. Simply the part of building strategy is about what kind of content will be published, for whom content is assigned. It also includes recommendations and suggestions by which way content will be created and structured and how audience gets to content that will be published.
- d) **Workflow** involves roles, processes and tools applied in content marketing strategy. It creates efficiencies across content properties. Work-

flow defines path, which content does inside and will go on online sources and who is responsible for all tasks leading to results.

- e) **Governance** here are described policies, standards and guidelines to avoid problems with published content and keep rules and law. It empowers, facilitates and aligns.
- f) **Writing** this part is just little bit more important, because it requires persons who are able to write such awesome content to engage audience by text and used style and attract them by written content itself.
- g) **Publishing** the role of this step is defined tool by which content will be published (system) and channel by which it will be distributed e.g. social media, blog etc.
- h) **Measurement** Kevin Johanson Social Media Manager from Fusion 360 claims that several methods dealing with measurement of content strategy exist and all of them should be in accordance with goals set by company or institution. E.g. metrics that measure achieving business goals like growth of turnover or ration of sale from new product. The methods that deal with effectiveness of content marketing strategy on-site are e.g. SEO - optimization tool, number of page views, Google analytics for increase ranking of website in searches by generating appropriate key words etc.
- i) **Maintenance** afterwards new web is launched and published it is not enough, marketer have to write down plan of goals that should be achieved and frequently checking of content and refreshing it. These goals should not be just focusing on on-site plans but also business goals like plan of costs and revenues etc.

After all steps are running well together as a interconnected cycle, it is not enough because additionally we have to think about channels (sub-chapter 2.2.1) through which content will be distributed to devices that audience uses. This is so much important as content itself to ensure running of content properly on each devices used by audience. Final content could be displayed on mobile phone, PC or tablet therefore we have to set content to work on all of them equally.

As Robert Rose said content lifecycle is the process that defines the series of changes in the life of any piece of content, including reproduction, from creation onward. The stages within the content lifecycle can have sub-stages that depend on the origins, purposes, and governance models of the content. These may include sub-stages that support specific channels such as web content, print, or email or specific formats of content such as spoken word, video, text, or images.

Another author who has been dealing and published following model of content lifecycle is Erin Scime. From model it is obvious that process is launched with introduction analysis, following with strategies, planning, creation of content itself and then maintenance and management of content strategy.

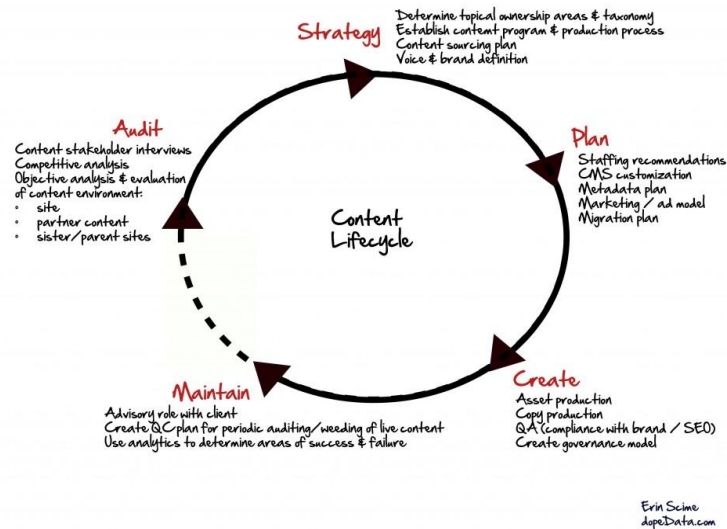


Fig. 3 Content Lifecycle, source: UX Magazine, 2011

Although exist several statements about content lifecycle and each marketer would say different number of stages that includes author of thesis chose the following one from Jeanna Heerman blogger of Buildvisible.

1. Phase - Plan

This phase is building answer to question: What type of content will you be creating and who for? It does not matter size of content which we will create it matters purpose of creating content and reason of doing marketing. Simultaneously it is important to make profiling of audience to whom will be this content intended. And also what the object of creating content that engage audience is. Within these phases we have to find answer the question: How and where does audience connect with content? It represents plan of distribution channels and mapping path that lead to content. Moreover Jeanna stresses that this phase includes design of content, because if the content will be badly typed without formal editing and not readable nobody will be engaged with content, even if it is awesome visualized.

2. Phase - Develop

Before developing content itself we have to think about following important steps:

- Keyword research – to audience simply get to content by words that they usually use during searching information
- Costs – to make costing plan of budget allocated for whole process

3. Phase - Manage

In this phase it is important to ask if fresh content is uploading on our site or if it is duplicated elsewhere. If it is duplicated we have to create our unique story to avoid hitting our ranking. We have to deal with following:

- Influencers – to get to know influencers/planned audience about our content and make them aware by building relationship with them for example through e-mail about the purpose of our content. Building links.
- Syndicate – copes with different form of content to cover wider audience, e.g. video put to PDF format with described pictures and upload into slideshares
- Webinars – in case that part of content is requiring discussion create webinar to follow up and induce to be talked about it

4. Phase - Deploy

It is phase so-called „zooming“ of each part of content from different angles to avoid opportunities to decrease ranking of content.

5. Phase - Preserve

Within this phase is important to focus on prospective mistakes and errors that could happen in the future. E.g. 404 error page, look at competitors solution for that and make it better with explaining to audience in this case and redirect them to functioning link of content.

6. Phase - Evaluate

At the end of lifecycle we evaluate how smoothly the content runs and write down failures if exist to eliminate them in the future and avoid them. Evaluate also performance and links of content and engaging of audience to maintain it.

2.3 Trends in content marketing

The results of content marketing reviews are showing that in last year (2015) the biggest success experiences paid Social media were the most effective channel to distribute content. For example the growth of Facebook was 80%, Twitter 75% and LinkedIn 65% (R. Allen, 2016). Other finding is that brand names are big influencer. According to study of McKinsey brands had 35% more effective impact on customers that paid advertisement. Key insight is also that targeted content more on people and personalized bring to companies better results and higher profits compared focusing on SEO tools (J. Gregorio, 2016).

Regard that year 2016 already has began nothing is lost, all predictions for year 2016 in content marketing are actual. The smartiest companies that already implemented these trends on the beginning of year can analyze first results.

According to several surveys did by content marketers the latest trends for 2016 include following:

Visual content is still more demanded according to Verónica Jarski the president of Convince and Convert.

More companies are willing to pay for social media as channel for content and still it is growing possibilities through, which can be content distributed there.

Digital marketers are more focusing on people not to SEO that bring them real success. The last year companies that changed their perception of content receiver experienced 82% rise in their profits and leads (V. Jarski, 2016)

Personalization of content is bringing first success to companies. They build personas on the basis of features their target customer and create story that reach audience (J. Bullas, 2016).

People are not mere spectators these days. They demand content in which they can get involved (J. Bullas, 2016).

Rise integration of Artificial intelligence in marketing that is done through Google's Knowledge Graph, which helps in providing search users better answers to their long-tail search queries (J. Gregorio, 2016).

Growing of mobile access that is more demanded by new audience, this trend is rising quicker from year to year.

The insights from previous years are forming predictions that marketers are becoming more aware of customer's behavior and focusing content marketing more on individual personas compared to mass audience.

2.3.1 Current situation in the Czech Republic

The content marketing is very "young" approach of companies and marketers in the Czech Republic but from year to year is experiencing slow growth. In the business sector is not unknown but marketers and companies are still sceptic to use this tool. In public administration sector is this approach almost untouched strategy. Reasoning to discourage public institutions like universities or educational organizations could be that content marketing is required such long time to create effective and successful strategies. Regard that mentioned institutions are characteristic with activities that required quick and immediate feedback (application period at universities, events and projects, etc.) perhaps that they use other propagation tools.

During study literature sources and studies author of this thesis has found just few authors who were dealing with problemacy of content marketing. As the most well-known within the Czech marketing environment are authors of book Content Marketing Josef Rezníček and Tomáš Procházka. They also formed blog (Včeliště), where they permanently published useful advice and recommendations for companies and institutions. Thus people can benefit from their worthy advices and articles, which are mostly free.

Other source of worthy information and advices is organization that links practise skills of people from business sector to theoretical knowledge of students. This organization is very well-known and popular in the Czech Republic mainly on universities, it calls Lidé z praxe. Its aim is to organize workshops and events for students, some of their workshops were focused on content marketing, where students and also universities could find useful information.

2.4 Content analysis

Content analysis is a method for summarizing any form of content by counting various aspects of the content. This enables a more objective evaluation than comparing content based on the impressions of a listener. For example, an impressionistic summary of a TV program is not content analysis. Nor is a book review: it's an evaluation (Audience Dialogue, 2012). Content analysis, though it often analyses written words, is a quantitative method. The results of content analysis are numbers and percentages. Content analysis systematically applies set of rule in order to draw conclusions from text (T. Petch, 2004). As pointed out Krippendorff this research method had four advantages: it is unobtrusive, it is flexible (able to be applied to unstructured material), it is context sensitive and it is able to be applied to large amounts of data (T. Petch, 2004). Content analysis is a widely used research method for objective, systematic and quantitative examination of communication content. This method can be used for various type of text such as newspapers, radio spots, blogs, TV commercials and also websites content. Although this method is applied from many reasons and depends on content that is under examination, the most frequency intentions why it is applied on websites is audit of own websites content and comparison of websites content with competitors.

2.4.1 Content

Firstly before launching web-based content analysis is stressed what content in this case represents means and involves. The content that will be selected for analysis can be represented by whatever blogs, webportals, websites, online articles etc. Hence there is a space for own purpose of researcher that leads him to choose certain content. It could be selected according to audience, interests, needs and whatever. During the process of selection it is important to single out content that will be representative sample of certain size of group according to particular purpose. Hence content of each website is divided into four categories and also called dimensions: purpose, audience, accessibility and usability. In orde to be simple categorize samples for analysis and set clear purpose of analysis (A. Kaushik, Digital Marketing Evangelist, 2010).

- Purpose

The purpose of a site reflects how the author of the site define message of content that is spread to audience. The author of content could have many purposes to create website and use it as a tool to communicate with audience. It could be purpose to inform, educate, attract, sale, engage, shock and many other intention of websites.

- Audience

Besides the rest of three dimensions mentioned here this one is little bit different, because audience is not involved in content and do not form it. Audience or segment is the reason why and for whom the author creates and develops content. Therefore intention of content's creator is engage audience

and succeed by information that content provides them. In order to communication of content to audience to be effective it must be grounded in the needs, characteristics and interests of intended audience. Audience analysis helps to researcher to better of understanding of behavior of audience and develop messages that are suitable and approachable to them. Therefore it is important to segment audience on the basis of information by wide characteristic features (T. Petch, 2004).

- Accessibility

This category represents approach to distribution channels through which is message of websites content communicates to audience. Hence it constitutes probability to access of audience for which content is determined. The essence is mainly the Internet access that is necessary to spread content among audience. The more channels are involved, the higher probability to access to content exists. But it is important to realize to whom author determines the content and which channel is to be used regard to audience that would be hit.

- Usability

As Teresa Petch pointed out in her research usability is a part of web accessibility. The design of a web site should always reflect the needs of its users. Usability is a combination of factors that affect the user's experience accessing a web site. Usability is a term that encompasses a group of features that change depending on the needs of the target audience and the purpose of the web site. The part of design of website is also font and style of typing that is used, this has to be suitable to content of text and audience to whom it is determined. For example websites determined to senior should be by typing by formal style and higher font than it is usual and without using slang.

- Quality

This extra point of content dimensions represents quality of content (i.e. text) itself. It also involves sources that author used, accuracy and relevancy of information pointed out in text. Nowadays when it is so simple to create website or publish text wherever on the Internet being accessible to everyone with the Internet connection it is important to select information which people can approach for free. As Teresa Petch noted much of the content on the Internet is not policed by any governing body or required to adhere to any ethical regulations. Therefore many Internet sites offer information that is misleading, incorrect, and possibly dangerous.

2.4.2 Web-based content analysis

Web-based content analysis that is applied on websites information content is required to focus researcher on three main areas: definition of websites and also purpose of website, the unit of analysis and method of sampling.

1. Websites

The definition of websites conducts to one of the uncertainties to research in spite of existing so many explanation of this expression. Here author of thesis

states two definitions of websites chosen by her. A website is a virtual location of associated organization with unique Uniform Resource Locator (URL) and it is the information resource in the World Wide Web. Or it is a hierarchy of information connected via hyperlinks to an infinite number of other sites. A collection of pages or files linked together and available on the World Wide Web.

2. Unit of analysis

Regarding the amount of information presented within websites, it can vary in size according to the number of pages that could range from two to thousands (Rick Allen, Meet Content, 2012). The volume of information embedded within websites enables the choice of a portion of the website as a unit for analysis that is contained in each website selected for web-based content analysis. Moreover, the size of websites differs in purpose, structure, and content. Hence, selecting an appropriate unit of analysis is important to avoid problems with items that should be included and those that should not, if the chosen unit includes enough information for analysis or not. In addition, the selected unit must have the same size, length, and features to be able to analyze and subsequently compare them to each other.

3. Sample

Already in 1999, Jones pointed out that there is no standardized method of sampling web-based content. Despite the sampling method being a crucial step in the research process and influencing the generalization of results of analysis, therefore each unit of sample itself has to have representative features of the collection of sampling units. It does not matter whether the researcher will select a small or large sample group, because it depends on the character of the units used to create samples. Web-based content analysis is not a random method, because sampling has a certain purpose, which the researcher carries out. Due to this, it is called purposive sampling based on criteria set by the researcher.

Afterward, answers to questions are clear: What is a website? Which unit of content is analyzed? What was chosen as a sample of web-based content analysis? On the basis of answers to these questions, the researcher has to set criteria that will be observed within web-based content analysis and lead to findings. Although there exists an uncountable amount of criteria according to which it is possible to analyze content of websites, it is important to set criteria regarding received answers to set questions. For example, it is unnecessary to set as a criterion the language in which websites are written if analyzing just websites providing one language version. On the other side, for example, it is important to set the time of observing certain websites that are being analyzed, if these websites are dynamic, because there is a high probability of content changing. The following examples of criteria are often set for analyzing web-based content (i.e. websites) and their purposes:

- Languages in which the website is written to target a wider audience
- Style in which the website is written and font and its size that is used to readability and understandability by audience
- Key words for better optimizing in searches

- Design of website to engage audience
- Structure of website and its succession to logical search path
- Social media interconnecting to better and quick sharing of content
- Option to comment and ask questions to get feedback
- Option to like or dislike to get ranking from audience
- Accuracy of information provided to gain credibility
- Time during which websites are observed to capture change in dynamic content

There exactly exist many other criteria that could be set by researcher, but it depends on purpose and character of websites that content is analysing to clearly respond to asked questions and lead to reach results.

2.4.3 Methods of success of content marketing strategy

Within web-based content analysis also applied methods that measure up success of published content are. The most important measures, tools and tactics dealing with check in success of implemented content marketing strategy are following:

- Website Metrics
- SEO tools
- Social Media Metrics
- Copywriting
- Leads Generated

1. Website Metrics

Firstly we distinguished between on-site and off-site efforts of website's content. To this group belongs measurements as number of page views, time spent on page by visitors, crawl rate, bounce rate, inbound links. All of them are important to recognize if implemented strategy reaches goals or need to be re-new. This is not only important for creating a quality user experience, but also for the way Google views your site's content. If the first page that customers visit does not contain any useful information to gain their interest, it is quite likely that they will click away from our site after only a few seconds (K. Johnson, B2C, 2015). It requires content that relates to target audience is searching for and find it on our site and here is also important to mention that the audience has to find it quickly and easily.

Regard it is important to focus on location of information within website's content that should navigate visitor to a simple way towards information. This would lead to increased number of page views and time spent on page. However here stands question how to get audience to website? Therefore website's metrics should be tied to tools that ensure accessibility of audience towards website's content.

The simplest way how to ensure clear access towards our content is the use of SEO tools and their working in searching engines. The searching en-

gines are gateway towards our content and increasing site traffic by target audience and prospective visitors.

2. SEO tools

For content marketing strategy to be successful and accessibility towards website's content reach target audience it requires using of right SEO tools. The aim of SEO is optimizing searching of websites in searching engines like Google, Bing, Yahoo and many others. The right applying of SEO tools lead to better positions of website's link in searching engines. Among SEO metrics belong page visits, website ranking, user behavior on page and conversions these would lead to increase site traffic. In literature and sources exist a huge number of tools that can optimize searching of websites in engines and increasing website's ranking.

Firstly, it is important to mention name of domain of website that should be easily remembered, understandable and related to content available at website. The length of domain should be directly tied to its name, therefore the length should be short and clear.

Further are important external and internal links, which direct to website and ensure link juice that is ration of using external and internal links.

One of the most important tools are key words, using of them increasing accessibility of right audience towards website's content. In this case it is important to be aware and analyze which key words our audience usually using during searching information. Using the right and wide-scale of them we increase website's traffic and hit our target audience.

An other tool that could seem as not so obvious is using of universal items of content regardless language, are pictures, videos or authors of articles. By this way it is likely to hit wider audience regardless the part of the world they are in.

Within the accessibility towards website's content there are other important next SEO tools as mobile friendly format, nowadays this tool is important because a lot of users prefer searching information via mobile devices.

Moreover to the one of the basis tool belongs meta data, which also support positions in searching engines. Therefore is important to fullfil space of title and description in HTML code to audience during searching would be aware what content of each websites is and get to right pages.

The usability and security are also very important issues that could be enforced by SEO tools. Firstly the usability is intended like relevant content and its loading. It means that in case of any errors, the reason of error and further steps to be visitor announced. This is good space to create extra information and creative version of this situation compared to competitors. E.g. Annoucement of alternative source of searching information in case of renew or re-name of domain etc. The second matter is security in the meaning of confirmation or inserting personal information about visitor. Here is important to assure vistor that getaway and further steps are secure and do not harm his computer and data (N.Rojas, Writtent, 2016).

3. Social Media Metrics

The Social Media are one of the tool that generate additional value for our website by the simplest way. By using social media as communication channels towards audience is obvious to see awerness about our websites and content presented there. Despite of the existence of social media like Facebook, YouTube, Twitter, Pinterest etc., we can choose the best one for our content and reach feedback from our audience there.

The social media are useful tool to find out in what is our audience interested, when the audience most often reaches our posts, when the visitors are online etc. But without real engagement of our posts this tools is nothing. Therefore it is important to follow comments, posts, likes, clicks on links and feedback from our audience to social media tool would be worthy for our content. Simply we have to follow behavior of potential visitors of our website's content to be successful in marketing strategy and reach target group.

Thanks to the social media analytics tools provided by Facebook, Twitter and third-party applications, we can quickly determine which types of posts produce the best engagement that drive users to our web content.

Even something as simple as the time of day that we post can have a significant impact on engagement, and it is no surprise that several studies determine the ideal posting time for social media. Current general consensus is that early afternoon (generally between 1 and 3 P.M.) is the best time to post on Facebook, but it does not mean that it is the best time also for Twitter. Therefore it is important to follow social media separately (K. Johnson, B2C, 2015).

Among social media metrics belong reach (uniques, video, views, spent time), buzz (trending topics, mentions, influentials), engagement (forwards, shares, re-tweets, posts, likes), participation (fans, followers, check-ins, sign-ups), advocacy (comments, feedback, participation in polls).

4. Copywriting

The copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action (D. Farnworth, Copyblogger, 2015). Previous mentioned metrcis are non-essential without strong, powerful and spiritual story or text. It is not enough to use the latest trends in content marketing if we do not create worthy content (text) itself that engages our audience. Therefore it is the most important firstly focus on copywriting i.e. writting strong and powerfull text, which relates to content and engaged audience. Here exist several rules that should be fulfilled to written text to be worthy and take attention of target visitor, those depend on kind of content that is to be written and purpose of the writing it. Following rules should be kept within copywriting process to satisfied set targets (HarrysonAmy, 2016):

- **Tell story** – draw the readers into story and take their attention to remember it and differs you from others, do not copy others
- **Rather shorter paragraph** – avoid long unstructured text that always discourage everyone to go on reading regardless catchy background
- **Make it easy for reader** – using understandable and simple reading expressions to each segment of audience spells it out

- **Accompany with additional items** – the background should be accompanied by design related to content itself, be creative
- **Using well-known words** – avoid using words that are not fitted to content and could cause misunderstanding for reader
- **Call to action** – be specific as possible and where it is possible to be sure that readers understand what you want to tell them to get feedback
- **Providing proofs** – justify your arguments by proofs to be worthy
- **Tell just the truth** – never tell the readers false or half-truth, because losing their loyalty and faith is the worst thing

Regarding the purpose of content that is published on website, blogs, portals or any other online sources, it distinguishes several aims that are fulfilled thanks to keeping these rules. E.g. increasing number of site visitors, increasing sales, better position in searching engines, better name of brand or organization, increasing time spent on website and many others.

5. Leads generated

Lead metrics help track and measure middle-of-the-funnel activities in a way that enables to attribute leads in its marketing automation system to specific pieces of content. Lead generation is important because leads are the most likely people to convert and make business revenue. Revenue is the most important measurement of content marketing efforts because Twitter followers, visits of website, e-mail subscribers, etc. do not make organization's/company's money on their own.

Offering original content to organization's/company's audience can help build their e-mail lists and their social media following overtime, which is beneficial to monitor to understand what type of content their business should create and how often it should be released. Again, by offering original, informative, and educational content to organization's/company's audience; it motivates them to sign up for their e-mails or follow their business on social media to gain access to this exclusive content in the future. Measuring their content marketing's impact on their subscriber growth can help inform future decisions on what strategy to utilize and what value this marketing approach really has (K. Johnson, B2C, 2015).

3 Methodology

With purpose to handle the diploma thesis and achieve set objective were needed to use both primary and secondary data. To gain primary data web-based content analysis as a tool was applied on selected websites of universities in the Czech Republic and abroad. However to formulate particular generalization of observed phenomena it was necessary to work out both quantitative and qualitative research within target segments. Therefore in the diploma thesis were used secondary data from available resources as the Czech Statistic Office hereinafter (CSO), Ministry of Education, Sport and Youth hereinafter (MESY) and mostly websites of universities abroad and also the Czech universities websites.

3.1 Secondary data

Secondary data will be searched at websites of Czech Statistical Office (hereinafter CSO), Eurostat, Ministry of Education, Youth and Sports (hereinafter MEYS), but mostly on websites of universities (both in Czech Republic and selected universities worldwide).

- CSO – provide information about number of students that study at selected Czech universities and its trends during last years.
- MESY – information from MESY constitute data about character of education system in the Czech Republic, databases of growth of education system, numbers of students and pupils according to study program. All of these data were needed for comparison with results from quantitative research to following formulation of general conclusion that is statistically proved.
- Websites of universities – comparison of websites of the Czech universities and foreign ones also were the most important sources of information.

3.2 Primary data - Content analysis of websites

The content analysis was handled on selected Czech and European universities website. Within the content analysis were compared selected Czech universities with European ones with interesting content handling of websites according to their successful websites ranking and unique ideas. The results of content analysis of selected European universities were used to set down list of items and their position within content of websites and unique and interesting ideas. These selected items of content are considered for successful tools of universities websites to attract prospective students, partners and alumni for collaboration, exchange students and universities for international cooperation.

Subsequently all selected Czech universities will be checked according to made checklist, if their content includes items or not. And also there could be space for adding extra items to checklist if the Czech universities have special

and unique handling of their websites. The objective of the checklist making is proposed content marketing strategy for the Czech universities that is generally applicable. As a proof of viable strategy will be propose content marketing strategy for MENDEL University in Brno.

For research were selected ten European Universities and ten Czech Universities that were compared on the basis of made checklist of content analysis. The European universities were firstly chosen according to portal of websites ranking and secondly according to interesting content or unique handling (Webometrics, 2014). The following lists of selected European universities for web-based content analysis. The reason of choice and unique idea for each university are detailed specify in analytic part in sub-chapter 4.1.1.

- The University of Edinburgh
- Université Claude Bernard Lyon 1
- Glyndŵr University
- University of Groningen
- Aarhus University
- European University Cyprus
- Jagiellonian University in Kraków
- Martin Luther Universität Halle Wittenberg
- University of Nicosia
- RWTH Aachen University

The following Czech universities were selected regarding to attendance by students and well-known name and tradition by public for decades. The numbers of students have been found on the CSO or in annual report generated by universities. The second reason of this list choice is presence of faculty of economics at universities, because they pose competitors for Mendel University, which is included. Detailed specification of each website of selected European and Czech universities are described in analytic part of the thesis including the reason of that choice. Regard that web-based content analysis for each websites is required extensive description accompanied by explanation the detailed analysis is available in external annex of this thesis. Within external annex there are universities websites detailed analyzed and sorted to list follows letters of alphabet. Therefore analytic part is handling with number of tables where are listed selected criteria and brief description of content analysis of each university's website with focusing on set aspects.

- Masaryk University in Brno
- Czech University of Life Science Prague
- Brno University of Technology
- University of Economics Prague
- Technical University of Ostrava
- University of West Bohemia

- University of South Bohemia in České Budějovice
- Tomas Bata University in Zlín
- Mendel University in Brno
- University of Pardubice

The made checklist is a basic for generation of questions in questionnaire survey and flowingly evaluation of survey's results that were statistically and graphically assessed.

3.2.1 Web-based content analysis

Due to it could be carried out questionnaire survey and qualitative research in form of semi-structured interviews had to be realized content analysis of selected websites. Because of formulation of questions in both qualitative and quantitative research are dependent on results of content analysis. Firstly, it was handling content analysis of selected European universities websites to create checklist. Afterwards was done content analysis of Czech universities websites and check them on the basis of checklist that was extended by interesting and unique items found on Czech university websites. All of these items were used in formulation of content marketing strategy and its recommendations for the Czech universities that is generally applicable.

In order to web-based content analysis results would have been relevant and for content to be comparable it was necessary to observe selected websites during same time period regard dynamic character of each of websites. In spite of websites had been observed by author of this thesis and recorded changes of websites content from November 2015, analysis of foreign university's websites was launched in January 2016. The process of handling data for analysis and observing of their content was lasting two weeks from 30.1.2016 to 14.2.2016 when were collecting data to be set same conditions for each website. Analysis of the Czech university's websites was launched in February 2016. The process of handling data for analysis and observing of their content was lasting almost three weeks from 19.2.2016 to 27.2.2016 when were collecting data for setting same conditions for each website. Reason that analysis of the Czech universities websites was lasting longer than European websites analysis is that within the Czech websites was applied SEO analysis to find out accessibility to their content.

Before introduction of web-based content analysis of Universities websites itself, it was the most important to define three aspects of content analysis:

1. Purpose of website

The intention of web-based content analysis is to reveal purpose of each selected universities websites. Regard to fact that universities websites have multi purposes, the author of this thesis had to find out main purpose(s) of each websites and highlighted them.

2. Unit of analysis

As a unit of analysis has been chosen home page or entry site of each University websites, because it is part that all selected websites involve and it is the most appropriate part for comparison.

3. Sample of analysis

As a sample were selected ten European Universities websites, the reasons of selection particular universities analyzed below are given to each of them and defined below. Generally the European universities were selected because of content marketing strategy is not unknown topic within universities abroad and they apply and work with this strategy successfully. Beside the Czech market where this concept is not well-known and its application is limited within higher education institutions as was discussed in chapter 2.3. Within the analytic part of the thesis are listed the main criteria of content analysis for each university's website to tables for clearly overview. Due to the analytic part does not involve extensive pages of context general analysis of home pages are written down to bullet points and detailed form is available in external annex of the thesis.

3.2.2 Checklist

In the conclusion of content analysis European universities websites is written down a list of interesting and unique handling of website gain from content analysis. This checklist was applied for each Czech university's website and here was also space to add extra item found out within web-based content analysis of the Czech universities websites. The purpose of checklist was summary of all discovered special items and ideas within web-based content analysis to formulate generally applicable recommendations for the Czech universities websites.

3.2.3 SEO analysis

Regard that accessibility of audience to website's content is the most important step towards application successful content strategy all selected Czech universities were undergone of SEO analysis. The purpose of applying SEO tools is to better off access for audience to website's content and raise position of websites in searching engines. Therefore each self-made content marketing strategy is required to apply right SEO tools to reach target audience. In this thesis was used online SEO analyzer available at portal SEOTip. Considering that SEOTip analyzer enables detailed analysis of website with explanation and short recommendation, the author of thesis has selected just the most applying ones and focused analysis of the Czech websites on them. Following criteria were observing within SEO analysis of the Czech websites:

- Title
- Description
- Key words
- Links
- Mobile devices accessibility

- Language
- URL addresses

To clear overview of selected SEO criteria for Czech universities websites are listed in tables at the end of each analysis of particular university and they are accompanied by description.

3.3 Quantitative research

The quantitative research was handled by usage method that was carried out by questionnaires survey. Under questionnaires survey were answered sub-targets that lead to fulfill the main objective of the thesis. Regard questionnaire survey and in-depth semi-structured interviews constitute additional research to web-based content analysis they are not main part of this thesis. Thus their results have been used to form features of general behaviour of target groups for that were formulated recommendations and improvements of content marketing for universities. The target sample was divided into following groups according to degree of study, age and nationality (domestic and foreign):

- Prospective students of universities
- Current students of universities

The respondents who are participating in survey are detailed mentioned below.

3.3.1 Questionnaires

Primary data were collected via online questionnaire survey with prospective and current students ($n = 302$). First-hand data were collected by online formulars created in Google Formulars and data were numerically and graphically evaluated in Excel by author of this thesis. Questionnaires were distributed to target groups by e-mails, via social media mainly sharing on public groups of available high schools and sent directly to particular respondents. The survey was launched in 22 of January and lasted up to end of March. Reasoning is that during these months are lasting application period at mostly universities to prospective students apply in there. Hence during this period university's websites have the most frequent traffic. Questionnaire survey was primary focused just on current and prospective students, hence survey was distributed purposely to them.

Main objective: Questionnaires were distributed regardless gender and place¹ where they are living to gain general features of behaviour within target segments.

Sub-targets:

- What are the most frequent sources of information about universities?
- By which ways respondents searching information about universities?

¹ In the meaning of city or village - municipalities not in meaning of nationality.

- What factors influence the choice of universities by applicants of study?
- What information do all three segments looking for, what are their expectations, their motivations?
- What information do universities offer? How do universities use content marketing?
- What forms of content marketing would be the most suitable for all three defined segments?
- What are an intentions to searching information about universities?

The next step was define particular types of questions with purpose to find answers on sub-targets and features of segment's behavior. Individual questions create three particular focuses followingly (1-6) are focused on ways, motives, intentions and sources of searching information about universities, (7-13) finding out particular content items and attitude that respondents express to them, (14-17) are showing specific ideas of content to respondents express their opinions.

Within process of define specific questions author of this thesis took in account following rules, which are defined in related literature (Kotler & Keller, 2007):

- General impression of survey, its appearance, correct formulation of questions, gramatically correct expressions and sentences, order of questions to respondents do not be bored and do not regard it as too long
- Using of acronyms, slangs, ambiguous words or expressions in foreign language without translation is not effective way and could lead to discourange respondents to do not complete questionnaire
- Key is to avoid ask questions in negative
- Scale, filter and battery questions make questionnaire more effective

Final version of questionnaire survey and its questions is available in annex B of this thesis. Before sent out final version to respondents, it was firstly sent pre-test to five people due to author of this thesis found out if questions are clear and readable.

3.3.2 Characteristic of target groups

Within following target groups was not distinguishe between foreginers and homeland students, this selection was done further in chapter 5. Results and 6. Recommendations for content strategy reasonig by gained results of survey and in-depth interviews.

1.Target group: Prospective students of universities

The representatives of this group are current student of high schools who intend to go on at universities after successful pass of A-level. Therefore they are continuously preparing for study at universities and actively looking up information about educational institutions for their tertiary education. The abundance of this segment in quantitative research has majority (n=189), because of relatively big part of publicity of universities is spent to attract that target group. Prospective students were divided into two groups ac-

ording to their nationality. If university enables study of international program taught in English is likely that among applicants could be foreign students, therefore was necessary to take in account publicity activities in more languages. Especially in case of Czech universities are many potential students from Slovakia hence a part of propagation is held in Slovak high schools.

Target: The results of questionnaires research were useful for implementation marketing strategy for the Czech universities. What kind of information potential students are looking up about universities? Which sources do they use? What are their motivation factors to choose particular university? What are their disincentive factors when choosing university?

Distribution: Respondents were reached by social media Facebook, mainly via public groups of high school in Slovakia and the Czech Republic and asked for responding. Additionally questionnaires were sent to friends abroad who distributed them to their friends at high schools.

Tab. 1 Identification information about respondents of questionnaire survey

Identification data		Absolute abundance	Relative abundance
Studied year at high school	1.	15	8
	2.	30	15.9
	3.	41	21.7
	4.	99	52.2
	5.	4	2.2
Type of high school	Grammar school	45	23.6
	Business Academy	24	12.9
	Other type	13	7
	Secondary vocational school	107	56.4
Place of living	up to 2000	48	25.2
	2001 - 10 000	41	21.7
	10 001 - 40 000	50	26.6
	40 001 - 100 000	12	6.3
	100 000 and more	38	20
Nationality	Czech	93	49.2
	Slovak	85	44.8
	Foreign	11	6

Source: Questionnaire survey (22.1. – 30.3. 2016, n=189)

- 2. Target group: Current students of universities

The aim of each university is educating a good class graduates therefore they try to satisfy students and help them to achieve competitive advantage on the market among universities and their graduates would be successful in job seeking. This process is required stable source of information within univer-

sity that provides to current students and reason to do not intent to change university. Therefore propagation activities of universities are strong tools by which can students receive useful and required information and do not miss anything else.

Target: Gain ideas and recommendation from student's perspective, their experiences from universities abroad within exchange programs. Are they satisfied with current publicity activities of their university? What do they recommend to university should improve? What were their motivation factors to choose university? What was the first aspect on which they focused during period of selection potential university? Where did they look up information about universities? According to which factors do they evaluate universities?

Distribution: The questionnaires were distributed by social network and were published at public groups of the Czech universities on Facebook to be available for students of universities. Thanks help of friends abroad were gained answers from foreign students via distribution of online questionnaires to groups on Facebook of universities abroad.

Tab. 2 Identification information about respondents of questionnaire survey

Identification data		Absolute abundance	Relative abundance
Age	20-25	93	29.9
	26-30	11	10
	more	9	8
Degree of study	Bachelor	64	57
	Master	34	30
	PhD.	15	13
Place of living	up to 2000	5	4.4
	2001 - 10 000	12	10.6
	10 001 - 40 000	18	16
	40 001 - 100 000	48	42.5
	100 000 and more	30	26.5
Nationality	Czech	65	57.5
	Slovak	30	26.5
	Foreign	18	16

Source: Questionnaire survey (22.1. – 30.3. 2016, n=113)

3.4 Qualitative research

Within the part of qualitative research handled by semi-structured in-depth interviews were participating selected members of respondents defined above and also with representatives of universities partners. The university's partners form third main target segment. The semi-structured in-depth interviews were carried out with business partners interested in cooperation

(n=6), students of the Czech universities and foreign universities (n=15) and prospective students (n=11). Doubtless the major part of target sample participated in interviews were students of the Czech universities and pupils of high schools in Czech Republic and Slovakia. Reasoning of smaller number of respondents compared to intention of thesis is that did not all addressed business partners decided to participate in this research. Moreover is important to point it out that all anticipated partner's representatives agreed on provide their information on the basis of condition that do not be published name of company they are working for.

3.4.1 Characteristic of target groups

- 3. Target group: Partners of universities (business sector)

This segment is represented by partners of universities in the meaning companies that intend to cooperate with universities for purpose to recruit students for internships and prospective employees. Representatives of selected companies and institutions (n = 6) from several sectors were participating in semi-structured in-depth interviews. Moreover by interviews were gained very useful information from additional target groups that are detailed specify in chapter 6. – *Staff of university*. Reasoning is that two of specialists from business sector were lecturers on university.

Target: What are the motivation factors for business entities to cooperate with universities? How do they contact universities and where they search information before launch cooperation? How the universities can improve their publicity? How do they use cooperation with companies and institutions in their favour? Which kind of content marketing strategy could be successful for them and better off their position among competitors? What do they recommend to universities to implement successful content marketing strategy? What kind of cooperation do they offer them?

Interviews realization- semi-structured in-depth interviews were realized personally with representatives of selected companies. Each interview with partner was running individual and with applicants and students it was individual and also in small groups maximally with 4 respondents. During interview was asked previously prepared questions particularly open-ended questions. The purpose of semi-structured interviews is setting area or aims that to be achieved by this research. To find out not just currently opinions of respondents, but also their intentions and deeply broke through to their minds. The one kind of these types of questions is asking why after answering by respondents to find out essential reasons of the answer and intended future. However running conversation was requiring ask furthermore questions, that were integrated to list of questions additionally and helped more deeply analyzed observing issues.

Tab. 3 Identification data of respondents participated in interviews

Identification data		Absolute abundance	Relative abundance
Basic characteristic feature	Applicant	11 (32)	34.4
	Student	15 (32)	46.8
	Business partner	6 (32)	18.8
	Other	0 (32)	0
Type of high school	Grammar school	6 (11)	54.5
	Business Academy	4 (11)	36.4
	Secondary vocational school	1 (11)	9.1
Year at high school	1.	0 (11)	0
	2.	0 (11)	0
	3.	6 (11)	54.5
	4.	5 (11)	45.5
	5.	0 (11)	0
Business sector	Economic	3 (6)	50
	Technical Industry	1 (6)	16.66
	Public administration	1 (6)	1.66
	IT	1 (6)	16.66
Degree at university	Bachelor	5 (15)	33.33
	Master	9 (15)	60
	PhD	1 (15)	6.66
Nationality	Czech	18 (32)	56.25
	Slovak	10 (32)	31.25
	Foreign	4 (32)	12.5

Source: Semi-structured in-depth interviews (20.3. – 5.4.2016, n=32)

3.4.2 Topics and areas of interviews

The aim of qualitative research is to get deeply to participants minds and find out their motivations, intentions and reasons of answers. Very often is key to use question „*Why?*“ to find out deeper reasons, motives and their behavior (Kotler, 2007). Therefore author of this thesis had to prepare firstly areas and structure of in-depth interviews before their launching. Then it was necessary to formulate areas of questions of semi-structured interviews. However the running of interviews enabled to get deeper to problemacy of this thesis and required additional questions that were resulted from each interview. In annex C of this thesis is available structure and running of semi-structured in-depth interviews. Following areas of in-depth semi-structured interviews were divided into two groups, first were formulated for students (prospective, foreign and current) and second were for business entities. Reasoning is that both topics of interviews differed from each other. Specific questionns that were prepared for interviews in advance and additional that

were needed their background and structure are available in annex D of this thesis.

Students and applicants

- Sources and intentions to searching information
- Motivation factors to choose particular university
- Perception of website's content itself
- Content's ideas
- Weaknesses of university's promotion
- Communication channels
- Comparison with foreign universities if respondent is able

Partners

- Intentions and motivation factors of cooperation with universities
- Factors that lead to choose particular universities
- Criteria according to which are searching universities
- University's website content itself (weaknesses, strengths)
- Cooperation with universities abroad
- Comparison of Czech and foreign university's websites

4 Analytic part

4.1 Web-based content analysis of universities websites

Web-based content analysis is focusing to analyze content of websites according to particular criteria that are firstly defined. Hence the author of the thesis has decided to observe sample of websites (Czech and foreign) content on the basis of the following criteria:

- Language of content (clarity and readability/understability)
- Content topics = labels and links
- On-page content hierarchy (structure and organization of content)
- Social media
- Design of content
- Findability/availability = site search (SEO: key words, meta data, URL,....)

4.1.1 Content analysis of selected European universities websites

The European universities were firstly chosen according to portal of websites ranking and secondly according to interesting content or unique handling after long lasting phase of looking them up. The criteria that were set for selecting of them are explained below. The following lists of selected European universities for content analysis with purposes of their choice. At the end of this subhead is table that sum up main categories of web-based content analysis involving purpose, accessibility, audience, unique item and reason of choice particular websites. Within the analysis of each university's website is giving reason of choice, purpose of website and analyzes content itself and for more transparent overview the following categories selected by author of thesis are listed in the tables:

- Audience
- Accessibility
- Reason
- Purpose
- Unique unit of content

1. The University of Edinburgh

The Edinburgh's University belongs to one of the oldest University in the Europe, influencing the world since 1583. It enables variety programmes for study to people of different ages group, e.g. undergraduates, postgraduates, international students, summer school programmes, online learning, mature learnings etc. It covers a lot of areas of interests and study from science,

through medicine and veterinary, art, engineering to law and psychology, hence the Edinburgh University offers options for many students with various interests. Following part is brief summary of selected aspects and criteria of analysis with detailed form in annex of the thesis.

Segmentation of incoming audience

- by video series of various topics
- by sections located below middle part: *Studying, International, Research & innovation, Edinburgh life, Alumni & donors and Quick links*

Structure of home page

- logically navigates visitors to required information
- missing unstructured overload by text

The headers

- located on the top of website
- sections: *news, about, studying, research, alumni, business, staff & students and contact*

Searching box field

- quick finding in content based on insert term
- above are quick links to switch to sections *About & Departments*

The middle noticed board

- topics and articles according to period of academic year

Social media

- at the bottom of site with video and audio channel

Student's portal

- in footer of home page

Tab. 4 Main criteria of analysis

Criteria	Edinburgh University
Reason of choice	video series
Purpose of website	inform visitors and divide them into segments immediately on entry site
Audience of website	students, prospectives students, partners,
Accessibility to website	Meta, titles, URL, native leve of English language, social media
Unique unit of content	video series providing segmentation of visitors

Source: author's owned handling

2. Université Claude Bernard Lyon 1

Lyon is the largest university's city after Paris in France with more than 120 000 students. Lyon 1 provides study in fields of science and technology, health and sport for more than 40 000 students yearly. It cooperates in partnership with the local authorities and research bodies, builds operational bridges between researchers, students and companies.

Top of home page

- rolling menu involves sections: *faculties institute, resources & outils(tools), connect yourself, about university*

Accessibility

- mixture of English and French in top menu

Segmentation

- field to choose between foreign student/foreign researcher
- by languages

Languages

- by rolling scroll bar: English, French and Spanish

Searching box

- upper left side

Main menu

- upper right side
- sections: *university, education, research & campus*

Middle part

- wallpapers with articles

Social media

- YouTube channel to communicate through video about Lyon
- foot part is section: *conect* to switch to social media channels by icons
- next is section: *News and Articles*

Shifting strip at the bottom

- facts and fugures about costs and study at Lyon, about university

Lower strip

- pictures that telling story about university life, events, etc.

Tab. 5 Main criteria of analysis

Criteria	Lyon Univeristy
Reason of choice	facts about university in figures
Purpose of website	generaly inform visitros on website
Audience of website	segmentation according to language option
Accessibility to website	bad meta data, mixure of languages within context
Unique unit of content	video about university and students life, facts about studying

Source: author's owned handling

3. Glyndŵr University

The Glyndŵr Univeristy is one of the youngest UK University, it was formed in 2008. The university has 5 campuses for students, which are located in different cities of the UK and core is located in the North Wales. Although university provides education for everyone irrespective of age, nationality,

race, gender or social background the main idea to establish education center was providing higher education for people from lower income households.

Segmentation of visitors

- by main rolling menu in sections: *study with us, student life, international, business, community, research and about us*
- logical navigation of visitor where searching should start
- by language – Cymraeg is old celtic language enables demographic segmentation

Social media

- upper right corner by icons

Middle part of home page

- pictures with related articles and news
- below are sections: *news & events map of UK islands*

Courses finder box

- sorted by criteria: level of study, alphabet and subject area
- simplify searching process of courses

Communication channel

- live chat – enables direct communication
- available at label „call now“ on home page

Tab. 6 Main criteria of analysis

Criteria	Glyndŵr University
Reason of choice	live chat contact channel and course finder by two criteria
Purpose of website	quickly provide information to each segment of visitors and navigate them
Audience of website	segmentation by main menu to domestic and foreign students, prospective students and business partners
Accessibility to website	related title and meta data, plain language to ensure understandability
Unique unit of content	live chat

Source: author's owned handling

4. University of Groningen

The Groningen is Netherlands University that belongs to top 100 ranking universities in Europe, it was founded in 1614. University offers several decades of bachelor and master degree programmes in fields as economy, social & behavioral science, law, engineering, art, culture & religion, health & life science, also provides exchange study programmes for international students.

The main menu at top

- sections that provide segmentation of visitors: *Education, Research, Society/Business, Alumni, News, About us*

- rolling structure
- logical structure that navigates visitors

Left side next main menu

- section focusing on application period, the purpose is quickly provide information to prospective students
- sections: *Open days, Find a programm, FAQ, Library*

Below side menu focused on application period

- *Why Groningen*- answers to applicants questions

Languages

- English and Dutch
- situated in the most upper right corner

Quick links

- located in upper right corner
- labels: *Contact, My University and Student Portal*

Wallpaper

- located in the upper middle part
- labels: *Think bold, Register now*

Middle part

- sections: *News, Video, Focus and Working with us* – tagged by quick links

Bottom menu

- *Prospective students, Society/Business, Alumni, About us*- these sections are copy of top menu to be unnecessary to scroll back up

Social media

- small strip with icons below bottom menu

Tab. 7 Main criteria of analysis

Criteria	University of Groningen
Reason of choice	seasonal dynamic content - highlighted of application period information
Purpose of website	select visitors according to segments and provide related information
Audience of website	prospectives students, current students, partners, alumni
Accessibility to website	small font, suitable meta and title to support searching, appropriate key words
Unique unit of content	seasonal content

Source: author's owned handling

5. Aarhus University

The Denmark's university was founded in 1928 and today it has several world class research fields. Aarhus University (AU) belongs among top ten universities founded within the past 100 years. It has a long tradition of partnerships with some of the world's best research institutions and university networks.

The main menu

- sections: *about research, international collaboration and support of knowledge exchanges* – it is obvious focusing on research and science
- located on the top of home page – horizontal strip
- after click on is displayed rolling sub-menu with categories and quick links

Searching box field

- under top menu on the right side
- next si option to choose language

Middle part of side

- wallpaper of pictures with articles
- section: *News*
- side sections - information for prospective students
- segmented to: Prospective, Bachelor, Mster, PhD, Summer university, Exchange
- searching field according to faculties and departments – quick selection

Social media

- location: above side sections in right corner
- displayed by icons for quick switch

Below middle part

- sections: *Events, E-book, Research*

Student's system

- label in upper right corner – *Staff & Students*

Footer menu

- sections: research, talent developmen, Exchange knowledge, education
- below is contact to university's office department
- again social media icons – stresses this communication/propagation channel

Tab. 8 Main criteria of analysis

Criteria	Aarhus University
Reason of choice	extraordinary vertical organization of content on website
Purpose of website	inform and engage collaborators on research, support development of research
Audience of website	students, companies, authorities, government bodies, exchange collaborators
Accessibility to website	weaker meta data, small font on website but plain language, strong social media
Unique unit of content	International exchange of knowledge, vertical handling of menu and website

Source: author's owned handling

6. European University Cyprus

European University Cyprus further just EUC belongs to Laureate International Universities largest international university organization and leading worldwide network of quality, innovative institutions of higher education. The aim of university is interconnected education by teaching with research to educate students and offer them the best job options after graduation.

Segmentation

- wide scale – students, parents, prospective students, international organization, scientist, business, etc.
- purpose is to provide information focusing on wide-targeted audience

The main menu

- sections: *About us, Research, Programms, Life EUC, Current students, Admission*
- above is strip with sections: *modle, student portal, webmail, blackboard, contact us, language option: English, Greek, Russian*

Searching field

- under top menu
- next is „request info“ – contact formular for direct communication

Social media

- left-side scroll bar – is moving by scroll down the home page that enables anytime to switch to these channels

Middle part

- big wallpaper pictures with related articles
- small windows with pictures and articles organize to horizontal lines by sections: *Find the right schol for you, About EUC, News, Events, Explore* – able to switch them by arrows
- strip with labels: *Admission events, How to apply, Financial info*
- section: *Explore* involves *virtual tour, career center, EUC live viewing*

Foot menu

- sections: *Quick links, Find us, Contact us, Connect with us* – social media, *Lable- Request info*

Tab. 9 Main criteria of analysis

Criteria	European University Cyprus
Reason of choice	video series, vertical structure of content, virtual tour
Purpose of website	inform and engage wide-focusing audience to build global awareness
Audience of website	students, teachers, scientists, companies, international organizations, alumni, prospective students
Accessibility to website	social media interconnection, using many communication channels
Unique unit of content	side scroll bar of communication channels

Source: author's owned handling

7. Jagiellonian University in Kraków

The Jagiellonian University is the oldest higher education institution in Poland and one of the oldest in Europe. It was founded on 12 May 1364 by the Polish king Casimir the Great. Today, the Jagiellonian University comprises 15 Faculties, where 4 thousand academic staff conducts research and provide education to almost 50 thousand students, within the framework of more than 80 different fields of study. The scientists and physicians from the JU Medical College carry out pioneer studies, e.g. in cardiac surgery, urology and neurology, often leading to the development of novel treatment methods.

The upper strip

- set size of font by icon A A A – increase to readability
- set high/low contrast version by icon of square
- rolling choice of languages

Segmentation

- by languages is targeted to Euro-Asia segment: English, Russian, Polish and Chinese

Top menu

- sections: *About the university, Research, Staff, Studying, International co-operation* – by click enable to roll related lables
- below is big wallpaper with changing pictures with articles by arrows
- by scrolling down the page is moving down- quickly quick without back to top of page

Side menu

- located on the left side under wallpaper
- sections: *Admissions and Quick links*

Middle part

- located below wallpaper

- organize to windows sections labeled with picture and dicription and option to read more
- labels: *News, Evnets calendar, Worth your while, Studying in Kraków*

Social media

- strip (*Find us at*) on the bottom by icons

Footer menu

- quick links to sections of top menu and lables in the middle part

Tab. 10 Main criteria of analysis

Criteria	Jagiellonian University in Kraków
Reason of choice	extraordinary icons on home page, movable strip of menu
Purpose of website	cover and engage audience by demographic segmentation
Audience of website	Euro-Asia segmentation according to languages
Accessibility to website	wide social media interconnectivity
Unique unit of content	font size option, option to choose level of contrast displayed

Source: author's owned handling

8. Martin Luther Universität Halle Wittenberg

Education and research with a 500-year-old tradition: Martin Luther University Halle-Wittenberg (MLU) offers a wide range of academic subjects in the humanities, social sciences, natural sciences and medicine. The oldest and largest university in Saxony-Anhalt was created in 1817. As a member of the Central German University Alliance Halle-Jena-Leipzig, MLU cooperates closely with other universities, and with external research institutes and industries. This is visible at a local level on the Weinberg Campus, the second largest technology park in Eastern Germany.

The main menu

- horizontally oriented in strip on the top of page
- related sections on the left side under which are sections selected according to segments to whom are determined

Social media

- by icons on the left side under the sections

Searching box

- in the upper right corner
- above are icons of languages offered
- below are quick links for effective searching

Setting box field

- unique unit of content , it enables searching information according to offered categories
- it leads to segmentation and quick searching of right information

Middle part of home page

- top-down (vertically) oriented articles with actual problemacy as refugees in Germany and help them providing by MLU and special programmes
- weakness of page is too much text involved and its plate color

Tab. 11 Main criteria of analysis

Criteria	Martin Luther Universität Halle Wittenberg
Reason of choice	setting box field by categories, refugees programs for aid
Purpose of website	engage by context not by design, simplify searching and orientation on page
Audience of website	students, partners, companies, prospective students, refugees
Accessibility to website	adjustable displayed content, used relevant meta data, social media
Unique unit of content	setting box field by categories

Source: author's owned handling

9. University of Nicosia

The University of Nicosia is the culmination of an ongoing journey which began over 30 years ago. Today, the University of Nicosia is the leading university in Cyprus - in line with their enduring motto: "Excellence in Education". The university employs over 200 full-time in faculty, 90% of which are holders of a PhD. This establishes a highly intimate and quality learning environment, comparable with some of the best universities in the world. At the university are taught social and humanity sciences, law, engineering, medicine, business what claimed its wide-focusing area of study and place where can find education students with any interestes.

The headers

- rolling list with quick links to sections
- sections: *About us, Study with us, Schools & Programms, Distance learning, Research*

Top part

- quick links: *Applicant login, E-learning, Intranet, Contact us*
- languages: English, Greek

Wallpaper

- articles with pictures
- on the side is contact formular – *Request Admission Information*

Main menu

- located below wallpaper
- sections with quick links: *Apply, Students, Parents, Faculty, Alumni, Visitor* – way of segmenation of audience

Middle part

- labeled windows with pictures and articles
- labels: *News & updates, Video, Upcoming events, A centre of Exchange, Rsearch & innovation, Students matters, Awards & recognitions, Our campus, Institutes & units*

Footer part

- contact to Cyprus & Greece office
- lable to *Apply*

Social media

- footer part – icons

Tab. 12 Main criteria of analysis

Criteria	University of Nicosia
Reason of choice	too much information but logical organisation structure section parents
Purpose of website	provide information each visitor of website, logically navigate on site
Audience of website	students, alumni, parents, business, prospective and international students
Accessibility to website	social media, quick links, related meta data
Unique unit of content	section parents

Source: author's owned handling

10. RWTH Aachen University

RWTH is an excellent university with around 40,000 students and outstanding reputation in research and industry. RWTH Aachen considers equality of opportunities and diversity among its members as crucial parts of an innovative and dynamic university which facilitate excellence in research and teaching. University is focusing on teaching applied sciences as mathematics, engineering, georesources, information Technologies and architecture but also provides education in humanities and arts, medicine and economics and business area.

The headers

- sections: *Academic, Rsearch, Corporate relations, About RWTH*

Top tabs

- rolling tab *Faculties*
- searching field – in upper right corner
- below searching field is located language choice

Wallpaper

- below top headers
- displayed articles with pictures – click by arrows, context is tagged

Strip of tabs

- located under wallpaper
- labels with small pictures for quick switch: *Prospective students, Students, Researchers, Corporate visitors*
- rolling field to choose *target group*-segmentation of incoming audience

Middle part

- sections: *Events, News & announcements*
- displayed by windows with arrows to switch to them, that are sorted by date and named by title

Footer menu

- sections: *Service, Other portals, Social media, Further institutions*
- vertically structured to sections with related quick links

Social media

- vertical list of icons

Tab. 13 Main criteria of analysis

Criteria	RWTH Aachen University
Reason of choice	feedback- filling formular as direct communication channel
Purpose of website	inform and provide simple searching to visitors
Audience of website	wide scale - option to choose target group
Accessibility to website	various communication channels, searching options, snappy titles of sections
tUnique unit of content	target group option box

Source: author's owned handling

4.1.2 Checklist

To be web-based content analysis as clear as possible all results of web-based content analysis of European universities websites were sum up to table and home pages of universities are available in attachment as pictures. Regard results written down in table has been created checklist of content items that was used for web-based content analysis of selected Czech universities websites.

Tab. 14 Sum-up of Content analysis of European universities websites

Name of University	Criteria				
	Accessibility	Audience	Purpose	Reason	Unique content item
The University of Edinburgh	clear language	current and prospective students	divide visitors into segments	video series to each segment	series focused on different segments by topics
Université Claude Bernard Lyon 1	mixture of languages within content	segmentation according to language	generally inform visitors of page	facts in figures about university	video about students life at university
Glyndŵr University	plain language, various channels to contact uni	students from low-income households	quickly provide information to visitors	course finder by criteria	live chat as communication channel
University of Groningen	wide social media scale	segmented according to sections	related info provided to segments	dynamic content by period of academic year	seasonal content
Aarhus University	strong social media, but weak meta data	focuses on research and its cooperation	inform and engage collaborators on research	sections with sub-menu links	vertically oriented content
European University Cyprus	various communication channels	wide-focusing audience	build global awareness	cover many segments of visitors, vertical structure of content	side scroll bar of communication channels
Jagiellonian University in Kraków	wide social media interconnectivity	Euro-Asia segmentation by language	engage audience by demographic segmentation	icons on home page	font size and contrast displayed options
Martin Luther Universität Halle Wittenberg	adjustable displayed content	refugees	simplify searching and orientation on page	refugees programm for aid	setting box field
University of Nicosia	social media	wide scale of target groups	navigate visitor on page to searching information	clear structure despite a lot of displayed information	section parents
RWTH Aachen University	cover wide communication channels	wide scale – choose target group	segmented visitors and proved them related info	feedback communication formular	target groups

Source: author's owned handling

According to five selected criteria, which are highlighted for each of analyzed universities was made checklist. The items involved in checklist were applied on web-based content analysis of the Czech universities websites to analyze each of them under the selected criteria. Exactly not all were used to create checklist, because analyzed European universities are not designed demonstrably in each of them. Therefore were used ideas that are original and unique and fulfilled rules of right content hierarchy on website and complied requirements that universities websites should involve.

Moreover, items and ideas were added to checklist by author, which have been gained during web-based content analysis research. Extra items and ideas were useful during formulation of recommendations for improvement of content marketing of universities that should be generally applicable for each of Czech university websites.

Regard the large number of items, ideas and rules according to selected criteria for creating checklist just the unique items were chosen according to the author of thesis. Also another reason of listed items was option to add extra items that could be gained during web-based content analysis of Czech universities websites, these could be useful for design content marketing strategy as well.

It has to be stressed that criteria of accessibility and audience are omitted in checklist, because these two criteria are always unique for each universities website and suggestions for them are recommended generally in content marketing strategy.

Tab. 15 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	
Video stories (story telling)	
Facts in figures	
Variety communication channels e.g. live chat	
Strong social media presentation	
Dynamic content (seasonal topics)	
Logical hierarchy that navigates visitors	
Languages options by region and audience	
Replaced text by icons	
Setting box field	
Movable headers by scrolling down page	
Searching courses box by criteria	
Side scroll bar of communication channels	
Section parents	
Alumni network	
Option to choose target group	
Feedback as contact channel (direct contact)	

Source: author's owned handling of web-based content analysis results

4.1.3 Content analysis of selected Czech universities websites

1. Masaryk University

Masaryk University, located in Brno, is the second-largest public university in the Czech Republic and the leading higher education institution in Moravia. At present it comprises of nine faculties with over 200 departments. Currently in 2016 at University study more than 33 500 students in nine faculties in fields of Law, Economics, Medicine, Science, Arts, Education, Informatics, Social Studies and Sport Studies. Detailed analysis is available in annex A of the thesis under letter K.

Top part of home page

- In upper right corner are icons that enable to adjust appearance of site and adopt readability of content
- Icons for printing, switch to webmail, help and select language
- Under is searching field and labels to *Webpages and Employees*

Wallpaper

- Static and option to change by arrows
- At the bottom is highlighted important info

The main part

- Structured to eight sections

- Sections: *About university, Study Applicants, Research & development, Students, Services and information sources, Alumni, Media & news, Partners & collaboration*
- Sections provide segmentation of audience
- Each sections involves related quick links

Side part

- Four labels to switch towards related information
- Labels: *E-application, ECTS, Online.muni.cz, Gifts & memorabilia*

Footer part

- Sections: News, Events & Press releases
- Sorted by latest date

Social media

- This communication channel is missing on home page

Tab. 16 Main criteria of analysis

Criteria	Masaryk University
Reason of choice	short home page with logically linked labels
Purpose of website	inform and navigate to required information
Audience of website	prospective students, exchange students, alumni, partners
Accessibility to website	missing social media interconnections or any communication channel
Unique unit of content	short but gold-mouthed content

Source: author's owned handling

Within the following tabel ideas are gained from European universities websites and this table is checking their presence within Czech universities websites. Also here is space for adding any idea handled by Czech universities that could extend checklist to be usefull for formulation content marketing strategy. Extra ideas got from web-based content analysis of Czech universities are listed in short text below tabel and they are listed in tables of subchapter 4.1.4.Extended checklist.

Tab. 17 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✓
Video stories (story telling)	✓ - but old version from (2008)
Facts in figures	✓
Variety communication channels e.g. live chat	✗
Strong social media presentation	✗
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✓
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✗ - but clear list of programmes
Side scroll bar of communication channels	✗
Section parents	✓
Alumni network	✓
Option to choose target group	✓ - by bottom web page
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Regard that criterium accessibility it is very important to follow in this part of analysis in individual section dedicated to it. The reason is that accessibility represents way how target audience come to website's content. In the following table are listed results of SEO analysis by applied analyser tool that is mentioned above in methodology.

Tab. 18 SEO analysis

Criterion	Masaryk University
Title	Masaryk University
Description	Masaryk University (Brno, Czech republic)
Key words	Masaryk University, University, Brno, Czech Republic, MU
Links	URL addresses are SEF
Mobile version	Meta Viewport Tag, Flash content, Apple icon- no
Language	declared is English
URL address	muni.cz lenght:7

Source: SEOTIP.SK , author's handling

The title of website has 18 features, which should be from 10 to 70, that is correct. Description is too short, because it has lenght 41, but standard is from 70 to 160 including spaces. The website involves meta tag „key-words“that is right. Links are SEF= search engine friendly and internal links represents 98.94%. By using mobile appliances the website is adapted (Meta Viewport Tag) that means correct display on mobile appliances. Declared language is English that is right and URL address has correct lenght and re-

lated name. By SEO analysis of Masaryk University website has good position in searching engine that enables good level of accessibility by audience.

2. Czech University of Life Science Prague

The University was established in 1952 and it has six faculties, which provide study of fields Agrobiology, Natural resources and Food, Tropical Agrisciences, Economics and Management, Engineering, Enviromental Science, Forestry and Wood science. All faculties are set in Prague the capital city of the Czech Republic. Currently at University study more than 27 000 students of various study programmes and type of study form. Detailed analysis is available in annex of the thesis A under letter L.

Top part

- Acronyms of faculties, language selection, webmail icon
- Below are icons of social media

Wallpaper

- Within picture is searching field in the right corner

The main menu

- Located under wallpaper
- Sections: *About CULS, Faculties & components, Science & reseasch, studies, International relations, Alumni, News*

Middle part

- Strip of three segmented sections: For icomers, For students, For public
- Sections involve vertically oriented quick links
- This part segments audience
- Next are animation icons of faculties
- Below on left side is label of ETCS courses catalogue
- Next is label to switch towards information about Apply process
- Below on right side is promotional video about study at university
- At footer of middle part are vertically organized sections: *Events, News*

Tab. 19 Main criteria of analysis

Criteria	Czech University of Life Science Prague
Reason of choice	the second largest schol by number of students attended
Purpose of website	provide information to three segments
Audience of website	prospective students, exchange students, alumni, public
Accessibility to website	social media, no key words
Unique unit of content	icons of faculties and acronyms

Source: author's owned handling

Tab. 20 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✗
Video stories (story telling)	✓
Facts in figures	✗
Variety communication channels e.g. live chat	✗
Strong social media presentation	✓ - presence on home page
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✗
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✓ - part of content
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✗ -courses catalogue
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✓
Option to choose target group	✓ - by labels on home page
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 21 SEO analysis

Criterion	Czech University of Life Science Prague
Title	Česká zemědělská univerzita v Praze
Description	empty
Key words	no key words used
Links	links are formed as query strings
Mobile version	no adapted content
Language	Czech
URL	czu.cz lenght: 6

Source: SEOTIP.SK , author's handling

The title of website is in Czech language that is related to Czech url address and has 35 features that fulfills lenght. The description field is empty that get worse position of website in searching engines. Optimization tool key words

are not applied that leads to worsen accessibility. The links make query strings that are not right for searching information within page. The content of website does not support display on mobile devices. Finally, declaration language and URL address are correct.

3. Brno University of Technology

The oldest University in Brno founded in 1899, belongs to one of Europe's elite technical and research universities. Brno University of Technology further just BUT has 8 faculties (Architecture, Electronics Engineering and Communication, Chemistry, Information Technologies, Business and Management, Civil Engineering, Mechanical Engineering and Fine Arts) and 3 institutions that provides 80 accredited programmes for students. In 2015 at University studied almost 23 000 students. Detailed analysis is available in annex A of the thesis under the letter M.

The main menu

- Located in the upper left side
- Sections: *Life on BUT, Admissions, Study, International, Research & development, Official notice board, Rectorate, Faculties and parts*

Wallpaper

- In the middle upper part
- On the right side is title and description of article related to shown pic.
- On lower part is menu with tabs: *E-applications, Alumni, Magazine, QS rankings, ECTS catalogue*

Right side

- Below main menu is section *Faculties*

Left side

- Label: *ETCS*
- *Contact*
- Icons of social media
- *Video archive*

Middle part

- Sections: *BUT News and Calendar of Events, BUT Topics*

Searching box

- Upper right corner
- Next are language selections
- below is student's portal and intranet

Footer part

- Menu with tabs: *contact, social media links, faculties, university institute, other parts, regional research & development center, partners institution*
- Each tab has quick links related to title

Tab. 22 Main criteria of analysis

Criteria	Brno University of Technology
Reason of choice	multipresentation channels (ppt in PDF, video series, news portal)
Purpose of website	engage and attract
Audience of website	students
Accessibility to website	social media, video channel, releasses
Unique unit of content	own News channel about university and its activities in magazine form

Source: author's owned handling

Tab. 23 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✓ - poor
Video stories (story telling)	✓ -as communication channel
Facts in figures	✓ - multi presentation
Variety communication channels e.g. live chat	✓ -socila media, video, magazine
Strong social media presentation	✓ - presence on home page
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✗
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✓ - with detailed description
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	- graduates available for public
Option to choose target group	✗
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 24 SEO analysis

Criterion	Brno University of Technology
Title	Vysoké učení technické v Brně
Description	too long, 416 features
Key words	VUT v Brně, VUT, VUT Brno, VUTBR, Brno University of Technology, BUT
Links	URLs are SEF
Mobile version	no
Language	declared Czech
URL	vutbr.cz, lenght: 8

Source: SEOTIP.SK, author's handling

The length of title is 29 features that is correct and title is related to name of school and content itself. Used description is too long and is reason of worse position in searching engine. The BUT has applied key words by meta tag „keywords“for optimization searching to increase accessibility for audience. URL addresses are searchengine friendly. Nowadays when common visitor uses mobile devices mostly is ineffective not to adjust content's displaying on them. The length and name of domain corresponds with content.

4. University of Economics Prague

The University of Economics, Prague (VŠE) is the biggest public university of economics in the Czech Republic. VŠE has six faculties offering applicants a broad spectrum of study fields and branches in bachelor's, master's and doctoral degree study programs. Currently, there are almost 18,000 students. Faculties are offering study in fields Finance and Accounting, International relations, Business administration, Informatics and Statistics, Economics and Faculty of Management that as only one is not located in Prague but in city Jindřichův Hradec.

The main menu

- Vertically structured on the right alongside of home page
- Sections with quick links: *About the university, Study at VSE, Faculties, International studies centre, Student activities & services, Science & Research*

Top part

- Contact us
- Social media icons
- Language selection
- Sections: *Current Events at VSE, Deadlines* sorted by dates

Searching field

- Upper right corner
- Rolling field of quick links

Middle part

- Labels of acronyms of faculties
- Articles structured to frames with title and picture

Right side

- Part focused on *International programmes* with quick links sorted by segments (*exchange students, bachelor, master, doctoral*)
- *News* sorted by latest dates

Footer part

- *Contact*
- Icon of *Mensa*

Tab. 25 Main criteria of analysis

Criteria	University of Economics Prague
Reason of choice	the biggest university with economics field in the Czech republic
Purpose of website	provide clear navigation by labels towards searching info
Audience of website	students (exchange, current, prospective, alumni)
Accessibility to website	to small size of font, social media highlighted on the top
Unique unit of content	section partners and sponsors of VSE

Source: author's owned handling

Tab. 26 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✗
Video stories (story telling)	✗
Facts in figures	✗
Variety communication channels e.g. live chat	✗
Strong social media presentation	✗
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✗ - just Mensa
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✗ - but study plans at each faculty
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✓
Option to choose target group	✗
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 27 SEO analysis

Criterion	University of Economics Prague
Title	Vysoká škola ekonomická v Praze VŠE
Description	Hlavní stránka školy, 21 features
Key words	VŠE, Vysoká škola ekonomická v Praze, University of Economics, Prague
Links	SEF
Mobile version	no
Language	declared Czech
URL	vse.cz, lenght: 6

Source: SEOTIP.SK, author's handling

Home page title is related to content and its lenght is within scale. Description of home page is too short, just 21 features and does not highlight con-

tent. VSE has applied key words by meta tag „keywords“ that better off position in searching engines. All URL addresses within content are searching engine friendly that means support in position of searching engine. Despite website applied SEO optimization tools, it does not adapt content to display on mobile devices that causes significant problems. Because nowadays a lot of users prefer them beside PC. URL address is short and clear that is good and has unique name to avoid duplicaties.

5. Technical University of Ostrava

Technical University of Ostrava was founded in 1849, and has since grown into a modern institution of higher learning, offering the highest levels of education in technical and economic branches of study, based on the interconnection of science, research, education, and the creative activity that binds and enhances them. VŠB-TUO is the fourth largest university in Czech Republic with over 20,000 students studying in bachelor's, master's and doctoral degree programs in seven faculties and two all-University study programmes.

The main menu

- On the left side
- Sections: *University, Study here, Practical, Life in Ostrava, Partnership, Faculties, Research, ECTS label, Contact*
- Under is InNET: for students and for employee

Searching field

- in upper right corner
- above is language selction (Czech and English), InNET tab and icon of home page

Middle part

- structured to three big parts: *Events, Dean's blog, News* on the footer
- each part has pictures, title of articles and news and dates

Left side

- labels: Applications, Highlights, Virtual presentation

Footer part

- Tabs: *ECTS package, Quality management, Notice board, Map site, Themes*

Tab. 28 Main criteria of analysis

Criteria	Technical Univeristy of Ostrava
Reason of choice	simple organization of structure
Purpose of website	simplify navigation on website and inform
Audience of website	students (international, prospective, current), companies
Accessibility to website	social media, contact formular
Unique unit of content	Dean's blog

Source: author's owned handling

Tab. 29 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✗
Video stories (story telling)	✓
Facts in figures	✗
Variety communication channels e.g. live chat	✓ - contact formular
Strong social media presentation	✗
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✗ - just home page
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✗ - ETCS catalogue
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✓
Option to choose target group	✗
Feedback as contact channel (direct contact)	✓ - Suggestions=contact formular

Source: author's owned handling of web-based content analysis results

Tab. 30 SEO analysis

Criterion	Technical University of Ostrava
Title	Technical University of Ostrava - VŠB-TUO
Description	empty
Key words	empty
Links	SEF, internal 27% external 5% juice: 84.4%
Mobile version	no
Language	declared Czech
URL	vsb.cz, lenght: 6

Source: theEscape.com , author's handling

TUO's website does not apply any description and key words what leads to getting worse position in searching engines and significantly decreases accessibility to website for audience. Links are search engine friendly and navi-

gate to set resources of information. This website does not adapt content for mobile devices, what nowadays discourages audience from visit TUO' s. Therefore university should focus on adjusting content to mobile version, because huge part of audience are young people who mostly use dives besides PCs.

6. University of West Bohemia

The University of West Bohemia in Pilsen (UWB) has eight faculties consisting of more than sixty departments and three institutes of higher education. More than 16,000 students studying at the University can choose from a wide of range of undergraduate, postgraduate and doctoral study programs, the choice of form of study, i.e. a full-time, part-time or combined form, being a matter of course. Faculties of UWB offering study of Applied Sciences, Economics, Electrical Engineering, Philosophy and Arts, Education, Law, Mechanical Engineering, Healthy and Care, Applied Languages, Design and Art. The headers of menu

- Situated in the upper right corner
- Headers: *About, Study, Research, International Office, Contact*
- Above is language selection: Czech and English

Wallpaper

- Picture with description about university

Middle part

- Strip with tabs: *Applicants, Students, Alumni, Media & Public*
- Enables segmentation of audience
- Below is presentation video of university

Left side

- List of faculties that are tagged and enable switch towards individual faculties

Right side

- Labels: *How to apply and Study programm*s

Social media

- This channel is missing on home page

Tab. 31 Main criteria of analysis

Criteria	University of West Bohemia
Reason of choice	simple and effective content handling
Purpose of website	offering info according to segments
Audience of website	students, alumni, applicants, media & public
Accessibility to website	
Unique unit of content	partners

Source: author's owned handling

Tab. 32 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience (segmentation)	✓
Video stories (story telling)	✓
Facts in figures	✗
Variety communication channels e.g. live chat	✗
Strong social media presentation	✗
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✗
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	- study programmes overview
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✓
Option to choose target group	✗
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 33 SEO analysis

Criterion	University of West Bohemia
Title	Západočeská univerzita
Description	empty
Key words	empty
Links	SEF, juice: 0%
Mobile version	Meta Viewport Tag
Language	declared Czech
URL	zcu.cz, lenght: 6

Source: SEOTIP.sk, author's handling

Despite of whole score of UWB that is just few points under 50 the website is adapted to mobile devices what makes advantage for it besides others. The weak side of website is missing space of description and empty keywords

meta tag. This leads to get worse position in searching engines. On the other hand name and length of domain is short thanks to that audience simply remember it. From URL addresses are used underlines what leads to get worse position in searching engine and better is using dashes to optimize.

7. University of South Bohemia in České Budějovice

University of South Bohemia is a modern educational institution and science and research centre in South Bohemia. More than 11 000 students study at our 8 faculties in more than 200 bachelor, masters and doctoral study programmes.

The headers

- On the top of wallpaper
- Sections: *About the university, Study at USB, Science & Research, International Office, Contact*
- By click on individual sections is rolling part with related quick links and picture

Top of home page

- In the upper right corner
- Searching field with options to searching within content of university and in google
- Language selection (Czech and English)
- Student's portal

Wallpaper

- Big varying pictures with figures and facts in low right corner

Middle part

- Three tabs structured to rectangles with title, picture and description
- Tabs: *About, News, Events*

Right side

- Vertically oriented strip with labels: *Library, IS STAG, Longlife study, Application form, Map of campus, University's Magazine, Popularisation of science*

Footer part

- Strip of faculties icons to quick switch towards particular faculties
- Tabs: *Media, Career, Employees, Partners*
- Social media icons

Tab. 34 Main criteria of analysis

Criteria	University of South Bohemia České Budějovice
Reason of choice	smart solution of using space and content
Purpose of website	offers information by segmentation to groups
Audience of website	students, applicants, public, partners, media, international relations
Accessibility to website	social media, magazine, media
Unique unit of content	online magazine

Source: author's owned handling

Tab. 35 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✓
Video stories (story telling)	✗
Facts in figures	✗
Variety communication channels e.g. live chat	✓
Strong social media presentation	✓
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✓
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✓ - study programmes catalogue
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✗
Option to choose target group	✗
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 36 SEO analysis

Criterion	University of South Bohemia České Budějovice
Title	Jihočeská univerzita v Českých Budějovicích
Description	empty
Key words	empty
Links	SEF, juice: 5,88%, internal: 94,12%
Mobile version	Meta Viewport Tag
Language	declared English
URL	jcu.cz, lenght:6, favicon

Source: SEOTIP.sk , author's handling

From basic SEO tools on this home page is used just title, space for keywords and description are empty what leads to get worst position in searching en-

gines. URL links are search engine friendly, because university does not use any long and irrelevant names of domains that ensure uniqueness. Moreover, declared language of page is English that ensures international accessibility to content. Also content and displaying of page are adapted to mobile version, that is important to accessibility for each devices. Moreover this is first page with handling of favicon in searching engines, it means using of small logo that is displayed in searching at name of page. This working-out provides singularity and does not change with any page with similiar name.

8. Tomas Bata University in Zlin

Tomas Bata University in Zlín (TBU) is a dynamically growing higher education institution comprising of six faculties offering students the possibility of studying humanities, natural sciences, technology and art. It is one of the most prominent centres of research in the Czech Republic and, in many respects, also abroad. With about 10,700 students, TBU ranks among medium-sized Czech universities.

The headers

- Headers: *About university, Structure, Want to study, International, Research & development, Business & industry links, TUB Job centre*
- Located in horizontal strip on top of page

Top of home page

- On the right side is *Login* to university's portal
- On left side searching field
- In middle part are icons of faculties

Middle part

- Wallpaper
- On side segments in tabs: *Applicants, Student, Employee, Public, Business sphere*
- Below on side are labels to *ETCS catalogue and study programmms*
- Information about *Application process*

Tabs in middle part

- News sorted by date
- Upcoming events on the left side
- Below virtual tour

Social media (*Follow us*)

- By icons on the left side in middle part

Footer part

- Three sections: *Contact us, Faculties and units, Quick links*

Tab. 37 Main criteria of analysis

Criteria	Tomas Bata University in Zlin
Reason of choice	apply a lot of ideas of structure content
Purpose of website	inform by wide-scale segments
Audience of website	students, companies, public, applicants, exchange students
Accessibility to website	support several format to display, social media, seo tools
Unique unit of content	app focuses on applicants for choosing faculty

Source: author's owned handling

Tab. 38 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✓ - side labels
Video stories (story telling)	✓
Facts in figures	✗ partialy
Variety communication channels e.g. live chat	✗
Strong social media presentation	✓
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✓
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✓ - ETCS catalogue
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✗
Option to choose target group	✗
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 39 SEO analysis

Criterion	Tomas Bata University in Zlin
Title	Univerzita Tomáše Bati ve Zlíně
Description	too long: 292 features
Key words	Univerzita Tomáše Bati ve Zlíně, UTB, vysoká škola, univerzita, Zlín, FT, FaME, FMK, FAI, FHS, FLKŘ, UNI
Links	SEF; juice:5,26%; internal: 94,74%
Mobile version	Meta Viewport Tag; apple icon-yes
Language	declared Czech
URL	utb.cz; lenght:6; favicon

Source: SEOTIP.sk , author's handling

Among the previous analyzed website of the Czech universities by SEOTIP analyzer, the TBU got the highest score. Exception of too long description the TBU's fulfills all basic and extended parametres of SEO. As one of few has

applied Apple icon for displaying content on iOS devices and also uses favicon logo in searching engines. Application of SEO tools enables website better of position in searching engine and accessibility to content for audience besides previous websites. The suggested improvement could be replaced underlining of links by underscoring to avoid getting worst optimization of content.

9. Mendel University in Brno

Mendel University in Brno is the oldest independent specialized university in the Czech Republic. Its founding was preceded, from 1864 onwards, by efforts to establish an agricultural university in Moravia. Currently the Mendel offering study programmes in fields of Agrisciences, Forestry and Wood technology, Business and Administration, Horticulture, Regional development and International studies, Institute of Lifelong learning. Currently at Mendel University study almost 10 400 students at mentioned faculties.

Top of home page

- In the upper right corner is language selection (Czech and English)
- Intranet and UIS (university's portal)
- Searching field
- Labels: *People on Mendelu and Web pages*

Wallpaper

- Pictures of university
- Below are quick links to faculties

Middle part

- Section *News* – articles are in small windows with picture and title and they are sorted by colors according to faculties

The main menu

- Located on the left side
- Sections: *Introduction, About university, Public notice board, Study, Science & research, International relations, Media & public, Contact*
- Tab focuses on Application process and information related to apply form
- *Important links* –quick links
- *Calendar of events*

Footer part

- Strip of tabs: *Mendelu (site map, webmaster), Follow us (social media), Newsletter*

Tab. 40 Main criteria of analysis

Criteria	Mendel University in Brno
Reason of choice	my university
Purpose of website	provide info to segments of audience
Audience of website	students, applicants, partners, media & public
Accessibility to website	social media, support form of documents, newsletter
Unique unit of content	

Source: author's owned handling

Tab. 41 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✓ - side labels
Video stories (story telling)	✗
Facts in figures	✗- number of students at faculties
Variety communication channels e.g. live chat	✗
Strong social media presentation	✗
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✗
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✓ - overview of programmes
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✗
Option to choose target group	✗
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 42 SEO analysis

Criterion	Mendel University in Brno
Title	Mendelova univerzita v Brně
Description	empty
Key words	univerzita, MENDELU, mendelu, mendelova, zemědělská, lesnická, studium, přijímací řízení, vysoká škola, věda a výzkum, univerzitní informační systém,...
Links	string links, underlinks
Mobile version	Meta Viewport Tag; apple icon-yes
Language	declared Czech
URL	mendelu.cz; lenght:10; favicon

Source: SEOTIP.sk, author's handling

Inspite of content and design of Mendelu that is not unique and interesting, website has applied SEO tools to better of optimization and accessibility to

audience but with some flaws. Among basis tools Mendelu does not use description of page that could cause worse position in searching engines. Pictures that are involved in pages have no description that also leads to worse position. Other problems are links that create strings without unique names. The positive is applying of meta viewport tag that enables to display content of websites on mobile devices. Declared language and domain are right related to content and in searching engines is also used favicon to differ website.

10. University of Pardubice

The University of Pardubice has been extending a sixty year long tradition of higher education in the city of Pardubice. This education institution offers study at seven faculties in field of Chemical technology, Economics & Administration, Transport faculty of Jan Perner, Arts & Philosophy, Electrical Engineering & Informatics, Health Studies, and Restoration. Currently at University study almost 9 800 students.

Top of home page

- In the upper right corner are tabs to quick switch to: *Employee intranet and Student intranet*
- Next is language selection (Czech and English)
- Below is searching box

The main menu

- Sections structured in strip: *University, Faculties and other parts, Study, Research and development, Cooperation, Services, Contacts*

Wallpaper

- Covers background of home page

Middle part

- Labels that enable segmentation to: Applicants, Public & Media, Professional community
- Tabs: *News, Events*- articles listed by dates, *E-application, Photogallery*

Footer part

- Sections: *Faculties, Other parts, Quick links* – with related tabs

Social media

- Located in footer part
- By icons

Tab. 43 Main criteria of analysis

Criteria	University of Pardubice
Reason of choice	career survey but just in Czech language
Purpose of website	inform main segments
Audience of website	students, public, media, business, applicants, cooperation
Accessibility to website	social media, e-news
Unique unit of content	

Source: author's owned handling

Tab. 44 CHECKLIST

Criterion/ Idea	✓ Presence ✗
Headers according to audience(segmentation)	✓
Video stories (story telling)	✗
Facts in figures	✓ - about university
Variety communication channels e.g. live chat	✗
Strong social media presentation	✗
Dynamic content (seasonal topics)	✓
Logical hierarchy that navigates visitors	✓
Languages options by region and audience	✓ - English and Czech
Replaced text by icons	✗
Setting box field	✗
Movable headers by scrolling down page	✗
Searching courses box by criteria	✓ - catalogue
Side scroll bar of communication channels	✗
Section parents	✗
Alumni network	✗
Option to choose target group	✗
Feedback as contact channel (direct contact)	✗

Source: author's owned handling of web-based content analysis results

Tab. 45 SEO analysis

Criterion	University of Pardubice
Title	Univerzita Pardubice
Description	empty
Key words	empty
Links	SEF, no underline links
Mobile version	no
Language	no declared language in head
URL	upce.cz; lenght: 7; favicon

Source: SEOTIP.sk , author's handling

According to results of SEO analysis website of the University in Pardubice does not apply any tools to optimize content and accessibility. Just title and URL links are tagged and fulfills conditions for optimization. This website

needs more to focus on SEO tools to better of accessibility towards target audience.

4.1.4 Extended checklist

Regard results of competitive web-based content analysis of the selected Czech universities websites there have been extended checklists of items and unique ideas of handling content on websites. All these results were used for formulation recommendations to create generally applicable content marketing strategy for the Czech universities websites. Found ideas, unique handling and special items are summed up in table of extended checklist below. Moreover added items and ideas are assigned to particular university where they are present in following lists. According to results of content analysis of the Czech websites some webpages do not involve any special ideas and need better of their content, because they have weaknesses, which were mentioned above.

- *Brno University of Technology* could extend checklist by using multi-options propagation of university. They use PDF materials, which replace Power Point presentation and video for audience who has no access to other forms.
- *Economics University in Prague* within its content involves section Partners and Sponsors of university.
- *Technical University in Ostrava* involves in content special section Dean's blog. This unique idea enables direct interconnection of head of university with students and also visitors of website. It offers option to directly see opinions and actualities directly from dean and also contact him. By this approach dean of TUO builds access to public and students.
- *University of West Bohemia* this is one of the best handling of entry site among analyzed Czech universities websites. Home page offers simple and interactive content working-out by logical structure of content and displaying right information by relevant labels and section as access to rest of information.
- *University of South Bohemia in Pardubice* offers additional material for visitors regardless segment that represents in form of online magazine of university. This form of propagation provides more sophisticated way how to attract audience.
- *Tomas Bata University in Zlin* this university websites has the most attractive handling of way how to attract applicants. They made out app for prospective students to ask them questions focused on their interests and personal features. Continuously process of app leads them to get answer what should they study and at which faculty. Design and handling that is used absolutely engage each visitor.
- *University of Pardubice* offers within content survey focuses on building career during study at university that could help students. However disadvantage is displaying just in Czech language.

In following table of extended checklist are items and ideas gained from analysis of European university's websites, which are extended by items and ideas resulted from analysis of Czech university's websites. For clear resolution of results from both analysis are extended criteria coloured.

Tab. 46 Extended CHECKLIST

Ideas/items	
Headers according to audience(segmentation)	Side scroll bar of communication channels
Video stories (story telling)	Section parents
Facts in figures	Alumni network
Variety communication channels e.g. live chat	Option to choose target group
Strong social media presentation	Feedback as contact channel (direct contact)
Dynamic content (seasonal topics)	Section Partners & Sponsors - VSE
Logical hierarchy that navigates visitors	Support of propagation materials in PDF, PPT - BUT
Languages options by region and audience	Dean's blog - TUO
Replaced text by icons	One page short handling - UWB
Setting box field	Online magazine - USBP
Movable headers by scrolling down page	App for prospective students - TBU
Searching courses box by criteria	Career survey - UP

Source: results of both content analysis of European and Czech university's website

5 Results

Due to find out specific needs of set target groups were handled both quantitative and qualitative research. Within research was defined new target groups regard its results and took in account in formulation of recommendations for improvement of content marketing of universities.

5.1 Questionnaire survey (quantitative)

5.1.1 Sources, ways, kinds and intention to look for information about universities

Almost **60% of students that are currently study at university** look for information about universities **directly on university's websites**. Just **32.4% of them use search engines** to get university's websites and 6% of students visit student portals and public analysis about universities to find information about them there. The social media as relevant source of information about universities is almost slight, because just 1.6% of current students consider these sources as relevant. In case of **prospective students** of universities is essentially different, because **85,3% of applicants firstly searching information through searching engines** to get another sources of information about universities. Just **10% of them exactly know which university they want to study and directly come to its website**. The rest of this segment is divided into students of high schools who are firstly come on portals about universities that is 4% of respondents and almost 1% of them look for information on social media.

The first range of issues and survey's results are closely related to following statement what is/are the **intention(s) of respondents for searching information**. **38% of current students** already **know which study programmes** they are interested in, thus they **searching information by keywords regardless universities**. **Students who prefer own experiences** from previous studies, thus they **searching information by faculties** and focusing their searching to particular universities that have these faculties, these students create 28,9% of all respondents. Although some students already have own experiences with study at universities they prefer recommendations and advices from family and friends for choice of future studies, this group has 16.9% respondents. Just 7% of respondents consider university's fairs and road shows for crucial source of information about universities. **Applicants** prefer as valid source of information **advices and experiences of friends and family** and **41.3%** of them are suggestible by them. **22.5% of prospectives consider roadshows at their high schools and university's fairs** as significant sources of information about universities. **Just 28.7% of them are sure what they want to study and search information according to study programmes** on internet. Rest of them that is 7.5% choose university on the basis of advertisement or video that found on internet. The following graph is showing sources of information about universities for both segments.

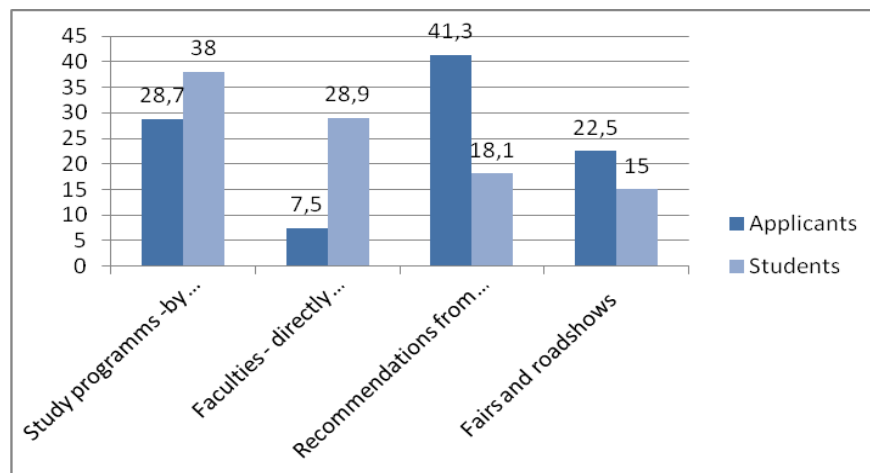


Fig. 4 The most frequent sources of information, source: survey – authors's handling

If students and applicants should have decided whether the website is key factor in choice of university 53.6% of prospective students answered yes and 46.6% said no. With current students it is different 75.62% said no and just 25.38% answered yes. It is obvious that applicants are greatly influenced segment and university's website should have provided before application period strong propagation focused on this segment. Obviously they can be simply reach by well-targeted strategy.

The information that are mostly searching by both segments are offer of **study programmes** on which are focused **75.8% of students** and **80% of applicants**. Then 50.7% of prospective students are interested in running of study and they almost do not care about information about science and statistical facts. 34.5% of current students are also interested in information about networking between university and business sector and opportunities of internships during study. On the other hand they do not much care if university has long tradition, just 12% of them are searching this information.

5.1.2 Content of university's website and its promotion

The part of questions that were focused on specific ideas how should content of website look like and what should include are mostly factor's questions. Thus respondents could choose more options, hence the results are presented in tables and graphs below and answers are sorted by segments.

The **most key items of content itself that catch attention** of current and prospective students are following. The results are shown in numbers of respondents. In table are number of students who are for particular factors that can catch their attention mostly.

Tab. 47 The most frequent key items within content

Factor	Students		Applicants	
	Absolute	Relative (%)	Absolute	Relative (%)
Design (creativity, ideas)	21	18.6	52	27.5
Design(structure, navigation)	34	30	33	17.5
Quality of published information	20	17.7	11	6
Clarity of text	29	25.7	43	23
Diversity of content (videos, images, articles)	9	8	49	26

Source: Results of quantitative survey (author's owned handling)

Information that should be **present on university's homepage** to be quickly available and students (current and prospective) firstly look on them whether they are present on home page or not. Moreover it is key to highlighted here regard results of in-depth interviews that both current and prospective students consider as very important to show **costs** linked to study on home page and highlighted them. In individual question (annex C of this thesis) whether students consider presence of facts on university's home page 75% (20 persons) agreed and 80% (10 persons) of asked applicants said yes.

Tab. 48 Required information on university's homepage

Factor	Students		Applicants	
	Absolute	Relative (%)	Absolute	Relative (%)
News, Events, Articles, Publications	3	2.7	2	1
Menu with option to choose segment	50	44.3	41	21.7
Coming events (open days,...)	0	0	13	6.9
Application process and its conditions	0	0	52	27.5
Famous alumni	3	2.7	5	2.6
Features of university	4	3.5	6	3
Accommodation options	2	1.8	34	18
Costs of study (fees, scholarships,...)	31	27.4	31	16.4
Activities during study	15	13.3	1	0.9
Partner companies	5	4.4	4	2

Source: Results of quantitative survey (author's owned handling)

To be **content of university's website catchy and engage** segments it should mostly include following items:

Tab. 49 Required factors within content by segments

Factor	Students	Applicants
Pictures/Images/Photos	201	267
Video spots (educational, promotion, stories,...)	134	289
Social media icons/links	67	57
Animations (virtual campus tour)	109	139
Facts & figures (costs, publications, awards,...)	187	203

Source: Results of quantitative survey (author's owned handling)

Results of survey are showing that current students are mostly suggestible by pictures and real facts that can affect their decision. With applicants it is similar additionally they are focusing also on video spots, thus is unacceptable that website's content do not to involve pictures and videos. However to make content clear is important to segment information on website according to groups of visitors.

The both segments responded **favorably in video spots** regardless proposal of video channels, because they consider this communication channel as more effective and relevant as is text or pictures. Following table is showing in which kind of video spots are favored by segments. Regard that these kind of questions as is also previous case, represent multiple choices and respondents could select more answers. Thus numbers represent success of video spots not case: 1 answers = 1 respondent.

First pillar represent video spots with intention to bring closer **student's life** to applicants. Second option represent video spot about **career and working opportunities**. Third one shows **quality of education** system at particular university. Fourth is focusing on **networking with international institutions** and possibilities abroad for students. Fifth video spot is **promotional ad created by students**. Almost last one is presenting networking with **alumni** and last one is focusing on **cooperation with partners** of university providing **internships** for students.

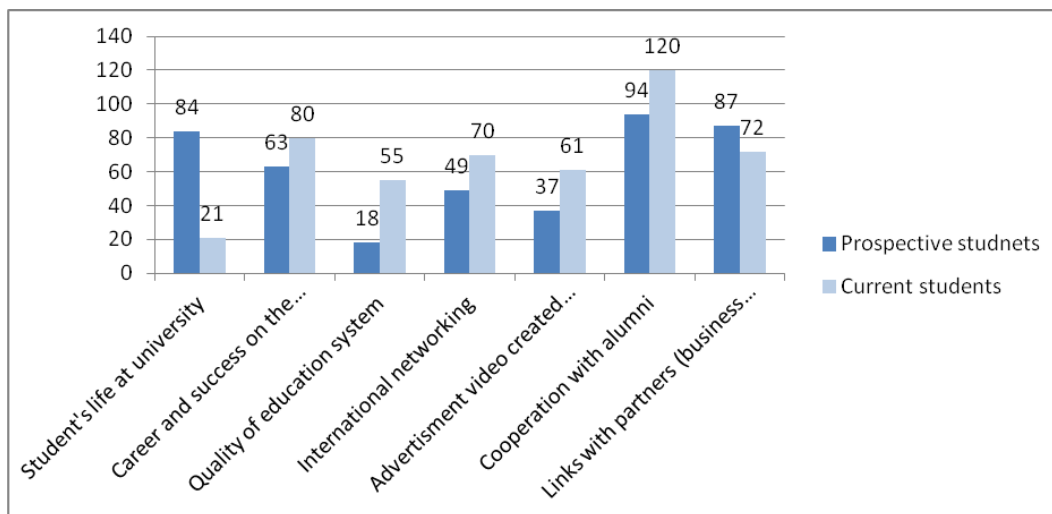


Fig. 5 Success of video spots, source: survey - author's owned handling

From graph is obvious that students (prospective and current) are **mostly interested** in video spots about **success of alumni on the labour market** and possibilities of cooperation with university's partners with intention to **participate in internships**. As the **most pointless** video current students consider spot about **student's life** that is on the other hand for applicants interesting. Video spot about quality of education is considered by prospective students surprisingly as the most tedious.

5.1.3 Specific ideas and original issues within content

Due to find out particular ideas and recommendation should be involved in strategy for universities to improve content marketing it was necessary to create survey among respondents whether they regard them as important or unnecessary. Following questions were focused on specific ideas gained from web-based content analysis did by author of this thesis.

One of the most important issue is that after visitor come on website should **quickly find header (menu)** and related section to become familiar with content and **its structure** and do not lose within content. The questions (Survey, question 11. & 12., Annex B) related to this issue are available in annex of the thesis. Following tables are showing, which type of menu is mostly accepted by both segments regard **layout and location function** of website.

Tab. 50 Type of menu (layout function)

Type of menu	Current students (%)	Prospective students (%)
Windows with dynamic (changing) content	38.5	40.2
Sub-menu to each main part	25.2	28.7
Information selected by segments	16.1	12.6
Upper strip	10.5	9.2
Side strip	8.4	8
None of mentioned	0	0

Source: author's owned handling

Survey's results have claimed author's gained knowledge from web-based analysis that visitors generally firstly look at the most highlighted section of website (dynamic part) afterwards they orient within header (menu).

The second table is showing results of which type of menu is preferred by segments regard its **navigation function** towards searching information.

Tab. 51 Type of menu (navigation function)

Type of menu	Current students (%)	Prospective students (%)
Vertical strips by sections	16.8	26.4
Segmentation of information on side	20.3	17.2
Sections oriented to windows	31.5	36.8
Combination (quick links, labels, windows)	21	12.6
Menu on side in strip and sections in markers	10.5	6.9
None of mentioned	16.8	0

Source: author's owned handling

As is obvious in table above in both groups of respondents they regard same structure of content as the most favorable. Results of survey claimed knowledge gained from web-based analysis, because more than half of analyzed university's websites have applied this „menu type“. Generally is regarded as one of the most clear and provide space for pictures, title and description of each section and enable saving of space.

Although **ways of communication with universities** mostly are classic as are direct personal meeting, call, e-mails nowadays it is important extend communication channels. People generally tend to use ways as are livechat, back calling or feedback forms these are more personal and specific. Following graphs are showing, which ways would be acceptable and invited by respondents.

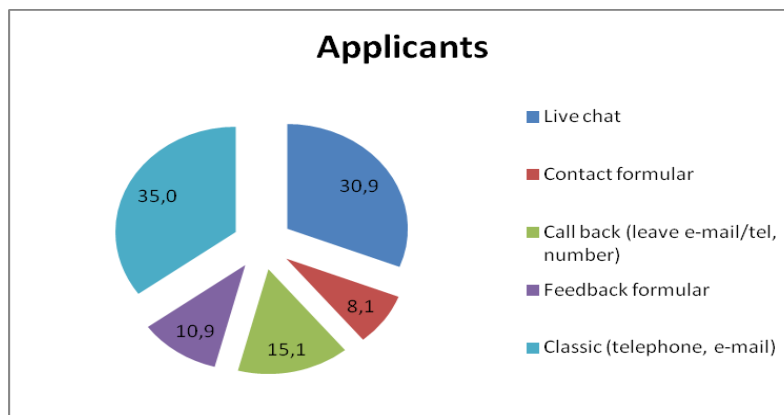


Fig. 6 Communication ways (reflects in %), source: survey – author's owned handling

From the picture is obvious that almost **31% of prospective students would like to use live chat** as communication way with university but on the other hand **35% of them would like to stay with classic ways** as are telephone, e-mail, personal contact. Surprisingly just slightly more than 8% of applicants would like to use option to leave contact and wait for back call. This way of communication is mostly using at universities abroad and it enables to be in advance ready for student's answer and provide him/her satisfactory answer.

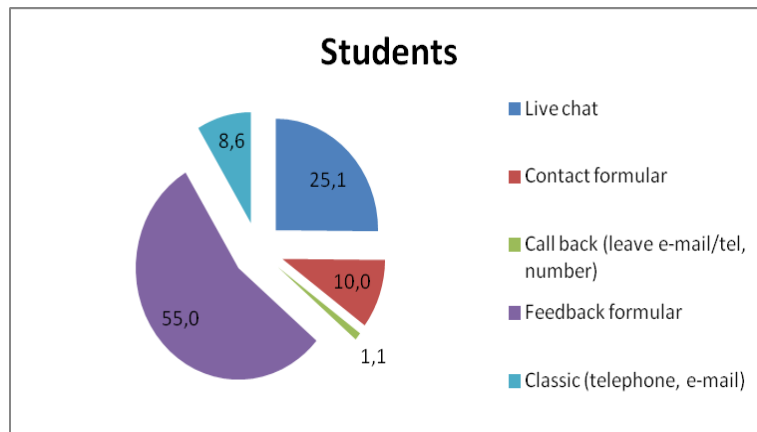


Fig. 7 Communication ways (reflects in %), source: survey – author's owned handling

The second segment (**current students**) answered absolutely differently, **55% of them would like to use feedback formulars** as communication way. Here they can insert their question or issues and leave contact information on the basis to be contacted by university. Really surprise is that just 8% of them prefer classic contact ways. As prospective students, 25% of current students also would like to use live chat communication. Generally from results on this question is obvious that young people prefer online communication compared to classic ways. This could be caused by using mobile devices with internet connection and also online communication represent quicker way how to get answer.

Although people who have any vision problems to see smaller letters and various light effects that are often applied on websites they do not think about option to adjust **visibility of website's content**. For those who suffer from visibility defects each website should be adapt for them to do not feel somehow disabled. Commonly this is one of the factor why visitors escape from website, when they cannot see small letters or are annoyed by color effects.

Therefore one of the question was if students (prospective and current) would like to **adapt visibility of content on website** by **parameters like size of font, contract, zoom** or extra option to quickly print etc. **46.2% of applicants would like to find this option on university's website and 40% of them have never thought about that**. The second group - **current students, 53% of them would like to set parameters of content's visibility, just 19% have never thought about it and 28% do not consider this factor as important**.

Parhaps for those people who do not surf the web via mobile devices in can be pointless to website's content be displayable on mobile phones or tablets. However almost every young person is using mainly mobile device to connect on internet, thus is important to websites which are oftenly visit by young people to be mobile device friendly (hereinafter MDF). Definitely university's website is one of the case that is mostly visited by young people, hence contet has to be automatically recognize device of visitor and adapt displaying to that.

The following graphs are showing the importance that is given to this issue by both segments.

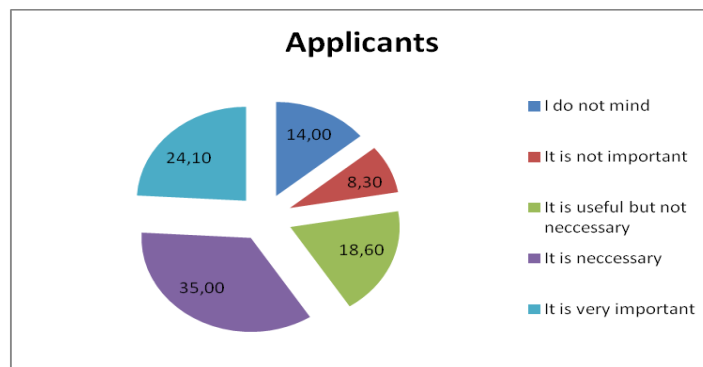


Fig. 8 Importance of MDF content, source: survey – author's owned handling

The graph is showing that more than **50% of applicants consider mobile device friendly content of university website as important**. Resulting can be that most of them do not own PC or laptop before launch studies at university, thus they surf the web via mobile devices and consider this option as key.

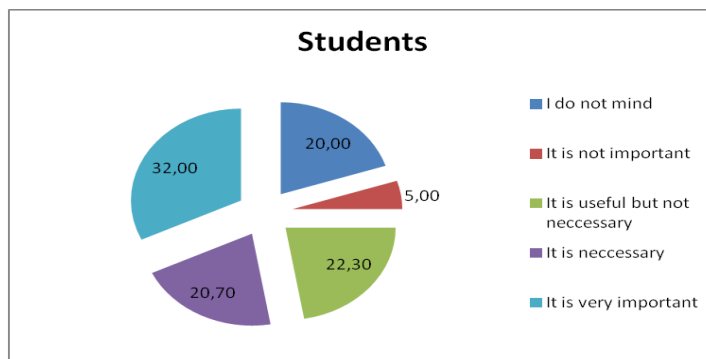


Fig. 9 Importance of MDF content, source: survey – author's owned handling

The answers of both segments are not clear if mobile device friendly content is necessary to apply on university's website or not. Thus responds reflect that many of current students are divided into two groups, first is for and consider mobile device friendly content as necessary and second one do not mind.

5.2 Semi-structured in-depth interviews (qualitative)

5.2.1 Partners of universities

At the beginning it is important to specify each partner representative who anticipated in interviews; back office manager of middle-size accounting company from business sector, IT specialist of small industry enterprise, lecturer at Czech university on business faculty, head of bank branch, HR manager of non-profit organization and marketing manager of start-up company in IT sector who is simultaneously lecturer at technical university.

Just three representatives of asked partners claimed that their **company cooperate with universities**, rest of them said that they actually do not cooperate but intend to networking mainly because of to offer internships for students. Regard that two of participants were lecturers at university they confirmed that generally big enterprises cooperate with university and many times on the basis of projects granted from MEYS or EU. **HR manager** of non-profit company said that **networking with particular universities** in same city where they operate is running just **with PR departments**. They are asking universities with, which they cooperate to publish job offers in university's system to be available for students. She told that actually they do not intend addressed other universities, because their cooperation is satisfactory to current positions for internships.

The **back office manager** claimed the same process of cooperation as HR manager, additionally she said that regarding they are bigger company they are also open-minded to launch networking with another university or students who apply in it.

In **industry sector** is little bit different, because **IT specialist** told that however they cooperate with universities this **networking has slow run**. He regarded as big problem that not many students are studying technical focuses of programs today and on market is lack of students to whom they offer

part-time jobs. According to him other kind of cooperation with universities unfortunately has no sense for them.

Marketing manager and head of bank branch agreed on that they have not cooperated yet with universities but they intend to launch it, mainly because of they received grants for projects that are running with cooperation of students.

Surprisingly all of them answered that **do not create some „analysis“ of universities before they decide to reach them**. They always **reach universities with good tradition and well-known in region or city** and also choice is running according to **previous experiences with students**.

Representatives commonly agreed that **criteria** according to which they are **searching** appropriate university are mainly **faculties or study programmes that is matched with sector in which they operate**. The both lecturers at university confirmed that mainly are reached university's business faculties with intention to cooperate compared to other faculties, where is networking mostly launch from side of university.

In question whether representatives are in **favor in some universities** they answered differently. Both lecturer told that they are not able to answer that question from point of view of university. **HR and back office manager** confirmed that they are **reaching universities with which they have good previous experiences**. **IT specialist** told that in their area of business it **does not matter which university prospective part-timer is studying** but that **matters skills and participation in projects** or competitions in which is university and its students anticipated.

The second part of interviews were focused on specific **issues within website's content** by which are partners reached, when they visit university's websites. To be this part as authentic as is possible were shown particular examples and ideas and representatives had to choose and argue why.

Launching question was if partners **find all needed information** and find them quickly **on university's website** when they are searching information there. Considering this question arose additional question, whether they regard **some specific weakness generally on Czech university's websites**.

The both **lecturers** said that they are not able to answer, because they are familiar with university's website that they find there what they need. However they are aware of weaknesses of content. As the most serious they point it out **structure that incorrectly navigate** and visitor immediately do not know where to launch searching.

HR manager said that she is also not able to answer, because regarding they have already cooperate with university they directly contact responsible department and do not enter websites very often.

Marketing and Back Office manager agreed that **many of universities do not include sections for partners or external entities**, thus they **do not know which information are related to them when they enter university's website**.

IT specialist tell that generally many university's website have **awesome promotional function** mainly during incoming **application period**, but

they do not think about practical side as are **structure, navigation or logical organization of text, accessibility and these are weaknesses** with which he is in touch often.

Header of bank branch pointed out that she is missing **on university's websites direct contact on particular person who is responsible for cooperation with business or PR department**. Thus they are often discouraged from launch cooperation to who they should reach. Additionally she thinks that **many universities cooperate with other universities, institutions, companies but they do not present these activities on their website** what is mistake according to her. She thinks that it looks better and more professional if they present these issues, because **it represent their proactive approach and it is guarantee of reliability**.

Moreover **HR manager** pointed out that she regard as **weakness also absence of ethical codexes** and this is according to her very underestimating by Czech and Slovak universities.

Generally all representant of partners agreed that is very missing section focused on partners or for companies on university's website which they would like to cooperate. That just small amount of universities have it and do it properly to satisfy its function.

The last area of questions were focused on cooperation and content marketing of universities abroad.

Unfortunately the competence of entities participated in interviews have had no experiences with cooperation of foreign universities. Thus they could not compare cooperation with Czech and foreign universities and they are not aware of content marketing of universities abroad.

5.2.2 Applicants and students

Such as the most relevant and useful evidences of interviews with applicants and students have seemed **intentions and sources of searching information, motivation factors to choose university and their skills with content marketing of universities**. Another very important information resulted from interviews with these participants are **specific ideas of website's content for universities**. Regard gained evidences represent extensive information, thus these issues were handled to tables and pointed out to be applied in recommendation for improvements.

Tab. 52 Sum up of the most useful information

	Applicants	Students
Intentions	Gain advices and choose to find more info on websites	Gain overview of universities
	Find info about study programmes	Ranking by costs
	Study abroad	Find out options
Motivation factors	Required faculty	Exchange programmes and internships
	Possibilities and activities during study	Study programmes
	City where university is set	Costs of study
Sources of information	Family & Friends	Websites
	Fairs & Roadshows	Sdudent's portals
	Websites	Friedns
The most searching information	Faculties	Study programmes
	Study programmes	Faculties
	Location	Facts

Sources: Semi-structured in-depth interviews (20.3. – 5.4. 2016, n=26)

Within second part of interviews with applicants and students were finding out **opinions on specific handling and ideas of university's websites, weaknesses and recommendations that they personally propose to universities.**

The substantial part of **applicants** have gained **information and advices about universities from friends, parents or on fairs and roadshows**, thus they **already know which universities they are searching. 70%** of them confirmed that when they are searching information it is based on **specific study programmes in which they are interested.** For them is first step to know what they want to study and then they are searching particular universities. Interviews proved same results as questionnaire survey that just **30% of applicants surely know at which university they want to study.** Therefore it results that this segment is highly suggestibel by promotion activities of university.

65% of applicants regard as big weakness of website's content unclear structure and missing option to choose that they are applicants and searching information about study programmes. They also confirmed that many university's have very well handled and creative promotion activities for applicants but they do not find there all information, which are searching for.

With this issues is also linked **lack of communication channels**, more than 40% of applicants meet problem that they sent request to find extra in-

formation to available e-mail address and also call to university but do not receive respond.

Another weakness they consider **missing of information about costs of study, accommodation, fees** etc.

Regard that participated **students have had already experiences with searching universities** and also they **are able to compare home and foreign university's websites. 32%** of asked respondents of this segment regard as **key weakness that website's content is not adaptable to visitor's visibility**. According to them this is issue that can discourage visitor to escape the website and share this bad experience among others.

They also think that often they **do not find information about possibilities during study as are exchange programmes, participation in projects, internships etc**. The most of them said that before they were not interested in these information and individually searching them it was difficult to find them on website. Thus they rather connected competent person.

All studnets who spent semester or two abroad within exchange programm they found out that **their home university is not able to use social media in their favor**. They see **big problem in that headers of faculties or profesor are not enough integrated in university's activities and its communication via social media**. This is pity, because many social media are for free and if they are well applied they have very effective role and reach huge number of target audience.

Moreover **students agreed** that **universities** in many cases **do not integrate their students to online promotion and do not follow what they are missing**. Students regard **engaging of them to university's promotion activities as useful and effective experience** how to implement what they are missing and **often they would like to do it for free to just gain skills and do something for their university**.

Finally evidences form semi-structured in-dept interviews provided very useful ideas and recommendation that can improve content marketing of universities. Therefore substantial part of these recommendations were applied in content marketing strategy in chapter 6. together with results of web-base content analysis of universities.

6 Recommendations for universities to improve Content Marketing

The following proposed content marketing strategy (thereafter CMS) was formulated as generally feasible strategy that could be applied by any public university in the Czech Republic. Regard many ways in which environment could be content marketing performed, this strategy is focusing mainly on website as tool by which content is presented.

6.1 Goal and mission

Goal: The website is an invaluable tool that offers a variety of opportunities for communicating information about university to a worldwide audience; including but not limited to: prospective students and parents, alumni, faculty and staff, current students, friends, visitors and the local community, partners and business entities. It is a large, complex, all-encompassing site, a virtual reflection of university community and its mission. This will be done by satisfying several sub-goals:

- Dynamic, user-friendly and readily context adapts to meet the diverse and changing needs of its target segments
- Provides targeted and user-friendly interaction of all the target segments with key constituents
- Being a relevant and accessible information source for current students
- Promoting the university's research and programs
- Providing consistent, up-to-date information
- Promoting the university's brand, values, capabilities, expertise and activities
- Facilitating relationships with business, industry and the community
- A visitor to the site should be able to navigate around in a consistent, reliable fashion, without risk of getting lost in the web of information
- A visitor to the site, whether they are internal or external to the organisation, should not have to understand and navigate the university's organisational structure in order to locate relevant information, resources, or services

Mission: Website is promoting relevant and up-to-date information about university in the board sence, its people and programmes in an accessible and attractive way to audience inside and outside of university.

6.2 Planning of CMS

6.2.1 Scheduling

Regarding the CMS is long distance race it requires scheduling of each activity and check in its satisfying or delay. Reasoning that in June starts the longest semester break within academic year this is the best time to launch the CMS to be in September prepared well for significant web traffic of current students, incoming exchange students, new students, their parents and reach partners.

Regarding that summer break is long time to get to know new students who have been accepted to study at university and prepare for them relevant and useful content on websites. Also this period is good for analyze needs and requirements of current students and better off providing information for them. E.g. on the end of each semester students are fulfilling evaluation forms of courses and lecturers that is really good source of information what and how to improve in following semester. This is also good way how to include evaluation form of website itself and ask them what they would improve or need and currently is missing. Regarding that many students before summer holidays are seeking part-time job and it is good opportunity to offer them join a team who will be responsible for creating the CMS. On the first hand they are best source of ideas, recommendations and their requirements and needs, they could apply on their own. On the second hand they will learn how to use marketing tools in practise and apply theoretical knowledge. Moreover, they could be motivated to gain this part-time job during semester for them who graduated related courses as the best ones. The following table displays each activity (that are described below) of proposed CMS, its duration and segment to whom is related each task.

- Evaluation – launch formulary survey at the end of semester to find out what are students missing and what do they recommend to improve
- Analysis – analyze results of survey by staff responsible for marketing and integrate students to creation of renewal of content marketing, formulate strategy on the basis of recommendations and ideas
- Implement strategy - renew already implemented items and add new ideas and apply advices
- Feedback of strategy – make midterm survey of satisfaction with new content marketing
- Social media – focus on social channels to make them as strong propagation and communication tool to reach effectively target segments
- Integrate staff – to create section that to inform public about university's activities via responsible employee (head of department, dean, president etc.) to public be aware that person is integrated and interested to communicate with public
- New sections – e.g. parents and exchange students if university has any
- Dynamic content – changing content on homepage, related to period

Tab. 53 Time table of CMS for universities

Activity	Duration	Segment	Purpose
Evaluation	May	Students	Feedback
Analysis	Jun-July	Staff	Form Content Strategy
Implement Strategy	August	Students/Applicants/Staff	New content
Feedback of strategy	Oct.-Nov.	Students/Applicants/Staff	Improve
Social media	November	Students/Applicants	Improve and Lanuch
Integrate Staff (deans, lectors, etc.)	February	Students/Partners	Blog, Magazine
New sections	Dec.-Jan.	Partners/Parents	Engage
Dynamic content for promotion	Jan.-March	Applicants	Engage/Inform

Source: the author's owned handling

6.2.2 Content maps

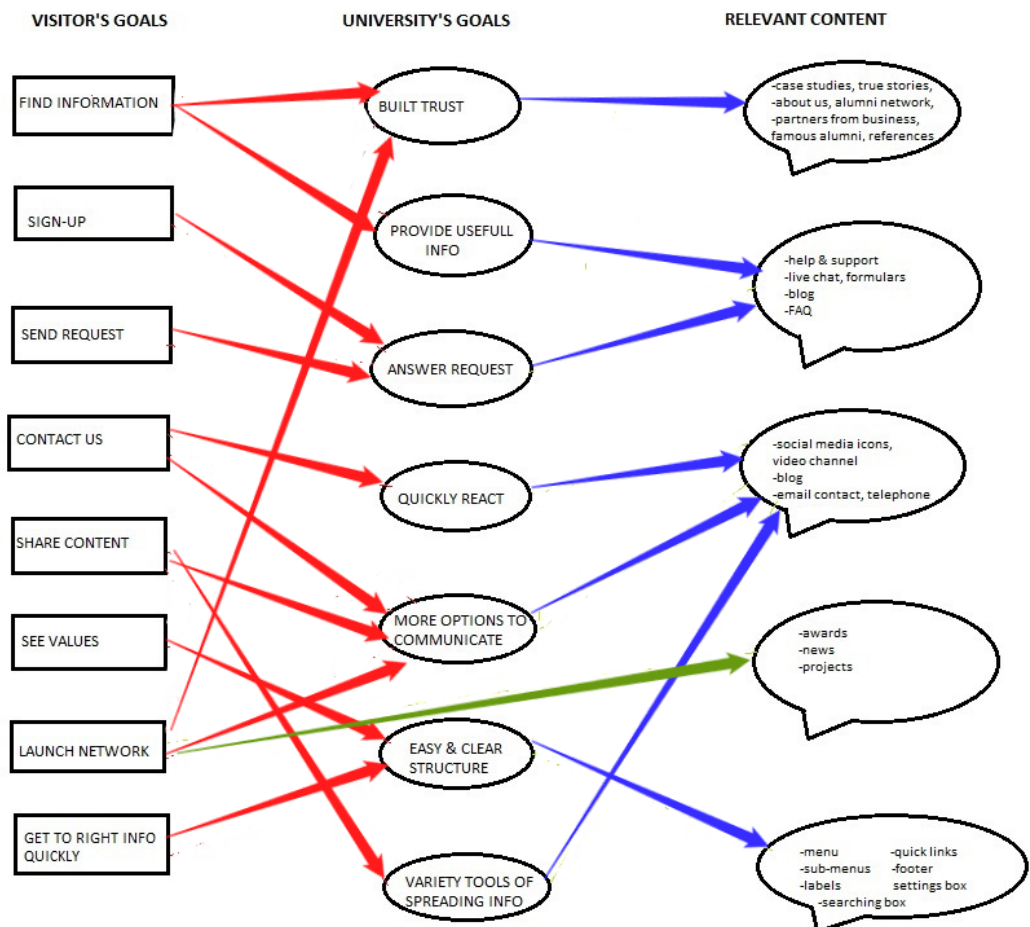


Fig. 10 Content map of university's website, source: author's proposal

The picture of university's content displays links of visitor's goals and university's goals that are related to particular content issues by which to be fulfilled. In the picture above are proposed concrete ideas and content issues for the CMS for Czech universities by author of the thesis. The drawing of content map is very important to see by which content issues are satisfied that goals and linkage of university's and visitor's goals which are necessary to find answers. This method leads not to miss any needs of audience and build effective and successful CMS.

The second step of content map process is drawing the structure of website's content to be clear navigation of visitors within website towards information. Moreover the sketching of the content organization and path along which visitor of website will move towards information.

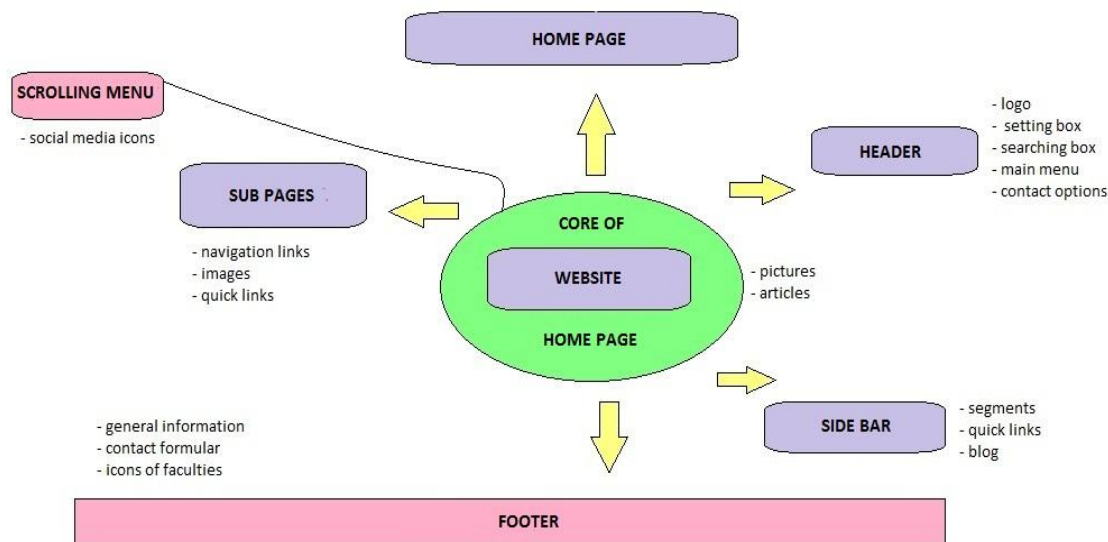


Fig. 11 Content map of website's structure organization, source: author's proposal

6.3 Audience – personas

The target audience of university's website is divided into following segments according to results of questionnaire survey and web-based content analysis. The entity as university should cover wide-ranging audience regard its interests and purpose for which the university operates. Considering the main objective of this thesis is content marketing focused on three key segments who are applicants, students and university's partner, content marketing strategy is required also rest of segments (staff, parents, foreign visitors).

1. Prospective students

This segment includes people who intend to study at university and searching information about future studies. The majority of this group are students in 17 – 20 years who currently attend high schools. Regard that this segment constitutes main target audience of universities, its CMS is focused on them during application period that mostly lasts from autumn until

spring. Therefore it is important to reserve individual part of home page of university to information provided to this segment. Hence perform there important information by engaging way to be helpful and recruit prospectives better than competitors do. This segment is highly suggestible and easy to get excited by special idea of handling application process and creative well-handled content on website. Resulting of survey this segment is looking for information mainly by searching engines or advice from older friends or parents. Therefore university's CMS to be also focusing on optimizing searching in searching engines. Due to better off position of websites in searching engines, university has to analyze and define the mostly used key words to increase accessibility to pages. Considering that this segment of young students often ask advice from older friends, parents or study advisor at high school, the part of university's CMS to be road shows at high schools to provide advices and information from first hand to prospective students and directly respond to their questions.

2. Current students

The second segment are students who intend to change university which they are going to graduate or already did bachelor degree. This group involves students who are at age 21 – 24 years. They have decided to change university for they master degree from several reasons: different study interests in the meaning of study programmes that university where they study does not have, want to change city where they were studying, decided to move abroad for study etc. Regard this segment already has experiences and skills from studying and they were already looking for information about universities, hence they know how and where to search for information. This part of target audience requires mainly well-organized structure of websites and providing quality information by universities, which navigates them to find information quickly.

3. Alumni

The graduates are also very important target group of universities, but some universities do not build network with them by what they are losing additional value, which alumni are. Further alumni are credible source of feedback from labour market and reflection of knowledge performing on labour market. This segment has wider age scale, because here are involved graduates of bachelor, master or PhD degree. Considering that they have working experience they are able to recognize skills gained during study at university and building networking via university with current and prospective students to give them useful advice and recommendation. Simply this segment is the clearest reflection of quality of university hence university should have to join them to the CMS mainly as true story telling of values that university produces.

4. Exchange students

This segment involves foreign students in wider age categories who spent semester or more at particular university, which they have chosen within exchange program. Therefore website of universities should provide information about exchange period at selected university and its rules in Eng-

lish language to be understandable for them. Students who are incoming to study at university mostly searching for information about courses which they can study there, conditions to pass exams, catalogue of ETCS, accommodation, surrounding of university, campus, who they should contact in case of any questions. Secondly, for them it is important to find information about city where they spend exchange program, local prices, options what to do in city and its surrounding etc.

5. Staff

Within this segment are teachers, tutors, lecturers, officers, management of university, academic assistants and also workers who are helping to keep running of university. Many universities forget to focus its CMS on this audience, but they are important representant of university in front of public. For university's staff it is mostly important to quickly find up-to-date information and get to internal system of university from any place on websites. Continuously it is important to find information about each employee of university for students and external visitors to directly contact them. Hence access to staff of university and information provided about them have to be simply and quickly findable for every visitor of websites.

6. External visitors = public (including parents, partners, businesses)

Considering that external visitor of university's website could be anyone CMS, has to take them in account and create space on websites for them to find information that interest them. Mostly this segment includes parents of current or prospective students, other universities which can build networking together, people from business environment who are seeking prospective employees or applicant of internships. Therefore it is better to divide this group into more segments because they are seeking different information and have different purpose to visit university's websites.

6.4 Content creation

Content of university's website has following purposes:

- Inform
- Educate
- Unique content storytelling

1. Inform

The creation of content that university is going to „tell“ to the audience firstly has to inform and provide answers to target segments. According to fact that university's audience is represented by six groups and each is searching different answers the content has to cover all. Firstly the content of university's website helps to find answers to prospective, current and postgraduate(alumni) student's questions:

- List of faculties and study programmes, courses catalogues
- Application process, its conditions and deadlines
- Running of academic year and highlight of special events and dates

- Alumni network and way how to join and why
- Functioning of internal university's system

All of these points have to be answered clearly within home page of university's website.

Secondly university has to inform public regardless the special segmentation of visitors general information about itself and its activities:

- About university (history, alumni, activities, projects etc.)
- Events , news and articles
- Contact information and administration office

Due to understanding all target groups these information the language and style to be clear, formal and grammatically correct. Presentation of these information has to be transparent, logically located within website's structure and originally handled to differ from competitor's university.

Thirdly, the university is acting as international institution in cooperation with universities abroad and receiving institution for exchange studnets. Therefore university's website content has to adapt to foreign visitors to provide them with searched information and engage them.

- Content in English – high level (same context as is in native language)
- Transparent and detailed overview of faculties and programmes
- Application process (conditions, deadlines, contact persons)
- Forms of coloboration, participating in project and competitions
- Information about staying period in the country

In addition, key part of inform purpose is also providing information to visitors in case of failure on university's websites or in case of outage from technical reasons. The handling of these announcement should be very original and attractive. Exactly they should include reason of outage, duration, links tied to new pages, contact information for further details etc.

2. Educate

The next purpose that university as educational institution has to satisfy is to educate and provide standard level of up-to-date information sources.

On the one hand the meaning of „educate“ by university is to provide high standard of education level for students. This could be done by recruiting quality and well skilled experts to teach at university and ensure quality study materials for students. Within website's content of university this can be presence as enhancing study materials in several formats, creating portal where students can find all study information and extra materials. Moreover ensure no limited and no barrier access to these materials and in case of any failures ensure backup power.

On the other hand generally it is expected from university that on its website any visitor regardless to which segment he/she belongs to find there helpful information, making sense and teaching. Hence website of university has to publish up-to-date information in the form of news, educational articles, participate in projects and to be active in public. The participation in bu-

business and arrange internships for students and also presence in research and science and visibly present it through contacting on website.

3. Storytelling

Although previous purposes are reconciling universities to each other the last one has a goal to be very unique and original to differ university's website content from competitors. The „story“ communicates unique message of university, its key goal is to engage audience and present university as „unique“ brand; in this meaning the brand is name and tradition that belong just to particular university.

Considering wide audience that university has it is the key to create several specific „stories“ related to each segment to tailor-made and personalized everyone within segment. The general „storytelling“ is determined to any visitor and it is telling story about university and its activities where are hidden values of particular educational institution. University's story has to be present within website's content and its promotion could be whatever, however as very popular and effective is considered owned video channel. Because within video are offered variety of promotion options and everybody prefers watching content compared to reading it.

Therefore video channel is the best way of segmentation stories to different target groups of audience and its the simplest way how to share university's story towards wide audience. Thus this tool can provide story to each segment although it is important to differ stories according to segments and use language and style appropriate for individual groups.

The other „story“ handling for the largest segment that includes prospective, current and foreign students is creation of different hubs as individual pages that are tied via links to home page. Within these pages is created content focusing on individual segments to provide all and detailed information as answers to its questions. Due to hubs tailor-made for segments and get feedback in form of increasing website's traffic it is very effective idea to join current students to create and manage hub's content.

Finally it is important to create stories that get to right audience in right time therefore the most effective way is basically segment content already on home page according to segments. With this way audience avoid losing on website and navigation is clear and well organized to each visitor getting to right information quickly.

6.5 Distribution channels

Within this part of CMS it is key to select appropriate distribution channel by which is content strategy and created content communicated to audience. Each segment of audience requires different distribution channel by which is content communicated according to its purpose. For university are approachable following marketing strategies:

- Pull distribution strategy
- Personal acting

As the most appropriate regard recommendations for universities, which are unpaid solutions is **pull strategy** that relates to delivering content through own distribution channels such as university's website and social media. Regard that university is a public institution promotion of which mainly depends on its name and tradition the most appropriate propagation tools are currently websites and social media. Reasoning to apply this strategy as priority is that main segments mostly search information about university through these channels.

Within pull strategy university builds **website** as main communication channel through that content is distributed to audience. In addition, website-specific tools such as SEO, meta descriptions and interlinking, were deemed as critical factors, driving traffic to the site and facilitating the navigation and flow. Reasoning to mainly focusing university's content presentation on website is that any visitor who is searching for information about universities firstly comes to its website. Considering that website itself offers variety of options which kind of content is presented on, here is space to use original ideas of promotion materials. E.g. university's magazine in different formats (pdf, docx, pptx etc.) to be available also offline.

As second channel to apply are **social media**, firstly as **Facebook page of university** and **groups of individual faculties** because it is best way how to reach students (prospective, current and also foreign).

Within social media is used **video channel** as the most appropriate one from two reasons, firstly that is free and secondly is well-known and oftenly visited by audience using **YouTube**. Video is inseparable part of website content because its purpose could be whatever. E.g. webinars to educate, video promotion to engage, video stories to inform etc.

Due to cover segment including partners and business entities is using **LinkedIn** where can be launched networking with companies and university partners and university can present here coming events or participation in projects. Generally it is key to apply variety of distribution channels via that content is distributed and providing all available social media to audience due to easy sharing of content.

Moreover, the part of university's content should be **blog** either as hub of communication among students or as notes of faculty's dean. All mentioned social media are present on university's website by icons within rolling menu to be present anytime in case of sharing content or switch to these channels.

Within pull distribution strategy it is important to take also in account optimization of applying tools, thus **SEO** is inseparable part of this strategy to be successful and generate satisfying set of goals.

The second strategy that to be implemented as additional strategy is **personal acting** of university in front of its audience. In the meaning of direct source of information except of online marketing tools. Regard this strategy has huge power and significant meaningful value, it requires well preparation of university's promoters. Reasoning is that this strategy is source of many stu-

dents from high schools who are forming „picture“ about university according to gained impression. These activities are represented as:

- Roadshows on high schools - to attract students and their parents
- Participating in fairs of universities – to attract students and partners (other universities), parents
- Participating in job fairs – to attract partners and business entities
- Open days – to invite prospective students and their parents, partners, businesses, educational consultants from high school

6.5.1 Accessibility – SEO

Due to website's content to be approached by audience it is not enough to select right distribution channels but also optimize way towards university's content. Therefore university has to apply appropriated tools to optimize all used channels to communicate message to target groups.

As first in this proposed CMS for university is content mainly communicate through website. Thus within the CMS university has to focus on tools that optimize website's content. In analytic part of this thesis author did SEO analysis of selected Czech university's website and pointed out following aspects:

- Title
- Description
- Keywords
- URL address and domain (name and length)
- Language
- Links (internal, external, juice)
- Mobile version (adapting content to mobile devices)

On the basis of results of SEO analysis (chapter 4.) and results of questionnaire survey (evaluated in chapter 5.) author of this thesis has proposed following recommendation that are part of university's CMS to optimize website's content and its distribution:

- **Title** – should represent the whole and correct name of university and also could include location where university is set. Standard length of title is from 10 to 70 features. To ensure the best position in searching engines it has to be unique, does not copy other university's names to be clearly recognizable, does not include not allowed features and not be duplicated on an other website. The title of website is visible in the top of an opened window of website, thus it has to relate content and not keep empty space.
- **Description** – is short information about website that provides brief overview of website's content. The standard length of description is from 70 to 160 features including space. Information included in description should relate to website's content and encourage prospective visi-

tors to visit website. To university's website gains first position in searching engines has to have original and unique brief overview of content and answer to audience question: „Yes, here I can find information that I am are searching for.“

- **Keywords** – to ensure audience accesses to university's website immediately via searching engines has to be tagged words in website's content which they are using when searching information. These keywords have to reflect content of website, to link to university (name, values, location, etc.) to tie information which are searching to answers to questions. Results of quantitative and qualitative survey (sub-chapter 5.1 and 5.2) tell that target groups mainly insert the following:

Tab. 54 The most frequent keywords

By frequency	Prospective students	Current students	Exchange students	Business entities
1.	The best universities	Study programmes	Study programmes	Study programmes
2.	Name of specific faculty	Specific Faculties	Specific Faculties	Faculties
3.	Name of particular university	Name of universty	Specific University	
4.	Study programmes	Ranking of universities	City	
5.	UNI in CZE/SVK			
6.	Cities			

Source: author's owned handling (quantitative research, chapter 5. Results)

- **URL address and domain** – has to reflect name of university and has to be short, unique not to be replaced with an other university, has to make sence. The websites that are inferior to homepage should be derived from homepage's domain name and do not include pointless features, e.g. ww.mendelu.cz/homepage/faculties-566///&*dghjvg*556 – WRONG! Moreover, it is important to avoid applying underscores of text and replace it by dashes or color hohlighting, because it can lead to get worse positions in seraching engines.
- **Language** – reflcts declared language that should be set according to language in which is the whole content presented. Therefore it has to be just one language for each language version to be by searching engines recognizable by keywords and optimize during searching information in particular language and do not display wrong results to audience and do not confuse them.
- **Linkbuilding** – also so called off-page SEO, its goal is optimization in searching engines and build first position there. That could be done by publishing PR articles, news that will engage wide public audience to come to university's website. All of them should include keywords used within content links to be tied to university's website. Next step is exchanging of links this could be done by exchange and publishing links on

partner's websites (partner universities, businesses, educational institutions) for publishing their links on website of particular university. This way lead to increasing relevance of links and its quality. Another way is linkbating that means natural building of links and it reflects how successful is „story“ that university promotes and how it can engage audience. Thus university should publish on website up-to-date information, interesting articles and dynamic content to any visitor getting access there and share its content and publish it on an other channel.

- **Meta Viewport Tag** - this represents view of content on mobile devices. Nowadays is very important to websites to be automatically adapt to appliances on which user is browsing page. This requires also support of more operational system for Android, Windows, iOS etc. If website is not adapt it could lead to escape visitor from there. Moreover the results of questionnaire survey has confirmed that almost 80% of prospective students prefer to browse website via mobile devices and 90% of current students log in to internal system by mobile phones.

6.6 Ideas for improvement of content itself

Within this sub-chapter are recommended specific ideas how content of university's website should look like and how it should be presented on website and reasoning of recommended proposals. As it has been visible on the picture 11. (content's structure) the content of university website has particular structure and it is somehow organized. Therefore the recommendation is given step by step according to structure on picture.11.

1. Header

It is part that represents main menu of website and ensures entry to further website's pages. Therefore it is desirable to located header in top part of website to be visible immediately after coming here and it would be useful to differ it from rest of text. E.g. by size or colour. It does not matter of header to be vertically or horizontally oriented both are mostly used and its role is equally effective. Within this part of website is located a searching box field for searching by keywords or criteria (alphabet, areas, etc.). Reasoning is that visitor who comes on website and immediately does not see what he/she is looking for then he/she has to immediately find searching box. Due to visitors who are looking up contact information on website, because they have particular inquire should be in header contact options. Among contact options it is useful provide variety of ways how to contact university exception the usual ones, e.g. live chat, contact formular, feedback, back call or skype. Regard that university's audience covers wide segments and every visitor prefers different display of content, thus it is to be present criteria by icons on the top of home page. According to these criteria to be able to adapt content display as are font size, contrast, language, zoom etc. for comfortable displaying.

2. Side bar

This part of website can be used on both sides, because it provides enough space. Usually within side bars to be located sections with quick links linked to further pages of university, thus visitors can quickly go forward to them. This space to be used for „extra“ sections like can be dean’s blog or student’s hub by presenting in small window. In addition within this space could be also located main menu but it should be extra highlighted and visible to visitor immediately looks on it after coming on website. On the top of side bar to be located scrolling menu box to select segment to be reloaded right information for visitor. This way helps to navigate visitor on website and avoid dilemma of where searching should be launched. Moreover, side bar space is great for location of social media icons, which should be present for visitor anytime in case of sharing content.

3. Sub-pages

In case that alongside of website to be side bar on one side of the second side can include sub pages. It does not matter if within this part to be content situated to windows or sections, because both have same sense and navigate visitors with same effectiveness. Within sub-pages can be sections with dynamic or changable sense as are sections dedicated to application period or up-to-date information. Although some information are available on website solidly like alumni magazine or courses catalogue these also can be part of sub-pages and ensure quick switch to these sections by labels or quick links. Additionally sub-page are very good space for location video channel of university that to be sorted by segments of audience and on page can be just quick links tied to individual video channel like YouTube. However this idea with video channel can be handled as window in middle part of page.

4. Core of home page

This part creates background of the whole content usually it provides huge space that to be used as wallpaper of pictures or images that can be tagged with related articles by quick links. By this way it can offer saving of space and engage audience by creative and well-targeted handling of information. Because it is thousand times more effective way how to say some message or story through pictures related to content of articles. Therefore here is higher probability that visitor click further on article with related picture just on link with name.

5. Middle part of website

Among header and footer here is enough space that is to be effectively used for sections which can be oriented either to horizontal windows or vertical sub-menus. Each window represents individual sections that has name, picture and quick links tied to related pages of university. E.g. News, Events, Partners, Campus tour, etc. The second way how to use this space is creation of sub-menus that to be rolled by place of cursor on them. Although second way saves more space it does not allow presenting of pictures, thus it depends on particular university which way to be selected but both are equally effective.

6. Footer

Regard that footer is very down part of website and on the other side its role is „second“ menu, thus it should include main sections of header. Reasoning is that visitor by getting down the page he/she might not scroll up if he/she wants to get back to any section of main menu. This part of website can be significant in case of presence of more not so important information or it can be also lean with same menu from header and contact options. It depends on size of middle part of home page and information that are presented there and by which way. Within footer are also information related to website itself as are copyrights, location, links to privacy policy and cookies, these cannot be omitted.

6.6.1 Specific Idea of content for defined segments

Video channel – to segment audience and engage each group separately

- Prospective students – interactive application within that to be asked questions and their answers help to decide for right study programm or choose right study focus as result of this „magic game“
- Current students – success in worklife of alumni, opportunities that gained at university
- Alumni – current alumni network and its opportunities that it brought
- Partners – cooperation with companies to find right and skilled employees and applicants for interships
- Parents – „story“ of faculty’s dean and students who are telling story about student’s life, its costs, opportunities, possibilities in worklife, experiences, research, study abroad etc.

Dean’s/Head’s of university blog – who is integrated to university’s affairs

- Students, Alumni, Partners, Parents - possibility to direct communicate and react to his posts
- Partners and Parents - find out interesting and relevant information

Student’s hub – to exchange information students to students

- Direct communication among university’s students that is available for public
- Advicing and helping students to students, providing information
- Manage by university’s students by informal way

Alumni magazine – to engage prospective and current students

- In both online and offline form to be available anytime
- Full of real stories and advices, sharing experiences

E-learnig – to create strong and relevant focus for studies

- Support variety of formats to enhance online learning
- Avoid print versions to be green - environmental approach
- Better for updates in documents and focuses

Facts and Figures – to provide relevnat and real results

- Parents, Prospective students – costs of study and student's life
- Number of students and graduates by study programmes
- Awards of university, participation in projects
- Publications per period, real implemented researches, patents etc.

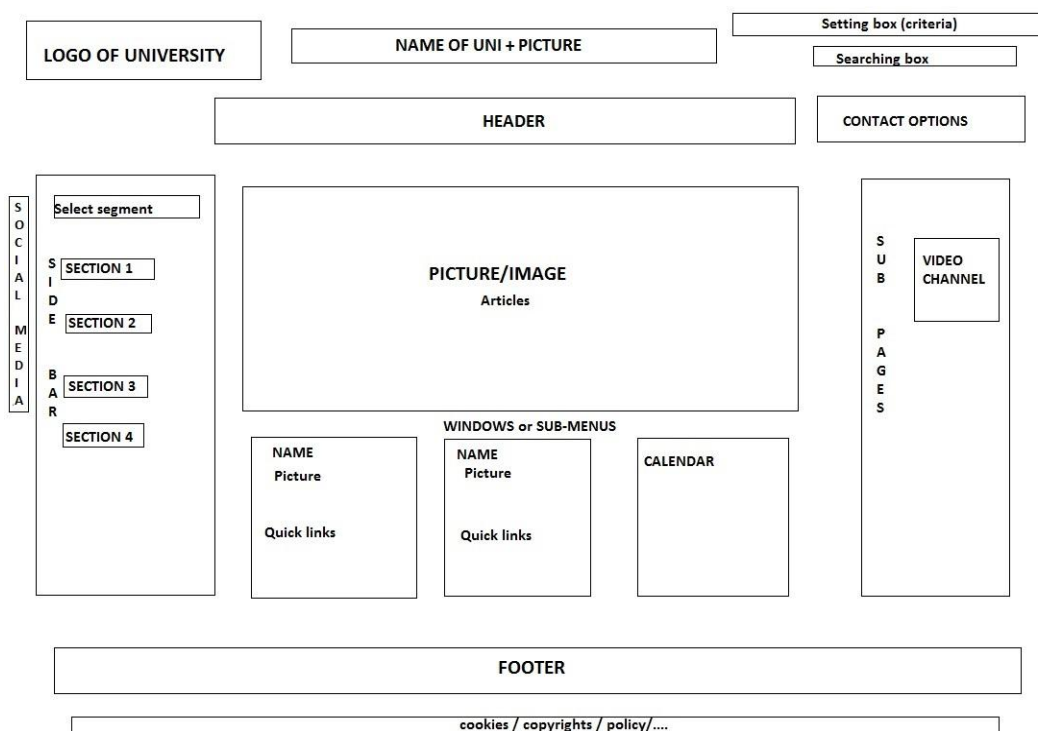


Fig. 12 Template of university's website, source: author's proposal

6.7 Financing

The budget for the public universities in the Czech republic that is given and approved annually does not include financial resources for propagation and marketing. Redistribution of financial sources among universities depends on number of students who attend university, thus they do not receive same budget to cover its activities. Moreover the Antal budget is redistributed to particular universities according to several indicators. The detailed overview of budgets for the Czech universities according to indicators is available at website of MEYS of the Czech Republic (MEYS, 2016).

Moreover, universities have to use financial sources to cover costs linked to education of students, run of university and its departments not to use them for propagation. Therefore universities usually finance these activities by funds and subsidies from European Union, MEYS or public project for support of education. Regard different budget of sources that are given by number of students universities have different chance to succeed in projects. Thus in many cases universities cooperate in these project for set purposes to

reach goals and draw subsidies together. This is one way how to improve propagation activities and marketing communication of universities. In the following table are few examples of completed projects in which particular Czech universities participated commonly in last few years to enhance their awareness and promotion.

Tab. 55 Overview of examples for receiving subsidies

Project	Year	Purpose	Organization	Universities	Goal
CDP - Host lectors	2015	cooperation in internacionalization	MEYS	MUNI, MEN-DELU, UJEP, JAMU, VFU	international cooperation
KREDO	2014	Communication with alumni	ESF, MEYS, EU	Czech universities	Strategic development of czech educational system
CDP - Study in Prague	2015	propagation of czech universities in abroad	MEYS	Universities in Prague	support of exchange programmes for students
Support of research and science	2012	cooperation with companies	Institute Confederation of Industry	UP, UTB, TUL	cooperation between universities and industry
KREDO	2014	Communication of Universities with public	ESF, MEYS, EU	Czech universities	Strategic development of czech educational system
Erasmus		internationalization of studies	EU		cooperation among universities

Sources: CDE=centralized development of education, MEYS=Ministry of Education, Youth and Sports, EAIE=European Association for International Education; ESF=European Social Fund; 2016

The second way how to finance propagation activities and marketing communication of universities is from internal sources. The meaning of internal sources is not financial sources, because university does not generate profit from its activities to use them for promotion. Thus the meaning of internal sources are people who are responsible for marketing and propagation activities. These persons can be employees or students of university who to be engaged to promotion activities of university. Regard that recommended improvements (chapter 6.) of content marketing strategy represent mainly not paid activities (improvements of website's content and social media channels) these to be done within internal projects and courses of university.

Firstly, university should engage their students to participate in courses that have practical essence and they could gain skills and experience from realized projects. E.g. proposals and its implementation of online propagation activities of university; engaging students to manage social media – motivate them by ETCS for courses or certificates that they participated in projects.

Secondly, many universities have lectors from business sector who teach at universities, thus they can lead projects that to be benefited for both sides. These activities can gain not just improvement of propagation activities

or effective marketing strategy, but also increasing their awareness in public that they cooperate with business entities and provide students practical skills.

These mentioned activities above that are linked to „free“ propagation ways and improvements already implemented strategy can be interconnected with educational activities as are courses focused on propagation and projects. Thus part of budget that is reserved on courses and funds for projects can be used to create hub for propagation and marketing activities by students within participation in these courses. This idea depends just on planning what this strategy should bring to university and by which way and also who should lead this project and who should participate in. The interconnectivity of usage reserved sources to development of education and collaboration with business sector bring to university public awareness, skilled students and creation of real values.

6.8 Case study Mendel University

Within this so called case study to be implemented recommendation for improvement of content marketing for universities on the Mendel University set in Brno. Reasoning is confirmation that these recommendations and ideas are generally feasible for any university. This case study is going to proceed step by step according to specific improvements in sub-chapter 6.6 and 6.7. All screenshots what should be change, why and how on Mendel's website are highlighted and available in annex A of this thesis.

6.8.1 Website's content

Header (Fig. 13 in annex A)

- Located on side bar of home page, but too low position, because when visitor come to website immediately does not see main menu is wrong and regard that header's role is navigation of visitors here is ineffective, after click on each section is reloaded sub-section related to them
- Sections that create header are *Introduction, About the University, Public noticed board, Study, Science and Research, International relations, Media and the Public, Contact* – within header should be sections that have priority role and should navigate visitor; this section does not do it, firstly because sections are sorted vertically than it looks that sections are sorted by priority, this better is rank them in one line (horizontally) on the top of website – the most effective space for header
- *Contact* is better to located as scrolling box with variety options on the top of website and again on the footer; Mendel's website provides detailed contact information what is not necessary but do not offer more channels (skype, livechat, formular etc.)
- In position of header is located name and logo of university that should be lower to create space for menu that is navigator on website

- In upper right corner are quick links to *University Information System* and *Information portal MENDELU* – this is right for quick switch towards them for students and staff; further is there icon to change language and below is searching box field that location is right but better is to set there criteria (alphabet, areas, automatic reload of keywords) of looking up information quickly
- In top part of website are missing criteria to set displaying of content as are size of font, contrast, zoom, color of wallpaper for highlighting of text, this is important for adapting comfortable visibility for any visitor

Side Bar (Fig.14 in annex A)

- On website is used just left side bar which is in one line of introduction picture, thus is not absolutely side bar, because it does not alongside website frame
- Here is located main menu, but it is situated too low that is simply overlooked by visitor; main problem is that it would be upper on left side next to picture then it satisfy its role but not so effectively like horizontal line
- The best choice how to use both space for the most important information is combination of header and side bar menu by priority of sections e.g. all about university and related info can be on side bar and all important info for public or any visitor can create horizontal header
- Other problem is that main menu include sections that do not fit here as are *Introduction, International relations* – they should be located to section in middle part or within sub-pages as labels or quick links, because it is not clear purpose of them why they are present here
- *Introduction* and *About us* these two section create misunderstanding, because visitor does not know where he should entry to find information about university and what is section *Introduction* about?
- This space could be used for dynamic content as are *Application period, Events, News, Deadlines or Blog* and their displaying by labels and quick links that do not take too much space and do not belong website, because they form website content and should enhance idea that website should have clear and short range due to avoid dilemma where visitor should launch searching and do not be overloaded by information
- Section *Application period* is present here but is too low and not highlighted its handling is good (picture, slogan, quick links) but position is ineffective and simply overlooked
- Within side bar is also effective located scrolling bar with icons to social media that to move down by scrolling page down, thus visitor can anytime click on them and forward or share content on website
- Very effective how also use side bar space is located here scrolling box to visitor can select segment and automatically to be reloaded content related this group; this could be also done by creation second header for example under introduction picture where to be segments (Students, Pa-

rents, Alumni, Partners, Applicants etc.) by quick links. Within Mendel's website this is missing and then rises dilemma e.g. section *Study* is determined to whom? Students? Applicants? Staff? – it is irrelevant

- The last section on the left side is calendar, but is absolutely ineffective because it has function just show dates nothing more, thus here should be important dates highlighted and tagged and tied to related articles, events, news and whatever, e.g. Deadlines, Opened days, Projects etc. Other problem is that position of calendar is different for Czech and English version of website.

Sub-pages (Fig.15 in annex A)

- It is entry gate to further pages of website that could be done by quick links or labels, which do not take too much space but have effective role if name of link or label is relevant to content on further pages
- Within Mendel's website is here section *Important links* that name is absolutely ambiguous, because what does it mean „important links“? for visitor who can be anyone are important different information e.g. for students – deadlines, for applicants – application form, for public – news and events; is better to replace this section by scrolling box of segments
- Part of sub-pages can be link to video channel this also can be done by individual section on side bar or within middle part of website, regard that Mendel's university is propagated by this channel it should be immediately present on home page to reach target segments; it is enough to name it *Videos* and segmented by titles

Core of home page

- This part on Mendel's website is handled very well under name of university and logo on the top part are pictures with related articles that are moving automatically
- Under images are names with icons and logos of individual faculties that is very good way to quickly forward to them
- If header have been up on pictures that would be great handling of header, core and important information together

Middle part of home page (Fig.16 in annex A)

- Middle part of website is handled by windows with image, title that is tagged to switch whole article and under is short description and date, this is very well and clear
- Windows are sorted by colored lean line on the top according to faculties, general ones are green as is logo of university – well done
- The problem is just that this part is focused on *News & Events*, thus here should be more sections e.g. Research & Science, Campus, Awards, Partners, Video channel and News & Events just the most coming ones
- It does not matter if sections to be vertically or horizontally oriented

- On the footer of this part is section *Other activities* includes labels, name of section is irrelevant what is it „other activities“ ? do not describe purpose and values of content, rather is called them just Activities

Footer (Fig.17 in annex A)

- Within is part of Mendel's website are three sections with quick links *MENDELU (sitemap, webmaster), Follow us (Facebook), Newsletter (subscribe for news)*
- Here is missing menu to visitor does not scroll up if he wants to get back, this can be done also by scrolling function of header that to be automatically scrolled down by moving down the page by visitor to anytime can click and be back in main menu
- Also contact options should be here
- And the most highlighted section from dynamic part e.g. application period just by label of quick links
- Involved also information about website: copyrights, policy, cookies, etc.

6.8.2 Financial burden

Regard that all recommended improvements of content marketing strategy by author of this thesis are unpaid and require just re-form of already existing tools (website and social media) and adaptation to results of analytic part of this thesis, for Mendel University to be proposed way how to improve it.

Firstly, the Mendel's website is not so bad that it would need to create new website. It just required reorganization of header and side space on website and also re-new middle part. This can be done by person who is at university responsible for manage website's content. Due to some sections and parts to be better name with real purpose and add value to them this need to think about it. Regard that at Mendel university is Faculty of Business and Economics it would be useful to join teachers and students to make team or course that to create improvements in the meaning of ideas and reorganization of content. Or as the also effective way is to use „website's evaluation survey“ on the end of semester. Although that students are not always motivated to do it for free and results are often irrelevant, thus university can motivate them by ETCS without exam for creation strategy. Other way is also use networking with partners (e.g. advertising company) from business sector and make project that would be focused on creation and implementation of content strategy for that anticipated students receive certificate.

Secondly, recommended improvements relate to social media channels, which are on really poor level on Mendel's website. Therefore their presentation on website should be more strong and engaging, e.g. build individual video channel via YouTube and present it on website through section or labels. By using video channel is here space for segment video and reach wide target groups to whom to be content communicated. Also twitter is very good tool for sharing interesting articles and news about university, it can be done as individual section where would be latest articles/news. By this way can be save a lot of space and additionally is already ready to share.

Thirdly, way represents joining to public projects and application for financial sources from MEYS, EU or other organization that support educational institutions and cooperate with other universities. This kind of propagation ways requires completion of given rules and longer time of implementation. Moreover it can bring not just improvements of propagation activities but also awerness about university not at home country only, but also abroad.

7 Discussion

Due to achieve set objective and sub-targets of this thesis were handled web-based analysis of university's websites in public administration sector where they operate and quantitative and qualitative research focused on target segments behavior.

The thesis results of analytic, quantitative and qualitative part have brought new findings in content marketing of university's websites. As the most useful part of this thesis to formulate recommendation were results of analytic part that was also such extension part of the thesis. However it has brought significant findings within sector about this problemacy to help the Czech universities improve their already implemented content marketing. On the basis of gained findings author of this thesis formulated recommendations of the Czech university's websites to improve content marketing.

To compare insights with authors who were dealing with same problemacy is in the area of Czech Republic very difficult, because nobody handled survey/analysis about this issue in public administration sector. Therefore author of this thesis decided to compare owned findings with results of authors who analyzed university's websites abroad. Reasoning of disability to compare insights with the Czech authors can be caused by fact that content marketing is very young problemacy on the Czech market and generally is match mostly with business sector not public administration.

First insights that results of web-based content analysis has brought are focused on navigation on university's websites. Often many universities do not distinguish between primary and other level of navigation that role is to help visitor orients on website. Very often case with which author of this thesis met were that sections of header or links are unclear called for example "future students" or "click here", where is no clear the purpose of these links or sections. Similar finding confirmed also research "Conducting a competitive web content analysis" handled by American content strategist Rick Allen in 2013, which was focused on particular American Colleges. With this issue is linked on-page hierarchy of websites that has many times no role to navigate, because of title of pictures or section are no related to content itself and do not make sense. For example picture of laboratories on home page of university but big article about campus events – party for incoming students this was case that author of thesis saw on Masaryk University home page. Other key insight of author of this thesis has been labels and links, which are not related to content behind them and are unclear. For example "Important links" on homepage of Mendel University, this name do not describe purpose of links and visitor does not know where he will be redirected after click on them. This insight claimed finding of Rick Allen who found out similar mistakes, e.g. "helpful links" on American university. Therefore names of labels and links have to be clear and relate content, e.g. "application process" or "courses booklet", where is clear purpose of its label for visitors.

As very big problem seems to be used jargon and voice by which is content written. This is matched to propagation slogans that are often unclear, e.g. "our mission is to help you reach your goals on best level" and this says

nothing to visitor. Because he does not know what is university's mission and university has no idea about his own goals. Thus is better to say e.g. "we are here to help you reach your academic and career goals".

Another issue with, which author of this thesis relatively often met was that many university's websites duplicate some section within content. For example in footer and also main menu was section "For Media". This duplication leads to confuse visitor where he should launch searching information, which part has role of the main navigator. Thus author confirmed this insight on the Czech market of universities to the research of Sean Filiatraunt "Content analysis", that was focused on American Universities in 2010.

On the other hand this thesis's insights brought also well done handling of content, which were applied in recommendation for the Czech universities in chapter 6. One of them is for example that relatively enough analyzed university's websites within right navigation have applied arrows or buttons to clearly navigate visitor.

Other very useful insight that was also recommend to improve content marketing of universities by author's findings is segmentation of visitors to target groups by scrolling box that select for them right information. This handling was found out on RWTH Aachen University.

According to Filiatraunt's research in footer of website should be just additional information that is necessary: sitemap, privacy statement, contact. Because the role of footer is just displaying compulsory data or location of button to switch towards main menu not has role of "menu". Author of this thesis found out that more than 85% of universities exactly do not understand its role and use it as second navigator on website.

Second part of research of this thesis were quantitative and qualitative survey that were focused on findings of general features of segments behavior to be formulate audience for whom recommendations to be formulated.

In both research were respondents divided into three main target segments prospective students, current students and partners (business entities). Generally both research brought very useful ideas that were used in formulation content marketing recommendations. Mostly semi-structured interviews brought deeper understanding of segments motivation factors and intentions to visit university's websites.

As very useful insight is setting box that enable to visitor adapt visibility of displaying content. 70% of asked respondents confirmed that they have not thought about this option on websites before author of thesis asked them, but almost everyone of them to be in favor this option and help them to adapt content.

Very surprising finding is also current students would be glad to find on university's website section represent integration of dean to university's activities in form of blog or individual website. This idea was found during analysis on Technical University's website in Ostrava.

Another weakness of the Czech university's websites is lack information about costs of study and possibilities during study for students. This information is missing prospective and current students according to result of ques-

tionnaire survey. Thus they both are part of recommendations for content marketing of universities.

General sum-up of author's findings are bringing very useful recommendation for improvement of content marketing of the Czech university's website and suggestions for better off communication with target segments. Finally author of this thesis found out that the most possible reason of unsatisfied level of website's content of the Czech universities is that just few of them have idea what content marketing means and use it by effective way. Regard that content marketing is very underrated by not just universities that many times do not think about marketing and propagation activities properly. However generally on the Czech market is this problemacy (content marketing) on the beginning of its development. However the key is to the Czech universities take more seriously marketing activities and to be interested in what their target segments are missing and searching and more integrate internal sources to these activities.

Another reason why universities do not much care about website's content is that they do not cooperate with their partners and do not mind out them. This claim also confirmed results of semi-structured interviews with business partners. They do not understand why universities do not stress on websites cooperation with business sector and do not promote it to highlight their activities and engage new partners.

8 Conclusion

The content marketing is still very young tool on the Czech market that is still waiting on its boom. In business sector is currently increasing number of companies that use content as communication tool with their customers. However in public administration is content as tool applied very occasionally, what also confirmed results of analytic part of this thesis. The Czech universities are still sceptic to use content marketing as tool in their communication and propagation activities and rather follow verified tools. Therefore was required to find out why at the Czech universities is running this perceptions and how is real level of content marketing of their websites.

The aim of this thesis was formulation of recommendations for the Czech universities to improve their content marketing on the basis of content analysis and quantitative and qualitative research. Firstly, it was gained theoretical knowledge of researched issues, which are part of literature review (chapter 2). Within literature review were gained knowledge about current situation on the Czech market, trends in CMS and CMS as focus.

In order to gain data for formulation of recommendations where firstly analyzed particular ten university's websites abroad by web-based content analysis method focused on set criteria. On the basis of results was created checklist that was used as tool in web-based content analysis of particular Czech university's websites (chapter 4.) Within analysis of the Czech university's websites was added criterium accessibility with focused on SEO tools.

Due to achieve main objective of this thesis were set sub-targets focused on behaviour of target segments of universities, which are applicants, students and partners of university. In order to identify motivation factors of segments to visit university's websites, their intentions to searching information about universities and specific elements of content in which they are interested in were handled quantitative and qualitative researches.

In quantitative research that was running by online questionnaire survey were participated 302 representatives of applicants and students. In qualitative research that was running as in-depth interviews were participated 32 respondents of all three segments.

On the basis of results of analytic part of this thesis (chapter 4.), quantitative and qualitative research (chapter 5.) were formulated generally applicable recommendations (chapter 6.) for the Czech university's websites to improve their content marketing and provide them ideas to engage their target groups.

Considering author's findings in content marketing of universities, results were compared with other authors who were dealing with same problemacy and discussed in related chapter of this thesis.

To sum-up the findings in this thesis claimed that content marketing is "baby" on the Czech market and mainly in public administration sector, universities are sceptic to use this tool. Reasoning can be that they have in many cases not enough time to be focused on content and rather pay viral campaigns or they are sceptic to integrate students to these activities. However universities can benefite from already applied content just by reinnovate it.

9 Resources

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Annex

A Screens of Mendel's website

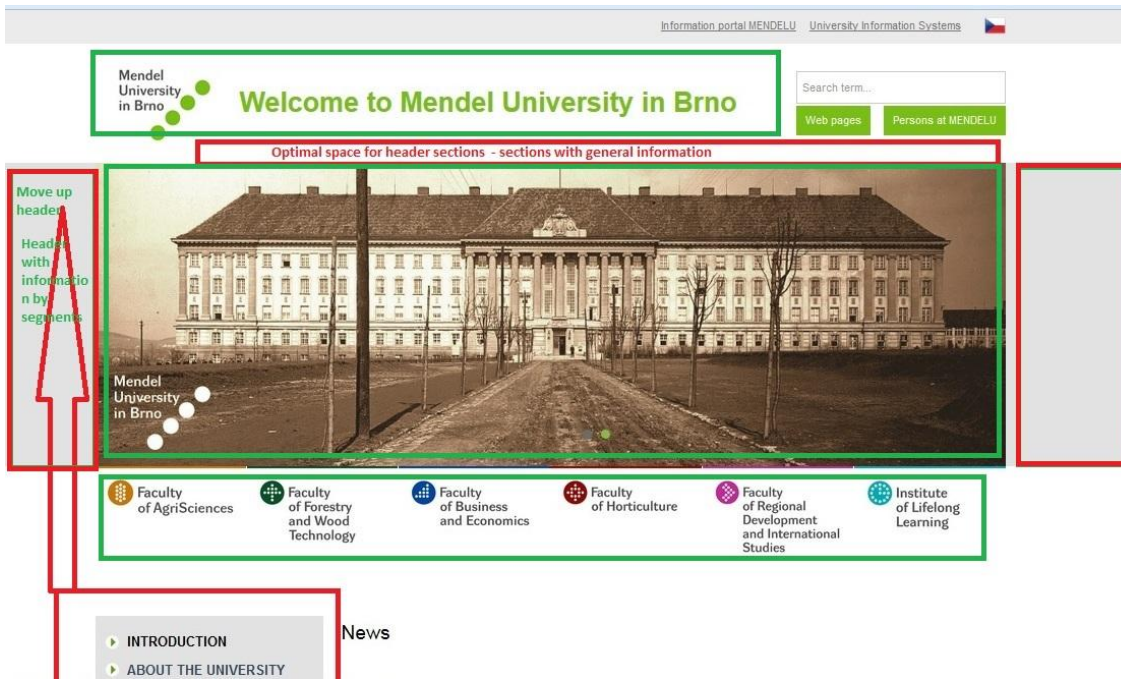


Fig. 13 Red – green, source: MENDELU website

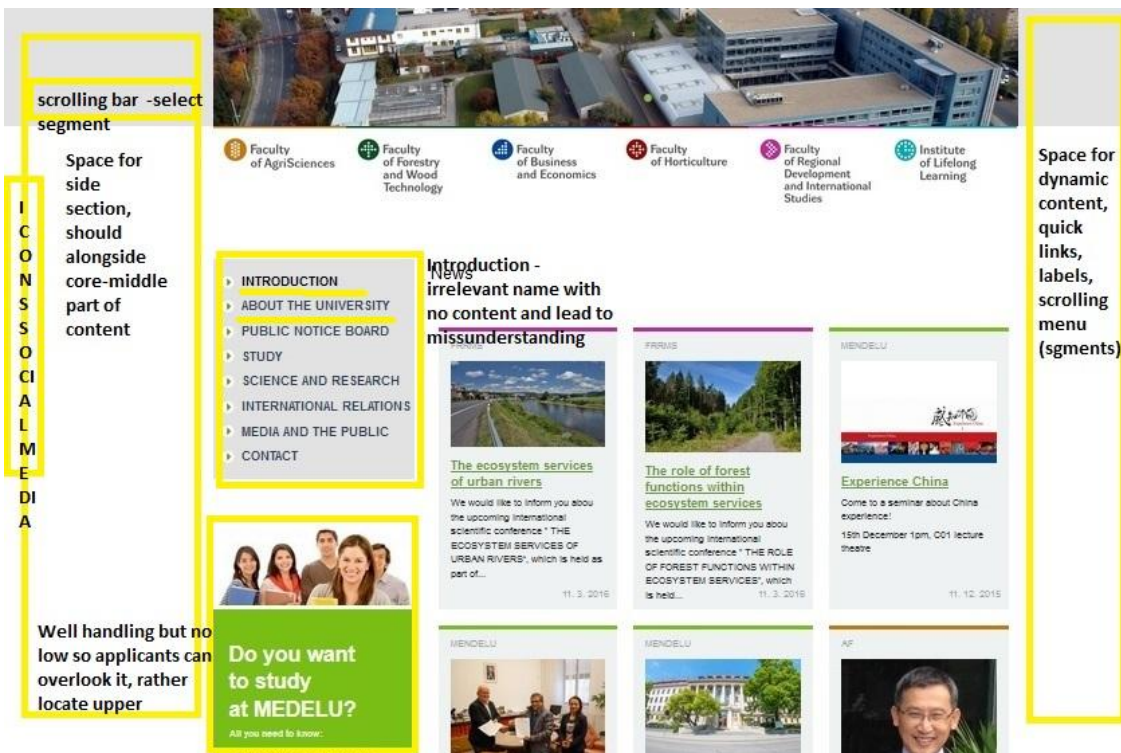


Fig. 14 Yelow, source: MENDELU website

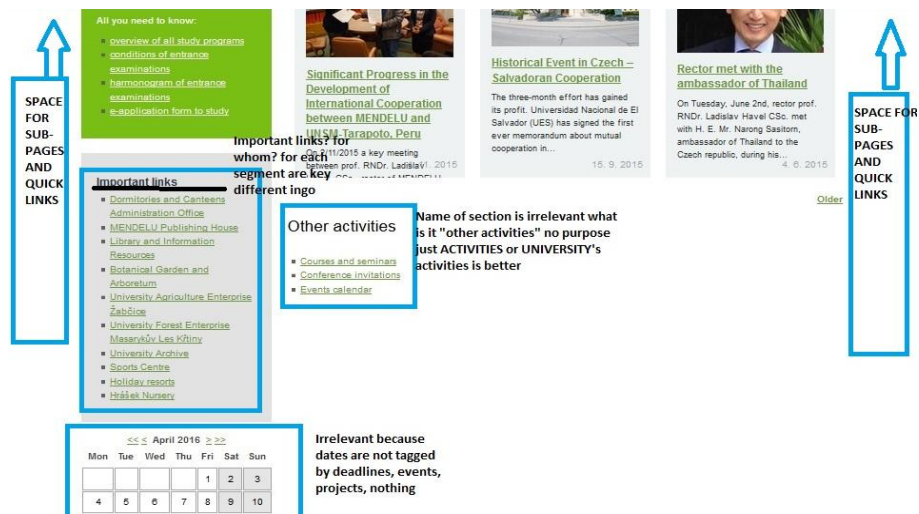


Fig. 15 Blue, source: MENDELU website

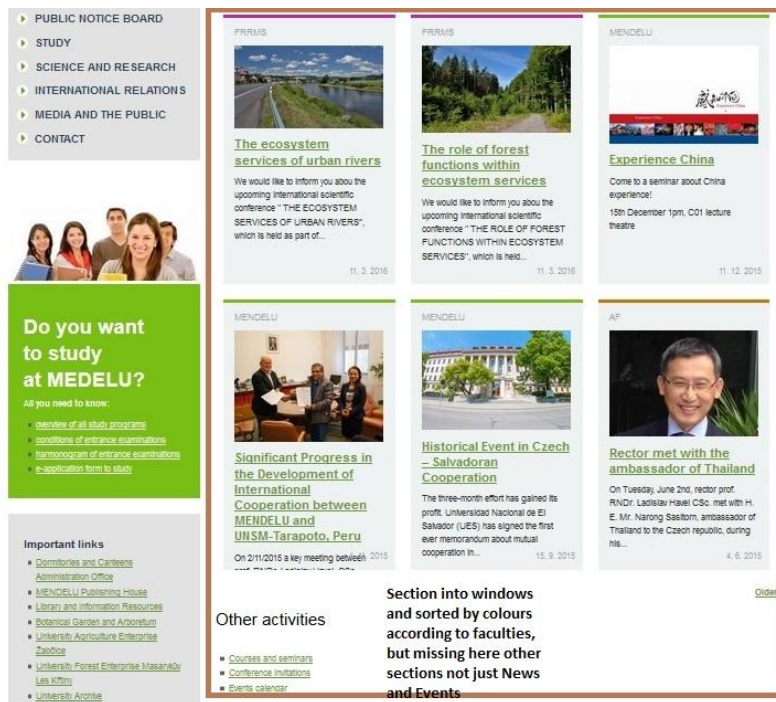


Fig. 16 Brown, source: MENDELU website



Fig. 17 Purple, source: MENDELU website

B Questionnaire survey

Content (obsahový) marketing webových stránek univerzit a vysokých škol

Dobrý den, ráda bych Vás poprosila o vyplnění následujícího dotazníku, pomocí kterého zjistím nejenom Vaše chování při vyhledávání informací o vysokých školách a univerzitách, ale taktéž Vaše vnímání obsahu, důležitost informací i způsob jejich prezentace vysokými školami na webových stránkách vysokých škol a univerzit. Tento dotazník Vám zabere zhruba 6-8 minut a výsledky mi poslouží jako podklad pro vypracování diplomové práce.

Předem mnohokrát děkuji za vyplnění!

Bc. Katarína Marečková, Mendelova univerzita v Brně

* Povinné

Průzkum

1. Pokud byste hledali informace o některé vysoké škole či univerzitě, co byste pro vyhledávání použili? *

- Vyhledávače (Google, Yahoo, Bing,...)
- Webové stránky univerzit a vysokých škol
- Portály o vysokých školách a univerzitách
- Výzkumy zaměřené na přehledy vysokých škol a univerzit dle kritérií
- Sociální média (Facebook, YouTube, Twitter, LinkedIn, Blogy,...)

Iné:

2. Vyberte, která z následujících možností Vás nejvíce vystihuje. *

- Vím, jaké obory mě zajímají, vyhledávám klíčová slova související s oborem.
- Vycházím z vlastní zkušenosti. Vím, na které škole chci studovat. Vyhledávám tedy podle názvu školy (fakulty)
- Sleduji veřejné výzkumy a analýzy kvality vysokých škol.
- Dám na doporučení (rodiny, známých). Hledám tedy podle názvu doporučené školy.
- Upoutala mě prezentace na některém z veletrhu vysokých škol.
- Upoutala mě prezentace na naší střední škole.
- První informace hledám na nástěnce výchovného poradce.
- Zaujala mě reklama na internetu. Kliknul jsem na ni a navštívil stránky
- Zaujala mě kreativní kampaň (video, weby).

3. V případě, že vyhledáváte informace o VŠ prostřednictvím vyhledávačů, které výrazy nejčastěji používáte. *

Prosím uveďte slovní odpověď.

4. Pokud byste hledali informace o dění na univerzitě (fakultě), kde byste je začali hledat? *

- Webové stránky školy
- Stránky studentských spolků
- Stránky na sociálních sítích
- Skupiny na sociálních sítích

5. Vyberte možnosti, které pro Vás představují nejdůležitější vyhledávané informace. *

Prosím vyberte max. 4 z nabízených možností.

- Charakteristika univerzity/fakulty
- Informace o historii školy (dlouholetá tradice – dobré jméno školy)
- Nabídka studijních programů (oborů)
- Statistické informace o současných studentech
- Nabídka studijních programů (oborů)
- Množství partnerských institucí (možností při studiu -stáže, výměnné pobyty, získání praxe)

- Informace o vědeckých aktivitách školy (univerzity, fakulty)
- Informace o napojení na praxi (partnerské firmy, popis vlivu praxe na obsah studia)
- Informace o specializacích
- Informace o průběhu studia
- Informace o o absolventech školy
- Informace o aktivitách během studia (jak studium pouze nekonzumovat, ale stát se součástí školy)
- Informace o studentském životě

Iné:

Povinné

6. Považujete způsob prezentace vysoké školy či univerzity prostřednictvím webové stránky za rozhodující faktor při výběru školy? *

- Ano
- Ne

7. Co vás při návštěvě webových stránek pozitivně zaujme?
(uspořádejte podle důležitosti, 1=nejdůležitější, 5=nejméně důležité)

	1	2	3	4	5
Vzhled - design webové stránky (nápaditost, kreativita)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vzhled - struktura webové stránky (uspořádání obsahu, logičnost, organizace textu, jednoduše se na ni vyhledává)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kvalita poskytovaných informací na webové stránce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stručnost a výstižnost textu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Různorodost obsahu (video spoty, obrázky, odkazy, zajímavosti, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Jaké informace by podle vás měla obsahovat titulní stránka webu vysoké školy? *

Prosím vyberte max. 4 z nabízených možností.

- Informace o dění na fakultě (aktuality a novinky)
- Jednoduché menu, kde si vyberu kdo jsem (uchazeč, student, vědec, partner)
- Informace o plánovaných dnech otevřených dveří a dalších akcích pro uchazeče
- Podmínky přijetí a samotný přijímací proces
- Informace o významných absolventech
- Charakteristika školy
- Informace o možnosti o ubytování
- Náklady na studium (poplatky, ubytování, stravování,...)
- Možnosti při studiu (výměnné pobyty, stáže, zapojení se do projektů,...)
- Uplatnění v praxi a partnerské firmy VŠ
- Iné:

Povinné

9. Které z následujících položek dle Vás by web VŠ či univerzity měl obsahovat, aby Vás zaujal? *

- obrázky/fotografie
- video spoty (propagační, příběhy studentů,...)
- odkaz na sociální sítě
- animace
- dobře strukturované textové informace
- statistiky - číselné fakty (o počtu studentů, zaměstnanost absolventů, náklady na studium, stipendiá,...)
- virtuální prohlídka školy a areálu

○ Iné:

10. Jaký postoj byste zaujali k následujícím video spotům na webu VŠ či univerzity?

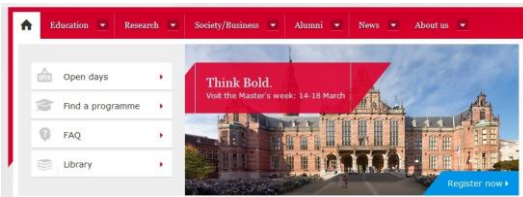
Prosím ohodnoťte na stupnici 1 až 6 (1=ztráta času, 2=nezajímavé, 3=neutrální, 4=stojí za shlédnutí, 5=zajímavé, 6=velmi poutavé)

	1	2	3	4	5	6
Studentský život v daném městě či na dané VŠ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kariéra a uplatnění na trhu práce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kvalita výuky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mezinárodní komunita (partnerské univerzity a společnosti v zahraničí)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Propagační video natočené samotnými studenty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spolupráce s absolventy z praxe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partnerské společnosti zajišťující praxi pro studenty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

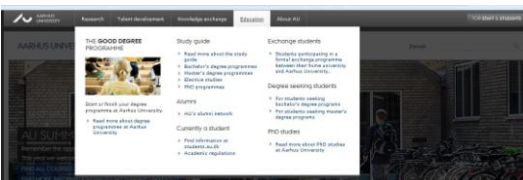
11. Které "Menu" považujete za nejpoutavější z hlediska logické struktury (uspořádaní) záložek? *

- A okno věnované aktuálnímu období
- B sub-menu ke každé hlavní sekci
- C informace tříděné dle segmentů
- D horní lišta
- E boční strana
- žádné

A



B



C



D



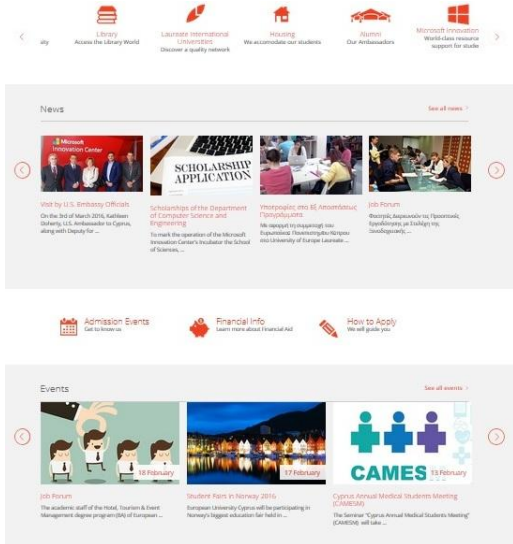
E



12. Které "Menu" považujete za nejpoutavější z hlediska jeho umístění na webové stránce? (ve smyslu logické navigace na stránce) *

- A vertikálně seřazené lišty podle sekcí
- B informace poskytované dle segmentů na boční liště
- C sekce v oknech
- D kombinace vícero uspořádání (výpisy s rychlými odkazy+okna sekcí a záložek)
- E orientace záložek do oken a boční hlavní menu
- žádné

A



B



C



D

The image shows the website of Vysoká škola ekonomická v Praze (VSE). The header includes the VSE logo and navigation links for 'Kontakt' and 'ENGLISH'. A main banner reads 'VYSOKÁ ŠKOLA EKONOMICKÁ V PRAZE'. Below the banner are several sections: 'CO SE DĚJE NA VŠE?' with dates for events, 'TERMINÁRY' for exams, 'HLEDAT' search bar, 'INFORMACE PRO STUDENTY' with links to 'Organizace studia', 'Bibliotéka a informační zdroje', 'Sport - CTVS', 'Studium v zahraničí', and 'Služby pro studenty'; 'SPOLUPRÁCE S PRÁKÍ' with links to 'Spolupráce s firmami, nabídky pro studenty', 'E-shop Hledateteleční Ekonomica', 'Podnikatelské akcelerační xPORT', and 'MBA programy'; and 'KURZY PRO VŠE JINOST' for 'Adobe InDesign a příklady typografie (3. 4. 2016 - FIS)'. There is also a section for 'OBORNÍ STUDENTSKÉ AKCE'.

E

The image shows the website of Vysoká škola báňská - Technická univerzita Ostrava (VSB-TOU). The header includes the university logo and navigation links. A main banner features 'THE WORLD REPUTATION RANKINGS' with the text 'Potvrzeno! VSB-TOU je nejlepší vysokou školou v ČR!'. Below the banner are sections for 'Aktuálně', 'Blog rektora', and 'Novinky'. The 'Aktuálně' section includes news about 'První dílny oddělení 9.3.2016', 'Hráči vyzna na víkend 4.3.2016', 'První inuotrasné hnutí 10.2.2016', and 'Freeformers 29.1.2016'. The 'Novinky' section includes news about 'První dílny oddělení 9.3.2016', 'Hráči vyzna na víkend 4.3.2016', 'První inuotrasné hnutí 10.2.2016', and 'Freeformers 29.1.2016'.

13. Jaký postoj byste vyjádřili k uvedeným nápadům? *
 Prosím klikněte na následující odkazy pro jejich zhlédnutí: <http://www.budoucnost.utb.cz/>
<http://exceptionaley.com/imagine/see-yourself-at-ey#questions>

- pomohli by mi při výběru programu či oboru studia
- pomohli by mi utvrdit se pro studium programu či oboru, který zamýšlím
- zajímavé nápady, ale neovlivnily by moje rozhodnutí
- příliš zdlouhavý proces
- nepomohli by mi, i kdybych se dále nevěděl/a rozhodnout
- nemám žádný postoj
- Iné:

14. Který z následujících komunikačních kanálů pro přímou komunikaci s VŠ či univerzitou byste zvolili v případě požadavku na Váš dotaz? *

- Live chat (prostřednictvím ikony či chat okna)

- Kontaktní formulář (předmět dotazu, dotaz, kontaktní údaje na Vás)
- E-mail
- Telefon
- Možnost: Zavolejte mi zpět (odeslání dotazu a zanechání tel.kontaktu)
- Iné:

15. Uvítali byste možnost přizpůsobovat si vzhled stránky vlastním potřebám. (např. velikost písma, kontrast, zoom, možnost tisku)? *

V případě, že Vás napadne jakýkoliv jiný parametr uveďte prosím do možnosti jiné

- Ano
- Ne
- Nevím (nikdy jsem nad tím nepřemýšlel)
- Iné:

16. Kterému z uvedených způsobů nastavitelnosti parametrů zobrazení webové stránky byste dali přednost?

- A
- B
- C

A



B



C



17. Je pro Vás důležitým faktorem přizpůsobitelnost zobrazení obsahu webové stránky na mobilních zařízeních? *

	1	2	3	4	5	
Úplně nepodstatné	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Velmi důležité

Identifikační údaje respondent

Na závěr Vás poprosím o vyplnění identifikačních údajů pro segmentaci Vašich odpovědí. Velmi pěkně Vám děkuji za Váš čas, který jste věnovali odpovědím na můj dotazník a přeji Vám hezký den.

Věková skupina

- 15-19 roků
- 20-25 roků
- 26-30 roků

- 30 rokov a viac
- Převažující zařazení
- student střední školy
 - student vysoké školy
 - student a zároveň pracující (naplný či částečný úvazek)
 - zaměstnanec OSVČ
 - nezaměstnaný
 - Iné
- Nejvyšší dosažené vzdělání
- Základní
 - Odborné středoškolské s maturitou
 - vyšší odborné vzdělání
 - vysokoškolské (bakalářské)
 - vysokoškolské (magisterské)
 - vysokoškolské (doktorandské)
 - Iné
- Typ studované střední školy
- Gymnasium
 - obchodní akademie
 - střední odborná škola či odborné učiliště
 - Iné
- Ročník střední školy
- 1.
 - 2.
 - 3.
 - 4.
 - 5.
- Místo bydliště
- do 2000 obyvatel
 - od 2001 do 10 000 obyvatel
 - nad 10 000 do 40 000 obyvatel
 - nad 40 001 do 100 000 obyvatel
 - 100 001 a více obyvatel

C Running of qualitative research

Phase 1: Acknowledge respondent with aim of the interview

- Describing of process of interview, explanation of his role and handling of his respond, ensuring of anonymity

Phase 2: Warm-up questions

- Identification information (age, student/applicant/business partner)
- If he is/was/to be student of university
- According to which factors did/does/will decide to choose that university
- What are/were his expectations

Phase 3: Run of interview itself – main questions

- How respondent is getting to information about universities; which criteria is he using when searching information; which sources does he regard as the most relevant
- Which are his intentions to visit university websites;
- What does motivate him to visit particular website or choose that university
- What does he regard as the most weakness of university's website, what are the best ideas which he met
- Specific idea that he recommends to university
- What are the factors that mostly influence his choice
- What can absolutely discourage him to escape from website
- If he regards showing costs of study on the website as important
- Cooperation with university, its aims and intentions
- Criteria by which company decides to reach university
- How the cooperation is running
- To whom partner reaches firstly

Within this phase were shown particular ideas of content that are available in questionnaire survey and respondents react on them and argued their reactions.

Phase 4: Quick sum-up of interview and express thank for anticipated in interview and found time.

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