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Faculty of Economics and Management

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Bachelor Thesis

How can a company raise its internet profile?

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BACHELOR THESIS ASSIGNMENT

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Thesis title

How can a company raise its internet profile?

Objectives of thesis

The main objective of this thesis is to show how a company can raise its internet profile through a comprehensive analysis of the website of a particular company. It analyses theoretical aspects of SEO, suggests strategies for the social media platforms of a company, and, finally, tracks the results of the implemented search engine optimization.

Methodology

In the theoretical part, a comprehensive literature review will be conducted to explore linguistic and technical aspects of SEO, content marketing, online reputation management, and other relevant concepts. The practical analysis will involve an in-depth examination of the website using tools such as Screaming Frog SEO spider, SEMrush and Vercel, plus an identification of on-page and off-page optimization opportunities. Social media strategy recommendations will be developed based on current trends.

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Declaration

I declare that I have worked on my bachelor thesis titled "How can a company raise its Internet profile?" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 11.03.2023

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Jak může společnost zvýšit svůj profil na internetu?

Abstract

V dnešním světě se internet stal pro podniky základním nástrojem, který jim umožňuje rozšířit jejich dosah a přilákat potenciální zákazníky. To vedlo k tomu, že firmy hledají způsoby, jak zvýšit svou viditelnost na internetu a zvýšit návštěvnost svých webových stránek. Tato bakalářská práce se zabývá různými strategiemi, které mohou podniky využít ke zlepšení své přítomnosti na internetu, jako je optimalizace pro vyhledávače a optimalizace sociálních médií.

Práce začíná zdůrazněním významu robustního internetového profilu a výhod, které může podnikům přinést. Poté poskytuje přehled různých dostupných strategií a nastiňuje zásady a techniky jednotlivých přístupů. Práce se rovněž zabývá výzvami, kterým mohou podniky čelit při snaze zvýšit svůj internetový profil, jako je konkurence a měnící se algoritmy.

V závěru práce jsou vyhodnoceny výsledky a změřen dopad provedených změn na stránce na online viditelnost společnosti, její pozici na Googlu a celkovou návštěvnost webových stránek. Účelem praktické části je demonstrovat výsledky a ukázat, jak může společnost zvýšit své pozice na internetu.

Klíčová slova: SEO, Business Visibility, Branding, Digital Marketing, Online Presence, Website Optimization, Organic Search, Search Engine Rankings, Marketing Strategies.

How can a company raise its internet profile?

Abstract

In today's world, the Internet has become an essential tool for businesses to expand their reach and attract potential customers. This has led to companies seeking ways to enhance their online visibility and drive more traffic to their websites. This bachelor thesis delves into various strategies businesses can use to improve their online presence, such as search engine optimization and social media optimization.

The thesis begins by highlighting the importance of having a robust internet profile and the benefits it can bring to businesses. It then provides an overview of the different strategies available, outlining the principles and techniques of each approach. The thesis also examines the challenges that companies may face in trying to raise their internet profile, such as competition and changing algorithms.

Finally, the thesis evaluates the outcomes and measures the impact of the implemented on-page changes on the company's online visibility, ranking position on Google, and overall website traffic. The purpose of the practical part is to demonstrate results and show how a company can increase its rank on the Internet.

Keywords: SEO, Business Visibility, Branding, Digital Marketing, Online Presence, Website Optimization, Organic Search, Search Engine Rankings, Marketing Strategies.

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1 Introduction

A decade ago, the World Wide Web, which will be 54 years old in 2023, was used almost only to search for the necessary information. Every day the number of Internet users, new sites, and network capabilities increased rapidly. Today, the number of web portals exceeds one billion, and the number of users (according to the Facebook report for 2021) is more than three billion people, i.e., almost 60% of the world's population.

The possibilities of the Internet are growing almost faster than the number of sites and users. No one is surprised that through the network you can pay for utilities, order food online, buy clothes, and even earn. The Global Network today is an influential force: a promotion tool, a means of presenting and searching for any information, and an immense communication space. And this is not a complete list of the opportunities that the World Wide Web provides us.

Returning to the fundamental function of the Internet as a source of information, it should be said that this predetermined the fact of receiving data about anything and anyone from the network. Today, every second person has an account on at least one social network. All information about this or that person, with rare exceptions, is in the public domain. Instagram, Facebook, or some other social network profile is more attractive, as practice shows, the more likes, and popularity it has with the owner of this account. And if everyone can create a certain image for themselves through the Internet without costs and special skills, then, of course, almost every company, firm, organization, etc. uses its own and third-party web portals as a way of presenting information about themselves and as a means of promoting their goods and services and other subjects of activity.

For the user to go to the desired web portal, search engine optimization is used to promote the site - SEO optimization (Search Engine Optimization). This tool is a set of measures to raise the position of the site in the search engine query results.

Statistics show that the user is unlikely to continue to view more than thirty positions of the query results (according to Forrester Research Inc.). Therefore, the organization's website, in principle, needs to be in the first place in search engines to learn about the company and be interested in the subject of its activities. Here the stereotype begins to work: the higher the position of the site, the more respected this web resource is.

2 Objectives and Methodology

2.1 Objectives

The main objective of this thesis is to show how a company can raise its internet profile through a comprehensive analysis of the website of a particular company. It analyses theoretical aspects of SEO, suggests strategies for the social media platforms of a company, and, finally, tracks the results of the implemented search engine optimization.

2.2 Methodology

In the theoretical part, a comprehensive literature review was conducted to explore linguistic and technical aspects of SEO, content marketing, online reputation management, and other relevant concepts. The practical analysis involved an in-depth examination of the website using tools such as (Screaming Frog SEO spider, SEMrush, Vercel, etc.), identifying on-page and off-page optimization opportunities. Social media strategy recommendations were developed based on current trends.

3 Literature Review: The concept, functions, and stages of the historical development of search engine optimization technology.

According to Forrester Research Inc., 81% of people find the right web resource using search engines. The data demonstrates that it is SEO that helps attract more users to the site. Moreover, people who have found a web resource through a search engine are the most suitable target audience, since they enter keywords into the search field, based on which search engine optimization is formed. So, the high role of SEO as an Internet marketing tool is undeniable.

To understand the essence and principle of operation of such a tool as SEO optimization, it is necessary to define this term, as well as to identify the goals and functions of search engine optimization of the site.

As mentioned above, SEO is an abbreviation of Search Engine Optimization, which means "search engine optimization". Definitions SEO exists a lot, and it is impossible to say unequivocally that one or the other is true. To understand the concept in more detail, it is necessary to consider and compare the definitions proposed by different scientists and SEO practitioners in their writings.

Eric Enge, author of the book "The Art Of SEO: Mastering Search Engine Optimization" defines it as "SEO is the art of website promotion" (Eric Enge, 2015).

Rand Fishkin, founder and former CEO of Moz, defines the term as "the practice of increasing the quantity and quality of the traffic that you earn through the organic results in search engines." The better optimized your website is, the more highly it can rank in search engine results. The higher it ranks; the more people will see and click on it. Implementing an SEO strategy helps more people find your website naturally on Google and other search engines—without paying for digital advertising (Rand Fishkin, 2015).

Paul Shapiro, SEO director at Catalyst and founder of Search Wilderness defines it as Marketing for your website. SEO has the goal of improving the natural visibility of your website on search engines. SEO today extends beyond what is considered traditional on-page and off-page strategy, branching into other disciplines such as PR, Conversion Rate Optimization, Content Marketing, and Social Media to successfully achieve this goal. Well-conceived SEO strategy often draws on data and analytics, to make well-informed decisions for improved visibility. Understanding and predicting searcher intent is also a large part of the SEO equation [<https://searchwilderness.com>].

Matthew Capala author of the book “The Psychology of a Website: Mastering Cognitive Biases, Conversion Triggers, And Modern SEO To Achieve Massive Results” tells the same definition of SEO to everybody, whether you are his mother or CEO. He explains it: “I help brands show up online when their consumers are looking for them, including search engines, blogs, and social media “(Matthew Capala, 2021).

After analyzing the above definitions, we can generalize that SEO optimization is a tool for website promotion, the principle of which is to increase the site's place among the rest when displaying queries by search engines.

The objective of SEO optimization, as elucidated by its definition, entails two primary goals. Firstly, it involves promoting a website correctly on search engines, which consequently boosts its position in search engine rankings. Secondly, it involves enhancing the conversion rate of website visitors into customers. Achieving these objectives necessitates undertaking various search engine optimization tasks, such as creating compelling and engaging texts, adhering to website text preparation guidelines, and optimizing text for search engines.

Regarding the functions that search engine optimization performs, the following should be highlighted: Search engine promotion and increasing the popularity of the website. Increase the citation of the website—conversion of visitors into buyers.

It is important to acknowledge the various types of SEO optimization, which some sources refer to as subspecies of search engine optimization methods. The two main types of SEO are white and black. As the names suggest, the so-called "correct" methods of search engine optimization belong to the white category. These methods are not prohibited by any specific search engine and do not deceive users. In contrast, black SEO involves achieving the desired outcome at any cost and is generally prohibited by search engines. Black SEO optimization includes techniques such as cloaking, where bots and site visitors see different content; link or search spam; the use of text that is invisible to internet users but seen by search engines; and the use of doorway pages to drive traffic.

The apparent ease of black search engine optimization often deceives those who want to use it, since the effect of using this type is short-term. To hold positions, it is necessary to use high-quality, proven, and correct SEO methods, i.e., related to white optimization.

In addition, there is a third type of SEO optimization - gray, which is not a collaboration of the two described above. Gray differs from black SEO only by the fact that its application will not be followed by certain sanctions.

Even though search engine algorithms are regularly becoming more complicated, and search engine optimization turns into a study of the site under the rules of search engines, you can still find examples of the use of unethical SEO optimization methods. Most often, black and gray SEO is used for web resources that are not designed for long-term existence: the probability of a ban is not critical if the goal of collecting fast traffic is achieved.

Having defined the object under study, and having identified its goals, objectives, and functions, it can be concluded that SEO optimization is an extremely effective way not only to promote the site but also to convey certain information to a wide audience. The increasing need for an SEO specialist every day (otherwise – SEO optimizer or SEO copywriter) speaks of the high value of search engine optimization as a website promotion tool and an element of internet marketing. Technology is developing every minute (if not every second), and, as a rule, all its components are developing, changing, and supplementing. Nevertheless, like any phenomenon, SEO optimization has a beginning, a history of development, and certain ways of becoming.

The history of SEO optimization dates back to the late 90s - during the birth of search engines.

The first stage in the development of search engine optimization was the so-called "catalog era". In 1994, the Yahoo! web resource was one of the first to combine sites into catalogs based on the theme principle. This was the primary way to bring the site to the forefront. Another option is using banner advertising, which is successfully used today. In the mid-90s, the first search engines began to appear: WebCrawler, Lycos, and AltaVista. At that time, search engine algorithms were elementary, evaluating the relevance of the text by keywords, tags, and some other internal factors. At the same time, the first SEO optimizers appeared, who used the already well-known "black" optimization in their work: they entered a large number of keywords into different parts of the site code. However, experts quickly realized that the "spammed" page was not interesting to the user. This is how "cloaking" appeared - today the method of "black" optimization, which consists of reflecting two different types of pages for the search engine and the site visitor. The search engine "saw" the information it needed for the site to occupy a good position, and for the user to have a structured page without unnecessary components.

In 1998, Stanford University students Sergey Brin and Larry Page created the Google search engine. Today's "King of Search Engines" was distinguished from competitors by a ranking algorithm based on the Page rank indicator. Page Rank is a numerical value that

determines the "importance" of a web resource: the more important the site is, the more links to it. So, with the advent of Google, a new era of SEO optimization began.

With the development of PR technologies, new website promotion methods began to appear, and the term SEO optimization became widespread. Today, search engine optimization combines the use of functions from different fields of activity: a modern SEO specialist should know the basics of marketing, be able to successfully communicate with the user and present the information he needs in an accessible way, as well as take into account the factors of search engines. With the growing possibilities of Internet technologies and user requests, factors such as the creation of unique content and the use of a large number of links are insufficient. Now search engines take into account the behavioral factors of users, which, as you know, are not always explicable.

If we talk about today's leaders in this field of activity, then according to the research company Net Market Share for September 2022, Google occupies the first place in the global market.

3.1 Website ranking.

Speaking of SEO optimization, it should be said that although this term refers to the totality of all factors for website promotion SEO is the so-called internal optimization, i.e., the system of all actions that can be done with the site from the inside (with its content, code, etc.). And the sum of the internal and external optimization is called site ranking.

Ranking – "ordering search results by their relevance"

Naturally, with the evolution of the Internet and search engines, in particular, ranking algorithms become more complicated. If earlier the optimizer should have indicated only the thematic focus of the web resource, a description of its content and keywords (often not corresponding to the portal's topic), now search engines take into account many other factors.

Now that we have found out what ranking is, we should justify its internal and external factors.

Internal ranking factors are all the work carried out on the site, as well as the domain and server settings. In other words, these are the qualities of the site that affect its evaluation by search engines

External ranking factors are the use of recommendation links posted on external resources. Or else – factors are taken into account by the search engine that do not relate to the qualities of the site.

The internal ranking factors of the site include:

1. Content, i.e., the content of the site, as well as its quality, relevance, and relevance to search queries. The quality of the content implies its uniqueness.

Relevance is the significance of the information presented on the site and the frequency of its updating.

Also, the content of the portal is considered relevant if the frequency of occurrence of the keyword is 3-5%.

All of these elements are the most important components for increasing the site's position in search engines, and their ratio should be correct. You can't give preference to one thing. For example, for a text of 3000 characters, no more than two keywords are required.

2. Site navigation and its structure. Many sites on the web involve the use of different designs, compositional and graphic models, and styles, but the structure of almost every web resource is built according to the same scheme. This scheme is called tree-like because it looks like a tree: everything starts from the trunk, i.e., the main page of the site, from which you can, like branches and leaves, get to other sections. Nevertheless, the structure, as well as the navigation on the portal, must be correctly compiled to be convenient for visitors to the web resource. The Ideal option is the one when the user needs a maximum of three clicks to “get” any information of interest from the main page of the website.

3. Meta tags of website pages Meta tags (components of HTML code reflecting structured data about a site page) are an important ranking factor, since it is believed that they highlight the most important parts of the text, headings, etc. The tags must correspond to the content. I.e., if the keywords meta tag says about the beneficial properties of honey, then in the text of the page it should be about this. There are specific tags for terms, headings, highlights, etc.

4. External links to other web resources

It is important to remember that links from one site to another must correspond to the topics of both web portals since non-thematic links worsen the ranking by search engines. Modern search engine algorithms recognize any "hint" of advertising, even in a cleverly veiled form.

However, this is typically only for ranking "young" sites – for reputable and long-established web resources, advertising, even in large quantities, is most often "forgiven".

External factors of site ranking include:

1. External links to the site.

The definition of link mass means the number of links to a web resource on other sites. Both their quantity and their quality are considered. Here it is necessary to define the terms introduced by the Russian search engine "Yandex": citation index (CI) and thematic CI (tIC).

The citation Index (CI) is a weekly updated number of domains that link to the site (except links from sites located on free hosting, links from guest books, forums, and some directories). Calculated according to the technology of the company "Yandex".

Therefore, the more tIC the donor site has (the resource that places a link to the web portal needed by the optimizer), the more benefit this link will bring to the acceptor site (the site to which the donor site places a link)

For successful ranking, it is important not only the number of external links to the site but also the relevance of their anchors.

Anchor is "text content located between tags; synonym is linking text."

Moreover, the reference must be used in the appropriate context.

2. Mention the website in reputable catalogs

In addition to external and internal ranking factors, some cannot be attributed to any group. For example, the domain of the site (i.e., its name). Depending on the domain level, the site can be ranked higher or lower. Naturally, it is impossible not to mention the geographical component: the search engine Yandex better ranks domains of the zone ".ru", etc. Another important factor is the age of the site and domain, respectively.

Having determined what, the ranking of the site is and having analyzed its external and internal factors, we can draw the following conclusion: although SEO is mostly internal optimization, its linguistic aspect, exactly like the technical component, is difficult to attribute to any particular group of ranking factors. But since most of the success in promotion depends on the site itself, its content, etc., then, in our opinion, it is necessary to consider in detail the internal factors of website promotion, namely the semantic core of the site and its content.

3.2 The semantic core and the website's content as the fundamental elements of the language aspect of SEO.

The most important element of website promotion is the use of keywords, or otherwise – the compilation of the semantic core of the site.

The semantic core of the site is "a database of search words, their phrases and morphological forms that most accurately characterize the type of activity, goods or services that the site offers, and specially selected for its promotion"

In simple words, this is "a set of queries for which a website is promoted.

To make up the semantic core correctly, it is necessary to carefully analyze the goods and/or services, as well as any subject of activity that is offered on the site. The site will enjoy success and occupy leading positions when ranking by search engines if the semantic core of this site corresponds to the ideas of Internet users about it. Another component of the analysis is the monitoring of potential and existing competitors, as well as statistics of a web resource and a search engine.

Naturally, there are several tools for the selection of keywords and phrases. First of all, it should be said about "brainstorming". This tool consists of simply coming up with potential queries. But since this method is associated with the human factor, and sooner or later the optimizer will go through all possible options, there are other methods.

SEO specialists have long tried out programs created by leading search engines as a way to select keywords. First of all, we are talking about Google AdWords, designed to select text for contextual advertising.

Another method is the analysis of phrases used by competitors. To get this information, you can use, for example, the "[Megaindex](#)" service. You need to register and add the project to the "SEO services" menu, and then select the "Site Visibility" section and analyze competitors' sites for the keywords and phrases used, which are displayed at the bottom of the page.

Regardless of the method chosen by the optimizer to compile the semantic core of the site, it is important to know the basic requirements for its formation:

- 1) Set the exact word form to promote the request;
- 2) Exclude filler words, or otherwise – dummy words;

3) Remove keywords intended purely for cheating. The semantic core of the site is the foundation, with the correct formation it is possible to achieve visible results.

When compiling the semantic core of a website, it is not enough to come up with or pick up keywords and phrases, an important aspect is their distribution across sections and pages of a web resource. This raises issues such as the number of keywords on one page of the site, the location of the underlying keywords on the main page, etc.

The distribution of all keywords and phrases on the site consists of several stages.

- 1) The creation of the main keyword and the formation of other keywords similar to it. Let's say the main keyword is "classics of literature". The rest of the keywords are formed into groups that are similar to each other (in this case, we are talking about classic writers of literature). An example of this stage is shown in Table 1.

The main keyword	George Orwell	William Shakespeare
Keywords	Orwell classics Orwell's literature Orwell's literature, etc.	Shakespeare's literature Shakespeare classics Shakespeare's literature, etc.

Table 1 – Main keywords example

- 2) Identifying the interests of potential consumers and classifying keywords according to them. Keywords and phrases should be segmented by interest groups of web resource visitors - prospective consumers of goods, services, and any other subject of activity, information about which is located on the site. An example of the stage is shown in Table 2.

User interests	Find information about the writer	Find works of literature
Keywords	Shakespeare classics	Shakespeare's literature Shakespeare's literature, etc.

Table 2 - Keywords example (based on user interests)

3) Building the structure of the website takes into account logical order and usability.

If there is a certain possibility, the optimizer can build a web resource structure based entirely on the results of the keyword distribution. Speaking about the existing portal, it should be noted that its structure can also be changed by correctly implementing the internal communication of hyperlinks between pages of the same site.

This stage is optional, but it is very effective in creating unique, attractive content that meets all the needs, requests, and goals of users. An example of the site hierarchy is shown in Table 3.

The main page of the site			
Orwell		Shakespeare	
Literature	Biography	Literature	Biography

Table 3 – Website structure example

- 4) When creating a website, it is important to position the content on each page by using relevant keywords or phrases. This involves using variations of the keywords in the page elements such as the heading (title), the description of the page (meta description), and 5) the address (URL). The positioning stage is essential in optimizing the site's semantic core to achieve maximum efficiency. Table 4 provides an example of how this stage can be carried out.

URL	www.literature.com/classic_literature/shakespeare
Title	“William Shakespeare: The life and legacy of England’s bard”
Meta Description	William Shakespeare is often called the national poet of England, considered the greatest playwright of all time, and an actor of the Renaissance.

Table 4 - Position stage example

While observing all stages of keyword allocation, it is important to remember that the content of each page of a web resource must correspond to the keywords prescribed in the code. Also, it is not necessary to create many new pages of the site, if it is possible to optimize a set of keywords for one page.

Following all the above steps, rules, and requirements, it is possible not only to create an effective semantic core of the site but also to do it without difficulty.

A properly composed semantic core is an important, but not the only factor of successful SEO optimization. Web resources located in the first places of search engine results are characterized by one common criterion: the availability of high-quality content, i.e., the content of the site.

Another essential element of the language aspect of search engine optimization is the web resource's content. There are certain criteria for compiling "good" and attractive content for both search engines and Internet users.

- 1) ***The updatability of the web resource.*** It is desirable to update the content as often as possible; at least once every few weeks. Thus, the information provided on the site is considered relevant.
- 2) ***Grammar and spelling.*** There should be no errors, typos, etc. In the text. If nevertheless, it was not possible to avoid their admission, then the number should be minimal.
- 3) ***They are highlighting subheadings and lists.*** It is essential to divide large parts of the text into subheadings, paragraphs, or paragraphs to facilitate readability. The lists should also be graphically highlighted: numbered or marked in some other way.
- 4) ***The length of sentences*** should ideally be 10 words or even less. If it is not possible to avoid long sentences, then they should be dispersed throughout the text.
- 5) ***Contextual proximity.*** The content of the page must be relevant to user requests. In addition, you need to use synonyms.
- 6) ***Originality.*** The text should not be copied from another website. It is allowed to use a rewrite, but even this method of creating a text cannot guarantee one hundred percent originality.

Except for the first point, all the listed criteria relate only to the writing of the text. For this aspect of SEO optimization to be effective, professional copywriters are involved.

Speaking about the content of the website, it is impossible to not mention the links.

Building high-quality content that will attract links itself is more effective in the long run than building up the link mass. That is, you can simply "stuff" the text with a lot of links, or you can create creative, interesting texts that will serve as a citation of the site. This process occurs as follows: the site is promoted, then awareness of it is made, and then so-called "natural links" appear.

This factor of search engine optimization, as mentioned above, is very important. High-quality content attracts users, the site looks more respectable in comparison with others similar in nature to the information provided. All this contributes to the formation of a positive image of a web resource; such sites are well-ranked by search engines.

3.3 The technical aspect of search engine optimization.

When it comes to SEO, the technical foundation of an optimized website is often overlooked when it's broken down into two aspects. The reason for this is those unique elements such as website content, page headers, and a specific set of keywords (the semantic core of the site) are required to display a web resource at the top of search results. Meanwhile, the technical component is often built according to a single scheme. However, it's important to note that all optimization efforts can be rendered useless if the technical aspect of SEO is not taken into account.

The essence of the technical aspect is represented by a set of elements that affect compatibility with search engines and, thus, contribute to the correct indexing and ranking of the site. A. A. Yakovlev divides these elements into three groups: legal SEO techniques, search spam, and additional techniques. (Yakovlev, 2015)

Legal search engine optimization techniques include:

- 1) The <TITLE> tag of the page (title);
- 2) Main text and keyword density;
- 3) The location of the text on the page;
- 4) Keyword tag;
- 5) Location of keywords (proximity of keywords to each other);

- 6) Headings H1, H2, H3, etc.;
- 7) Bold text selection;
- 8) Domain name;
- 9) Elements of web design;
- 10) Link text;
- 11) Link building;
- 12) External code;
- 13) CSS - cascading style sheets; (design the appearance of web pages);
- 14) Folder level;
- 15) Menu and site map;
- 16) Dedicated IP address;
- 17) Subject matter;
- 18) File extension.

Search spam includes:

- 1) Redirect (redirecting site visitors from one page to another);
- 2) Invisible text;
- 3) Re-registration of the site in search engines;
- 4) Hidden form tags.

As it becomes clear from the names of the groups, the main array of the technical base of site optimization is made up of legal techniques. The use of additional techniques depends on the specific optimization goals. Search spam refers to unethical SEO methods, which can be well traced by the example of such a technique as invisible text that is not visible to users, but is visible to the search engine. By using this method, you can achieve certain positions in the search results, but the search engine is more likely to ban such a site after a fairly short period.

After analyzing the above, we can conclude that the technical and linguistic aspects of SEO optimization have many points of intersection. Since the technical aspect of search engine optimization is the implementation of the language, it is impossible to consider one or another aspect without a connection with the other. The intersections in the description

are connected, on the one hand, with the different points of view of individual researchers, their proposed classifications, SEO structure, etc., and on the other – with the increasing recently, role of the language aspect of SEO and the fact that search engines began to take into account behavioral factors. So, the technical basis fades into the background.

Conclusion. In this chapter, we have examined in detail the essence of the concept, identified goals, and objectives, defined the functions of SEO, as well as analyzed the process of the historical development of search engine optimization. It can be concluded that having passed through certain stages of formation, SEO is a powerful tool for website promotion and one of the most important elements of Internet marketing.

In this chapter, we also described the essence and factors of the ranking process, i.e., the process of assigning web resources a certain order in which they will be displayed when search engines issue user queries. We have determined which optimization factors are distinguished and described the linguistic and technical aspects of SEO optimization. The linguistic aspect of search engine optimization determines its essence since it is the correct selection of keywords and phrases, the creation of high-quality content, etc. To a greater extent, it affects the high positions of a web resource in search results in search engines. Nevertheless, it is impossible not to take into account the technical component, since if the practical implementation of the language aspect is incorrect, all the work on search engine optimization of the site may not give any results.

3.4 The relationship of SEO with other Internet marketing technologies.

It is known that most of the Internet marketing technologies, and, consequently, the terminology, came from the USA. So, in practice, it is not uncommon for novice specialists in the field of Internet promotion, due to ignorance or misunderstanding of certain terms, not to meet the expectations of their customers, making elementary mistakes. Therefore, it is necessary to understand the basic concepts of Internet marketing and online promotion. Also, we are faced with the task of determining how interconnected the elements of the web marketing system are and which of the above tools is the most effective.

The basic concepts that any specialist in the field of Internet promotion should use are the following: SEM, SEO, SEA, SMO, and SMM.

SEM (*Search Engine Marketing*) stands for Search Engine Marketing. This method of digital marketing employs paid search results to pull in website traffic. Google AdWords and other PPC (Pay Per Click) methods are behind SEM [<https://www.lucidadvertising.com>].

SEM typically involves the following three key components:

1. **Paid Search Advertising:** This involves creating ads that are displayed on search engine results pages when users enter specific search queries. These ads are typically charged on a pay-per-click (PPC) basis, meaning that advertisers only pay when a user clicks on their ad.
2. **Search Engine Optimization (SEO):** This involves optimizing a website's content and structure to improve its organic ranking in search engine results in pages. SEO typically involves a combination of keyword research, content creation, on-page optimization, and link building.
3. **Local Search Advertising:** This involves creating ads that are displayed in local search results for users who are searching for products or services in a specific geographic area. Local search advertising can be particularly effective for businesses with a physical location, such as restaurants, retail stores, or healthcare providers.

In addition to these three components, SEM also involves several other tactics, including:

1. **Landing Page Optimization:** This involves optimizing the pages on a website that users land on after clicking on an ad. Landing pages should be designed to convert visitors into customers, with clear calls-to-action and persuasive messaging.
2. **Remarketing:** This involves targeting users who have previously interacted with a website or ad, to encourage them to return and complete a desired action (such as making a purchase or filling out a contact form).
3. **Analytics:** This involves using data analysis tools to track the effectiveness of SEM campaigns, measure key performance indicators (KPIs), and make data-driven decisions about optimization and improvement.

When it comes to measuring the success of SEM campaigns, there are several KPIs that marketers typically track, including:

1. **Click-through rate (CTR):** This measures the percentage of users who click on an ad after seeing it in search engine results pages.

2. Conversion rate: This measures the percentage of users who complete a desired action (such as making a purchase or filling out a contact form) after clicking on an ad.
3. Cost-per-click (CPC): This measures the average cost of each click on an ad.
4. Return on investment (ROI): This measures the financial return on investment of an SEM campaign, taking into account the cost of advertising and the revenue generated by conversions.

Overall, SEM can be an effective way to promote websites and increase their visibility in search engine results pages. By leveraging a combination of paid advertising, SEO, and other tactics, marketers can reach users at different stages of the customer journey and drive valuable traffic and conversions to their websites.

We got acquainted with the concept of SEO (*Search Engine Optimization*) above, but it should be recalled that this is a set of actions to promote the site in the ranking of search engine results.

SEA (*Search Engine Advertising*) is a digital marketing technique that involves placing ads on search engine result pages (SERPs) through an auction-based system. SEA is a vital component of digital marketing as it allows businesses to increase their online visibility and reach their target audience more effectively [<https://www.wordstream.com>].

Search Engine Advertising is a relatively new form of advertising, first introduced in 1998 with the launch of Google Ads (formerly known as Google AdWords). The primary purpose of SEA is to help businesses reach their target audience by placing relevant ads on SERPs based on specific keywords. When a user searches for a particular keyword, the search engine displays relevant ads at the top or bottom of the page, depending on the bidding strategy, ad quality, and relevance.

SEA offers several benefits to businesses. First and foremost, it is a cost-effective form of advertising, as businesses only pay for the ads that users click on. This ensures that the marketing budget is used efficiently, as businesses can target their audience based on their preferences, location, and search intent.

Secondly, SEA provides instant visibility to businesses, as their ads are displayed at the top of SERPs for specific keywords. This ensures that businesses can reach their target audience more effectively, which ultimately leads to increased traffic, leads, and conversions.

Thirdly, SEA provides businesses with valuable insights into their target audience, as they can track user behavior, preferences, and search patterns. This data can be used to optimize the ad campaign and improve its performance over time.

Despite its benefits, SEA also presents several challenges to businesses. The first challenge is the increasing competition for ad space on SERPs, as more businesses are investing in SEA to reach their target audience. This has led to a rise in the cost per click (CPC) for popular keywords, making it harder for businesses to achieve a profitable return on investment (ROI).

Secondly, SEA requires continuous optimization to ensure that the ad campaign is performing well. This includes optimizing ad copy, bidding strategy, and landing pages to improve ad relevance and quality score. Without proper optimization, businesses may end up paying more for clicks, resulting in lower ROI.

Despite the challenges, SEA continues to grow as a marketing channel, as businesses recognize its potential to reach their target audience more effectively. The future of SEA is likely to be shaped by advancements in machine learning and artificial intelligence, which will enable businesses to optimize their ad campaigns more efficiently and effectively.

In conclusion, we can conclude that SEA is a powerful marketing technique that allows businesses to reach their target audience more effectively. While it presents several challenges, the benefits of SEA outweigh its drawbacks. As businesses continue to invest in digital marketing, SEA will play an increasingly critical role in driving online visibility, traffic, leads, and conversions.

SMM (*Social media marketing*), is the process of creating content for social media platforms to promote your products and/or services, build community with your target audience, and drive traffic to your business. With new features and platforms emerging every day, social media marketing is constantly evolving [<https://blog.hubspot.com/>].

SMM has become an essential component of marketing strategies for businesses of all sizes, as it provides a cost-effective and efficient way to reach out to potential customers and engage with existing ones. Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn have millions of users worldwide, making them ideal channels for businesses to promote their products and services.

SMM involves various strategies and tools that businesses can use to achieve their marketing goals. These include creating engaging content, building a social media presence,

using paid advertising, and leveraging user-generated content. Creating engaging content is essential for capturing the attention of social media users and encouraging them to engage with the brand. Building a social media presence involves establishing a consistent brand voice and identity across all social media platforms. Paid advertising is an effective way to reach out to a specific target audience and generate leads. User-generated content is also a powerful tool for businesses, as it provides social proof of the brand's quality and authenticity.

While SMM offers numerous benefits for businesses, it also presents various challenges that must be addressed. One of the main challenges is the need to create engaging content that resonates with the target audience. Another challenge is the need to stay up-to-date with the latest trends and changes in social media algorithms, which can affect the reach and engagement of a brand's content. Businesses also need to be aware of the potential risks associated with SMM, such as negative feedback from customers and the spread of misinformation.

The future of SMM is likely to be shaped by emerging technologies such as artificial intelligence, virtual reality, and chatbots. These technologies offer new opportunities for businesses to engage with customers and provide personalized experiences. Social media platforms are also likely to become more integrated with other marketing channels, such as email marketing and search engine optimization. Businesses that stay up-to-date with the latest trends and technologies in SMM are likely to have a competitive advantage in the future.

Social Media Marketing has become a crucial element of business marketing strategies, providing an affordable and effective means of reaching out to potential customers and maintaining engagement with current ones. The strategies and tools employed in SMM are constantly developing, and businesses must keep up with the latest trends and changes to utilize them effectively. Although SMM poses several challenges, companies that approach it strategically and prioritize creating compelling content and establishing a consistent brand identity are likely to reap substantial rewards in terms of elevated brand recognition, customer engagement, and sales.

SMO (*Social Media Optimization*) is a website optimization aimed at promotion in social networks. With the help of this technology, the Internet portal is transformed in such a way as to technically correspond to the mechanisms of social networks [https://www.investopedia.com]

SMO is an important component of digital marketing strategies, as social media platforms such as Facebook, Twitter, and Instagram have millions of users worldwide. SMO offers businesses a cost-effective and efficient way to increase their visibility and engagement with potential customers, thereby improving brand awareness and driving sales.

SMO involves various strategies and tools that businesses can use to optimize their social media content. These include identifying the target audience, creating engaging content, using hashtags, optimizing images and videos, and leveraging user-generated content. Identifying the target audience is essential for tailoring social media content to their interests and preferences. Creating engaging content involves using visual elements, such as images and videos, and developing a consistent brand voice and identity. Hashtags are used to categorize content and make it easier to find on social media platforms. Optimizing images and videos involves using appropriate file formats, sizes, and alt text to make them more accessible to users. User-generated content is also a powerful tool for businesses, as it provides social proof of the brand's quality and authenticity.

SMO includes the following elements:

- 1) Website design.
- 2) Resource navigation.
- 3) Interesting, relevant, and easy-to-read content.
- 4) Availability of widgets for switching to social services.
- 5) The presence of social network buttons so that users can share links to the resource.
- 6) The presence of a comment window to provide interactive feedback.

While SMO offers numerous benefits for businesses, it also presents various challenges that must be addressed. One of the main challenges is the need to create engaging content that resonates with the target audience. Another challenge is the need to stay up to date with the latest trends and changes in social media algorithms, which can affect the reach and engagement of a brand's content. Businesses also need to be aware of the potential risks associated with SMO, such as negative feedback from customers and the spread of misinformation.

The future of SMOs is likely to be shaped by emerging technologies such as artificial intelligence, virtual reality, and chatbots. These technologies offer new opportunities for businesses to engage with customers and provide personalized experiences. Social media platforms are also likely to become more integrated with other marketing channels, such as email marketing and search engine optimization. Businesses that stay up to date with the latest trends and technologies in SMO are likely to have a competitive advantage in the future.

SMO has become a crucial element in the digital marketing strategies of businesses, providing a budget-friendly and efficient way to boost their visibility and engagement with prospective customers. The tactics and tools employed in SMO are consistently developing, and enterprises need to stay up-to-date with the latest trends and advancements to maximize their effectiveness. Although SMO poses several challenges, companies that approach it strategically and prioritize creating captivating content and establishing a consistent brand identity are likely to reap substantial rewards in terms of elevated brand recognition, customer engagement, and sales. As SMOs continue to evolve alongside cutting-edge technologies, businesses that stay ahead of the game are expected to acquire a competitive edge in the market.

As you can see, three of the above terms have intersection points: SEO, SMO, and SMM. Since the advent of social networks, methods for their optimization and promotion have also appeared. Some researchers claim that they have come to replace more "adult" SEO, but this judgment is erroneous. The main difference between SMO, SMM, and SEO: the first two tools are designed to improve the resource for users (i.e., improve usability), and search engine optimization is for adjusting the site to the rules of search engines. In addition, search engine optimization is a long-term technology (this applies to both the work process and the first results) and, in comparison with SMM and SMO, is more expensive. That is why SEO work most often begins with the development of a website. SMM and SMO, in turn, are not expensive tools and will help to achieve results almost immediately. Also, the main goals of these Internet marketing technologies are different. If SMM and SMO help to attract many visitors and, to a greater extent than SEO, suggest the presence of feedback, then the main goal of search engine optimization was and remains to increase the position of the web resource in the search engine results. It can be concluded that SEO is a purely technical tool, but recent trends suggest the opposite.

In the previous chapter, we examined in detail the structural division of search engine optimization. Basically, external, and internal optimization are distinguished, but some practitioners put forward a different classification and divide SEO into linguistic and technical aspects. So, today the linguistic aspect of search engine optimization comes to the fore, implying the creation of unique content for the site (and this, based on the above definitions, is the prerogative of SMM and SMO). Therefore, it can be concluded that considering recent innovations in the field of Internet promotion, it is almost impossible to consider one or another web marketing tool separately.

Social networks have long been the main means of communication in the Global Network. For marketing, it is very important to get as much detailed information about your audience as possible, and social networks give marketers such opportunities. According to analysts' forecasts, in the future social networks will transform into a large communication and trading environment. However, this does not mean that SMM and SMO will replace SEO optimization. The Internet space is huge and constantly growing, and often certain technologies are not inferior to new ones but are transformed, changing according to trends, etc. Here the question arises acutely: what results does the organization want to get from promotion on the Internet? If we are talking about the maximum effect, then the synthesis of all three means will help to achieve the greatest efficiency.

About the use of 3S technology (SMM, SMO, and SEO) as a set of actions to promote the site, real practices of Internet promotion also speak. Currently, work on the promotion of the site is carried out comprehensively, in all three directions, otherwise worse results are achieved. Today it is impossible to consider the website of an organization without linking to her community in at least one of the social networks. So, if you use only SEO optimization, then the site will be visited, and occupy high positions in the results for thematic queries in search engines, but the community on the social network will show the reverse statistics. Also, the opposite is true: paying attention only to social media promotion is detrimental to the main site. The purpose of the organization when contacting Internet promotion specialists is to increase traffic and attract many visitors. Logically, the total amount of audience and traffic received through different technologies plays a more important role here than the quality of both, which came from the same source.

In SEO, it is necessary to "please" the search engine and users at the same time, while the site can be unique for a search engine and uninteresting for a person. When using SMO

and SMM, the Internet portal becomes popular and attracts visitors through advertising on social networks: people learn about the site and recommend it to others.

In practice, there are often situations when a web resource advanced in search engines remains unknown in social networks and, due to this, loses a large percentage of its potential audience. If the site community has many visitors on the social network, then the search engine reads this information and puts it at the top of its social resources. Such a direct dependence on visitors coming from social networks and website promotion in search engines confirms the need to use technologies in combination.

4 Practical Part

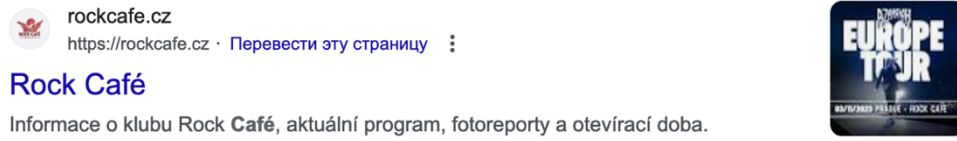
While searching for "live music cafes in Prague" on Google, I came across Rock Cafe, which unfortunately ranked 20th in the search results. After receiving approval from the website's developer, I began the analysis. In this part, I will describe the SEO mistakes made by Rock Cafe that prevented them from ranking higher on Google. The Rock Cafe website is built on a WordPress content management system and currently offers two languages: English and Czech. As my Czech skills are limited, I will focus on optimizing the English version first, and then the company can apply the same strategy to optimize their Czech web pages. The optimization recommendations will primarily focus on Google's search engine, as it is the most popular search engine with billions of active users.

4.1 Analyzing the Website

After analyzing, I have identified some factors affecting Rock Café's rank in the search engine results pages. I'm going to solve these reasons in this chapter.

The insufficient title tags and meta descriptions can be observed in Figure 1. The proper title tag and meta description should include the brand name, services offered, and relevant keywords. Additionally, the description should be extensive, comprising at least 150 words, to inform users about the services provided and naturally integrate organic keywords into the content.

Figure 1 - Rock Café (Google result page)



Source: Google, 2023

The second reason is that they leak external links which point to their webpage. 5 external links that they do have, as shown in Figure 2. Are “no follow” links, meaning those links don’t impact their ranking.

Figure 2 – External links

External Links (5)				
Sr #	Link's URL	Link's anchor text	Type	No/Do-Follow
1	https://instagram.com/rockcafe_prague		Text	Do Follow
2	https://www.facebook.com/rockcafeprague		Text	Do Follow
3	https://goout.net	Created by GoOutcz	Text	Do Follow
4	https://instagram.com/rockcafe_prague		Text	Do Follow
5	https://www.facebook.com/rockcafeprague		Text	Do Follow
5 Total (5 Indexable)				

Source: Duplichecker, 2023

As well as Rock Café’s code-to-text ratio is very low (11,33%) as illustrated in Figure 3 using the code-to-text ratio tool. The code-to-text ratio indicates the proportion of text content versus code on a webpage. Search engines consider this ratio to assess a web page's relevance. If a webpage has very little text compared to its code, it won't rank high in search results. Additionally, it's challenging to incorporate keywords naturally into a website with thin content.

Figure 3 – Code-to-text-ratio

Sr No.	URLs	Page Size	Code Size	Text Size	Code to Text Ratio	Load Time
1	www.rockcafe.cz	13.78 KB	12.21 KB	1.56 KB	11.33%	4.89 Sec

Source: Prepostseo, 2023

Furthermore, certain images in Rock Cafe's database lack titles or alt tags. As a result, search engines' crawlers are unable to properly crawl and index these images.

Another factor contributing to the issue is the incorrect usage of H1 tags. As illustrated in Figure 4, the tags were employed repeatedly. Specifically, on the main page of the Czech version, they used it for “Dnes,” and on the English version, it was used for “Today.” Ideally, they should have utilized H1 tags such as "Welcome to Rock Cafe: Your Ultimate Rock Music Experience" or "Today's Music Program at Rock Cafe." These phrases not only offer a concise description of the content but also integrate relevant keywords associated with their business, thereby increasing search engine visibility.

Figure 4 – H1 tags

	Address	Occurrences	H1-1
1	https://rockcafe.cz/cs/	2	Dnes
2	https://rockcafe.cz/en/	2	Today
3	https://rockcafe.cz/en/info-a-kontakty/	2	Info & contacts

Source: Screaming Frog, 2023

Finally, Rock Café doesn't have keywords that can organically describe them and as a result, attract new customers. To prove that, I have used the SEMrush tool to analyze Rock Café's website and discovered the top 10 keywords on their website that have already been indexed by Google (Figure 5.)

Figure 5 – Top 10 keywords

#	Keyword	Position ⁱ	Traffic (%) ⁱ	Difficulty (%) ⁱ	Search volume ⁱ
1	rock café	⇌ 1	29,96	36	4 400
2	rock cafe	⇌ 1	29,96	29	4 400
3	rock cafe praha	⇌ 1	19,74	27	2 900
4	rock cafe prague	⇌ 1	4,01	31	590
5	kecy a politika	⇌ 9	0,89	20	8 100
6	rock café národní	⇌ 1	0,61	19	90
7	rockcafe prag	⇌ 1	0,61	24	90
8	my děti ze stanice zoo	⇌ 10	0,58	25	9 900
9	forum24	⇌ 9	0,5	30	33 100

Source: SEMrush, 2023

4.2 Keyword research

In this chapter, I will demonstrate methods that I used to find Rock Café's main keywords and sub-keywords. This chapter will also cover the competitor analysis process to find keywords they are using and sources where they obtain external links.

4.2.1 Preliminary keywords

Before starting, I want to summarize step-to-step methods and tools that I have used to generate a preliminary keywords list.

- Brainstorming is the first applied method; I have written as many keywords as I can think of in about two minutes.
- The next step is defining the purpose of the website and identifying what they want to promote.
- Using keyword research tools like Google Keyword Planner to discover keywords related to the brainstormed topics as well as discover each keyword's important statistics, including its search volume, competition, and suggested bid.
- Finally, all collected keywords were stored in Table 5 for further usage.

KEYWORD	AVG. MONTHLY SEARCHES	COMPETITION	SUGGESTED BID (CZK)	KEYWORD DIFFICULTY (%)
Rock Cafe	10,000	Medium	30 CZK	50%
Rock Music Prague	2,000	Low	25 CZK	30%
Classic Rock Bar	1,500	Medium	28 CZK	40%
Live Music Venue	3,500	High	35 CZK	60%
Live Music in Prague	5,000	Medium	30 CZK	45%
Rock Concert Tickets	4,000	High	40 CZK	55%
Best Rock Bands	1,800	Low	23 CZK	25%
Rock Cafe Menu	800	Low	20 CZK	20%
Alternative Rock	3,200	High	38 CZK	65%
Rock and Roll History	1,000	Low	25 CZK	30%
Rock Cafe Events	1,200	Medium	32 CZK	35%
Rock Bar Prague	1,500	Medium	28 CZK	40%
Rock Music Events	2,500	High	42 CZK	50%
Vintage Rock Cafe	1,000	Low	22 CZK	30%
Music Cafe	4000	Medium	21 CZK	25%
Prague Live Music	3,000	High	38 CZK	55%
Rock Cafe Reservations	600	Low	18 CZK	15%
Indie Rock Cafe	1,300	Medium	30 CZK	45%
Rock Lounge Prague	700	Low	23 CZK	20%
Acoustic Rock Venue	800	Medium	25 CZK	35%
Outdoor Rock Concert	1,000	High	40 CZK	50%
Rock Cafe Merchandise	500	Low	15 CZK	18%
Family-Friendly Rock Cafe	600	Medium	28 CZK	30%
Jazz and Rock Fusion	900	High	35 CZK	45%

Rock Cafe Happy Hour	1,200	Medium	32 CZK	35%
Rock Cafe Meetups	800	Low	20 CZK	22%
Intimate Rock Venue	700	Medium	26 CZK	30%
Rock Cafe Specials	1,100	Low	24 CZK	28%
Youth Rock Music Scene	1,300	High	42 CZK	60%

Table 5 – Preliminary keyword list

4.2.2 Optimized keyword list

As can be noticed in Table 1, there is a column named Keyword Difficulty. The keyword difficulty index shows how difficult it would be to rank high in search engines for a specific term or phrase. Keyword difficulty's value varies from 1% to 100% in which 1% is easiest to rank and 100% is impossible to rank for specific keywords. Keyword difficulty is calculated based on analyzing the website's quality and domain strength of the top ten websites on the search engine results page for a given keyword. Keyword Difficulty in Table 1 was collected using SEMRUSH's tool (SEMRUSH, cited 02.09.2023).

To determine the quality of certain keywords, three critical factors should be considered carefully, search volume, completion, and keyword difficulty. Generally, a keyword that is easy to obtain a high rank in search engines and has a high conversation rate usually has a high-volume search, medium to low completion level, and especially the keyword difficulty should not exceed 75%. Based on those conditions, I have removed some unsuitable keywords and created Table 6 which is the optimized keywords list.

KEYWORD	AVG. MONTHLY SEARCHES	COMPETITION	SUGGESTED BID (CZK)	KEYWORD DIFFICULTY (%)
Rock Cafe	10,000	Medium	30 CZK	50%
Rock Music Prague	2,000	Low	25 CZK	30%
Classic Rock Bar	1,500	Medium	28 CZK	40%


Live Music in Prague	5,000	Medium	30 CZK	45%
Best Rock Bands	1,800	Low	23 CZK	25%
Rock Cafe Menu	800	Low	20 CZK	20%
Rock Cafe Events	1,200	Medium	32 CZK	35%
Vintage Rock Cafe	1,000	Low	22 CZK	30%
Music Cafe	4000	Medium	21 CZK	25%
Rock Cafe Reservations	600	Low	18 CZK	15%
Rock Lounge Prague	700	Low	23 CZK	20%
Acoustic Rock Venue	800	Medium	25 CZK	35%
Rock Cafe Merchandise	500	Low	15 CZK	18%
Rock Cafe Meetups	800	Low	20 CZK	22%

Table 6 – Optimized keyword list

4.2.3 Competitor Analysis


In this section, I have conducted an analysis using an optimized keywords list in an attempt to discover competitors' keywords and their external links. For instance, when using the keywords "Live music in Prague", I have found one competitor that ranks in the top one for the keyword as shown in Figure 6. And then by copying and pasting the URL of that competitor into Google AdWords: Keywords Planner, found lists of keywords that they have implemented for their website (Figure 7). Finally, thanks to the Scream Frog application I have discovered all of the external links that point back to the competitor's website (Figure 8).

Figure 6 – Competitor (Google result page)

 **Masters of Rock**
<https://www.mastersofrock.cz> › ...

Home | Masters of Rock

LIVE MUSIC IN PRAGUE! OOMPH!, BÖSE FUCHS – Wednesday, 8th of November 2023 – MeetFactory. German industrial/rock/metal **band** OOMPH! is experiencing a major ...
[News](#) · [Zlín](#) · [16.02.2024 | Any Given Day](#) · [08.11.2023 | Oomph!](#)

 **Masters of Rock**
<https://www.mastersofrock.cz> · [Translate this page](#)

Masters of Rock: Úvod

Největší rockmetalová událost v České republice, pořádaná ve Vizovicích u Zlína agenturou Pragokonzert Bohemia, a.s..

Source: Google, 2023

Figure 7 – Competitor keywords list

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Top of page bid (high range)
<input type="checkbox"/> festival rock	10 – 100	Low	–
<input type="checkbox"/> masters of rock 2023	1K – 10K	Low	–
<input type="checkbox"/> prague rocks 2023	100 – 1K	Low	–
<input type="checkbox"/> festival 2023	1K – 10K	Low	CZK5.96
<input type="checkbox"/> prague rocks	1K – 10K	Low	–
<input type="checkbox"/> rock festival 2023	100 – 1K	Low	–
<input type="checkbox"/> festivaly 2023	1K – 10K	Low	CZK5.96
<input type="checkbox"/> metal festival	10 – 100	Low	–
<input type="checkbox"/> concert prague	100 – 1K	Medium	CZK11.17
<input type="checkbox"/> rock for people 2023	1K – 10K	Low	–

Source: Google Keyword Adplanner, 2023

Figure 8 – Competitor external links

	Address
1	https://www.teslicka.cz/
2	https://avonet.cz/
3	https://www.valasskedivadelnileto.cz/
4	https://www.radegast.cz/
5	http://www.ringo-cech.cz/divadlo
6	https://www.upcz.cz/
7	https://rockovyradio.cz/
8	https://www.vinohrani.eu/
9	https://www.casrock.cz/
10	http://www.rock-it-magazine.de/
11	https://pgk.agency/2023_mor_lineup_pdf
12	https://pgk.agency/2023_mor_lineup_ics
13	http://www.rjlinek.cz/

Source: Screaming Frog SEO, 2023

4.3 On-Page optimization

In this chapter, I have demonstrated methods that I used to optimize the website’s structure and content in an attempt to improve the indexing process of search engines. Those methods include implementing optimized keyword lists into title tags, description tags as well and contents of the website. I will demonstrate how to manually submit the website for indexing, rather than waiting for Google to crawl it automatically, which can take longer.

4.3.1 Modifying title tag and description tag

As analyzed in the previous section, one of the main reasons that affects Rock Café’s ranking in search engines is missing information in the title and description tags. Currently, Rock Café’s website has 500+ relevant webpages and most of them either are missing title tags and descriptions or not implemented properly. Therefore, I have divided those pages into specific categories and each category will have a unique title and description based on the optimized keywords list. As mentioned in the previous section, Rock Café is powered by a WordPress content management system and it is difficult to modify each page manually, therefore I recommend they use a WordPress tool called Yoast SEO which is utilized to edit the title tag and description of individual pages.

In Figure 9, there are samples of modified titles and descriptions of Rock Cafe’s homepage. The title and description also contain three main keywords: “Live music in Prague”, “Rock Cafe” and “Rock Bands”.

```
1 <!DOCTYPE html>
2 <html>
3
4 <head>
5   <title>Live Music in Prague | Rock Cafe - Your Destination for Rock Bands"</title>
6   <meta name="description" content="Looking for a rocking night out in Prague? Rock
   Cafe is your destination for live music and unforgettable performances by talented
   rock bands. Immerse yourself in the energetic atmosphere, and explore our lineup of
   upcoming events.">
7 </head>
8 <body>
```

Figure 9 – Title and the description of the home page.

4.3.2 Implementing keywords into Rock Café’s content

The second problem that the business is facing is the thin content of its website. As a consequence, it is difficult to implement keywords properly because of the high keyword density. Keyword density is the percentage between the length of a specific keyword and the content. Keyword density should not be higher than 10% as search engines assume high keyword density is unnatural and spam.

Since the owner of the website did not permit to change the website content, I only suggested some solutions to their team for their current situation.

- Conduct interviews with band members, exploring their creative process, musical influences, and experiences on tour. This solution not only improves the text-to-code ratio but also provides a unique insight for fans and can generate interest in the upcoming performance.
- After each performance, the company should post-event reviews that capture the atmosphere, audience reactions, and memorable moments. Include photos and videos from the event to provide a visual representation of the experience.


4.3.3 Manually Submitting a Website for Improved Indexing Process


It's important to note that there are over one billion websites on the internet, and every time they update their information, Google's spiders have to return to those sites to index new data. This process usually takes several months, which can delay the indexing of new content on a website. To improve the indexing process, Google suggests that webmasters submit their websites manually via Google Webmaster Tools. By using this method, webmasters can reduce the indexing time from several months to just two to four weeks. The user interface of Google Webmaster Tools for manual website submission is shown in Figure 10.

Figure 10 – Submitting website

Google adds new sites to our index, and updates existing ones, every time we crawl the web. If you have a new URL, tell us about it here. We don't add all submitted URLs to our index, and we can't make predictions or guarantees about when or if submitted URLs will appear in our index.

URL:

 I'm not a robot

 reCAPTCHA
Privacy - Terms

Source: Google Search Console, 2023

4.3.4 Sitemap creation

As mentioned in the previous chapter, the website doesn't have a sitemap, which is an essential XML file that offers information about the site's pages. It helps search engines navigate through the website's structure and serves as a roadmap. Before creating a sitemap, I will also include options for the "last modified date" and "priority level" of the links, which will help Google crawl them more effectively.

The website's sitemap was generated using an application called "xml-sitemaps" and then successfully implemented into the Rock Cafes website. The Sample is shown in Figure 11.

```
<?xml version="1.0" encoding="UTF-8"?>
  <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
    <url>
      <loc>https://rockcafe.cz/</loc>
      <lastmod>2023-09-18T22:46:07+01:00</lastmod>
      <priority>1.0</priority>
    </url>
    <url>
      <loc>https://rockcafe.cz/en/</loc>
      <lastmod>2023-09-18T22:46:07+01:00</lastmod>
      <priority>0.8</priority>
    </url>
    <url>
      <loc>https://rockcafe.cz/en/program/</loc>
      <lastmod>2023-09-18T22:46:07+01:00</lastmod>
      <priority>0.6</priority>
    </url>
    <url>
      <loc>https://rockcafe.cz/en/fotoreporty/</loc>
      <lastmod>2023-09-18T22:46:07+01:00</lastmod>
      <priority>0.6</priority>
    </url>
    <url>
      <loc>https://rockcafe.cz/en/info-a-kontakty/</loc>
      <lastmod>2023-09-18T22:46:07+01:00</lastmod>
      <priority>0.6</priority>
    </url>
  </urlset>
```

Figure 11 – Sitemap sample

4.4 Off-page optimization

In the world of website improvement, off-page optimization is vital. It's a slow but steady process that requires continuous effort and patience from website owners. Quick actions can backfire, leading to penalties from search engines. For example, spamming forum comments, and exchanging or buying links from untrustworthy websites can cause problems. Considering the focus of this thesis, the author only provides suggestions for off-page optimization in this section and doesn't make any changes to the actual website. Off-page optimization methods can be broadly categorized into two main areas: building links and using social media.

4.4.1 Building Links

As mentioned in the theoretical section, one-way links hold greater value compared to other types of inbound links. Hence, I recommend link-building strategies concentrate on obtaining natural and high-quality one-way links.

The strategies for creating inbound links pointing back to the Rock Café's website are as follows:

- Creating a blog is one of the best methods for promoting a website online. Furthermore, the blog is also a channel that businesses can utilize to communicate with their customers and help them to keep up to date with the latest news. A quality, helpful, and unique blog not only gives visitors a reason to keep returning to the website but also motivates them to share that website's link in their blog or social media. Moreover, it is easier for website owners to be active and interact with other people on social media if they own a quality blog. However, to achieve that, the webmaster should create blog with a diverse content that is unique and interesting, for instance creating blog posts that delve into various aspects of the music industry, rock music history, or music-related topics that resonate with your audience. This could include articles about iconic rock bands, music festivals, or album reviews.
- Using visually appealing content such as photo galleries from past events, infographics showcasing music statistics, and behind-the-scenes videos of bands preparing for performances at Rock Café.
- Giving promotional offers to customers in exchange for them to spread information about the company. Those offers can be discounts on certain products, small gifts, secret sales, etc.
- Thanks to discovering competitors' inbound links by utilizing the technique in the previous section, the commissioner can analyze those links to have insight data about where and how competitors obtain inbound links. If those links are from forums the commissioner can apply the above strategy, or if they are from an online blog, the commissioner can contact the blog owners to offer free products in exchange for a review on their blog.

4.4.2 Social Media

Social media serves as a fantastic platform for companies to connect with both their loyal customers and potential ones. Here are the strategies and techniques I have planned to utilize on these social media platforms.

1. Facebook

- Establish a dynamic Facebook business page to showcase your website. Ensure the page name and business details incorporate relevant keywords from your optimized list, enhancing search visibility.
- Leverage Facebook's potential as a robust communication channel to engage with your audience effectively. Building a robust social engagement strategy, including likes, shares, and mentions, is essential. To achieve this, focus on sharing diverse and compelling content in various formats such as text, images, videos, and interactive infographics. Interactive content like polls, quizzes, and live videos can significantly enhance user engagement and drive organic reach.
- Embrace interactive and immersive experiences. Create interactive polls, surveys, or quizzes that resonate with your target audience. Offer attractive incentives such as exclusive discounts, limited-time offers, or personalized recommendations to participants who engage and share the content within their network.
- Stay updated with the latest Facebook features and algorithms. Facebook continuously evolves its platform, introducing new tools and functionalities. Adapting your social media strategies to incorporate these changes can significantly enhance your reach and engagement.

2. Instagram

- Instagram is a popular photo-sharing social network that allows users to share pictures and short videos. It is a great channel for businesses to show different aspects of their brand besides their product and service, for instance, employees

that work for the company, an industry related to that business, brand value, and so on. Some of the images and video topics that Rock Cafe can post on its Instagram page:

- **Cafe Ambiance Showcase:**
 - Feature the unique interior decor, vintage guitars, vinyl records, and musical memorabilia through captivating visuals.
 - Highlight cozy corners, artistic murals, and ambient lighting to convey the welcoming atmosphere of Rock Cafe.
- **Live Performances and Events:**
 - Livestream live performances, jam sessions, or open mic nights at Rock Cafe to give followers a taste of the vibrant musical experiences.
 - Capture behind-the-scenes moments, providing a sneak peek into artists preparing for their shows.
- **Customer Experience Emphasis:**
 - Showcase the joy of patrons through photos of them enjoying live music, the cozy ambiance, and delicious food.
 - Encourage customers to share their Rock Cafe experiences, and repost their content with proper credits to build a sense of community.
- **Interactive Content Engagement:**
 - Run polls, quizzes, and challenges related to music, rock history, or cafe preferences to foster engagement.
 - Create interactive stories, such as "Song of the Day" polls and "Guess the Artist" games, to keep followers entertained and involved.
- When posting new photos or reels, the company needs to include a relevant and compelling hashtag (#) as that will help other users find and share their new content. It is important to highlight that the hashtag should be keywords that define Rock Café's and their business. For example, in every new post, Rock Café should include a local location hashtag (#Prague, #Praha) and a niche-type hashtag (#MusicCafe, #RockCafe, #LiveMusic, #RockMusic)

4.5 Tracking results and measuring optimization success

Measuring the results and tracking progress is crucial in SEO to ensure that webmasters can make timely adjustments if necessary. In this section, I will explain the method I used to measure the success of the SEO process and answer the question posed in the abstract: How can a company raise its internet profile? The main challenge faced by the business is a lack of visibility from organic keywords in search engines. However, after on-page optimization, users can easily find the website by using more natural search terms such as "live music in Prague", which currently ranks third in Google (as shown in Figure 12), and "music cafes", which ranks fifth in Google (as shown in Figure 13). Although the optimization process has only just begun and has been ongoing for a few weeks, search engine optimization has already had a positive impact on the business's brand visibility.

Figure 12 – 3rd rank in Google by searching “live music in Prague”

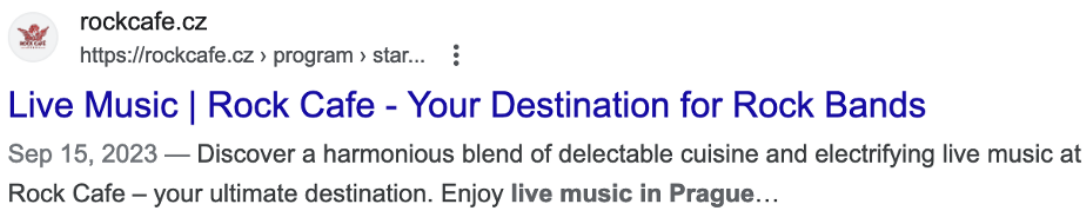
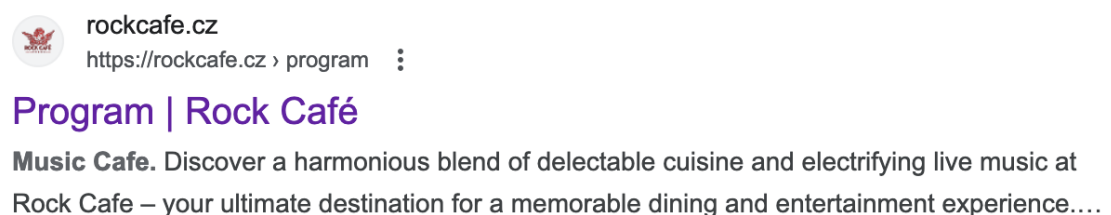
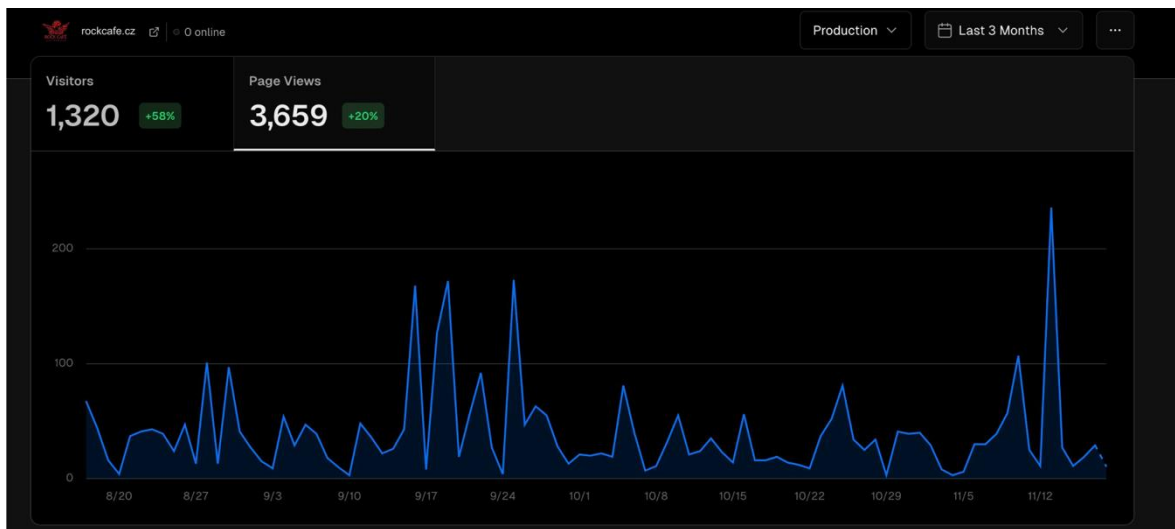


Figure 13 – 5th rank in Google by searching “music café”



For measuring success, to see changes after the implementation of on-page optimization, I have used “Vercel”, a service that is commonly used to track visitors, page views, and heat maps, which is developed by the “Next.js” framework. Figure 14 illustrates the total number of users that visit Rock Café from 20 August to 12 November. It’s important to highlight that the on-page optimization process started on 24 August. According to the line chart, we can see that visitors and page views increased by 58% and 20% respectively. The highest result was achieved by 11 November.

Figure 14 – Traffic and page views analytics



Source: Vercel – (vercel.com), 2023

5 Discussion

In my opinion, the SEO landscape has undergone significant changes since it was first introduced in the mid-1990s. Back then, the main strategies to rank high in search engine results pages were manual submission, including meta keyword tags in HTML files, and keyword stuffing. In 2004, spamming links with anchor text, buying links from automated blog comments, and exchanging links became widely used methods for increasing traffic. By 2011, social media marketing and vertical search inclusion had become the primary techniques for conducting SEO.

Along with the evolution of SEO methods, search engines have refined their guidelines and search algorithms to protect their search results from spam and poor-quality content,

while providing users with the best possible experience. As a result, some strategies and techniques that worked in the past may not work today, or could even hurt a website's ranking.

The future of SEO is uncertain, but one thing is certain: search engines and everything related to them are constantly changing. Therefore, search engine marketing, and particularly search engine optimization, will remain a top priority for businesses looking to remain competitive on the increasingly crowded World Wide Web.

I had an opportunity to access the concept of search engine optimization two years ago by reading an online article on the Internet. At that time, I only thought this was an interesting concept and did not have any intention to study deeper about it. However, through personally researching and conducting an analysis of search engine optimization for the company, I noticed that being an SEO practitioner is one of the possible choices in my career as it suits my strengths and skills. Besides, on my personal development aspect, thanks to this thesis, I had a chance to access and learn many helpful and interesting marketing strategies and tools such as Google AdWords: Keywords Planner, Google Analytics, Vercel, Screaming Frog, and Google Webmaster tools which I would not normally have had the motivation to study on my own.

6 Conclusion

SEO (Search Engine Optimization) is one of the most vital and powerful digital marketing tools for every business that desires to improve the visibility and credibility of their brand on the Internet, especially in the increasingly competitive market. SEO is also an affordable solution for small businesses and startups to promote their websites on the Internet as SEO does not require a large marketing budget which is essential, they only need consistent efforts, patience, and repetition to be successful with SEO.

The founded website “Rock Café” struggles with having low visibility from organic searches on Google. After analyzing, I have found why. Therefore, the main purpose of this thesis was to identify mistakes, fix them, and propose suggestions for future implementation.

The SEO plan was divided into four parts: keyword and competitor research, website optimization, and measuring success. Each phase has different techniques to approach and solve problems to complete the final goals. The keyword and competitor research focuses on gathering keywords that could answer user interests, also analyzing their competitors in an attempt to study their methods to rank high in search engines. The second phase, on-page optimization, focuses on implementing those keywords into Rock Cafe's website. The off-page optimization, in contrast, focused on suggestions of how to build links that point back to their website and suggest how to promote their website through social media.

Even though I haven't implemented everything and haven't written about other issues, such as user experience and website accessibility, due to the thesis's scope, I have completed the most critical part and helped the company by increasing their traffic and webpage views, which hopefully will help them attract more clients and make more profit.

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8.3 List of abbreviations

SEO – Search Engine Optimization

SMM – Social Media Marketing

SEM – Search Engine Marketing

SMO – Social Media Optimization

SEA – Search Engine Advertisement

SERP – Search Engine Result Page

CPC – Cost Per Click

PPC – Pay Per Click

XML - Extensible Markup Language