

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title **How can a company raise its internet profile?**

Name of the student **Mikhail Khachatryan**

Thesis supervisor **John McKeown**

Department **Department of Languages**

Opponent **Jared Daniel Jacques**

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

Evaluation: 1 = the best

Date 27/04/2023

el. signed by Jared Daniel Jacques on 27/04/2023 12:39

Signature of Opponent

Other comments or suggestions:

The paper provides a comprehensive breakdown of improving a company's online presence through enhanced SEO, SMM, and SMO. The author reviews and determines multiple facets of a website's necessities while giving proper strategies for developing a higher ranking. The thesis includes a quality interview conducted with multiple experts in the field to show various perspectives and delivers a well-rounded analysis of the best industry practices. It would have been beneficial to see a practical exercise conducted in conjunction with the paper as a 'real-life' example, but the objectives were achieved successfully.

Questions for thesis defence:

What were your biggest takeaways from the interviews with industry experts?

Are there any AI tools that you have explored to better assist with the process of enhancing a website's marketability?



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