



# How to get to the top? Use SEO!

SEO is an effective way, how to get targeted customers to your website

*Radek Karban & Michael Muselík*



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- How Search Engines work
- Why you need to be on the first positions in organic search
- Eye tracking studies & marketing statistics (global and local)
- Case studies – part 1
- SEO process, how to optimize my website, each parts
- Case studies – part 2
- Review in points



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## About SEO, what is that, history

### What is SEO?

- SEO is the abbreviation for the search engine optimization.
- SEO is a collection of techniques, how to be on the first positions in the search engines results.

### Why are search engines so important?

- Search engines are the biggest resources of your websites traffic.
- Higher traffic means more visitors.
- More visitors means more customers and higher profit.

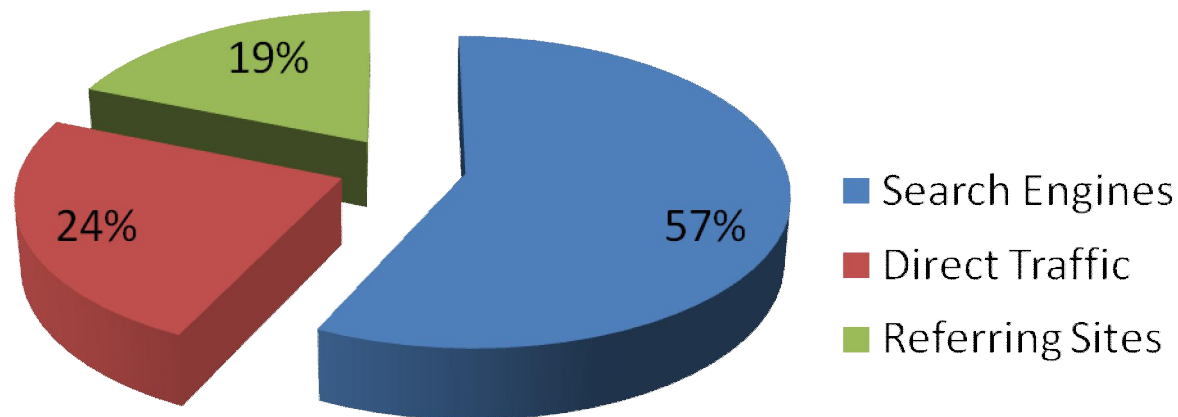


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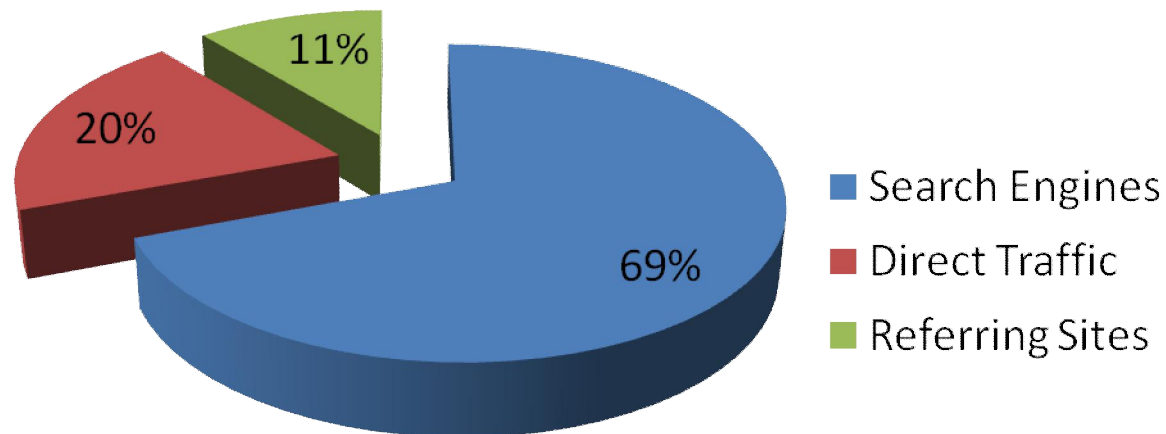
About SEO, what is that, history

## Traffic overview



Source: [www.marimex.cz](http://www.marimex.cz)

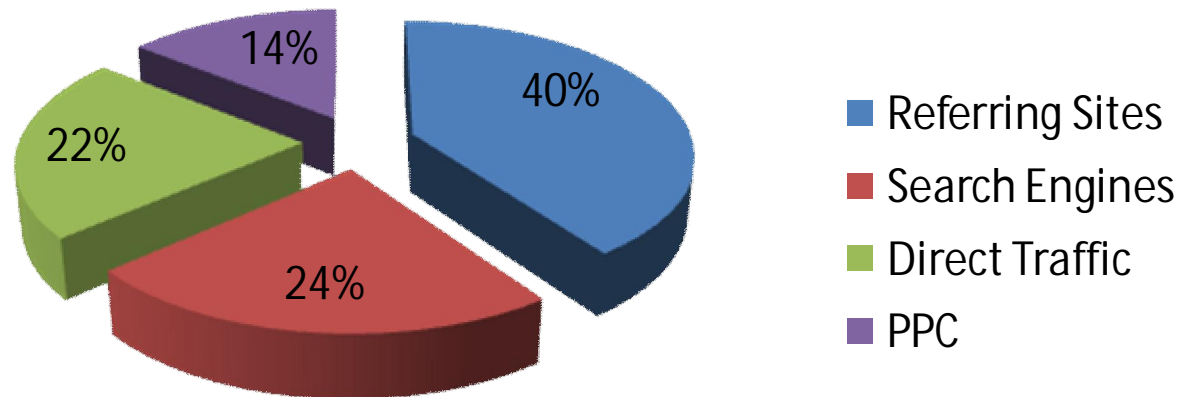
## Conversions overview



Source: [www.marimex.cz](http://www.marimex.cz)

## About SEO, what is that, history

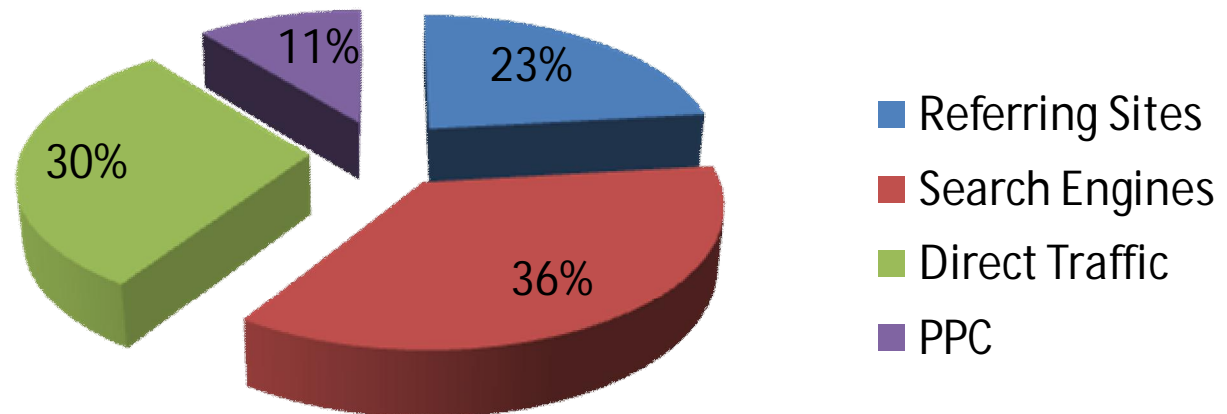
### Traffic overview



Source: [www.darky-jsou-zazitky.cz](http://www.darky-jsou-zazitky.cz)

## About SEO, what is that, history

### Conversions overview



Source: [www.darky-jsou-zazitky.cz](http://www.darky-jsou-zazitky.cz)



## About SEO, what is that, history

### SEO history

- History of SEO began in the mid-1990s, as the first search engines start cataloging the Web sites.
- Site owners quickly discovered how is important to be on the first positions there, because they observed sharp growing traffic to their sites.
- And this is still valid.



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## How Search Engines works

### What are the search engines?

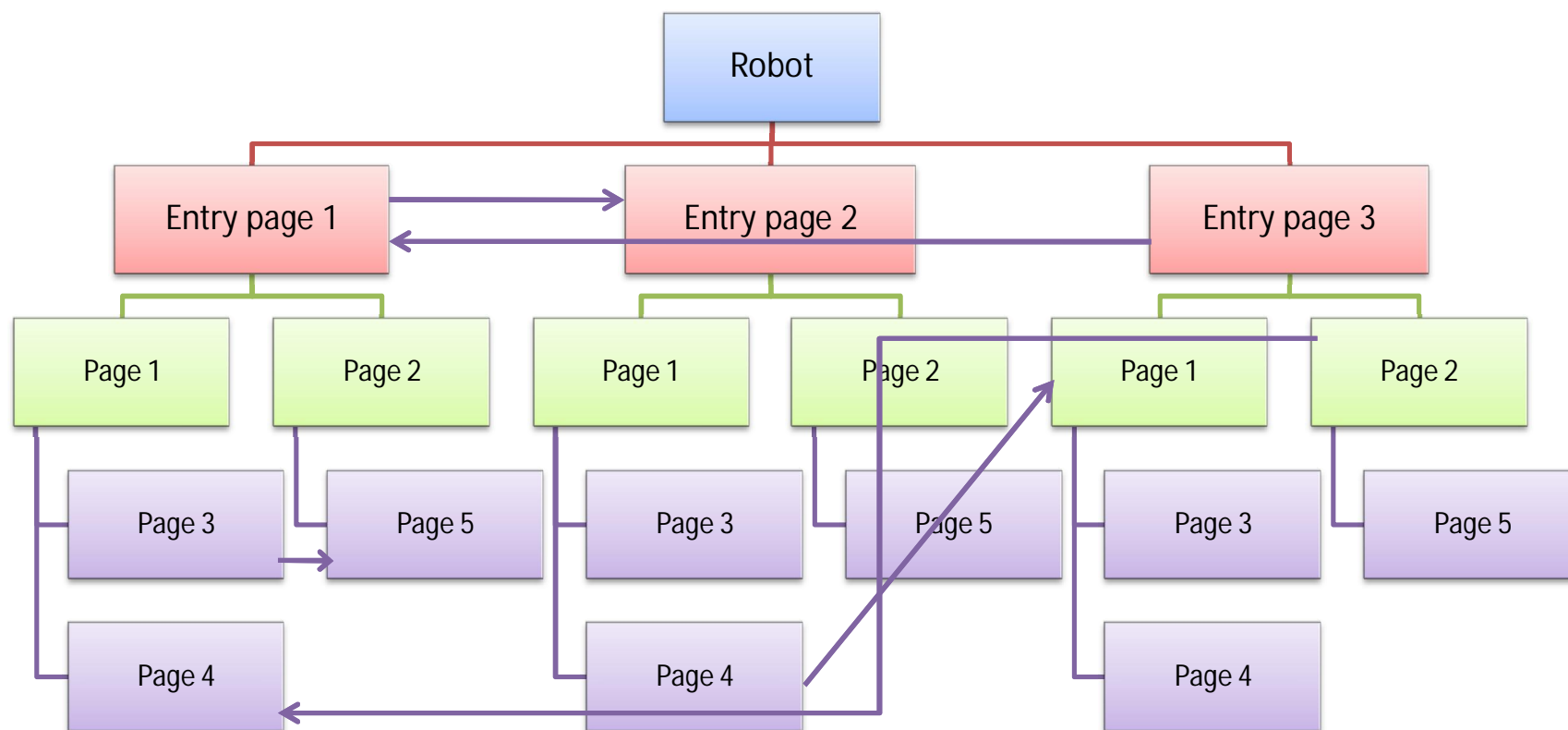
- Search engines use programs, called bots, robots, spiders or crawlers that go through Web pages, read them and follow links to other pages.
- The content of web pages are stored in search engine databases. When you search any terms, search engine seeks out these databases and return appropriate results, based on defined algorithm.



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## How Search Engines works





## How Search Engines works

### Search algorithms

- Each search engine has their own Search algorithms.
- Generally, algorithms rate following main criteria:
  - Keywords placement and density
  - Link popularity
  - Other rules



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## How Search Engines works

### Legibility of HTML code for SE robots

- Search engine robots read the text and follow links.
- If robots don't see any text, any links, they can't crawl your website. They can't index your pages into their database.
- Avoid using of:
  - Flash without HTML alternative
  - Frames
  - JavaScript directly in HTML code



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## Why you need to be on the first positions in organic search

### How do you search on the internet?

- Probably, you go to the search engine, type search term into the search box and then you click on search button.
- Is there anyone who uses another way?
- Generally, most people go through the internet by the search engines.



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## Why you need to be on the first positions in organic search



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## Why you need to be on the first positions in organic search

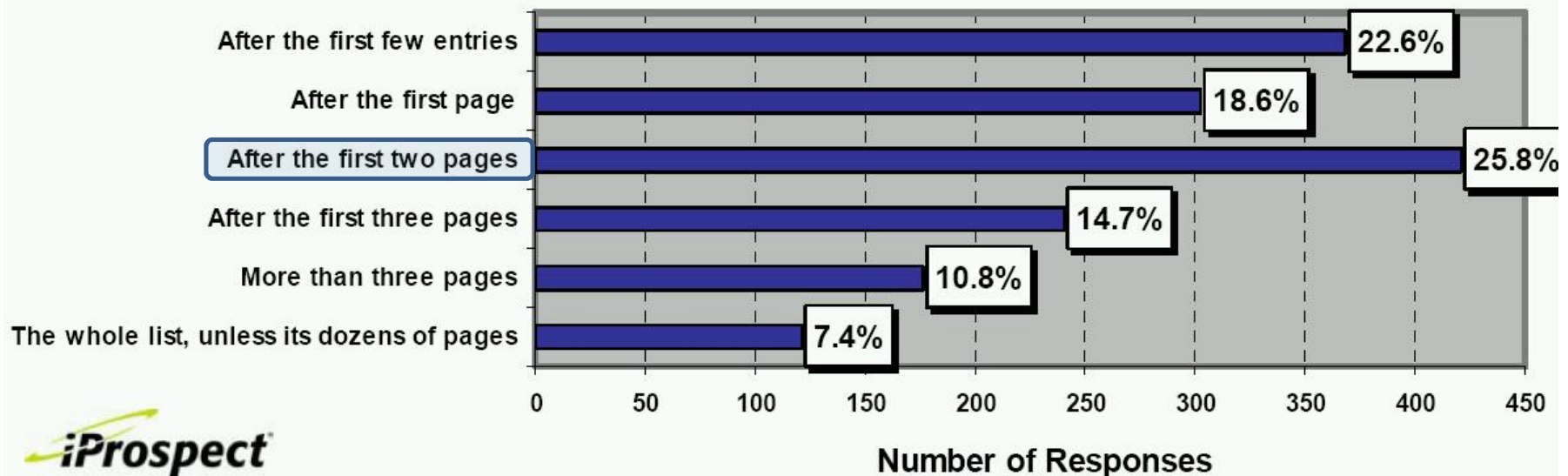
The screenshot shows the Seznam.cz homepage with the following elements:

- Navigation Bar:** Includes links for Internet, Firmy, Mapy, Slovník, Zboží, and Více. A search bar with the text "Hledej" is present.
- Language Selection:** Options for "česky" (selected) and "ve všech jazycích".
- Můžete se hodit (You might be interested):** A section with links to various categories like Auto, Bazar, Deník, etc.
- Email.cz:** A section for creating or logging into an email account, with fields for "Jméno" and "Heslo".
- Firmy.cz:** A section for company listings, with a "Kategorie dne" (Categories of the day) list.
- Novinky.cz (News):** A section with news headlines, including "Český dodavatel dílů pro světové automobilky propustí 550 lidí".
- Sport.cz:** A section for sports news, including "Panice českí fotbalisté nepropadali, byť se v San Marinu nemohli prosadit".
- Horoskopy (Horoscopes):** A section with a horoscope for "Rak" (Cancer).
- Počasí Česká republika (Weather Czech Republic):** A section showing weather forecasts for "Dnes" (Today), "Zítra" (Tomorrow), "Sobota" (Saturday), and "Neděle" (Sunday).



## Why you need to be on the first positions in organic search

If you don't find what you are looking for, at what point do you move on either to another search engine or to another search on the same engine?

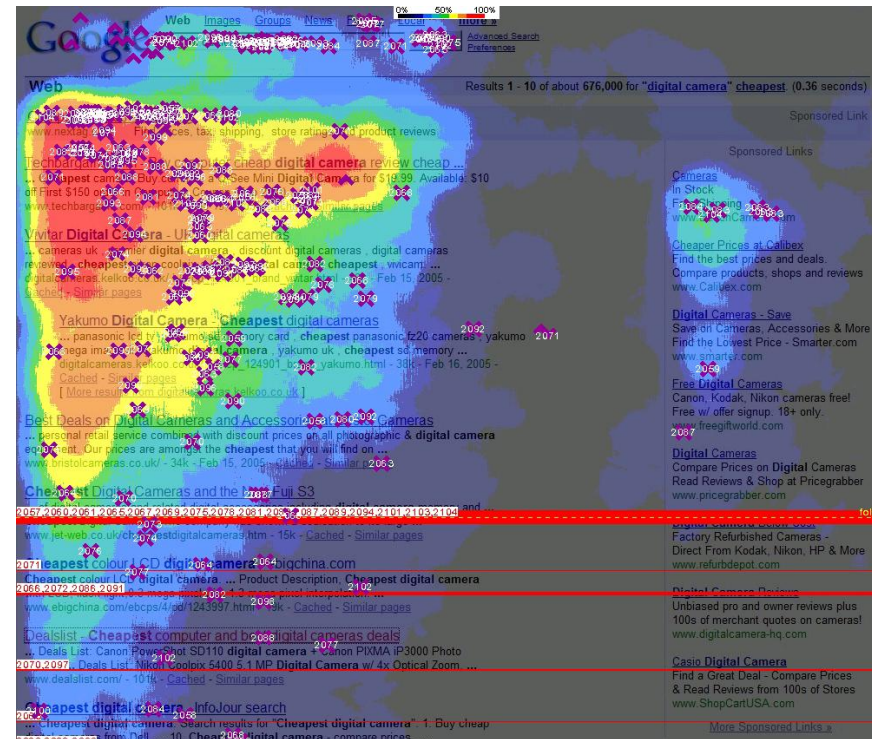




## Why you need to be on the first positions in organic search

### Eye tracking studies

- study conducted by search marketing firms Enquiro [\[enquiroresearch.com\]](http://enquiroresearch.com)
- The study found that most viewers looked at results in an "F" shaped scan pattern, with the eye travelling vertically along the far left side of the results looking for visual cues (relevant words, brands, etc) and then scanning to the right, as if something caught the participant's attention.



# Eye tracking studies

- |  <a href="#">Web</a> <a href="#">Images</a> <a href="#">Video</a> <a href="#">News</a> <a href="#">Maps</a> <a href="#">more »</a><br><input type="text" value="something"/> <input type="button" value="Search"/> <a href="#">Advanced Search</a> <a href="#">Feedback</a>      |       | % of Clicks | % Time Spent |
|---|-------|-------------|--------------|
| <b>Web</b> Results 1 - 10 of about 1,950,000,000 for something <a href="#">[define]</a> (0.60 seconds)  |       |             |              |
| <a href="#">Something</a><br><a href="#">Something</a><br><a href="#">www.something.com / 16 / 1,000 / 1,000,000</a>  | 56.36 | 28.43       |              |
| <a href="#">"Something like my my life"</a><br><a href="#">October 21, 2005 New York Times</a> - more on today today shows where, who, Canada (Dublin) will be at the City of Houston this weekend! ...<br><a href="#">www.something.com/16 / 16 / 1,000 / 1,000,000</a>  | 13.45 | 25.08       |              |
| <a href="#">On Something (1/10)</a><br><a href="#">Entrepreneur</a> young people to make their own money for making a difference in their community and provide a link with the resources and support needed<br><a href="#">www.something.com / 16 / 1,000 / 1,000,000</a>  | 9.82  | 14.72       |              |
| <a href="#">Something (1/10)</a><br><a href="#">Eating Disorders</a> - <a href="#">Anorexia</a> , <a href="#">Bulimia</a> , <a href="#">Binge Eating Disorder</a> , <a href="#">Compulsive Overeating</a> , <a href="#">Eating Disorders</a> definitions, signs and symptoms, physical dangers ...<br><a href="#">www.something.com/16 / 16 / 1,000 / 1,000,000</a> | 4.00  | 8.70        |              |
| <a href="#">Something (1/10)</a><br><a href="#">I will really push as we started the run and pushed myself pretty hard, something related to the big coach who, so we were looking back to the center to do ...<br/> <a href="#">www.something.com/16 / 16 / 1,000 / 1,000,000</a> </a>   | 4.73  | 6.02        |              |
| <a href="#">Something - Wikipedia, the free encyclopedia</a><br><a href="#">"Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to top the American chart ...<br/> <a href="#">en.wikipedia.org/wiki/Something - 10 / 1,000 / 1,000,000</a> </a>   | 3.27  | 4.01        |              |
| <a href="#">Something - Wikipedia, the free encyclopedia</a><br><a href="#">"Something" was the first song written by George Harrison to appear on the ... Initially based on a James Taylor song entitled "Something in the Way She ...<br/> <a href="#">en.wikipedia.org/wiki/Something - 10 / 1,000 / 1,000,000</a> </a>   | 0.36  | 3.01        |              |
| <a href="#">Something (1/10)</a><br><a href="#">something in legislation and legislation since from the 30's through the 70's in WHG and DVD<br/> <a href="#">www.something.com/16 / 16 / 1,000 / 1,000,000</a> </a>  | 2.91  | 3.68        |              |
| <a href="#">Something (1/10)</a><br><a href="#">Music site</a> - <a href="#">Band profile</a> , <a href="#">multimedia</a> , <a href="#">live dates</a> , <a href="#">merchandise</a> , and <a href="#">mailing list</a><br><a href="#">www.something.com/16 / 16 / 1,000 / 1,000,000</a>   | 1.45  | 3.01        |              |
| <a href="#">Something (1/10)</a><br><a href="#">something in legislation and legislation since from the 30's through the 70's in WHG and DVD<br/> <a href="#">www.something.com/16 / 16 / 1,000 / 1,000,000</a> </a>  | 2.55  | 2.34        |              |



## Why you need to be on the first positions in organic search

### Search statistics

- 84% of online Americans have used search engines [*Pew Internet & American Life Project, January 2005*]
- The percentage of Internet users who use search engines on a typical day is 49% in 2008 [*Pew Internet & American Life Project*].
- Almost 12 Billion U.S. searches were conducted in July 2008. [*ComScore*]



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## Why you need to be on the first positions in organic search

### Search statistics

- A 2006 survey by AOL and Henley Centre, a UK research firm, found that 73 percent of respondents listed search engines as important sources of information when considering a product or service.
- A 2007 survey by Internet data firm comScore found that 60 % of consumers use the Web as their first-line tool to search for local businesses
- 60 % percent of those searchers go on to make a purchase from a local business.



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## Why you need to be on the first positions in organic search

### Search statistics

- Research conducted by search engine marketing firm iProspect in 2006 showed search engine users increasingly clicking on results in the first page of search results (62 % as compared to 48 % four years ago).
- The same study has shown that fewer people are willing to click on listings from the third page of search results (10 percent compared to 19 percent four years ago).



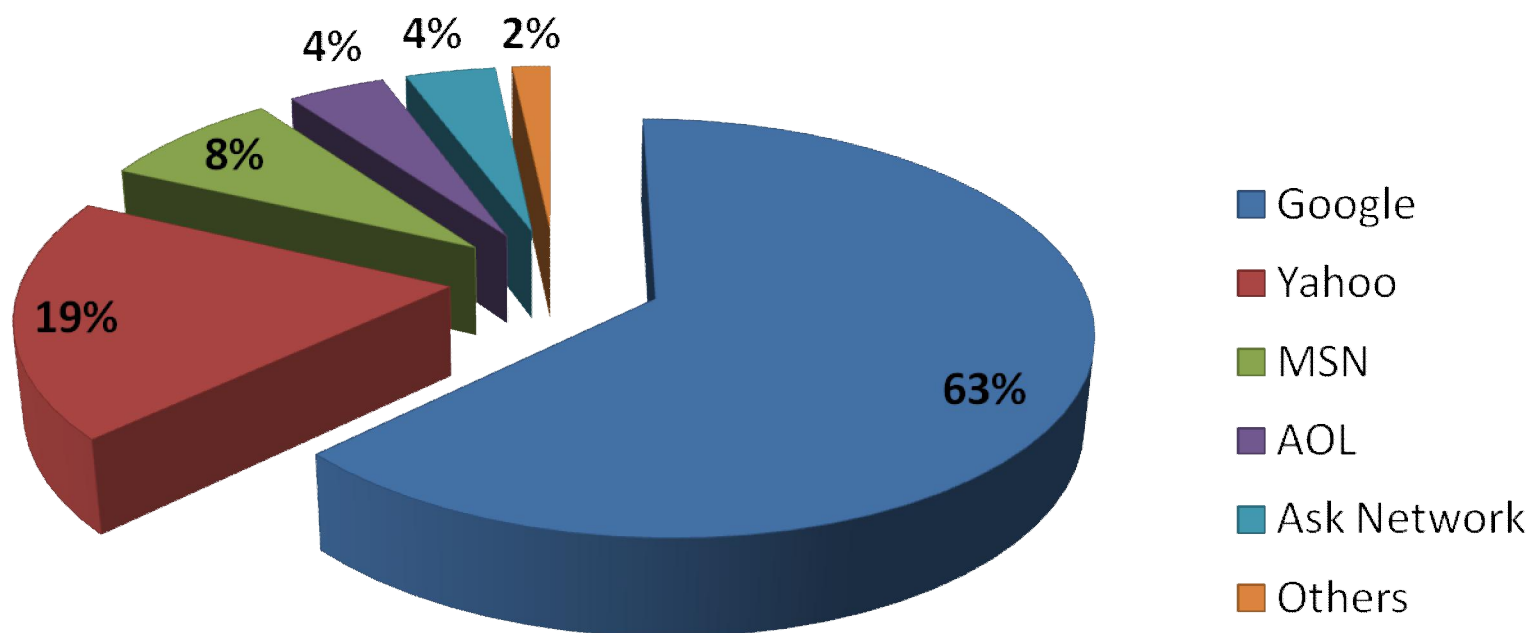
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## Proportion of the Search engines

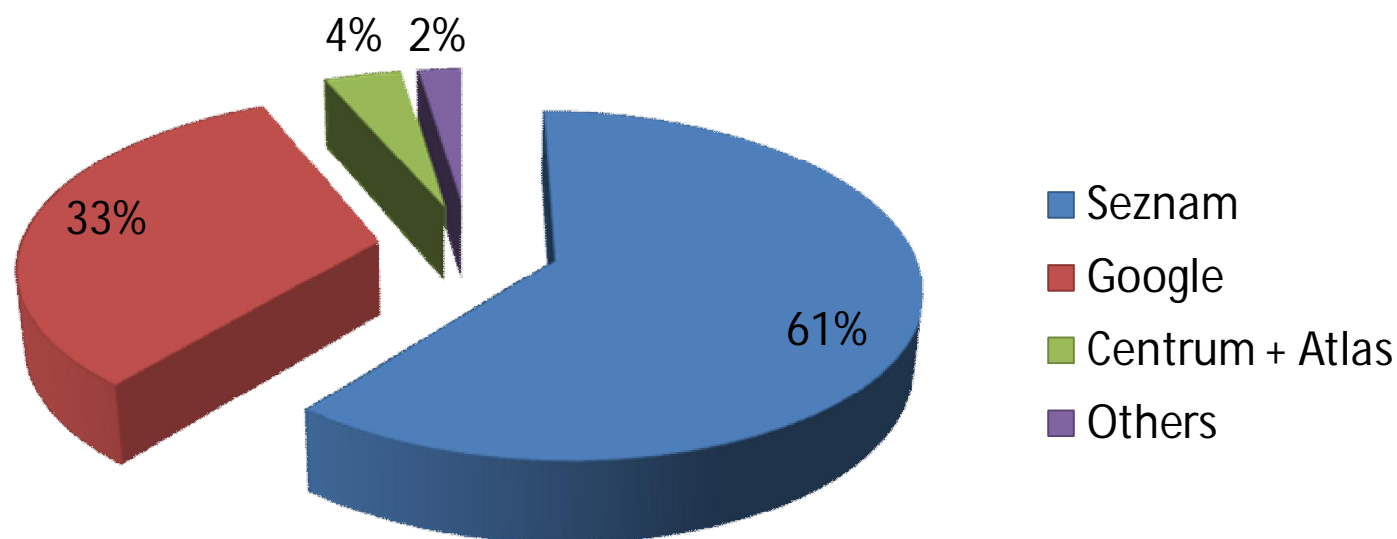
In the U. S.



Source: ComScore – August 2008

## Proportion of the Search engines

In the Czech Republic



Source: Navrcholu.cz – June 2008

# Why you need to be on the first positions in organic search

The screenshot shows a Google search for "baseball cards". The search bar at the top contains "baseball cards" and the Google logo. Below the search bar, the results are divided into two main sections: "Organic Search" and "Paid Search, AdWords".

**Organic Search Results:**

- Baseball Card | Value Price Guide | Selling Cards Worth**  
CardPricer.com is the web's most comprehensive online baseball card price guide. Our software allows you to research cards, view cards, and organize cards ...  
www.cardpricer.com/ - 10k - [Cached](#) - [Similar pages](#)
- Baseball Cards Only - The Ultimate Card Shop on the Web!**  
The Ultimate Baseball Card Site on the Web. Buy, Sell, or Trade by e-mail.  
www.bbonly.com/ - 75k - [Cached](#)
- Baseball Cards 1887-1914**  
This collection presents a Library of Congress treasure -- 2100 early baseball cards dating from 1887 to 1914. The cards show such legendary figures as Ty ...  
lcweb2.loc.gov/ammem/bbhtml/bbhome.html - 6k - [Cached](#) - [Similar pages](#)
- Prints & Photographs Online Catalog - Baseball Cards search**  
Query screen for searching Baseball Cards in Library of Congress Prints and Photographs Online Catalog.  
lcweb2.loc.gov/pp/bbcardquery.html - 19k - [Cached](#) - [Similar pages](#)
- Shopping results for baseball cards**

2007 Upper Deck Black Baseball Trading Cards	\$249.99 - Modell's
Fleer MLB 2002 Fleer Premium Unopened Box	\$119.99 - MC Sports
Donruss Chicago Cubs Team Heroes Baseball Card Set	\$19.99 - Sports Authority
- Baseball Cards at Homeruncards.com**  
Baseball Cards, Rookie Cards, Autograph Cards, and Game Worn Jersey Cards of more than 5000 different players all available in alphabetical order.

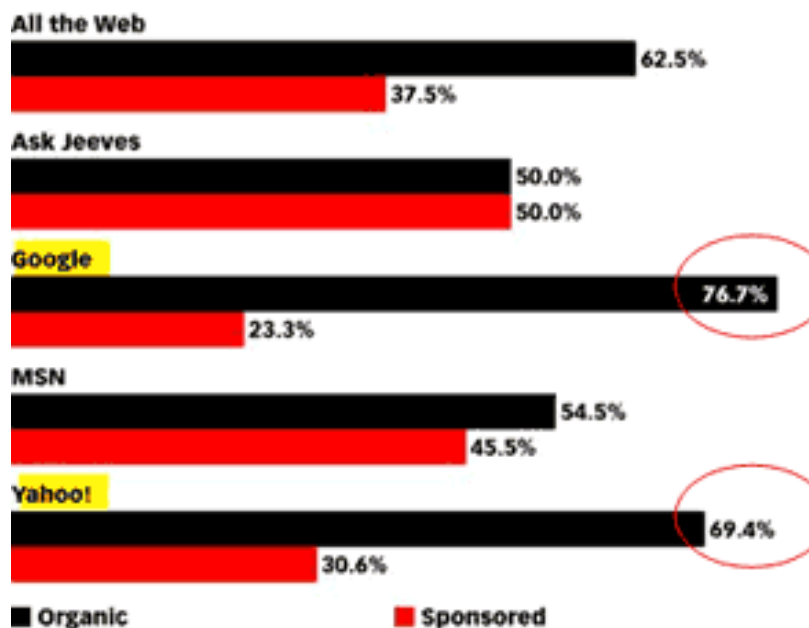
**Paid Search, AdWords Results:**

- Baseball Cards**  
YellowPages.AOL.com Use AOL® Yellow Pages to Find Local Businesses Fast - It's Easy!
- The Baseball Card Shop**  
www.baseballcardshop.net safe secure online shopping for baseball cards and sports items
- Sell Your Baseball Cards**  
We are an online marketplace for baseball cards. Buy and sell your cards online.  
www.kitysong.com
- Get Baseball Cards**  
Rip open a virtual pack. Then create a team & play others.  
www.baseballboss.com
- Baseball Cards**  
Baseball Cards available. Baseball Cards. Bid now!  
www.eBay.com
- No Reserve Sports Auction**  
Sportscard and memorabilia auctions \$1 No reserve auction  
www.bidonsports.net
- Buy Baseball Hobby Boxes**  
Shop Unopened Boxes of Baseball Cards from UD, Topps, and Donruss  
www.DACardWorld.com/BaseballBoxes
- Baseball Display Cases**  
Holds 12, 21, 30, 48 baseballs. Solid wood, glass door  
www.displaygifts.com
- Charm City Baseball Cards**  
Free UPS Shipping orders over \$149. Boxes, packs, cases. Pre-Sells.  
www.charmcitycards.com



## Why you need to be on the first positions in organic search

**US B2B Internet Users' Preference for Organic vs. Sponsored Search Links, by Preferred Search Engine, 2004 (as a % of respondents)**



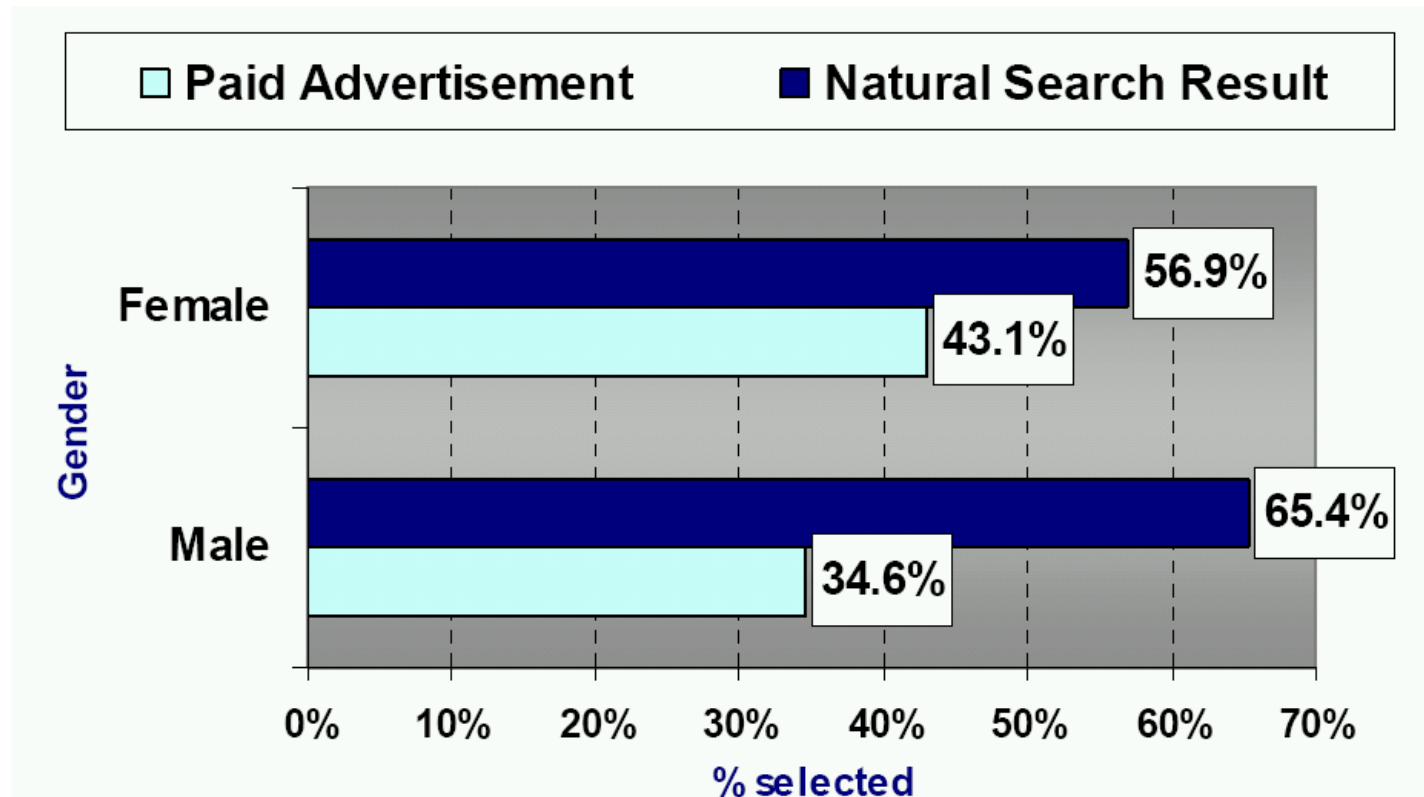
Note: n=1,500

Source: Enquiro, MarketingSherpa, October 2004

062392 ©2005 eMarketer, Inc.

www.eMarketer.com

## Why you need to be on the first positions in organic search

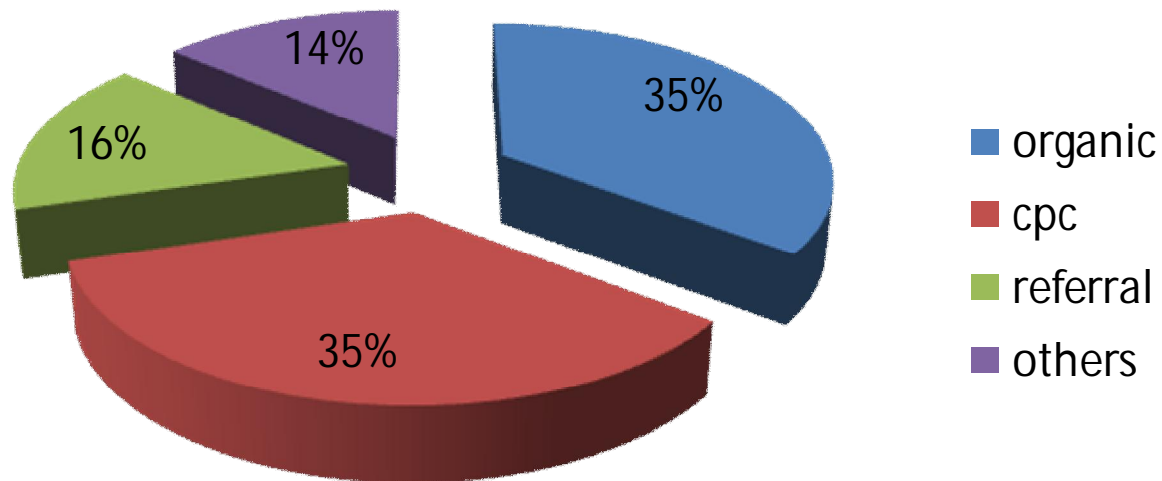


iProspect Search Engine User Attitudes (April-May 2004)



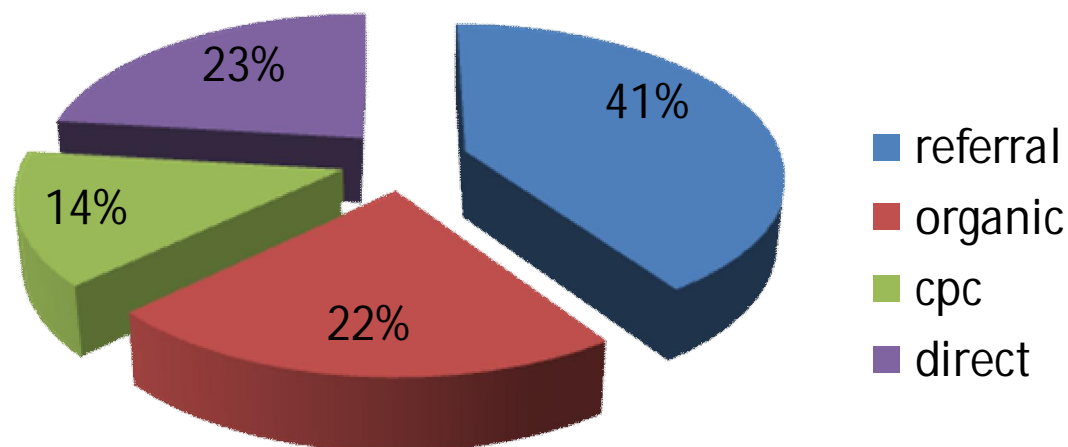
## Why you need to be on the first positions in organic search

All traffic sources : seo-expert.cz



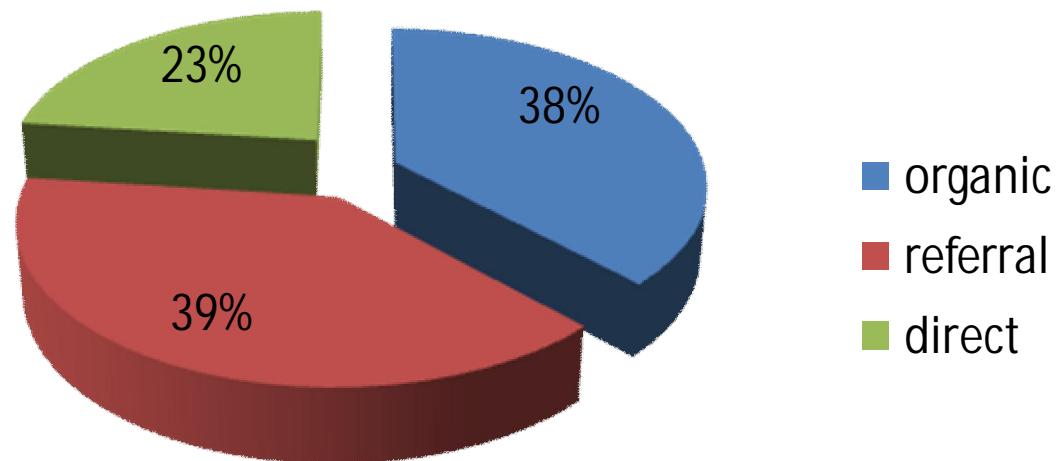
## Why you need to be on the first positions in organic search

All traffic sources:  
darky-jsou zazitky.cz



## Why you need to be on the first positions in organic search

All Traffic Sources : airstop.cz





## Why you need to be on the first positions in organic search

### MONTH OVERVIEW : October 24<sup>th</sup> 2008 - November 2008 23<sup>rd</sup>

Source	Visitors	Sales	Cost	Cost Per Sale
PPC	6531	20	73 449 CZK	3 673 CZK
SEO	10736	71	50 000 CZK	710 CZK



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## Why you need to be on the first positions in organic search

### 6 MONTH OVERVIEW : November 2006 - April 2007

Source	Visitors	Sales	Cost	Cost Per Sale
AdWords	43703	201	£9,991.45	£49.71
SEO	41057	209	£900.00	£4.31



DARREN ATKINSON

<http://www.darrenatkinson.co.uk/articles/cost-effective-seo/>



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Why you need to be on the first positions in organic search

That is, why search engine and placement there are important for your online business.



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Why you need to be on the first  
positions in organic search

So, where do you want to be?



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# Why you need to be on the first positions in organic search

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Google   [Pokročilé vyhledávání](#)  
☒ Prohledat Web ☐ Stránky pouze česky [Nastavení](#)

Web

[SEO analýza](#)  
[www.SEO-Expert.cz](#) Zlepšete postavení svého webu ve vyhledávačích. Pomůžeme vám. Sponzorované odkazy

## SEO - Expert.cz > SEO analýza

Dobrá SEO analýza je prvním krokem ke kvalitní optimalizaci. Základem SEO analýzy je stanovení a rozbor klíčových slov, na která je potřeba se zaměřit. ...  
[www.seo-expert.cz/seo-analyza](#) - 21k - [Archiv](#) - [Podobné stránky](#)

## SEO analýza | Seo optimalizace ZDARMA | FREE SEO nástroje

Kompletní SEO analýza Vašeho webu ZDARMA. Zjistíte Váš PageRank a zpětné odkazy ve vyhledávačích.  
[seo.oncz.net/](#) - 14k - [Archiv](#) - [Podobné stránky](#)

## SEO - Analýza klíčových slov

6. srpen 2006 ... Jak vytvořit www stránku: SEO - SEO - Analýza klíčových slov.  
[www.tvorba-webu.cz/seo/analýza\\_klicovych\\_slov.php](#) - 14k - [Archiv](#) - [Podobné stránky](#)

## SEO analýza - SEO, optimalizace pro vyhledávače, SEO audit, analýzy...

SEO analýza www stránek je důležitá součást SEO - optimalizace pro vyhledávače. Zjistíme kvalitu vašeho webu, klíčových slov, zpětných odkazů, obsahu.  
[seoseo.cz/seo-optimalizace-pro-vyhledavace/seo-analyza.html](#) - 9k - [Archiv](#) - [Podobné stránky](#)

## SEO – optimalizace pro vyhledávače, SEO analýza

Jednou z možností vzájemné spolupráce je vypracování dokumentu, SEO analýzy, která popíše chyby zkoumaného webu a navrhne jejich konkrétní řešení i s ...  
[webdesign.setup.cz/seo-optimalizace-pro-vyhledavace/](#) - 9k - [Archiv](#) - [Podobné stránky](#)

## SEO: Analýza návštěvnosti - Krutá realita

SEO: Analýza návštěvnosti. 22.04.2005. seo. Snad každý marketingový manažer chce mít dobře ... Re: SEO: Analýza návštěvnosti od markon. 23.04.2005 # ...  
[blog.air4web.com/seo-analyza-navstevnosti.html](#) - 19k - [Archiv](#) - [Podobné stránky](#)

## SEO optimalizace pro vyhledávače, SEO analýza

Jestliže chcete využít našich služeb, nabídneme pro Vás SEO optimalizaci a SEO analýzu webových stránek. SEO analýzu webových stránek zpracujeme formou PDF, ...  
[www.webdesign.izde.cz/seo\\_optimalizace.asp](#) - 16k - [Archiv](#) - [Podobné stránky](#)

## Artysite SEO Analytics

Artysite SEO Analytics, logo - Analýza webu - Zpětné odkazy a ranky vyhledávačů - Kontakty. header. show\_or\_hide\_top\_article Schovat / Ukázat ...  
[seo.webber.cz/](#) - 9k - [Archiv](#) - [Podobné stránky](#)

## SEO analýza, optimalizace stránek pro vyhledávače - CZECH ...

SEO analýza, optimalizace stránek pro vyhledávače - CZECH MULTIMEDIA INTERACTIVE - internet & multimedia - czmi.cz - webové a multimediální prezentace, ...

Výsledky 1 - 10 z asi 364 000 na dotaz seo

Sponzorované odkazy

## SEOone.cz

SEO - Optimalizace pro vyhledávače!  
 SEO - Cesta k lepším pozicím.  
[www.seoone.cz](#)

## SEO analýza zdarma

Zdarma provedeme analýzu stránek.  
 Navrhne komplexní řešení na míru.  
[www.seo-konzultace.cz](#)

## Provedeme SEO Vašeho webu

Naše SEO analýza a úpravy posunou  
 Váš web na první místa vyhledávačů!  
[www.Anawe.cz](#)

## Nevíte jak na SEO?

Poradíme jak uspět na internetu.  
 SEO analýza, poradenství, školení.  
[ShopSys.cz/seo-optimalizace](#)



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# Why you need to be on the first positions in organic search

Web [Obrázky](#) [Zprávy](#) [Skupiny](#) [Blogy](#) [Gmail](#) [další ▼](#)

[Přihlásit se](#)

Google   [Pokročilé vyhledávání](#)  
☒ Prohledat Web ☐ Stránky pouze česky [Nastavení](#)

Web

Výsledky 441 - 445 z 445 na dotaz **seo analýza**. (0,62 sekund)

**SEO optimalizace, SEO analýza | Kladno, Slaný, Kráupy nad Vlt.**  
 Před zahájením SEO optimalizace je potřeba nejdříve vypracovat SEO analýzu, podle které SEO optimalizace bude probíhat. Poté úpravou zdrojového kódu se ...  
[www.webdesign-tvorba.euweb.cz/seo-optimalizace.htm](http://www.webdesign-tvorba.euweb.cz/seo-optimalizace.htm) - 7k - [Archiv](#) - [Podobné stránky](#)



**Použitelnost stránky mBank II - Druhý videocast na ...**  
 Konzultant Pizza SEO Juraj Kerhát pokračuje v analýze ...

[rewer.com/video/572539/pouzitelnost-stranky-mbank-ii-druhy-videocast-na-pizzaseocom/](http://rewer.com/video/572539/pouzitelnost-stranky-mbank-ii-druhy-videocast-na-pizzaseocom/)

**Rationalhosting - SEO analýza** - [ [Přeložit tuto stránku](#) ]

Rationalhosting - webhosting, redakční systémy, web design, on-line marketing, SEO optimalizácia, bezpečnostné audity web aplikácií, registrácia domén, ...  
[www.rationalhosting.eu/index.php?z=320](http://www.rationalhosting.eu/index.php?z=320) - 8k - [Archiv](#) - [Podobné stránky](#)

**Drugs and Poisons in Humans: A Handbook of Practical Analysis - Výsledky hledání v Google Books**

autoři: Osamu Suzuki, Kanako Watanabe - 2005 - Medical - 672 str.  
 Jpn J Forensic Toxicol 14:240-245 13) Yanai A, Seo Y, Kakizaki E et al. (1998) An autopsy case in which ibuprofen poisoning was estimated. ...  
[books.google.com/books?isbn=3540222774](http://books.google.com/books?isbn=3540222774)...

**Quantile Regression - Výsledky hledání v Google Books**

autoři: Roger Koenker - 2005 - Business & Economics - 349 str.  
 McFadden, D. (1989), "Testing for Stochastic Dominance," in Studies in the Economics of Uncertainty in Honor of Josef Hadar (ed. by T. Fomby and T. Seo), ...  
[books.google.com/books?isbn=0521845734](http://books.google.com/books?isbn=0521845734)...

*Abychom zobrazovali ty nejrelevantnější výsledky, vynecháváme některé záznamy, které jsou velmi podobné 445 již zobrazeným. Přejete-li si, můžete [zopakovat vyhledávání se zobrazením vynechaných položek](#).*

◀ **Google**  
 Předchozí 35 36 37 38 39 40 41 42 43 44 45

Sponzorované odkazy

**SEOone.cz**

SEO - Optimalizace pro vyhledávače!  
 SEO - Cesta k lepším pozicím.  
[www.seoone.cz](http://www.seoone.cz)

**Analýza SEO**

Zviditelněte se ve vyhledávačích.  
 SEO analýza je 1. krokem!  
[www.SEO-Expert.cz](http://www.SEO-Expert.cz)

**SEO analýza zdarma**

Zdarma provedeme analýzu stránek.  
 Navrhne komplexní řešení na míru.  
[www.seo-konzultace.cz](http://www.seo-konzultace.cz)

**Provedeme SEO Vašeho webu**

Naše SEO analýza a úpravy posunou  
 Váš web na první místa vyhledávačů!  
[www.Anawe.cz](http://www.Anawe.cz)

**Nevíte jak na SEO?**

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# Case studies




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## Case study – www.csfd.cz

- The biggest czech movie database, where you can read the reviews.
- We continuously improve this website.
- We did
  - SEO audit
  - Keywords analyze
  - Usability audit
  - Linkbuilding



The screenshot shows the CSFD website with a red header. The main navigation bar includes links for Televize, Kíno, DVD, Novinky, Filmotéky, Bazar, Uživatelé, Diskuze, Žebříčky, and Tabulky. The page is divided into several sections:

- Novinky**: A section for new news, featuring a photo of Terry Gilliam and a review of the film *Parnassus*.
- Filmové novinky v kinech**: A list of recent movie releases in theaters, including *Česká RAPublika* (2008), *Hlídač č. 47* (2008), and *Čas umírat* (2007).
- Anketa**: A poll titled "Vulgarnizmy v CSFD komentářích k filmům..." showing results for various categories.
- Soutěž**: A section for a contest, featuring a "HIGH MUSICAL" logo.
- Tento měsíc vychází na DVD**: A list of movies available on DVD this month, including *Dostaňte agenta Smarta* (2008) and *Tajemství prstenu* (2007).
- TV tipy dne**: A section for TV recommendations, featuring the film *Soumrak dne* (1993) and a list of other movies.
- Nejnavštěvovanější filmy**: A list of the most visited movies, including *Vítej doma* (2008) and *Pocit viny* (2007).
- Ostatní**: A sidebar with various links and icons, including a question mark, a bar chart, a shopping cart, and a film strip.



## Case study – [www.csfd.cz](http://www.csfd.cz)

All Traffic Sources



Search Engines



Data from Google Analytics – 18th June 2007 to 23rd November 2008



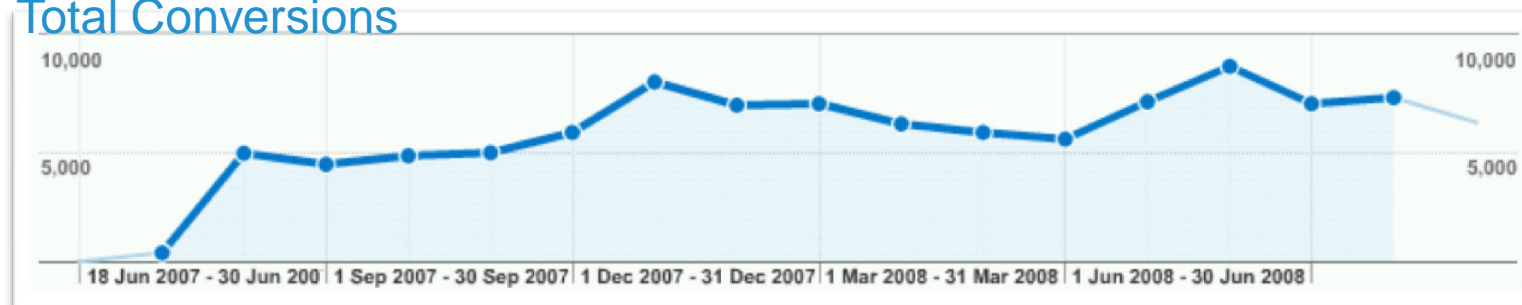
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## Case study – [www.csfd.cz](http://www.csfd.cz)

Total Conversions



Data from Google Analytics – 18th June 2007 to 23rd November 2008



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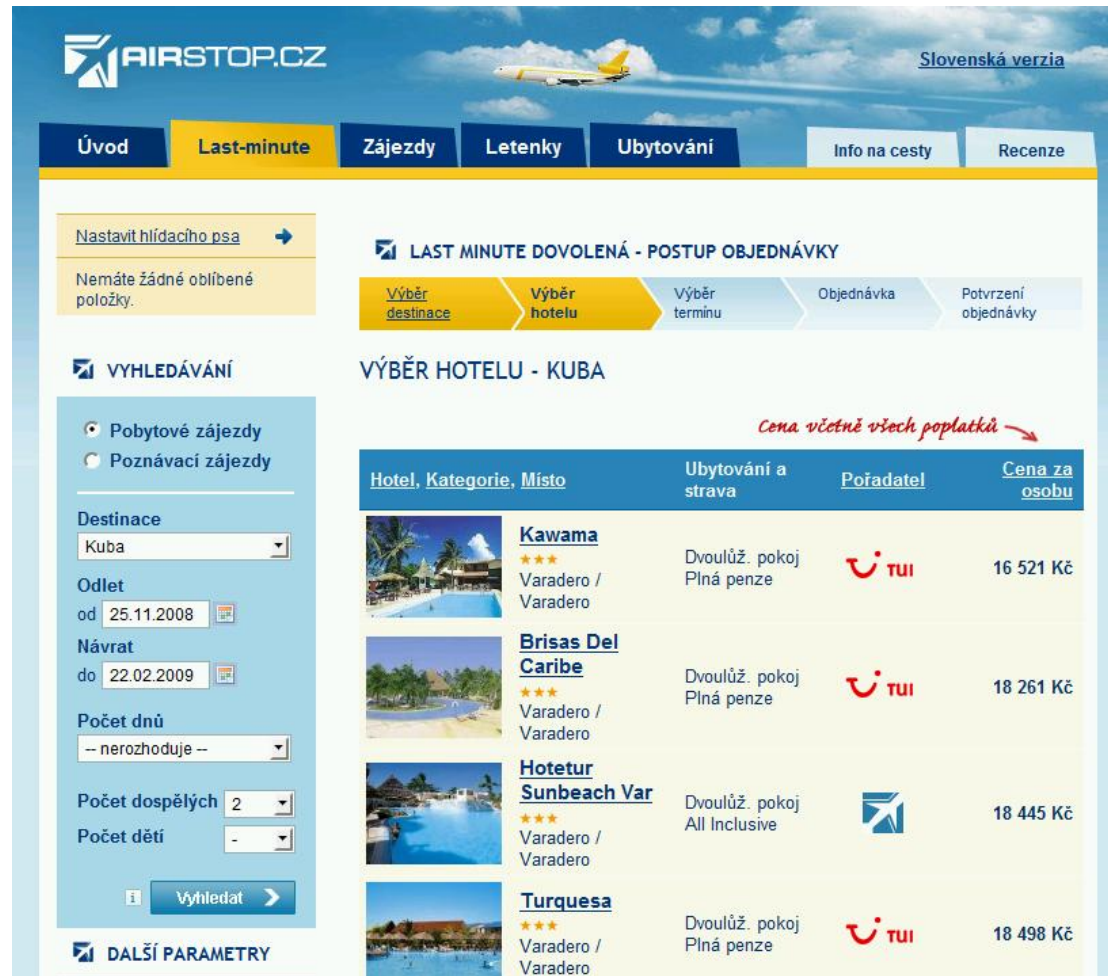
## SEO process





## Case study – www.airstop.cz

- Travel portal – searching of last minute tours, trips, airplane tickets, accomodations and so on.
- We did
  - SEO audit
  - Keywords analyze
  - Usability audit
  - Copywriting
  - Linkbuilding



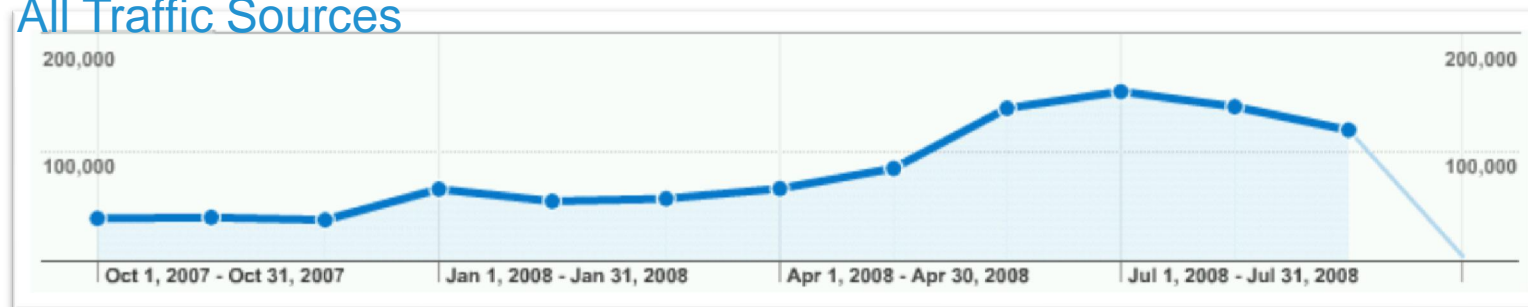
The screenshot shows the Airstop.cz website interface. The top navigation bar includes links for Úvod, Last-minute, Zájezdy, Letenky, Ubytování, Info na cesty, and Recenze. The main content area is titled "LAST MINUTE DOVOLENÁ - POSTUP OBJEDNÁVKY" and shows a progress bar with steps: Výběr destinace, Výběr hotelu, Výběr termínu, Objednávka, and Potvrzení objednávky. The "VÝBĚR HOTELU - KUBA" section displays a list of hotels with their details and prices.

Hotel, Kategorie, Místo	Ubytování a strava	Pořadatel	Cena za osobu
<b>Kawama</b> ★★★★ Varadero / Varadero	Dvoulůž. pokoj Plná penze	TUI	16 521 Kč
<b>Brisas Del Caribe</b> ★★★★ Varadero / Varadero	Dvoulůž. pokoj Plná penze	TUI	18 261 Kč
<b>Hotetur Sunbeach Var</b> ★★★★ Varadero / Varadero	Dvoulůž. pokoj All Inclusive	Airstop	18 445 Kč
<b>Turquesa</b> ★★★★ Varadero / Varadero	Dvoulůž. pokoj Plná penze	TUI	18 498 Kč

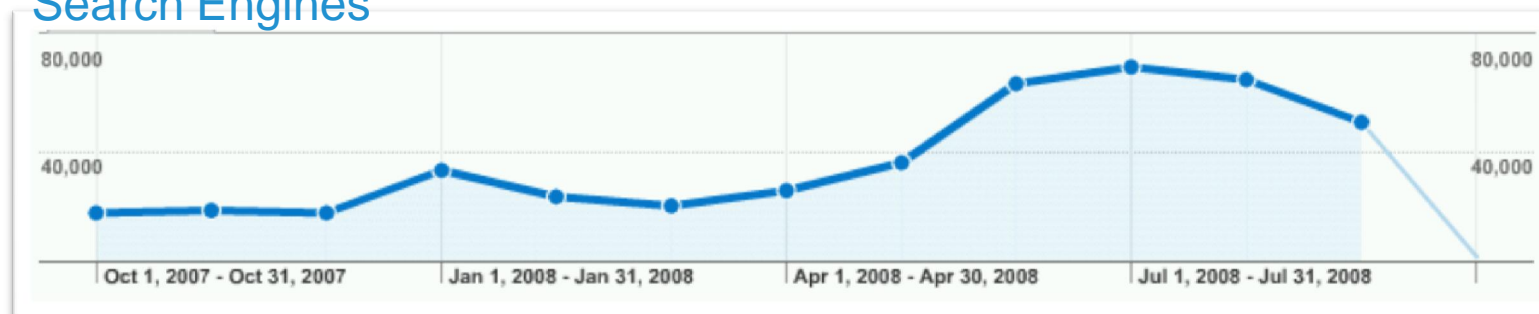


## Case study – [www.airstop.cz](http://www.airstop.cz)

### All Traffic Sources



### Search Engines



Data from Google Analytics – 1st October 2007 to 1st October 2008



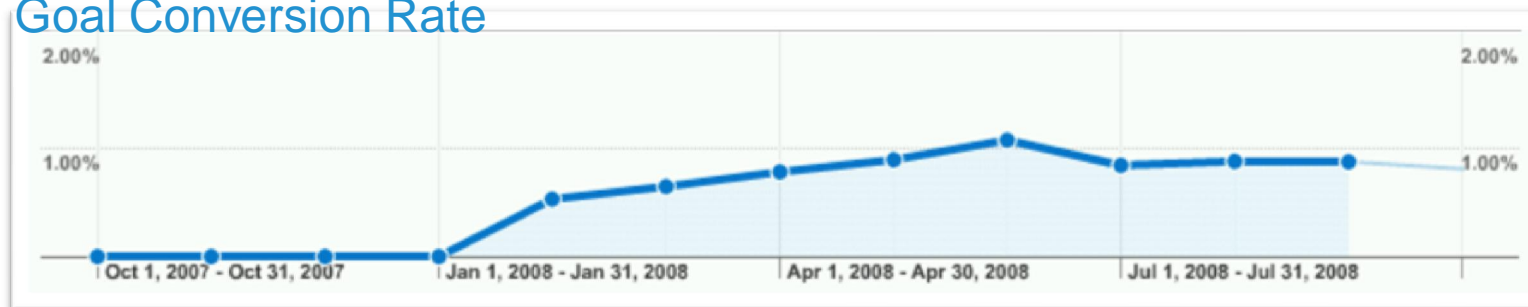
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## Case study – [www.airstop.cz](http://www.airstop.cz)

### Goal Conversion Rate



Data from Google Analytics – 1st October 2007 to 1st October 2008



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## Review in points

### So, what is important for your online success?

- Identify your target audience
- Discover your competitors
- Find out keywords, that your target audience use
- Build content, site structure and internal navigation with respect to SEO and to important keywords
- Public outside your web
- Acquire external links to your website
- Monitor your traffic
- Evaluate results and do improvement



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