Czech university of life sciences

Faculty of economics and management

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Diploma Thesis

Online Marketing

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Statutory Declaration

I declare that I worked on my diploma thesis, "Online Marketing" independently with the leadership of the diploma thesis and I used literature and other information sources that are cited in the job and listed in the bibliography at the end of the work. As the author of the diploma thesis further declare that I am related to its creation and did not infringe the copyright of third parties.

Prague, 26.3. 2015 _____

Online Marketing

Summary

This Diploma thesis is focused on internet marketing analysis of website www.strelecka-skola.cz. With constantly evolving information technologies, is a natural development and marketing tools and techniques in the Internet. In 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.

Keywords: internet, search engines, advertising, communications, public relations, seo, sem, ppc, Google analytics.

Introduction

Online marketing is a complex issue with which ordinary Internet user encounters constantly. It focuses primarily on the enhancement of the product, goods, services, or information and communication goal is to deliver this information to the user. All the biggest companies and businesses around the world use the Internet to promote your business object. Internet has become therefore an integral part of marketing since it facilitates all the search information.

Currently, Internet marketing is not solely focused on user classical computers and laptops, but also to mobile users through mobile Internet. Currently also becomes an effective tool for addressing the social networks.

The theoretical part will consist of scientific literature that focuses on issues like internet marketing, the history of development of the Internet, social networks and of course the professional literature that focuses on traditional marketing. The literature part will be supported by the latest findings from the largest Web sites, companies and experts in the field.

Practical part will consist of two parts:

1)   Technical part

2)   Analytical part

Technical part of the website structure will be examined from the perspective of the search engines and also the general accessibility of the user.

In the analytical part will be studied traffic of users on further pages and it will be examined from the perspective of social networks. Proposed solutions will continue to improve the efficiency of internet marketing and to improve the efficiency of social networks.

Thesis objectives and methodology

2.1 Objective of thesis

The practical part is the analysis of a website - www.strelecka skola.cz terms of the above-mentioned aspects of online marketing. In the first part, we will 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. The second part consist of evaluation of traffic and user behavior on the site. Based on this knowledge, the outcome will be to create appropriate recommendations and editing pages that will contribute to the improvement of their traffic, conversions and also their usability and overall value. There will be a presentation pages in social networks. It will need to examine page on Facebook and will attempt to determine if the site content is properly managed and locate the appropriate segment of new potential customers that need to be addressed. In last step is shown process of testing responsive design on site. The results of these findings are summarized as suitable recommendations based on the literature and resources to deal with this issue.

2.2 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. The last part will examine and analyze the site from the perspective of social networks. Perform the specification and subsequent discussion on appropriate forms of promotion and distribution of content. From this discussion to suggest appropriate options and recommendations for promotion on social networks.

3. Theoretical Foundations

This thesis is focused on internet marketing. With an ever evolving information technologies, and is a natural development of marketing tools and techniques in the Internet. In this work will be used classical sources of literature, and also have Internet resources of the leading reputable servers and web agencies. The work will focus on the issue of search engines , advertising and communication on the Internet, including public relations, as well as a variety of marketing tools in internet marketing like SEO , SEM, PPC, and measuring tools such as Google Analytics. The final part is compared with the current and practically used methods and tools currently used in the field of internet marketing.

Online marketing is a complex issue with which ordinary Internet user encounters constantly. It focuses primarily on the enhancement of the product, goods, services, or information and communication aims to transmit this information to the user or customer. All the biggest companies and businesses around the world use the Internet to promote their businesses. Internet has become therefore an integral part of marketing since it facilitates all the search information. Internet marketing is the way to achieve the desired marketing objectives through the internet. **Internet marketing** involves, like the classic marketing, a variety of activities related to influencing, persuading and maintaining relationships with customers.

From this definition it is clear that for a full understanding of internet marketing it is necessary to first define the classical marketing.[1]

Marketing is the activity of the organization and set of processes for creating, communicating and providing value to customers and for managing customer relationships in such a way that it benefits the organization and its key public (stakeholders).[2] Philip Kotler defines marketing but more specifically:

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[1] JANOUCH, Viktor. COMPUTER PRESS A.S. *333 tipů a triků pro internetový marketing*. Brno: Computer Press a.s., 2011. ISBN 978-80-251-3402-3.

[2] FORET, Miroslav. COMPUTER PRESS A.S. *Marketing pro začátečníky*. 2. vydání. Brno: Computer Press a.s., 2010. ISBN 978-80-251-3243-0.

Marketing is a social and managerial process by which individuals and groups meet their needs in the process of production and exchange of products and values.[3] Denis Adcock his famous phrase defined more simply:

The right product at the right place at the right price.[4]

From these definitions it is clear that even traditional marketing focuses on correct product sales and transmission of information about them. It is equally important to define the marketing mix for online marketing. Marketing mix consist of:

The product - the company can provide the product (service) within the Internet or offering your product (or service object) via the Internet both through sales channel.

Price - determining its value, the value may differ from the values at which the product is sold in direct trade, may also cause the application of different pricing strategies.

Location - in the case of online marketing, respectively. Product sales, communication and information, the place is considered the Internet - a global network.

Support - to support the sale occurs by itself or on the Internet. Use the services of other sites or operation of a particular website.[5]

The **product** is also defined by the American Marketing Association as what can be offered to attract attention to the acquisition, use or consumption, i.e. everything that is characterized by the ability or desire to satisfy customer needs.

Price is the only element of the marketing mix, which is a source of income. The price is therefore an expression of the consideration for which the seller is willing to exchange the product.

Distribution aims to provide buyers products sold in a convenient place, at the right time and in such quantities they need. To do this, build distribution channels that help to overcome temporal, spatial and ownership barriers.

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[3] KOTLER, Philip. GRADA PUBLISHING A.S. Moderní Marketing. 4. evropské vydání. Praha: Grada Publishing a.s., 2007. ISBN 978-80-247-1545-2.

[4] ADCOCK, Dennis. PEARSON EDUCATION LIMITED. *Marketing*. United Kingdom: Pearson Education Limited, 2001. ISBN 978-02-736-4677-8.

[5] BIZ Online Marketing. *BIZ Online Marketing* [online]. 21.února 2011 [cit. 2012-02-06]. Dostupné z: http://www.biz-online-marketing.blogspot.com/2011/02/online-marketing-marketingovy-mix.html

Promotion is a component of the marketing mix through which the company communicates to customers, business partners and the public key information especially about their products.[6] An integral part of the communication is also essential information to customers which in effect by themselves do not constitute a profit. It is therefore Public relations, corporate image and identity. **Internet is a medium that integrates all communication with the public**: advertising, marketing, public relations, journalism.[7]

Public Relations are the social and communication activity. Through the organization operates inside and outside the public with the intention to create and maintain positive relationships with her to achieve the two mutual understanding and trust. Public Relations organization is also applied as a tool of management.[8]

Public relations refers to relations with the public. Previously only free activities, today are increasingly paid, still cannot talk about advertising. Public relations has different goals than advertising, especially when creating relationships with the public, as already suggested commonly used English term. The main goal of public relations is to create a positive image about the company and products. Through public relations firms, to inform the public, and convince her influence.[9]

The main task is to systematically build goodwill, creating positive relationships and communication with the public. Especially in larger public relations firms are usually provided by specialized departments whose function is the nucleus spokesman. Aptly Public relations defined in the Public Relations Review: The PR refers to those forms of communication management that help the organization adapt to its surroundings, change or stick, with a view to achieving the objectives.[10]

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[6] FORET, Miroslav. COMPUTER PRESS A.S. *Marketing pro začátečníky*. 2. vydání. Brno: Computer Press a.s., 2010. ISBN 978-80-251-3243-0.

[7] SVOBODA, Václav. *Public Relations moderně a účinně*. 2. vydání. Praha: Grada Publishing a.s, 2009. ISBN 978-80-247-2866-7.

[8] SVOBODA, Václav. *Public Relations moderně a účinně*. 2. vydání. Praha: Grada Publishing a.s, 2009. ISBN 978-80-247-2866-7.

[9] FORET, Miroslav. COMPUTER PRESS A.S. *Marketing pro začátečníky*. 2. vydání. Brno: Computer Press a.s., 2010. ISBN 978-80-251-3243-0.

[10] JANOUCH, Viktor. COMPUTER PRESS A.S. *333 tipů a triků pro internetový marketing*. Brno: Computer Press a.s., 2011. ISBN 978-80-251-3402-3.

Social media is online media where content is co-created and shared by users. The content includes both text and images, videos, audio files. Under certain circumstances, can be considered as social media and Web sites and services, where users only share links. The importance of social media is growing. For example, Facebook today have hundreds of millions of users, Twitter has exceeded 200 million. Other social media are smaller, but grouped closely targeted user. From this point of view may be for use in the marketing communication more important than the largest. On social media, people are making a collective opinion, which may not always be true. However, it has strength in conviction. Many people are willing to believe that a lot of people thinks the same way, it's true. The idea for a product or brand is then difficult to change, and it costs the company a lot of effort. Not only for these reasons, it is important to monitor developments in social media and be active participants in their.[11]

Buzz marketing is usually classified as a word-of-mouth marketing activities, except where it falls well as viral marketing. Creating a buzz campaign is definitely not for beginners in internet marketing. Improperly formulated or significant customer communication can be understood completely the opposite than intended.[12]

Currently, Internet marketing is not solely focused on user classical computers and laptops, but also to mobile users through mobile Internet. Likewise begin to optimize websites for disabled users so that they fulfill the general rules of admissibility.

Accessibility website is to allow anyone to use, in this context, especially the people with disabilities. Disabled people are often dependent upon communication to just the web, and therefore it is essential not to impose them any obstacles. I saw that these people can be valuable customers, and they should be able to get over their health handicap to get to any site, but also have the opportunity to work with the website as well as regular visitors. Accessible website benefits both your visitors and operators. To the visitor, the accessible websites are much better to use, easier to get them to their destination and their accessibility is often very important for it to be able to work at all sites. The aim of accessibility is to shrink or eliminate the obstacles that the user can hint at the use of web

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[11] JANOUCH, Viktor. COMPUTER PRESS A.S. *333 tipů a triků pro internetový marketing*. Brno: Computer Press a.s., 2011. ISBN 978-80-251-3402-3.

[12] JANOUCH, Viktor. COMPUTER PRESS A.S. *333 tipů a triků pro internetový marketing*. Brno: Computer Press a.s., 2011. ISBN 978-80-251-3402-3.

pages, documents and applications. Generally, the term accessibility understand the situation when access to that stuff does to interested obstacles in the way. In this case, the building is wheelchair accessible entrance for wheelchair users. In the case of public transport that are low-floor buses for the elderly. In the case of books, it is the audio version or a special tactile writing for the blind. In the case of web pages these are sites that do not put any obstacles to the effective use of a full-fledged and access the information contained on them.[13] Generally, the term **accessibility** understand the situation when access to that stuff does to interested obstacles in the way.[14]

3.1 History and development of internet

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard of geographic location. The Internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure. Beginning with the early research in packet switching, the government, industry and academia have been partners in evolving and deploying this exciting new technology. Today, terms like "bleiner@computer.org" and "http://www.acm.org" trip lightly off the tongue of the random person on the street. This history revolves around four distinct aspects. There is the technological evolution that began with early research on packet switching and the ARPANET (and related technologies), and where current research continues to expand the horizons of the infrastructure along several dimensions, such as scale, performance, and higher-level functionality. There is the operations and management aspect of a global and complex operational infrastructure. There is the social aspect, which resulted in a broad community

[13] Blind Friendly: Přístupný web nejen pro zrakově postižené. *Blind Friendly* [online]. [cit. 2014-02-07]. Dostupné z: http://blindfriendly.cz/

[14] KUBÍČEK, Michal. *Velký průvodce SEO: jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

of Internauts working together to create and evolve the technology. And there is the commercialization aspect, resulting in an extremely effective transition of research results into a broadly deployed and available information infrastructure. The Internet today is a widespread information infrastructure, the initial prototype of what is often called the National (or Global or Galactic) Information Infrastructure. Its history is complex and involves many aspects - technological, organizational, and community. And its influence reaches not only to the technical fields of computer communications but throughout society as we move toward increasing use of online tools to accomplish electronic commerce, information acquisition, and community operations.[15]

The **Internet** originated in the late 1960s when the United States Defense Department developed ARPAnet (Advanced Research Projects Agency network), an experimental network of computers designed to withstand partial outages such as a bomb attack. The agency sought to create a web of computers that could continue to communicate with each other, even if some of the computers were disabled. In the mid-1980s, when desktop computer workstations became increasingly popular, organizations wanted to connect their local area networks (LANs) to ARPAnet. If computers could link together and share resources, everyone would benefit.

To help speed the connections, the National Science Foundation (NSF) established five super computing centers in 1986, creating the NSFnet backbone. In 1987, the NSF signed a cooperative agreement to manage the NSFnet backbone with Merit Network, Inc., and by 1990, ARPAnet had been phased out. NSFnet continued to grow, and more and more countries around the world connected to this Internet backbone.

1991 was a big year for the Internet: The National Research and Education Network (NREN) was founded and the World Wide Web was released. The Internet is still dominated by scientists and other academics, but begins to attract public interest. With the release of the Mosaic Web browser in 1993 and Netscape in 1994, interest in and use of the World Wide Web exploded. More and more communities became wired, enabling direct connections to the Internet. In 1995, the U.S. federal government relinquished its management role in the Internet and NSFnet reverted back to being a research network.

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[15] INTERNETSOCIETY.ORG. *Brief History of the Internet* [online]. 2003 [cit. 2014-03-03]. Dostupné z: http://www.internetsociety.org/internet/what-internet/history-internet/brief-history-internet

Interconnected network providers are strong enough now to support U.S. backbone traffic on the Internet. However, the presidential administration encourages continued development of the U.S. backbone of the Internet, also knows as the National Information Infrastructure (NII)- and, most commonly, as the "Information Superhighway".[16]

3.2 Marketing on internet

Internet marketing encompasses a variety of activities related to influencing, persuading and maintaining relationships with customers. Marketing on the internet is focused primarily on communication, but often also affects pricing. Internet marketing is also known as e-marketing, web-marketing or online marketing. Recently, more and more often also referred to as digital marketing. Concepts such as on-line marketing, however, they include, in addition to Internet marketing, also marketing through mobile phones.[17]

One of the largest companies in our market dealing with on-line marketing defines it as follows:

Internet marketing involves marketing activities applied in the online environment. The basic objective is that of "classical" marketing to understand and meet the customer needs.

Internet marketing, however, has its own specific communication mix, which is an integral part of the marketing mix. Communication mix as the most visible tool of marketing mix in the online environment is gaining in importance, thanks to the global and dynamic nature of the Internet. Internet thus offers a new, alternative way of marketing communication.[18]

3.3 SEM

Internet as a medium is gaining more and more importance in the whole society. In the case of certain types of companies such as internet shops , online retailers trips and

[16] INDIANA UNIVERSITY. *BRIEF HISTORY of the INTERNET* [online]. 2006 [cit. 2014-03-03]. Dostupné z: http://ils.indiana.edu/faculty/umikerse/Parents/BriefHistory.html

[17] JANOUCH, Viktor. COMPUTER PRESS A.S. *333 tipů a triků pro internetový marketing*. Brno: Computer Press a.s., 2011. ISBN 978-80-251-3402-3.

[18] Ataxo.cz: Internetový marketing. *Ataxo.cz*: *Internetový marketing* [online]. 01.03.2013 [cit. 2014-03-01]. Dostupné z: http://www.ataxo.cz/informace/slovnik/article/internetovy-marketing-226

accommodation, service providers or providers of on- line services , the Internet is the main and often the only place where they conduct marketing not only communicate with their customers , but also the actual business transactions . The target group of these entrepreneurs are primarily moves in the Internet environment, and thus they become a natural global network marketplace, showcase, department store, advertising and communication medium.

It is well known fact that the Internet is a very dynamic growing medium. But as his development looks at numbers, respectively. Some basic indicators of Internet traffic by netmon and its outcomes. Size of the Internet population (number of people aged 12-79 years, who will be visiting at least once a month Internet) from January 2012 to February 2014 increased by 500 000 people, or about 8.052 %. In absolute terms, 6,781,000 persons in the Czech Republic used the Internet in February 2014.[19]

The presence on the Internet is becoming more competitive advantage to other companies - whether in the sphere of production or services. Year after year, the increasing proportion of customers who seek information about new products currently on the site. As I see from the survey results NetMonitor (http://www.netmonitor.cz), almost 60 % of respondents considered and Internet advertising is perceived as a source of information. If we compare, for example, with television, which is currently the most powerful advertising medium with the widest impact, Internet advertising is perceived more as informing and at the same time less boring than ads on the TV screen.

The current turbulent development of the Internet and its use in marketing and bringing new forms of marketing techniques. One of the components of electronic marketing is called **Search Engine Marketing** (SEM). Abroad, the more progressive uses the term "search marketing ",,. And as the name suggests, this area of marketing is primarily concerned with how to address customers via the Internet targeting and efficiently - through search engines.

SEM uses the opposite principle, than is usual in advertising. Most of the advertising techniques use linear push strategy, the marketing push, pushing products to customers which often doesn't give the best results. Advertising Agencies attack the costumers from billboards, television screens, radio, peeping out from the shelves flags , metro and bus are

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[19] *Netmonitor - ročenka* [online]. 2015 [cit. 2015-03-22]. Dostupné z:
http://www.netmonitor.cz/sites/default/files/iac_2014_-_netmonitor_rocenka_2013.pdf

putting up colorful brochures, boxes are filled with tons of catalogs. Manufacturers overwhelming advertising, pushing the customers trying to pluck at least a fraction of their attention and interest.

In contrast, SEM is not so aggressive, it is built on a non-linear strategy of tension (pull marketing). Giving customers exactly what they want. A customer comes to the site with a genuine interest in trying to find a product that needs, a holiday that he wants to go for. Coming properly tuned, in good spirits and above all willing and often already decided to buy. What is better way to succeed than to know what the customer wants and give it to him? Is there a better situation than when a customer with a real interest in the product itself comes to him? Changing consumer preferences, marketing specialists often find it very difficult and of course it is a huge investment. Yet, it is a fundamental rule of marketing is so often neglected.

SEM shows consumers where to go. And what is better for business than a customer who is actively seeking your product, your service? Unfortunately, today perhaps ninety percent of companies on the Internet prior to its customers carefully concealed. Often invest considerable resources into the website, which then is visited daily by ten or twenty customers.

Search engine marketing is divided into two parts. The basic division is that we work with search engines either in the form of the placement of paid links, or we try to adapt the content of the pages so that the search engine itself when sorting the results after typing a query visitor placed on the search for the best position.[20]

Company Ataxo.cz the **SEM** looks like the issue related to customer acquisition: Search engine marketing (SEM) is a method of obtaining customer who uses Internet search engines. Its essence is placing a link on the web promoted in a prominent place (first page) in search results relevant phrases. A user who searches for that term, the most likely to click a link will take him to a place offered by your website. (The links on the first page of results are clicked approximately 90 % of users.) .

Generally, there are two ways to apply SEM:

Search engine optimization (SEO). If the user enters into a search engine the term that interests them, the search engine will search its database, all the pages that contain the

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[20] KUBÍČEK, Michal. *Velký průvodce SEO: jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

phrase, and evaluate their credibility and relevance to the search phrase. Those assessed as the most relevant and highest quality will be displayed first. Optimizing a website involves their treatment in such a way that they viewed our search engine at the top. Search engine optimization (SEO) is the most effective long term internet marketing.

Paid links are other way to enter the first page of search results is to purchase a paid link. The majority of search engines today use a system of PPC - pay per click. Due to the fact that they really only pay for clicks on the link , thus obtaining a real visitor and not a mere display ad , PPC advertising is the best means for fast and reliable acquisition of visitors.[21]

Search engine marketing (SEM) is a marketing based on search engines. According to a study from PricewaterhouseCoopers in October 2004, it invests 40% of advertising budgets to the internet. The reason for this is its high efficiency.[22]

3.4 SEO

SEO is the practice of improving and promoting a web site in order to increase the number of visitors the site receives from search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.

Search Engine Optimization isn't just about "engines." It's about making site better for people too.[23]

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[21] *Ataxo.cz*: *SEM* [online]. 01.03.2014 [cit. 2014-03-01]. Dostupné z: http://www.ataxo.cz/informace/sem-marketing

[22] Robertnemec.com: SEM. *Robert Němec - internetová agentura* [online]. 01.03.2014 [cit. 2012-03-01]. Dostupné z: http://www.robertnemec.com/search-engine-marketing/

[23] Seomoz. *The beginners guide to Seo* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://moz.com/beginners-guide-to-seo

SEO typically consists of:

SEO analysis:

SEO analysis comprehensively summarizes the shortcomings of your website in terms of search engine optimization. Includes an assessment of the technical and content factors of your website as well as evaluating links on your profile.

Keyword Analysis:

Keyword analysis is a detailed analysis of words and phrases that are relevant to you in terms of search engine optimization. They reveal what the phrase within the SEO focus, gives basic recommendations on how keywords work, and includes analysis of competing sites.

Link building strategy:

In preparation for link building strategy is analyzed reference profile Web sites and competitors. It assesses refer popularity and finds another potential and room for further expansion and improvement. There will be shown more advanced ways of obtaining quality back links, taking into account the specific needs of the industry.[24]

3.4.1 Link building

Link building is complex work, which require many analytical skills. It's almost always the most challenging part of an SEO's job, but also the one most critical to success. Link building requires creativity, hustle, and often, a budget. No two link building campaigns are the same, and the way you choose to build links depends as much upon your website as it does your personality. Below are three basic types of link acquisition:

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[24] H1. *Seo* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://www.h1.cz/seo

Natural Editorial Links

Links that are given naturally by sites and pages that want to link to your content or company. These links require no specific action from the SEO, other than the creation of worthy material (great content) and the ability to create awareness about it.

Manual "Outreach" Link Building

The SEO creates these links by emailing bloggers for links, submitting sites to directories, or paying for listings of any kind. The SEO often creates a value proposition by explaining to the link target why creating the link is in their best interest. Examples include filling out forms for submissions to a website award program or convincing a professor that your resource is worthy of inclusion on the public syllabus.

Self-Created, Non-Editorial

Hundreds of thousands of websites offer any visitor the opportunity to create links through guest book signings, forum signatures, blog comments, or user profiles. These links offer the lowest value, but can, in aggregate, still have an impact for some sites. In general, search engines continue to devalue most of these types of links, and have been known to penalize sites that pursue these links aggressively. Today, these types of links are often considered as spam and should be pursued with caution.[25]

3.4.2 Search engines

Search engines are divided into two basic types:

Crawler-based search engines, such as Google and Seznam.cz, create their listings automatically by using a piece of software to "crawl" or "spider" the web and then index what it finds to build the search base. Web page changes can be dynamically caught by crawler-based search engines and will affect how these web pages get listed in the search results.

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[25] Seomoz. *Link building basics* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://moz.com/beginners-guide-to-seo/growing-popularity-and-links

Crawler-based search engines are good when you have a specific search topic in mind and can be very efficient in finding relevant information in this situation. However, when the search topic is general, crawler-base search engines may return hundreds of thousands of irrelevant responses to simple search requests, including lengthy documents in which your keyword appears only once.

Human-powered directories, such as the Dmoz.cz, Firmy.cz and Najisto.cz, depend on human editors to create their listings. Typically, webmasters submit a short description to the directory for their websites, or editors write one for the sites they review, and these manually edited descriptions will form the search base. Therefore, changes made to individual web pages will have no effect on how these pages get listed in the search results. Most of this directories are designed for purposes.

Human-powered directories are good when you are interested in a general topic of search. In this situation, a directory can guide and help you narrow your search and get refined results. Therefore, search results found in a human-powered directory are usually more relevant to the search topic and more accurate. However, this is not an efficient way to find information when a specific search topic is in mind.[26]

Goods search engines and online marketplaces.

This service aims to compare not only the prices of products, but also the quality of services online stores and offer customers the most relevant information to facilitate the buying decision.

Because these services are used by people who are already convinced to buy a only looking for a place where buying in, lead the way search engines goods on web traffic, which is a very good source conversions. Goods search engines are becoming one of the best sources that can shop to get new orders to use. In the Czech republic is most used Zboží.cz and Heureka.cz.

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[26] Different types of search engines. *Www.yuanlei.com* [online]. 1.9.2014. [cit. 2015-03-19]. Dostupné z: http://www.yuanlei.com/studies/articles/is567-searchengine/page2.htm

Page rank:

Google's PageRank is, indeed, slightly correlated with their rankings (as well as with the rankings of other major search engines). However, other page-level metrics are dramatically better, including link counts from Yahoo and Page Authority.[27]

Custom Ranking the Czech and most used search engine list. It is called S -rank. Similar to Google's page -rank S value, which should reflect the importance of each page on the Czech site. Counts of particular reference network algorithm take into consideration the links that are in the page heading, but also where the sites we link. The exact calculation of the S -rank is not public. You could say that the way review sites is the biggest know -how and the most guarded secrets of search engines.

Nevertheless it is known that S -rank calculated weighted nonlinear combinations of different magnitudes, which greatly outweigh the off- page factors. Calculation of capital resources rank resembles the algorithm Hubs & Authorities Jon Kleinberg, but is modified to make sense for non-thematic set of pages.

S -rank is calculated as PageRank and other wounds automatically and cannot be easily influenced. If that was the case, then its use has led to the hacking of natural selection and objectivity of the results display search results by picking up serious flaws. If it is required to hear the simple instructions, then you need to just try to keep to their own pages were routed links from other sites and refer to the thematically related pages on other websites. Links to non-thematic oriented sites will not damage the target, but are not to helpful.[28]

S-rank page is a variable that should reflect the importance of each page on the Czech site. Counts of particular reference network algorithm that consideration of the links that the page heading, but also where the sites we link.[29]

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[27] Seomoz. *What is pagerank* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://moz.com/blog/what-is-pagerank-good-for-anyway-statistics-galore

[28] KUBÍČEK, Michal. *Velký průvodce SEO*: *jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

[29] *Seznam.cz*: *Nápověda seznamu k fultextovému vyhledávání* [online]. 03.3.2014 [cit. 2014-03-04]. Dostupné z: http://napoveda.seznam.cz/cz/hledani-fulltext-algoritmus-vyhledavani-razeni-vysledku-faq-dotazy.html

Open Directory Project or DMOZ is the largest human-built catalog of websites, which is constantly developed by volunteer editors from around the world. Product is international and is divided into sections including language section for links to pages in Czech language. Product is completely non-commercial, so there is no advantage or dismissed page and the user will find what he is looking for and not what someone else wants. The aim is to create a catalog of all pages on the Internet, but rather a selection of the best, so editors classify mostly good and valuable informational sites.[30]

To optimize your site is important to define what are the On-page and Off-page factors sites:

There are several on-page factors that affect search engine rankings. These include:

Content of Page

The content of a page is what makes it worthy of a search result position. It is what the user came to see and is thus extremely important to the search engines. As such, it is important to create good content. So what is good content? From an SEO perspective, all good content has two attributes. Good content must supply a demand and must be linkable.

Good content supplies a demand:

Just like the world's markets, information is affected by supply and demand. The best content is that which does the best job of supplying the largest demand. It might take the form of an XKCD comic that is supplying nerd jokes to a large group of technologists or it might be a Wikipedia article that explains to the world the definition of Web 2.0. It can be a video, an image, a sound, or text, but it must supply a demand in order to be considered as a good content.

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[30] *Dmoz.cz*: *Open Directory Project* [online]. 03.03.2014 [cit. 2012-03-04]. Dostupné z: http://www.dmoz.cz/

Good content is linkable:

From an SEO perspective, there is no difference between the best and worst content on the Internet if it is not linkable. If people can't link to it, search engines will be very unlikely to rank it, and as a result the content won't drive traffic to the given website. Unfortunately, this happens a lot more often than one might think. A few examples of this include: AJAX-powered image slide shows, content only accessible after logging in, and content that can't be reproduced or shared. Content that doesn't supply a demand or is not linkable is bad in the eyes of the search engines and most likely some people, too.

Picture n.1: Perfectly optimized page[31]

The "Perfectly" Optimized Page
(for the example keyword phrase "chocolate donuts")

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg

Photo of Donuts
(with Alt Attribute):
Chocolate Donuts

Page URL: http://marysbakery.com/chocolate-donuts

[31] Seomoz. *On page factors* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://moz.com/learn/seo/on-page-factors

Title Tag

Title tags are the second most Important on- page factor for SEO, after content. Title tags technically called title elements define the title of a document. They are required for all HTML/XHTML documents.

Optimal Format:

Primary Keyword - Secondary Keyword | Brand Name

Or

Brand Name | Primary Keyword and Secondary Keyword

URL

Along with smart internal linking, SEOs should make sure that the category hierarchy of the given website is reflected in URLs.

The Following is a good example of URL structure:

   http://www.dmoz.org/Games/Video_Games/History/

This URL Clearly shows the hierarchy of the information on the page (history as it pertains to video games in the context of games in general). This information is used to DETERMINE the Relevancy of a given web page by the search engines. Due to the hierarchy, the engines can deduce the page likely that does not pertain to history in general but rather to that of the history of video games. This makes it an ideal candidate for search results related to video game history. All of this information can be speculated on without even needing to process the content on the page.

The Following is a bad example of URL structure:

   http://www.imdb.com/title/tt0468569/

unlike the first example, this URL does not reflect the information hierarchy of the website. Search engines can see that the given page relates to titles (/ title /) and he is the IMDB domain but can not DETERMINE what the page is about. The reference to "tt0468569" does not Directly Infer Anything that a web surfer is Likely to search for. This means that the information provided by the URL is of very little value to search engines.

URL structure is Important because it helps the search engines to understand relative Importance and Relevancy adds a helpful metric to the given page. Also it is helpful from an anchor text perspective because people are more likely to link with the relevant word or phrase if the keywords are included in the URL.[32]

As it know, the Search Engine Optimization field is booming day to day with new inventions and innovations. People may not know that much of what they have learned yesterday will be out of date by tomorrow. Unless one updates his knowledge by reading SEO news/articles, there is no doubt he'll lag back in the SEO race.

Being an SEO Professional, It's hereby suggest some the factors that deal with **off-page** SEO. Below is a list of some things most people may be familiar with, but there is also added a few advanced things that you may not know about. These Advanced **Off-Page** SEO Strategies should be used by market website, get ranked in search engines, and to build online reputation (branding) for company/website so that can survive in this competitive SEO world.

Community Creation in Social Networking Sites:

Also known as online reputation management, this is the first and foremost step with which you have to initiate your process. Become a member of the most popular social networking sites like Orkut, Myspace, Facebook, Linked In, Ecademy, etc., and create a profile of your own. By doing this you can extend your network online, get connect with your friends, share things with each other, and promote your company/website to build an online reputation. This is most likely the same as Web 2.0 (Participatory Web), which means you have to show your active participation on a regular basis.

Blogging:

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[32] Seomoz. *On page factors* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://moz.com/learn/seo/on-page-factors

This is one of the most powerful ways to promote company/website online. Write a blog for company/website and include lots of unique content. Be precise in what you are trying to convey for the users in your blog entry and promote your blog in blog directories and blog search engines. You can also promote your blog/website by posting comments on other service-related blogs which allow links in the comments section that are crawl able by the search engines (these blogs are commonly identified as Do-Follow Blogs). If you're not very good at writing content for blog posts, hire a guest blogger for blog and ask him/her to write precise and unique content so that your blog can gain more credit from a search engine point of view.

Forum Postings:

Create a forum/online discussion board of your own and start a discussion or share topics with friends. It can be also post/reply to a thread in other service-related pre-existing forums that allow links in signature which can be crawled by the search engines (aka "Do-Follow Forums").

Search Engine Submission:

Submit website to the most popular search engines like Google, Yahoo, MSN, Altavista, Alexa, Alltheweb, Lycos, Excite, etc., to get listed for free.

Directory Submission:

Many people may say that directory submission is dead. As far as concerned it is still alive. It is purely based on how effectively we are selecting those directories and how efficiently we are choosing the category for submission. Of course, I agree that it gives quite delayed results, but it is worth doing it. Submit your websites to the topmost quality directories like DMOZ, Yahoo Directory, ZoomInfo, One Mission, Pegasus, etc. Nowadays many web directories may offer paid listings but don't go for it.

Social Bookmarking:

Social Bookmarking is yet another powerful way of promoting your website, but nowadays most people are spamming social bookmarking sites without knowing how to use them. Since content in these websites is updated frequently, search engines like these types of sites and often visit them (this is commonly termed as Tagsonomy & Folksonomy in Web 2.0). Do some social bookmarking in popular bookmarking sites like Digg, Delicious, StumbleUpon, Propeller, etc.. You should be very careful while doing this and you must properly handle the tags which are very essential to broadcast your news on a wide area

network. This may increase your website traffic based on how effectively you have participated.

Link Exchange:

Exchange links with service-related websites (this is commonly termed as Thematic Link Exchange) that can help increase your link popularity, which is a major factor of Google's PageRank algorithm. Beware of Black-Hats while doing exchanges.

Link Baiting:

Suppose you have copied/published another website's news or content in your blog/website. Don't forget to place their website link as a reference. Do it for others and, if your content is trustworthy, let others do it for you. This is another way to increase your link popularity.

Cross-Linking:

Link to internal pages within your site wherever necessary (this is commonly termed Internal Linking). This increases your internal link popularity, which is another major factor of Google Page Rank algorithm. The best known example of successful internal linking is Wikipedia. Also try to get a content link from websites/blogs that are related to your site theme. Try getting a link from within their site content using a targeted keyword as anchor text (much like Wikipedia does). We know that this strategy can often be hard to implement, but these types of links have more weight from a search engine point of view.

Photo Sharing:

Publishing/sharing website product pictures and make them public. Let friends see them and comment on them too, which will help drive traffic towards your website. Do this in major photo sharing websites like Flickr, Picasa, Photo Bucket, Picli, etc.

Video Promotions:

Like with photo sharing, it can be publish/share your product videos, expert opinions, and reviews of your product and make them public in YouTube, Metacafe, Dailymotion, etc.

Business Reviews:

Write reviews about others businesses or ask friends/clients to write a review of business in major business review sites like RateitAll, Shvoong, Kaboodle, Stylefeeder, etc.

Local Listings & Yellow Pages:

Instead of going global and facing huge competition, make your website local so that search engines can easily view your website and fetch the content. This will help you to reach a targeted audience. Submit your website to Google Local, Maps, Yahoo Local, Yellow Pages, Superpages, Hotfrog, etc.

Article Submission:

Write articles and submit them to popular article sites like Ezine, Go Articles, Now Public, Buzzle, etc. This will help you to attain some deep links for your website (though it's usually a slower process).

Press Release Promotion:

If there are a business/service provider then go for PR submission in popular PR websites like 1888pressrelease, Open PR, PR Leap, etc. This will help to publish your site in Google News.

Classifieds Submission:

It is good do some classifieds submissions to advertise products for free. Craigslist and other major classifieds sites like Kugli, Myspace, iMadespace, Vivastreet, etc.

Social Shopping Network:

If you own an e-commerce website, this is a good strategy for advertising and easily branding your products for free. Submit your products to Google Product Search, Yahoo Online Shopping, MSN Online Shopping, and other major social shopping network sites like Kaboodle, Style Feeder, Wists, Five Limes, Buzz Shout, Ohmybuzz, etc.

Answers:

Participate in Answers by asking and answering relevant questions and placing a link to your website in the source section if necessary. If you don't spam, this is another great way to increase your link popularity (Yahoo Answers, Cha-Cha, Answer Bag, etc.)

Document Sharing:

Share your website documents like business documents, information brochures, and slides in Google Docs, Slide Share, etc. This will help brand your website.

CSS, W3C & RSS Directories Submission:

If there is a web design site or offer services related to web design, submit website to CSS and W3C website directories which may drive traffic towards website. Also submit website to RSS feed directories which, again, will help attain more traffic.

Widget / Gadget Development:

Develop some interactive and innovative widget/gadget applications (such as an online poll or game widgets) for website and publish them on your blog/website or in other popular social networking sites like Facebook and Myspace. Let your friends and others vote/play/use the widget/application, which will help you increase your branding and website visits.

PPC Ad Campaign:

When none of the above strategies work for company, is better go for a PPC ad campaign with your targeted keywords. Remember that you have to pay to drive more traffic towards your website through PPC.[33]

3.4.3   Mobile Seo

Most visits to virtual exhibits and websites originate from search engines. If your virtual exhibit ranks well in search engines for selected search queries, you will attract more visitors.

Search engines such as Google use a different algorithm (filter) to display mobile search results. Increasing the effectiveness of mobile queries is as easy as using the same basic SEO tactics used for the Web in general, but with a nuanced approach that will consider the needs of mobile audiences and specific search engines. This quick overview explores these nuanced approaches to Mobile SEO. The results of a search engine query from a mobile device will differ from those of an identical desktop query. Although similar, results will show local, mobile-ready sites first.[34]

3.4.4   Responsive Design

There is a multitude of different screen sizes across phones, "phablets", tablets, desktops, game consoles, TVs, even wearables. Screen sizes will always be changing, so it's important that your site can adapt to any screen size, today or in the future.

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[33] Seomoz. *21 Off-Page SEO Strategies to Build Your Online Reputation* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://moz.com/ugc/21offpage-seo-strategies-to-build-your-online-reputation

[34] *Mobile Web Development* [online]. 2015 [cit. 2015-03-21]. Dostupné z: http://vmc.historymuseum.ca/mobile-web-development/

Responsive web design, originally defined by Ethan Marcotte in A List Apart responds to the needs of the users and the devices they're using. The layout changes based on the size and capabilities of the device. For example, on a phone, users would see content shown in a single column view; a tablet might show the same content in two columns.[35]

3.5 PPC

PPC is the abbreviation of three English words pay per click. Soon will be consulted in the history of the Internet, where advertising is paid for from the date of publication, or the price determined by the ratio size of the advertising space and the number of days when the banner ad on a given page. Inspiration was clear - traditional media where you pay for cluttered space. Later, as experience grew advertisers who understand that it does not have the same value like weekly banner campaign on the main page of the list and weekly banner advertising on pigeon breeders began to price calculated from the number of display banners. It set the basic unit - one thousand views - a promotional price charged by the formula CPT (cost per thousand - the price for one thousand).[36]

PPC campaigns on search engines are one of the most effective forms of online advertising. This Internet advertising has advantages such as precision targeting high return on investment (ROI), low cost, quick start option, etc.[37]

PPC campaigns on search engines are one of the most effective forms of online advertising. This Internet advertising has advantages such as precision targeting high return on investment (ROI), low cost, quick start option, etc.[38]

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[35] *Responsive Web Design Basics* [online]. 2015 [cit. 2015-03-21]. Dostupné z: https://developers.google.com/web/fundamentals/layouts/rwd-fundamentals/

[36] KUBÍČEK, Michal. *Velký průvodce SEO: jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5

[37] Robertnemec.com. *Robert Němec - internetová agentura* [online]. 21.03.2012 [cit. 2012-03-23]. Dostupné z: http://www.robertnemec.com/placene-kampane-ppc/

[38] Robertnemec.com. *Robert Němec - internetová agentura* [online]. 21.03.2012 [cit. 2012-03-23]. Dostupné z: http://www.robertnemec.com/placene-kampane-ppc/

3.5.1 History of PPC

History PPC has already started in 1997, when the company was founded Overture (then under the name GoTo.com, Yahoo! today! Search Marketing). That year later launched his first PPC system. Google has integrated this concept into their search engine in 2000. In the first phase , however, was a classic ad that is displayed while in the context of the searched word , but the price was set firmly and charged each one thousand impressions . Two years later, Google made it possible, like Overture, buying ad auction method. Google, however, came with another major innovation, and that it was taking into account the ad click-through rates, which became one of the parameters when sorting ads. Meanwhile, Overture collaborated with other major players, including with Microsoft. However, during the year 2006 came with its own advertising system based on PPC.

Czech hit PPC advertising in 2002, under the brand Etarget. Based on the search technologies Jyxo (whose creators now are working on the project Sklik) advocated Etarget contextual ads on partner Web sites, but unlike Google not to results, but „static" information and content, such as articles. Two years later launched its contextual banner exchange network system Billboard.cz, then as Edwards, now BBtext . Offered in 2005 as the first Czech search engine contextual ads on their sites Centrum, under the name AdFox . Etarget , BBtext and at the same time AdFox facilitate co- owners of sites and servers that can increase income for displaying contextual ads on their sites. First Czech search engine Seznam came last, even after having been on the Czech market could target and Google. Products list system was running on this search engine in 2006 and now works on other servers as Zboží.cz , Encyklopedie.cz , Firmy.cz etc. It works on the integration of text ads within the videos on Stream.cz . In May 2007, the system has registered 6,000 accounts with 80 000 advertisements a day led to advertiser sites Sklik quarter million visitors.[39]

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[39] KUBÍČEK, Michal. *Velký průvodce SEO: jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

3.5.2 Google and PPC systems

3.5.2.1   Google AdWords

Most elaborate system of PPC is Google AdWords for now. Displayed both on the search results page search engine Google, and it defaults to the right column, sometimes even above the search results. At the same time, the links also appear on Google's partner sites who are registered to Google AdSense. And it may be inherently anyone. Practically own advertising and entered into the Google AdWords does not appear only in search but also on current sites on the Internet.[40]

3.5.2.2   Google adsense

AdSense is a program run by Google which allows website owners to display ads on commission. This program can attend almost any website owner. Just when you define on your site a place where he can text or banner ad to appear. These ads are selected by Google so that they are always the most targeted and addressed to the greatest number of users who access our site. The account is taken mainly content and location of a particular user. It should thus be the case that the website focused on computer games will run an ad for legal services or toiletries.[41]

Czech Internet in 2006 recorded several significant changes in the field of contextual advertising and internet marketing as such. Especially for the Czech Republic officially released Google AdSense contextual ads (https://www.google.com/adsense/). On the one hand there are the customers - advertisers who place their text ads or image ads on Google, and you will appear above or to the right of the search results directly to Google. On the other hand, there are then the owners of thousands of websites who have teamed up with

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[40] KUBÍČEK, Michal. *Velký průvodce SEO*: *jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

[41] Lupa.cz. *Lupa.cz*: *Začínáme vydělávat s adsense* [online]. 30.01.2007 [cit. 2014-03-04]. Dostupné z: http://www.lupa.cz/clanky/zaciname-vydelavat-s-adsense/

Google and provide on their Web sites of advertising space for these contextual ads. The strength of these ads is currently in relationship issues.[42]

3.5.2.3 Seznam and Sklik

Sklik the Czech PPC system operated by Seznam.cz, which can display text ads in search Seznam.cz is the most visited website of the Czech Internet. With advertising Sklik to have the chance to reach a large portion of their potential customers. Services of a site on which the ad is displayed Sklik, ranks ads according to the method of selecting the search network, where the ads are displayed based on the user's query and content network where the ad is displayed in context with the page content. PPC advertising (Pay per click) is paid for clicks on the ad, not for his portrayal as traditional banner ads. It pays, therefore, only users that will be applied to advertising Sklik own site. Therefore, with PPC advertising very precisely measure and evaluate its return. PPC advertising is a basic tool for performance marketing. Sklik compared with traditional forms of advertising is very effective and efficient. Daily spending can be controlled by setting a daily budget campaigns, so there is no need to pay more than you can afford. Can arbitrarily change the price at which the willingness to pay for clicks on your own ad.[43]

3.5.2.4 Etarget.cz

Etarget one of the oldest systems of PPC In Czech republic. Etarget uses only the textual forms of advertisements and is a contextual advertising. It operates in the Czech Republic, the Slovak Republic, Hungary and Romania. Only in the Czech Republic its shown every day on more than 430 servers, 9,000 ads that appear a total of more than 60 million times. Links ETARGET appear on partner sites in search (full text), in catalogs and in the content (articles). Examples include:

• ceskenoviny.cz

[42] KUBÍČEK, Michal. *Velký průvodce SEO*: *jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

[43] Seznam.cz. *Seznam.cz*: *nápověda seznamu - O Skliku* [online]. 03.03.2012 [cit. 2012-03-04]. Dostupné z: http://napoveda.sklik.cz/cz/co-je-sklik.html

• FinančníNoviny.cz

• iDNES.cz

• ihned.cz

• Lidovky

• SportovniNoviny.cz

• Volny.cz[44]

3.6 Viral marketing

Viral marketing is especially effective tool to build brand awareness of the company (branding) or mass advertising of a product. All at a lower cost than traditional advertising tools.

Viral marketing (viral marketing) is the method used to achieve exponential growth in brand awareness (or product or service) through uncontrolled dissemination of information among people whose avalanche propagation can be likened to a viral epidemic - hence the name of this method. Most often it is all sorts of forwarded e-mail messages, the motive for sending them may be based either on the actual content of e-mail or a link to a special web page.[45]

3.7 Emailing

In today's accelerated time there is the computerization of most communications, so own direct mail communication must adapt. Emailing (whether email marketing) is a type of direct mail communication when the company communicates with targeted broadcast emails.

Emailing is unlike the accidental sending targeted emails (emails can personalize), planned

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[44] KUBÍČEK, Michal. *Velký průvodce SEO*: *jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

[45] *Symbio.cz*: *Virální marketing není věda* [online]. 03.11.2012 [cit. 2014-03-04]. Dostupné z: http://www.symbio.cz/clanky/viralni-marketing-neni-veda.html

(sending e-mails can be accurately timed) and has detailed statistics (feedback emailing them at a high level).[46]

Emailing includes:

• Development of a strategic plan, it is necessary to determine what the general process that will generally be sent and where and how they obtain legal e - mail address.

• Obtaining legitimate e - mail addresses that you wish to receive newsletter (increase in the e - mail addresses).

• Customer segmentation.

• Develop a calendar Plan, where you need to define what kind of content to the newsletters will be sent to whom and when and what will be the shape of the target page (landing pages).

• Creating wire frames general newsletters.

• Create graphic templates newsletters and their conversion to HTML.

• Creating wire frames specific newsletters.

• Writing texts (copywriting) newsletter.

• Create a specific graphic e - mail.

• Conversion of graphics into HTML and implementation of the program to send out newsletters (such as MailChimp , SmartEmailing , Mailkit , IBM Coremetrics LIVEmail etc.) .

• Creating and optimizing landing pages (landing pages - pages that the user click through from the newsletter).

• Sending out e - mails (including monitoring of A / B testing).

• An analysis of what worked and did not work to further emailing was still profitable.

• Reporting (e - mailing, use discount coupons / codes events, as well as UTM codes)[47]

3.8   Mobile marketing

Marketing using mobile phones (or their services). Includes use of SMS, MMS, Bluetooth, Mobile Games, pictures, wallpapers, etc. With the advent of the iPhone from Apple is an

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[46] *Visto.com*: *Emailing* [online]. 03.11.2012 [cit. 2014-03-04]. Dostupné z: http://www.vitsto.com/pr-emailing/

[47] Robertnemec.com: Emailový marketing. *Robert Němec - internetová agentura* [online]. 21.03.2012 [cit. 2012-03-04]. Dostupné z: http://www.robertnemec.com/e-mailovy-marketing/

entirely new category of mobile phones (called smart phones - smartphones) that are far more adapted to interface with the Internet and provide more marketing utilization. Notably mobile applications and LBS (location based services).[48]

In November 2009, the mobile marketing seemed like a poor cousin of internet marketing. After the world sailed acquisition of AdMob (like AdWords) itself Google, things are starting to change. The mobile phone is the thing that people use almost constantly and we adapt it to his own image. By its nature allows marketers to target both by content and by geographic criteria. The media therefore it appears that 2010 should mark the beginning of mobile marketing.

Advertising messages via mobile phone can be delivered to:

• SMS

• MMS

• Banner

• Full page advertisement via the Internet on your mobile

• Advertising in search engines for mobile phones

• Advertising through applications (games, etc.)

• Or via mobile video[49]

3.9 Marketing and Social networks

Marketers need to be where their customers and potential customers, and it is increasingly on social networking sites. On sites like Facebook, Hi5 and MySpace are hundreds of millions of active users. On Facebook every day are spent 2.6 billion minutes. Social networks are rapidly growing as a global phenomenon affecting every continent.

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[48] *Mediaguru.cz*: *Mobilní marketing* [online]. 03.11.2012 [cit. 2014-03-04]. Dostupné z: http://www.mediaguru.cz/medialni-slovnik/mobil-marketing/

[49] Robertnemec.com: Mobilní marketing. *Robert Němec - internetová agentura* [online]. 21.03.2012 [cit. 2014-03-04]. Dostupné z: http://marketing.robertnemec.com/mobilni-marketing-2010

According to Alexa two social networking sites (Facebook and MySpace) are among the five sites with the most traffic in the United States and four social networking sites (Facebook , MySpace , Hi5 and QQ) between twenty pages with the most traffic in the world.

Improved distribution on the Internet meanwhile led to an information overload; difficult for companies to differentiate their marketing messages and find people that are looking for (as we discussed in Chapter 3, "Social capital online networking"). Hypertargeting, a very precise targeting and social filtering solves this problem. These aspects of online social networks allow manufacturers to reach the right people in the right conversations at the right time. Sllow people more control over their work with the Web and friends use to find content that is interesting and important. Coming social network as a powerful and sophisticated new type of marketing channel. Marketing becomes precise personal and social, social networks provide marketers with new capabilities to hypertargeting campaigns using the profile information, the involvement of community members by drawing on social capital within groups of friends and systematic breeding of marketing personal recommendations across the existing customer base. Opportunity for marketing in social networks can be just as appealing to B2B sales. Like anyone else have a person authorized to make decisions in B2B profiles on social networks that can target and offer them advertising. For many product and service recommendations and links from trusted friends and colleagues important factors when deciding whether to buy.

Regarding the perspective of users, many after logging on social network page, feel among friends. All content is intended tailored for them and there is a dose implicit trust. Advertisers in social networks are gaining a direct result, customized portal for each member of the audience. Another challenge is that although entities may capture your audience in trusted mood, social networking sites are not primarily about communication, not about purchase intentions . The question whether a strong context from friends of profile data can overcome lower intentions or whether online social networks can successfully incorporate elements of online marketplaces , search and site for comparing products (all with higher intentions) , remains open.[50]

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[50] SHIH, Clara Chung-wai. Vydělávejte na Facebooku: jak využít sociální sítě k oslovení nových zákazníků, vytvoření lepších produktů a zvýšení prodejů. Vyd. 1. Brno: Computer Press, 2010. ISBN 978-80-251-2833-6.

3.9.1 Hypertargeting

By how to improve tools and technologies for monitoring campaigns, we see a fundamental shift in the industry towards online advertising marketers to benchmark (performance marketing). Except maybe the biggest brands authorities are increasingly willing to pay just for a quick and tangible results. Hypertargeting (also called microtargeting) , the ability of social networking sites to target ads based on very specific criteria is an important step towards precise marketing. It is headed by Facebook and MySpace possessing sophisticated tools to target. The authorities may target members' profiles by filters, such as region, gender, age, education, employment status, relationship preferences and keywords hobbies. Perhaps the members of MySpace, which recently changed its relationship to "Engaged (s)", you may see advertisements for wedding planning services .

Here is another example, If you own a product company solely or mainly for men in California at the age of 40-55 years old, who are interested in golf, the first opportunity to design an advertising campaign, which will only appear on the profile of exactly such a person.   .

Hypertargeting is possible thanks to the profile information that members of social networks decide to share on their profiles. To people said their presence, expressing identity and emotionally in touch with friends reveal about themselves huge amounts of demographic and psychographic information. For example, it is standard to share sex, date of birth, hometown, employer and information about high and high school, and it is not unusual to share status, political views, religion, activities, interests and favorite music, TV shows, movies and books. All these information are hypertargeting easy prey. Even though they are based on privacy settings information such as birth date, hide, Facebook and MySpace still use this information to target ads . As a result, advertising campaigns reach new levels of accuracy and efficiency.

Before marketing, social networking authorities had no choice but to show ads to anyone who visited the website sponsored or paid searched keyword. There was no way to turn advertising for some people and turn them off to others. It was less effective in search engine marketing and display ads , because some (sometimes significant) part of the paid ads are displayed continuously and it was wasted on the wrong audience - for people who did not have the right age, sex, religion, or employment status or interests that when

needed its own product . With hypertargeting can advertisers campaigns omit from their audiences, in which the probability of purchase is no, or very small (corresponding to a lower return on investment [ROI]), and focus on the likely buyers.

Now back to our previous example addressing of male golfers between 40 and 55 years ago from California. Previously, authorities had no direct way to get such a group. They had to call indirectly, either by promoting the brand in golf publications for men, or search ads in California IP addresses, search term "golf". In both cases, the targeting is incomplete, inaccurate and expensive. Hypertargeting in social networks allows authorities to minimize the number of unnecessary advertisements addressing only the desired audiences .[51]

3.10 Inbound marketing

Inbound marketing is founded on a methodology that helps brands attract, convert, close and delight visitors, leads and customers through a variety of channels, Including social media, blogging, SEO, and email. Inbound marketing pulls customers to your company and Creates lasting relationships.

Inbound marketing isn't purely a marketing tactic, it's a philosophy. The heart of inbound marketing requires turning the lens away from a rigid product-based strategy and towards a customer-centric one. First and foremost, marketers need to become inbound marketing students. Then, they need to sell this customer-centric inbound philosophy throughout the entire company, especially to Sales, IT, and Executives where it is finding the most difficulty gaining a foothold. Communicating and socializing the goals, timelines, and successes of inbound strategies in terms of clear, measurable ROI will help in garnering support. Getting the entire company engaged in this manner is crucial since the most noticeable results will be seen once Sales and Marketing establish a productive relationship revolving around concrete metrics and mutual responsibilities.

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[51] SHIH, Clara Chung-wai. *Vydělávejte na Facebooku*: *jak využít sociální sítě k oslovení nových zákazníků, vytvoření lepších produktů a zvýšení prodejů*. Vyd. 1. Brno: Computer Press, 2010. ISBN 978-80-251-2833-6.

With the decline of the effectiveness of traditional marketing, now is a great time for marketers to start committing to the inbound philosophy, as early adopters or business paradigm shifts nearly always see the best results. For inbound marketing to truly work, though, marketers need to fully commit to the model, both in terms of adopting the appropriate strategies and allocating the sufficient resources. Finally, in order to really see success, inbound marketing must be integrated with larger business goals, and metrics That Clearly show its impact on a company's bottom line need to be sought out.

Marketers can improve inbound marketing effectiveness by strategically aligning and integrating every element of inbound their program with one another. The first step is scoring leads to enable clear tracking, definitions and communication regarding what leads are worth. This website Improve Conversion Rates, marketers can use their customers as their lens, and optimize their website to align with the preferences of their core personas. Finally, regular testing is a key tool to replace hypothetical discussions on marketing' success with hard evidence on what actually Converts leads. Finally, technology resources must be appropriately Implemented to track these definitions lead, test campaigns and support overall analytic requirements.[52]

Sharing is caring and inbound is about creating and sharing content with the world. By creating content specifically designed to appeal to your dream customers, inbound attracts qualified prospects to your business and keeps them coming back for more.

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[52] State of inbound marketing. *What is inbound marketing* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://www.stateofinboundmarketing.com/

Picture n.2: **Inbound marketing**[53]

Major themes:

Content Creation: You create targeted content that answers your customer's basic questions and needs, and you share that content far and wide.

Lifecycle Marketing: You recognize that people go through stages as they interact with your company, and that each stage requires different marketing actions.

Personalization: As you learn more about your leads over time, you can better personalize your messages to their specific needs.

Multi-channel: Inbound marketing is multi-channel by nature because it approaches people where they are, in the channel where they want to interact with you.

Integration: Your publishing and analytics tools all work together like a well-oiled machine, allowing you to focus on publishing the right content in the right place at the right time.[54]

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[53] Seomoz. *What To Charge for SEO and Inbound Marketing Services* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://moz.com/ugc/what-to-charge-for-seo-and-inbound-marketing-services-14703

[54] Hubspot.com. *Inbound Methodology* [online]. 2013 [cit. 2014-03-04]. Dostupné z: http://www.hubspot.com/inbound-marketing

4. Practical part

4.1. Technical part

In this section we evaluate the site in terms of technical structure. On site there is a need to look in terms of accessible web and also in terms of optimization. Accessible web is particularly important from the point of view of disabled users. However, the fact that the site is permitted, usually increases their prestige, but also the overall structure of the site. In this work will be analyzed sites www.strelecka-skola.cz from the perspective of online marketing. Shooting school was founded around the year of 2000. Its primary goal is to successfully prepare applicants for a gun license (zbrojní průkaz) on proficiency tests.

4.1.2 accessibility

First must, is to watch the colorful layout design of the site. For proper distribution of colors is also appropriate to use the correct color contrast. In the first phase it is necessary to check the mutual contrast text and background sites. It is convenient to use tools from Juicy studio - Luminosity Colour Contrast Ratio Analyser. In this tool first enter the color in hex notation, in this case the color # #ffffff (white) and #30b9e5 (white blue) and calculates the evaluation of contrast. If the specified color contrast is correct, this tool proves evaluation, which is based on the WCAG 2.0 (Web Content Accessibility Guidelines), which ever first define the rules dealing with the accessibility of a web site created group WAI (Web Accessibility Initiative) under the W3C (World wide web consortium).[55] According to the measurement results in Figure No. 2 shows that this contrast is rated with degree of fail. This means that the relationships between the colors is inaccessible from the perspective of disabled users and these colors replace a different hue. For example, it would be advisable to replace the traditional relationships between the colors black and white.

Plain text satisfies the conditions of accessibility at AAA. Level AAA is exceptionally good accessibility for disabled users. Measurement of this text is shown in picture No. 3

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[55] Web Content Accessibility Guidelines (WCAG). *www.pristupnost.cz* [online]. 01.01.2000 [cit. 2014-03-08]. Dostupné z: http://www.pristupnost.cz/wcag/

Picture no.2 **Demonstration of contrast colors (light blue and white)**[56]

Analyse Luminosity Contrast Ratio

Colours

Background Colour: #ffffff

Foreground Colour: #30b9e5

Calculate Luminosity Contrast Ratio

Large Text Sample

Large text sample.

Regular Text Sample

Regular text sample.
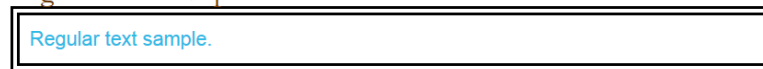
Results for Luminosity Contrast Ratio

The contrast ratio is: 2.28:1

Fail: The luminosity contrast ratio is insufficient for the chosen colours (#ffffff and #30b9e5).

Picture no.3 **Demonstration of contrast colors (black and white)**[57]

Analyse Luminosity Contrast Ratio

Colours

Background Colour: #ffffff

Foreground Colour: #4a4a4a

Calculate Luminosity Contrast Ratio

Large Text Sample

Large text sample.

Regular Text Sample
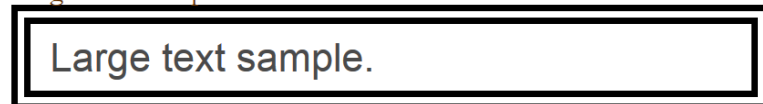
Regular text sample.
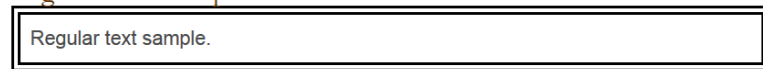
Results for Luminosity Contrast Ratio

The contrast ratio is: 8.86:1

Passed at Level AAA: The luminosity contrast ratio is very good for the chosen colours (#ffffff and #4a4a4a).

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[56] Luminosity Colour Contrast Ratio Analyser. *Www.juicystudio.com* [online]. 01.01.2000 [cit. 2014-03-08]. Dostupné z: http://juicystudio.com/services/luminositycontrastratio.php

[57] Luminosity Colour Contrast Ratio Analyser. *Www.juicystudio.com* [online]. 01.01.2000 [cit. 2014-03-08]. Dostupné z: http://juicystudio.com/services/luminositycontrastratio.php

Now we need to look at a more comprehensive tool to judge which page of the multiple factors of accessibility. This tool is Wave. Wave is a free tool to check accessibility.

Picture no.4 **Demonstration of accessibility tool Wave[58]**

There is one heading without text, it should be removed, in this position is the headings placed unnecessarily. By clicking continue, should fix the above-mentioned ratios colors.

4.1.2 SEO analysis

In this section we deal with how the site is optimized for search engines. The first is necessary to determine whether the site is valid. Most web pages are written in a computer language (including the markup language HTML - Hypertext Markup Language), which allow creators to structure text, add multimedia content and determine how the final work will look like. Like any language, the computer have its own grammar, vocabulary and syntax, and every document written in these languages should respect these rules . However, as in the spoken language there are a variety of grammatical and stylistic errors may also documents written in HTML as violating its rules. The process of verifying whether the HTML document complies with the appropriate rules, called the validation

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[58] Http://wave.webaim.org/: http://wave.webaim.org/. *Web accessibility evaluation tool* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: http://wave.webaim.org/report#/http%3A%2F%2Fstrelecka-skola.cz%2F

and verification tool validator. The document, which has undergone such a test, it says that it is valid. Valid website to meet technical requirements, but does not automatically mean that every valid page is good (i.e. provide high-quality content, benefit and added value for its users and operators). On the other hand, invalid page can hardly be a good site. Validity of Web pages is their compliance with the technical rules for writing the selected markup language in which they are created. The language is mostly HTML. Validity of web pages plays an important role in the accessibility and usability, and thus its commercial potential.[59] Now check the validity of pages in the above validator.

Picture no.5 **Markup validation service**[60]

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[59] About The W3C Markup Validation Service. *The World Wide Web Consortium* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: http://validator.w3.org/about.html

[60] W3C Markup Validation Service. *The World Wide Web Consortium* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: http://validator.w3.org/check?uri=http%3A%2F%2Fstrelecka-skola.cz%2F&charset=%28detect+automatically%29&doctype=XHTML+1.0+Transitional&group=0&user-agent=W3C_Validator%2F1.3+http%3A%2F%2Fvalidator.w3.org%2Fservices

There are 6 errors which should be specified:

Picture no.6 **Markup validation service errors**[61]
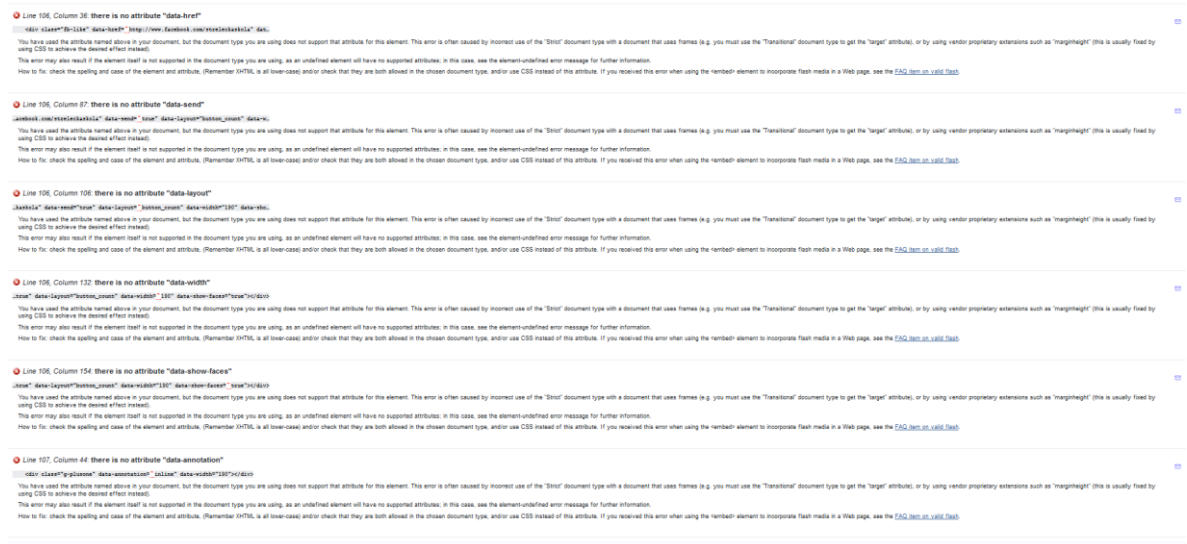
Those are the errors connected with Facebook like button, It shouldn't have any huge influence on technical structure for search engines, but if there will be new version of source code for that button, it should be replaced. Now you need to look at the site in terms of other on-page factors. As one of the tools is the ability to use the full source code analysis tool from http://www.onpageseotool.com.

This tool analyzes the source code of the page in terms of usability in terms of search engine optimization standards. Specifically, it will examine whether the source code is correctly filled Label page (title), label pages (meta-description) and also examines how is the distribution of keywords. We continue to analyze the structure of the content pages. Next is structure examined URL addresses. The headings on the page should be hierarchically arranged from largest to smallest, the page should also not contain a nested table. It should also not be used sematic content to highlight text and non-text elements on the page should be your alternate content. This page should also contain enough text that should be properly structured in paragraphs.

Picture no.7 **On page SEO tool**[62]
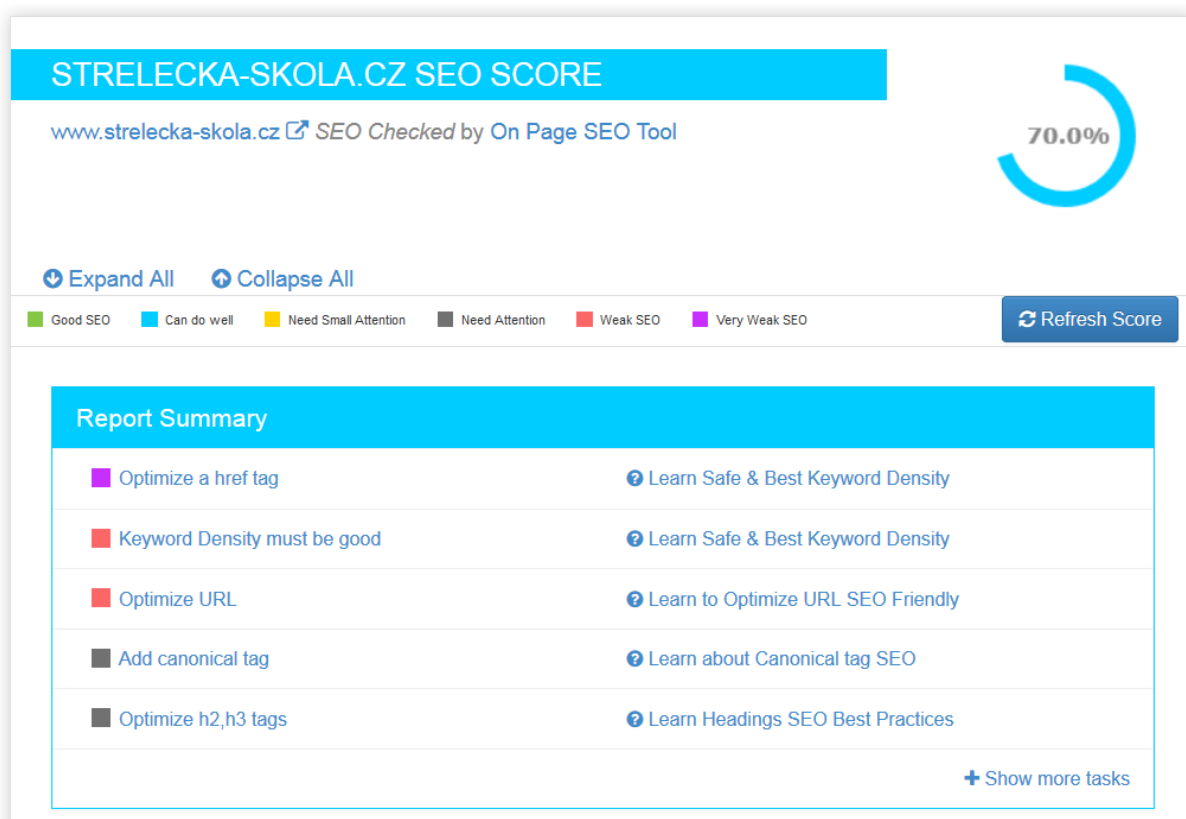
There is only one serious problem in terms of SEO. It covers the structure pages URL. URL of Homepage should contain only the name but also the domain name and keyword, so instead www.strelecka-skola.cz it should be replaced, for example www.strelecka-skola.cz/zbrojni-prukaz. Other problems are connected with keywords in text, but it shows trouble because of Czech diacritics. Now it should be inspect the site in terms of backlinks, for this analysis we will use the tool http://www.opensiteexplorer.org.

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[62] On Page SEO Tool. *On Page SEO Tool* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: http://www.onpageseotool.com/check-seo-score/strelecka-skola.cz

Picture no.8 **open site explorer**[63]

Backlinks play a particularly important quality role. According to this analysis, it is seen that this page have 4096 back links from 47 domains. This is definitely not a good ratio, per domain and is based around 87 backlinks, it is too big number. As mentioned in the theoretical part, backlinks should be focused on quality content and applied value to the customer, but not their number. They would try to reduce this ratio to find appropriate resources to create quality backlinks. However, as seen backlinks decide the positions in the search becomes less and less. Most important becomes the element of content.

 And we need to see how successful the SEO of this site is in search engine. These pages are optimized for the words "gun license (zbrojní průkaz)", as this word is the largest search frequency in the search engines. These statistics have integrated themselves in the search engines. Seznam has the following statistics freely available through its function query statistics. Google has this feature available through Google AdWords. We will have the chance to find the tools and analysis panel and there are suggestions of keywords. Here we enter our keyword and the application will show us all tattlers terms with this keyword related. Google AdWords can also use advanced features such as segmentation by region or country and language also search or terminal display device such as a desktop computer or mobile device.

Here it is shown that the words "gun license" are for the current needs best in terms of search frequency. Now check how's the web with the location of a given keyword in a search engine. It is therefore important so-called SERP. SERP is an acronym of Search engine result page, a page of search results. Usually this term is used to mean "check the

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[63] Opensite explorer. *Opensite explorer* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z:
http://www.opensiteexplorer.org/links?site=http%3A%2F%2Fwww.strelecka-skola.cz

location of the SERP." It means pass SERP major search engines for relevant keyword and find out where in the site they are found, for which there are automated tools. Location in the SERP generally give much better picture of the quality and optimizing the site more than the ratings by GTPR, size PageRank shown in the Google Toolbar. Sense, however, usually has a location on the first or second page of the SERP, the next page wander just a few users and these positions does not have too much traffic.[64]

Picture no.9 **Search insight in seznam.cz**[65]
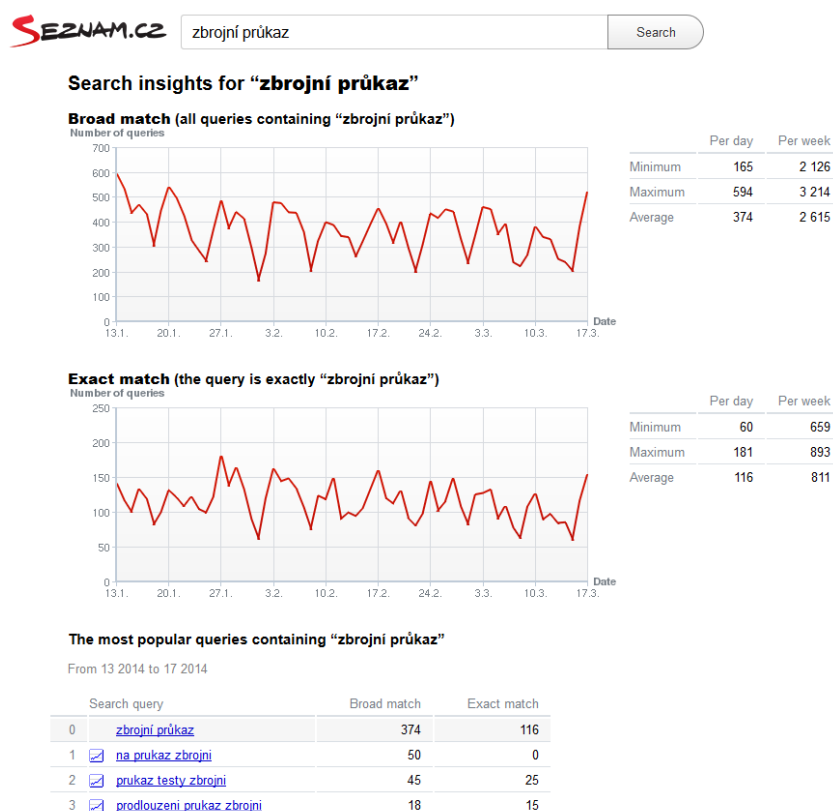
[64] SERP. *Adaptic.cz* [online]. 01.01.2000 [cit. 2014-03-08]. Dostupné z: http://www.adaptic.cz/znalosti/slovnicek/serp/

[65] Search insight. *Seznam a.s.* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: http://search.seznam.cz/stats?q=zbrojn%C3%AD+pr%C5%AFkaz

Picture no.10 **keyword tool in google AdWords**[66]

Google search of zbrojní průkaz[67]

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[66] Google AdWords: keyword tool. *Google.com* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: https://AdWords.google.com/ko/KeywordPlanner/Home?__c=5136018281&__u=7726046081&__o=cues#

[67] Google search. *Google.com* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: https://www.google.cz/#q=zbrojn%C3%AD+pr%C5%AFkaz

Picture no.12 **Seznam search of zbrojní průkaz**[68]

Based on these measurements, it is evident that SEO search engine optimization is done properly. On the two major search engines, the website appear on the first page of the search, which is a very good result given the keyword search frequency firearms license. Appearance on Seznam is on the 3rd position site and on Google at the 9th position.

4.1.3 SEO with PPC

We can help SEO connecting with PPC campaigns. Specialist Michal Mach from company dobrýweb.cz explains why we combine SEO and PPC:

Many people in the SEO and PPC look as two distinct disciplines of search engine marketing. Two mutual competitors. The frequent questions clients therefore include whether to choose to achieve their goals with SEO or PPC, or to which of these traffic sources to invest. Everything is different. SEO and PPC are two different disciplines, because it combines a lot in common.

Reasons why to combine SEO with PPC:

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[68] Seznam search. *Seznam a.s.* [online]. 01.01.2012 [cit. 2014-03-08]. Dostupné z: http://search.seznam.cz/?q=zbrojn%C3%AD+pr%C5%AFkaz&aq=4&oq=zbroj&sourceid=szn-HP&thru=sug

1) Save time specialists:

Basics of SEO and PPC is the selection of appropriate keywords. Whether the output file is in any form, obtaining input data is the same , and data sharing can work just beginning to accelerate .

A common approach may also accelerate the optimization of site structure and content of the target site.

2) Synergy:

As proved by many studies (Google, Bright Oak) by means of a combination of SEO and PPC brings in most cases synergistic effect and better results for both branded and non-branded questions.

In reality, you can bring greater overall traffic from search engines, so a higher return on investment. Investing in ads and keywords, which the web is doing well in the natural results, so it is unnecessary waste of money.

3) The visibility and brand building:

The synergistic effect closely related to the perception of the brand. Visibility company on the top position of paid and unpaid results for many users sign of credibility and reinforces the brand perception of the company as leaders in the field.

Easier for the user in this case, your company and remember next time may come directly to the web or enter a tag name into a search engine. Visibility on the top search position is a signal of the credibility of the brand.

4) A deeper understanding of customers:

Linking information from SEO and PPC to better understand visitors and customers - to utilize them, what they're looking for, which pages they visit. This is useful in a situation where we advertise on the content network as well start with link building. A review of contextual campaigns PPC systems can detect which sites work best (high conversion rate) and what type of sites would therefore be appropriate to address the possibility of cooperation.

Better knowledge will also help visitors to see what other phrases (long tail, information requests, etc.). There might be interested users and for these phrases simply prepare appropriate content.

5) Improving the site for search engines and robots:
Relevant site and query entered into the search engine is the key to success in both paid and unpaid search results. One of the metrics that you can use to leave more clues, is the Quality Score in Google AdWords .

If you have a low quality score for a particular keyword in your ad group, one reason may be the lack of relevance of the target page. This can help in optimizing the site for search engines for the phrase.

High-quality on-site search engine optimization PPC in turn may help in improving the quality score and thus reduce the cost per click.

6) Protection of the reputation of the company in the search engines:
The good name and reputation of the company is one of the most valuable assets of the company. It may happen that you come across on the Internet to damage the reputation of your efforts. The search queries containing the title tag can appear as a negative or misleading information.

With PPC advertising you can quickly react to negative information and offer relevant link, then SEO can help in the longer term to push negative information on a worse position in search engines.

7) Improving search results:
The form of links to your site in paid and unpaid search results is not so different. This fact may help you to optimize captions and label (meta description) pages. Lyrics (call -to - action) that operate in the PPC ad, they will probably work well in natural search results.

Testing with the help of PPC advertising is much faster, more flexible and provides accurate data about the success of variants.

8) Implementation of short-term and long-term goals:
The main difference between SEO and PPC field is their flexibility and long-term effect. While PPC advertising can create and run a few hours, the effect of SEO will come up in a matter of weeks, rather months and at a much higher time-consuming.

On the other hand, this effect is more durable, while the PPC system disappear from the search engines at the time of the killing of credit.

Suitable such factors into account when planning strategies in search engines. If your site still does not show the good positions, you may then use PPC to get traffic. Likewise, you can help in graduating interesting events during the season and when targeting a phrase which is not optimized in your site (competition, typos etc.).

9) User intervention beyond Web searches:
Browsing in 2013 was not just for websites - users search for images, videos, maps, news, blogs, pages on social networks. These results can be done using PPC advertising to get only limited, but useful SEO strategies that will help much better.

10) Acquisition of data for decision making, increased efficiency:
Without quality data is proposed, strategy SEO will be divination crystal ball. To ensure that does not happen, we can help greatly PPC systems.

With tools for keywords (Google Keyword Tool, Keyword Suggestion Tool Sklik) we are able to get word suggestions, and especially approximated their search frequency and competition.

Running the test PPC campaign can use data on search volume for specific keywords, not only refine (which is especially important in industries with low search frequency), but also discover which words are most interesting for achieving our goals (traffic , bounce

rate, conversion rate) . Easily discover which words are most interesting to optimize the site and the subsequent acquisition of backlinks.

The importance of this data is still growing with disappearing data on key words (not provided) in analytical instruments.

Sharing information on PPC and web analytics systems between specialists should therefore be an essential part of the optimization. Which statistics should be followed? This list can help in the beginning:

The high conversion keywords in PPC systems that have not performed well in SEO - > try to get the words to a better position.
Words with the highest cost -per-click - > it would be possible to move budgets to more effective campaigns.
Top words from PPC - > words with the highest potential for high attendance.
Irrelevant words from natural search - > Used as negatives in PPC campaigns.
The best performing ads -> Text suitable for use in labels and content.
Best performing placements on the content network - > potential for link building.

11) Sharing information about changes to the site:
As in the beginning of our cooperation , and in its course may result in adjustments to the structure of the site , landing pages and their content. Whether the demands from the SEO or PPC specialists. Even a slight change in the structure or content of the site may mean that it will be add in advertising systems refer to irrelevant or worse, the error page . Sharing information about important changes would have to go through all collaborators.

12) Displacement of competition:
PPC and SEO share a common area (site search) and the perfection of their cooperation can significantly increase the effectiveness of the fight with the competition.

Number of links on the search results page is limited - a reference to the visibility of your

website on the top positions in both SEO and PPC, therefore means that there does not appear any page of competitors.

Visibility to the top positions through SEO and PPC means that there does not appear any page of competitors.

13) Fuse a backup plan

Search engine algorithms are unpredictable and can not guarantee you that you will appear on the important words forever. Despite all efforts, it may happen that the important keyword your site will fall dramatically in the search results.

This risk increases with the number of competitors in the industry. PPC advertising can be a fuse that if a failure occurs, the resulting negative effect will not be so drastic .[69]

Now will be observed setting up a PPC campaign.

Picture no.13 **Google AdWords settings**[70]
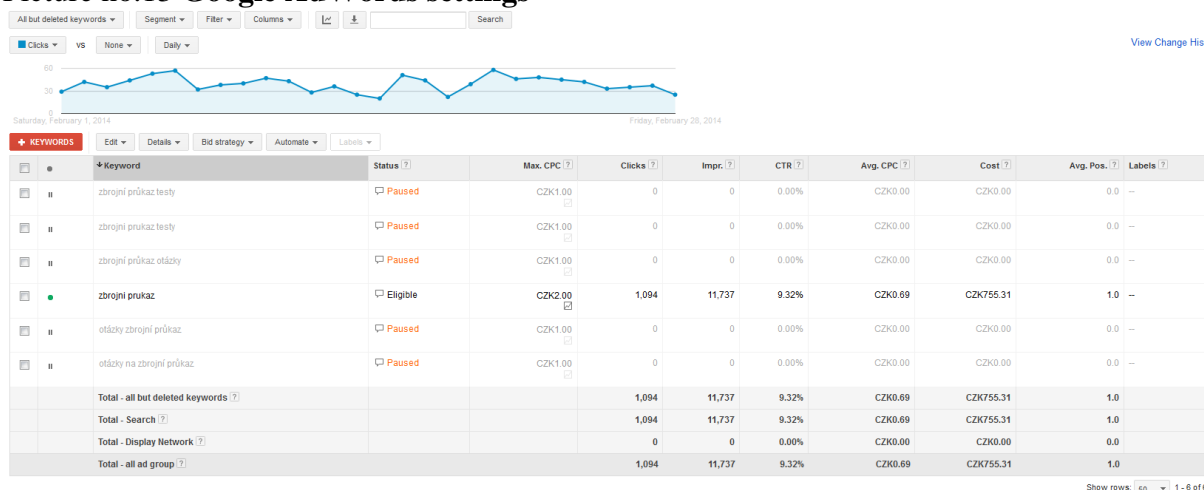
As it see keyword is set to "gun license". This word is quite low competition, so that the subsequent price per click is 2Kč which is very effective due to the first position. In fact this page is advertised in search engine twice, once by SEO and once by PPC.

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[69] 13 důvodů, proč skamarádit PPC a SEO. *Seznam a.s.* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: http://blog.dobryweb.cz/13-duvodu-proc-skamaradit-ppc-a-seo

[70] Campaign management. *Google AdWords* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: https://AdWords.google.com/cm/CampaignMgmt?__c=5136018281&__u=7726046081#a.13438224689_163284809.key&app=cm

Picture no.14 **Google search with PPC advertisement**[71]

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[71] Google search. *Google.cz* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z:
https://www.google.cz/search?q=zbrojn%C3%AD+pr%C5%AFkaz&oq=zbro&aqs=chrome.1.69i57j0l5.515
2j0j8&sourceid=chrome&espv=210&es_sm=122&ie=UTF-8

In this section we carry out a detailed analysis of site traffic. You also need to explore the possibilities of promotion on the social networking site Facebook. First, an analysis is made of visitors. For this, the use of instruments for monitoring traffic Google analytics. A detailed analysis of incoming visits and customer behavior on the site.

4.1.4 Testing of responsive design

In 2015 was developed new version of site with responsive design. In first is important to look how exactly website looks on different devices with different resolutions. For this purposes it will be used online application for resolution testing from mattkersley.com which show us website in resolutions: 240 x 320 (small phone), 320 x 480 (iPhone), 480 x 640 (small tablet) and 768 x 1024 (iPad - Portrait)

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Picture no.15 **Resolution testing[72]**

How its shown the main home button with logo interferes with design, It covers text which is included in the background with slide pictures. Solution is remove this text in low resolution and hide it.

In the next part it will be look in detail to technical aspects of loading data from to devices.

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[72] *Mattkersley.com* [online]. 2015 [cit. 2015-03-21]. Dostupné z: http://mattkersley.com/responsive/

In this case it will be used testing tool from feedthebot.com which show us testing of user experience and mobile performance problems. This tool also show if there is some complication with reading CSS, JavaScript and robotst.txt blocking.

Picture no.16 **Mobile seo test overview**[73]

In next part it should be look closely to performance issues, because there is bad ranking.

Picture no.17 **User and performance issues**[74]

Some tap targets are not properly designed, for some links inside the web is better to do some highlighted icons. Caching of some loaded data is not optimized for fluent reading, those file should be optimized for better loading. JavaScript should be not blocked in some rendered part of page.

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[73] *Feedthebot.com* [online]. 2015 [cit. 2015-03-22]. Dostupné z: http://www.feedthebot.com/mobile/

[74] *Mattkersley.com* [online]. 2015 [cit. 2015-03-21]. Dostupné z: http://mattkersley.com/responsive/

4.2.1   Google analytics

Google Analytics provides detailed information on what is website traffic and what is the opportunity to enhance their experience. Using Google Analytics (GA) is for free, you just need to have a registered user account with Google. The service offers different views and reports that may be interested in different types of publishers. Initially, Google itself divided these reports into three groups: manager, webmaster and marketing staff. Each of them is a little different demands on statistics. Manager interested in pure numbers - attendance, marketing specialist interested in the way users website through which keywords arrived and brought him to the decision to click on the " add to cart " webmaster turn browsers , resolution, and whether visitors have to run JavaScript enabled or Flash .

GA provides more than 80 different reports, among the most interesting and most commonly used are:

Attendance:

• The number of visitors for the period

• Number of page views

• Average page views per visit

• Time spent on site

• The rate of return visitors, their fidelity and depth visits

• The newcomers and their subsequent rate of return

• Technical details of the visitor's computer, such as operating systems , browsers , colors , screen resolution , connection speed to the Internet , support for JS , Flash , etc.

• Connection Speed

Access Map (visualization of geographic location) by:

• Cities

• Countries

• Continent

Sources approaches:

• Direct access

• Referring Sites

• Referring search engines

• Key words and phrases through which visitors came

• The best landing pages and entry routes[75]

In this case under examination, where customers come to the site and vice versa sites from which most leaves our site. In these pages arises investigation which attempts to determine the reason for churn and propose any necessary adjustments. First, assess the view of the most frequent sources of traffic.

Picture no.18 **Google Analytics - all traffic**[76]

Picture no.19 **Google Analytics - all traffic**[77]

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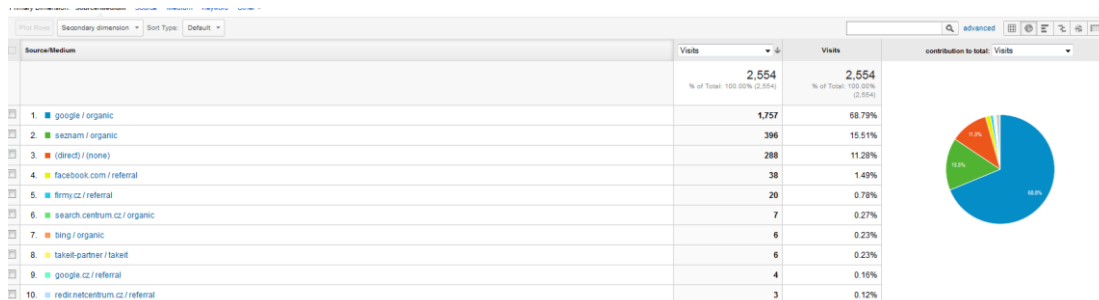
[75] KUBÍČEK, Michal. *Velký průvodce SEO*: *jak dosáhnout nejlepších pozic ve vyhledávačích*. Vyd. 1. Brno: Computer Press, 2008. ISBN 978-80-251-2195-5.

[76] All trafic. *Google Analytics* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: https://www.google.com/analytics/web/?authuser=0#report/trafficsources-all-traffic/a18532615w37258815p36766231/

[77] All trafic. *Google Analytics* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: https://www.google.com/analytics/web/?authuser=0#report/trafficsources-all-traffic/a18532615w37258815p36766231

Visitor numbers sufficiency. The largest sources of traffic are the two major search engines on the Czech market.

However, the rate of exit pages (the so-called bounce rate) is slightly above average. Optimal website bounce rate is usually around the 30th percent. It is therefore necessary to analyze where the customer is the most outgoing and try to find the reason for their departure.

For the understanding the behavior of the users it should be good to look for visitors flow:

Picture no.20 **Google Analytics - all traffic**[78]
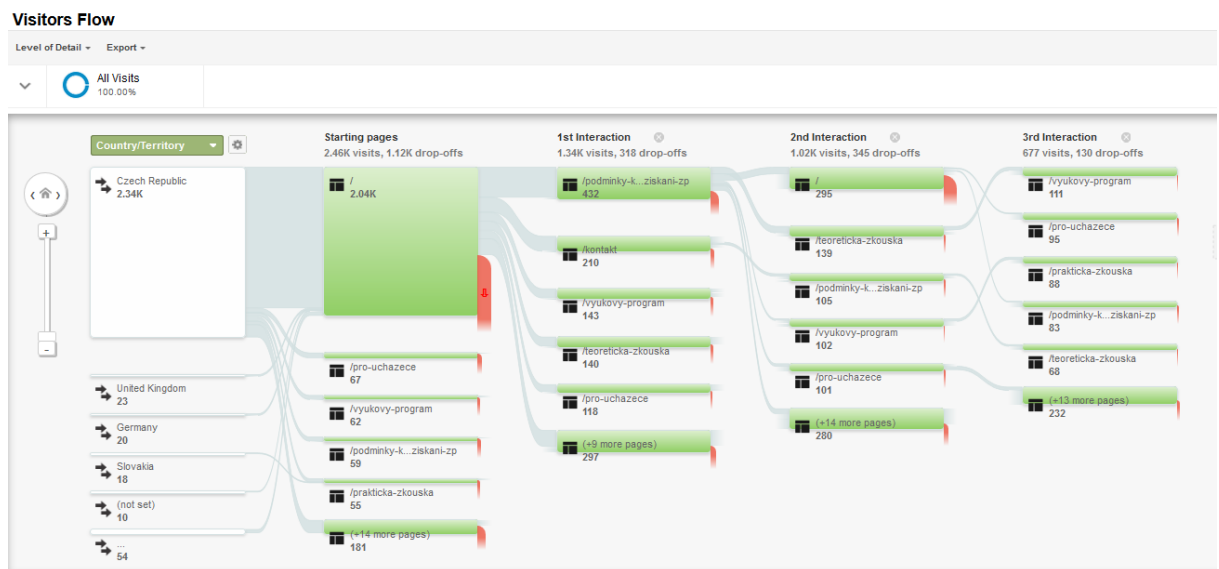
According to this chart it is seen that the most of the visitors stay only on homepage. It shall be focus on the better content and attractively of other pages. The appropriate solution is to try several possible variations of content. On the example there are no news page so customers can operate out of date, or customers may feel that on basically nothing new happens. Law News is one of the ways to keep customers' attention on the page and this is true also for visitors to the site who for some reason came back to the site. If they then see the new content, then have some potential to read it and to find out what is happening on the Web. Another option is to modify content on the main page. One of the options is to add new content, such as text, change the structure and encapsulate it, or add images to pages, animation or video that will make the site more interactive. The aim of the site is not only to keep the customer as long as possible on the website but also to make

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[78] Visitors flow. *Google Analytics* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z:
https://www.google.com/analytics/web/?authuser=0#report/visitors-flow/a18532615w37258815p36766231/

them to purchase the product/service. The fact that the customer buys a product (usually at electronics stores), or even that the customer can order a product, for example via the contact form, is termed conversion. The second case relates to these pages. The shooting schools are running courses to obtain a gun license and one of the options to order this course is through the contact section. Here, the customer can either call the operator or write him an email through our contact form or directly by an email address. It should be recognized our age group:

Picture no.21 **Google Analytics - demographic and interest report**[79]
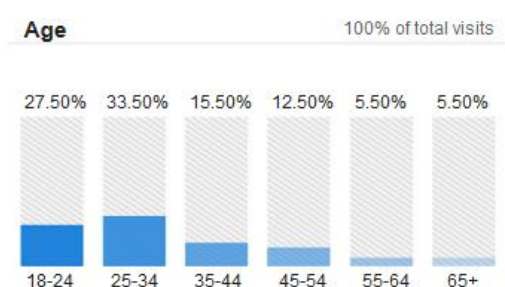
Pages are not attractive for the people in old age, we should be focused on improving the pages for them to become more attractive. Now it will be useful to look for the visits from each region in Czech republic.

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[79] Demographics and Interest Reports. *Google Analytics* [online]. 04.04.2013 [cit. 2014-03-08] Dostupné z: https://www.google.com/analytics/web/?authuser=0#report/visitors-demographics-age/a18532615w37258815p36766231/

Picture no.22 **Google Analytics - Location**[80]
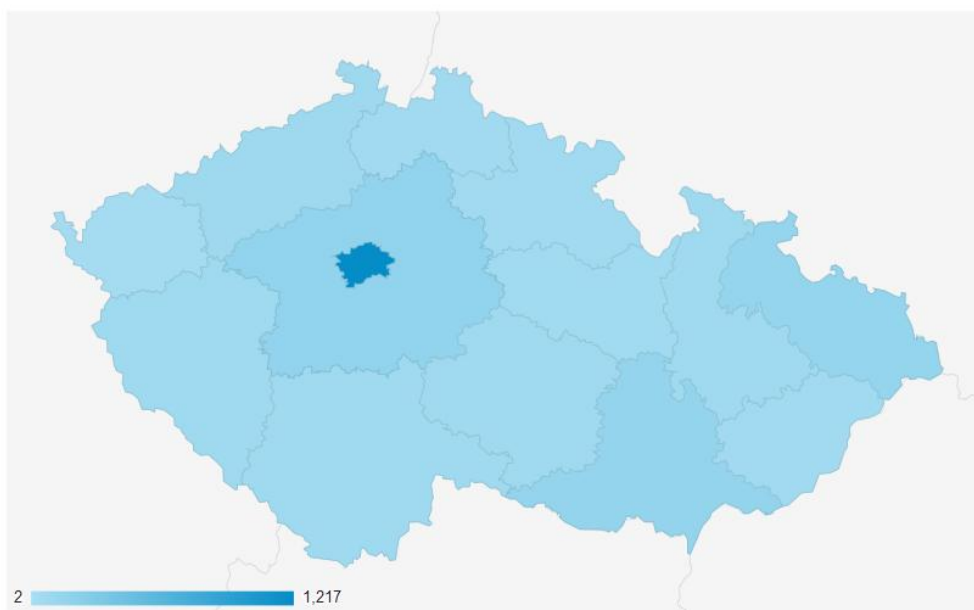
Picture no.22 **Google Analytics - Location**[81]

Region	Acquisition			Behaviour
	Visits ↓	% New Visits	New Visits	Bounce Rate
	2,424 % of Total: 94.91% (2,554)	76.77% Site Avg: 77.25% (-0.62%)	1,861 % of Total: 94.32% (1,973)	40.88% Site Avg: 41.43% (-1.31%)
1. Prague	1,217 (50.21%)	65.82%	801 (43.04%)	39.77%
2. Central Bohemian Region	179 (7.38%)	81.56%	146 (7.85%)	29.61%
3. South Moravian Region	161 (6.64%)	91.93%	148 (7.95%)	43.48%
4. Moravian-Silesian Region	157 (6.48%)	87.90%	138 (7.42%)	49.68%
5. Usti nad Labem Region	93 (3.84%)	88.17%	82 (4.41%)	37.63%
6. South Bohemian Region	83 (3.42%)	92.77%	77 (4.14%)	44.58%
7. Vysocina Region	78 (3.22%)	87.18%	68 (3.65%)	42.31%
8. Olomouc Region	75 (3.09%)	96.00%	72 (3.87%)	37.33%
9. Plzen Region	74 (3.05%)	89.19%	66 (3.55%)	39.19%
10. Zlin Region	71 (2.93%)	85.92%	61 (3.28%)	50.70%

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[80] Location. *Google Aanalytics* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z:
https://www.google.com/analytics/web/?authuser=0#report/visitors-
geo/a18532615w37258815p36766231/%3Fgeo-
table.plotKeys%3D[]%26_r.drilldown%3Danalytics.country%3ACZ/

[81] Location. *Google Analytics* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z:
https://www.google.com/analytics/web/?authuser=0#report/visitors-
geo/a18532615w37258815p36766231/%3Fgeo-
table.plotKeys%3D[]%26_r.drilldown%3Danalytics.country%3ACZ/

As we can see, the most of the visitors are from the Capital city Prague. It will be good to make some marketing and promotion actions in other regions to.

4.2.1.1 Comparing in 2015

In beginning of 2015 was developed new version of website, with responsive design. Now it will be compared changes in visits and behavior with old measurements from period 2013.

Picture no.23 **Google Analytics - Audience overview**[82]
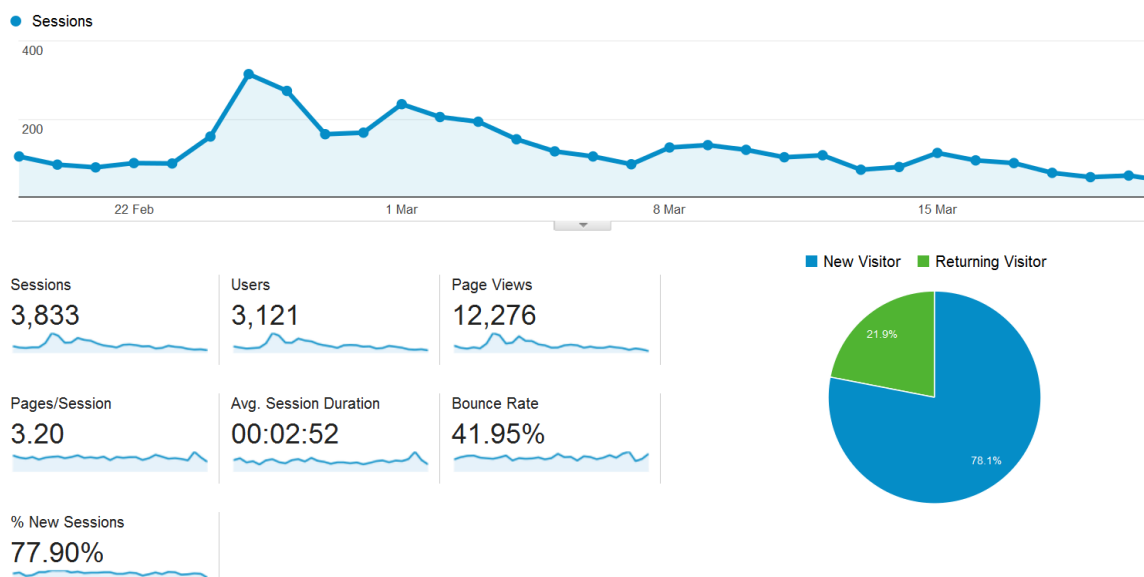
In 2015 is increase of traffic 50,0783%, below it will be shown the increase in chart.

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[82] *Analytics- audience overview* [online]. 2015 [cit. 2015-03-22]. Dostupné z:
https://www.google.com/analytics/web/?authuser=0#report/visitors-
overview/a18532615w37258815p36766231/

Picture no.24 **Google Analytics - Audience overview 2013-2015**[83]
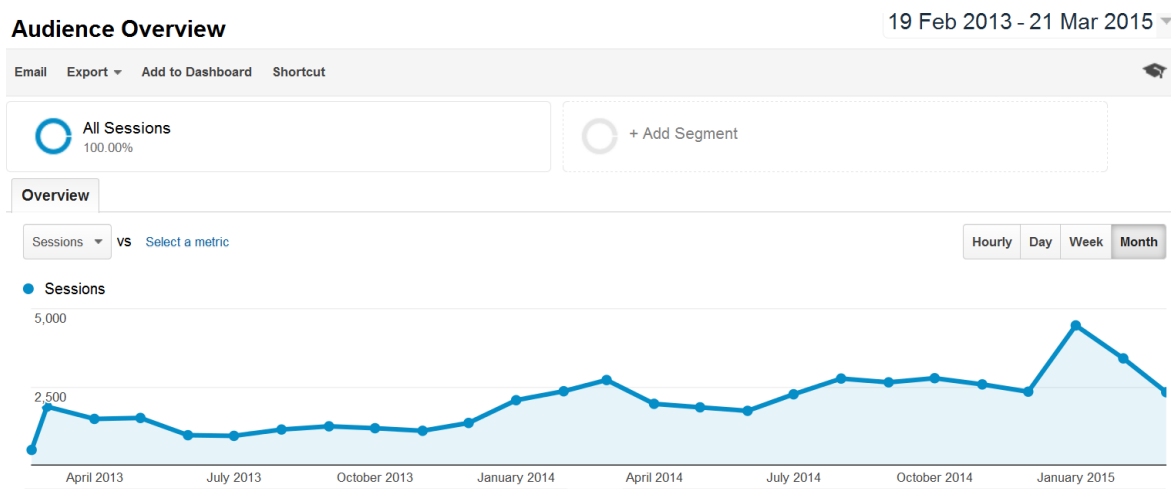
The most huge peak of visitors was in January 2015, when the total number of visits was almost double then April 2013. In January 2015 was developed and started new website with responsive design, so as its seen from the chart, the impact on visits is very strong. The bounce rate is changed now from 41,43% to 41,95%, so the perceptual ratio of people who immediately leaving website is almost same, like in 2013. Now it will be look for the changes in the behavior of visitors.

Picture no.25 **Google AdWords - Users flow**[84]

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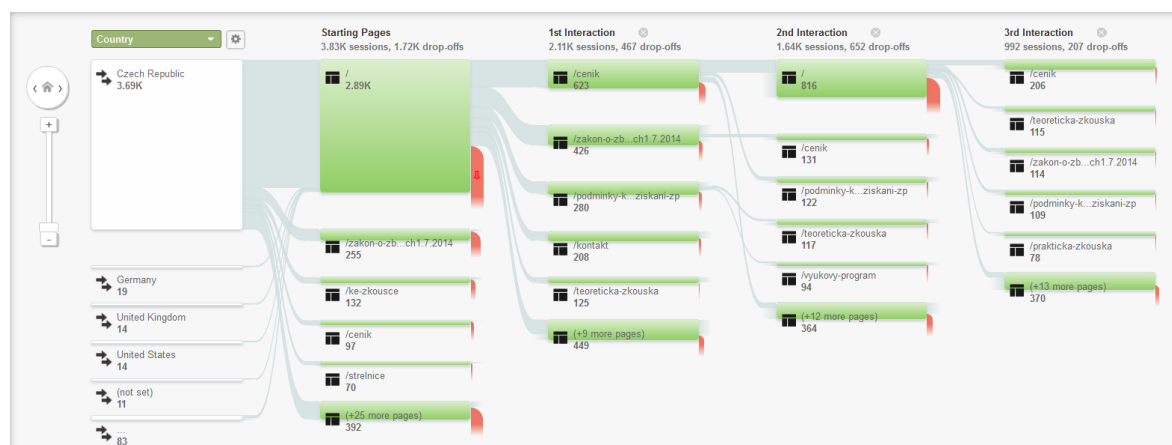
[83] *Adwords- audience overview 2013-2014* [online]. 2015 [cit. 2015-03-22]. Dostupné z: https://www.google.com/analytics/web/?authuser=0#report/visitors-overview/a18532615w37258815p36766231/%3F_u.date00%3D20130219%26_u.date01%3D20150321%26 overview-graphOptions.selected%3Danalytics.nthMonth/

[84] *Adwords- Users flow* [online]. 2015 [cit. 2015-03-22]. Dostupné z: https://www.google.com/analytics/web/?authuser=0#report/visitors-flow/a18532615w37258815p36766231/%3F_u.date00%3D20150219%26_u.date01%3D20150321/

There is no important changes in the users flow in website structure, again the most of visitors are stuck on homepage.

4.2.2 Facebook

Mark Zuckerberg, 23, founded Facebook while studying psychology at Harvard University. A keen computer programmer, Mr. Zuckerberg had already developed a number of social-networking websites for fellow students, including Coursematch, which allowed users to view people taking their degree, and Facemash, where you could rate people's attractiveness.

In February 2004 Mr. Zuckerberg launched "The Facebook", as it was originally known; the name taken from the sheets of paper distributed to freshmen, profiling students and staff. Within 24 hours, 1,200 Harvard students had signed up, and after one month, over half of the undergraduate population had a profile.

The network was promptly extended to other Boston universities, the Ivy League and eventually all US universities. It became Facebook.com in August 2005 after the address was purchased for $200,000. US high schools could sign up from September 2005, then it began to spread worldwide, reaching UK universities the following month.

As of September 2006, the network was extended beyond educational institutions to anyone with a registered email address. The site remains free to join, and makes a profit through advertising revenue. Yahoo and Google are among companies which have expressed interest in a buy-out, with rumored figures of around $2bn (£975m) being discussed. Mr. Zuckerberg has so far refused to sell.

The site's features have continued to develop during 2007. Users can now give gifts to friends, post free classified advertisements and even develop their own applications - graffiti and Scrabble are particularly popular.

This month the company announced that the number of registered users had reached 30 million, making it the largest social-networking site with an education focus.

Earlier in the year there were rumors that Prince William had registered, but it was later revealed to be a mere impostor. The MP David Miliband, the radio DJ Jo Whiley, the actor Orlando Bloom, the artist Tracey Emin and the founder of Wikipedia, Jimmy Wales, are among confirmed high-profile members.

This month officials banned a flash-mob-style water fight in Hyde Park, organized through Facebook, due to public safety fears. And there was further controversy at Oxford as students became aware that university authorities were checking their Facebook profiles.

The legal case against Facebook dates back to September 2004, when Divya Narendra, and the brothers Cameron and Tyler Winklevoss, who founded the social-networking site ConnectU, accused Mr. Zuckerberg of copying their ideas and coding. Mr. Zuckerberg had worked as a computer programmer for them when they were all at Harvard before Facebook was created.

The case was dismissed due to a technicality in March 2007 but without a ruling.[85]

Facebook is a unique system designed for the creation of social networking, sharing and entertainment.

The main advantages of Facebook is in terms of online marketing the advanced user segmentation. Another advantage is the social interaction. It is possible to engage your customers to share their own pages. It is also possible to communicate directly with users on the profile page, for example, they answer their questions.

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[85] A brief history of Facebook. *Theguardian.com* [online]. 25.06.2007 [cit. 2014-03-08]. Dostupné z: http://www.theguardian.com/technology/2007/jul/25/media.newmedia

Picture no.26 **Facebook profile page**[86]

This profile page is visible to show new content pages to users. The link to the page it should be added some explanatory text, so that the user is lured to share information. There is also the opportunity to share not only the content of the site, but also, for example, should be some interesting video which can then have high viral reach. A disadvantage may be that the use of viral content may be the original information, which content should bear misunderstood and particularly dangerous is that this information can then be shared among users uncontrollably. Therefore, when creating such contents reflect also on other aspects such as social and psychological. Furthermore, as a good form of promotion among users using applications such as games. For these applications, the end user, for example,

[86] Profile page: Střelecká škola Fišer. *Facebook.com* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: https://www.facebook.com/streleckaskola?ref=br_rs

offers the possibility of sharing the results of its wall, and it can then attract more users to the application. Let's see demographics information.

Picture no.27 **Facebook insight- demographics**[87]

The people who like your Page

Women
| 31% | 46% |
| Your Fans | All Facebook |

Men
| 69% | 54% |
| Your Fans | All Facebook |

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0.9%	10%	14%	2%	2%	0.9%	0.9%
Men	2%	27%	29%	6%	2%	0.9%	2%
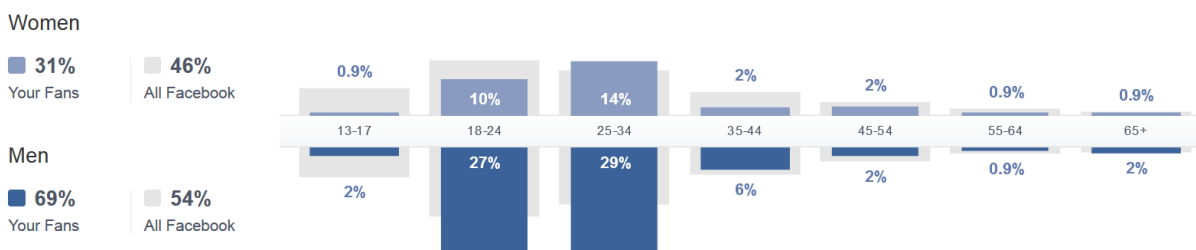
Picture no.21 **Facebook insight- demographics**[88]

The people who saw your posts in the past 28 days.

Women
| 56% | 31% |
| People Reached | Your Fans |

Men
| 43% | 69% |
| People Reached | Your Fans |

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	12%	26%	11%	4%	3%	0%	0.5%
Men	6%	16%	13%	3%	1%	1%	0.9%
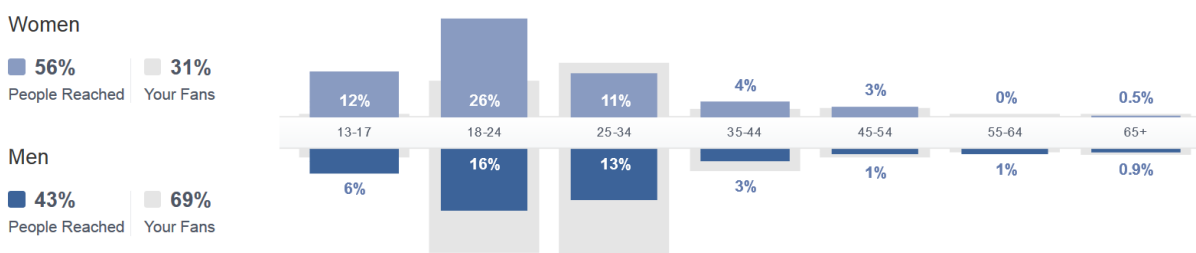
The demographic group of people is almost same like in the search engines, it will be recommended focus advertising and promotion more for people in old age.

There is one example of advertisement of one vide focus on the self-defense problematic.

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[87] Facebook insights - demographics. *Facebook.com* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: https://www.facebook.com/streleckaskola?sk=insights&section=navPeople

[88] Facebook insights - demographics. *Facebook.com* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: https://www.facebook.com/streleckaskola?sk=insights&section=navPeople

Picture no.28 **Facebook insight- demographics**[89]

All campaigns »
Campaign:
Propagace příspěvku "A jaký je Váš názor na nutnou sebeobranu nebo..." ✎

Create Advert for Campaign

7 July 2013 - 8 July 2013

Status	Campaign History	Budget	Duration (Prague time)		Potential Campaign Audience?
✓ Completed ▼	Go To History	$5.00 ✎ Lifetime	7 July 2013 19:24 – 8 July 2013 19:24 ✎		82,000 people

Results?	Cost?	Campaign reach?	Frequency?	Total Spent?
130	**$0.04**	**3,088**	**1.0**	**$5.00**
Post Engagements	Post Engagements			

There is nice example of the PPC advertisement on Facebook. For budget of USD 5 it was shown to three thousand people and 130 clicks on these ads. So the price for one click is about USD 0,04.

Recommendations are sure to focus on quality content and regular updates. This content should not only be guided by the classical text form but should be more interactive. Suitable recommendation is a good use of modern technology such as interactive applications, games and videos. It is advisable to use advanced targeting to achieve the best possible target groups and address so only really potential customers who are on the problematic truly interested, while attracting appropriate manner about the people who have not yet learned to problematic.

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[89] Facebook insights - demographics. *Facebook.com* [online]. 04.04.2013 [cit. 2014-03-08]. Dostupné z: https://www.facebook.com/streleckaskola?sk=insights&section=navPeople

5. Discussion

In order to establish whether or not a particular advertising strategy on the Internet is important, or whether it would be better to close a deal with another form of promotion, it is necessary to follow the previous statistics in context. Therefore it would be useful to summarize all the knowledge of the practical part of the study and to evaluate them.

The first obstacle is technical imperfection sites. Pages should meet all international standards, which are suitable for creating web pages. It should fix the validity of the source code. Although the code is not valid in the button social network, it should not be a major setback for indexing in search engines. Consequently, it would be appropriate to correctly distribute the ratio of color on the page. The headings on the page is not in the correct color contrast, any severely visually impaired user is unable to fully read these pages.

This is a major technical drawbacks of this website should invent some vital for their preparation. For example, to look for a different version of the actual buttons for Facebook, which should no longer repair technical problems with its validity.

However, it would be advisable to ingest the correct contrast colors for text and background sites. Ideal and trouble seems to be a combination of black and white colors. Contrast should generally meet the admissibility of the AAA level.

However, it would be advisable to choose a better link-building strategy for better visibility in search engines. Based on the analysis of back links, it can be stated that the portfolio of back links is not healthy. They should be selected quality back links from relevant sites.

The analytical part of the site is examined from the perspective of measuring instruments. Statistics are analyzed in terms of demographics and site structure. On the basis of the observed values from Google Analytics is clear that the development site should focus on better content. However, it would be appropriate to modify the structure of the URLs appropriately for better orientation on the site. It would also be advisable to focus on demographically other parts of the country, and not only to the capital.

Regarding the analysis of social networks, there are many opportunities to reach more potential audience. As already mentioned it is particularly necessary to put emphasis on quality updated content.

6.   Conclusion

In this work, it were concluded several major online marketing tools . Most of these tools are 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 online marketing tools in practice. At the beginning of the practical part was trying why it is important for pages to test their accessibility. It was challenged users can be important customers and is therefore unnecessary obstacles to build them. Pages should be designed with the appropriate color contrast and administrative structures that were available to all internet users.

Furthermore, it was shown that search engine optimization is an important and highly effective tool for online marketing. In addition, it may be the source of a large number of customers, its great advantage is the low price. If the user knows the practice of optimizing a website for search engines, do not have to spend hardly any money on marketing, but only devote time continuous maintenance of the site. However, a major drawback may be that it is more time consuming than, for example, PPC campaigns and the results are seen immediately. Also expertise can be quite frequent obstacle to why people do not want to invest in search engine optimization time.

For PPC campaign is easier. In campaigns in which they pay for clicks to have to wait a long time for it to show results. The results are displayed almost immediately after paying a campaign setting. The disadvantage can thus be immediate investment. The campaign must also be properly designed to artificially attract interested customers. As has been shown , it is currently also advisable to focus on addressing users using social networks. Their big advantage is the possibility of advanced segmentation and targeting users. The possibilities are there to find a much focused users interested in the product than conventional PPC campaigns. Furthermore, it was shown that it is necessary to take care of contents pages. Not only on the profile pages on social networks, but also on the current website, it is important to correctly set the content so that customers attracted and compelled them to purchase a product or service. It is also suitable contents vary according to the traffic of each page. Measurement and analysis of traffic is one of the most important tools of online marketing. If you have a high traffic site, so it definitely does not

mean that the site is automatically effective. You need to thoroughly analyze the site from which most web users leave and suggest possible solutions. As a solution may be to change the content or structure of the website. The quality content is one of most effective tools of inbound marketing. Online marketing is a complex issue that affects many other areas than just the classic marketing. This work should be a guide and instructions on how to effectively use online marketing tools.

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