A Search Engine Optimization Analysis of the E-shop "Astra Model"

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Fakulta humanitních studií
Ústav moderních jazyků a literatur
akademický rok: 2017/2018

ZADÁNÍ BAKALÁŘSKÉ PRÁCE
(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Filip Bartoš**
Osobní číslo: **H14243**
Studijní program: **B7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**
Forma studia: **prezenční**

Téma práce: **Analýza optimalizace pro vyhledávače e-shopu Astra Model**

Zásady pro vypracování:

Literární rešerše odborné literatury
Definování teorie optimalizace pro vyhledávače
Analýza současného stavu konkrétního e-shopu
Porovnání s konkurencí
Doporučení pro zlepšení

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Charlesworth, Alan. 2014. Digital Marketing: A Practical Approach. 2nd ed. Abingdon, Oxon: Routledge.

Chaffey, Dave, and Fiona Ellis-Chadwick. 2016. Digital Marketing. 6th ed. Harlow: Pearson.

Kubíček, Michal. 2008. Velký průvodce SEO: Jak dosáhnout nejlepších pozic ve vyhledávačích. Brno: Computer Press.

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Ryan, Damian. 2017. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 4th ed. London: Kogan Page.

Vedoucí bakalářské práce: **doc. Ing. Michal Pilík, Ph.D.**
Ústav managementu a marketingu

Datum zadání bakalářské práce: **10. listopadu 2017**

Termín odevzdání bakalářské práce: **4. května 2018**

Ve Zlíně dne 8. ledna 2018

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ABSTRAKT

Bakalářská práce s názvem "Analýza optimalizace pro vyhledávače e-shopu Astra Model" rozebírá vybraný kanál a nástroj digitálního marketingu pro vybraný elektronický obchod. V teoretické části je díky odborné literatuře definován obecně e-shop, digitální marketing a jejich funkce, podrobně je poté rozebrána optimalizace pro vyhledávače jako součást digitálního marketingu. V praktické části je nejprve popsána společnost, funkce jejího e-shopu a cíle optimalizace. Následně autor popisuje v jednotlivých krocích fáze optimalizace a provedené změny na e-shopu. Díky vybraným nástrojům poté podrobně hodnotí jejich vliv, úspěch či neúspěch. Na základě výsledků doporučuje další kroky k zlepšení optimalizace a výkonu e-shopu.

Klíčová slova: SEO, SERP, e-commerce, e-shop, digitální marketing, online marketing

ABSTRACT

Bachelor thesis called "A Search Engine Optimization Analysis of the E-shop Astra Model" deals with chosen digital marketing channel and tool for chosen electronic store. In theoretical part is briefly defined e-shop, digital marketing and their function thanks to literature. Further is search engine optimization as a part of digital marketing analyzed in detail. In analytical part is described company, function of its e-shop and goals of optimization at first. Then author describes particular phases of optimization and executed changes on e-shop. After that is through chosen tools evaluated success or failure and influence in detail. Further steps in improving optimization and performance of e-shop are recommended based on previous results.

Keywords: SEO, SERP, e-commerce, e-shop, digital marketing, online marketing

ACKNOWLEDGEMENTS

I hereby declare that the print version of my Bachelor's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION

Future of majority of sales and businesses can be easily connected with smartphones and internet. Newspapers for breakfast were replaced by news mobile application. Finding daily meals in restaurant is not manner of leaflets anymore – website with menus of all restaurants in the city is available in people´s pocket. Discovering nearest fitness studio in the city, its opening hours and admission should take around one minute thanks to mobile phone with internet access. And what show is going to be broadcasted in TV at the end of the day? Sure, no more paper TV magazine, just several words typed on search engine via mobile phone. This is how far technologies have gone – the most demanded information just in time available 24/7.

If average human desires to find out information about almost any topic, he uses websites with function called search engine. Those search engines provide users theoretically the most relevant information according to what user looks for. Question is: "What would you do if you would knew, that data which search engines provide to people can be somehow influenced and manipulated?"

The reason why this bachelor thesis is concerned about part of modern digital marketing – Search Engine Optimization is that author of the thesis has personally worked on the campaign for e-shop www.astramodel.cz during his part time job in digital agency. Author also wants to point out on advantages and disadvantages of the campaign.

Thesis is structured into two parts. Theoretical part deals with general knowledge of digital marketing, search engine optimization, its mechanism, rules and instruments in connection with e-commerce and e-shops. Analytical part is consisted of detailed description of search engine optimization campaign, its utility analysis and further recommendation. Based on data from analytical part, author should be able to prove or confute efficiency of the campaign.

I. THEORY

1 E-SHOP

1.1 Role of E-shops in E-business

It is no secret that people can be connected to the internet almost on every place they desire, with no respect to the computer. Other devices, which allow the internet connection, are already available. (Blažková 2015, 13). The fact, described by Dorčák (2012, 66) as "spreading usage of the internet", means also increasing popularity of e-shops.

1.1.1 E-business division

Some people may be confused with terms like e-shop, e-commerce and e-business. Do they mean the same thing? Not necessarily. E-business, so called electronic entrepreneurship, includes operations connected with management and production, not only with trade and selling. Concretely operations like Human Resource Management, packing of products or technology development. Essential condition for those operations is that they are done partly or entirely through electronic instruments. Very briefly explained, e-business is oriented on production and trade activities. Chaffey (2016, 22) describes e-business as a "digital technology used to manage a range of business processes incorporating sell-side and buy-side e-commerce". On the other hand, e-commerce´s activities should be oriented more on services and goods exchange. The most current definition of electronic trading (e-commerce) describes it as a chain of business transaction processes, including two or more participants, with common goal to make a contract, which is carried through electronic instruments. Yet, it does not give an answer about word "e-shop" (Suchánek, 2012).

1.1.2 E-shop

As Suchánek (2012, 10) illustrated on simple picture, e-shops are only part of e-commerce, and e-commerce is only a part of e-business. E-shop can be named also as an internet store or internet shop. It has very similar characteristics and principles as e-commerce, but it does not cover everything. Because under e-commerce goes direct selling (e-shop) and also for example paying for product / service (payment through e-banking) (Suchánek, 2012). Interesting point of view on e-shop comes from Peter Dorčák (2012, 66). Internet shop is supposed to serve as a guide for searching products or services, which can be taken from digital catalogues or structured product categories.

1.1.3 E-business types

One of the most important factors in connection with online entrepreneurship is to know, who stands on each side of the business. For this purpose, a categorization of e-businesses according to subjects exists. Very simply explained, categorization comes from relationship between supplier and customer. Dorčák (2012, 17-18) describes in detail up to twelve types of e-business relationships, but Chaffey (2013, 9) points out that nowadays are important and usual two types – B2B and B2C.

1.1.3.1 B2C

B2C, which is an abbreviation for Business to Customer, is considered as one of the most discussed types of e-business (Chaffey, 2013). Main aim of B2C business is to connect businesses on the first side, and end customers on the second side. Another typical feature is that website, more concretely e-shop is supposed to have function of electronic catalogue of products (Suchánek, 2012). To be more specific in definition of B2C, it is good to mention that all transactions and purchases are without any physical communication between customer and businessmen (Dorčák, 2012).

1.1.3.2 B2B

Difference between B2C and B2B, is on the side of the customer. Abbreviation B2B means Business to Business. Suchánek (2012, 17) claims that B2B relationships are mostly about electronic exchange of data between two companies. Also Dorčák (2012, 82) talks about relationship, but he adds important fact. Companies are thanks to B2B allowed to sell their services and products to another companies.

2 DIGITAL MARKETING

2.1 Digital marketing and its purpose

One of the most successful and famous entrepreneur in digital marketing in Czech Republic, Robert Němec, uses term *digital marketing* (2015), despite other worldwide authors such as Judy Strauss or Jason Weaver used different terminology in the past. Specifically: *e-marketing* or *online marketing*. Strauss (2006, 2-3) described e-marketing as "the use of information technology in the process of creating, communicating and delivering value to customers". On the other hand, Weaver (2013) in his book uses term online marketing in connection with management benefits. Digital marketing is important nowadays, because customers behave differently than in the past and they use new communication technologies, which create whole new marketplace (Ryan, 2017). Chaffey (2013, 4-5) talks about shifting classic marketplace into *electronic marketplace*, which has a size over billion potential customers. This statement leads to fact about very huge possibilities for companies in the future. Therefore, digital marketing is use of the internet as a communication platform and marketing tool (Dorčák, 2012).

2.2 Benefits of digital marketing

Evaluation of digital marketing is variable and depends on company´s market orientation. If company aims to sell their products or services online, their goals should be increased number of purchases. For companies, which are not allowed to offer products online, can be digital marketing profitable, if sales would increase on retail brick store. Generally, digital marketing can reduce company´s costs and be more efficient than traditional media like television or billboards. Another reason, why to invest on digital marketing is that almost every campaign can be measurable and company can calculate its return on investment. Eventually, digital marketing campaigns are able to be updated or completely changed almost anytime, whereas billboards or television spots has to remain the same (Weaver, 2013).

2.3 Digital marketing strategy

Digital statistical indicators from 2015 tell that around 3.0 billon people use internet actively, around 2.1 billion people are social media users and around 3.6 billion people use mobile phones. But it does not mean that target audience for digital marketing is big like this. Customers of each business have divergent personal needs and desires, they can be

part of unique markets and every single person will eventually buy products that fit to their preferences. It means fact that there is no guaranteed successful digital marketing strategy, but every business need find out their rare tactics. On the other hand, possibilities on the internet allow choosing kind of strategy that would affect the same customers. Therefore, creating precise digital marketing is important and challenging (Ryan, 2017).

2.3.1 Parts of digital marketing strategy

Whole digital marketing strategy is about one thing - website. According to Ryan, (2017, 38) "marketers should think about website as a conversion engine". It is unique place, where all other parts of strategy lead. All other channels or techniques are supposed to bring specific and expected visitors or potential customers. But only an effective website can deliver increasing conversion, which is a "key to digital marketing success". Ryan (2017) mention is his book essential parts of digital marketing strategies:

- Being found online on search engines
- Use social media properly
- Plan successful e-mail marketing
- Pay attention to mobile marketing
- Have a content strategy
- Work with video
- Have optimized customer and user experience

According to Chaffey, (2016, 478) those parts of digital marketing strategy are called *digital media channels.* They are consisted of:

- Search engine marketing
- Online public relations
- Online partnerships
- Interactive display advertising
- Opt-in email marketing
- Social media marketing

2.4 Measuring efficiency of digital marketing

As was described above, digital marketing is supposed to increase efficiency and reduce costs. Therefore, company has to analyze and measure, if these goals are closer. One of the most common factor, by which is efficiency measured, is *return on investment*, shortly

ROI. Return on investment means relationship between investments and future returns. However, these returns and investment are consisted of various parts. It depends on point of view of marketers. Returns can be:

- Total revenue
- Gross profit
- Net profit

On the other hand, investments can have different costs like:

- Creative costs
- Printing costs
- Technical costs
- Management time
- Cost of sales

To calculate ROI properly, it is important to set correct budget for digital marketing. Generally, budgets for digital marketing campaign have increased within past years, and it is common for managements, that "company allow around 25 percent of overall marketing budget to digital marketing" (Weaver, 2013).

3   SEARCH ENGINE OPTIMIZATION

Search Engine Optimization plays important role on online marketing field. It is rightly considered as a powerful business tool, which gives costumers opportunity to find out products when they want to and even when they do not (Ryan, 2017). Search Engine Optimization, further only SEO, is described as search engine marketing technique, whose goal or aim is to have website appeared on the top of the organic results after typing a phrase or keyword into specific search engine on the internet. In other words, SEO can be also considered as a "traffic-building technique" (Chaffey, 2013). SEO is also activity, which ensure, that website is presented in search results in a beneficial and correct way for its purpose (Arlitsch, 2013).

3.1 Advantages and disadvantages of SEO

Arguably, every strategy in the world has some pros and cons. SEO as a digital marketing channel delivers mainly important traffic to website. According to figure in Chaffey book, (2016, 480) around 28% of all website traffic is coming from search engines. Also, if SEO strategies or campaigns are well established, they bring only relevant people to the website, which can mean develop into new customers. Eventually, SEO campaigns can be really cheap, in contrast of Pay per Click campaigns, where each click on the website is paid for certain price. It depends on how much would digital marketing invoice for improving SEO. What is more comfortable about SEO is that no one can precisely predict return on investment from long perspective. Then, those investments in SEO have to continue, due to implementing current content on the website. And newly created websites or e-shops need to be very patient for results of SEO, because measurable and visible results can appear even after several months (Chaffey, 2016).

3.2 Search engine marketing vs. Search engine optimization

Difference between Search Engine Marketing (SEM) and Search Engine Optimization (SEO) is in depth of its field. As it seen in Figure 1, SEM can include both organic and paid search results, but SEO can influence only organic results (Moran, 2006). Significant role in SEM plays PPC – Pay per Click advertising, but as it is seen in Figure 2, also Google Maps profiles appear in search engine results page (futher only SERP) for local service searching.

To be successful in search engine marketing, it is recommended to combine SEO campaigns and PPC campaigns. If the organic positions are not so high, well placed PPC advertisement is able to replace and fill the missing position. It works also from the other side of the coin. If for some keyword does not exist a PPC space, the natural organic search should work instead. (Roberts and Debra, 2013).

3.3 Search engines in Czech Republic

Without any discussion, Google is search engine n. 1 globally. According to statistics from February 2017, Google takes around 80% market share of all search engines used globally. Second is Bing with approximately 12%, third Baidu with 8.53% and fourth Yahoo with 7.78% (NetMarketShare, 2017). In Czech Republic alone, there is different situation in 2017. Statistics from 2016 tell that between 96-97% people in Czech Republic use for searching two search engines – Google and Seznam. Google is not so dominant in Czech Republic, while around 63% of all organic traffic comes from it. Seznam is a very good competitor with approximately 37% of all organic traffic on websites (eVisions.cz, 2016). Thus, SEO strategies and plans for companies in Czech Republic have to consider this fact and be able to adapt to it.

3.4 Search engines all over the world

Outside Czech Republic and within other countries, there exist many more search engines. For instance, in South Korea, about 72% of internet users are searching via engine called Naver. In Russia is slightly dominant search engine Yandex, which is has market share 62%. Chinese internet users also prefer different search engine, Baidu, in comparison with majority of other countries. Last but not least, search engine Yahoo! has 52% market share in Japan. (Janouch, 2014)

3.5 Search results

Search results are links which appear on search engine results page. They are not homogeneous. Generally, they are divided into two categories – organic search results and paid search results. Organic results are often called natural and only those results are connected with SEO. Because these results are supposed to be the most relevant to what searcher looks for. SEO influence on organic results is considered to be long-term and it might not be successful immediately. On the other hand, paid search results are not

bounded on precise match with search query, because website pays for being catalogued and then appeared on various search result pages depending on chosen words. This means that paid search campaigns are supposed to have early effect on website traffic (Moran, 2006).

3.5.1 Search engine results page

For Search Engine Results Page is common to use abbreviation SERP. It is a place on search engine, where search results, both organic and paid appear. Listing of websites in SERP is structured into several listing pages. To be as high as possible on the first page of these listings is considered as a big objective of Search Engine Optimization.

If the website is not sufficiently high in these listings, it means that owner of the website has to spend more sources to bring traffic to the website. (Charlesworth, 2014)

Janouch (2014, 30) claims that listing of particular websites in SERP is set and ordered in way of making customer satisfied. He uses term "position" for place where particular website appears in SERP.

According to Chaffey, (2016) positions in SERP are set by search engines, which rate relevancy of the website. And the relevancy is calculated thanks to those processes:

1) Crawling
2) Indexing
3) Ranking or scoring
4) Query request and results serving

But two essential factors for having website at the top positions are:

1) Matching between web page copy and the key phrases searched
2) Links into the page

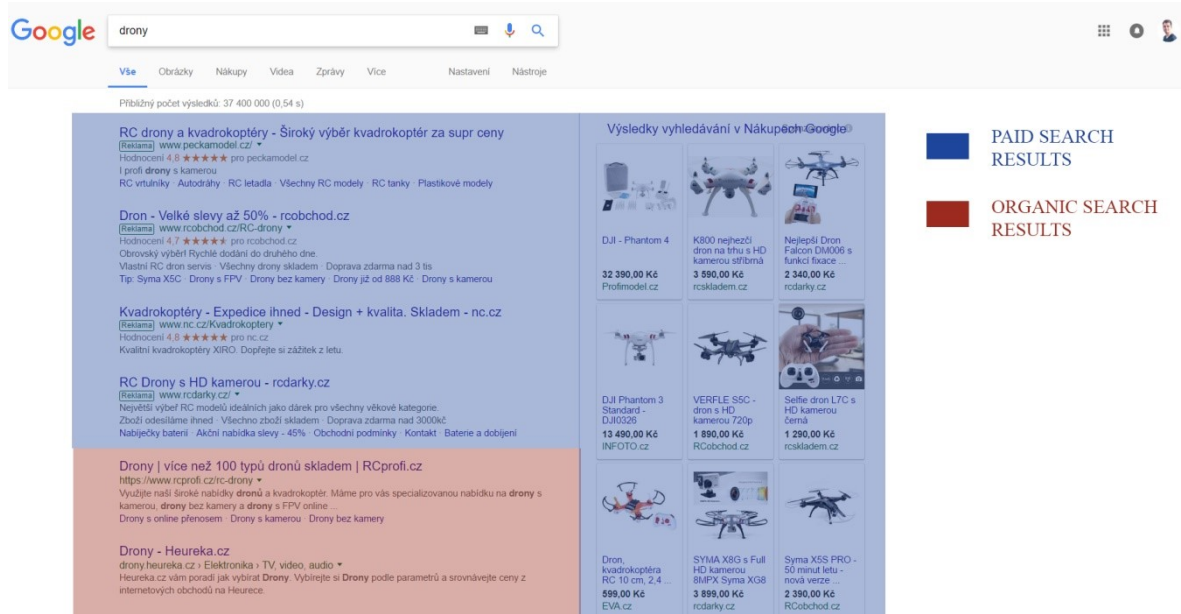SERP can be different for particular keyword search query. It is illustrated in Figure 1 and Figure 2.

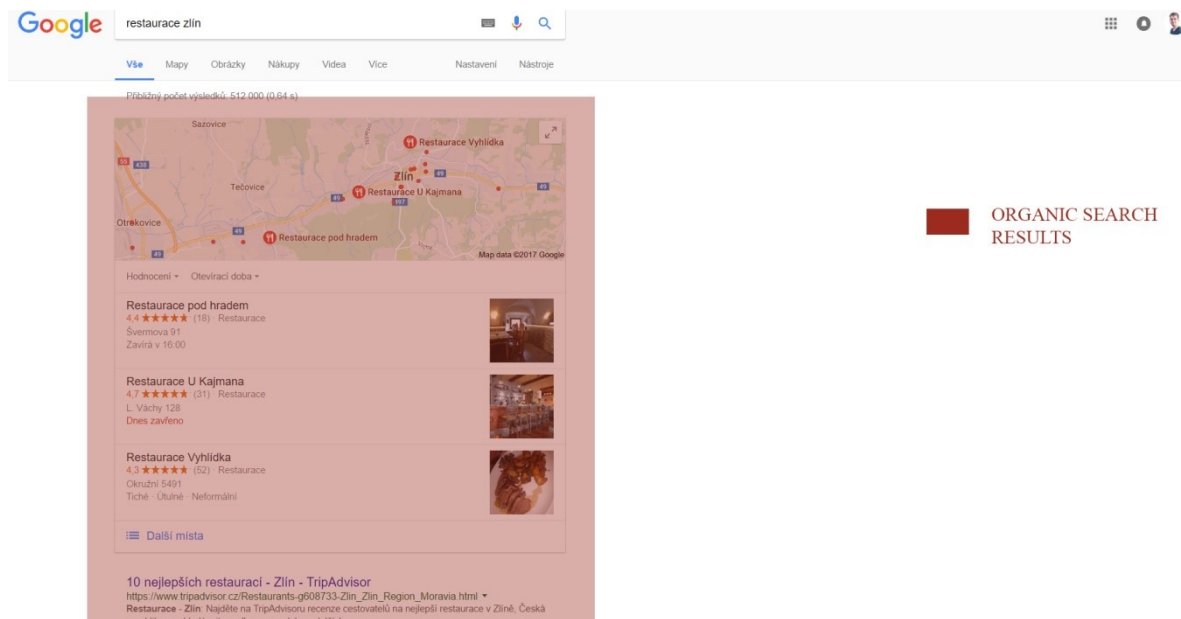Figure 1: Google SERP: basic keyword (own creation)

Figure 2: Google SERP: local services (own creation)

3.6 SEO planning

If something is about to be successful, it should be neatly planned. And SEO is a long-term process, which generates results after long period of time, as it was mentioned above. SEO

strategy cannot be effective, if company has no SEO plan. Kubíček is his book (2008, 70) defined seven questions, which should be answered during setting plans for SEO:

- What is a focus of a company?
- What is the main goal of the website?
- What is the target audience?
- Who is the biggest competitor?
- What makes our website unique against competition?
- What is the moment of conversion during customer´s visit?

Those questions are not the whole plan of SEO. Improving website traffic through SEO is supposed to be connected with general goals of the company. Of the most basic goals of businesses is to increase sales from products or services. Those are primary goals. But there are also secondary goals, for example brand building or boosting power of particular product beside another product. Therefore, SEO campaign should be in accordance with those goals. According to Grappone (2007, 28-30), during SEO planning is important to ask two questions:

- Who is the visitor of the website?
- What should future visitor do on the website?

Knowing the detailed characteristics of visitors of the website is considered as a key factor for choosing proper keywords used in SEO strategy. Visitors can be for example:
- Potential customers
- People from press
- Old customers seeking for after-sales service
- Current or potential employees of the company

From another perspective, knowing what visitors are supposed to do on the website is also key factor. It defines what the conversion of the SEO campaign is. Conversion can be when website visitors:

- Buy a product

- Fill in a questionnaire
- Sign up for newsletter
- Call a telephone number
- Visit retail store
- Change their mind about something
- Find out concrete information they have looked for

General goals, target audience and type of conversion are the basics for creating SEO plan.

What Grappone (2007, 38) also claim is that "there is no universal solution for your SEO plan". Various types of companies and businesses have their benefits and weak points of their SEO strategies.

SEO for business-to-business sector is typical for its target audience. It is not wide spectrum of people. Usually, they are people with concrete specification, for example "owner of a restaurant". It means better understanding customer needs and every conversion counts, because it is really valuable. On the other hand, traffic for B2B does not increase quickly and SEO campaign can be profitable after very long time.

SEO for business-to-customer is one of the most difficult and comprehensive challenges. Campaigns for B2C usually generate huge growth of the website traffic, thanks to size of the audience. Challenge is to have conversion from traffic. Because wide audience don´t need to be skilled enough to use websites and your competition is supposed to be really hard.

SEO for retail store´s website is not so important, but can be really useful in some situations. As was described in chapter 3.4, today´s search engines are used for local searching. People don´t want to ask somebody face to face, where the retail store is situated. They find it out thanks to search engines. Therefore, SEO for retail store can increase physical visits of retail stores.

After having perfect SEO plan, there is necessary to have people, who can implement it. But SEO demands people from several sectors – programmers, graphic designers,

copywriters and also sales managers etc. That is why companies hire digital marketing agencies for implementing SEO plans.

(Grappone, 2007)

3.7 SEO execution

3.7.1 Keywords

Keywords are considered as "the core of all search engine marketing". Keywords are generally words that user of the internet type into search engine. They are divided into two categories – keyword as a term and keyword as a query. A term *keyword* means "series of characters separated by white space or other separator*". Keyword query* means "a string of words submitted by a searcher*".* (Charlesworth, 2014) Pavel Ungr in his article describes those categories as a *search query* and *keyword. Search query* is everything that users of the internet write into search engines and *keyword* is the object of SEO and PPC (Ungr, 2016). According to Charlesworth (2014, 199), keyword searches have three functions:

- Informational
- Navigational
- Transactional

Informational searches make users for finding out specific data or topics. Navigational searches have purpose in finding out specific website. Transactional searches lead to buying a product or service.

Specific type of keyword query is the "long tail of keywords". Because of very high competition in SERP and big search frequency for common keywords like "laptops", users often use combination of several keywords, which define more concretely their wish. Example for long tail of keywords connected with laptops can be "laptops with touchable screen and big battery life".

One of the most important factors in searching for keywords to optimize is to know whether keywords have strong relevance with your website or e-shop. Charlesworth (2014, 202) recommended three steps, how to find out proper keywords:

- Ask yourself, what keywords might people search for

- Ask customers, which keywords have they used to find your website

- Use various keyword research tools

3.7.1.1 Sklik keyword tool

The choice of proper keywords for improving SEO results is essential for the whole campaign because it can help people to find your website more quickly. To choose keywords for Czech search engine Seznam is being used Sklik keyword tool since February 2008 (Kubíček, 2008). Despite its initial purpose – to improve results of PPC, Sklik keywords tool can be useful for choosing suitable keywords for SEO. This tool is able to provide number of monthly average searches of particular keyword, annual trend of searching, range of competition and average price per click. Those keywords are exact search queries, which searchers type into Seznam search engines (Nápověda reklamního systému Sklik.cz, 2017).
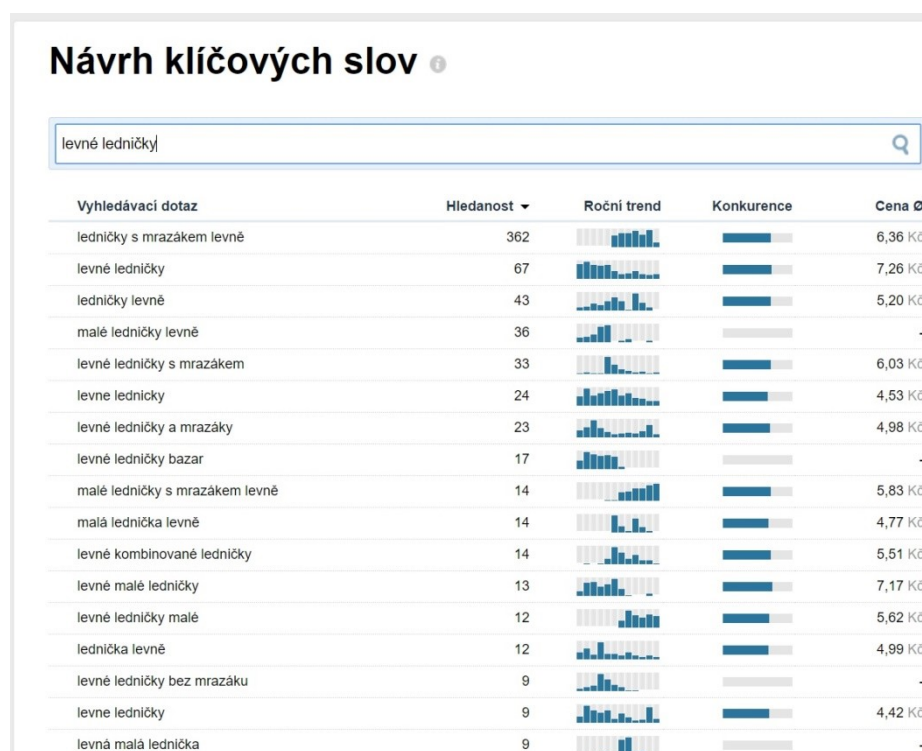

Figure 3: Sklik keyword tool (own creation)

3.7.1.2 Google Adwords Keyword Planner

To have insight, what people search for on search engine Google is being used Google Adwords Keyword Planner. Similarly to Sklik keyword tool, Google Adwords Keyword Planner is able to tell, how much people search on for particular keyword and how big the competition is. Unfortunately, the number of monthly searches is not concrete, but only estimated. This tool is also able to help finding out long-tail keywords with low number of monthly searches (Nápověda Adwords, 2017).

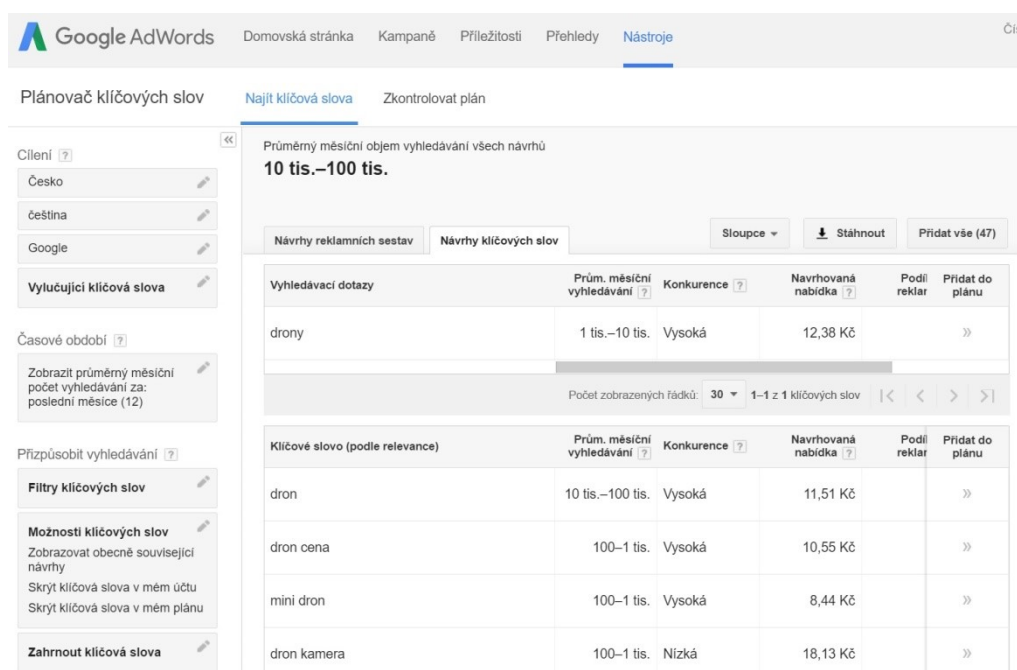
Figure 4: Google Adwords Keyword Planner (own creation)

3.7.1.3 Seznam Whisperer

So called "Whisperer" for search engine Seznam was formerly used to help people know exact number of searches for each keyword. Whisperer is today used to suggest full keyword after typing only first letter, or just part of the keyword. It also provides suggestions of often searched keywords (Kubíček, 2008).
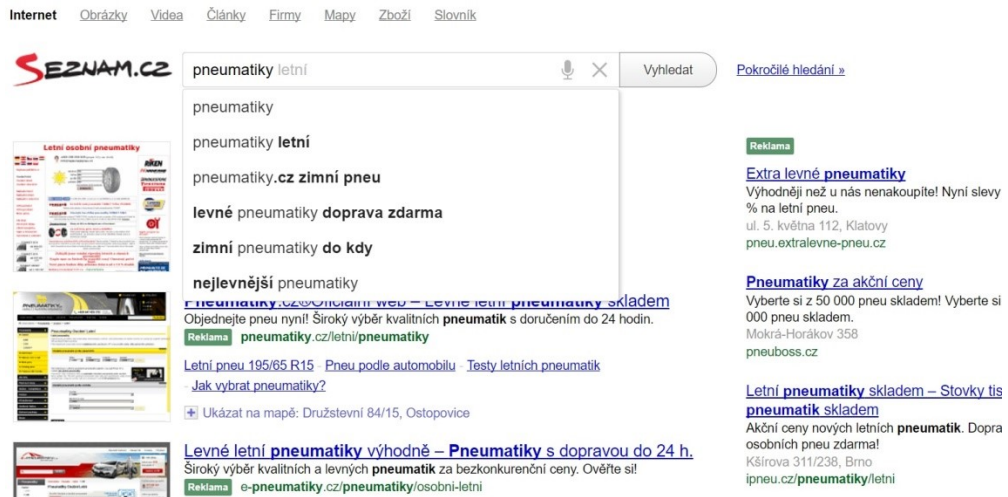
Figure 5: Seznam Whisperer (own creation)

3.7.1.4 *Google Suggest*

Google Suggest is very similar tool to Seznam Whisperer. It used in search engine Google and its purpose is also to suggest the rest of the keyword, of which part in being typed into search engine. Google Suggest does not show number of searches, but it sorts suggestions from the most searched key phrases (Kubíček, 2008).

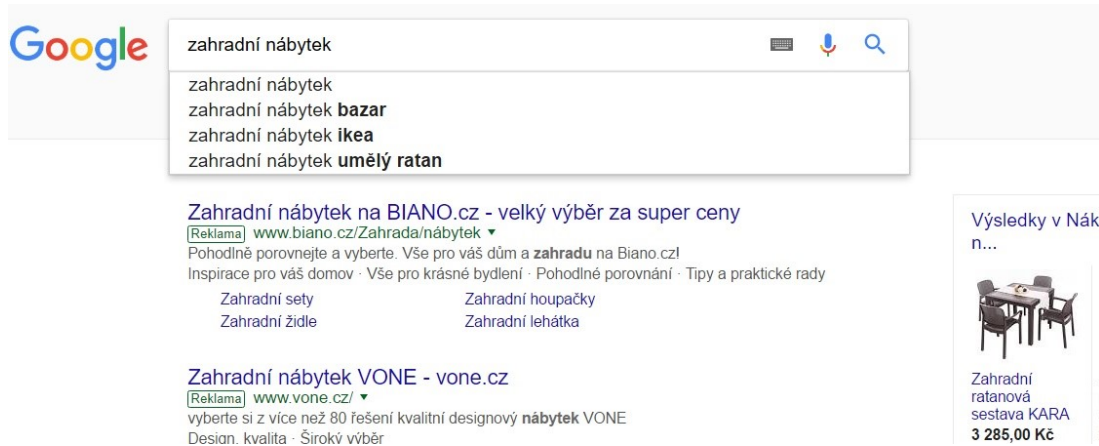Figure 6: Google Suggest (own creation)

3.7.2 Keywords placement

After knowing, which type of keywords is profitable to work with it is important to decide, where to put those keywords on website. Chosen keywords should appear on website or e-

shop in order to give customer indication that he found out the right website he looked for and also for search engine´s algorithm which is trying for the best match between search query and linking website. It means that keywords have to be visible in content for human visitor and also in source code of the website, from where search engines take data (Charlesworth, 2014). Charlesworth is his book (2014, 205) also defined several parts of website´s source code, where might keywords appear. Those are:

- Meta titles and meta descriptions
- Alternative titles for images
- H1 tag
- Hyperlink text

3.7.3 Link building

Link building is a technique which is a part of so called "off-page optimization". It means that SEO changes does not happen inside website or e-shop, but outside on the internet. Despite this, link building is still connected with content of the website, because valuable content should motivate people to link website on several internet places. Logically, search engines evaluate not only match between keyword and content of the website, but also "popularity" of the website. And popularity of the website is measured by:

- Number of backlinks
- Quality of backlinks

Backlink is a hyperlink leading to your website from different website. Simple meaning of backlinks is that somebody probably considers your website attractive. According to Janouch, (2014, 285) backlinks are important because they:

- Improve positions in Search Engine Results Page
- Provide information to potential customers a lead them to your website

Also Chaffey (2016, 494) pointed out, that to collect more backlinks to your website or create them manually is still extremely important, even vital to SEO and for better ranking in SERP. Generally speaking, the amount and strength of the backlinks were important for SEO from the beginning of the Google search engine and despite several changes during past few years, they are important still.

Backlinks can appear or be placed simple everywhere on the internet, but commonly on:

- Social media
- Catalogues
- Blogs
- Discussions
- Prices graders
- Microsites
- Hobby portals
- Advertising servers

To analyze or evaluate number and quality of backlinks is being used online tools, such as SEOMajestic (www.majesticseo.com) or Collabim (www.collabim.cz) (Janouch, 2014).

3.7.4 Mobile SEO

As it was mentioned in Chapter 2, a significant number of people use their smartphones to search on the internet or even buy products on e-shops. Therefore, websites should be designed in a way, which allows user of smartphone comfortable access on website. Accoring to Janouch, (2014, 281) there are two ways, how to achieve it:

- To have standard website + mobile friendly website
- To have responsive website

To have at least one of those types of websites optimized for mobile phones is from 2015 essential for SERP positions on mobile phone searching. Owners of companies or digital marketers are able to find out, if Google search engine evaluates website as a mobile friendly thanks to online tool Mobile Usability Test, available on www.google.com/webmasters/tools/mobile-friendly/ (Ungr, 2015).
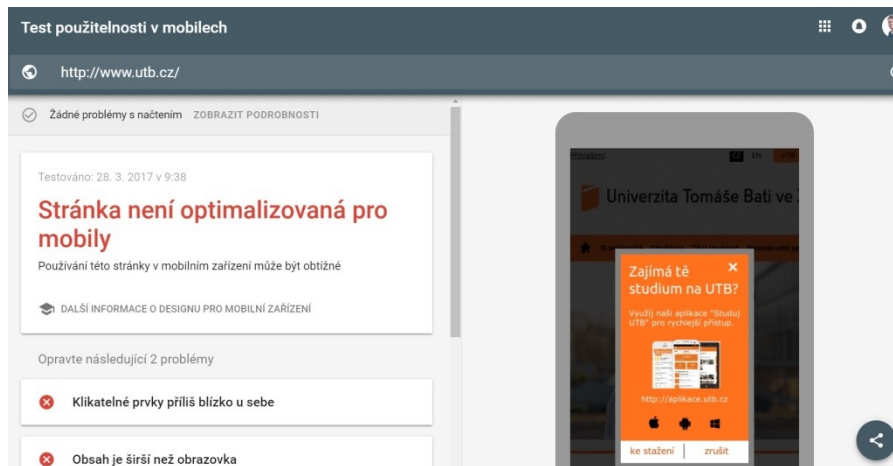
Figure 7: Google Mobile Usability Test (own creation)

3.8 Measuring SEO results

For measuring performance of marketing campaigns and performance of websites or e-shops is being used an analysis of traffic. This analysis is constructed by IT specialists and webmasters, but evaluated by marketing managers, digital marketers or owners of companies. Thanks to analysis of traffic is able to find out, how many old and new customers have visited website, from what sources (for example search engines) they come, how they stay on website or what is the conversion rate of the website. One of the most accessible online tools for analyzing website traffic is Google Analytics (Janouch, 2014).

3.8.1   Google Analytics

Google Analytics is a tool, which is able track several metrics from particular website, after inserting tracking code into source code of the website. Result of a metric is usually absolute number or the ratio. Example of metric from Google Analytics is "Number of visits". Analytics provides useful data mainly for segmentation of the traffic. Visitors of the website can be categorized into segments like:

- Visits from desktop
- Visits from mobile phone
- Visits with conversion
- Old visitors, who came back
- Visitors according to demography
- Visitors according to geography

For SEO is important segmentation of visitors according to channels. Channel in a way, how visitors was able to get to the website. Google Analytics measures following channels:

- Direct – people entered exact URL address of the website into web browser
- Organic Search – people found and clicked on website thanks to search engine
- Paid Search – people found and clicked on website thanks to pay-per-click advertisement
- Display – people clicked on online banner advertising with backlink leading to the website
- Referral – people clicked on backlink placed leading to URL adress of the website on different website
- Social – people clicked on backlink leading to URL address of the website on social media (Facebook, Twitter, LinkedIn, Google Plus etc.)
- Email – people clicked on backlink from received e-mail message

Google Analytics allows evaluating one of the goals of SEO and it is increasing traffic from organic search. If the traffic does not get any higher, it also possible to claim that SEO process was not successful. (Janouch, 2014)
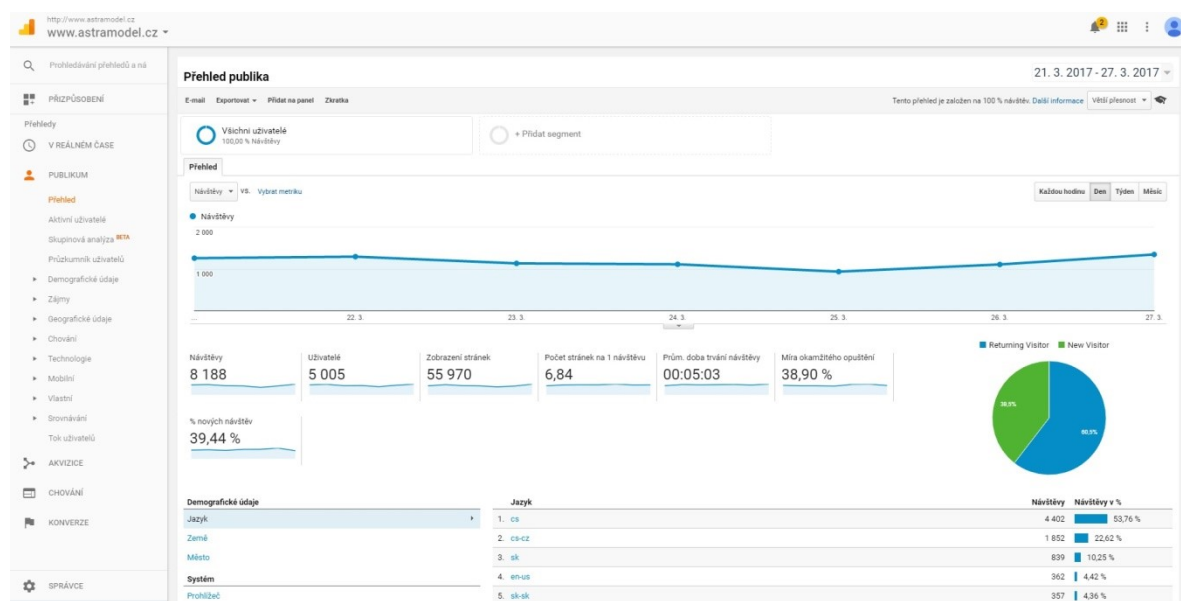
Figure 8: Google Analytics (own creation)

3.8.2   WebCEO

As it is described in chapter 3.5, the higher position website has, the bigger is chance to increase traffic. Therefore evaluation of the SEO campaign can be also set simply by increasing positions of particular keywords.

According to Kubíček (2008, 84), to find out position of the keyword in SERP is possible through tool called Ranking Monitor. He also mentioned WebCEO as an alternative tool.

II. ANALYSIS

4   ENTERPRISE ASTRA AND E-SHOP ASTRA MODEL

Astra Inc. is an enterprise from Czech Republic with more than 25 year history. The company describes itself as a "wholesale of modeling goods". In fact, Astra is currently one of the most significant distributors and suppliers of modeling goods from foreign market into Czech market. Company was founded in 1991 and originally was oriented on genuine production of plastic models, mainly plastic airplanes. In 2002, Astra has developed into supplier of international radio controlled toys and models.

Since 2013 has Astra headquarters, warehouse and retail store in a small city called Uherský Brod. CEO of the company is Mr. Ctirad Macháček and his staff counts approximately 25 employees. Astra is supplier of goods and accessories for more than 50 retails and small businesses in Czech Republic and also they sell products and services under their well-known Astra brand.

4.1 Products and services

Enterprise Astra is fulfilling expectations about how should wholesale look like. Their product portfolio is really rich and wide. Essential selling products are radio controlled toys and models such as cars, airplanes, helicopters, drones or boats. Astra provides for those products necessary accessories spare parts like controllers, engines, batteries, fuel or every single screw. This makes them strong partner for small retails.

Besides radio controlled models is Astra still supplier of plastic and metal models from abroad. Most current products from Astra´s portfolio are electric longboards or professional drones with camera. Astra is also official supplier of worldwide brands like Yuneec, Blade, ECX, Traxxas or Bburago for Czech market. Company also delivers full service for retail dealers. It means practical training with current goods and products connected with their maintenance.

Products and goods of Astra company can be sell offline and online. For offline and direct purchases is being used headquarters with retail store. Online purchases are being made via Astra´s e-shop www.astramodel.cz, which is the subject of SEO analysis.

4.2 Website and E-shop Astramodel.cz

Company Astra uses website www.astramodel.cz both for informational and business purposes. This website serves as a company´s internet presentation and simultaneously as an e-shop. It can be really useful for various kinds of customers to find important information at one place. Competition, business partners or customers are able to find out following information there:

- Business aim of the company
- History of the company
- Location and opening hours of headquarters, warehouse and retail store
- Contacts on top management
- Business terms
- Catalogues, user guides or product lists
- News and blog of the company
- Job position possibilities

E-shop allows customers purchase products and accessories online with possibility of external delivery. E-shop is supposed to be described more detailed in the next chapter.

5 SEARCH ENGINE OPTIMIZATION OF THE E-SHOP

As it is described in theoretical part of the thesis, every search engine optimization campaign should start with perfect planning and answering crucial questions about website or e-shop. Next step is to choose proper keywords via recommended tools. After having chosen proper keywords is possible to update content of the website or e-shop. Having finished previous activities, it should not be forgotten, that link building plays very important role in achieving good results in optimization. Eventually, after certain period of time can be impact measurable.

E-shop www.astramodel.cz has chosen digital marketing agency Weboo in 2016 for search engine optimization campaign. Agency Weboo, represented by managing directors Jiří Maňásek and Milan Juřík, was very kind and without any inconvenience allowed using internal data about e-shop www.astramodel.cz and whole process of the optimization in this thesis. It includes data about progress of the keywords, about progress of the page visits, about techniques used for optimization and alternatively about business relationship between Weboo and Astra. During year 2016 were made following parts of SEO campaign and online analytic tools were collecting necessary data for measuring results after one year.

5.1 SEO strategy

First step of the campaign was to answer important questions about company´s business. CEO of the company Ctirad Macháček provided politely and with full commitment answers on following topics:

Focus of the company:

- Sell radio controlled models, plastic models and accessories on Czech and Slovak market.

Main goal of the website:

- Sell B2C products and offer as much spare-parts as possible

Target audience:

- Homemade modelers with interest in technology and individual building of the models

- Parents with intention to gift kids with radio controlled model
- Beginners with radio controlled models
- B2B partners and retail dealers

Biggest competitor:
- Pecka Modelář – www.peckamodel.cz

Uniqueness of the website against competition
- Provider of only verified and top quality product brands
- Detailed information and characteristics of products
- Free and available user guides, manuals and reviews of the products
- Rich photo and video gallery of the products
- Biggest offer of accessories and spare parts

Moment of conversion during customer´s visit
- When customer agrees with a price
- When customer find out concrete product
- When customer find out contact
- When customer find out place of retail and opening hours

Types of conversion on Astra Model e-shop
- Purchase online
- Contacting via phone / e-mail
- Visiting retail store
- Purchase in retail store
- Signing up for practical training with drones
- New B2B contract

5.2 Keywords selection

For selecting proper keywords were used websites and data tools according to sources in theoretical part – Sklik Keyword Planner, Adwords Keyword Tool, Seznam Whisperer and Google Suggest. Those tools should be able to provide the most relevant data from two most important search engines used in Czech Republic.

Following table illustrates data for the most relevant keyword "rc modely" connected with e-shop www.astramodel.cz taken from Sklik Keyword Planner. This source provides exact numbers from search engine Seznam.cz.

Table 1: Keyword data from Sklik Keyword Planner

Keyword	Average monthly searches Seznam.cz	Relevant for e-shop
Rc modely	6 997	YES
Rc modely letadel	555	YES
Rc modely bazar	555	NO
Rc modely brno	273	NO
Rc model	262	YES
Rc modely traktorů	207	NO
Model rc traktor	200	NO
Rc modely aut	178	YES
Vrtulníky na dálkové ovládání rc modely	115	YES
Rc modely lodí	115	YES

Source: (Weboo, 2017)

Next tool used for selecting keyword was Google Adwords Keyword Tool. Table 2 shows how it can provide data from search engine Google, but the numbers are not exact, only in certain range.

Table 2: Keyword data from Google Adwords Keyword Tool

Keyword	Monthly search range Google.cz	Relevant for e-shop
Rc auta	1000 - 10000	YES
Rc modely aut	1000 - 10000	YES
Modely aut	1000 - 10000	NO
Rc letadla	1000 - 10000	YES
Rc vrtulníky	100 – 1000	YES
Rc obchod	100 – 1000	YES

Rc modely letadel	100 – 1000	YES
Auta na ovládání	1000 – 10000	YES
Vrtulník na dálkové ovládání	100 – 1000	YES
Rc lode	100 - 1000	YES

Source: (Weboo, 2017)

Another tool for having data about search queries is Seznam Whisperer, which is available during searching on Seznam. As it can be seen in Figure 9, for search query "rc modely" Seznam Whisperer could not provide other relevant keywords than previous tools.

Key

Figure 9: Suggestions from Seznam Whisperer (own creation)

The last tool for generate data about keywords was Google Suggest. In a similar way as with Seznam Whisperer, Google Suggest was not able to give different search queries than previous tools. It is displayed on following Figure 10.
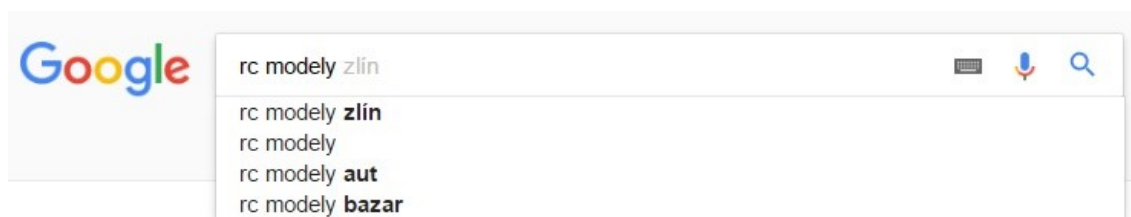

Figure 10: Suggestions from Google Suggest

After comparing general company´s business goal in SEO strategy chapter with exact data generated via recommended tools were chosen following keywords for SEO campaign:

1) "rc auta" (rc cars) – general keyword for essential selling product with high search range

2) "rc letadla" (rc airplanes) – general keyword for second most important selling product with high search range

3) "rc model" (rc model) – general keyword for wide target audience and local SEO

4) "rc modely aut" (rc car models) – long tail keyword illustrates specific product search query

5) "rc modely letadel" (rc airplane models) – long tail keyword illustrates specific product search query

6) "rc modely lodí" (rc ship models) - long tail keyword with lower search range

5.3 Keywords placement on e-shop

Important part of optimization is to place and use selected keywords on specific places on e-shop from perspective of source code. The biggest impact on SERP positions is supposed to have homepage of the e-shop. On homepage, keywords were implemented into following parts:

1) Meta title – "RC modely aut, letadel, vrtulníků a dronů | Astra"

Meta title is a tag, which appears in SERP. It includes selected keywords and name of the company. This change should increase positions in SERP.

2) Meta description – "Astra s.r.o. je velkoobchod s RC modely aut, letadel, vrtulníků. Nabízíme kvadrokoptéry, RC drony a RC modely na ovládáni včetně RC příslušenství"

Meta description is a tag, which appears below Meta Title in SERP. It has been also changed to contain selected keywords to boost positions.

3) H1 tag – "Kvalitní RC letadla, RC vrtulníky, drony, RC auta a lodě na dálkové ovládání"

H1 tag is a source code element, which displays main headline of the web page. It should be unique for every single web page, because it indicates what people can find on that web page. This headline contains selected keywords and indicates what is company and website mainly about.

4) Hyperlink text

Most of the website contains keywords in hyperlink texts naturally. E-shop Astra Model also included keywords into hyperlink texts, which are used in category menu. And because of names of the categories, which are the same as keyword, no changes were needed.

5.4 Link-building

During optimization campaign was the most time-consuming part so called link-building. In case of e-shop Astra Model, main purpose was to increase quality of the website by increasing number of backlinks leading to e-shop www.astramodel.cz. Backlinks were created and placed on following internet sources:

1) Official Facebook page Astra Model

During past months, on Facebook page available at www.facebook.com/astramodelcz were placed regularly links to new products on e-shop. This option is without any costs

2) Internet Forums

Backlinks were placed on internet discussion forums, for example on www.modelarske-forum.cz, which is closely connected with target audience.

3) Online magazines

Thanks to cooperation with digital agency Weboo, it was possible to place backlinks into PR articles placed on online magazines, such as www.rc-prohobby.eu or www.darashop.cz

5.5 Mobile version of e-shop

E-shop www.astramodel.cz does not have any responsive version or any mobile friendly version. Considering at least one of the possibilities was recommended to Astra. CEO of the company Ctirad Macháček is aware of this problem and claims that company Astra is currently looking for capable supplier of programming knowledge to build new and responsive e-shop. Missing mobile friendly version of the e-shop can cause lower positions in SERP and obviously worse service to customer. Further within SEO campaign was being used Google Mobile Usability Test. Figure 11 clearly states, that e-shop is not "optimized for mobile". In reality, absence of mobile friendly e-shop means, that mobile phone users visiting e-shop can have problems with clicking on menu, finding out information and reading information etc. According to theoretical part, absence of mobile friendly website can result in lower positions in search engine Google.
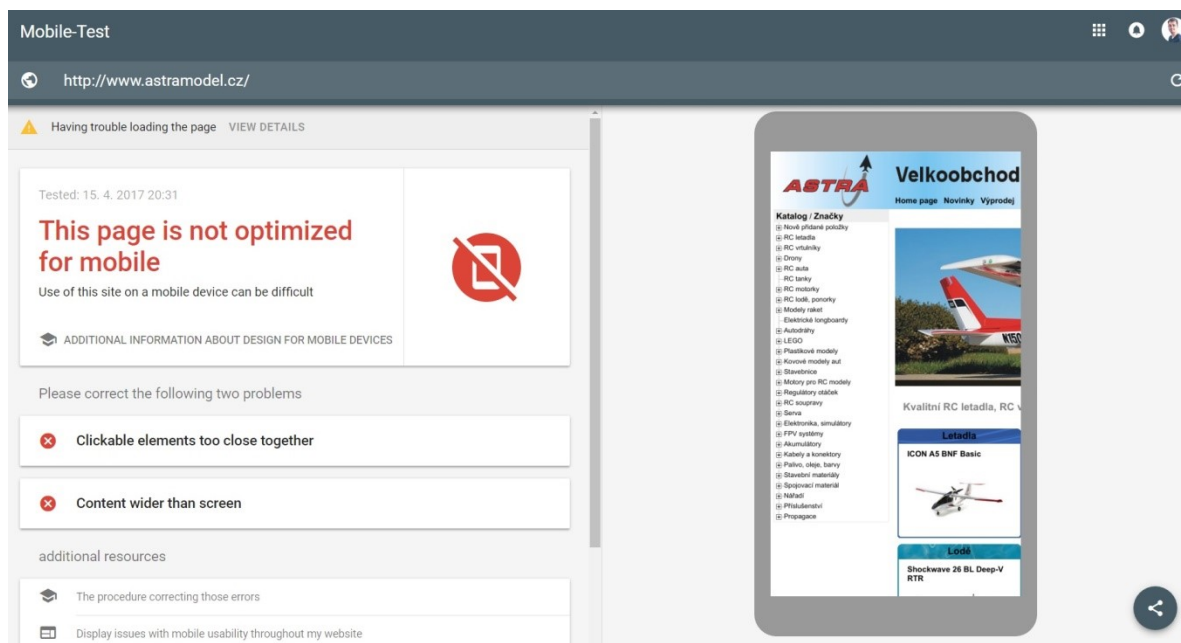

Figure 11: Mobile Usability test for astramodel.cz (own creation)

6 EFFECT AND RESULTS OF SEO FOR E-SHOP

Main goal of SEO campaign for e-shop www.astramodel.cz was consulted with CEO of the company. It was defined as a "growth of website traffic from organic search via search engines". This goal is supposed to be achievable through improving positions of keywords, as it is defined in theoretical part. Therefore secondary goal was to "improve positions for selected keywords".

6.1 Positions in SERP

For tracking positions changes within given period of time was used online tool called WebCEO. This tool was tracking movement of positions in SERP of selected keywords from the beginning of the year 2016. Two main search engines were tracked – Google and Seznam. Figure 12 shows detailed comparison of positions – number of improved positions, number of aggravated positions and number of added indexations of positions. It can be seen that majority of selected keywords have improved their positions. All positions on Google have improved. On Seznam, three of six positions have raised, one position went down and two positions were added (indexed) to SERP.

Ranking Analysis

For: Astra Model
(http://www.astramodel.cz/)

Description:
This report shows the positions of your website in the search engine results

Created on: 4/14/2017 1:34:33 PM
Profile: Profile1
Last scanning on: 1/2/2017
Comparing to the scan of: 1/7/2016

Keyword	Google Czech Republic (Pages in Czech)	Seznam (Pages in Czech)
rc auta	5 (▲ 5)	23 (▼ 11)
rc letadla	5 (▲ 7)	6 (▲ 4)
rc model	10 (▲ 7)	58 (⊞)
rc modely aut	3 (▲ 13)	16 (▲ 39)
rc modely letadel	4 (▲ 6)	12 (▲ 40)
rc modely lodí	17 (▲ 12)	22 (⊞)

Ranking change summary: Found (✔):12   Up (▲):9   Down (▼):1   Added (⊞):2

Figure 12: Progress of keywords WebCEO (own creation)

6.2 Website traffic – Google Analytics

As it is recommended is theoretical part, results of SEO on website traffic should be evaluated after longer period of time. Therefore, traffic of e-shop www.astramodel.cz was

compared between year 2016 and 2015. For detection of website traffic was used online tool Google Analytics.

Figure 13 describes detailed data of website traffic from year 2016 in comparison with year 2015. Overall website traffic has increased by 13.22%. In exact numbers, overall traffic was higher of 53 156 visits in 2016. Also number of users (visitors) of the website has increased – by 25.90%. Concretely, 39 366 visits in 2016 were users, which clicked on the website more than once. Visitors of the website have clicked on 3.54% more pages on the website in 2016 which is also a positive sign. On the other hand, number of visited pages per one session (visit) has decreased of 8.55%. Visitors have also spent less time on the website in 2016, exactly 12.95% less. Bounce rate, which means that visitor left the website from one page and did not continue, has increased by 11.35%. Important fact is that 12.95% of visits in 2016 were new unique website visitors, which can be considered as potential new customers. Pie charts in Figure 13 are describing ratio between new and returning visitors. In 2016, number of new visitors meant 40.5% of all visits, which is by 5.3% higher share than in 2015.
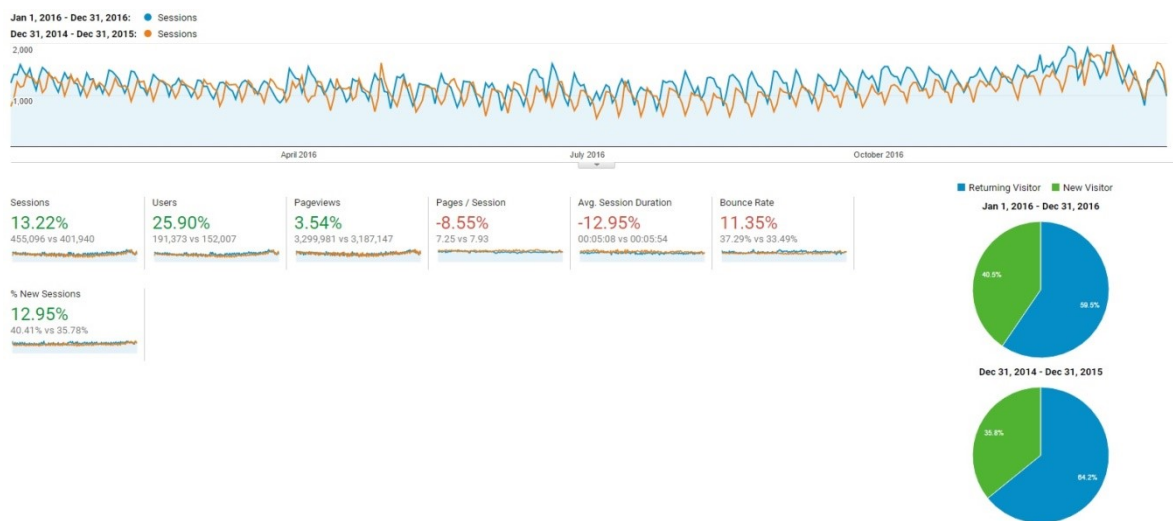

Figure 13: Website traffic 2016 vs 2015 (own creation)

Figure 14 includes pie charts, which are representing share of channels of website traffic. In 2016, 54.8% of all traffic went from organic search (from search engines). 24.3% of traffic comes from direct typing URL address into web browser. In 2015, organic search meant 57.4% of all traffic.
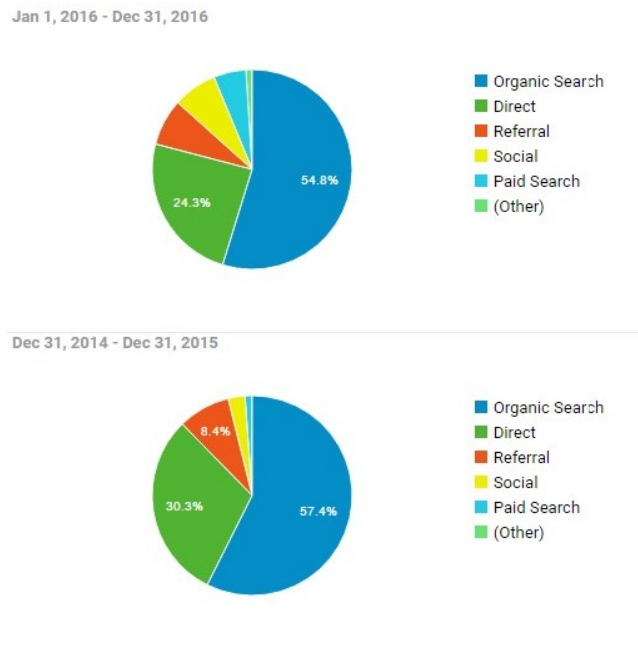
Figure 14: Traffic channels (own creation)

To have possibility to analyze impact of SEO, it is necessary to know, if the traffic from organic search has increased or not. Figure 15 proves that traffic from organic search has increased in 2016 in comparison with 2015 – by 8.02%. Number of visits from direct typing URL address has decreased by 9.04%. Chart in Figure 15 also shows that overall traffic was improved thanks to visits from social media (Social) and from PPC campaigns (Paid Search).

Figure 15: Traffic channels 2016 vs 2015 (own creation)

To make a conclusion, arguments and facts above clearly signals that after one year SEO campaign were most of the goals achieved. Firstly, overall e-shop traffic was increased simultaneously with traffic from organic search. Although numbers and percentage of positive change are not dramatic, without SEO campaign would e-shop traffic collapse. Positions of selected keyword were also improved. E-shop is not appearing on first positions after one year, which someone might consider as a failure, but at least slightly change has significant impact on number of new visits of the e-shop.

Company Astra didn´t provide data about revenues and sales from e-shop, therefore it was not possible to analyze, whether increased website traffic directly meant increased sales and profit.

7 E-SHOP ASTRA MODEL VS COMPETITION

E-shop www.astramodel.cz was compared to the competition from perspective of positions in SERP. Unfortunately, it was not possible to collect data about overall traffic from competitor´s websites. Thanks to online tool Collabim, there were no problems with comparing positions in SERP between websites. For comparison were chosen following competitor´s websites:

- www.peckamodelar.cz – biggest online competitor
- www.rcking.eu
- www.model-rc.cz

Table 3: Positions on Google vs biggest competitors

Keyword	**Astramodel.cz position**	**Peckamodel.cz Position**	**Rcking.eu position**	**Model-rc.cz position**
Rc model	7	**1**	*8*	4
Rc auta	5	**2**	9	*18*
Rc letadla	3	**1**	15	*30*
Rc modely aut	3	**2**	*34*	10
Rc modely letadel	2	**1**	*40+*	27
Rc modely lodí	12	**1**	*40+*	9

Source: (Weboo, 2017)

Table 4: Positions on Seznam vs biggest competitors

Keyword	**Astramodel.cz position**	**Peckamodel.cz position**	**Rcking.eu position**	**Model-rc.cz position**
Rc model	17	*35*	27	**4**
Rc auta	16	13	*40+*	**1**
Rc letadla	9	10	*20*	**4**
Rc modely aut	*60+*	4	*40+*	**1**
Rc modely letadel	23	17	*40+*	**1**
Rc modely lodí	9	11	*21*	**2**

Source: (Weboo, 2017)

Data from online tool Collabim in Table 3 and Table 4 provided exact positions on search engines Google and Seznam. Dominant positions on Google are held by biggest competitor – www.peckamodelar.cz. From point of view of competition, SEO campaign was not successful enough. On the other hand, other websites have worse positions on Google. Considering Seznam, best positions on all keywords has website www.model-rc.cz. On Seznam, e-shop Astra Model has on three of six keywords better positions than biggest online competitor www.peckamodel.cz. This can be considered as a good result.

Generally speaking, e-shop Astra Model did not achieve first positions in SERP for selected keywords, so SEO campaign should be considered as an unsuccessful one. Considering fact that campaign lasted one year and competition might also invest in SEO, significant progress was made and Astra Model is definitely not weak against competition.

8 RECOMMENDATION FOR E-SHOP

During overall and SEO analysis of e-shop Astra Model were detected several points suitable for considering to change and improve. E-shop has still absence of key factors, which influence positions in SERP negatively and might influence also potential customer´s opinion before purchase.

8.1 Responsive e-shop design

It has been indicated above, that e-shop has no responsive design or mobile friendly version. Analysis of positions in SERP proved that competitor´s website www.peckamodel.cz with responsive design reached first positions on most of the keywords on Google. On the other hand, responsive design has little impact on positions on Seznam. Another argument for creating e-shop usable on mobile phones is that customers nowadays tend to buy things via mobile phone. Absence of user friendliness on mobile phone version can result in cancel of purchase, cancel of visit of retail store or cancel of willing to contact company. Unfortunately, switching on responsive version can be quite expensive investment, considering great size of e-shop and number of products included. It is important to choose responsible, reliable and skilled supplier of new e-shop to prevent future problems with mobile friendly design.

8.2 Continue with SEO

Analysis and results of e-shop traffic showed that SEO had not such a great influence after one year. It can be considered as a natural – not all SEO activities were made. Despite this, further working on following parts can have greater impact. First of all, every category and every product of e-shop should include unique meta title, meta description, unique H1 tag and content with added value for customer. This activity is really time consuming and can cost huge expenses, but in the future it can boost a lot of positions in SERP. Digital marketing agency would deliver SEO manual for company´s employees, which could help with creating unique content. Another possibility how to increase traffic from organic search is to implement more keywords, especially long-tail keywords. New and current analysis of the keywords can be realized, in which more online tools would be included. Following implementation of new keywords might boost positions in SERP. Important missing part of SEO evaluation is absence of tracking purchases via Google Analytics. Because without tracking is very hard to put website traffic to context with amount of purchases and eventually with profit of the e-shop. Tracking purchases through Google

Analytics can provide exact data about pre-purchase behavior. It means from where customer came to the e-shop, from which device he made a purchase, which category of the e-shop is the most profitable, which product was being sold the most and other important data. Without Google Analytics tracking is not possible to define conversion ratio of the e-shop and define return on investment of SEO campaign exactly.

8.3 Improve PPC

Despite PPC campaign is not a subject of this thesis, it is strongly connected to SEO and results in SERP. From figures in theoretical part is clear that huge amount of space in SERP is covered by PPC content. Practical part and analysis of sources of website traffic proved that e-shop Astra Model benefits from its PPC campaigns. But this traffic is not significant at all in comparison with traffic from organic search. Optimization of PPC campaign would hide incompleteness of SEO and it might help to beat the competition. Ideal option would be to hire digital agency to optimize PPC campaigns. Administration of PPC has benefit mainly in efficiency and cost reduction.

8.4 Cooperation with influencers

New approach, how to boost not only digital but global marketing is to cooperation with so called influencers. Those are people, who operate on internet social media or blogging platforms. They have wide target audience and have power to persuade people to have certain opinions not only about products. One of the most successful social media is Youtube. Influencers make videos with new products, where they share initial opinions about them. Cooperation with those influencers has several benefits. Via social media, they connect product directly with e-shop or website, so target audience is lead to buy product there. Another way how to benefit from cooperation with influencers is to acquire highly ranked backlinks to e-shop from influencer´s blogs. They are usually open to write reviews of product on their blogging platforms. On this place, their put also back links to partners e-shop or website. Backlinks from blogs can significantly improve SERP positions.

CONCLUSION

The aim of this bachelor thesis was to gain general knowledge about role of search engine optimization as an important part of digital marketing. Based on this knowledge, analyze optimization campaign for e-shop www.astramodel.cz and state, whether it was successful or not. Eventually, author is supposed to suggest improvement.

In analytical part, author on the beginning determined company´s history, development and current position on the market. Via personal interview was able to define crucial goals for further SEO strategy and planning. Next step of analytical part was to realize SEO campaign. It was consisted of analysis of keywords, implementing keywords into e-shop, link building and checking mobile usability of the e-shop. After this, analytical part contained data from online analytic tools, which provided answer on efficiency of SEO campaign.

According to agreed goals of the campaign, SEO met the goals in increasing overall traffic and traffic from organic search. Unfortunately, with missing data about revenues and profits of the company, then with missing data about number of visits of retail, SEO could not be evaluated from this perspective. Also, company was not able to calculate and provide return on investment from e-shop, therefore thesis did not prove overall financial benefit for company.

Based on analysis and comparison with competition, this thesis proved that e-shop is challenging the competition on both search engines, but did not beat the biggest competition www.peckamodelar.cz. On the other hand, significant progress indicated, that further investment in SEO might help to beat the competition in the future.

As a result of analytical part, author suggested switching e-shop into responsive and mobile friendly website. Because analytical part proved, that missing mobile design caused worse positions in SERP together with lower traffic.

Thanks to this thesis and other external factors, a company Astra began to seek for the provider of the new e-shop system.

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LIST OF ABBREVIATIONS

B2B   Business to business

B2C   Business to customer

CEO   Chief executive officer

PPC   Pay per click

ROI   Return on investment

SEM   Search engine marketing

SEO   Search engine optimization

SERP   Search engine results page

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