CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title **The optimal use of SEO and SERP Techniques**

Name of the student **Milad Sahragard**

Thesis supervisor **John McKeown**

Department **Department of Languages**

Opponent **Jared Daniel Jacques**

	1	2	3	4
Logical process being used			**3**	
The structure of paragraphs and chapters		**2**		
Formal presentation of the work, the overall impression		**2**		
Formulation of objectives and Choice of appropriatemethods and methodology used		**2**		
Work with data and information			**3**	
Work with scientific literature (quotations, norms)			**3**	
Clarity and professionalism of expression in the thesis			**3**	
Summary and key-words comply with the content the thesis		**2**		
Fulfillment of objectives, formulation of conclusions			**3**	
Comprehensibility of the text and level of language			**3**	

Evaluation of the work by grade (1, 2, 3, 4) **3**

Evaluation: 1 = the best

Date 27/04/2023

el. signed by Jared Daniel Jacques *on* 27/04/2023 16:01
Signature of Opponent

Other comments or suggestions:

The paper gives a highly detailed literature review to deliver a full background on SEO and its usage in improving traffic. In the practical portion, the parameters are again given intricate details of measurements and 'KPIs' before entering the case study. However, the details listed are not all explored in Alza's web & mobile versions. More observable data is given rather than quantitative analytics (only the mobile traffic was listed @ 60%).

For another critique, the Literature Review quite often has an overreliance on quotations (complete sections in some cases) as opposed to paraphrasing the content, along with some improper citations. The empirical portion leading up to the Results & Discussion paved a solid foundation to bring the paper full circle, but the conclusion leaves the paper without closure.

Questions for thesis defence:

The paper focuses on SEO but is rather vague in the case study; how is Alza optimizing its SEO (based on the analytics you found)?

Section 4.1.3 mentions Website ranking but is not utilized in the case study of Alza; how was it ranked when put through the various tests?

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