

# Internet Marketing of a Weight Loss Centre

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Zásady pro vypracování:

1. Zpracujte rešerši literatury o internetovém marketingu. Formulujte cíle a výzkumné otázky diplomové práce.
2. Zhodnoťte online komunikaci vybrané firmy a popište chování návštěvníků webových stránek analyzované firmy. Aplikujte při tom poznatky z teoretické části diplomové práce.
3. Na základě výsledků analýzy a teoretických poznatků navrhněte, jak je možné odstranit zjištěné nedostatky v internetové komunikaci a jak by se mohl internetový marketing vybrané firmy vyvíjet do budoucna.

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**JANOUC, Viktor. Internetový marketing: prosadte se na webu a sociálních sítích. Brno: Computer Press, 2010. ISBN 978-80-251-2795-7.**

**PACKER, Nigel T. Internet marketing: how to get a website that works for your business. London: Right Way, 2008. ISBN 978-0-7160-3020-1.**

**SHIH, Clara Chung-wai. Vydělávejte na Facebooku: jak využít sociální sítě k oslovení nových zákazníků, vytvoření lepších produktů a zvýšení prodejů. Brno: Computer Press, 2010. ISBN 978-80-251-2833-6.**

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## **ABSTRAKT**

Práce se zabývá tématem internetového marketingu malé firmy poskytující programy redukce nadváhy. Zaměřuje se zejména na optimalizaci jejího webu pro vyhledávače a jeho zpřehlednění, s čímž souvisí analýza a návrh klíčových slov, analýza pohybu návštěvníků na stránkách včetně pohybů myši a analýza zpětných odkazů, v projektové části na základě toho navrhuji změnu struktury webových stránek, optimalizaci jednotlivých stránek na zvolená klíčová slova a strategii link buildingu.

Klíčová slova

Internetový marketing, online marketing, search engine marketing, optimalizace pro vyhledávače, SEO, klíčová slova, link building, analýza www stránky, struktura webu, Mouseflow.

## **ABSTRACT**

The thesis concerns the topic of internet marketing of a small-sized company offering weight loss programmes. The principal focus is on search engine optimization of its website and making its content lucid, which bases on a keywords research, an analysis of traffic on the web pages, as well as mouse moves of the website visitors, and a back link analysis. In the project part I recommend changes to the website structure, optimization of the single web pages for the chosen keywords and a link building strategy.

Keywords

Internet marketing, online marketing, search engine marketing, search engine optimisation, SEO, keywords, link building, website analysis, website structure, Mouseflow.

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

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## INTRODUCTION

This Master thesis deals with the topic of internet marketing applied to the case of a particular Czech small-sized enterprise – a weight loss centre Institut kompliment. The company has only one branch in the Czech Republic, in the second biggest city Brno. As I was doing marketing for this company for more than two and a half years, I knew that there was a potential to enhance its business results by improving its online marketing, especially search engine optimization (SEO) of their website. The company is afraid of making changes to their website, and they do not see it as a priority, so collecting rational arguments and hard data could play a crucial role in convincing the management of the company about the importance of the changes, which would be rather cheap, yet of a significant positive impact.

In the theory part, I make an overview of internet marketing with the major focus on SEO, trying to pick up the most valuable pieces of information in order to have a solid theoretical base for the analytical and practical parts of the thesis.

The analysis starts with an in-depth *keyword research*, which results in the recommendation of the best keywords to focus on. Thereafter, having used Google Analytics and Mouseflow analytical tools, I evaluate the *functionality of the single web pages* of the website [www.komplimentinstitut.cz](http://www.komplimentinstitut.cz), which is together with the keyword research an essential input for the project part, where I suggest a new *structure of the website, key landing pages and keywords specific to those pages*.

Another topic is *link building*. In the analytical part, I analyze how Institut kompliment works with internal links and back links (e.g., with local business listings), which is (in the project part) followed up with recommendation how to improve existing internal and inbound links as well as with suggestions how to build more valuable back links.

In this thesis, there is not enough room to discuss other parts of online marketing such as online advertising campaigns, detailed recommendations for activities on social networks, viral marketing or for instance e-mail marketing.

## **I. THEORY**

## 1 INTERNET MARKETING

Internet marketing can be simply defined as marketing of products or services over the Internet. The authors of the book *Internet Marketing* (Chaffey, 2009, p.9) describe it as “achieving marketing objectives through applying digital technologies”. An alternative term is online marketing, e-marketing or electronic marketing. The authors say that Internet marketing includes the use of a company’s website in conjunction with online promotional techniques such as search engine marketing (SEM), interactive advertising, e-mail marketing and partnerships with other websites. Mobile phones and media delivering digital television are also counted to digital technologies.

### 1.1 Internet Marketing as a Part of Marketing

#### 1.1.1 Internet Marketing and its Implementation into 4Ps

Internet marketing can be implemented in the whole marketing mix, in all traditional 4Ps: product, price, place, promotion.

*Ad Product:* Thanks to the Internet, new products and services were developed (e.g. online games, social networks, SEO service), or just extended product was modified online (the design of brand shoes can be modified by customers on the internet, different kinds of consultancy can be offered via Skype and so on).

*Ad Price:* In the age of the Internet, new pricing models and strategies were adopted. Competing on price has become harder than before. Prices are easier to be compared (e.g. Heureka.cz, Zbozi.cz) and often can be found or calculated on web pages (e.g. on still-hire.co.uk a price for renting a forklift truck can be calculated).

*Ad Place:* The Internet has changed distribution channels. Very often they are shorter because of e-shops. Music, films, or computer games can be bought and downloaded on the internet.

*Ad Promotion:* The Internet has brought many innovations to promotion – promoting via social media, PPC systems, e-mailing and many other kinds of marketing tools. SEO has become vital for successful e-business.

Marketing of services recognizes other 3Ps (*People, Process, Physical evidence*); these are also diversified by the Internet. Ching-Yaw Chen defines 8Ps of internet marketing: 4Ps plus *Precision, Payment, Personalization* and *Push and pull*). (Palmer, 2010, p. 107)

### 1.1.2 E-communication in the System of Marketing Communication

Chaffey and Smith (Chaffey, 2009, p.29) recommended six categories of online marketing tools:

- 1) **Search marketing**, which includes search engine optimization (SEO) and paid search.
- 2) **Online PR**, whose main objectives are to maximize favourable mentions of a company and responding to negative mentions.
- 3) **Online partnership** (such as affiliate marketing, sponsorship, link building), which promotes a company's products by using digital technologies.
- 4) **Interactive ads**, such as banners and rich media ads.
- 5) **Opt-in email marketing**, which can be used for approaching new customers as well as for activation and retention of current customers from the company's own database.
- 6) **Viral marketing**, which can be described as “online word-of-mouth”.

The tools of Internet marketing, which I find most relevant for the analyzed company, will be described below; a separate chapter is on search engine optimization.

## 1.2 Online PR

Dave Chaffey (2009, p. 523) defines online public relations (E-PR) as “maximising favourable mentions of your company, brands, products or websites on third-party websites which are likely to be visited by your target audience. On-line PR can extend reach and awareness of a brand within an audience and will also generate backlinks vital to SEO. It can also be used to support viral and word-of-mouth marketing activities in other media.”

I would broaden this definition: online PR is not only done via third-party websites, but also via own website (the organization can write a blog there, communicate in forums or publish a Skype contact for customers' questions or complaints).

To manage awareness, understanding (between the organization and its stakeholders) and reputation, we can use also social networks (e.g. Facebook, LinkedIn), discussion sites, content sharing websites (YouTube.com, Flickr.com, Rajce.net, Blogger.com, Blog.cz, Twitter...), review sites, various internet magazines and online versions of off-line media.

Through online reputation management, mentions about the company can be controlled. For example, there are SEO techniques whose goal is to push negative mentions about a company away from SERP.

### 1.3 Opt-in E-mail Marketing

There are two types of e-mail marketing: outbound (information and offers are disseminated to customer and prospects) and inbound (management of e-mails from customers by an organization). Their objectives are mostly sales promotion, customer retention, gathering customer data, lead generation, brand awareness and customer acquisition. (Chaffey, 2009, p. 547)

Key measures for e-mail marketing are delivery rate (or opposite – bounce rate), open rate and click through rate.

### 1.4 Viral Marketing, Videos

Viral marketing is an online form of word-of-mouth marketing. Passalong e-mails, pictures, videos or other internet formats are rapidly transmitted like a virus. People share them naturally on their own will.

The popularity of watching videos grows. Online video views increased by 41 % from August, 2008, to August, 2009. (Fox, 2010, 130) A third of all videos viewed on the Web is viewed on YouTube (Miller, 2009, p. 9), which has become the second largest search engine after Google. (Fox, 2010, 129-130) Google also realizes the power of video, so they often present videos in blended search results and it is possible to submit product videos to Google Product Search – both are useful for SEO.

Michael Miller (2009, p. 27-33) describes several common types of videos that companies incorporate into their marketing mixes:

- 1) Repurposed commercials (mostly TV spots transmitted on the internet).
- 2) Infomercials (e.g. a video about destinations made by a travel agency).
- 3) Instructional videos (“how-to” videos incorporating brand).
- 4) Product presentations and demonstrations.
- 5) Real estate walk-throughs (complementing photos of the buildings and interiors).
- 6) Customer testimonials.
- 7) Company introductions.

- 8) Expert presentations (expert talking about a particular topic).
- 9) Business video blogs.
- 10) Executive speeches (for making internal communication more efficient).
- 11) Company seminars and presentations (recording a seminar or uploading e.g. PowerPoint presentations in a video format with audio annotations).
- 12) Use of employee submissions (company's employee or interested individuals can make the videos about the company or its product or services).
- 13) Humorous spots (the funnier video, the likely it is to go viral).

Depending on the video's objectives, we can measure its success – e.g. website traffic driven by the video, generated sales, calls to the number published in the video or number of support requests in case the goal is to reduce customer or technical support costs.

## 1.5 Search Engine Marketing

Search engine marketing (SEM) is defined as “promoting an organisation through search engines to meet its objectives by delivering relevant content in the search listings for searchers and encouraging them to click through to a destination site.”

There are two main activities distinguished in SEM: search engine marketing (SEO) and paid search marketing. In general, it can be said that SEO is of bigger importance. 85 % of searchers click on organic search items, and only 15 % on pay-per-click (PPC) advertisements. (FOX, 2010, pp.2-3)

Google Adwords is the most popular PPC system in the world. The adverts appear as “sponsored links” in the Search Engine Result Page (SERP) on a specific keyword. Institut kompliment uses Google AdWords and Sklik (a Czech PPC system by Seznam.cz, which works on the same principle as AdWords). There is a competition for the popular keywords, such as “dieta” (diet) or “hubnutí” (slimming). Whether the ad is shown in the SERP and on which position, is determined by the height of the bid for the keyword (relative to the competitors' bids) as the advertisement's ranking.



## 2 SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is an ongoing process which influences not only content on the website, but also its architecture, navigation and linking; hence it is beneficial to build a new website in close association with SEO.

### 2.1 How Search Engines Work

Existing search engines generally fall into three categories (FOX, 2010, pp.113-114): human-edited directories (e.g. dmoz.org, mahalo.com), automated search engines (which are built, catalogued and ranked algorithmically, such as Google or Czech Seznam) and meta search engines (aggregators), which base on results from other search engines.

Since automated search engines are used most out of these three categories, the following text is focused on them. There are web crawlers (“robots”), which scan the content of the Web and discover new pages by following links. A site *seo-browser.com* shows the data, which are visible to search engines and can be indexed by them.

The next step is the extraction of the data (text, metadata and links) from the pages, and storing them in the search engine’s index.

When a search term is entered to a search engine, the engine uses the indexed data to show the most relevant results to the searcher’s query, ordered according to their ranking for the used search term. Google uses over 200 factors to decide in what order to display the matching pages. (Nunney, 2011, p. 14)

#### 2.1.1 PageRank and S-Rank

One of those factors is PageRank, Google’s algorithm to determine the importance of a web page on a scale 0-10 based on the number and the quality of inbound links (Czech Seznam.cz uses S-Rank). Eric McGehearty (2010) explains how PageRank is calculated: “Every page has an arbitrary PageRank of one. We’ll call this “link juice”. When one site page links to another, the original page passes 85% of its “link juice” to the second page.” If there are more outbound links from this page, the value (85 %) is divided equally to all these links (see Appendix 1). PageRank is calculated for a single web page (not the whole site) and can be displayed as “Google Toolbar PageRank”.

### 2.1.2 What Influences Ranking

Ranking factors for each page include (Nunney, 2011, p. 15):

- 1) **On the page factors** (e.g. how often and where the keyword is used, if a page includes synonyms, page size: “As best practice, an ideal page would have about 300-600 words. However, always consider your customer first, and make sure you provide them with the content they need.” (Mediative, 2011, p.8)).
- 2) **On the site factors** (Is the page from a high quality website, or is it low quality or spam? Quantity and quality of external links.).
- 3) **User behaviour** (click-through-rate for the page, bounce rate).
- 4) **Social reference** (reference on social sites).
- 5) **Local** (location of the searcher, the web page and its business).

SEOMoz (2011a) has carried out a research named *2011 Search Engine Ranking Factors*, which consists of two parts: a compilation of the aggregated opinions of a 132-person panel of the world’s best search marketers, and correlation based analysis (analysis of 10,271 keyword search results from Google.com US). This research gives an overview of ranking factors and their importance for SEO.

Ranking can be temporarily or permanently lowered, or the site can be even deleted out of the search engine index, when the search engine detects frauds in SEO; this is known as penalisation. Problems with the site can be found in Google Webmaster Tools.

### 2.1.3 Personalisation

The SERP content is also influenced by the user’s past behaviour. Personalisation is a growing trend, however, Google’s Marissa Mayer noted: “The actual implementation of personalized search is that as many as two pages of content, that are personalized to you, could be lifted onto the first page and I believe they never displace the first result, because that’s a level of relevance that we feel comfortable with. So right now, at least eight of the results on your first page will be generic, vanilla Google results for that query and only up to two of them will be results from the personalized algorithm. I think the other thing to remember is, even when personalization happens and lifts those two results onto the page, for most users it happens one out of every five times.” (Fox, 2010, p. 119)

There are several ways to “depersonalize” Google, which are reviewed by Peter J. Meyers (2012) in the article *Face-off - 4 Ways to De-personalize Google*. For the purposes of my Master thesis, the method with “pws=0” parameter will be used.

#### 2.1.4 Blended Results

Since 2007, Google compiles results that blend content from all of their indices, inc. textual Web content, images, videos, news and product listings. (Fox, 2010, p. 121) How they appear in the SERP is influenced by how Google estimates the searchers’ purpose. For example, the search engine might have learnt that people searching for “Coldplay” are actually searching for videos, so they incorporate a lot of video links into the blended results for this query.

Another way to differentiate search results in SERP is using rich snippets; they are useful for presenting products, music, recipes etc.

## 2.2 Keywords and Key Phrases

Keywords and key phrases are the words on a website or in PPC / pay per impression advertising, which match search terms typed into search engines. A SEO specialist wants to find the right keywords for the website and incorporate them into its content (or content of third-party websites, press releases, PPC ads, etc.) properly to meet the objectives (for example increasing web page traffic or conversions).

### 2.2.1 5 Steps to Find Core Keywords

Stoney deGeyter (2010), the President of Pole Position Marketing, says that each page of a website should have a very particular focus, which can be summarized in two or three core words. He suggests 5 steps to find core words:

- 1) **Read the website carefully looking for unique terminology.** You should pay attention especially to these key areas: title tags, meta keyword tags, meta description tags, page content, navigation words, product names, product descriptions.
- 2) **Brainstorm.** (As a help serve questions in the Appendix 2.)
- 3) **Comb through competitors' websites** to find out which keywords they use and how.
- 4) **Use keyword research tools.** “Besides looking for completely new core terms, you also want to look for new words that can be used to create new core terms. For

example, you might find *waterproof wheeled bag*. Let's say that *wheeled bag* is already on your core-term list, but *waterproof bag* or even *water proof bag* isn't. This gives you one or two new core terms to add to your core term list.” (deGeyter, 2008b).

- 5) **Dig into analytics and server logs.** There is a list of keywords already being used to drive people to your site. “For keywords that you know are ranked similarly, you can determine which is more effective at driving traffic. Or, having search volume numbers, you can again determine if more often searched keywords are actually better for your bottom line.” (deGeyter, 2008b) It can be also seen where qualifiers are used and measured what keywords convert most. If a keyword’s performance is poor, it may be an unfit term, or the site is just not build to convert for it.

**The next step is to determine the relative importance of each core term.** Stoney deGeyter (2008c) mentions four factors we should consider: search volume, target audience (some keywords are driving more relevant, quality traffic than others), profit margin and ability to meet demand. For a better explanation, a picture is attached as Appendix 3.

### 2.2.2 Finding Qualifiers (Modifiers) for the Core Keywords

Before starting to create the content of a page, we should carry out some more in-depth keyword research to find the qualifiers that go along with each core term. Stoney deGeyter (2010) gives an example: for a core phrase *Ski Clothes*, these qualifiers can be found: *kids, teen, toddler, Spyder, winter*. “This is just a fraction of the qualifiers that you can find for any one core term. Your keyword research tool will help you uncover these qualifiers and any other searchable phrases using these core terms.” As you put them together, you might get phrases such as *kids ski clothes, toddler ski clothes*. By using keyword research tools, we can test the viability of those combinations or let the tools create the combination.

The key phrases can be created from the core terms several ways – as stemmed variations, variations with attached qualifiers or stems with qualifiers. (2008d) An example of creating key phrases from the core term “school supply” is attached at the end of the thesis (Appendix 4).

Key phrases should be then grouped together according to similarity and function, in order to use them together on specific pages. A general rule is: one page for one only one group,

one group only for one page (in case the objective is not to rank for one search term with more web pages in SERP).

Sometimes it is necessary to split groups that had been created: “A good determination of when a core term needs to be split is if it produces more than 150 search phrases. In a search for the core term "travel bags" we found that over 50 of the 250+ results contained the word "golf". This knowledge can tell us that "golf travel bag" can be a core term in and of itself.” (deGeyter, 2008e)

Before creating a new website, it is generally recommended carrying out a keyword research first, and according to it building the website structure. In my thesis, I will not recommend rebuilding the website structure, but mostly only adjusting existing pages to the keyword groups.

### 2.2.3 Long Tail

Since the internet content is getting larger, the search queries grow longer. For example, two-word searches decreased by 5 % (from 24.91 % to 23.65 %) in US since January 2008 to January 2009, while six-word search terms grew by 8 % (from 4,32 to 4,65). (Source: Appendix 5)

By using long tail phrases, companies try to target keyword niches. Nunney (2011, pp. 17-18) gives an example from practice to show how powerful long tail is: a tested website had 124,059 visits via 66,590 keywords; 83 % of the 66,590 keywords brought just one visit.

Long tail has an impact on the local business since searchers often include a geographical location to the search term. Companies can use the advantage of the long tail in the FAQ (Frequently Asked Questions) section.

### 2.2.4 Keyword Competition

The keywords selected for a website should be competitive. There are plenty of ways how to measure competitiveness; Larry Kim (2010) summed up the opinions of 35 experts on competitive keyword analysis in the article *The Ultimate Guide to Keyword Competition*. To see relevant metrics to evaluate competition, *SEO for Firefox* tool can be used. There are also paid tools which automate the process, e.g. *Keyword Difficulty Tool* (by SEOMoz) or *Keyword Difficulty* tool combined with *SERP analysis* tool at *webseoanalytics.com*.

### 2.2.5 Keyword Placement

Once keywords and phrases have been found, they should be divided into groups (one page should be optimized for one group of similar key phrases).

While optimizing a page, the selected keywords and key phrases should be placed especially into these elements (PACKER, 2008, p. 115-116):

- **The page title.** This is the most crucial element of keyword placement, which appears in the title bar of the web browser and on the search engine result page. It should be considered that search engines display around 65, maximum 70 characters (including spaces), which depends especially on user's monitor or screen settings and resolution. According to Vanessa Fox (2010, p. 164) this tag should be, when possible, formatted as follows: *Most important keyword in compelling phrase + Brand*. Packer (2008, p. 123) suggests using the company name only in some cases, for example, if the brand name is not included in the website name and in case that users often build search queries with the company name. PeterD from SEOmoz (2008) suggests getting inspired for titles from successful AdWords advertisements, or to try split-run testing of several title tags (which constantly rotate because of using a script – known as Keyword Spinning) and then choose the “winners”.
- **The website address.** According to the research carried by SEOmoz (2011b), the inclusion of a keyword in a domain name still markedly influences ranking, however, its influence significantly dropped over the past years. Exact match (e.g. *keyword.com*) is of the biggest influence; however also variations (ordered from the most influential) like *ABCkeyword.com*, *keywordABC.com*, *keyword.abc.com*, *keyword.123.ABC.com* are helpful to SEO.
- **The description** (in the meta names used sometimes by search engines to display in the results page). It should describe the content of the page, not the site. Google uses meta descriptions significantly more than Czech Seznam.cz (FOX, 2011, p. 168), however, based on the query, an extract from the page may be deemed more relevant and may be shown instead. Google shows first 146 characters followed by ”...” sign. Vanessa Fox (2010, p. 165) warns not to do the mistake of repeating the keywords in the description, as this does not help ranking and can make the result look spammy. “Note that the meta description tag does NOT get used by the engines for rankings, but rather helps to attract clicks

by searchers from the results page, as it is the "snippet" of text used by the search engines." (SEOMoz, 2012)

- **The first heading.** The H1 heading should be only once on the page – above the content of the web page. It should closely match the title tag and be relevant to the content of the page. (Capshaw, 2007) The first heading should use the same keyword/s as the title, but the exact match is not recommended.
- **The first sentence.**
- **The content of the first paragraph.**
- **The ALT text (for image description).** Less weighty than ALT attribute is a title of the image, which is shown when the picture is hovered over.
- **The path in the web address to specific pages** (e.g. [www.bbc.co.uk/food/recipes](http://www.bbc.co.uk/food/recipes)).

Polemic is on the influence of tags `<strong>` and `<b>`. According to Viktor Janouch (2011, p. 63), there is a certain benefit of using these tags, however, many specialists think, that there is no positive influence on SEO.

A general rule is that the keyword or phrase should be placed as near to the beginning of the sentence as possible, while the sentence still makes sense. It is not only better for search engines, but also more relevant to the way people watch results (according to eye-tracking research).

Some words (so called “stop words”) are ignored by search engines (*and, for, if, of, to, about...*), in Czech e.g. *budeš, byli, jseš, můj, svým, ta, tyto, zda, právě, ji, nad, nejsou, či, pod, mezi, jsem, tento* (Krutíš, 2005), otherwise the number of search results would be too large. Copy writers should consider using these words e.g. in titles and descriptions as little as possible, as they are limited in characters. (PACKER, 2008, p. 110-111)

### 2.2.6 Keyword Cannibalization

Rand Fishkin (2007) warns against optimizing the whole website or more pages for the same keyword or key phrase, in order not to cause keyword cannibalization. He gives an example of a website which sells snowboards. Using the keyword *snowboards* on every page can lead to cannibalization (the robot is confused, which page should rank better), so much more effective solution is specifying those pages, e.g. one page optimized for *snow-*

boards, which leads to specific pages optimized for *women's snowboards*, *Kid's snowboards* and *Discount snowboards*.

Keyword cannibalization can also appear when a page title contains too many keywords.

## 2.3 Link building

Link building is among the top tasks of successful SEO. Links can be divided into three categories: *internal links* (links between single pages of one website), *external links* (which redirect from the company's website to an external web page) and *backlinks* (the links which bring visitors to our page).

### 2.3.1 Backlinks (inbound links)

Through backlinks (off-page factor of SEO) search engines do not only analyze the *popularity* of a website and its single web pages, but also evaluate other metrics like *trust*, *authority* and *spam*. The objective is to gain many links from quality websites with keyword-rich anchor text (the text which is highlighted as a hyperlink), if possible without the attribute *nofollow*, which avoids web crawlers to follow the link, so no credit to boost the ranking of the destination site is ascribed. "When an agency adds comments to blogs, forums or social media, these will generally be nofollowed, so there is no SEO benefit. This is true for most links on Facebook, Twitter and LinkedIn." (Soames, 2012) Also Wikipedia links are tagged as *nofollow* as well as links from auction portals (such as Aukro.cz). However, it has been proved that social media (despite the *nofollow* tag) do influence rankings. See more in the chapter 2.4. *The Role of Social Media in SEO*.

In the past, backlinks could be either beneficial or of no SEO benefit, but they could not lower ranking of the site. However, Google started to penalize some websites for "*unnatural links*" in 2012 (Penguin update 24.4.2012). These negative backlinks can be found in Google Webmaster Tools and can be disavowed. One of the factors which might cause that link portfolio is considered unnatural is repeating too many times the same keywords in anchor text. (Zarokian, 2012) Trafficplanet.com publicized a case study which proves a third party can harm another website by creating many spam links (Jammy, 2012).

### 2.3.2 External links

Viktor Janouch mentions that also external links can be beneficial to the site's SEO, if the links are quality – useful to the users; and vice versa, if a website is penalized, most proba-



bly pages linking to it will be penalized, as well. Therefore, it may pay off to use *nofollow* attribute for linking to the webs which are not considered fully reliable.

### 2.3.3 Internal links

Internal links are of smaller importance than backlinks, but still they are a ranking factor. The rule is that each page should be linked to other pages on the website (otherwise robots might not find it), and keyword-rich anchor texts should be used (not *click here*, etc.). The keyword or the key phrase in an anchor text should match the topic of the target page (not the linking page, as this could cause keyword cannibalization (SEOMoz, 2012)).

### 2.3.4 The Role of the Website Structure in Link Building

Website structure is crucial for four reasons, which are *usability* (users know where and how they find what they need), *indexing* (helping SE find and index all the pages), *keyword distribution* and *link power*.

Link power comes to a website from other websites linking to it. Generally, most of the backlinks redirect to the homepage; this means the homepage gains the biggest link power, which is then distributed among the pages which the homepage links to internally. The further a web page is from the homepage in the website structure, the less link power it will be ascribed. Therefore, there should be internal links pointing from the homepage (or also other pages) to the most important pages.

### 2.3.5 Ways of Link Building

Traditional ways of link building include catalogue registrations, link exchange, purchase of paid links and indirect link building. However, more advanced methods can be used: publishing on the third-partys' websites, participation in discussion forums or conferences, disseminating press releases and PR articles (with incorporated inbound links), creation of minisites and link baiting (creation of user attractive content). (Dlouhý, 2007). A company can donate money to non-profit organizations for a backlink.

A tool which is helpful for deciding, which Czech catalogues are valuable, is available from [www.seznamkatalogu.cz](http://www.seznamkatalogu.cz). Another tool, [www.google.com/alerts](http://www.google.com/alerts), helps to find e.g. news, blogs, and discussions on a certain topic, which is useful in exploring link building opportunities, for example, posting comments with links redirecting to the company's website.

David Procházka (2012) mentions “an advanced technique of link building” – building quality content linking into a website, and for this content (such as blog posts, PR articles, micro sites) creating supporting back-linking pages generated by automated content creators, which are programmes developed for deceiving search engines. User imi8282 (Automated Content Creator for Wordpress Generating SEO Posts, 2011) uploaded a tutorial on how to use an automated content creator. These techniques can be considered unethical.

### 2.3.6 Local Business Listings Optimization

Optimizing company’s local business listings (LBL), e.g. at Google Places or in a Czech directory *Firmy.cz*, are useful to SEO in general, and help to prevail over competitors in local search. Appendix 7 illustrates projection of local listings in Google SERP.

Dave Cosper (2010) simplifies Google's local search algorithm into an equation:

$$\text{“Ranking} = \text{Location} + \text{Information} + \text{Corroboration} + \text{Input} + \text{X”},$$

where X is defined as the consistent unknown and ever-evolving factor, which makes search results unpredictable.

*Ad Location:* Location (distance from "Centroid" - the geographic centre of the area searched) influences ranking somewhat, but its value has been reduced (Cosper, 2010).

*Ad Information:* The listing should be enhanced by keyword-rich content; keywords in the LBL title are an advantage. Media (such as a logo, photos, and videos) should be added.

*Ad Corroboration:* The suggestion is to have the same listing published in various listings directories as it builds trust which makes ranking higher. Especially NAP (name, address and phone) should be consistent, in the same format. The more quality listings, the better.

*Ad Input:* This factor refers to an “objective” consumer input – reviews and ratings in LBL. To achieve high ranking, it is important to gain as much positive feedback as possible.

### 2.3.7 Link Building Analysis

There are many specific reasons for conducting a link building analysis, such as:

- strengthening cooperation with partners who link to our website,
- discovering links which point to broken pages to fix those pages,
- researching who is linking to the competitors,
- taking an inspiration for finding new link building partners, etc.

The main goal of link building analysis for Institut kompliment is to find imperfections in the existing backlink portfolio and discovering new possibilities for link building.

## 2.4 The Role of Social Media in SEO

### 2.4.1 Social Content in Search Results

Social content appears in search results and Google indexes it quickly; therefore, it is beneficial to keep SEO in mind when creating social content, for example, Facebook posts / photos / notes... Pavel Ungr and Hana Švábová (2012) wrote an article on possibilities and limits of optimizing a Facebook profile. In the past, when it was still updated, Institut kompliment's Facebook page *Institut kompliment Brno – TIPY A RECEPTY NA HUBNUTÍ* ranked very well for *hubnutí Brno*.

### 2.4.2 Relation between Social Signals and Rankings of Web Pages

SEOMoz (2012) states that even though search engines treat socially shared links differently (they are considered far inferior in affecting rankings) than other types of links, they notice them nonetheless.

Certain social signals are well-correlated with rankings. Dan Zarella (2012) made a research on how social shares correlate with incoming links; generally speaking, the more a website is shared on Facebook / Twitter / LinkedIn shares, the more backlinks (which help rankings) come to the website.

However, correlation does not mean causation. There is a discussion between experts if social signals can influence ranking of a web page directly. Will Critchlow (2012) made a model to illustrate that Facebook Likes and rankings could achieve high correlation without Likes being a ranking factor, and he points out that this applies equally well to Tweets, Facebook Shares, Google +1s, etc.

## 2.1 Technical Aspects of SEO

There are many technical factors, which influence indexing and ranking. For example, slower page load times will adversely affect the website's rating; the use of JavaScript, Flash, frames, cookies, session IDs and DHTML might cause troubles for search engine spiders with crawling the site; including XML sitemap helps them crawl the entire site, etc.

Site hierarchy (URL structure – sub-folder or a sub-domain) can have a dramatic impact on search engine rankings, as well. Typically (but not always) a sub-folder strategy is recommended. Technical aspects of SEO are described in Google Webmaster Guidelines.

## 2.2 Useful SEO Tools

### 2.2.1 Keyword Research Tools

There are many tools (some of them free, some of them partly free or fully paid) that provide data about what people search, how websites rank for a specific search term, or how competitive particular search terms are. Since every tool is slightly different, Stoney de-Geyter (2008b) suggests using multiple tools.

Google offers *Google AdPlanner*, *AdWords Keyword Tool*, *Webmaster Tools (Query Stats)* and *Google Suggest*. The most popular Czech search engine offers a suggest tool, simple search statistics (available from <http://search.seznam.cz/stats?collocation=klicove+fraze>) and search statistics in its PPC system *Sklik.cz* (number of searches and their distribution in particular months).

There are many other tools like *Keyword Discovery*, *Wordtracker*, *Soolve*, *SEOBook Keyword Tool*. *Collabim.cz* is a tool used by prominent Czech SEO companies (e.g. H1, Ataxo). In its free version, it shows the quantity of searches (of the inserted terms) in Google, and measures how the website ranks for selected keywords / key phrases in Google and Seznam.cz SERPs.

In my analysis, I will use *Sklik.cz keyword tool* (this is the most important tool, very relevant for the Czech online environment), *Google Adwords Keyword Tool*, *Seznam Suggest* and *Google Suggest* and *Collabim.cz*.

### 2.2.2 Google Webmaster Tools

When connected to a certain website, this tool provides better insights on the site's performance in Google – for example, it shows the position of the website in SERPs for different search terms, number of clicks and click through rate; it can detect problems in crawling the page by Googlebot, identify backlinks and internal links, etc.

### 2.2.3 Mozilla Firefox Plugins

I will be using *SEO Profesional Toolbar* ([www.seo-profesional.cz](http://www.seo-profesional.cz)), which shows S-Rank and PageRank of a web page and number of inbound links, and *SEO Toolbar*, which displays a variety of competitive research data, allowing users to compare web sites against each other quickly. To see the competitive research data directly in the search results of Google and Yahoo! Search, *SEO for Firefox* extension can be used.

### 2.2.4 Backlink Analysis Tools

There are more tools that help to find and check backlinks, such as *Backlink Checker & Site Explorer* from Majestic SEO or *Open Site Explorer* ([www.opensiteexplorer.org](http://www.opensiteexplorer.org)) or *SEO Spy Glass*. They offer some data and functions for free, but most of them are available in the paid versions. *Collabim.cz* suggests related websites on the basis of the keywords the company wants to target (useful for discovering websites to cooperate on link building).

### 3 ANALYZING OF ONLINE AUDIENCE BEHAVIOUR

#### 3.1 Online and Offline Readers

Online and offline readers are vastly different. Offline reader is more focused on reading, pays more attention to the content and tends to read articles as whole, while web users are disrupted (because web browsing is often a secondary activity), their attention spans are short and they tend to pick just some needed information from the text and they do not pay attention to the rest of the article.

#### 3.2 How People Look at Search Results: Eye Tracking Tests

A research by iProspect from 2006 says that if searchers do not find the relevant result on the first page, 41 % of them will change search engine or refine their search term (Chaffey, 2009, p.508). 62 % of searchers then click on a result on the first page and 90 click within the first three pages (FOX, 2010, p. 76)

Gord Hotchkiss (2008) says that when we first scan results, we are not reading, but matching shapes of the query with shapes in results, because we recognize shapes quicker than we can read. The assumption for SEO copywriters is, therefore, that they should try to match phrases that people search as accurately as possible. He also claims that the brain breaks the page into chunks of three or four results due to the channel capacity of human's working memory. We continue to another chunk when we do not find a match in the first chunk. "Fifty percent of the time, searchers click on results in the first chunk. ...a number one ranking is less important than people think," assumes Vanessa Fox (2010, p.74).

Eye-tracking studies provide more insights on search engine users' behaviour. Enquiro's studies sponsored by Google have shown that searchers scan a SERP in an F-shape pattern (the "Golden Triangle"), starting in the upper left corner and then they move down the left margin. The eye tracking map is available as Appendix 8.

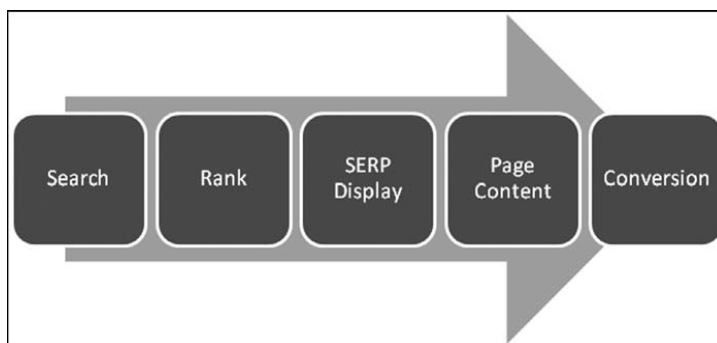
Both distribution of attention and the order of scanning the page change, if blended search results (containing pictures and/or videos) appear. See Appendix 9. These results give another reason why SEOs should work with multimedia content on the web pages.

### 3.3 Searcher Conversion Workflows

In order to build a website which helps to reach its owner's objectives, it is necessary to start with the target user. Vanessa Fox (2010, p.87) suggests categorizing company's audience into searcher personas. "A persona is a highly-detailed description of an individual who embodies key goals and behaviors of an important group of target customers."

For each searcher persona, an optimal searcher conversion workflow can be specified. Vanessa Fox (2010, p.91) divides the process into five essential phases – see below.

Figure 1 – Conversion workflow



Source: (FOX, 2011, p.92)

First, a company should understand its customers and know what they search. Then, the site has to be rank well by search engines for the queries which were identified as critical for the company. In step three (Search Engine Results Page Display), the search results display must compel searchers to click through to the organization's website. In the fourth phase, the searcher should identify the landing page as relevant for his task. The last, but not at least, the webpage should prompt the visitor to conversion, using an effective call to action.

### 3.4 Behaviour on a Website

#### 3.4.1 Web Analytics

There are on-site web analytics services (both paid and unpaid), which can be used to measure on-site traffic. Institut kompliment uses free Google Analytics. SiteCatalyst, Coremetrics, WebTrends, iTracker, etc., are paid products. Czech Toplist.cz provides both paid and unpaid versions.

Sometimes we need at least estimated general data about traffic on some sites (e.g. potential media partners, partners for exchanging links, etc.). For this purpose, *www.netmonitor.cz* (it presents data only for some big Czech on-line media, which paid for the external monitoring) or, for example, *Google AdPlanner* (this tool works for websites with higher numbers of visitors) can be used. We can also find the number of visitors of the sites registered on *Toplist.cz*, but detailed statistics are often hidden to external users.

### 3.4.2 Tracking Mouse Moves

Google Analytics can be supplemented by programmes like ClickTale, Mouseflow or Mouse Eye Tracking by PicNet, which offer mouse move and click tracking, scroll maps and Flash movies of the visitors' browsing sessions. This is a much cheaper alternative to eye tracking studies with eye camera: "Independent research shows that there is an 84% to 88% correlation between mouse and eye movements, allowing us to create high-precision heatmaps based on just the users' mouse movements." (Clicktale, 2011)

From online tools offering mouse move studies, I consider Mouseflow.com as the best solution – for a fair price they offer tracking 1.100 sessions and good quality and quantity of the output data. 1.100 sessions should be enough for evaluating Institut kompliment's website (which is rather small) in this Master thesis.

### 3.4.3 Changing Websites Safely: Split-testing Software

With split-testing software, such as *Google Analytics Content Experiments*, it is possible to test different variants of the same webpage, and see which performs best (e.g. leads often to a conversion), which helps to optimize the website without bigger risks of losing the current traffic. To ensure more detailed feedback, split-testing can be combined with services like Mouseflow.

With some software (not yet *GA Content Experiments*, but this may come with time), different elements can be examined at the same time (so called multivariate testing) – e.g. different headlines, colours, word order in the first paragraph, alternative picture, if an element on the page is beneficial, or just distracts visitors etc. The list of multivariable testing software is available from [www.whichmvt.com](http://www.whichmvt.com).



## 4 CZECHS ON THE INTERNET

According to Netmonitor.cz, in July 2012 there was 6 108 435 Internet users in the Czech Republic, 7 739 964 real users (RU): 6 % in the age of 10-14, 19 % 15-24, 23 % 25-34, 21 % 35-44, 16 % 45-54, 11 % 55-64 and the remaining 4 % are people in the age of 65 and more. In average they spend online 15,3 hours a week. (Source: Mediascope Europe, IAB Europe, SPIR, June 2012.)

### 4.1 Search Engines in the Czech Republic

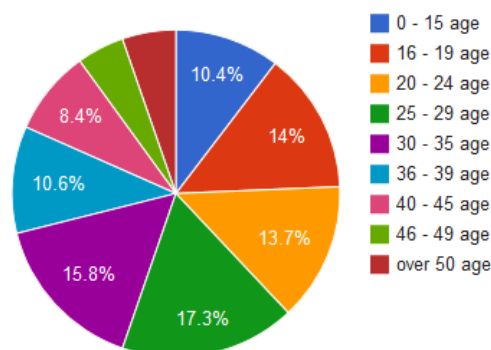
The Czech Republic count to a few countries where Google is not the most used search engine. Ataxo (2012) estimates that Google's search share is 42 %, while Czech Seznam's share is 57 %. Google is gaining influence with time, but if and when it wins over Seznam is a question of speculation. The exact numbers of shares are not available; rough estimate is provided by Toplist.cz (a graph included as Appendix 6).

### 4.2 Use of Social Media in the Czech Republic

Facebook is the most popular social network in the Czech Republic with 3.5 million Czech users. There are 309 thousand Czech users on Google+, 107 million of Czechs have an account on Twitter. (ČTK, 2012) In August 2012 Twitter introduced Czech language version, so its influence might grow dramatically as it happened with Facebook when they implemented Czech language.

The following graph shows age structure of Facebook users in the Czech Republic.

Figure 2 – Age structure of Facebook users in the Czech Republic, August 2012



There are also typical Czech social networks media like *lide.cz* (870 877 RU in July 2012 according to Netmonitor.cz), *Rajce.net* (865 359 RU), *Spoluzaci.cz* (614 996 RU) and *Libimseti.cz* (232 044 RU).

## 5 OBJECTIVES AND METHODOLOGY OBJECTIVES AND METHODOLOGY

### 5.1 Analytical Part

The analytical part of this Master thesis concerns the current state of Institut kompliment's online marketing and possibilities for the future. The objectives are:

- Finding suitable keywords and key phrases for Institut kompliment's website (conducting a keyword research).
- Finding out on which parts of the web pages visitors focus, and which they do not see or do not pay attention to (measuring distribution of visitors' attention using Mouseflow.com).
- Evaluating Institut kompliment's current backlink profile and identifying new possibilities for link building.

The research questions to answer are as followed:

- Q1: Which keywords are best to focus on – they are relevant, competitive and of sufficient search volume?
- Q2: How do website visitors interact with items in menus (horizontal, right side, left side) and submenus?
- Q3: Which texts do the visitors read and which seems to be only scanned or even unseen?
- Q4: Which existing links lead the most people on the website and which may have the biggest SEO power?

To reach the objectives, I will use *Google Analytics*, keyword research tools (*Sklik.cz*, *Google keyword research tool*, *Seznam* and *Google Suggest*), *Mouseflow.com*, *Google Webmaster Tools*, for link building analysis *Collabim*, *Backlink Checker & Site Explorer* and *Open Site Explorer*.

**To reach the objectives and answer research questions, I will follow this procedure:**

1) *Carrying out a keyword research.*

- For the keyword research, the method (procedure) suggested by Stoney deGeyter (Chapter 2.2.1 5 Steps to Find Core Keywords) will be followed.

- With the help of keyword research tools, the mostly searched keywords and key phrases will be found; the relevant ones will be chosen and classified into groups (keyword classification analysis).
- Competition for the most important terms will be checked (if it seems too strong, I may suggest leaving out this keyword as it may be hard for Institut kompliment website to rank for it).

2) *Evaluation of the performance of Institut kompliment's single web pages.*

- Important web pages of the company's website will be analyzed with Mouseflow:
- *Mouseflow mouse move heatmap* (supplemented with the number of clicks on the hyperlinks and buttons) will show how the visitors' attention is distributed – what they focus on (especially which parts of texts, which items in menus), what they ignore. It will also show which on-page links are used and which are ignored.
- *Mouseflow scroll maps* will show us how low the visitors scroll on single pages and hence reveal places which are problematic from this point of view (= people do not scroll down enough to see important information).

3) *Evaluation of Institut kompliment's backlink profile and finding new possibilities for link building.*

- On the basis of Google Analytics data, backlinks bringing traffic to the website will be specified.
- With help of backlink research tools, backlinks with the greatest SEO power will be revealed; the quality of anchor texts and relevance of the linking pages will be briefly evaluated.
- Competitors' backlinks will be observed.
- The quality of registration in local business directories will be evaluated according to Dave Cosper's equation (described in the chapter 2.3.6. Local Business Listings Optimization) and a list of the most influential Czech business directories will be made.

## 5.2 Project Part

The objective of the Project part of the diploma thesis is suggesting improvements of the online marketing strategy for Institut kompliment.

The sub-objectives are as follows.

- Making a suggestion on a new structure of the company's website.
- Writing a title and keywords / key phrases for each web page.
- Outlining possible ways of improving company's backlink profile.
- Suggesting other online tools and improvements, which could enhance the business performance.

To meet the objectives, I will use the knowledge gained during writing the theoretical part and analysis made in the analytical part.

## 5.3 Interconnection of the Analytical and the Project Part

Table 1 – Interconnection of the analytical and the project part of the thesis

<b>Sub-objectives of the project part</b>	<b>Analytical steps to be used to accomplish the sub-objectives</b>
1. Making a suggestion on a new structure of the company's website.	<i>STEP 1. Carrying out a keyword research.</i> <i>STEP 2. Evaluation of the performance of Institut kompliment's single web pages.</i>
2. Writing a title and keywords / key phrases for each web page.	<i>STEP 1. Carrying out a keyword research.</i>
3. Outlining possible ways of improving company's backlink profile.	<i>STEP 1. Carrying out a keyword research.</i> <i>STEP 3: Evaluation of Institut kompliment's backlink profile and finding new possibilities for link building.</i>
4. Suggesting other online tools and improvements, which could enhance the business performance.	<i>All 3 steps will be applied.</i>

## **ANALYSIS**

## 6 KEYWORDS AND KEY PHRASES ANALYSIS

The objectives of this chapter are defining core keywords and extending each one with suitable qualifiers (= building key phrases). As a help in this process, steps suggested by Stoney deGeyter will be followed.

### 6.1 Finding Core Keywords

#### 6.1.1 STEP 1: Read the Website Carefully Looking for Unique Terminology.

Appendix 10 shows keywords used on the single web pages of Institut kompliment's website (only the key web pages were analyzed). The currently used keywords are not various enough (focus is only on *hubnutí* and *dieta*), important keywords are missing (the goal of this analysis is to find them) and some uncommon words are being used (*Edukace*, *Galerie*). Many pages include similar keywords, which causes a risk of keyword cannibalisation. In the practical part, I will suggest unique keywords and key phrases for each web page to prevent cannibalisation. I expect this will diversify landing pages (according to Google Analytics, 70 % of visits landed on the homepage in the past year).

#### 6.1.2 STEP 2: Brainstorm.

With the help of questions in Appendix 2, following keywords / key phrases were brainstormed:

Zdravé hubnutí, hubnutí Brno, hubnutí v Brně, redukce (snížení) hmotnosti / váhy / nadváhy, cvičení, výživové poradenství, poradce hubnutí, dietolog, dietologie, změna životního stylu, individuální hubnutí, individuální kurzy hubnutí, hubnutí s poradcem.

#### 6.1.3 STEP 3: Comb Through Competitors' Websites.

A bachelor thesis *Marketingová komunikace centra pro redukci tělesné hmotnosti* (Mítrenková, 2010) defines these main competitors: STOB obezitě ([www.stob.cz](http://www.stob.cz), [www.stobbrno.cz](http://www.stobbrno.cz)) and Nutrivia ([www.nutrivia.cz](http://www.nutrivia.cz)); to other competitors count for example [www.klub-diana.cz](http://www.klub-diana.cz), [www.idealnivaha.cz](http://www.idealnivaha.cz). The following keywords were found:

Strategie hubnutí, pomůcky na hubnutí, zhubnout natrvalo, diabetici s nadváhou, muži s nadváhou, nutriční konzultace, obezitolog, hubnutí s odborníky, jo-jo efekt, hubnutí břicha, programy na hubnutí, dietologická poradna, dietologické služby, účinné hubnutí, společné hubnutí, žádná drastická dieta, internetové hubnutí.

#### 6.1.4 STEP 4: Use Keyword Research Tools.

*Google AdWords Keyword Tool* and *Sklik.cz keyword tool* were used to help with core words and their modifiers (qualifiers). They suggest similar key phrases and show its search volume to each one. They did not only help to find new keywords, but also to select which ones are crucial. See tables 4 – 7 for the results from the mentioned tools.

#### 6.1.5 STEP 5: Dig into Analytics and Server Logs.

According to *Google Analytics* (1<sup>st</sup> August 2010 – 1<sup>st</sup> August 2012), search engines generate 46.02 % of visits. In the first 50 keyword results, 15 003 searches were obvious to specifically target the company Institut kompliment (using keywords such as *Institut kompliment*, *kompliment*, etc.), while in only 2 055 cases the searcher clicked on the Institut kompliment's page on the basis of a general search – see the list of those below.

Table 2 – General search terms leading to Institut kompliment's website

Placing	Keyword	Visits	Pages / Visit	Average visit duration	Bounce Rate
	<b>All keywords</b>	<b>t. 31 046</b>	<b>a. 6,67</b>	<b>a. 00:03:54</b>	<b>a. 32,85 %</b>
9	<b>Výživový poradce brno</b>	526	7.00	00:04:04	27.19%
11	<b>Hubnutí brno</b>	404	7.91	00:04:17	18.07%
14	<b>Výživový poradce</b>	239	6.68	00:03:25	26.36%
19	<b>Dietolog brno</b>	131	7.79	00:04:02	22.14%
21	Aktivátory hubnutí	99	1.57	00:00:38	84.85%
22	<b>Hubnutí v brně</b>	94	8.82	00:04:19	15.96%
24	Výsledky hubnutí	83	6.94	00:01:53	42.17%
26	Formování postavy	79	3,66	00:01:30	51.90%
29	Redukce váhy	73	6.97	00:02:28	38.36%
32	hubnutí	70	4.49	00:02:38	45.71%
38	<b>Hubnutí brno</b>	55	8.00	00:06:35	25.45%

40	<b>Nutriční terapeut</b>	54	9.04	00:06:25	20.37%
41	Viscerální tuk	53	2.57	00:01:24	75.47%
42	Správné dýchání při cvičení	52	2.21	00:01:06	86.54%
48	Jak dýchat při cvičení	43	1.19	00:00:16	88.37%

Source: Google Analytics. 1<sup>st</sup> August 2010 – 1<sup>st</sup> August 2012. t = total, a = average.

Green colour indicates that the value is better than the average (of all the visits from all the keywords – not only those in the table), and on the basis of it, the best performing keywords are in bold text. This means they attract the right audience in terms of pages per session, time spent on the website and bounce rate; unfortunately no conversion was set up in Google Analytics, so I cannot include conversion rate into consideration).

The conclusions from Google Analytics analysis are the following.

- There is much potential in optimizing web pages for specific keywords.
- These keywords perform well: **“výživový poradce Brno”**, **“výživový poradce”**, **“hubnutí Brno”**, **“dietolog Brno”**, **“hubnutí v Brně”**, **“hubnutí Brno”**, **“nutriční terapeut”** (výživový poradce and nutriční terapeut were set as keywords in PPC systems for the region around Brno, so the advertisement was displayed only to people who connected from the Brno region).
- Keywords such as *hubnutí*, *formování postavy* and *redukce váhy* do not perform so well – the reason may be that the most of the searches using these general terms do not search for a weight loss centre, but for information. Even though ranking for these general terms may be beneficial (people get in touch with the website, and even though they are not searching for any weight loss centre, they may remember the brand / consider signing up for a free consultation), it is much more important to rank on location specified search terms (with the word Brno).

### 6.1.6 The List of Core Keywords

Taking into consideration the factors defined in Appendix 3, a list of core keywords has been drawn up. It is here to be mentioned, that the former list (and the order of keywords



according to their importance) was retrospectively updated after finding modifiers and getting deeper into keyword research; the table below is the final version.

Table 3 – Core keywords for Institut kompliment (ordered from the most important)

<b>Core Keyword (and its grammatical variations)</b>	<b>Translation</b>
Hubnutí (zhubnout)	Slimming (lose weight)
Výživový poradce (poradenství, poradna, poradkyně)	Nutrition advisor (consultancy, advisory centre, advisory centre, advisor – female)
Dietolog (dieta, dietní)	Dietician (diet – noun and adjective)
Obezitologie (obezitolog)	Obesitology (obesity doctor)
Nutriční poradce (terapeut, poradenství, poradna, poradkyně)	Nutrition advisor (therapist, consultancy, advisory centre, advisor – female)
Cvičení	Exercising
Redukce váhy	Weight reduction

Source: My own conclusion on the basis of the keyword research.

However, these keywords should be connected to the place where the company operates – especially the city (Brno), possibly also the region (jižní Morava, Jihomoravský kraj). Possible qualifiers will be described in the following chapter.

## **6.2 Finding Suitable Qualifiers for the Core Keywords**

Once we have found the most fundamental core words, it is particularly important to find suitable qualifiers for them, because as already mentioned in the theoretical part of the thesis the long tail is a key element to attract relevant and wide audience to the website.

### **6.2.1 The List of Key Phrases**

The list of key phrases (core keywords + suitable qualifiers) was made after consideration of the search volume, target audience and relevance. Search volumes come from Google AdWords Keyword Tool and Sklik.cz keyword tool. I used also Google Suggest Tool and Seznam Suggest Tool (Našeptávač), but they did not bring any new information after the keywords tools were applied.

Table 4 – Key phrases for Institut kompliment (hubnutí, výživový poradce)

<b>Hubnutí</b> Number of searches per month (Google exact match / <b>Seznam exact match</b> )	<b>Výživový poradce</b> Number of searches per month (Google exact match / <b>Seznam exact match</b> )
Hubnutí 4400 / 14 349	Výživový poradce 880 / 3149
Hubnutí Brno 170 / 147	Výživový poradce Brno 170 / 561
Hubnutí v Brně 23	Výživové poradenství 320 / 732
Jak zhubnout Brno 9	Výživové poradenství Brno 28 / 93
Zdravé hubnutí 720 / 2250	Výživová poradna 36 / 121
Kurzy hubnutí 22 / 150	Výživová poradna Brno 11
Hubnutí pro muže 73 / 84	Výživová poradkyně 22 / 43
Hubnutí po porodu 260 / 894	Výživová poradkyně Brno 10
Hubnutí po čtyřicítce 16 / 214	Poradce pro výživu 110 / 322
Hubnutí po 40 22 / 170	Výživoví poradci 16 / 45
Hubnutí zdravě jen běžnými potravinami 91 / 1872	výživový specialista 28 / 31
Hubnutí břicha 1300 / 3383	výživový specialista Brno 5
Jak zhubnout stehna 1300 / 1173	
Hubnutí stehen 390 / 1098	
Jak zhubnout boky 720 / 583	
Jídelníček na hubnutí 1000 / 1109	
Jídelníček na hubnutí zdarma 91 / 2239	
Efektivní hubnutí 91 / 80	
Účinné hubnutí 110 / 326	

Source: Google AdWords Keyword Tool, Sklik.cz keyword tool, Google Suggest, Seznam suggestion tool. Last update on 4<sup>th</sup> September 2012.

The analysis clearly shows that suggest tools influence searches (visible e.g. on *Hubnutí zdravě jen běžnými potravinami*, *Jídelníček na hubnutí zdarma*). Important information is that people more often search *Výživový poradce* than *Výživové poradenství*, and that there is huge potential for Institut kompliment, when they optimize the website for these search terms, since these terms are even much more searched than *hubnutí Brno*.

Table 5 – Key phrases for Institut kompliment (dietolog, obezitologie)

<b>Dietolog</b> Number of searches per month (Google exact match / Seznam exact match)	<b>Obezitologie</b> Number of searches per month (Google exact match / Seznam exact match)
Dietolog Brno 46 / 178	Obezitologie Brno 36 / 90
dietologická poradna 110 / 742	Obezitolog 46 / 133
Dietologická poradna Brno 36 / 143	Obezitolog Brno 12 / 33
Dietologie Brno 28 / 56	
Dieta Brno 73 / 97	
Dietní poradce 16 / 47	

Source: Google AdWords Keyword Tool, Sklik.cz keyword tool, Google Suggest, Seznam suggestion tool. Last update on 4<sup>th</sup> September 2012.

Even though *dietolog* / *dietologie* and *obezitologie* may not 100 % depict what Institut kompliment does, people widely use these terms for searches in order to find a weight loss institution, so these terms are relevant for the company and would bring new visitors.

Table 6 – Key phrases for Institut kompliment (nutriční poradce, cvičení)

<b>Nutriční poradce</b> Number of searches per month (Google exact match / Seznam exact match)	<b>Cvičení</b> Number of searches per month (Google exact match / Seznam exact match)
Nutriční poradce Brno 22 / 37	Cvičení na hubnutí 140 / 278
Nutriční terapeut Brno 46 / 122	Cviky na hubnutí 480 / 2 509
Nutriční centrum Brno 5	Cvičení pro ženy Brno 46
Nutriční poradce 110 / 431	zdravá výživa Brno 320 / 486
Nutriční poradenství 46 / 134	
Nutriční poradna 28 / 87	
Nutriční specialista 73 / 97	

Source: Google AdWords Keyword Tool, Sklik.cz keyword tool, Google Suggest, Seznam suggestion tool. Last update on 4<sup>th</sup> September 2012.

*Nutriční terapeut Brno* is searched more often than *nutriční poradce Brno*, but this is influenced by professional search; people who search for a university programme at Brno Masaryk University or for a job, tend to use *terapeut*, while people trying to find a nutrition consultancy centre probably use more *poradce*, nevertheless *nutriční terapeut* is displayed

higher than *nutriční poradce* in suggestion tools, which probably influences them. Therefore, I recommend using both expressions.

Table 7 – Key phrases for Institut kompliment (redukce váhy, others)

<b>Redukce váhy</b>	<b>Others</b>
Number of searches per month (Google exact match / <b>Seznam exact match</b> )	Number of searches per month (Google exact match / <b>Seznam exact match</b> )
Redukce váhy 210 / <b>751</b>	Krabičková dieta Brno 590 / <b>1580</b>
Redukce váhy Brno <b>8</b>	Institut kompliment diskuze <b>15</b>
Centrum redukce váhy 28 / <b>194</b>	
Centrum redukce váhy Brno <b>1</b>	
Redukce hmotnosti 110 / <b>157</b>	
Redukce nadváhy <b>16</b>	
Redukční dieta 720 / <b>1025</b>	

Source: Google AdWords Keyword Tool, Sklik.cz keyword tool, Google Suggest, Seznam suggestion tool. Last update on 4<sup>th</sup> September 2012.

This thesis does not provide enough room for carrying out an ultimate competitive keyword analysis. In my opinion, it should not be a problem to rank well for the keywords with location qualifier (Brno), since the competition is not very strong here (competitors' websites are not well optimized for these terms). Institut kompliment is already the first search result on *hubnutí Brno* at both Seznam.cz and Google.cz, and it has relatively high S-Rank (3) and PageRank (3).

## 6.1 Conclusion to the Keywords and Key Phrases Analysis

The analysis showed that the main focus in optimizing the company's web pages should be on these core keywords: *hubnutí* (zhubnout), *Výživový poradce* (poradenství, poradna, poradkyně), *Dietolog* (dieta, dietní), *Obezitologie* (obezitolog), *Nutriční poradce* (terapeut, poradenství, poradna, poradkyně), *Cvičení* and *Redukce váhy*.

To each keyword the suitable qualifiers (modifiers) were specified – those of sufficient search volume and relevance to the company's focus. The most crucial key phrases seem to be competitive – it means there is a high possibility that the single web pages will rank well and show up high in SERP if optimized for them.

The keyword analysis brought also new ideas; as a reasonable opportunity seems using key phrases like *Hubnutí pro muže* (losing weight for men), *Hubnutí po porodu* (losing weight after birth), *Hubnutí po čtyřicítce* (losing weight after forty), or similar key phrases expressing specific problems, with which Institut kompliment can handle.

This analysis will be an essential base for the project part of this thesis, where changes to the structure of the website will be proposed, together with titles of the single pages and other suggestions concerning keywords use.

## 7 WEB PAGES' PERFORMANCE ANALYSIS

The analysis of Institut kompliment's web pages bases on data from *Google Analytics* (only visitors from South Moravia) and *Mouseflow.com*.

### 7.1 Mouseflow Analysis

Mouseflow was the only paid service used for this Master thesis. It brought 1 112 recordings of the visitors' sessions on Institut kompliment's website from the 14<sup>th</sup> August till 28<sup>th</sup> August 2012 (in this time frame, all visits except of those from my and the company's IP addresses were tracked) and on their basis, scroll maps, click maps and mouse movement heat maps were generated.

### 7.2 Homepage

Homepage is certainly the most important webpage. In the past year, 84 % out of 9,242 unique visitors from South Moravia viewed it at least once. (See the list of the most visited web pages – Appendix 11) It is the most referred page; therefore, it is extremely important for keyword placement.

In the Mouseflow system, the homepage was visited 921 times (out of all 1112 visits). The scroll map page (Appendix 13) shows that the most of the people scrolled down to the bottom of the page. 97 % of the visitors had the opportunity to see the main H1 heading *Nejúčinnější program bezpečného hubnutí v Brně*, 79 % scrolled enough to view the whole introduction text on the left hand side. In the mouse movement heat map (Appendix 14), it is visible that people concentrate on the H1 heading and first paragraph, but they seem to lose patience with the following text. Maybe if the text were more specific (less general) and in bullet points, people would be more patient with it.

The button with Newsletter should be removed, as it is more than one year old, which results in a minimal number of clicks (according to Mouseflow 6 clicks out of all 921 visits).

BMI calculator stripe should be left on the homepage, according to Mouseflow people focus on it and calculate their BMI.

### 7.3 Contact Page

Contact page is the second most visited page of the website, in the past year almost half of the unique website visitors from South Moravia viewed it and spent above-average time on it (Appendix 11).

According to the Mouseflow mouse move analysis (Appendix 15), attention on this page focuses both on the contacts and the contact form, so this layout (the contact form next to the contacts) seems to be effective. However, according to the Mouseflow scroll analysis, only 60 % of the 548 visitors scrolled down enough to see the pictures and names of the consultants, which is a pity, because people are particularly decisive factor in personal services. The solution will be proposed in the project part of this thesis.

### 7.4 Page “HUBNUTÍ kompliment”

According to Google Analytics, 31 % of South Moravian visitors looked at the page *Hubnutí kompliment* ([www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/hubnuti/](http://www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/hubnuti/)). 75 % of the 304 visitors tracked by Mouseflow scrolled to the end of the content (under the button *Objednejte se na bezplatnou konzultaci*).

Even though the typography of the first paragraph makes it hard to read, according to Mouseflow mouse move map (Appendix 16) it seems that people do not mostly lose patience and pay attention to the whole text.

It also shows that people use the local menu under the light grey rectangle – there were 132 clicks on the items in this submenu (while only 100 on the left side menu, 78 on the horizontal top menu and 18 clicks were on the left side menu).

### 7.5 Page “DIETA”

This page ([www.komplimentinstitut.cz/website/mainmenu/dieta-cviceni/dieta/](http://www.komplimentinstitut.cz/website/mainmenu/dieta-cviceni/dieta/)) was according to Google Analytics in the past year seen by more than 29 % of the people who visited this website from the region of South Moravia.

According to Mouseflow, 88 % of the visitors see the whole content (to the bottom of the interactive circle). They seem to read the whole text, but there are not many mouse moves over the interactive circle – people may not know that they can click on it. However, it is not necessary, because they use the submenu (which lead to the same pages as the interactive circle) a lot (on this page, 54 % clicks – 142 out of total 262 clicks on the hyperlinks

and buttons – were on the items in the submenu). Mouseflow did not show any mistake on this web page.

## 7.6 Page Galerie

Nearly 29 % of the South Moravian visitors clicked through to the page [www.komplimentinstitut.cz/website/mainmenu/vysledky-hubnuti/galerie\[2\]/](http://www.komplimentinstitut.cz/website/mainmenu/vysledky-hubnuti/galerie[2]/), where they can go through success stories.

In 70 % of the cases people scrolled enough to see the description text. Probably some people did not know that there is any text, which is why changing layout may be considered, so that the text displays in the visible part of the page without scrolling.

## 7.7 Page with the Overview of the Weight Loss Programmes

This webpage ([www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/](http://www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/)) is important for the orientation of the visitors, because it contains introduction to the weight loss programmes. However, most of the unique visitors ignore it (89 % in the South Moravia region – source: Appendix 11).

Mouseflow scroll map shows that in only 45 % cases people scroll till the end of the list of programmes (above the button *Objednejte se*). They tend to click on the hyperlink *Hubnutí* in 48 % cases (there are 268 click on the hyperlinks and buttons on the whole page, out of it 128 people click on the hyperlink *Hubnutí*, 52 clicks are on the three other programmes and 88 clicks are on the items in all the menus on the page).

Institut kompliment could change the layout of these four items, in order to illustrate more clearly that the four items belong together. Moreover, people would not have to scroll that low.

## 7.8 Usage of the Horizontal and Vertical Menus

Both *Mouseflow* and *Google Analytics* can show us on which items on a single page the visitors click; hence we can assume which menu (horizontal, vertical left and vertical right) is most used by visitors.

Unfortunately, neither *Mouseflow* nor *Google Analytics* can display the cumulated number of all clicks on the buttons on all the web pages, for that reason I will base the analysis on data from the contact page, since it is the second most visited page (on the most visited



page – homepage – the side menus are not displayed). I will use Mouseflow, because for this particular task, I consider this programme more user-friendly than Google Analytics.

On the contact page, there were 124 clicks on the items in the horizontal menu (except of the Facebook icon), while 141 clicks were made in the left side menu (35 clicks on an item in average) and 32 clicks in the right side menu (except of the Facebook plugin), which is 6 clicks on an item in average.

This analysis proves that the users tend to click most to the items in the left side menu. Not many people click on the right side menu; also mouse move heatmap shows that people give minor attention to the right side menu, which might be partly because the items in it are not real attractive. For example, nobody clicked on the *Zmenáreň* button, which has a prestigious position almost on the top of the right menu (no scrolling is necessary to see this link). Institut kompliment should hence reconsider the content of the right side menu.

In the analysis of the single pages we have already proved that people give attention to the submenus under the grey rectangle.

## 7.9 Conclusion to Web Pages' Performance Analysis

These are the main learning points from this chapter, which will be considered in the project part of the thesis:

- People do not seem to pay much attention to the whole text on the homepage (under the H1 heading).
- BMI function is often used, as well as the BMI stripe on the homepage.
- Many visitors do not scroll enough to see advisors' profiles (contact page).
- 30 % of visitors on *Galerie* page do not know that there are description texts under the pictures.
- 89 % visitors ignore the page with the overview of the programmes (page *Programy*). Moreover, 55 % of those who visit it do not scroll to the bottom, so they might not realize that the four items in the left menu are actually four programmes, which may lead to confusion.
- The left side menu is very important; people pay ample attention to it.

## 8 LINK BUILDING

With the help of this analysis, the ways of improving Institut kompliment's backlink profile will be outlined in the project part.

### 8.1 Institut kompliment's Current Backlink Profile

The objective of this chapter is evaluating the quality of Institut kompliment's backlink portfolio. The factors such as relevance of the backlinks, anchor texts and landing pages will be considered.

The analysis is limited by using nonpaid versions of the analytical systems, so only fragment of data is actually available. Some factors were not observed, such as placement of the linking page on the referral website or *citation flow* and *trust flow*, which are new metrics available in the paid version of *Majestic SEO analytical tool*.

#### 8.1.1 The Most Important Referral Websites

Referral websites are sites from which visitors click through to the company's site. They may not necessarily have SEO value (e.g. when they contain *nofollow* attribute), yet they may be of immense importance, since they bring traffic to the website. In the period from 1<sup>st</sup> August 2010 until 1<sup>st</sup> August 2012, these referral sites were most important in bringing regionally relevant traffic to Institut kompliment's website (excluding PPC systems):

Table 8 – Websites which bring visitors from the region of South Moravia to Institut kompliment's website

Referral website	Visits (SM) (unique visitors)	Visits (all)	Pages / Visit (SM)	Average visit dura- tion (SM)	Bounce Rate (SM)
	<b>t. 8,404</b>	<b>t. 22,771</b>	<b>a. 6.80</b>	<b>a. 00:03:50</b>	<b>a. 31,63%</b>
<b>ona.idnes.cz</b>	2,057 (1,618)	7,450	8.26	00:04:27	20.56%
facebook.com	1,469 (650)	3,192	3.78	00:02:38	54.94%
<b>vyzivovi-poradci.cz</b>	673 (562)	1,122	8.68	00:04:43	13.82%
vzp.cz	360 (304)	470	5.25	00:02:43	36.67%
<b>firmy.cz</b>	337 (293)	626	9.80	00:05:07	12.76%

<b>toprecepty.cz</b>	272 (245)	1,677	7.08	00:04:27	16.91%
<b>prozeny.cz</b>	255 (234)	1,135	10.64	00:06:35	14.51%
mapy.cz	193 (40)	208	3.74	00:02:31	75.65%
<b>najisto.centrum.cz</b>	169 (131)	243	7.17	00:04:04	27.81%
kompliment.sk	88 (78)	668	5.59	00:03:18	22.73%
novinky.cz	78 (66)	604	8.94	00:04:25	32.05%
Zeny.cz	72 (63)	328	8.51	00:03:42	34.72%
<b>firmy-cesko.cz</b>	71 (58)	114	9.55	00:06:09	5.63%

Source: Google Analytics, 1<sup>st</sup> August 2010 to 1<sup>st</sup> August 2012. SM = South Moravia, t = total, a = average. Green colour – above average values, b – websites bringing well targeted audience.

Project on *Ona.idnes.cz* brought many quality visitors, however, it does not continue anymore. *Facebook* brings visitors repeatedly to the website; very often they just read one article, which is the reason of high bounce rate and under average number of page view per visit. However, with 650 unique visitors *Facebook* still remains the second biggest referral source. *Vyzivovi-poradci.cz* and *Firmy.cz* are supremely valuable directories, which bring highly relevant audience.

### 8.1.2 Institut kompliment's Backlink Profile

According to **Open Site Explorer**, which found 194 inbound links, the most valuable backlinks (in terms of page authority) are those from *Ona.idnes.cz* (built during a project arranged by Institut kompliment in cooperation with the media partner Ona Idnes), *Novinky.cz* (<http://www.novinky.cz/zena/zdravi/200566-jak-se-zbavit-pivniho-pupku.html>, <http://www.novinky.cz/zena/zdravi/222539-jak-se-po-dietach-vyhnout-jo-jo-efektu.html>), *Firmy.cz* (catalogue registration), *Dama.cz* (especially recipes in the section *Vareni.Dama.cz*), *Toprecepty.cz* (several recipes and an article: <http://www.toprecepty.cz/clanek/55-jak-pouzivat-dietni-recepty-vedene-v-nasem-jidelnicku/>), *Freshdiet.cz*. Other quality backlinks come e.g. from *Zeny.cz*, *Radiopetrov.com*, *Clubzena.cz*, *Regiony.cz*, *Vyzivovi-poradci.cz* (catalogue), *Fitstyl.cz* ([www.fitstyl.cz/Chci\\_byt\\_stihla/dieta/1071\\_Dieta\\_musi\\_chutnat\\_-\\_Snadne\\_triky\\_na\\_hubnuti/](http://www.fitstyl.cz/Chci_byt_stihla/dieta/1071_Dieta_musi_chutnat_-_Snadne_triky_na_hubnuti/)), *epuls.cz*, *Zenaazivot.cz*, *Zdravi-bolesti.cz*.

**Majestic SEO Site Explorer** found 502 backlinks from 121 referral domains. Unfortunately without subscription into the system we can see only the top 5 backlinks; from those not mentioned above e.g. an article on *Vitalia.cz* (<http://www.vitalia.cz/clanky/zhubnout-muze-kazda-postava/>).

**Ahrefs.com** found 387 backlinks, in its free version shows these articles (which were not mentioned yet): <http://www.vitalia.cz/clanky/sedm-jidel-z-poledniho-menu-k-diete-se-celkem-hodi/>, <http://www.vitalia.cz/tiskove-zpravy/zhubnete-zbavite-se-i-celulitidy/>, a backlink from the Slovak branch: <http://www.kompliment.sk/kontakty>, or a catalogue listing <http://www.info-brno.cz/rod-r-a-s/index.html>.

**SpyGlass** found 377 backlinks; the most important (with the highest Link Value assigned by SpyGlass) are in the table below:

Table 9 – Institut kompliment’s most valuable backlinks (with the highest SpyGlass Link Value)

#	Backlink Page	Link Value	Page PR	Domain PR
1	<a href="http://www.laurea.cz/nasi-partneri.html">http://www.laurea.cz/nasi-partneri.html</a>	0,050	PR: 3	PR: 4
2	<a href="http://www.vyzivovi-poradci.cz/kompliment-institut/detail-24-73.html">http://www.vyzivovi-poradci.cz/kompliment-institut/detail-24-73.html</a>	0,028	PR: 1	PR: 3
3	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/novinky/ceskatelevize/">http://www.hubnete-zdrave.cz/website/mainmenu/novinky/ceskatelevize/</a>	0,025	PR: 2	PR: 0
4	<a href="http://kompliment.sk/kontakty">http://kompliment.sk/kontakty</a>	0,018	PR: 2	PR: 3
5	<a href="http://www.bodyimage.cz/kontakty">http://www.bodyimage.cz/kontakty</a>	0,018	PR: 2	PR: 3
6	<a href="http://www.bodyimage.sk/kontakty">http://www.bodyimage.sk/kontakty</a>	0,018	PR: 2	PR: 3
7	<a href="http://www.juicydiet.cz/kontakty">http://www.juicydiet.cz/kontakty</a>	0,018	PR: 2	PR: 3
8	<a href="http://www.juicydieta.cz/kontakty">http://www.juicydieta.cz/kontakty</a>	0,018	PR: 2	PR: 3
9	<a href="http://www.komplimentinstitut.eu/kontakty">http://www.komplimentinstitut.eu/kontakty</a>	0,018	PR: 2	PR: 3
10	<a href="http://www.stihlost.cz/kontakty">http://www.stihlost.cz/kontakty</a>	0,018	PR: 2	PR: 3
11	<a href="http://komplimentinstitut.sk/kontakty">http://komplimentinstitut.sk/kontakty</a>	0,018	PR: 2	PR: 3
12	<a href="http://vyzivovi-poradci.cz/jihomoravsky-kraj.html">http://vyzivovi-poradci.cz/jihomoravsky-kraj.html</a>	0,018	PR: 2	PR: 3
13	<a href="http://www.vitalia.cz/clanky/sedm-jidel-z-poledniho-menu-k-diete-se-celkem-hodi/">http://www.vitalia.cz/clanky/sedm-jidel-z-poledniho-menu-k-diete-se-celkem-hodi/</a>	0,017	PR: 3	PR: 6
14	<a href="http://www.vitalia.cz/poradna/co-jist-pro-zdrave-hubnuti/">http://www.vitalia.cz/poradna/co-jist-pro-zdrave-hubnuti/</a>	0,015	PR: 2	PR: 6
15	<a href="http://www.vitalia.cz/poradna/co-jist-pro-zdrave-hubnuti/?do=typeSwitch-redirect">http://www.vitalia.cz/poradna/co-jist-pro-zdrave-hubnuti/?do=typeSwitch-redirect</a>	0,015	PR: 2	PR: 6
16	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/bmi/">http://www.hubnete-zdrave.cz/website/mainmenu/bmi/</a>	0,013	PR: 1	PR: 0
17	<a href="http://www.zenyprozeny.cz/art/3469-poradna-hubnuti-a-spravne-vyzivy/">http://www.zenyprozeny.cz/art/3469-poradna-hubnuti-a-spravne-vyzivy/</a>	0,013	PR: 2	PR: 4
18	<a href="http://www.firmy.cz/Remesla-a-sluzby/Vyukove-sluzby/Kurzy/Zdravotni-kurzy/Kurzy-hubnuti">http://www.firmy.cz/Remesla-a-sluzby/Vyukove-sluzby/Kurzy/Zdravotni-kurzy/Kurzy-hubnuti</a>	0,013	PR: 3	PR: 6
19	<a href="http://www.toprecepty.cz/clanek/55-jak-pouzivat-dietni-recepty-uvedene-v-nasem-jidelnicku/">http://www.toprecepty.cz/clanek/55-jak-pouzivat-dietni-recepty-uvedene-v-nasem-jidelnicku/</a>	0,013	PR: 1	PR: 4
20	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/vysledky-hubnuti/">http://www.hubnete-zdrave.cz/website/mainmenu/vysledky-hubnuti/</a>	0,012	PR: 1	PR: 0
21	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/vysledky-hubnuti/cisla/">http://www.hubnete-zdrave.cz/website/mainmenu/vysledky-hubnuti/cisla/</a>	0,012	PR: 1	PR: 0
22	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/vysledky-hubnuti/galerie[2]/">http://www.hubnete-zdrave.cz/website/mainmenu/vysledky-hubnuti/galerie[2]/</a>	0,012	PR: 1	PR: 0
23	<a href="http://www.kompliment.lwg.cz/website/others/newsletter/">http://www.kompliment.lwg.cz/website/others/newsletter/</a>	0,012	PR: 1	PR: 3
24	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/">http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/</a>	0,012	PR: 1	PR: 0
25	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/dieta/">http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/dieta/</a>	0,012	PR: 1	PR: 0
26	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/edukace/">http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/edukace/</a>	0,012	PR: 1	PR: 0
27	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/odborne-vedeni/">http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/odborne-vedeni/</a>	0,012	PR: 1	PR: 0
28	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/redukcn-dieta/">http://www.hubnete-zdrave.cz/website/mainmenu/redukcn-dieta/</a>	0,012	PR: 1	PR: 0
29	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/redukcn-dieta/autorka/">http://www.hubnete-zdrave.cz/website/mainmenu/redukcn-dieta/autorka/</a>	0,012	PR: 1	PR: 0
30	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/redukcn-dieta/cenari/">http://www.hubnete-zdrave.cz/website/mainmenu/redukcn-dieta/cenari/</a>	0,012	PR: 1	PR: 0

31	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/redukncni-dieta/kniha/">http://www.hubnete-zdrave.cz/website/mainmenu/redukncni-dieta/kniha/</a>	0,012	PR: 1	PR: 0
32	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/pohyb-cviceni/">http://www.hubnete-zdrave.cz/website/mainmenu/dieta-cviceni/pohyb-cviceni/</a>	0,012	PR: 1	PR: 0
33	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/">http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/</a>	0,012	PR: 1	PR: 0
34	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/20-let/">http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/20-let/</a>	0,012	PR: 1	PR: 0
35	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/darkove-poukazy/">http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/darkove-poukazy/</a>	0,012	PR: 1	PR: 0
36	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/kariera/">http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/kariera/</a>	0,012	PR: 1	PR: 0
37	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/uvod/">http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/uvod/</a>	0,012	PR: 1	PR: 0
38	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/redukncni-dieta/edice/">http://www.hubnete-zdrave.cz/website/mainmenu/redukncni-dieta/edice/</a>	0,012	PR: 1	PR: 0
39	<a href="http://www.kompliment.lwg.cz/website/mainmenu/dieta-cviceni/pohyb-cviceni/">http://www.kompliment.lwg.cz/website/mainmenu/dieta-cviceni/pohyb-cviceni/</a>	0,012	PR: 1	PR: 3
40	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/kontakt/">http://www.hubnete-zdrave.cz/website/mainmenu/kontakt/</a>	0,012	PR: 1	PR: 0
41	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/formovani-postavy/">http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/formovani-postavy/</a>	0,012	PR: 1	PR: 0
42	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/hubnuti/">http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/hubnuti/</a>	0,012	PR: 1	PR: 0
43	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/kontrola-hmotnosti/">http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/kontrola-hmotnosti/</a>	0,012	PR: 1	PR: 0
44	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/poradensti/">http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/poradensti/</a>	0,012	PR: 1	PR: 0
45	<a href="http://www.kompliment.lwg.cz/website/mainmenu/kontakt/">http://www.kompliment.lwg.cz/website/mainmenu/kontakt/</a>	0,012	PR: 1	PR: 3
46	<a href="http://www.kompliment.lwg.cz/website/mainmenu/sluzby-kompliment/poradensti/">http://www.kompliment.lwg.cz/website/mainmenu/sluzby-kompliment/poradensti/</a>	0,012	PR: 1	PR: 3
47	<a href="http://www.hubnete-zdrave.cz/website/others/hubneme-pro-zdravi/">http://www.hubnete-zdrave.cz/website/others/hubneme-pro-zdravi/</a>	0,012	PR: 1	PR: 0
48	<a href="http://www.kompliment.lwg.cz/website/others/hubneme-pro-zdravi/aktuality/">http://www.kompliment.lwg.cz/website/others/hubneme-pro-zdravi/aktuality/</a>	0,012	PR: 1	PR: 3
49	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/partneri/">http://www.hubnete-zdrave.cz/website/mainmenu/institut-kompliment/partneri/</a>	0,011	PR: 1	PR: 0
50	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/">http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/</a>	0,011	PR: 1	PR: 0
51	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/programy/">http://www.hubnete-zdrave.cz/website/mainmenu/sluzby-kompliment/programy/</a>	0,011	PR: 1	PR: 0
52	<a href="http://www.kompliment.lwg.cz/website/mainmenu/sluzby-kompliment/">http://www.kompliment.lwg.cz/website/mainmenu/sluzby-kompliment/</a>	0,011	PR: 1	PR: 3
53	<a href="http://www.hubnete-zdrave.cz/website/mainmenu/zeptejte-se-na-hubnuti-a-diety/">http://www.hubnete-zdrave.cz/website/mainmenu/zeptejte-se-na-hubnuti-a-diety/</a>	0,011	PR: 1	PR: 0
54	<a href="http://vareni.dama.cz/index.php?a=ukaz&amp;recept=7273">http://vareni.dama.cz/index.php?a=ukaz&amp;recept=7273</a>	0,009	PR: 1	PR: 3
55	<a href="http://vareni.dama.cz/index.php?a=ukaz&amp;recept=7287">http://vareni.dama.cz/index.php?a=ukaz&amp;recept=7287</a>	0,009	PR: 1	PR: 3
56	<a href="http://www.vzivovi-poradci.cz/jihomoravsky-kraj/brno-mesto.html">http://www.vzivovi-poradci.cz/jihomoravsky-kraj/brno-mesto.html</a>	0,009	PR: 1	PR: 3
57	<a href="http://www.toprecepty.cz/profil/5322-institut-kompliment/">http://www.toprecepty.cz/profil/5322-institut-kompliment/</a>	0,008	PR: 1	PR: 4
58	<a href="http://www.novinky.cz/zena/zdravi/222539-jak-se-po-dietach-vyhnot-j-o-efektu.html">http://www.novinky.cz/zena/zdravi/222539-jak-se-po-dietach-vyhnot-j-o-efektu.html</a>	0,008	PR: 1	PR: 6
59	<a href="http://ona.idnes.cz/ctenarka-hubne-cely-zivot-jejim-rekordem-je-minus-64-kilo-pij-/dieta.asp...">http://ona.idnes.cz/ctenarka-hubne-cely-zivot-jejim-rekordem-je-minus-64-kilo-pij-/dieta.asp...</a>	0,008	PR: 2	PR: 6
60	<a href="http://ona.idnes.cz/uz-pri-diete-si-udelete-jasno-jak-si-vahu-udrzite-f7h-/dieta.aspx?c=A111...">http://ona.idnes.cz/uz-pri-diete-si-udelete-jasno-jak-si-vahu-udrzite-f7h-/dieta.aspx?c=A111...</a>	0,008	PR: 2	PR: 6
61	<a href="http://ona.idnes.cz/prvni-rady-jak-spravne-nastartovat-hubnuti-fev-/dieta.aspx?c=A110908_1...">http://ona.idnes.cz/prvni-rady-jak-spravne-nastartovat-hubnuti-fev-/dieta.aspx?c=A110908_1...</a>	0,008	PR: 2	PR: 6
62	<a href="http://ona.idnes.cz/ctenarky-si-pres-vanoce-chteji-udrzet-linii-maji-tipy-na-recepty-p8y-/dieta....">http://ona.idnes.cz/ctenarky-si-pres-vanoce-chteji-udrzet-linii-maji-tipy-na-recepty-p8y-/dieta....</a>	0,007	PR: 2	PR: 6
63	<a href="http://ona.idnes.cz/ctenarky-zhubly-temer-40-kilogramu-podivejte-se-jak-se-promenily-p8c-/...">http://ona.idnes.cz/ctenarky-zhubly-temer-40-kilogramu-podivejte-se-jak-se-promenily-p8c-/...</a>	0,007	PR: 2	PR: 6
64	<a href="http://www.toprecepty.sk/recept/919-penne-s-spenatom-a-s-kuskami-kuracieho-masa-/di...">http://www.toprecepty.sk/recept/919-penne-s-spenatom-a-s-kuskami-kuracieho-masa-/di...</a>	0,007	PR: 1	PR: 3
65	<a href="http://firmy.cz/Remesla-a-sluzby/Vyukove-sluzby/Kurzy/Zdravotni-kurzy/Kurzy-hubnuti/kraj-jiho...">http://firmy.cz/Remesla-a-sluzby/Vyukove-sluzby/Kurzy/Zdravotni-kurzy/Kurzy-hubnuti/kraj-jiho...</a>	0,007	PR: 1	PR: 6
66	<a href="http://www.hubnete-zdrave.cz/website/bottommenu/sitemap/">http://www.hubnete-zdrave.cz/website/bottommenu/sitemap/</a>	0,006	PR: 1	PR: 0
67	<a href="http://www.toprecepty.cz/recept/9062-penne-se-spenatem-a-s-kousky-kureciho-masa-/di...">http://www.toprecepty.cz/recept/9062-penne-se-spenatem-a-s-kousky-kureciho-masa-/di...</a>	0,006	PR: 1	PR: 4
68	<a href="http://www.toprecepty.cz/recept/8831-kure-s-chrestem-v-alobalu-/dietni/">http://www.toprecepty.cz/recept/8831-kure-s-chrestem-v-alobalu-/dietni/</a>	0,006	PR: 1	PR: 4
69	<a href="http://www.fitstyl.cz/Chci_byt_stihla/dieta/1071_Dieta_musi_chutnat_-_Snadne_triky_na_hu...">http://www.fitstyl.cz/Chci_byt_stihla/dieta/1071_Dieta_musi_chutnat_-_Snadne_triky_na_hu...</a>	0,005	PR: 1	PR: 4
70	<a href="http://www.fitstyl.cz/Chci_byt_stihla/str_10/1071_Dieta_musi_chutnat_-_Snadne_triky_na_h...">http://www.fitstyl.cz/Chci_byt_stihla/str_10/1071_Dieta_musi_chutnat_-_Snadne_triky_na_h...</a>	0,005	PR: 1	PR: 4

Source: SpyGlass. Created on 5<sup>th</sup> September 2012.

As we can see in the table, Institut kompliment tried to optimize their website by using the domain *www.hubnete-zdrave.cz* (in the meta title there is phrase *hubneme zdravě*), which copies the website structure and uses attribute *301 – moved permanently* (only the page *www.hubneme-zdravě.cz* is an original page), therefore, we are not speaking here about duplicate content. My experience in SEO is not deep enough to decide if this SEO technique is beneficial or not, however, the key phrase does not seem to be chosen wisely (*hubneme zdravě* is searched only 120 times a month on Seznam.cz, 210 (exact match 46)

times on Google. On the page itself it is visible that the author used many of the most searched phrases, but this does not seem conceptual. On the selected key phrase *hubneme zdravě*, the position in the *Google.cz* SERP is now 55 and on *Seznam.cz* more than 60.

All the most powerful existing backlinks are from relevant web pages (their content concerns the topic of weight loss), however, all used analytical tools showed that Institut kompliment does not work with anchor text properly; mostly the anchor text is *www.institutkompliment.cz* or *Institut kompliment / Institut redukce a prevence nadváhy kompliment*.

As landing page serves, in the overwhelming majority of the cases, homepage or the general domain; I recommend starting to support single pages with backlinks with relevant anchor text, which must go hand in hand with wise optimization of these landing pages.

## 8.1 Local Business Listings (Registration in Catalogues)

### 8.1.1 Overview of Czech Business Directories

Monitoring of the most prominent Czech catalogues was made. In the table below there are relevant catalogues, ordered according to *RU per month* tracked by *Netmonitor.cz* (paid service used only for salient Czech websites). Additionally, I added some other directories that have relatively high S-Rank and PageRank. There are much more directories, however, they are not so important for link building. Please note that the order of the items does not accurately express importance of the directories for Institut kompliment.

Table 10 – Important Czech business directories relevant for Institut kompliment

Catalogue	RU per month (June 2012)	Follow / nofollow links	Account Created	SR	PR	A.
<a href="#">mapy.cz (based on Firmy.cz)</a>	2 495 625	follow	yes	10	8	9
<a href="#">firmy.cz</a>	2 064 348	follow	yes	9	6	7,5
<a href="#">centrum.cz Najisto.cz</a>	801 766	follow	yes	8	7	7,5
<a href="#">sluzby.cz</a>	203 267	follow	yes	7	5	6
<a href="#">Amapy.cz (based on Najisto.cz)</a>	119 830	follow	yes	8	7	7,5
<a href="#">vybereme.cz (connected to Zlatastranky.cz)</a>	98 908	follow	yes	7	6	6,5
<a href="#">adresarfirem.cz</a>	72 158	follow	no	6	4	5
<a href="#">superlink.cz</a>	70 130	follow	no	6	4	5
<a href="#">salony-krasy.cz</a>	53 600	follow	no	5	4	4,5

<a href="#">hbi.cz</a>	43 323	follow	no	6	6	6
<a href="#">wlw.cz (connected to hbi.cz)</a>	36 729	no hyper-link	no	5	5	5
<a href="#">Klikni.cz</a>	N/A	follow	no	9	6	7,5
<a href="#">Zlatestranky.cz</a>	N/A	follow	yes	8	6	7
<a href="#">Edb.cz</a>	N/A	nofollow	yes	8	6	7
<a href="#">7google.com/places/</a>	N/A	follow	yes	3	7	5
<a href="#">maps.google.com (based on Google Places)</a>	N/A	follow	yes	0	9	4,5
<a href="#">Firmy.abc.cz</a>	N/A	nofollow	no	6	3	4,5
<a href="#">Kompletne.cz</a>	N/A	follow	no	5	4	4,5
<a href="#">Firmyvbrne.cz</a>	N/A	follow	no	4	5	4,5
<a href="#">Kontaktyfirem.cz</a>	N/A	follow	no	4	4	4
<a href="#">Vyzivovi-poradci.cz</a>	N/A	follow	yes	4	3	3,5
<a href="#">Brnocity.cz</a>	N/A	follow	no	4	2	3
<a href="#">Bezvaportal.cz</a>	N/A	follow	no	6	0	3
<a href="#">Rink.cz</a>	N/A	follow	no	4	2	3

Source: RU (Real Users) per month checked from Netmonitor, June 2012, category “Databáze a katalogy”. Only catalogues relevant for Institut kompliment were chosen. Follow / nofollow links checked by using Mozilla FireFox Add-on Toggle Seo4 FireFox, SR (S-Rank) and PR (Pagerank) by SEO Profesional Toolbar. A. = Average rank = (S-Rank + PageRank) / 2. Red written websites offer a paid service; listing into the directories in blue is for free. Created on 17<sup>th</sup> August 2012.

Taking into consideration RU per month, S-Rank, PageRank, importance in search and relevance for Institut kompliment, the most relevant directories for the company are (red colour means that an account was not yet created):

- [Firmy.cz](#)
- [Google Places](#)
- [Vyzivovi-poradci.cz](#)
- [Najisto.cz](#)
- [Sluzby.cz](#)
- [Klikni.cz](#)
- [Hbi.cz](#)
- [Zlatestranky.cz](#)
- [Adresarfirem.cz](#)
- [Firmyvbrne.cz](#)

### 8.1.2 Evaluation of the Quality of Institut kompliment's Local Business Listings

From Dave Cospér's equation (described in the chapter 1.2.10 Business Listings Optimization) *Information*, *Corroboration* and *Input* are factors which can be influenced by Institut kompliment. The most important LBL (Firmy.cz, Google Places) are analyzed.

At *Firmy.cz* the company uses the title "Institut redukce a prevence nadváhy kompliment", which is the business name used by the company. It does not include the most important keywords, however, it cannot be refined, anyway (according to *Firmy.cz*'s rules, companies should use either the legal name, or if they have a paid version of the service, it might be the name, which is demonstrably used by the company). Plus, the rule of *Corroboration* says that name, address and phone should be consistent in all the local business directories. The current version of the description is *Nabízíme individuální **programy zdravého hubnutí v Brně. Program zahrnuje pravidelné konzultace výživy, po nichž vždy následuje cvičení. Přirozené hubnutí bez doplňků stravy s výživovými poradci a specialisty na cvičení, kteří jsou tu vždy pro vás.*** (Key phrases are highlighted.) The description includes three (hubnutí, výživový poradce, cvičení) out of seven main core keywords; dietolog, obezitologie, nutriční poradce are missing; redukce váhy is included in the name. The description could be improved by using better qualifiers for the core keywords, including the missing core keyword and changing the order of the sentences (placing the keywords closer to the beginning of the description) – see suggestion in the project part of the thesis. Institut kompliment make use of all the advantages which are offered to the paid service they ordered from *Firmy.cz*: they placed the logo and uploaded photographs.

At Google Places they use title "*kompliment® Institut redukce a prevence nadváhy*", according to the *corroboration* rule it should be changed to *Institut redukce a prevence nadváhy kompliment*, since this name is used most often. The elements *Information* and *Input* from Dave Cospér's equation should be improved (photos, keyword rich information, reviews and ratings are missing); I suggest improvements in the project part.

## 8.2 Finding New Potential Backlinks

### 8.2.1 Collabim Site Finder

To discover websites, which could offer a valuable backlink, I used the programme Collabim. As a first step, all the keywords suggested in the tables 4 – 7 were entered in the keyword tool in Collabim, which automatically generated a list of websites in its Site Find-



er section. After distracting all the competitors' webs (both automatically – using a function which excludes commercial webs – and manually) and non relevant webs (e.g. Lekari-online.cz), the following websites were suggested.

Table 11 – Websites to consider creating a backlink from (score more than 3)

Website	Score	Backlinks	Referral websites	Number of Pages
Vyzivovi-poradci.cz	25,74	8580	82	918
Firmy.cz	22,10	23,325,815	14,744	10,312,045
Sjidelnicek.cz	20,36	19,385	190	382
Sportuj.com	14,09	494,645	1,306	23,112
Dietologie.cz	15,86	220,479	338	3,740
Ona.idnes.cz	11,35	1,170,523	4,485	116,893
Omlazení.cz	9,68	414,318	1,739	794,010
Novinky.cz	6,54	31,641,684	35,846	7,222,296
Diskuze.doktorka.cz	6,16	31,957	1,130	104,229
Zdrave-hubnuti.cz	6,09	402,488	1,042	2,189
Lekari-online.cz	5,44	1,454,144	1,170	134,741
Femina.cz	4,17	4,494,793	11,225	190,251
Zdrava-vyziva.net	3,32	318,048	1,159	909
Prozeny.cz	3,28	209,961	3,375	695,555
Jidelnicek.name	3,25	3,629	90	219

Source: Collabim.cz

Among others, the information from this table will be used for creating a link building strategy in the practical part.

### 8.2.2 Competitors' Backlinks

In this chapter I will use SpyGlass to discover important links, which refer to the biggest competitors (Nutrivia and STOB) and to one of the search engine competitors.

#### Nutrivia

Very powerful links for Nutrivia are from *Zdravyrestaurant.cz*, which they cooperate with. Unlike Institut kompliment, they are registered in the following (from SEO point of view important) catalogues:

[http://www.zdravnet.cz/spolecnosti\\_a\\_instituce/poradny/dietologicke\\_poradny/index.html](http://www.zdravnet.cz/spolecnosti_a_instituce/poradny/dietologicke_poradny/index.html)

<http://brno.nejlepsi-adresa.cz/firmy/Zdravi-a-styl/Dietologicke-poradny-poradenstvi-v-oblasti-vyzivy/>

## STOB

STOB has many backlinks from their partners (*Expreska, I Feel Well, Zdravyzivot.com, Viafit.cz, Prozeny.cz – Poradny...*), they participate in many prestigious projects (*Svět potravin, Vím co jím...*), and moreover, they are a network, so many advisors from STOB have their own website and refer to STOB.cz website.

## Pure-hubnutí.cz

This page ranks well for many keywords especially on Seznam.cz, e.g. *dietologická poradna Brno* (1<sup>st</sup> on Seznam), *hubnutí* (2<sup>nd</sup> on Seznam), *výživový poradce* (2<sup>nd</sup> on Seznam). Because it is a single page, it is clear it must have exceptionally good backlink profile to rank so well for such frequent keywords. After checking the backlinks, I am convinced that this website belongs to *Herbalife*, whose online strategy is to build many websites of not unusually high value, which usually do not acknowledge promoting the company *Herbalife* and support each other by backlinks with well optimized anchor texts. In the anchor texts they use expressions like *hubnutí, diety na hubnutí, dieta, hubnutí s výživovým poradcem, hubnutí brno, dietologická poradna...* The page has thanks to many backlinks with well used anchor texts high S-Rank (7) as well as PageRank (4). This is another motivation for Institut kompliment to work on link building.

## 8.3 Internal Links

Internal links were checked by the programme Screaming Frog SEO Spider 2.01. There is one good solution – linking to the homepage with anchor text *Nejúčinnější program bezpečného hubnutí v Brně*; however, this was just a coincidence, because the anchor text was copied automatically from the heading.

Internal links come mostly just from the buttons; inside page texts contain hyperlinks very rarely. I recommend working with internal links with proper anchor texts much more often;

Institut kompliment should integrate links naturally to the texts with various anchor texts, which should always match keywords on the target page (not the page from which they link from, this may cause keyword cannibalization).

#### 8.4 Conclusion to the Link Building Analysis

*Ona.idnes.cz*, *Facebook* and *Vyzivovi-poradci.cz*, *Vzp.cz*, and *Firmy.cz* were in the past year the most powerful websites in terms of bringing unique visitors to Institut kompliment's web pages. Especially *Vyzivovi-poradci.cz* and *Firmy.cz* bring highly relevant visitors.

As to the links with the biggest SEO power, different tools order them differently; to the most powerful count those from *Ona.idnes.cz*, *Novinky.cz*, *Firmy.cz*, *Dama.cz*, *Toprecepty.cz*, *Vitalia.cz*, and backlinks from the Slovak version of the website.

The company's backlink portfolio consists mainly of links from relevant pages, however, they do not work with anchor text properly – mostly they are *www.institutkompliment.cz* or *Institut kompliment / Institut redukce a prevence nadváhy kompliment*.

As landing pages serve in most cases the homepage or the general domain; I recommend starting to support single pages with backlinks with relevant anchor texts, which must go hand in hand with wise optimization of these landing pages.

The following directories were found most valuable for Institut kompliment (according to the importance in descending order): *Firmy.cz*, *Google Places*, *Vyzivovi-poradci.cz*, *Najisto.cz*, *Sluzby.cz*, ***Klikni.cz***, ***Hbi.cz***, *Zlatestranky.cz*, ***Adresarfirem.cz***, ***Firmyvbrne.cz*** (Institut kompliment is not registered in the directories written in bold).

Collabim Site Finder suggested *Vyzivovi-poradci.cz*, *Firmy.cz*, *Sjidelnicek.cz*, *Sportuj.com* and *Dietologie.cz* (and others) as websites worth making link building cooperation with, since they rank well in search engines for keywords Institut kompliment wants to rank for.

Institut kompliment does not work with internal links properly – they should start including internal links with suitable anchor texts in the texts on the web pages.

## 9 CONCLUSION TO THE ANALYTICAL PART

There were four research questions, which were answered in the analytical part.

**Q1: Which keywords are best to focus on – they are relevant, competitive and of sufficient search volume?**

There are 7 core keywords which are according to the keyword research results best to focus on: *hubnutí, výživový poradce, dietolog, obezitologie, nutriční poradce, cvičení, redukce váhy*. They should be used together with the word *Brno*.

**Q2: How do website visitors interact with items in menus (horizontal, right side, left side) and submenus?**

The visitors tend to click most to the items in the left side menu, then in the horizontal menu. Remarkably rarely people click to the right side menu. Visitors give attention to the submenus which appear under the grey rectangle.

**Q3: Which texts do the visitors read and which seems to be only scanned or even unseen?**

Most of the visitors seem to read the whole text on pages *Hubnutí* and *Dieta*, but 55 % of them do not scroll to the bottom of the page *Programy* (overview of the programmes). On the *contact page*, 40 % of visitors did not scroll enough to read advisors' profiles, and 30 % of visitors on *Galerie* page do not know that there is a description text. People do not seem to pay much attention to the whole text on the homepage (under the H1 heading).

**Q4: Which existing links lead the most people on the website and which may have the biggest SEO power?**

*Ona.idnes.cz*, *Facebook* and *Vyzivovi-poradci.cz* were in the past year the most powerful websites in terms of bringing unique visitors to Institut kompliment's web pages. Important was also *Firmy.cz*, since it brought highly relevant visitors. As to the links with the biggest SEO power, different tools order them differently; to the most influential count those from *Ona.idnes.cz*, *Novinky.cz*, *Firmy.cz*, *Dama.cz*, *Toprecepty.cz*, *Vitalia.cz*, and backlinks from the Slovak version of the website.

## **II. PROJECT**

## 10 CREATING SEARCHER PERSONAS

A searcher persona embodies a particular type of the company's website visitor, who has a particular goal and behaviour and is important for the company's business. I will make a list of the "personas", who could take advantage of Institut kompliment's services. The personas will be taken into consideration in further recommendations.

### 10.1 A Searcher Directly Looking for Institut kompliment

**"I want to know what they do – briefly and quickly."**

These people might have got to know Institut kompliment from online articles, mentions in magazines, etc. During their first visit on the website they require quick information about what the company does, in order to find out, if its service is interesting for them. They might search for terms such as *Institut kompliment Brno, Gabriela Knosová / Kristýna Galová* (names of the advisors), etc.

**"I am interested in the company, and I want to know more."**

These people decided to learn more about the company, they evaluate if they should visit the company. They should be led to sign up for a free first consultation. This should be the primary goal – the objective is not to sell the programmes themselves via the Internet, but to sell the opportunity to have a first non-binding meeting for free (the selling part will be conducted during this face-to-face meeting).

**"I want to get in touch with Institut kompliment."**

These people have already browsed the website, and they visit it again just to contact the company. It is essential to provide them quick access to the contacts, the form to sign up and quick information about how to become a client.

### 10.2 A Searcher Who Monitors the Possibilities of Losing Weight

**"I want to lose weight in the region of Brno."**

People who decided to lose weight with the help of professionals make searches with adding the geographical location in the search term. First task for the company is to show up in the SERP for various search terms, defined already in the analytical part of the thesis. These people are open to consider more providers, so when they click through to the web-

site, it is vital to inform them quickly about unique benefits of the programmes (why they should decide for Institut kompliment), and make them sign up for a non-binding first consultation.

**“I want to lose weight in Brno by Lunch Box Diet.”**

Lunch box diet (in the “krabičková dieta”) is a service of diet food home delivery. The analytical part of the thesis says that *krabičková dieta Brno* is searched 720 times a month (590 exact match) on Google and 1580 times a month (exact match) on Seznam. These people might be interested in Institut kompliment, since their goal is losing weight. Institut kompliment must persuasively describe disadvantages of lunch box diet, and say why Institut kompliment’s method is better.

**“I want my husband to lose weight.”**

There are also women who want their husband to lose weight, and hence proactively look for the options. They need to know that a weight loss centre can provide a programme for men. They search terms such as *hubnutí pro muže Brno*, *dietolog Brno*, etc. Even though Institut kompliment is primarily focused on women, they should show that also men are welcome.

## 11 STRUCTURE OF THE WEBSITE

On the basis of the keyword research and common sense, I suggest some changes to the structure of the website. The criteria are:

- navigating visitors effectively (by making the menus less confusing, so that visitors know what to expect on single pages and where to find the information they look for),
- having a separate webpage for each key phrase group (one key phrase group is a group around one core keyword).

I tried to keep the structure as similar as possible (it is a franchise business, so the Czech website should not differ much from the Slovak one), but still to make changes which should significantly influence the orientation of visitors on the website, and to create a solid platform for optimizing the web pages for search engines.

### 11.1 Horizontal Menu

Table 12 – Horizontal menu (suggestion for the structure, names of the items)

Position	Today's Name of the Button	Suggested Name of the Button	Explanation of the change
1	Hubnutí - Programy - Hubnutí - Formování postavy - Kontrola hmotnosti - Poradenství	Programy - Přehled programů - Hubnutí - Formování postavy - Udržování štíhlosti - Poradenství	The names were changed for better navigation of the visitors. Page <i>Poradenství</i> should be optimized for <i>Nutriční poradenství Brno</i> , page <i>Hubnutí</i> for <i>Individuální kurzy hubnutí</i> , page <i>Přehled programů</i> for <i>Programy redukce váhy Brno</i> .
2	Institut kompliment - Úvod - <i>Missing (Why to choose us)</i> - Dárkové poukazy - Kariéra - Partneři	O nás - O nás - <i>Proč hubnout s námi</i> - Dárkové poukazy - Kariéra - Partneři	The names were changed for better navigation and saving space in the menu. A new item was added to highlight benefits, and hence persuade the customers to sign up for a consultation.



3	Dieta, cvičení... - Dieta - Cvičení - Edukace - Odborné vedení	Co vás čeká - Dieta - Cvičení - Vzdělávání - Odborné vedení	The button's name was changed for better navigation (Dieta, cvičení... is confusing). Page Dieta is suggested to be optimized for <i>Dietologická poradna Brno</i> , Cvičení for <i>Cvičení na hubnutí Brno</i> .
4	Výsledky hubnutí - Galerie - Čísla	Výsledky hubnutí - Galerie - Statistiky	The names were changed in order to express the content better.
5	Edukační materiály - Kniha + Autorka + Čtenáři (grouped together) - <i>Missing (a new book FRESH diet)</i> - Edice	Pomůcky - Kniha Redukční dieta - <i>Kniha FRESH diet</i> - Další vzdělávací materiály	The name was changed to Pomůcky for saving space in the menu. Items were grouped for better navigation. <i>Kniha FRESH diet</i> is a new educational source for clients. "Edice" is suggested to be changed since it is not clearly understandable.
6	BMI	BMI	
7	Zeptejte se - <i>(missing) FAQs</i> - <i>Ask about losing weight</i>	Ptáte se - <i>Často kladené dotazy</i> - <i>Poradna</i>	FAQs were added for users to gain quick information.
8	Novinky	Novinky	
9	Kontakty	Kontakty - <i>Kontakty</i> - <i>Výživový poradci</i> - <i>Jak se stát klientem</i>	<i>Výživový poradci</i> was added to target important key phrase <i>Výživový poradce Brno</i> (SEO reasons), <i>Jak se stát klientem</i> to better navigate visitors.

### 11.1.1 Renaming and Reordering Items in the Horizontal Menu

I recommend renaming most of the horizontal menu items because of two main reasons: to make them more precisely depict the content (hence make it easier for users to get oriented in the website structure), and to make the names of the items shorter (space problem).

The reason for reordering the items is making the structure more logical and user-friendly (e.g., it is a matter of habit that the contact page is at the end of the menu).

### 11.1.2 Educational Materials

If the button *Edukační materiály* were renamed to *Pomůcky*, we would save precious space in the horizontal menu.

Under the menu item *Edukační materiály* there are four pages, but actually three of them concern a book which is used as an educational source for the clients (and sporadically it is sold to people who do not participate in a weight loss programme). Dividing the content in the three pages (*Knihy + Autorky + Čtenáři*) is confusing for the website visitors, and does not even have any sense. Unifying the content to the page *Knihy Redukční diety* (Book Redukční dieta) is here hence recommended.

Institut kompliment's founder has recently released a publication *FRESH diet*, I recommend creating a new web page about this book.

I would also rename *Edice* to *Další vzdělávací materiály*, because the name word *edice* is not a typical Czech expression, and it does not depict the content of the page precisely.

### 11.1.3 Splitting the Content of “Zeptejte se” Section

In the section *Zeptejte se* there are currently answers to general questions about losing weight, which are one by one uploaded once a week. The purpose of this activity is to keep the website updated, and hence giving the signal to search engines and visitors, that the site is “alive”, and building the professional image of the centre.

However, there is no FAQ (frequently asked questions) section about the company itself and its services. Because the website is quite complex (there is a lot of information on it), I suggest implementing this section into the website. In FAQ the company do not only provide visitors with quick information, but also stress the company's strengths, which should enhance the interest of the visitors in the company's services. The FAQ section should be additionally used as a tool of link building – there would be internal links with proper anchor texts linking to other pages on the website.

Splitting the section *Zeptejte se* (Ask us) in two parts – *Často kladené dotazy* and *Poradna* (FAQ and Ask about losing weight) and renaming the section to *Ptáte se* (You are asking)

or *Vaše otázky* (Your questions), to depict the content of the section more precisely, seems to be a good solution.

#### 11.1.4 Splitting the Content of the Contact page

*People* are considered one of the key factors of business success of service oriented companies. However, as already highlighted in the analytical part of the thesis, only 64 % of visitors on the *contact page* scroll down enough and see the faces and names of Institut kompliment's advisors, and even less people read their profiles. Moreover, the visitors may have no idea that the profiles of the advisors are situated on this page. Therefore, I suggest splitting the content of the webpage into two: *Contacts* (with contacts and the sign-up form) and *Nutrition Advisors*. Moreover, this step will be useful for SEO, which will be described further.

Having in mind one of the searcher personas ("*I want to get in touch with Institut kompliment*"), I recommend creating a new page *Jak se stát klientem* (How to become a client), where the process of becoming a client would be described – what will happen on the first non-binding consultation, what will follow afterwards, plus, of course, the sign-up form and contacts should be added. Including a short story could be persuasive (e.g. a woman who describes how shy she was to sign up for the non-binding consultation, however, the meeting with a kind advisor ran smoothly, and she decided to become a client on her own will, nobody pushed her into the decision).

## 11.2 Left Side Menu

Table 13 – Left side menu (suggestion for the structure, names of the items)

Position	Today's Name of the Button	Suggested Name of the Button
1	<i>Missing (List of Programmes)</i>	<i>Přehled programů</i>
2	HUBNUTÍ kompliment <sup>®</sup>	HUBNUTÍ kompliment <sup>®</sup>
3	FORMOVÁNÍ POSTAVY kompliment <sup>®</sup>	FORMOVÁNÍ POSTAVY kompliment <sup>®</sup>
4	KONTROLA HMOTNOSTI kompliment <sup>®</sup>	UDRŽOVÁNÍ ŠTÍHLOSTI kompliment <sup>®</sup>
5	PORADENSTVÍ kompliment <sup>®</sup>	PORADENSTVÍ kompliment <sup>®</sup>

The left side menu is particularly important, because people click on its items often. However, the four items there are confusing: people do not know that these are four different

programmes offered by Institut kompliment. Therefore, I suggest including *Přehled programů* (List of Programmes) item to be the top button, and graphical depiction showing that the four items are four programmes.

UDRŽOVÁNÍ ŠTÍHLOSTI instead of KONTROLA HMOTNOSTI sounds not only better, but people can better imagine what it means.

### 11.3 Right Side Menu

Table 14 – Right side menu (suggestions for structure, names of the items)

Position	Today's Name of the Button	Suggested Name of the Button
1	OBJEDNEJTE SE NA BEZPLATNOU VSTUPNÍ KONZULTACI	Začněte dnes: rezervujte si nezávaznou konzultaci zdarma.
2	<i>Missing (Why to choose us)</i>	<i>Proč hubnout s námi</i>
3	<i>Missing</i> <i>(Special programmes:</i> <i>- Weight loss for men</i> <i>- Weight loss after birth</i> <i>- etc.)</i>	<i>Speciální programy:</i> <i>- Hubnutí pro muže</i> <i>- Hubnutí po porodu</i> <i>- apod.</i>
4	Hubneme pro zdraví 2012	Hubneme pro zdraví 2012
5	Facebook plugin	Facebook plugin
6	REDUKČNÍ DIETA Zhubněte za 28 dnů	REDUKČNÍ DIETA Zhubněte za 28 dnů
7	Dárkové poukazy (Gift vouchers)	-

I believe that there should be more powerful call to action than OBJEDNEJTE SE NA BEZPLATNOU VSTUPNÍ KONZULTACI (make an appointment for free), for example, Weight Watchers use *Get started today: check out a meeting for free*. The new formulation could be e.g. *Začněte dnes: rezervujte si nezávaznou konzultaci zdarma*. (Get started today: book a free non-binding consultation). I suggest that there is a pop up window with the form to fill in, instead of redirecting to the contact page.

As the second link in this menu, I propose *Proč hubnout s námi* (Why to choose us), since I consider this page not only interesting for people, but also influential in terms of ability to lead to conversion.

Institut kompliment's unique selling point is that they can help a wide range of people because of the individual approach. Therefore, I suggest including *Special programmes* to the menu – *weight loss for men, weight loss after birth*, etc. Some people could identify themselves with these special target groups, and would feel that the service is relevant for them. Not less important are the SEO reasons; people search these terms often, so the company could gain new visitors from search engines.

It might be better not to include fans' faces to the Facebook plugin, because in the Czech culture, losing weight is a delicate topic (which is proven also by the fact that Institut kompliment's Facebook fan page has much more visitors than people who become fans). The current *like box* could be replaced by a *simple like box* or a *like box showing stream* – the previews are shown in the Appendix 17.

I would not include the Gift vouchers to the menu, since this service does not have a significant impact on the company's business. They sell maximum a couple of vouchers a year, and mostly they are bought by people who already visited Institut kompliment and made a wish to be given this voucher.

## 12 SEARCH ENGINE OPTIMIZATION OF SINGLE WEB PAGES

The web pages, which are most vital for SEO, are in the following table. To each one I recommend fitting keywords that were proposed in the analytical part. The keywords are grouped into clusters; they are homogeneous inside the cluster, but heterogeneous to the keywords from other clusters. The most important keyword cluster logically belongs to the homepage.

Table 15 – Search engine optimization of the single pages

Place	Web page (Current name)	Cluster of keywords for which the web page should be optimized
1	Homepage	Hubnutí Brno <ul style="list-style-type: none"> <li>- Hubnutí v Brně</li> <li>- Zdravé hubnutí Brno</li> <li>- Hubnutí s odborníky</li> </ul>
2	Not existing yet (part of the page Kontakty now): <i>Výživoví poradci</i>	Výživový poradce Brno <ul style="list-style-type: none"> <li>- Výživová poradkyně</li> <li>- Hubnutí s poradcem</li> <li>- odborník na výživu</li> </ul>
3	Hubnutí – Dieta, cvičení... – Dieta	Dietologická poradna Brno <ul style="list-style-type: none"> <li>- Dieta Brno</li> <li>- Dietní poradna</li> <li>- Dietolog</li> </ul>
4	Not existing yet: page <i>Obezitologie Brno</i>	Obezitologie Brno <ul style="list-style-type: none"> <li>- Obezitolog</li> </ul>
3	Kompliment – hubnutí – poradenství	Nutriční poradenství Brno <ul style="list-style-type: none"> <li>- Nutriční terapeut</li> <li>- Nutriční poradkyně</li> <li>- Nutriční konzultace</li> </ul>
4	Hubnutí – Dieta, cvičení... – Pohyb – Cvičení	Cvičení na hubnutí Brno <ul style="list-style-type: none"> <li>- Cvičení pro redukci váhy</li> </ul>
6	Hubnutí – hubnutí – programy	Programy redukce váhy Brno <ul style="list-style-type: none"> <li>- Programy pro redukci váhy</li> <li>- Redukce hmotnosti</li> </ul>

		<ul style="list-style-type: none"> <li>- Redukční programy</li> <li>- Programy hubnutí</li> </ul>
	Kompliment – Hubnutí – Hubnutí	Individuální kurzy hubnutí
8	Special web pages which target specific groups of customers ( <i>Weight loss for men, Weight loss after birth...</i> )	Hubnutí pro muže Hubnutí po porodu Etc.

## 12.1 Homepage Optimization for “Hubnutí Brno”

The title of the page “Nejúčinnější program bezpečného hubnutí v Brně” (The Most Successful safe weight loss programme in Brno) proved to be powerful – it shifted the website to the first positions in SERPs for the most important key phrases *hubnutí Brno* and *hubnutí v Brně*. I would just suggest changing the word *bezpečného* (safe) to *zdravého* (healthy), because it is used in SE much more, plus it is more understandable and attractive.

The text under the heading *Nejúčinnější program bezpečného hubnutí v Brně* should be changed, because it is too general and not persuasive enough. It should be optimized for *hubnutí Brno* and its variations (*hubnutí v Brně, Individuální kurzy hubnutí, Zdravé hubnutí Brno*) and it can contain some internal links to important web pages. Also, the heading should be adjusted, as it is not recommended to have the same heading as the title.

I would suggest this text:

<h1> Zdravé hubnutí s odborníky v Brně: zhubne 98 % klientů” </h1>

- Naše programy hubnutí jsou individuální – po celou dobu se věnují [výživové poradkyně](#) jen Vám! (*link to the new page Výživoví poradci*)
- Po výživové konzultaci následuje [cvičení vhodné na hubnutí](#) přímo v našich prostorách, pokud to nevyklučuje Váš zdravotní stav. (*link to the page Cvičení na hubnutí Brno*)
- Podívejte se na naše [programy redukce váhy](#) nebo se rovnou objednejte na bezplatnou [nezávaznou konzultaci](#), kde Vám vše vysvětlíme. (*link to the*

page *Redukce váhy Brno*; second link – pop up window with the contact form)

## 12.2 Optimization for “Výživový poradce Brno”

By extracting of the advisors’ profiles from the contact page, a new page would be created, optimized for *výživový poradce Brno* (Nutrition advisor Brno).

I would recommend titling this page *Výživový poradce Brno: specialisté z Institutu kompliment*, and H1 heading *Naše výživové poradkyně a instruktorky při cvičení*. There should be a brief keyword-rich introduction paragraph, such as *Hubnutí s výživovým poradcem, který vás postupně seznamuje s pravidly výživy a pohybu, poradí s individuálními problémy a podrží při zátěžových situacích, je základem úspěchu. Naši odborníci na výživu, cvičení a hubnutí jsou vysokoškolsky vzdělaní, usměvaví a umí dodat tu správnou motivaci.*

Directly in the profiles there should be at least once used the key phrase **výživová poradkyně**, better in the combination **výživová poradkyně z Brna** (or they can use keyword Brno separately).

Because people are crucial in personal services, I would suggest creating a separate website for each advisor, which would contain more information (such as personal mottos, education, customer reviews...), and photos of the advisors (or even videos, there were already some shot in cooperation with media, e.g. Prozeny.cz). These pages should be optimized for the names of the advisors – *Kristýna Galová, Gabriela Knosová, Katarína Slyšová*, because Institut kompliment uses the advisors’ names in its PR activities, so some internet users search directly for these names.

## 12.3 Optimization for “Dietologická poradna Brno”

The page [www.komplimentinstitut.cz/website/mainmenu/dieta-cviceni/dieta/](http://www.komplimentinstitut.cz/website/mainmenu/dieta-cviceni/dieta/) describes one of the four key elements of the programmes – *diet* (the other three are physical training, education and professional leading). I suggest optimizing the page especially for *Dietologická poradna Brno*.

My suggestion on the title is *Dietologická poradna Brno – dieta na míru v Institutu kompliment*. First heading would remain *Dieta* and fist paragraph could run *Naši dietologové vás naučí stravovat tak, abyste zhubli a novou hmotnost si udrželi. Informace o dietě vám*



*budou dodávat postupně tak, abyste si **dietní jídelníček** správně osvojili. Ke konci programu plynule přejdete z **dietního** stravování na energeticky bohatší jídelníček pro udržení dosažené hmotnosti.*

For the optimal distribution of the key phrases, the term *dietologická poradna* should be further once more repeated, e.g. in the sentence: *Na **dietologickou poradnu** Institut kompliment se můžete 100 % spolehnout.*

#### 12.4 Optimization for “Obezitologie Brno”

Obezitologie is the fourth most important keyword; it is not used on the website yet, so its inclusion should bring new potential customers to the website. No existing page is suitable to be optimized for this keyword, therefore I suggest creating a new one with the title **Obezitologie Brno** and internal link *Rizika spojená s **obezitou*** (it could be placed e.g. to the bottom of the page or to the bottom of the right side menu). It would describe what the negative health impacts of obesity are, and how Institut kompliment can help.

#### 12.5 Optimization for “Nutriční poradenství Brno”

The title of this page (<http://www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/poradenstvi/>) could be **Nutriční poradenství v Institutu kompliment Brno**, the first heading **PORADENSTVÍ kompliment®** and the first paragraph *Nabízíme i samostatné **nutriční poradenství** (bez cvičení) pro klienty s nadváhou a obezitou, kteří ze zdravotních důvodů nemohou absolvovat pohybový program. Věděli jste, že změna stravování tvoří 70 % úspěchu v hubnutí?*

In case the picture remains the same, its ALT attribute could be *Vzdělávací materiály při **nutričním poradenství**.*

#### 12.6 Optimization for “Cvičení na hubnutí Brno”

The page [www.komplimentinstitut.cz/website/mainmenu/dieta-cviceni/pohyb-cviceni/](http://www.komplimentinstitut.cz/website/mainmenu/dieta-cviceni/pohyb-cviceni/) is the only one which specifically concerns the topic of physical training, for that reason it should be optimized for *cvičení na hubnutí Brno* (exercising for losing weight Brno).

The proposed title is **Cvičení na hubnutí – Institut kompliment Brno**, the heading **Cvičení podporující hubnutí** and a keyword-rich first paragraph: **Cvičení zvyšuje výdej energie a podporuje hubnutí, proto cvičí všichni naši klienti s výjimkou těch, kterým to neumožňuje**

jejich zdravotní stav. Každý trénink je vysoce efektivní, energii čerpáte přednostně z tuků. Přitom **cvičení** trvá jen 30 minut, protože se vaše tělo již před **cvičením** (během výživové konzultace) zahřívá, a tím se nahrazuje rozcvička. Přečtěte si [více o termoterapii](#).

The link should lead to a special web page, which would describe the method (thermotherapy) more precisely.

I also suggest highlighting some interesting facts concerning exercising, for example: *Věděli jste, že lze přednostně zhubnout v partiích, která vás nejvíce trápí? Naše dlouholeté zkušenosti ukazují, že cílený trénink lze zaměřit na vybrané partie a zhubnout právě tam.*

## 12.7 Optimization for “Programy redukce váhy Brno”

The page [www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/programy/](http://www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/programy/) serves as an introduction to the different types of programmes Institut kompliment offers, therefore, I suggest optimizing it for *Programy redukce váhy Brno* (Weight loss programmes Brno) with the title *Programy redukce váhy a hubnutí – Institut kompliment Brno* and the H1 heading *Redukční programy kompliment®*.

Since Mouseflow analysis showed that people do not mostly scroll down to see the whole list of programmes, I suggest illustrating that there are four programmes in an understandable way. This may be done by a static picture or an interactive flash picture aligned to the right, while there would be a textual introduction to the programmes on the left (see a possible solution in Appendix 18).

In the text, the key phrases *programy pro redukci váhy*, *redukce hmotnosti*, *redukční programy* and *programy hubnutí* should be naturally used.

## 12.8 Optimization for “Individuální kurzy hubnutí”

The page [www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/hubnuti/](http://www.komplimentinstitut.cz/website/mainmenu/sluzby-kompliment/hubnuti/) describes the most common weight reduction programme by Institut kompliment. The programme does not have any specific name; currently it is named just *hubnutí* (slimming).

To make this page optimized specifically, I propose key phrase *Individuální kurzy hubnutí*. The title could run *Individuální kurz hubnutí Institutu kompliment Brno*, the main heading *HUBNUTÍ kompliment®* and the first paragraph *Program HUBNUTÍ kompliment® je standardním individuálním kurzem hubnutí Institutu kompliment. Je typický kombinací*

*výživového poradenství a cvičení, díky kterým se dosahuje vysokých úbytků hmotnosti.* The key phrase should be repeated in the ALT attribute in the description of the picture.

## 12.9 Optimization for Special Keywords

There are other key phrases which could bring some relevant visitors to the page, although they are not that important as key phrases mentioned above.

I see a niche in targeting special groups of the population, the analysis showed some potential groups such as men (weight loss for men) or women after giving birth. *Hubnutí po čtyřicítce* (Losing weight after forty) is also popular search term with possibility to focus on. Institut kompliment may add other groups of population to show that they can help almost anybody.

### 12.9.1 Hubnutí pro muže

Creating a new web page *Hubnutí pro muže* (and linking to it from the right side menu) seems a good idea from several reasons: first, even though Institut kompliment targets especially women (the graphics is typically feminine), they want also men to participate in the programmes, so showing visibly that men are also “welcome” may help to take advantage of this business opportunity. Secondly, *hubnutí pro muže* is an often searched term, while the competition seems rather low, so there is a real chance to rank for this phrase in search engines. I recommend optimizing it rather on *Hubnutí pro muže Brno* to attract geographically relevant audience.

### 12.9.2 Hubnutí po porodu

Both Seznam and Google suggest the phrase *hubnutí po porodu* (losing weight after giving birth) – it is a very popular search term. However, the competition for this phrase is quite strong, so optimizing the page for *hubnutí po porodu Brno* could be the way.

It is a problem which concerns many women, so the page *Hubnutí po porodu Brno* could be interesting also for the website visitors who did not specifically searched this key phrase.

### 12.9.3 FAQ

Institut kompliment can also effectively work with key phrases in *Frequently Asked Questions* (I recommend creating this section). For example, Google suggests a phrase *jak*

*zhubnout problémové partie* (how to lose weight in problematic zones) and there is not such a big competition for this key phrase. To rank for this search term, Institut kompliment can add a question *Jak zhubnout problémové partie? Lze se na ně zaměřit?* to the FAQ section, and create a separate page for this query, optimized for *jak zhubnout problémové partie*. In this case, Institut kompliment may not only rank for the search term in search engines, but also inform about its strength. While many weight loss advisors claim that it is not possible to focus on particular body zones, in order to lose weight primarily there, Institut kompliment's experience shows that thanks to the focused training, it is possible.

## 13 LINK BUILDING STRATEGY

On the basis of the link building analysis which was made, I propose some improvements to the existing backlinks, as well as suggest ways of developing the backlink profile (both one-time and ongoing activities).

### 13.1 Local Business Listings

The company is not registered in some important business directories yet; on the basis of the analysis which was made, I suggest adding it at least into these directories: *Klikni.cz*, *Hbi.cz*, *Adresarfirem.cz*, *Firmyvbrne.cz*, and making improvements to the existing local business listings: *Firmy.cz*, *Google Places*, *Najisto.cz*, *Sluzby.cz* and *Zlatestranky.cz*. Deeper cooperation with the business directory *Vyzivoviporadci.cz*, which specializes on nutrition advisor services, is highly recommendable.

#### 13.1.1 Firmy.cz

The current description is “Nabízíme individuální **programy zdravého hubnutí v Brně**. Program zahrnuje pravidelné konzultace výživy, po nichž vždy následuje **cvičení**. **Přirozené hubnutí** bez doplňků stravy s **výživovými poradci** a specialisty na **cvičení**, kteří jsou tu vždy pro vás.”.

I suggest a new description “**Zdravé hubnutí v Brně s výživovými poradci** a odborníky na **cvičení**. **Redukční programy** zahrnují individuální **nutriční poradenství**, po kterém vždy následuje účinné **cvičení na hubnutí**. Naši **dietologové** jsou tu vždy pro vás.”.

The new text is richer on keywords and uses qualifiers which were evaluated as the best in the analytical part. The most important key phrase (*hubnutí v Brně*) was shifted to the beginning of the description. Newly it uses key phrase *nutriční poradenství* and the keyword *dietolog*. I decided not to include one of the suggested core keywords – *obezitologie* – here, because it does not sound very attractive (the listing has not only SEO function, but also persuasive marketing function).

#### 13.1.2 Google Places

Institut kompliment should write a keyword-rich description to the listing, upload up to ten pictures (and up to five videos) and motivate their customers to leave positive review on the Google Places profile, in order to build a positive PR and boost ranking, as already

discussed in the theoretical part. The reviews should not be written very shortly after each other (e.g. within a week), it should be long term activity.

Similar changes (like to *Firmy.cz* and *Google Places listings*) should be made also to the listings at *Najisto.cz*, *Sluzby.cz* and *Zlatelystranky.cz*.

### 13.1.3 Vyzivoviporadci.cz

In the analytical part it was proved several times, that the site *Vyzivoviporadci.cz* plays an important role in Institut kompliment's promotion. It is an important referral site, and it ranks well in search engines for the relevant search terms such as *výživový poradce Brno*.

On the page for Brno region at *Vyzivoviporadci.cz*, Institut kompliment is listed as ninth, which means that visitors must scroll to see the listing. The administrators claim that the position in the list was defined by the date of registration – who registered first, is first in the listing. However, I recommend contacting the administrators proactively and discussing the possibilities of promotion – both paid and unpaid cooperation. For example, they a section for articles there, but it is not updated. Institut kompliment can offer providing them unique articles just for a backlink and mentioning the company as the author. The hyperlink should contain a wisely chosen anchor text – e.g. *Výživoví poradci z Institutu kompliment Brno*, linking to the Institut kompliment's web page optimized for *výživový poradce*.

Institut kompliment should add more photos to the profile and promote its events on this website (both are for free).

## 13.2 Partnerships

### 13.2.1 Partners on the Website

Institut kompliment should reconsider the list of partners to whose websites they refer, or improve cooperation with them. For example, they refer to *laurea.cz*, but the backlink from this site is located on a web page <http://www.laurea.cz/nasi-partneri.html>, which is not connected by any link to any other Laurea's web page. Institut kompliment may ask Laurea to place the link to Institut kompliment's webpage on Laurea's homepage, or at least to promote the partner page on the homepage.

They should delete the link to *Augustiniánský dům* (it had its reason before, but not anymore).

Institut kompliment owns, next to the Slovak website, also *www.freshdiet.cz*. They should make use of it and create several links with strong anchor texts, pointing to different pages of Institut kompliment's website.

### 13.2.2 Suggestions on New Partnerships

Collabim Site Finder showed us, that a suitable partner for Institut kompliment would be (among others) *Sjidelnicek.cz*. This website does not seem to be connected to any commercial website, so this is a chance for Institut kompliment to build a both side beneficial partnership. *Sjidelnicek.cz* ranks extremely well in search engines (Appendix 19) for *dietní jídelníček* (1<sup>st</sup> on Seznam, 2<sup>nd</sup> on Google.cz), *jídelníček na hubnutí zdarma* (2<sup>st</sup> on Seznam, 3<sup>rd</sup> on Google.cz), *jídelníček na hubnutí* (1<sup>st</sup> on Seznam, 4<sup>th</sup> position on Google.cz) and others like *dietní večere*, *dietní snídaně...* These search terms may lead tens of thousands of visitors per month to the website, however, the website is not professional, its content is not very useful, so the bounce rate is probably high. Therefore, they might appreciate cooperation with Institut kompliment, supplying them with attractive content, e.g. diet recipes including photos, and quality diet menu for downloading (or more diet menus – specifically breakfasts, lunch, supper menus...). Institut kompliment may want a quality backlink to their website, and a logo plus a backlink inside the material for downloading.

Analysis also showed that the cooperation with *Toprecepty.cz* (providing them by recipes for a link) was a good idea, because the links are powerful and still bring visitors to the website. Therefore I suggest renewing the partnership. There should be always the word *dietní* in the recipe name (and it should be in the category *dietní recepty*). Often searched terms are e.g. *jáhly dietní recepty* (415), *dietní pomazánky* (326), *šmakoun dietní recepty* (321), *dietní buchta* (240), *čočkový salát dietní* (198), *dietní polévky* (191), *tvarohová pomazánka dietní* (179), *červená čočka dietní recepty* (165), *dietní saláty* (151), *dietní dezerty* (147), *dietní bramborový salát* (130), *dietní těstovinový salát* (106), *dietní koláč* (109), *dietní dort* (94), *dietní rizoto* (64), *dietní svačiny* (71), *dietní sušenky* (63), *dietní zeleninový salát* (56) – the numbers in the brackets are search volume per month on Seznam.cz.

If they do not plan to expand to Prague, they may consider finding a link building partner – a good weight loss centre, which is located in Prague and hence is not a competitor. There is not only SEO benefit of referring to each other's website, but also passing geographically relevant visitors to each other.

Partnership with *Vyzivovi-poradci.cz* has already been mentioned.

### 13.3 Working with Reviews and Recommendations

In the weight loss enterprise, recommendations play an extremely important role. Institut kompliment should not only rely on word-of-mouth references, but they should also support creating online recommendations.

Asking the clients to write a review to Institut kompliment's listing on *Google Places* was already mentioned, customer stories and statements in media have already been successfully used by Institut kompliment as a part of PR strategy. However, they should go further.

People actively search for discussions about Institut kompliment (according to *Seznam.cz*, fifteen searches a month are made with the query *Institut kompliment diskuze*, and one with *Institut kompliment názory*), and the forum on <http://www.omlazeni.cz/brnensky-institut-kompliment-38-107453-0.html> ranks well for the search term *Institut kompliment*. Institut kompliment should ask their satisfied customers to leave positive messages in this discussion, and they can also actively start a new discussion on a well rank website, optimized for *Institut kompliment diskuze*. Institut kompliment should not write the references by themselves, but motivate their customers to do so.

*Site Finder* by *Collabim* revealed other discussions worth participating in:

- <http://omlazeni.cz/dobry-dietolog-v-38-37908-0.html>
- <http://omlazeni.cz/dietologie-hrazena-pojistovnou-38-66719-0.html>
- <http://www.omlazeni.cz/nutricni-poradce-brno-38-311523-0.html>
- <http://www.omlazeni.cz/nutricni-terapeut-v-38-285904-0.html>
- <http://diskuse.doktorka.cz/dietolog-nutricni-terapeut-zkusenosti/archiv/0/>

Institut kompliment could better work with recommendations on their own website. For example, to different web pages they can add notices with brief customers' statements (regarding different topics dependent on the topic of the web page, on which the reference is located), and / or inserting such notices in the right side menu (they would be changing one by one automatically, with possibility to shift them manually, and by clicking on them, the visitors would be redirected to the existing reference pages in *Galerie* section). In the *Galerie* section, I suggest changing the layout of the pages, so that not only the pictures, but also the texts would be displayed on the screen without the necessity to scroll down.



### 13.4 Online Media Relations

Since Institut kompliment communicates with journalists regularly, they should incorporate link building activities into their PR strategy. For example, they should start including links with desired anchor texts to their press releases. Many media will delete these links, but I am convinced there will be some online media who will maintain the links.

Secondly, Institut kompliment should track how different media work with the links; in the right situations, they can actively ask for backlinks with suitable anchor texts, or ask cooperating media politely for modifying the existing anchor texts, especially on highly valuable referral web pages.

Mutually beneficial is providing media partners with unique content for a backlink with the desired anchor text as reciprocity. However, they should check if the backlink does not have *nofollow* attribute.

For example, they can ask *Sportuj.cz* website, if they can publish an article on the unusual exercising method they practise in Institut kompliment, and / or support the website with diet recipes.

## 14 OTHER RECOMMENDATIONS

### 14.1 “New Products” based on the Keyword Research

Institut kompliment can enhance the traffic on their websites by making new products on the basis of the keyword research results. I have already mentioned creating special web pages *Hubnutí pro muže*, *Hubnutí po porodu* and *Hubnutí po čtyřicítce*, which would describe how Institut kompliment can help people from these specific target groups.

#### 14.1.1 Materials for Downloading

However, they can go further, and offer something for free – manuals, instruction videos, diet menus. The topics should be inspired by the keyword research, and competition for the keywords should be checked.

For example, the Czech versions of search queries like *diet menu*, *diet menu for free*, etc., are very popular search terms on the Czech internet. The competition for *dietní jídelníček / jídelníček na hubnutí* is very strong both on Google and Seznam, however, *dietní plán* (diet plan) is much more competitive, while its search volume is still high (404 searches per month on Seznam, 390 searches on Google). Creating a diet plan, offering it free for download, and building a new page optimized for this keyword may lead many new visitors to the website. If the download is conditioned by entering an e-mail address (for sending the document by electronic mail), they would gain new contacts to the database of potential customers.

Also *Dietní večeře* seems like a nice niche (792 searches per month on Seznam, 480 on Google), as well as *Dietní oběd* (263 Seznam, 210 Google). I recommend creating such pages on Institut kompliment’s website, linking to them from the homepage (or the right side menu), offering materials to download and creating some backlinks. Later they should monitor, how well the pages rank in search engines, and evaluate the business impact (e.g. by measuring the conversions – *download* and *signing up for a free consultation*). If these activities prove profitable, Institut kompliment may want to invest more money and time e.g. to link building (in order to improve ranking of these pages).

If the manuals are well done and useful for people (they should not be made only for SEO benefits), they can be offered, for example, in discussions in forums, especially in those which rank high for the search terms.

### 14.1.2 Video Tutorials

Video tutorials are growing on popularity. Institut kompliment could be the first Czech weight reduction centre to offer useful video tutorials to people. There are already tutorials for exercising, but not many videos discussing diet. Competition for *hubnutí video* (btw. this term is suggested by Google) is still exceptionally low. In the theoretical part, I mentioned the trend towards blended results: for some types of search terms, pictures and videos are additionally shown in SERPs, which naturally attract attention. If the company creates a video on an attractive topic, and include well chosen keywords into the video name and video tag, the attention to the video may be effectively driven by search engines.

I recommend placing the videos on *YouTube* (and just embedding the *YouTube* video to Institut kompliment's website), because *YouTube* is a strong website, now even owned by Google corporation, which increases the probability of showing the video in search results.

A quality video with high information value can have a viral potential, and can be promoted in discussions, by bloggers, media partners, on Facebook fan page, etc.

## 14.2 “Stealing” Customers from the Competition

One of the searcher personas is “*I want to lose weight in Brno by Lunch Box Diet*”. Some of these people are just looking for options, not yet fully decided to lose weight in this way. There are many disadvantages and problems with quality of this service, which might be used to persuade people rather to choose Institut kompliment and their healthy, sustainable weight loss method.

Institut kompliment may create a special page with the title tag *Krabičková dieta Brno – nevýhody krabičkových diet*, targeting key phrase “krabičková dieta Brno”, and support it by backlinks (e.g. from Freshdiet.cz) and PPC advertising (Google AdWords, Sklik) displayed to people from the Brno region.

## 14.3 Raising Conversion Rate

Institut kompliment should experiment with raising the conversion rate (people signing up for a non-binding free consultation). First step is to set the conversion in Google Analytics; then they can test e.g. several variants of the *call-to-action button*. They can test changing the design, as well as the content of the button:

Now: OBJEDNEJTE SE NA BEZPLATNOU VSTUPNÍ KONZULTACI

Suggested: **Začněte dnes**: rezervujte si nezávaznou konzultaci zdarma.

The safest way is split-testing (*Google Analytics Content Experiments* function offers testing up to 6 designs of one page) and comparing the results in Google Analytics; they can also additionally use Mouseflow to compare mouse movements over the button (number of clicks is available in both programmes, but mouse movements only in Mouseflow).

Split-testing can be used also for other changes on the website.

There are many other ways of increasing the conversion rate, for example, including appealing call-to-action text to BMI calculation results, since the analytical part of the project showed that people pay attention to its content.

## 15 CONCLUSION

The idea behind this thesis was to help Institut kompliment with their business through making some improvements to their internet marketing activities. After studying literature and new trends in online marketing, the theoretical part was written with special focus on search engine marketing.

In the analytical part I met all the determined objectives. I found suitable keywords and key phrases for Institut kompliment (7 core keywords: hubnutí, výživový poradce, dietolog, obezitologie, nutriční poradce, cvičení, redukce váhy, and the most important qualifiers for each of them); on the most prominent pages I found out what people focus on and revealed places which are often unseen (because people do not scroll enough on a page), or people do not seem to concentrate on them (according to their mouse move activity). I also identified new possibilities for link building (e.g. I made a list of key business directories and relevant webs for trying to make cooperation with) and weaknesses of Institut kompliment's backlink profile (such as not working with anchor texts, not having Google Places account optimized, etc.). All the research questions were answered.

The objectives of the practical part of the thesis were met, as well. Especially on the basis of the keyword research I created a proposal on new website structure, which now contains pages specially optimized for the most important keywords and key phrases (they should serve as landing pages and increase organic traffic on the website). Moreover, the new structure was built to make the orientation on the website easier.

I suggested titles, headings and often also first paragraph of each important landing page, where I applied knowledge gained in the theoretical and analytical part of the thesis.

I outlined possible ways of improving the company's backlink profile (such as partnerships with [Vyzivovi-poradci.cz](http://Vyzivovi-poradci.cz), [Sjidelnicek.cz](http://Sjidelnicek.cz), renewing the partnership with [Toprecepty.cz](http://Toprecepty.cz), working with reviews and recommendations) and made other suggestions, e.g. starting to work with videos, making valuable content (not only) for downloading, and experimenting with the website, in order to raise conversion rate.

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## 17 LIST OF ABBREVIATIONS

LBL Local Business Listings

PPC Pay-per-click

PR Public Relations / PageRank

SEM Search Engine Marketing

SEO Search Engine Optimization, Search Engine Optimizer

SERP Search Engine Result Page

URL Uniform Resource Locator

## 18 LIST OF FIGURES

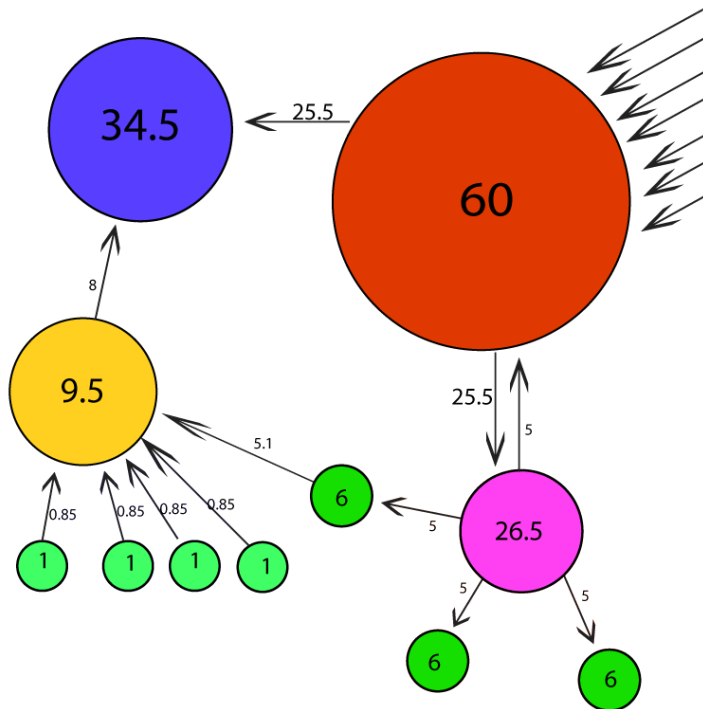
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## 20 APPENDICES

### APPENDIX 1: PAGERANK



Source: (McGehearty, 2010),

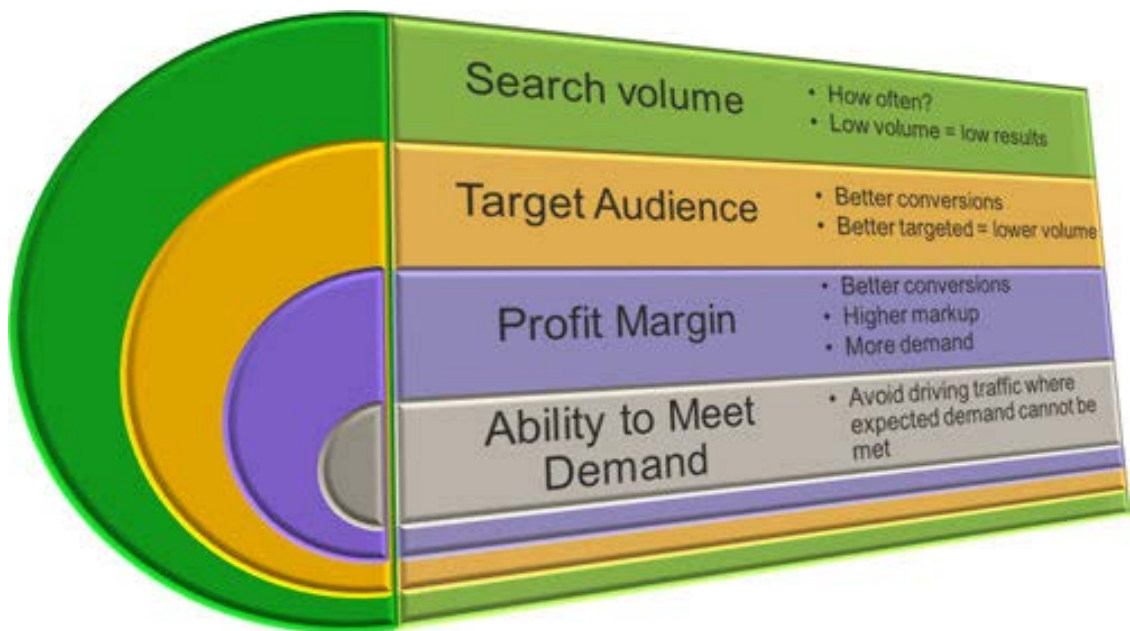
<http://globerunnerseo.com/wp-content/uploads/2010/01/PageRank.png>

### APPENDIX 2: BRAINSTORMING ON CORE TERMS



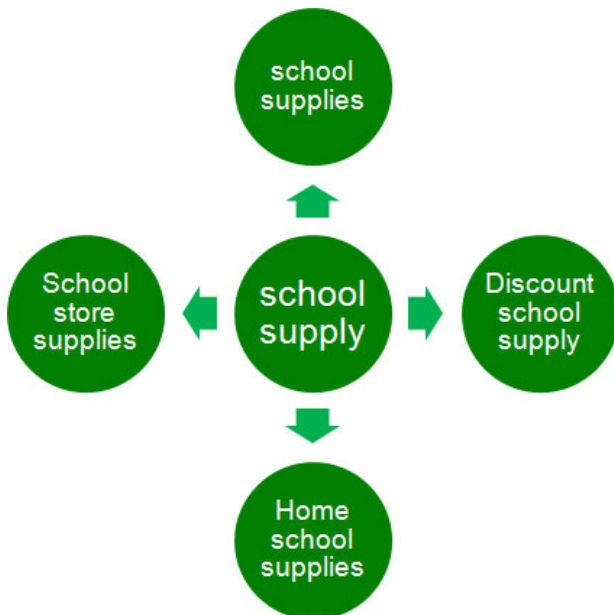
Source: (deGeyter, 2010)

### APPENDIX 3: FACTORS OF RELATIVE IMPORTANCE OF CORE TERMS



Source: (deGeyter, 2010)

### APPENDIX 4: SEARCH PHRASES FOR THE CORE TERM “SCHOOL SUPPLY”



Source: <http://static.searchengineguide.com/images/search-phrases.jpg> (deGeyter, 2008d)

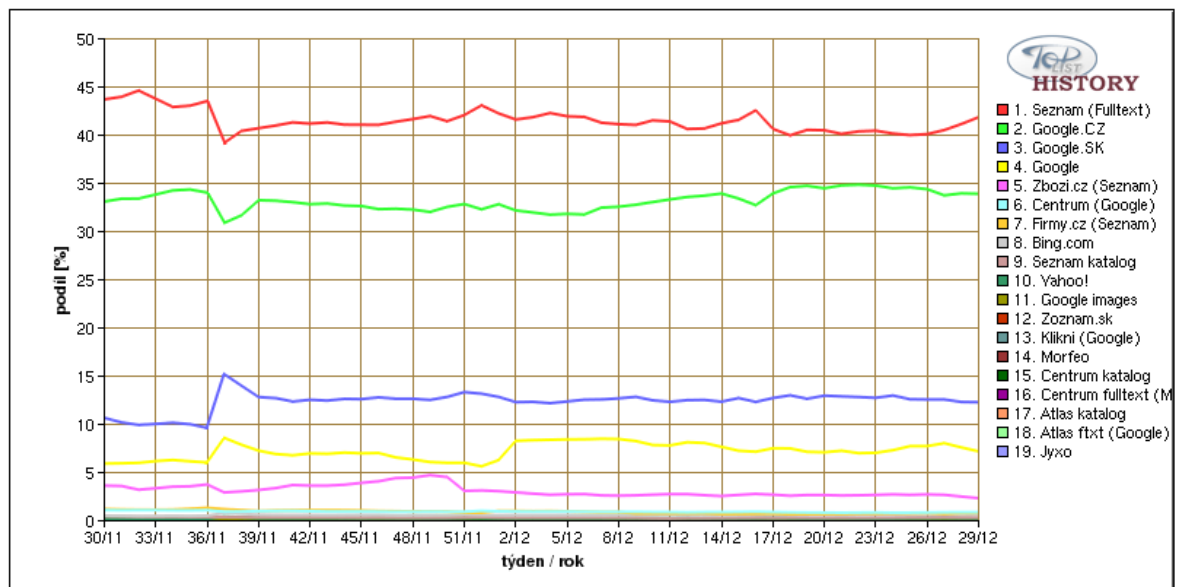


## APPENDIX 5: LONG TAIL: SEARCH QUERIES ARE GROWING LARGER

Percentage of Click-through Related to the Number of the Words in the Search Query			
Number of Words in a Search Query	January 2008	January 2009	Year-on-Year Change
1 word	20.96 %	20.29 %	-3 %
2 words	24.91 %	23.65 %	-5 %
3 words	22.03 %	21.92 %	0 %
4 words	14.54 %	14.89 %	2 %
5 words	8.20 %	8.68 %	6 %
6 words	4.32 %	4.65 %	8 %
7 words	2.23 %	2.49 %	12 %
8 words	2.81 %	3.43 %	22 %

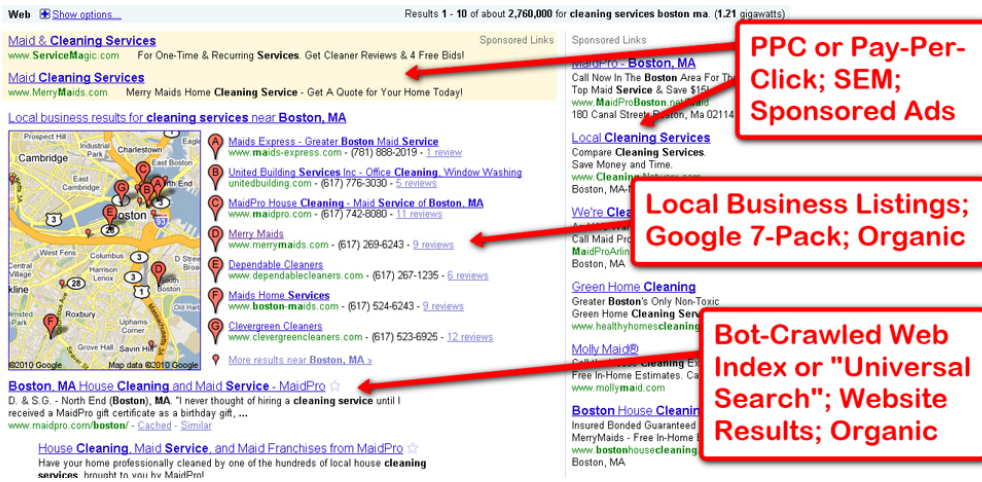
Source: Research conducted by Hitwise (Janouch, 2010, p. 34)

## APPENDIX 6: ESTIMATED SEARCH SHARES IN THE CZECH REPUBLIC



Source: Toplist.cz, July 2012

## APPENDIX 7: ANATOMY OF A LOCAL SEARCH RESULTS PAGE WITH LOCAL BUSINESS LISTINGS FOR “CLEANERS BOSTON MA”



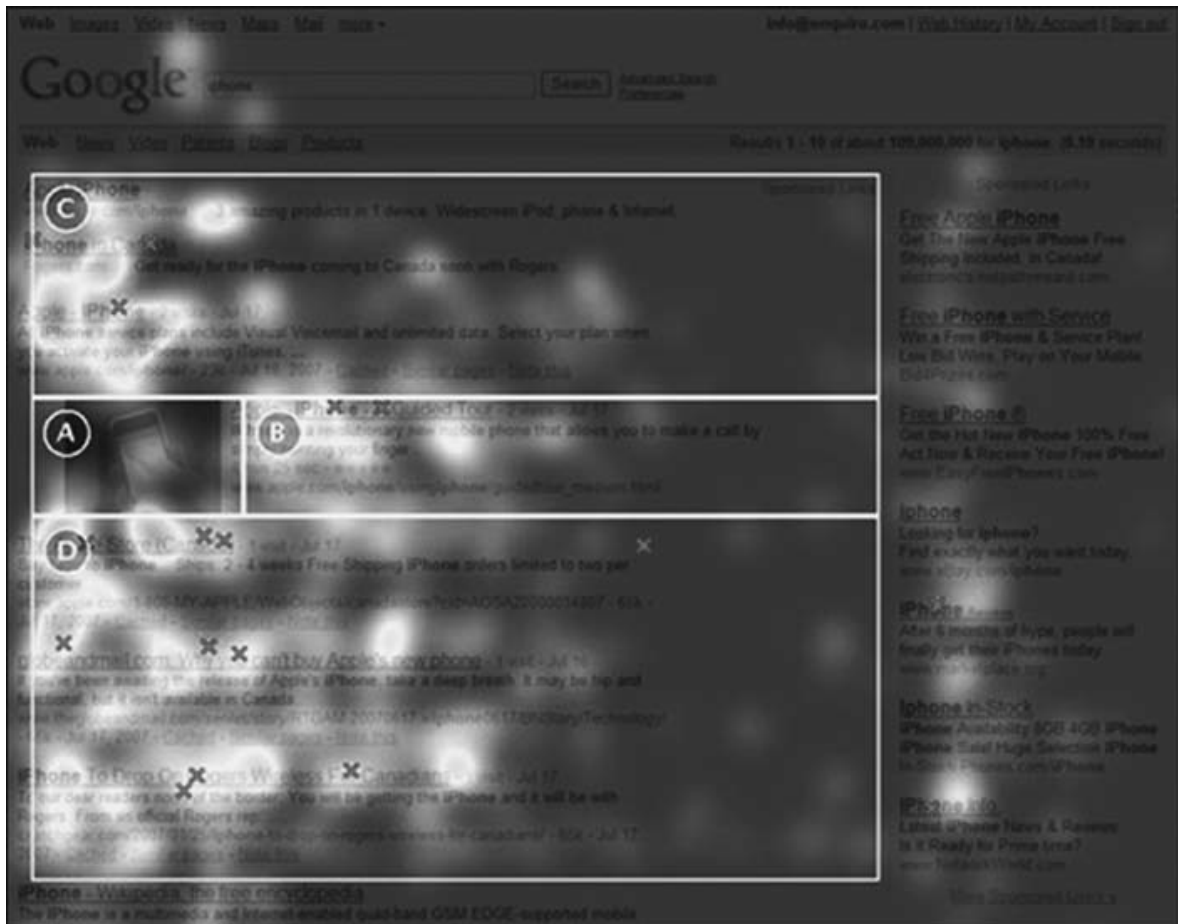
Source: <http://www.searchengineguide.com/Jing-Search-Results-Anatomy.jpg>

## APPENDIX 8: EYE TRACKING HEAT MAP – SEARCH RESULTS WITHOUT MULTIMEDIA CONTENT



Source: (Fox, 2010, p. 75). Research conducted by Enquiro.

## APPENDIX 9: EYE TRACKING HEAT MAP – SEARCH RESULTS CONTAINING A VIDEO



Source: (Fox, 2010, p. 132). Research conducted by Enquiro.

## APPENDIX 10 – KEYWORDS ON INSTITUT KOMPLIMENT’S WEBSITE

Page	Keywords
Kompliment – nejúčinnější program bezpečného hubnutí v Brně (Home-page)	Hubnutí, Program hubnutí, Brno, V Brně, redukce hmotnosti
Kompliment – Hubnutí	Hubnutí
Kompliment – Hubnutí - Programy	Hubnutí, Programy, program kompliment
Kompliment – Hubnutí – Hubnutí	Hubnutí
Kompliment – Hubnutí – Formování postavy	Hubnutí, Formování postavy, Programy na formování postavy
Kompliment – Hubnutí – Kontrola hmotnosti	Hubnutí, Kontrola hmotnosti, programy na kontrolu hmotnosti
Kompliment – Hubnutí – Poradenství	Hubnutí, Poradenství
Kompliment - BMI	BMI
Institut kompliment - Úvod	Institut redukce a prevence nadváhy kompliment, Institut kompliment
Kompliment – Dieta, cvičení.. – Dieta	Dieta, Cvičení
Kompliment – Dieta, cvičení.. – Pohyb – Cvičení	Dieta, Pohyb, cvičení
Kompliment – Dieta, cvičení.. – Edukace	Dieta, Cvičení, Edukace
Kompliment – Dieta, cvičení.. – Odborné vedení	Dieta, Cvičení, Odborné vedení
Kompliment – Výsledky hubnutí – Galerie	Výsledky hubnutí, Galerie
Kompliment – Výsledky hubnutí – Čísla	Výsledky hubnutí, Čísla
Kompliment – Edukační materiály - Kniha	Edukační materiály, kniha, Redukční dieta
Kompliment – Kontakty	Kontakty
Kompliment – Zeptejte se	Zeptejte se, Zeptejte se na hubnutí a diety

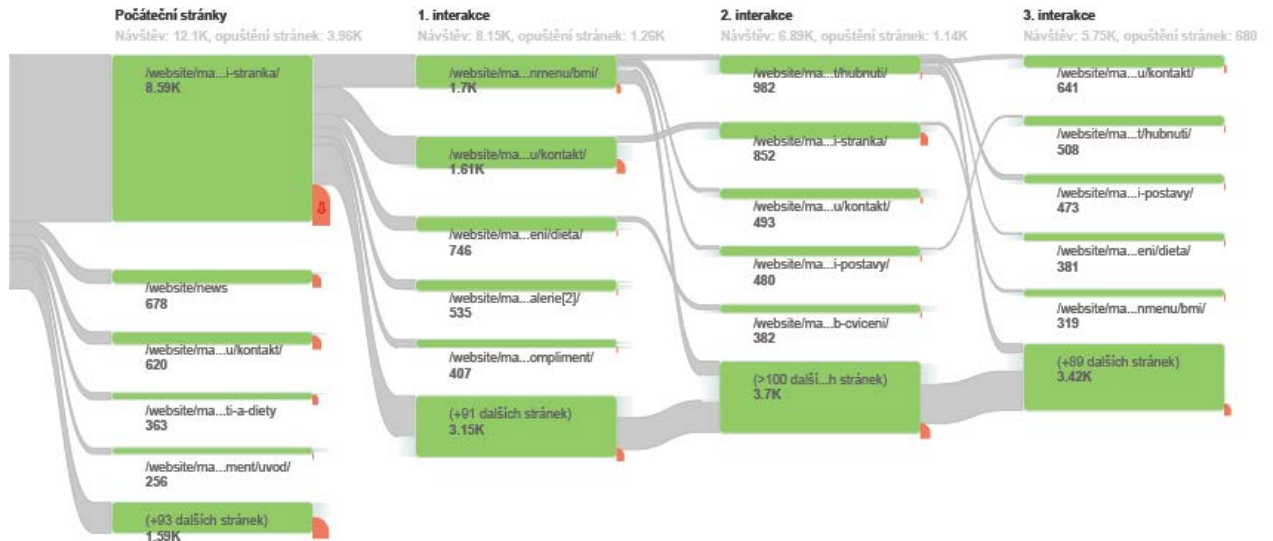
Source: Institutkompliment.cz

**APPENDIX 11: THE MOST VISITED INSTITUT KOMPLIMENT'S WEB PAGES**

<b>Number</b>	<b>Page</b>	<b>Unique visitors (SM)</b>	<b>% New visits (SM)</b>	<b>Average time on page (SM)</b>
	<b>All</b>	<b>9,242</b>	<b>61.73%</b>	<b>00:00:47</b>
1	Homepage	7,772	71.94%	00:00:54
2	/website/mainmenu/ <b>kontakt/</b>	4,100	17.66%	00:01:07
3	/website/mainmenu/ <b>sluzby-kompliment/hubnuti/</b>	2,843	16.33%	00:00:36
4	/website/mainmenu/dieta-cviceni/ <b>dieta/</b>	2,724	25.49%	00:00:21
5	/website/mainmenu/vysledky-hubnuti/ <b>galerie[2]/</b>	2,573	14.86%	00:01:02
6	/website/mainmenu/dieta-cviceni/ <b>pohyb-cviceni/</b>	2,149	22.41%	00:00:36
7	/website/mainmenu/sluzby-kompliment/ <b>formovani-postavy/</b>	2,149	18.75%	00:00:24
8	/website/mainmenu/redukni-dieta/ <b>kniha/</b>	1,808	17.27%	00:00:39
9	/website/mainmenu/sluzby-kompliment/ <b>programy/</b>	1,758	5.26%	00:00:34
10	/website/mainmenu/ <b>institut-kompliment/uvod/</b>	1,746	81.91%	00:00:30
11	/website/mainmenu/sluzby-kompliment/ <b>kontrola-hmotnosti/</b>	1,740	22.22%	00:00:17
12	/website/mainmenu/sluzby-kompliment/ <b>poradenstvi/</b>	1,696	2.41%	00:00:28
13	/website/mainmenu/ <b>novinky/</b>	1,674	37.75%	00:00:34
14	/website/mainmenu/ <b>zptejte-se-na-hubnuti-a-diety/</b>	1,502	26.42%	00:01:36
15	/website/mainmenu/ <b>bmi/</b>	1,431	30.00%	00:00:47
16	/website/mainmenu/institut-kompliment/ <b>darkove-poukazy/</b>	1,358	16,00%	00:00:24
17	/website/mainmenu/dieta-cviceni/ <b>odborne-vedeni/</b>	1,354	18.18%	00:00:23
18	/website/mainmenu/dieta-cviceni/ <b>edukace/</b>	1,292	12,20%	00:00:15
19	/website/mainmenu/vysledky-hubnuti/ <b>cisla/</b>	1,214	11.76%	00:00:45
20	/website/mainmenu/ <b>sluzby-kompliment/</b>	1,031	22,81%	00:00:29

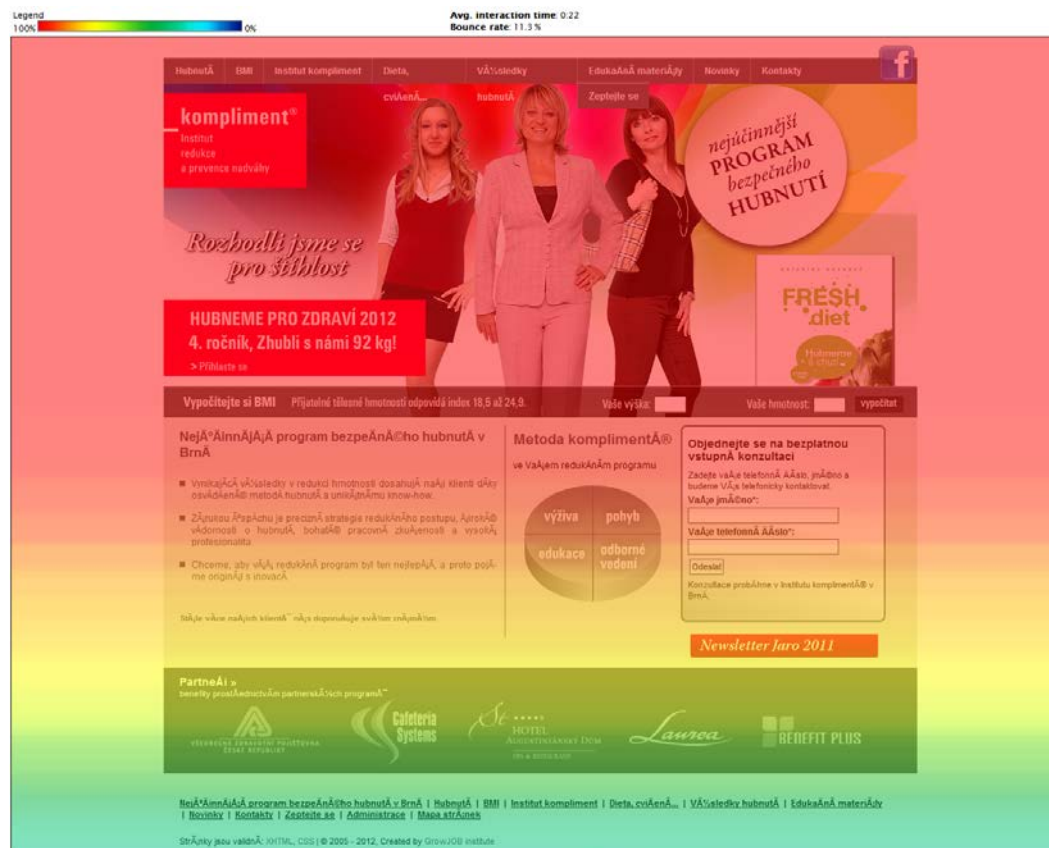
Source: Google Analytics (1<sup>st</sup> August 2011 – 1<sup>st</sup> August 2012); SM = South Moravia.

## APPENDIX 12: VISITORS FLOW ON INSTITUT KOMPLIMENT'S WEBSITE



Source: Google Analytics, 1<sup>st</sup> August 2011 – 1<sup>st</sup> August 2012, visitors from the South Moravia region.

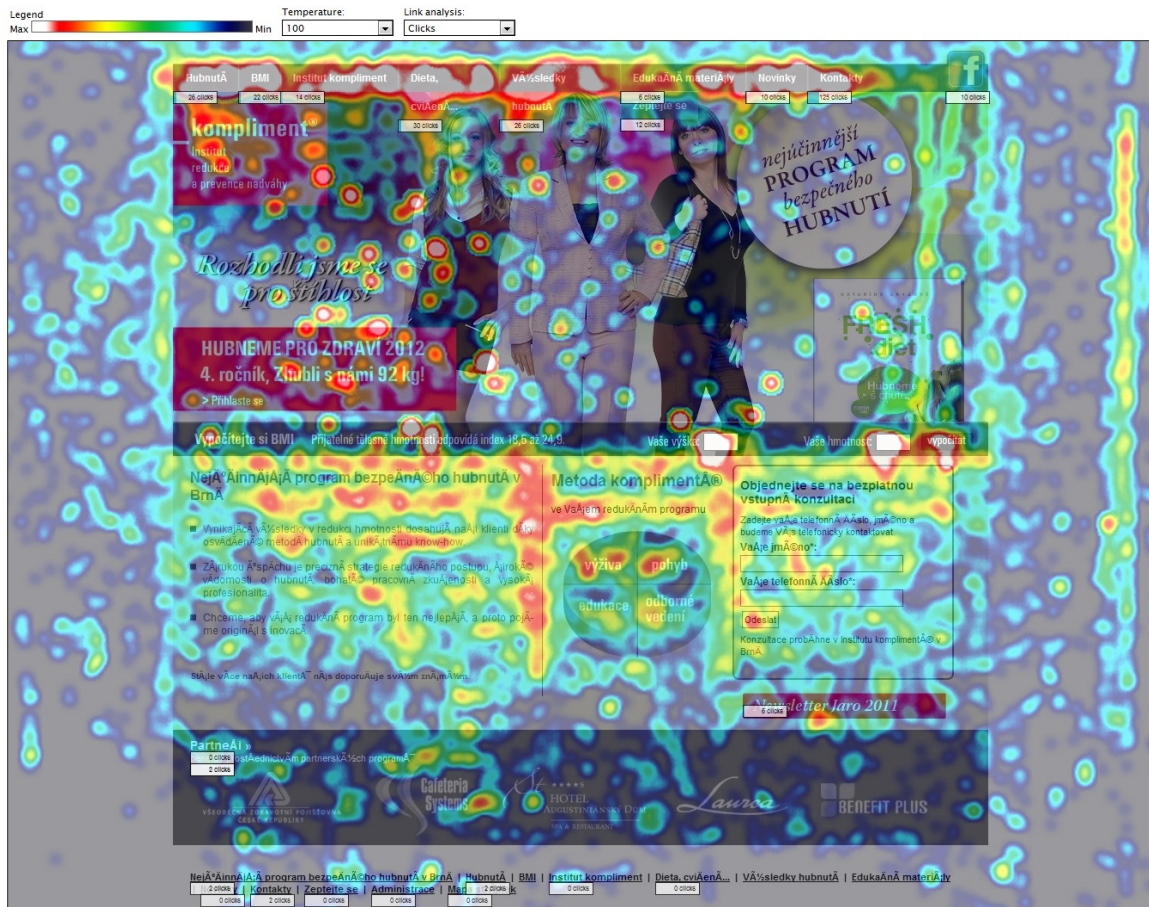
## APPENDIX 13: HOMEPAGE – SCROLL MAP



Source: Mouseflow.com, 14.8.2012 – 28.8.2012 (921 page visits).

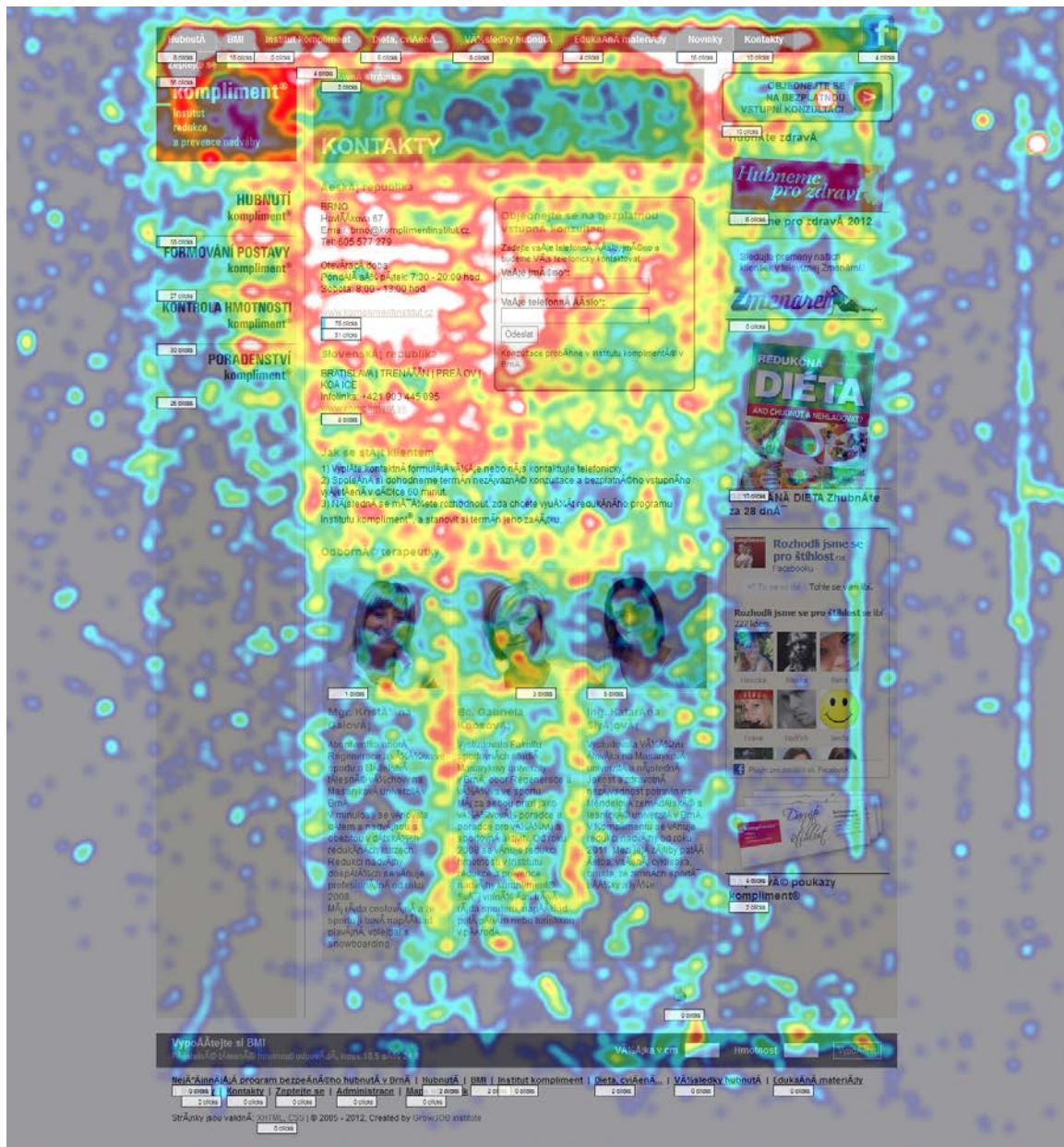


## APPENDIX 14: HOMEPAGE – MOUSE MOVE HEAT MAP



Source: Mouseflow.com, 14.8.2012 – 28.8.2012 (921 page visits), white – maximum hovers, blue – minimum hovers.

## APPENDIX 15: CONTACT PAGE – MOUSE MOVE HEAT MAP



Source: Mouseflow.com, 14.8.2012 – 28.8.2012 (548 page visits), white – maximum hovers, blue – minimum hovers.



## APPENDIX 16: PAGE “HUBNUTI” – MOUSE MOVE HEAT MAP



Source: Mouseflow.com, 14.8.2012 – 28.8.2012, white – maximum hovers, blue – minimum hovers.



## APPENDIX 19: RANKINGS OF SJIDELNICEK.CZ FOR SELECTED KEYWORDS

### a) On Seznam.cz

Klíčové slovo	Hledanost Google (svět) měsíčně, přesná shoda	sjidelnicek.cz Pozice Seznam.cz	komplimentinstitut.cz Pozice Seznam.cz	Cílová stránka
hubnutí	4,400	8	60+	/
dietní jídelníček	2,400	1	60+	/
hubnutí břicha	1,300	12	60+	/hubnuti-bricha/
jídelníček na hubnutí	1,000	1	60+	/
redukční dieta	720	1	45	/redukzni-dieta/
cviky na hubnutí	480	7	60+	/cviceni-clanek/
chci zhubnout	320	13	60+	/jak-zhubnout-a-byt-stihla/
hubnutí po porodu	260	5	60+	/hubnuti-po-porodu/
cvičení na hubnutí	140	19	60	/cviceni-clanek/
účinné hubnutí	110	13	60+	/caralluma/
jídelníček na hubnutí zdarma	91	2	60+	/dietni-jidelnicek-zdarma/
hubnutí zdravě jen běžnými potravinami	91	3	60+	/hubnuti-zdrave-jen-beznymi-pot...
dieta brno	73	6	60+	/krabickova-dieta-praha-brno/
hubnutí pro muže	73	8	55	/
zdravý životní styl jídelníček	46	4	60+	/zdravy-zivotni-styl/
hubnutí	30	9	60	/
jak zhubnout brno	0	5	60+	/navod-jak-zhubnout/

### b) On Google.cz

Klíčové slovo	Hledanost Google (svět) měsíčně, přesná shoda	sjidelnicek.cz Pozice Google CZ	komplimentinstitut.cz Pozice Google CZ	Cílová stránka
dietní jídelníček	2,400	2	60+	/
jak zhubnout stehna	1,000	18	60+	/cviceni/cviky-na-stehna/
jídelníček na hubnutí	1,000	4	60+	/
redukční dieta	720	7	60+	/redukzni-dieta/
hubnutí stehna	390	18	60+	/cviceni/cviky-na-stehna/
chci zhubnout	320	11	60+	/jak-zhubnout-a-byt-stihla/
hubnutí po porodu	260	10	60+	/jak-zhubnout-po-porodu/
hubnutí zdravě jen běžnými potravinami	91	3	60+	/hubnuti-zdrave-jen-beznymi-pot...
jídelníček na hubnutí zdarma	91	3	60+	/dietni-jidelnicek-zdarma/
efektivní hubnutí	91	15	60+	/rady-tipy/