

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by supervisor

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

Name of the student **Milad Sahragard**

Thesis supervisor **John McKeown**

Department **Department of Languages**

Logical process being used	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formal presentation of the work, the overall impression	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives and Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with scientific literature (quotations, norms)	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content the thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives, formulation of conclusions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
<b>Evaluation of the work by grade (1, 2, 3, 4)</b>				<b>2</b>

Evaluation: 1 = the best

Date 29/01/2024

*el. signed by John McKeown on 29/01/2024 13:58*

Supervisor signature

**Other comments or suggestions:**

This is a very competent thesis with good descriptive power. It has a particularly comprehensive review of the literature. The practical part is also very good and goes some way to fulfilling its stated objectives, but only indirectly.



**Plagiarism control:** The system Theses.cz has not assessed the thesis as suspicious.

Date 29/01/2024

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