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Diploma Thesis abstract

Online Marketing

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Summary

This Diploma thesis is focused internet marketing analysis of website www.strelecka-skola.cz. With the constantly evolving information technologies, is a natural development and marketing tools and techniques in the Internet. This work will be used classical sources of literature, and also the Internet's leading source of reputable web sites and agencies. The work will focus on the issue of search engines, advertising and communication on the Internet including public relations, as well as many different marketing tools in internet marketing such as SEO, SEM, PPC and measuring tools like Google analytics. The final part is compared with current practice and used methods and tools currently used in Internet marketing.

Objective of thesis

The practical part is the analysis of site - www.strelecka-skola.cz terms of the above-mentioned aspects of online marketing. In the first part you need to look at the site from a technical point of view and examine the structure of the website in terms of SEO and also in terms of accessibility. In another part of the evaluation of traffic and user behavior on the site. Based on this knowledge to create appropriate recommendations and editing pages that will contribute to the improvement of their traffic, conversions and also their usability and overall value.

Methodology

Methodology of the thesis was based on study and analysis of specialized information resources. As the work methodology will be used several methods of theoretical knowledge. The first part will perform the initial specification and subsequent analysis of the website with the tools to verify the accessibility, validity, and search engine optimization. The analysis will be conducted from the perspective of a professional who is trying to accurately analyze the problems of using appropriate tools. This analysis will be performed deduction, which will be the appropriate recommendations designed to edit pages and their subsequent abstraction. In the next section, a more detailed analysis of the site of the aspects of online marketing. It will specify the selection of appropriate keywords and continue his placement in the search engines. From this specification is performed subsequent comparison with the attendance for using Google Analytics to measure traffic. This tool will also carry out a thorough analysis of the traffic. On the basis of this analysis is performed subsequent induction of results and proposing appropriate recommendations for modifying the site's content. Conclusions will be formulated in the form of abstraction, for easy understanding.

Conclusion

In this work , it was concluded several major online marketing tools . Most of these tools is based on the classical marketing, but is affected by the current time - time online. Internet can be used as the main tool of the marketing mix . Internet is not just a research tool . It can be through it very effectively disseminate information about the products and then directly through the internet to sell . The practical part is focused on the use of some tools online marketing in practice. The quality content is one of most effective tool of inbound marketing. Online marketing is a complex issue that affects many other areas than just the classic marketing.