

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Information Technology**



**Master's Thesis**

**The Impact of Search Engine Optimization (SEO) on  
Online Sales in the Retail Industry**

**Vishal Vikram Singh Vaghela**

© 2024 CZU Prague

# Appendix

## Questionnaire

### Demographic questions

- Age
- Gender
- Years of Experience
- Job Role
- Education

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Keyword research is a fundamental aspect of our SEO strategy.					
We regularly analyze keyword performance and adjust our content accordingly.					
Our website's content is optimized with relevant keywords to attract organic search traffic.					
I prioritize long-tail keywords in our content strategy to target specific audience segments.					
I believe keyword optimization significantly contributes to our website's search engine ranking.					
I actively seek opportunities for backlinks from authoritative websites in our industry.					
Our website has a diverse and natural backlink profile.					
I invest time and resources in creating high-quality content to attract natural backlinks.					
Link building is a crucial component of our off-page SEO efforts.					
I believe that acquiring relevant backlinks positively impacts our website's search engine visibility.					
Our website's content is regularly updated to align with current SEO best practices.					
I We optimize our content structure and formatting for better search engine indexing.					

Our content strategy includes the creation of valuable and engaging content for our target audience.					
I utilize multimedia elements such as images, videos, and infographics to enhance our content's appeal.					
Content optimization plays a significant role in driving organic traffic to our website.					
Online sales are a crucial aspect of our retail business.					
Improving our website's visibility on search engines is essential for driving traffic to our online store.					
Our online sales performance heavily relies on our website's ranking in search engine results.					
Increasing online visibility through search engine optimization (SEO) is important for attracting potential customers.					
Effective SEO techniques directly contribute to the success of our online sales efforts.					
Consumers heavily rely on search engines to find information about products or services.					
Online reviews and ratings significantly influence consumers' purchasing decisions.					
Consumers tend to trust and prefer websites that appear at the top of search engine results.					
The ease of finding a website through search engines affects consumers' likelihood of making a purchase.					
The visibility of a website on search engines impacts consumers' perceptions of its credibility and trustworthiness.					
The visibility of a website on search engines significantly influences consumers' purchase decisions.					
Websites that rank higher in search engine results pages (SERPs) are more likely to attract potential customers.					

Consumers tend to trust and purchase from websites that appear at the top of search engine results.					
The ease of finding a website through search engines is a critical factor in driving consumer purchases.					
The appearance of a website on search engines significantly impacts consumers' perceptions of its credibility and reliability.					