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FACULTY OF ECONOMICS

DEPARTMENT OF MARKETING AND BUSINESS

Marketingová analýza SEO hotelového vyhledávače

Marketing Analysis of SEO for a Hotel Browser

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# Diploma Thesis Assignment

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Description:

1. Introduction
  2. Description of the web portal HolidayCheck
  3. The theoretical issues of SEO
  4. Methodology of data collection
  5. Analysis of current situation of the Czech platform
  6. Suggestions and recommendations
  7. Conclusion
- Bibliography  
List of Abbreviations  
Declaration of Utilisation of Results from the Diploma Thesis  
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- ENGE, Eric et al. *The Art of SEO: Mastering Search Engine Optimization*. 2nd ed. Sebastopol: O'Reilly Media, 2012. 716 p. ISBN 978-1-4493-0421-8.
- REED, Jon. *Get Up to Speed with Online Marketing: How to Use Websites, Blogs, Social Networking and Much More*. New Jersey: FT Press, 2012. 272 p. ISBN 978-0-1330-6627-2.
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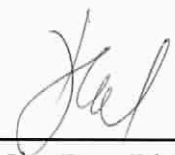
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**The declaration**

“Herewith I declare that I elaborated the entire thesis, including all annexes, independently. I filled in Annexes No. 1, 4, 6 and 7 made available to me, independently.”

Ostrava dated 25 April 2014

  
.....  
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# 1 Introduction

The Internet is the main source of information for the majority of people. Its enormous power and importance for a modern and dynamic society is negligible. Both easy access from mobile and handheld devices and affordability have contributed to build an unquestionable position of the Internet in our lives. The amount of people that are becoming users of the Internet is growing as rapidly as information on the web. In order to work on-line comfortably, people have started to use search engines. People rely on results search engines and trust them. Since the search engine results page (hereinafter as SERP) serves as an entrance gate to the shopping, online services, social networking and everyday business, search engine is also a major resource to boost online business.

Search engines use special programs known as spiders or crawlers. These bots systematically browse and explore the World Wide Web and store the found information in a huge search engine database and update it regularly too. When a user makes a query, search engine offers him the most relevant and quality information from this database as search results. However, search results could be hundreds of pages including the required keyword. That is why online businesses struggle to make their websites search engine friendly and invest in search engine optimization (hereinafter as SEO).

SEO topic is highly current and it is the basis for each company to succeed on the virtual market. Without any doubts, there is no company that can exist without any virtual presentation and thus, its optimization. Therefore the area of SEO should become a part of online marketing activities of nowadays companies.

My very first contact with SEO I experienced within my internship in the online travel industry and I found it a very challenging, broad area with a lot of directions and activities how to get involved. In order to stay in touch, I decided to continue and explore SEO more deeply in terms of the topic for my diploma thesis.

**The goal of this thesis is to analyze the current state that has been achieved in the SEO area of the web travel portal HolidayCzech.cz, serving also as a hotel browser. After that, suggestions and recommendations for potential improvement will be prepared in order to make the website more search engine friendly.**



## 2 Description of the Web Portal HolidayCheck

### 2.1 Brief Company Introduction

HolidayCheck is an independent touristic online portal that is helping others to find their perfect holiday. The HolidayCheck idea goes back to 1999. In that time, there was a lack of authentic information when getting ready for holiday. Therefore a website was created that serves holiday makers as a place collecting real opinions and travel experience rather than catalogs description. Later on, in 2004 HolidayCheck was founded as a company in Switzerland. After that, HolidayCheck grew even faster and started its first international websites in 2006: [www.holidaycheck.com](http://www.holidaycheck.com) and [www.holidaycheck.fr](http://www.holidaycheck.fr) closely followed by Spanish, Italian, Polish, Russian and Dutch in 2007. What does HolidayCheck want to achieve in the future is formulated in the vision of the company: *“There are only happy holiday makers, because they trust HolidayCheck.”* [17, 21]

Today HolidayCheck is available in 10 languages; one of them is also the Check platform that is point of interest in this thesis. The majority of HolidayCheck is owned by the listed company TOMORROW FOCUS AG, one of the leading digital media companies in Germany. The main shareholder of Tomorrow Focus AG is the publishing company Hubert Burda Media. [17]

### 2.2 Importance for B2C – Travellers and Holiday Makers

- **Hotels and their reviews** are the key elements on HolidayCheck. Huge hotel database is an ideal beginning of holidays planning. Thanks to submitted reviews from fellow travellers can everybody make an authentic impression of the hotels. Moreover, galleries of holiday pictures are available too.
- **HolidayCheck’s advanced hotel search** enables users to filter the hotels by categories and provides a very comfortable search.
- **Hotel comparison**: The HolidayCheck watch list allows users to select hotels and then compare them based on recommendation, rating, and price.

- **Information Service:** Travelers can gain an overview and insight into destinations including things to do around their hotel and in the exact destination. For subscribers there is also a newsletter each month presenting news from the world of travelling.
- **Check Rates:** Travelers can find appropriate price by comparing offers from various providers on HolidayCheck. [17]

### 2.3 Importance for B2B – Hoteliers and Partners

- **Free applications for Hoteliers:** App HotelManager gives hoteliers different tools for quality management including; in depth statistics on reviews, competitor analysis and the opportunity to ask users questions. Once HotelManager account is completed, hotelier is fully in charge of hotel description, pictures providing, filling all details including naturally links to their websites. Hoteliers are also allowed to comment on their hotel reviews.
- **Cooperation:** There is a possibility for companies with a hotel inventory to become one of HolidayCheck's price comparison partners.
- **Hotel reputation widgets:** Hoteliers can public their online reputation on their corporate websites by integrating reputation widgets. [17]

### 2.4 Target Group

- People that like traveling,
- people that have budget to travel in 3-5 hotel star accommodations, belong to the middle class,
- people that are traveling individually (not in groups) more times per year,
- people that are above 25 years old,
- people that have finished their education and work or may have even finished their work,
- people that like to use the Internet as an information source but are not geeks. [21]

## 2.5 Main Competitors

HolidayCheck operates well especially in the **German speaking countries** – Germany, Austria and Switzerland. In these countries is the company really known and very **powerful player on the online tourism market** and the German speaking markets bringing without any doubts the highest incomes for the company. Therefore, HolidayCheck offers there different services, mobiles applications and especially package holidays and special offers like last minutes holidays. The majority of investments are focusing on further development of the German speaking markets. The role of tour operator is much more dominant than by developing markets (including the Czech platform as well). [21]

New markets are combinations of evaluating travel portal and online travel agency, without package holidays or any additional services. A user can book accommodation, but the rest of the trip is fully in his organization. The dominant section is travel portal as community of holidaymakers and their contributions - hotel reviews, pictures, experience. Thanks to the orientation on travel's experience, new markets, namely the Czech platform does not have many competitors acting on the online travel market. On the Czech market, here are the main competitors Zoover.cz, Orbion. cz and Invia.cz. Since Orbion does not provide any kind of accommodation and Invia is the biggest online travel agency, the most relevant competitor is Orbion. [21]

## 2.6 Communication and Channels

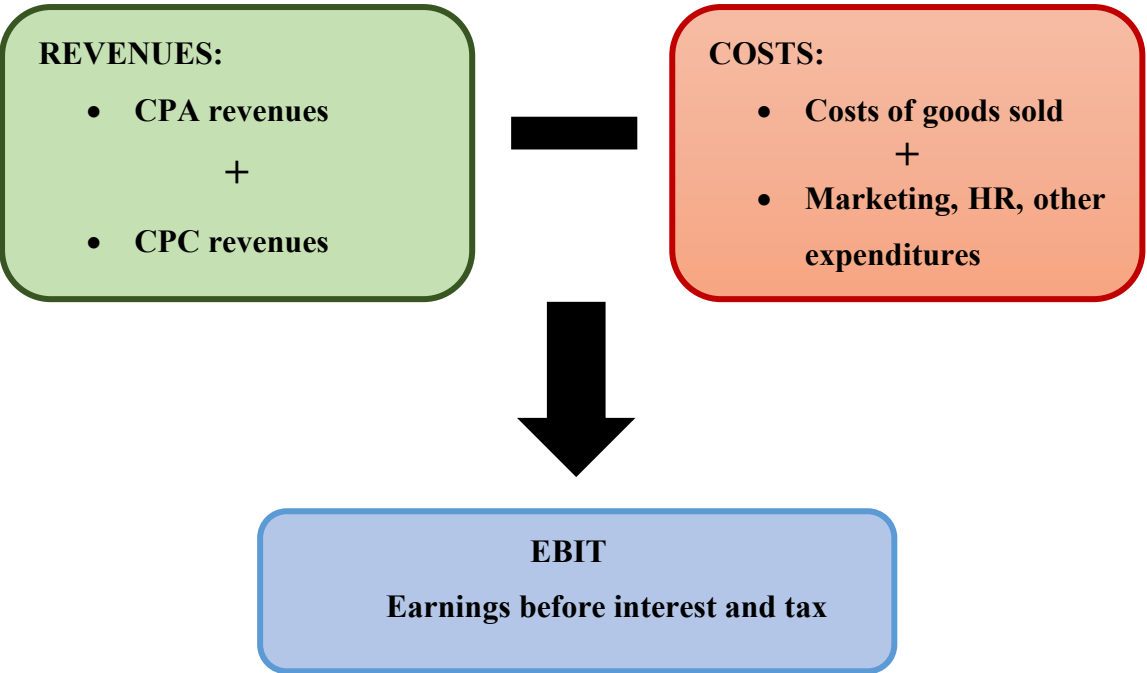
B2C communication at HolidayCheck is the set of activities that aim at bringing users to HolidayCheck websites, turning them into customers and binding them to HolidayCheck. All activities must be sustainable. Since HolidayCheck is operating on online travel market, there are no subsidiaries, and company uses primarily online marketing communication. Customer service is provided mostly by e-mail support. For German speaking users is also available a call centrum. [21]

If we take into account all international platforms, the most important channel is Facebook, followed by e-mailing, web advertisements, affiliate programs, blogging, SEO, and mobile apps. [21]

## 2.7 Business Model

Business model of HolidayCheck describes the economic substance of doing business. Graphical representation is in Figure 2.1 below.

Figure 2.1 – Business Model of HolidayCheck



Source: Internal data, own modification

**CPA revenues (commission revenues)** = # of bookings x commission per booking

**CPC revenues (advertising revenues)** = # of clicks x price per click

**Cost of goods sold** = freelancers expenditures + provider & hosting costs

## **3 The Theoretical Issues of SEO**

### **3.1 Internet and Marketing**

Marketing exists in many various forms. We can observe them in the real world as well as on the Internet. Naturally, Internet variations are different and sometimes not enough explored or forgotten by advertisers. Some of them are even used in a wrong manner. Unfortunately, for many of people Internet marketing equals a banner, which is really shame. A web banner is just one form of online product or service advertising, locating on the website as a rectangular image, but definitely not the only one. Moreover, a lot of Internet marketing opportunities are for free – people just have to grab a chance and exploit it. [8]

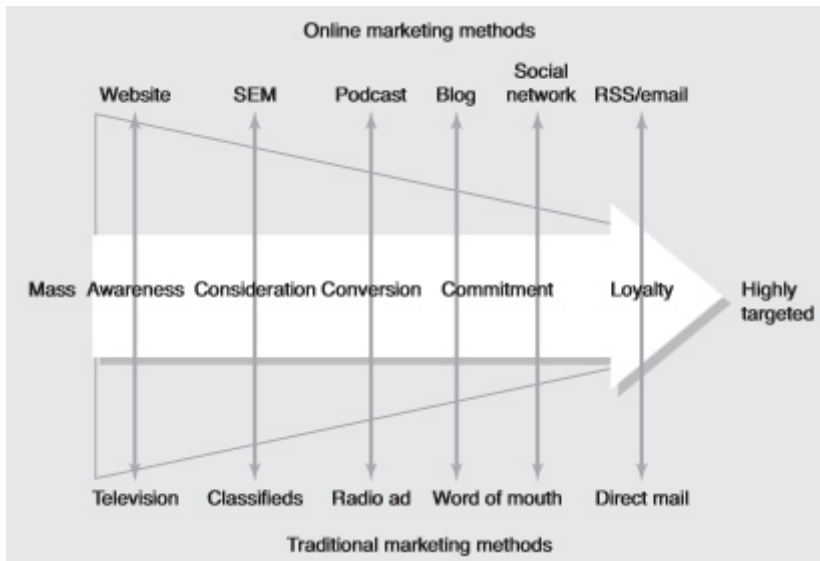
The Internet has fundamentally contributed by enormous benefits to the way people market their businesses. There are almost two billion people online. Some of them can be potential customers or clients. If a company is successful and can reach even a tiny fraction of them, business is becoming viable immediately. Therefore, many companies have rationalized their business processes to make everyday business convenient for their clients by offering online services. Online statements, online forms, bill payments and account recharging are few examples of this transformation and what is remarkable - it is not necessary to open any subsidiary. Virtual shops are always open and available. [12]

However, companies need to stay in touch with their clients, since reciprocal communication always matters. For this purpose there are social media, which put customers back at the center of the organization and gave marketers a new set of tools to listen to them and to get them to engage with the brand. Social media marketing is considered to be effective at influencing brand reputation, increasing awareness and improving search rankings and site traffic for online businesses. Therefore many organizations do not finished their social interaction with a corporate blog or Facebook profile, some have strategies in place and even few have written social media policies. [13, 14]

In Figure 3.1 we can observe a marketing concept of the “sales funnel.” It shows how a potential customer is transforming from the masses of people who are not aware of company’s existence on the market into a person who belongs to the group of loyal customers and will keep coming back. We can also see that online marketing has its origin in traditional marketing methods, but it is able to work cheaper and more effectively with a greater reach.

Company can target just an audience who is searching for it and thus, become at each stage much more visible. No more indiscriminate mass message into the darkness. [12]

**Figure 3.1 Online vs. Traditional Marketing Methods**



Source: [12, 2012, p. 4]

**Online marketing works for business.** Online marketing is:

- *„Affordable. Because it is cheaper than traditional marketing, you can use it for heavy-hitting outreach.*
- *Effective. People spend more time online—use online marketing to reach your market where they are.*
- *Authentic. Tools such as social networks, blogging and podcasting are personal media. You can use them credibly as a small business owner, in a way that is hard for large corporations to do. “ [12, 2012, p. 4]*

Another valuable advantage for online marketing is market research. Using of online marketing tools can exactly monitor customer’s behavior. Companies are able to track what pages of their website capture the highest traffic (which ones are the most popular); on which days are customers willing to make a purchase; how long are they staying on the website; which channel is source of their visits and many more. These metrics are part of web analytics and will be explained in following chapters. Without possibilities of online marketing, companies would be not able to assemble this valuable data and be closer to customers’ needs. [2]

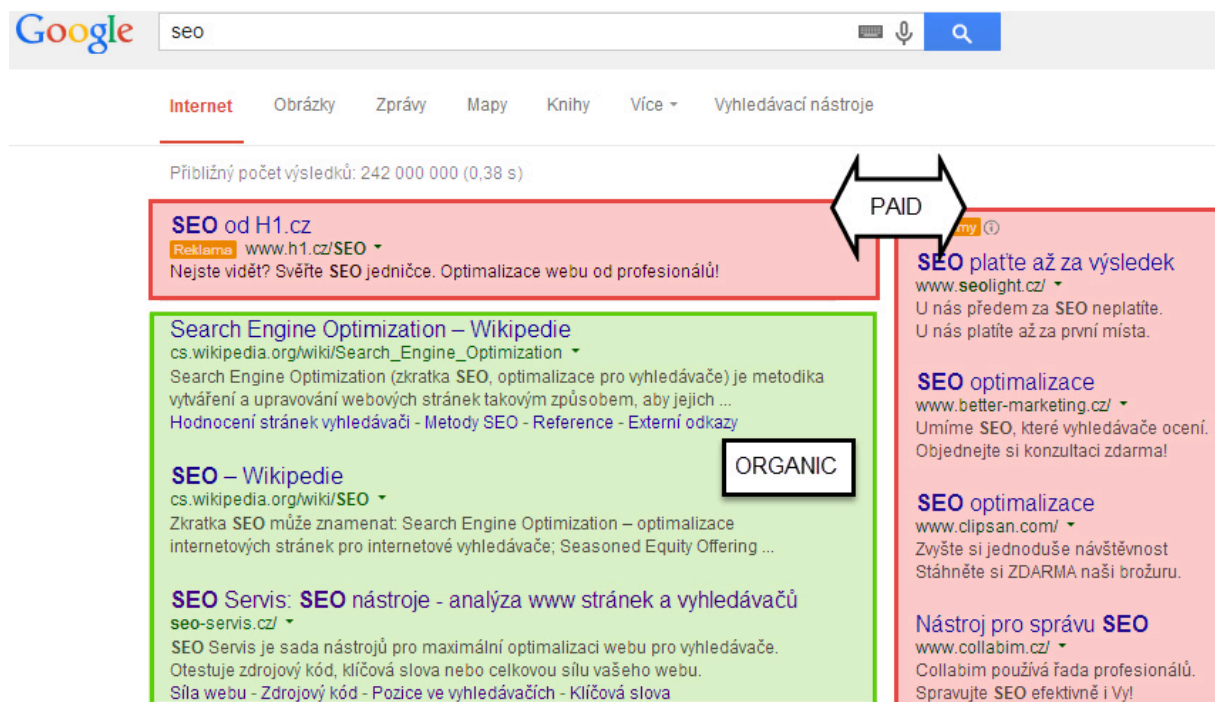
## 3.2 Search Engine Marketing

Since the topic of online marketing is closely related to the Internet, it is necessary to focus on search engines and what do they mean for marketing.

Search Engine Marketing (hereinafter as SEM) could be explained as a form of Internet marketing that is concentrating on websites promotion. In other words, it involves paid promotion as PPC (pay-per-click)/CPC (cost-per-click) campaigns or paid results in search engines. Pay per click is an online advertising payment model in which payment is based solely qualifying click-throughs. The goal in both cases is to increase company's visibility in SERPs in the way of being advertised. SEM is one possibility how become more visible for a customer; another one is based on organic search results and called SEO. Organic search results are listings of websites according to their relevance to the search terms; these listings are not paid for. [6, 15]

Difference between organic results and paid results in the SERP is represented in Figure 3.2 below.

**Figure 3.2 Organic vs. Paid Search**



Source: SERP in Google.cz, own modification

### **3.2.1 Search Engines**

*“Search engine is a server or collection of servers dedicated to indexing Internet web pages, storing the results, and returning lists of pages that match particular queries. These indexes are normally generated using spiders.” [6, 2010, p.156]*

People deal with the topic of SEO since the search engines have been founded and results were arranged according to the different criteria than used to be done by any web directory. Directories are organized listings of websites, using as criterion a category or an alphabet. Search engines put emphasize primarily on relevance and time of delivering the answers to user’s queries. Since searches are free to use any of many available search engines, the burden is on the search engines to invest capital, energy and time in improving their relevancy and speed of work. To understand the whole working cycle of search engines it is also important to discuss the human goals of searching. Determining searcher’s intent is a challenge both for search engines and marketers, because if you want to build a successful online marketing strategy around SEO, you need to understand the psychology of the target audience. [5] After that, using a search engine, companies are able to more effectively reach and keep their users. Basically, we distinguish three types of users’ queries:

- Navigational queries – intent of a user is searching directly for a specific website.
- Informational queries – these queries consist of huge range of queries. The goal is to get information and there is no transaction orientation, we do not expect any interaction beyond clicking and reading.
- Transactional queries – can involve signing up for a newsletter, creating a user’s account on the website or online booking. These actions are generally known as conversions and have significant meaning in marketing and e-commerce. Conversions represent a number of visitors who took a specified desired action. [4, 5]

#### **3.2.1.1 Working Principle of Search Engines**

Principle of search engine operating is based on complicated technology. For purpose of this thesis would be sufficient to understand the basic steps of work routine that involves web crawling, indexing and search results.



1. **Crawling** – search engines crawl the website’s content by using special programs called “robots”, “spiders” or “crawlers”. They gather the information about websites for being indexed. [15]
2. **Indexing** – index serves as a huge library where retrieved information delivered by robots in a summarized format is stored. This process is known as indexing and can be compared to an index at the end of a book. The great difference by search engine index is that Internet includes billions of websites and all words of those websites are stored in this index referring to particular pages where words can be found. [15]
3. **Search results** – when a user enters a desired search term (mostly including keyword or a phrase) in a search engine; search engine checks its index and pulls results of database in a form of a listing with the most relevant information according to the user’s requirement. The websites with the most relevant information to the search query will a user find at the top of a listing. Search engines use to display as a search result a snippet containing page title and short summarizing description of a page’s content and purpose. [5]

Now it is time to explain how search engines determine which page has a higher level of relevancy than another one. What is commonly known, search engines assign ranks to the websites. Ranking is counted by special algorithm which is a secret recipe of each search engine and really tough science to understand how it exactly works. Generally said, high ranked websites are considered to have the most relevant information to the specific keyword. Search engine can rank indexed websites only. This explains also a fact that newly established websites do not appear in SERPs. Spiders are coming to new and already indexed websites on a regular basis. The exact time period is depending on search engine’s algorithm. [3, 5]

The best known search algorithm is without any doubt PageRank or Google PR, named after one of Google’s founders Larry Page. [9] In SEO’s community PageRank is considered to be unique technology providing the best metrics for evaluating of website authority. It works with a scale from 0 to 10 where PR 10 is assigned to the most important website. PageRank philosophy can be compared to a voting system, where websites are voting for each other. If one website places a link about your company on its page, you are getting one vote. More votes, better ranking. Naturally, not all votes are treated by Google in the same way. The most valuable votes seem to be links coming from websites with high PR, because these pages are evaluated by Google as sufficient authorities. It is also useful if votes

are coming from sites that belong to your field of business or website niche. On the Czech market is dominant S-Rank which stands for popularity assigned by algorithm for website evaluation of the search engine Seznam. The scale has been defined from 0 to 10. Values of rankings can be determined by downloading special tools (Seznam Lištička, SEOquake, Google toolbar etc.) The most important thing is to realize that search engines do not use just one factor for a website examination. It is combination of hundreds of factors – Google claims that its secret formula consists of more than two hundreds of components. [7, 9]

After understanding the work process of search engine is obvious why companies are interested in optimizing their websites to become more search engine friendly. An optimized website is higher ranked and gets a chance for higher placement in search results which makes a website more visible for potential customers and helps to increase website's traffic by promoting company's business. That is a reason why SEO has started to develop from the early 1990's and becomes more and more significant to website owners and marketers. [10]

### 3.2.2 SEO

SEO stands for creation and modification of websites in a way of being suitable for automatic processing of search engines robots. The goal of this process is to reach higher positions for keywords that are closely related to the website's content on SERPs (ideally on the first page). [10]

*“SEO is the process of improving the volume or quality of traffic to a website from “natural” search results as opposed to paid-for placements on SERPs. This involves editing the content and HTML code of a website to increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.”* [12, 2012, p.239]

#### 3.2.2.1 Which hat should I wear – SEO Methods

There are numerous different SEO techniques. Basically, we distinguish two main categories, white hat SEO methods and black hat SEO methods. Black hat SEO methods refer to SEO techniques which attempt to “cheat” search engine and achieve higher site rankings. These techniques are highly unethical and sites employing this approach could be removed of the SERPs because of underhand dubious behavior. The most common examples are **link farms** – a series of websites linking to each other in order to increase rankings. There is no

added value for user entering a page, since it is full of links without any interesting content or pictures. These kinds of website Google uses to penalize by PR 0 and it is very dangerous to have a “vote” from this page. Another very popular black hat SEO method is known as **cloaking**. The visitor of the site is shown a page optimized to his inquiry, while robots see a completely different version of the page that has been designed to rank well. Other unfair techniques are: **doorway pages, small text, duplicate website, hidden text or hidden links or repeating the same keywords over and over again**. Since the black hat SEO methods are not considered as part of this thesis, we will not discuss them more. [3, 10]

Some authors also refer to a category of grey SEO methods that stand for techniques which fall between two main categories. It is pretty insecure to employ them as search engines policy may change and grey techniques become suddenly black. [7]

White hat techniques do not violate search engine rules and are identified through research to be valid and legal methods in order to improve search rankings and are part of this thesis. Their basic division involves on-page optimization and off-page optimization. [18]

### **3.2.2.2 SEO Application: On-Page Optimization**

On-page optimization involves methods that are **in relation to the page and its whole structure and content**. At the same time it is the foundation for all SEO effort and **fully in the control of webmasters** or anyone in charge of a website. There are numerous on-page factors and tips how to rank higher, but in this thesis will be mentioned just the crucial set of them.

#### **a) Unique Content**

“Content is king.” This sentence has become familiar to the majority of online marketers and SEO specialists, since Bill Gates expressed this opinion and it is one of the most important factors for website’s evaluation. In order to **create a fresh, unique and engaging content**, companies are developing a particular content strategy as a part of content marketing. **Content marketing** stands for regular content creation and distribution within various digital channels for the purpose of improving business results; its importance has started to grow since 2008 in the world, in the Czech republic we speak more about last two years. It has been not defined how to create a perfect content, but as a general rule it is recommended to build the appropriate content strategy as a mixture of storytelling,

copywriting, SEO and internet marketing subdisciplines (e-mail marketing, social media marketing). [11]

## **b) Keywords Research**

As keywords are described words or phrases that **users are searching for in search engines bars** and belong after high quality content to one of the most important SEO element. Therefore, effective keyword research is a basis for successfully initiated SEO campaign. The aim is to optimize a website for keywords and actual search terms according to the current searching trends in order to have “*content with relevant, high traffic keywords that will be less competitive from an optimization perspective. Less competition means that a website has a much better chance of achieving number one rankings for chosen keywords phrase.*” [6, 2010, p.25]

There are many useful online tools from Google supporting effective keyword research. For instance, **Google Trends** and **Google Adwords** are widely used online tools that are free of charge and easy to access from the Google account. Both tools are helpful especially for keywords competition from an optimization perspective. **Google Adwords** is pretty powerful for both SEO needs and also planning search campaigns. [1] More details about supportive software will be discussed in Chapter 4.

## **c) Use of Keywords**

After finishing keyword research and building official keyword set it is necessary to make sure that keywords are included in the website’s content. No matter how high is quality and uniqueness of the content - if keywords company wants to be found for are not appearing on a page, it is a signal for revision. In the past, search engines were focusing on keyword density and suggesting keeping not really low, but at the same time not too much high density on websites. Nowadays, attention of robots is paid to the proper use of keywords, their location on websites. Authority websites use to place keywords at the beginning of a particular topic in order to first provide and discuss a topic customer is searching for. Later on, keywords are appearing in a contextual way as a **bold text** or in the important sections of a website – main **headlines, subsections, tables, anchor text** (text in the links), **pictures**

**descriptions.** Generally said, these locations are considered to be relevant for website's content. [4]

#### **d) Important Tags**

It is crucial to define for each page special semantic tags, which help robots to explore what is a page about and make easier the process of indexing/re-indexing.

**Title tags** are from the perspective of the search engine robots the most important element on page and are displayed as headlines on the SERPs, as a bookmark's or a window's name. As it is often said, Google does not display more than 70 characters. However, this statement is a bit arguable - some titles up to 71 characters are displayed in full, but titles with a large visible width (for examples, titles all in CAPS) are truncated at a much lower limit (around than 40 characters in some cases), so the best approach is to manually check if the text has been truncated on the SERP or not. Important characteristic of a title tag is its **uniqueness for each page**. If there are the same title tags on multiple pages, a search engine evaluates these pages as duplicates and reduces their ability to be indexed. Also, title tag should include a relevant keyword or phrase and as a headline on SERPs should be sufficiently descriptive and interesting to visitor. [7]

**Meta description tag** should accurately **summarize the page content by a proper keyword or a phrase** and is commonly used on SERPs to display preview snippets for a given page. That is why we should put emphasize on uniqueness as well as on engaging style of writing in order to give to visitors a reason to click on. The importance of meta description is indisputable – it is commonly a first thing that is visible for a user while entering a SERP in a search engine. [7]

**Header tags** stand for individual headlines and sub-headlines on the page. In general, header tags play a less important role in SEO, but it is also convenient to pay attention to them. If the words company wants to be found for are in header tags, it has a slightly increased the chance of appearing in searches for those words. It is appropriate to optimize a page to unique main headline H1 containing a corresponding keyword. Subsections of the page are supplied with headings of lower level (H2, H3, ... H6) and create a logical outline of a text. Order of header tags is required from H1 to H6, lower level of heading should be not before a higher one.

### e) HTML Code

The topic of **coding and formatting is more matter of programmers**. Anyway, if a website is designed in a wrong way, it can cause a decline of position on a SERP. It may be sufficient to bear in mind **that standards of website codes are referred to as W3C** (World Wide Web Consortium). The W3C websites serve as a place where a company can learn more about these industry standards and even use **W3C free validation tool** (<http://validator.w3.org>) in order to verify if its code meets W3C standards. [6]

HTML is standard and one of the dominant languages for creating a website. It semantically describes a website's structure and it is written in the form of HTML elements (title element, HTML headings, header element, etc.), all together create one entire HTML code. [19] The existence of any HTML error is bad because the search engines expect the full validity of the HTML code. Robots are less and less tolerant to code than modern browsers and serious errors can affect indexing pages by them. [4]

Generally, it is recommended to **minimize the size of the HTML** code. A large website burdens search engines with downloading excess data and search engines have then also difficulties to determine, which sections contain relevant data.

When developing a website in HTML language, it is very convenient to use **CSS formatting** in order to keep the HTML code clean and adjust physical appearance of website (text color, font size, bullets, etc.). The website content is then split from its appearance and we will get two different files – one with content itself and another separate one with a style determining appearance of the page with extension .css. If you follow this process, you can reduce the size of HTML code which allows faster page loading. [18]

In order to build a successful SEO website, visitors and spiders must be impressed by the page. For that purpose, images, graphics and animations are commonly placed on websites. However, robots used by search engines cannot read those images. One suggestion may be to remove animations completely; another one is called ALT tags. Adding an ALT tag on the page is a practice of naming a picture, graphic or icon. After that, **images are supplied with an associated text element**, and this can contain keywords which can be indexed by a search engine. Like all kinds of tags, ALT tags should be accurate and descriptive avoiding any keywords stuffing. [5]

## f) Websites Crawlability

It is very important that every page of website can be visited and crawled by robots. To facilitate their work, webmasters have several options to choose.

First and very easy way is to create a HTML **site map**. It is a single page of a website providing hierarchical list of all pages of the website and thus, enables access to all of them. This form of navigation is convenient for both users and spiders that can crawl the page much quicker. A considerable advantage of HTML site map is reflection of recent updates and changes of the website. A crawler cannot miss then any important improvement or actions that have been implemented into the website. [10, 7]

Important rule is to guarantee an interconnection of all pages within the domain – **internal linking**. If a page is not linked to other pages, it cannot be visited by spiders. If a spider can get anywhere from any point of start, website can improve its ranking. The strong internal linking strategy is then based on including links to all main categories from the homepage and the other way around, plus including keywords in the links if possible. [18]

If you would like to instruct search engine spiders, which parts of your site should be indexed and which parts are they not allowed to enter, you can use a **robots.txt file**. For instance, telling search engines to not crawl pages with certain URL parameters that are not ready for indexing can all improve crawl efficiency. Anyway, not all of the robots will follow it. [6]

JavaScript, Flash as design elements of the site are not appropriate for the crawling process, since they represent blockages – *they do not provide keyword content in a manner that is easily searchable by Google*. [6, 2010, p. 40] In order to improve ranking, these design elements should be removed.

Always keep in mind that **URL** must be **descriptive, clean and short**. An ideal URL is **understandable** for users and spiders, containing relevant keywords and avoiding any parameters (or their highly reduced amount). [5]

### 3.2.2.2 SEO Application: Off-Page Optimization

Off-page optimization involves **methods that have nothing in common with website's content** as it was by on-page factors, because the main point of the interest is

increasing website's "popularity". In other words, off-page optimization relates to activities on the Internet, it is not visible on the website itself and the goal is to achieve numerous links as references from other pages. The very amount and types of websites referring to your domain determine your website's popularity. [3]

Speaking about increasing search engines results on Google, this set of SEO methods is even more powerful than on-page methods, but not from the long-term orientation. That is why is recommended to not skip a part of on-page optimization and always begin SEO campaign on-site. [6]

Inbound links (external links) are **the most important external signal for search rankings**. More external links increase the chance of better placement in search engines results. Of course, some links are more valuable for the website than others. The most valuable inbound links are from the quality pages that enjoy a subsequent trust from search engines. Quality pages for your websites should meet at least some of following characteristic:

- high (or at least equivalent) PageRank,
- similar content to your site or market niche,
- a large number of credible websites linking to them,
- to come from diverse sources. [6]

Good example is **open web encyclopedia Wikipedia** or **DMOZ – Open Directory Project**. The submission of websites to directories or web catalogs is a good source to get traffic from. Catalogs are vetted by real people who check the credibility of a page and are more trustworthy to robots than a poorly ranked page referring to your domain. Even though people usually do not prefer to search information from a catalog or a directory, new websites without many links to them can appreciate this way of link building. Moreover, majority of directories are free and allow deciding anchor text to the website. [4]

A successful link building process may take months. Links from credible websites can affect your website positively and bad links are very dangerous, because they can offer very bad effect on your website and diminish website ranking. It is always necessary to avoid banned or cheating websites (e.g. link farms) if you are interested to exchange links with another website – **reciprocal links**. Another situation may occur, when you get a link from



third-party websites, these websites put a link (or more) on their pages and link from them to your website. This is known as **one-way link** and it is highly appreciated by Google, since you are receiving vote from an independent party. You can also receive backlinks as a **paid service**. This way of link building can be considered as violation of some search engines rules (especially Google's Webmasters Guideline) and is up to each company's decision. [6, 17] According to the latest updates, Google does not like paid links. If you do not want to risk your rankings, do not buy or sell backlinks. [20]

Important part of off-page optimization is **social interaction**. These channels are truly important since people have become more engaged on social networks than was common in the past. [14] On social networks people are expressing their own opinions and are presenting themselves and there is a high chance to attract those people from social networks to your site and speak directly to concrete persons that are interested in your products or services. The basic step is to set your **own business Facebook account** where you have an opportunity to spread website content virally. If you make some effort and invest time in creating nice posts, you will definitely increase traffic to your site. A good idea is also to integrate Facebook on your website by adding "like button". Facebook is not the only channel; there are Twitter, Google+, YouTube, Flickr and more. [17, 10]

Google also found out that link building area is very easy to manipulate, since companies started building links (votes for their websites) manually. That is why the attention has turned to the **social media channels, which are harder to manipulate**. Here we can see another reason why to be active on social channels. Social links are valuable, because they have the real potential to bring real people into the website. I would like to also highlight the importance of blogging. If you choose to create a new blog in terms of receiving links, this process can take a long time and requires patience and persistence. Anyway, quality, regularly refreshed blog increases a company reputation and could be very effective in a link building process. [5]

## **4 Methodology of Data Collection**

### **4.1 Research and Data Specification**

Research is based on information specification, collection, analysis and final interpretation of results. Research in the marketing area is important process, since may help to understand a company the current target market or the market company would like to penetrate in the future. Moreover, research can reveal which obstacles a company should be ready to face and which opportunities are easy to use. Thanks to many useful tools and specialized approaches it is possible to easily formulate further company's heading and actions. [16]

Data as an essential part of any research generally falls in two main categories:

- Primary data – was collected while making research and served just for the purposes of research. Usually this data has been not published in particular form anywhere before, although they may be derived from published sources. [16]
- Secondary data – basically, secondary data was collected not by researcher, but by someone else for other studies. Anyway, this data is considered as relevant and are commonly used. [16]

#### **4.1.1 Sources of Primary Data**

- Data and graphic representation from Google Analytics
- Data and graphic representation from Google Trends and Google Adwords
- Other online SEO tools: Internal Link Analyzer, Backlink Checker, PageSpeed Insights, etc.

#### **4.1.2 Sources of Secondary Data**

- Internal data given by company HolidayCheck: CZ Keyword Set, Business Model...
- Reference books
- Electronic documents including a bachelor thesis dealing with current trends of SEO

- HolidayCheck platforms websites: www.holidaycheck.cz, www.holidaycheck.com, www.holidaycheck.de, holidaycheck.at, holidaycheck.ch
- Source codes of individual websites
- Search engines Seznam and Google: site command
- websites of competitors: www.invia.cz, www.zoover.cz, www.orbion.cz
- Facebook's profile of the Czech platform

### 4.1.3 Obstacles and Limitation of Research

I registered one complication during my analysis. It was on Oct 23, 2013 when the website was down for several hours. On that date data was missing. The reason was implementation of the new technology and re-launch of the website.

Limitation of research lays in SEO tools that are in some cases designated **only for webmasters are not open for public. The most quality SEO tools do not exist as a free version** and if exact results are required, then you are obliged to pay for the official version. The topic of Internet and **search engines environment is not a stable one**. Data I collected can change over the night as well as rules for the SEO methods application. **The impact of time** plays in important role here and must be always taken into consideration. The last problem is the access to the data of company. In my case, company gave me some rights to be able entering databases and special software, but this **access was limited** and in some cases did not enable me to find all existing data.

## 4.2 Stages of Research and Used Tools

Analyzed data has been divided into following parts:

- **Traffic Analysis and User Behavior Analysis** - tested period from Sep 1, 2013 to Jan 31, 2014. Used software: *Google Analytics*.
- **Keyword Research** – tested period from February 2013 to January 2014. Used software: *Google Trends; Google Adwords*.

- **HTML Tags Analysis** – testing of an actual state (performed from March 11, 2014 to March 19, 2014). Used software: *HTML Headings Checker* available on [/www.seoreviewtools.com/html-headings-checker](http://www.seoreviewtools.com/html-headings-checker).
- **Validity and Quality of HTML code** – testing of an actual state (performed from March 20, 2014 to March 21, 2014). Used software: *online testing tool* available on [www.seo-servis.cz](http://www.seo-servis.cz).
- **Site Architecture** – testing of actual state (performed on March 21, 2014). Used software: *Internal Link Analyzer* available on <http://www.seoreviewtools.com/internal-link-analyzer/>; *PageSpeed Insights* available on <http://developers.google.com/speed/pagespeed/insights/>.
- **Backlink Analysis** – testing of actual state (performed on March 24, 2014). Used software: *Backlink Checker* available on [www.majesticseo.com](http://www.majesticseo.com).

#### 4.2.1 Google Analytics

Google Analytics belongs to the most frequently used web analytics tool. This useful service is free, available on <http://www.google.com/analytics/> and the only necessary step before using is to register a new account – either link the account from Google Adwords or set a completely new Google Analytics account. After that, it is time for generating a tracking code and insert it to the source code of each single page of a website that will collect information about the users. With Google Analytics a company is able to monitor incoming traffic of a website which means to understand its customers and adjust pages according to the customers' needs. [10]

This service from Google offers to look at:

- analysis and testing – tracking of content experiments;
- performance of advertising – SEO, campaign measurement;
- sales and conversions measurement – goals controlling, e-commerce reporting;
- visitors characteristics and behavior – traffic sources, browsers, devices;
- cross-device and cross-platform measurement;

- products integration – Google+, Google Adwords. [2]

#### 4.2.1.1 Tested Metrics in Google Analytics

In this thesis I devoted one chapter to testing particular metrics in Google Analytics that can help us to understand the level of incoming traffic as well as customers' behavior. Those metrics are explained and listed below:

**a) Visits** – stands for the total number of session to the sites.

**b) Channels** – are simply sources of incoming traffic. Mixture of traffic sources depends on marketing strategy. Sources of traffic are: paid search, organic search, direct, social network (not counted as advertisement), referral, etc.

**c) New vs. Returning User** – here is explanation very easy. A new visitor is counted according to the IP address. If this address appears again, we speak about a returning visitor.

**d) Pages/Visit** - describing an average number of pages viewed during a visit to the site.

**e) Bounce rate** - Bounce rate is the percentage of visits in which the user left a website from the entrance (first) page without interacting with the page, without any conversion. This type of a visit is also known as single-page visit.

**f) Technology & Mobility** - Understanding the technologies is very interesting metric. If you are aware of browser type your customers are actively using, you have a chance to update your website and be sure that is functioning in current browsers. The similar situation is by devices. People tend to migrate to mobile devices and this trend is required your attention. Thanks to understanding which size of screen does user have and which methods are used for interaction with your content, you can plan further development as mobile or tablet apps. [2]

#### 4.2.2 Google Adwords

For businesses who decided to not increase their visibility in organic search results Google has launched a tool for businesses promotion. Google Adwords provides products or services advertisements and it is described as bidding model – businesses can do bidding for a CPC campaign in order to appear in paid search results, located separately from organic results or on the right column of the SERP in colored box. A CPC campaign is running for

particular keywords or phrases for which a company wants to have visibility of its website in search results (Paid Results). It includes local, national, or international promotions. After the ads are created and submitted, they appear instantly in paid results – no waiting for indexing in Google database as is common by organic results. [1]

Google Adwords does not serve only for search campaigns. Its biggest advantage is based on the tool's complexity, for the purpose of this thesis I really appreciated *Keyword Planner*. It is keyword tool which allow keywords discovery. This tool may be helpful especially in start of ad promotion. In my research it facilitated me to find better keywords when chosen keywords not much rewarding. Features of this tool:

- get search volume for chosen set of keywords;
- get traffic estimates for a particular keyword list;
- perform a check for new keywords ideas. [1]

When all necessary data is gathered, findings could be used for a keyword strategy improvement or as a base for advertising purposes.

For using Google Adwords is sufficient to have a Google account. Google Adwords is available on <https://adwords.google.com>.

### **4.2.3 Google Trends**

Google Trends (<http://www.google.com/trends/>) is an online tool monitoring hot searching trends according to the time period, geographical area, category or sort of information. It allows a company also to compare more search terms to each other to explore relative seasonality or popularity over a set range of time. [5]

Thanks to this tool I was able to explore current searching trends in the Czech Republic for chosen testing period. Especially, very useful part of Google Trends is the opportunity to compare more search terms to each other and choose the most appropriate keywords for HolidayCheck content according to their popularity and ability to not being affected too much by a factor of seasonality.

When using Google Trends, it is important to keep in mind that collected data can be imprecise and inaccurate and it is suitable to use more sources in order to get precise results. [5]

## 5 Analysis of Current Situation of the Czech Platform

### 5.1 Web Analytics

Before focusing on the implemented SEO elements of the HolidayCheck Czech platform it is necessary to conduct web analytics of the key metrics in order to describe and gain an insight into the website. For these purposes **the traffic analysis** and the **customer behavior analysis** have been performed. Tested metrics were the following:

**Visits** - how high is customer loyalty? Does the website stick in a user's mind or are there more new users coming to check the website? What does it mean for the platform? What is the number of unique visitors?

**Channels** - what kinds of channels bring the visit rate to the website? Do users come from the referrals, social media or do they search for the website directly?

**Bounce rate & Pages/Visit** - how high is the bounce rate? What is the average number of pages viewed during a visit to the site? Should the content be more interactive for a user? Should the company invest more in the marketing campaigns?

**Technology & Mobility** – are users coming from desktops or do they prefer more tablets or mobiles? Which browser is the most favorite nowadays? According to this information it can be decided whether the website might be more optimized for laptops or tablets. Based on the browser preference company can improve compatibility of the website with the browsers and avoid possible errors.

For this purpose I selected the **Google Analytics** tool where all data is easy to find and describe. Outcomes are clearly displayed and well explained by charts, tables and figures. For the testing the **time period from Sep 1, 2013 to Jan 31, 2014** was chosen, because during September 2013 a new website technology has been launched which is an interesting comparative element for testing. The values which were interpreted are not in every case exact values but we speak about **estimates or averages** in order to get a notion about the measured characteristics.

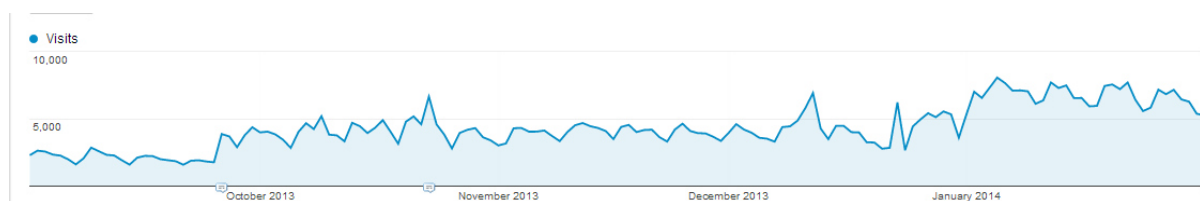
### 5.1.1 Traffic Analysis

The first part of testing was focused on the visits within the set time period. As was mentioned before, September 2013 was the time of significant changes on the website. Almost the whole website was redesigned which brought a lot of initial errors and problems like wrong display, missing applications, English wording, non-functioning links, overlapping sentences in the first month of implementation. On Oct 23, 2013 the website was down for several hours and the data from this day is missing. These obstacles are reflected by the drop in visits in Figure 5.1 in September, which made from **September the least visited month**. Another reason for lower amount of visits can be the lack of marketing communication campaigns and ending of summer touristic season. On Dec 12, 2013 the line of 5000 visits was significantly exceeded by 6, 901 visits. The **highest traffic** was monitored in **January 2014** when important campaign HolidayCheck Hotel Award 2014 was running and customers started to book winter ski holidays or first minute summer holidays.

October was the time of regular campaign HolidayCheck Destination Award which contains special Facebook contributions, user mailings, HolidayCheck news for registered users and press releases. Oct 14, 2013 the regular newsletter was sent as well. Both campaign activities and newsletter participated in attracting 128,467 visits during the month. The most visited days were mostly Mondays, because of introducing new categories in the campaign.

In December we can observe a peak bringing the highest value of visits until the beginning of January. This situation was caused by launching the affiliate campaign Miles & More. The registered users were informed about this campaign by the special mailing included info graphic with backlink to the campaign's microsite. Based on the tracking codes inside the links the performance of the user interaction with the mailings was measured.

**Figure 5.1 Visits**



Source: Google Analytics

In total, within the set data period **667,751 of visits was achieved**. From that, **512,272 (76.72%) were new users** (see Table 5.1 below). The remaining 23.28% can be considered loyal customers who are returning visitors and will probably come back again to the website. It is obvious that new users are dominant group that creates the visits on the Czech platform.



**Table 5.1 Data of Visits for the Tested Time Period**

Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
<b>667,751</b> % of Total: 100.00% (667,751)	<b>76.72%</b> Site Avg: 76.80% (0.15%)	<b>512,272</b> % of Total: 100.15% (511,486)	<b>36.45%</b> Site Avg: 36.45% (0.00%)	<b>10.75</b> Site Avg: 10.75 (0.00%)	<b>00:03:13</b> Site Avg: 00:03:13 (0.00%)

Source: Google Analytics

A visit is defined as a 30 minutes long interaction between a browser and a website. If a user closes the window of the browser or stays inactive for more than 30 minutes, the visit is finished and by further page viewing or any activity is a new visit generated and counted. Therefore the number of unique visitors (unduplicated – counted only once) is an interesting metric. Within the tested time period there were **550,839 (82.49%) unique visitors**. Since this parameter is missing in the detailed analysis in the Google Analytics system, it was necessary to express the percentage of unique visitors exactly.

For each month of tested period a percentage of unique visitors was counted as a ratio of unique visitors to all visits. This value is added in the last column in Table 5.2. As was stated above, the highest traffic was measured in January 2014. The concrete value reached **32% visits**. This kind of development was not very surprising based on running campaign and many reduced package holidays. More surprising was, contrarily, the value in the last column - % unique visitors is the lowest of all measured values (78%). We can conclude that the same people repeatedly visited the website more often than in other months.

**Table 5.2 Unique Visitors and Visits, Sep 2013 – Jan 2014**

Month	Unique Visitors	Visits	% Visits	% Unique Visitors
September 13	60,417	71,257	10.67%	84.79%
October 13	110,801	128,467	19.24%	86.25%
November 13	101,940	119,587	17.91%	85.24%
December 13	109,558	133,477	19.99%	82.08%
January 14	168,123	214,963	<b>32.19%</b>	<b>78.21%</b>
<b>Total</b>	<b>550,839</b>	<b>667,751</b>	<b>100.00%</b>	<b>82.49%</b>

Source: Google Analytics, own modification

### 5.1.1.1 Channels and Traffic

Another part of the traffic analysis was devoted to the **importance of individual channels** which are sources of the traffic of the Czech platform. The types of used channels (sources) are truly important indicators that have impact on a range of decision making processes.

As we can see in Table 5.3, **the most significant channels are *Organic Search and Direct Search***. Organic search as a traffic source is really important for the company, because it means that a user chose one result of the SERP according to its relevance to the search term. It is a proof that the website is indexed by search engines and thus **visible for a user** based on a **relevant and valuable content**. On the contrary, *Paid Search* as the non-organic channel (including especially PPC campaigns) did not contribute to the traffic at all. For the companies is crucial to appear high on the organic SERPs, because people are more likely to click on them. Recent studies have shown that 75% of people using Google click on the natural search results, and 25% on the paid-for ads, which are displayed in Google as the first results or in the right side bar.

*Direct channel* by 36% of traffic is important as well due to the **brand awareness of HolidayCheck**. More than one third of users directly searched for the website name because of **previous knowledge**. We can also speak about returning users or about many people searching for the concrete information on the concrete website.

*Referrals* achieved the third position by 3.99% of the traffic contribution. It is result of **getting links from other websites**. After more detailed analysis I found out that most of the referral links were coming from websites like CK Neckermann, Orbion or Dům cestování - all of these websites belong to the same business branch which is very important in order to have a higher website authority assigned by Google. Getting referral links is long-term issue, but highly appreciated by robots.

Channel called *Other* includes company communication activities – monthly newsletters, regular info mailing, special campaigns mailing and HolidayCheck news for registered users. Massive share have also service e-mails. These emails are sending in cases of e-mail address confirmation, announcements about review/picture/travel article publishing or request for more details about reviews, etc.

Last positions refer to *Social* and *Internal*. Internal sources brought just 0.42% of visits which indicates possible problems of navigation on the website or confusing website

structure for a user. Better structure would not bring higher rank from the search machine but added value for a customer.

The only appropriate social media for the Czech platform is Facebook. The profile for the Czech platform was founded on May 14, 2008. Current number of fans is 5,761 with weekly engagement rate 0.5% (number of achieved likes, shares and comments in one week number of fans/number of fans). The values were measured on Feb 10, 2014.

Even though by internal and social channels is the traffic contribution low, these channels are still very important and should become a subject for company’s further improvement.

**Table 5.3 Channels**

<input type="checkbox"/> Default Channel Grouping	Visits	Visits
	667,751 <small>% of Total: 100.00% (667,751)</small>	667,751 <small>% of Total: 100.00% (667,751)</small>
<input type="checkbox"/> 1. <span style="color: blue;">■</span> Organic Search	378,415	56.67%
<input type="checkbox"/> 2. <span style="color: green;">■</span> Direct	241,878	36.22%
<input type="checkbox"/> 3. <span style="color: orange;">■</span> Referral	26,646	3.99%
<input type="checkbox"/> 4. <span style="color: yellow;">■</span> (Other)	16,461	2.47%
<input type="checkbox"/> 5. <span style="color: cyan;">■</span> Internal	2,821	0.42%
<input type="checkbox"/> 6. <span style="color: green;">■</span> Social	1,528	0.23%
<input type="checkbox"/> 7. <span style="color: orange;">■</span> Paid Search	2	0.00%










Source: Google Analytics

Table 5.4 demonstrates more details about the traffic. As was mentioned before, organic search is leading power in this area. However now it is visible by which search engines the traffic has been gained. The most used search engine is Google by 41.68% traffic contribution, followed by Seznam (14.10%), Centrum (0.45%) and Bing (0.16%). Due to a **significant impact of Google on the Czech platform will be Google considered as a default web search engine of the further analysis and Google metrics will become prior ones.** In some cases Seznam and its metrics will be also taken into account, since Seznam is a leader within Czech search engines and its power is not negligible.

As we can see, external user mails within marketing campaigns represent another successful factor of attracting a user for a website. 13,662 users came to the Czech platform within the tested area. Company started to put emphasis on user mailing related to the individual campaigns or newsletter since it has found out that Czech audience react very

positively on this kind of communication. Moreover, sending e-mails is not really costly and they are addressed only to subscribed users without disturbing effect. Unfortunately, by the social interaction was not measured that success. 1,259 visits per are the reason for changing of existing strategy.

**Table 5.4 Concrete Traffic Sources**

Source	Visits	Visits
	662,497 % of Total: 100.00% (662,497)	662,497 % of Total: 100.00% (662,497)
1.  google	276,111	41.68%
2.  (direct)	240,560	36.31%
3.  seznam	93,461	14.11%
4.  external_user_mail	13,662	2.06%
5.  holidaycheck.cz	5,914	0.89%
6.  search.centrum.cz	2,988	0.45%
7.  ckneckerkmann.cz	2,580	0.39%
8.  facebook.com	1,259	0.19%
9.  bing	1,081	0.16%

Source: Google Analytics

### 5.1.2 User Behavior Analysis

Information about user behavior belongs to the one of the most important when optimizing the website. The following variables were tested: new versus returning users, frequency of visit and the engagement or by other words how long does the user spent on the website.

As was described in Chapter 5.1.1, the number of **new users** (512,272 – 77%); is in excess of the number of **returning users** (155,479 – 23%). Returning users came back usually twice or three times, other values are negligible (see Table 5.5 below). For the HolidayCheck website is **frequency of two or three visits for returning** customer appropriate. The user usually checks a hotel, pictures and reviews, compares to other offered accommodation and then come back again for checking the availability and decides for a booking or not. Frequency of visits cannot be compared to the news portal or any sites with content being refreshed every hour etc.

**Table 5.5 Frequency of Visits**








Count of Visits	Visits
1	512,272 
2	77,953 
3	28,371 
4	14,212 
5	8,314 
6	5,298 
7	3,591 
8	2,585 
9-14	7,085 
15-25	3,480 

Source: Google Analytics

**Bounce rate was 36.45%**, which means that 36.45% of persons left the site from the first page without interacting with the page. This value is common in the Czech market and shows that **customers’ queries were satisfied**. This fact is also supported by the **average number of 10 pages viewed during the visit** and by **the average time duration 00:03:13 of a session**. All described data is displayed in Table 5.1.

If we concentrate more on the visit duration, we are able to estimate what happens since the user enters the landing page. **Almost half of visitors** stays on the page **10 seconds** which is likely a signal of a gap between customer’s expectation and reality. **119,411 visitors leave the page until 30 seconds**, which is enough time for fast checking of updates (e.g. about hotel availability) but no chance for any conversion. **Around 23% of visitors stayed on the website from 1 to 10 minutes** when they were able to contribute to conversions described as desired actions– hotel booking, newsletter subscribing, user’s account setting... These users are significant group for the company (see Table 5.6 below).

**Table 5.6 Visit Duration**

Visit Duration	Visits
0-10 seconds	290,988 
11-30 seconds	119,411 
31-60 seconds	51,046 
61-180 seconds	84,632 
181-600 seconds	71,213 
601-1800 seconds	38,792 
1801+ seconds	11,669 

Source: Google Analytics, own modification

### 5.1.2.1 Technology & Mobility

Customer behavior analysis was completed by the test for used technologies and devices. This data is essential since technologies are developing rapidly and without them the online marketing couldn't exist.

Let's take a look at the Table 5.7 below which shows us that popular Internet Explorer has been slowly replaced by Chrome from Google. Both of them still represent leaders in the market by almost 80% contribution of website traffic. Strong position has also Firefox which attracted 76.34% of new visits. We can also observe increasing popularity of tablets and mobile phones according to the shares of browsers like Opera Mini and Android Browser. Unfortunately, at the same time we have to emphasize that visits generated by mobiles browsers have higher bounce rate – Android Browser 44.82% and Opera Mini 47.54% and naturally accompanied by shorter average visit duration – Android browser 00:02:08 and Opera Mini 00:01:24.

**Table 5.7 Browser Preference**

Browser ?	Acquisition			Behavior		
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	667,751 % of Total: 100.00% (667,751)	76.72% Site Avg: 76.80% (0.15%)	512,272 % of Total: 100.15% (511,486)	36.45% Site Avg: 36.45% (0.00%)	10.75 Site Avg: 10.75 (0.00%)	00:03:13 Site Avg: 00:03:13 (0.00%)
1. Chrome	194,790	78.03%	151,995	38.52%	10.91	00:03:24
2. Internet Explorer	176,774	75.21%	132,951	32.30%	10.07	00:03:11
3. Firefox	174,049	76.34%	132,867	35.66%	12.80	00:03:10
4. Android Browser	44,678	84.79%	37,883	44.82%	4.29	00:02:08
5. Safari	37,783	73.33%	27,707	37.33%	9.63	00:03:32
6. Opera	24,667	68.20%	16,824	37.51%	12.34	00:04:05
7. Mozilla	9,066	77.70%	7,044	35.76%	16.99	00:03:28
8. Opera Mini	1,342	81.00%	1,087	47.54%	2.05	00:01:24
9. Safari (in-app)	961	78.36%	753	36.52%	5.30	00:02:21
10. Maxthon	815	80.37%	655	41.72%	15.93	00:02:50

Source: Google Analytics

Since that times when people use their computers only at home are over, it is important to apply one's mind to current trend – mobility. More and more people prefer to be connected anywhere they go in order to use their highly-valued free time effectively. We can observe this trend in the Table 5.8. As was analyzed before, popularity of using mobiles and

tablets is increasing, in particular demand for fashionable tablets became crucial just four years ago. The Czech platform is tablets friendly. The bounce rate 33.81% is lower than by desktop users and a user stays at the website 00:04:17 on average whilst viewing 10.72 pages in a single visit. In contrary, the data of mobiles signalizes that the Czech platform is not accurate for users coming from the mobile phones. Despite they brought 57,325 visitors in the set time area, 46.09% of them left the site from the first page without any conversion.

**Table 5.8 Device Preference**

Device Category ?	Acquisition			Behavior		
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	667,751 % of Total: 100.00% (667,751)	76.72% Site Avg: 76.80% (0.15%)	512,272 % of Total: 100.15% (511,488)	36.45% Site Avg: 36.45% (0.00%)	10.75 Site Avg: 10.75 (0.00%)	00:03:13 Site Avg: 00:03:13 (0.00%)
1. desktop	574,035	76.16%	437,193	35.66%	11.48	00:03:17
2. mobile	57,325	85.46%	48,990	46.09%	3.51	00:01:49
3. tablet	36,391	71.69%	26,089	33.81%	10.72	00:04:17

Source: Google Analytics, own modification

## 5.2 Actual State in Search Engines

We will take into consideration only two main search engines bringing the traffic to the Czech platform – Google and Seznam. Values were measured (by order “site”) on Feb 8, 2014.

- **Google indexes (for Google.cz)** from the website [www.holidaycheck.cz](http://www.holidaycheck.cz) 149 000 pages.
- **Seznam indexes** from the website [www.holidaycheck.cz](http://www.holidaycheck.cz) 56 753 pages.

By other words, Google.cz “knows” 149 000 pages of [holidaycheck.cz](http://www.holidaycheck.cz) and these pages are visible for users who can find them in search results. By Seznam there are 56 753 pages showing to the searcher.

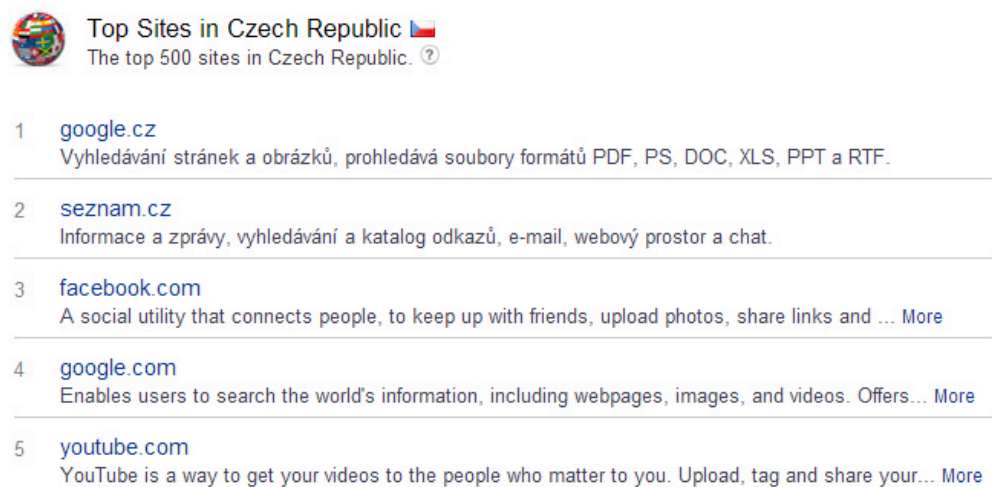
Differences in the number of indexed pages are mainly due to the different performance of each search engine. Other aspects may be different tolerance of every search engines to the technical problems, duplicate or similar content etc.

Everyone can also find the ranks of individual search engine on the Internet. I used SEO, an online tool from [www.seo-servis.cz](http://www.seo-servis.cz) on Feb 8, 2014.

- **PageRank** for the homepage: 4/10
- **S-Rank** for the homepage: 5/10

Both PR and S-Rank express importance of the website. Their values can increase by more quality and credible backlinks. The area of backlinks and its role in the SEO will be more explained in the chapter about off-page SEO factors. Another interesting rank is **Alexa rank**, which measures “popularity” of the website. The lower are the rank values the more people visit a website. Popularity is determined by the traffic, popular websites have the most visitors. In the Czech Republic five top sites are Google.cz, Seznam, Facebook, Google.com and YouTube (see Figure 5.2 below). Holidaycheck.cz has Alexa rank **12,473** which means 12,473th position (state to Feb 8, 2014).

**Figure 5.2 Top sites in the Czech Republic**



Source: Alexa.com

## 5.3 On-Page SEO Analysis

### 5.3.1 Content

The content must be **unique, valuable and fresh**. If these requirements are met, we can speak about content **quality** and if content works properly, all other SEO elements are



then easier to support. Therefore, content of the Czech platform will be first part of SEO analysis.

First content contributors are naturally users. They can write a hotel or POI (point of interest) review, upload pictures or share their travel experience by a travel article. All contributions must be scanned by quality check software to avoid misleading, insulting or inappropriate texts. Reviews or travel articles serve as a useful and unique content because they are coming from real experience. Every day new contributions are coming and thus the content is quite regularly refreshed as well. To tease people for creating more new content, special marketing content campaigns are conducted (e.g. Helps Happy Holiday Happen), affiliate programs are running (e.g. Miles & More) or people are teased in regular Facebook contributions. For a conversion on the website, there are regular news for registered users with the links going to the particular review funnel. However most of the reviews are coming from German speaking users and for a uniform distribution it is essential to translate all reviews to all active languages. In Table 5.9 we can see results of content provided by users in the year 2013. The values are average for each HolidayCheck platform.

**Table 5.9 Average User Content of the Platform**

Year	Long hotel reviews	Short hotel reviews	Holiday pictures	Travel tips	Videos	Ship reviews	Overall
2013	3,101	8,282	16,080	0,207	0,197	0,011	27,878

Source: Internal data

Videos and ship reviews are not part of HolidayCheck content from 2014 anymore, since as we can see, their amount was really poor. For 2014 there are plans for more content marketing campaigns in order to get more reviews as one of the foundation stones of the company.

Content is also created within the organization. The most sources are coming from DACH Product department and are modified later by marketers and translators to fit the customers of individual markets. Hotels, destinations or travel tips information are also made internally or outsourced to special companies creating unique and current travel content. To achieve SEO friendly texts, company uses a template (see Table 5.10 below) and this serves as a required format for any company involved in creating a travel content.

**Table 5.10 Hotel Review Summary Template**

<b>Content</b>	<p>What makes it special? What is the place famous for?</p> <p>Most important information first.</p> <p>Only necessary words (no fillers).</p> <p>Use always the name of the POI and not any other synonyms.</p>
<b>Extension</b>	<p>At least 100 words, divided into 3 paragraphs.</p>
<b>Keywords Use</b>	<p>Use the keywords from the official keyword set.</p> <p>Distribute the keywords through the text and do not forget that the text should be natural and not spam.</p>
<b>Style</b>	<p>Short sentences, verbs instead of nouns, active instead of passive, do not use negation sentences, write concise, simple and objective.</p>
<b>Note</b>	<p>The text is addressed to holiday makers and leisure travellers, not for business travellers.</p> <p>Do not include the company name into the title.</p>

Source: Internal data, own modification

In my opinion, the official template is appropriate, but I would change or add a couple of parameters. Since the text may contain things too see, the extension is really not enough. 100 words cannot bring any value neither for a customer, nor to the robots. I would **increase the extension to at least 250 words**. The title should not be too long, usual recommended length is until 70 characters.

I appreciate the suggested style, because the final article must be objective. **No offers or prices as they may change**. Stick to what the POI offers and not what the tour providers offer. The company must **provide only double checked information** and never lie to a customer, otherwise the trust will be damaged forever. **No marketing language – attractive** but no promotional. The language must be also **understandable** for an average customer, without too much complicated expressions and technical terms. It is worth the effort to adopt the language the customer or user is using when searching. Use of the same name of POI in the whole article is truly important for **being consistent**. Besides 3 paragraphs the final version should also contain subheads for each paragraph. **Structured text is easier to scan for robots**.

After a delivery of final texts, each of them must be always controlled if the content is really unique, since algorithms do not tolerate **any copies and plagiarism**. **Articles might also differ to each other** to avoid the threat of duplicate content which can harm indexing of the website.

### 5.3.1.1 Keyword Research

Correctly chosen keywords and phrases are essential for the successful SEO after creating good content. Properly chosen keywords lead to the website targeted visitors who are interested in the website's services. The Czech platform uses a keyword set designed by the SEO manager. Its full version is located in Annexes as Annex 1. I listed below (see Table 5.11) just major keywords relate to each page within the website.

**Table 5.11 Set of Major Keywords**

Page	Major Keyword
Homepage	recenze hotelů
Destination Index	[destination] dovolená
Destination Hotel Index	hotely [destination]
Destination POI Index	turistické cíle [destination]
Destination Media Index	[destination] fotografie
Hotel Index	[hotel_name]
Hotel Review Index	[hotel_name] recenze
Hotel Media Index	[hotel_name] fotografie
POI Index	[poi_name]
POI Review Index	recenze [poi_name]
POI Media index	[POI_name] fotografie

Source: Internal data, own modification

In general, the basic keywords can be summarized as: *recenze hotelů, dovolená, hotely, turistické cíle, fotografie* and *recenze*. The keyword template was developed with the clear structure – every single page has its own major keyword plus 3 auxiliary keywords (see Annex 1). Keywords are multiple which is correct, since it differentiates the query a bit from the very general searching terms that have to deal with higher competition. Besides, a multiple keyword contains the concrete name of a POI, a destination, a hotel and it is well

classified by general keywords – hotel reviews, holidays, hotels, POIs, pictures and reviews etc.

First I tested **whether keywords are included correctly in the website content and what the density of used keywords is. Here I found a serious deficiency.** The keywords are not displayed on the website at all. They are **included only in the page titles or meta descriptions.** This fact means that a user can find the page when searching for information with the search engine or by direct search, but when enters the website, there is a lack of text and interlinks structure, user finds only pictures, sometimes H1 tags followed by sub-headlines H2 or H3. These features **create a huge drawback of the new website technology** and can cause a confusion in the user’s mind, discrepancy between an expectation and a reality and through that a massive loss of traffic. For the robots is the situation not that much serious, they can crawl individual pages because of keywords in titles tags and meta description tags, but from the marketer point of view, future improvements and actions are heavily required.

I went through the entire Czech platform to analyze all keywords elements on the pages and discovered interesting results. **Not all of the pages have been already transformed according to the new technology requirements.** “Old technology” pages are optimized and the keywords appear both in the page title and on the website. “New technology” pages are not well optimized and by some of them reversed order of the second keyword was implemented. This step was in my opinion meaningful as it sounds more natural in the Czech language.

According to my research from Feb 12, 2014 - new technology pages are: **Homepage, Destination Index, Destination Hotel Index, Destination Media Index, Hotel Index, Hotel Review Index, Hotel Media Index.**

Old technology pages are all related to the POIs: **Destination POI Index, POI Index, POI Review Index, POI Media index.**

Annex 2 and Annex 3 have been made as two print screens in order to show the differences between the both versions of the platform. Although the new technology has been designed to provide a more user friendly environment with the nice design for an user’s eye including many various applications, the old technology is much more SEO friendly and help a customer to not get lost.

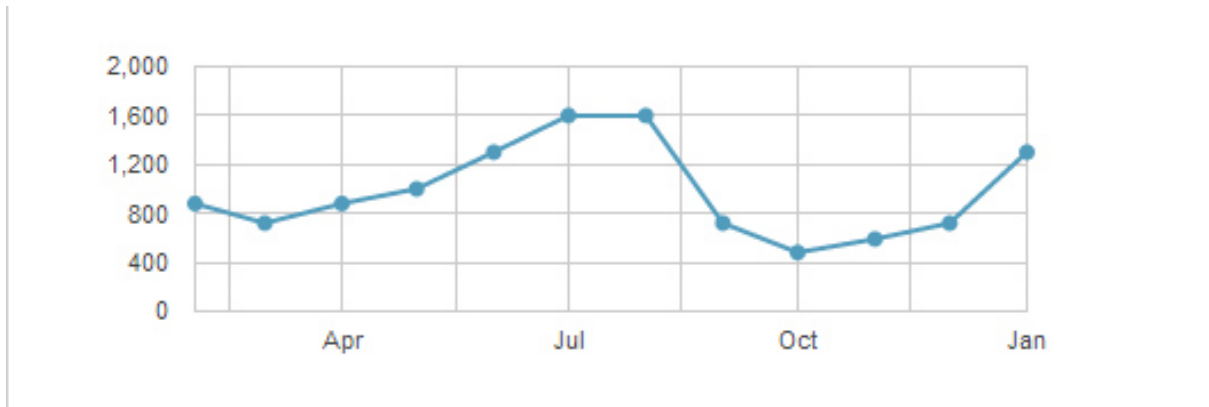
Before another part of keyword research will be opened, we have to bear in mind that Google's algorithms for scanning the content are repeatedly changing. Although the goal is to bring the searcher the most original and engaged content, cutting IT and marketing tricks that lessened the value of the average search, **Google's latest algorithm Hummingbird considers now the intent behind the query and focused on the natural search queries.** According to the last updates from searchengineland.com Sep 30, 2013 is and is designed to emphasize a high level of understanding. To do so, its chief feature is conversational search – when a user makes a search query, **instead of focusing of used keywords** and popping out results that seem to match them best, Hummingbird can **provide in-depth insights to the markets behavior** through careful construction of search queries. Internal parameters, which were previously overlooked or ignored, are now processed as complex queries. Such queries mean a big benefit for a customer – queries are more natural, conversational and contextual. A conversational-style query tends to return information showing also search suggestions or results in the related searches. For a marketer it means an opportunity to **evaluate what are the current trends**, what are the users typing and according to a search query type can create a content that specifically responds most closely to the information that is wanted.

Second part of the keyword research was then devoted to the **keywords suitability** check. Here it came to dividing the search queries related to HolidayCheck and **evaluation of their importance**. The goal was to decide, if the keywords were chosen correctly with regard to searching trends on Google or if they should be changed with regard to the competition level, language comprehensibility etc.

As we saw in the chapter dedicated to web analytics, the Czech platform has a significant share at direct search which indicates a **navigational search query** coming from the users brand awareness. In fact, there are not many ways of targeting the navigational query, since navigational queries have simple intent – a user searches for an exact website; another one is not relevant to him. In addition, Google cut the total number of results on the first page to 7 for navigational brand queries, not more than seven will be displayed. However, the Czech platform has quite strong point in this area and ranks organically, for the future might be worthy buying keywords, because the total profits will end up higher. With the help of Google Adwords and Google Trends **I tested the opportunity of a CPC campaign**. The keyword *holidaycheck* gained 1,000 average monthly searches dealing with the low level of competition in the tested period from February 2013 to January 2014 (automatically set by Google). The significant rise in traffic in the main summer season was

followed by drop in searching during fall and winter months (see Figure 5.3 below) which is an ideal time for launching the CPC campaign. Based on the low level of competition there is also a convenient suggested bid 1.39 Kč, calculated by taking into account the CPCs that other advertisers are paying for this keyword.

**Figure 5.3 Monthly Searches for *holidaycheck***



Source: Google Adwords, Google Trends

When someone enters an **informational search query** into Google, there is a demand for information, in particular for a broad topic like hotels, cheap holidays, Turkey etc. Since the HolidayCheck Czech platform serves as an independent information travel portal, an **informational search query is closely related to the website's intension**. As an informational search query is **more general keywords focused** rather than exact terms in navigational query search, **it is essential to examine whether the keywords from actual keyword set are often searched, in other words if they respond to the current trends in searching**. Testing was conducted from Feb 23, 2014 to March 7, 2014 in Google Trends and Google Adwords, within the tested period automatically set by Google Feb, 2013 – Jan, 2014. Since each page of the Czech platform has one major and three auxiliary keywords, we can compare which combination might be the most relevant by considering following factors:

- average monthly search,
- level of competition,
- current trends in searching,
- more contextual and natural search queries enabled by Google latest algorithm Hummingbird and
- comprehensibility for a Czech user.

#### a) Homepage (Feb 23, 2014)





Major keyword for the Homepage is *recenze hotelů*. Auxiliary keywords are *ubytování*, *dovolená* and *hotel* (See Annex 1).

Keyword *ubytování* is not an appropriate keyword for the Homepage since this keyword is unstable and differs every month. The trend varies between main touristic season in summer and the rest of the year, trend is also **mostly decreasing**. The average number of times people have searched for this exact keyword was 2,900.

Keyword *dovolená* is less fluctuating and the most frequented by users by 8,100 average monthly searches. This popularity is naturally accompanied by a very high level of competition and increasing costs for possible CPC campaign. Anyway, based on quite stable trend and support from searchers is this keyword **worthy to consider for another page**.

Keyword *hotel* is considerably less much in demand than *dovolená*. Contrarily, it is visited on average by 2,400 users per month with **almost no fluctuation** within the tested period. There is no season/weather/last minute difference; hotels are sought-after all year long. There is a drawback in the degree of competition which is really powerful and in a high rate of generality. It seems to be difficult to predict if a user makes a query just for a hotel or intends to search for a hotel picture, availability, ambience or reviews. These very hotel reviews create HolidayCheck content and fulfill the requirement to provide an information service to customers and help them to experience a perfect holiday. For that reason multiple keyword *recenze hotelů* was, in my opinion, chosen very well as the major keyword. Thanks to the combination of two words it does not have to face too many competitors and homepage directly characterizes the website information and experience sharing character. Considering the existence of the Hummingbird there is a nice opportunity to try something new and convert existing major keyword *recenze hotelů* into *hotely and recenze*, using the combination of a general, stable and popular keyword *hotel* and more competitive and for a company's branding important keyword *recenze*. In the case a user would search for a query hotel, Google might suggest him not only results including a keyword *hotel*, but also more contextual results including hotel pictures, cheap hotels, the best hotels and maybe hotel reviews according to the Hummingbird's policy as well. All described data is in Table 5.12 below, trends are represented in Annex 4.

**Table 5.12 Homepage Keywords: Feb 2013 - Jan 2014**

Search terms		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
hotel		2,400	High	Kč56.64
dovolená		8,100	High	Kč9.87
recenze hotelů		1,300	Medium	Kč8.11
ubytování		2,900	High	Kč8.74

Source: Google Adwords, own modification

### b) Destination Index (Feb 25, 2014)

Major keyword is *[destination] dovolená*. Auxiliary keywords are *průvodce [destination]*, *ubytování [destination]* and *informace [destination]* (See Annex 1).

*Průvodce* and *informace* were searched rarely; concrete values are by *průvodce* 390 average monthly searches and by *information* 1,000 average monthly searches. Regardless of a low level of competition, there is no point in pushing those keywords up on the SERPs by any campaign, because customers simply do not use these expressions, while searching for any “information” about the upcoming holidays. It is a matter of language use. Users are more likely to prefer *ubytování* or *dovolená*. From the SEO point of view, both of them are appropriate for Destination Index on HolidayCheck.cz. All of mentioned keywords are connected to the particular destination, which is correct in order to narrow the choice for the customer and target only required destinations.

As it is apparent from Table 5.13 below, the most popular keyword is without any doubt *dovolená* and the position of a major keyword was assigned rightfully. Moreover, we should bear in mind that the page Destination index gives user information about the destination as the whole, not only about hotels inside it. You can find there a destination map, other neighboring regions, useful information about the trip preparation, etc. From that reason the major keyword perfectly characterizes the content of the page.

In the section *Related Searches* in Google Trends are available handy tips for top terms people most often searched for. For the keyword *dovolená*, related searches were: *dovolená*



2013, *chorvatsko dovolená, last minute dovolená, dovolená u moře*, etc. This information might not be ignored, since it reflects customer interests and needs. **Customers focus on update information and also convenient price. Preferred destinations are also searched more often for and require a separate section in the page.** Solution which would give a satisfaction to both customers and SEO requirements is implementation current searching trends into the page structure; H1 tag can be modified as *Dovolená 2014* and other sections with H2 tag (*Nejlepší z nejlepších*) can be broadened by creating new subsections - by adding new subsections there is an opportunity to use the second suitable keyword *ubytování* to fasten the navigation for hotel only searchers and compare the results later in Google Analytics. Suggestions for new subcategories are:

- *Oblíbené destinace*: for the Czech market - Turecko, Chorvatsko, Egypt;
- *Last minute // Super last minute*;
- *Levné ubytování // Levná dovolená // Ubytování u moře*;
- *Dovolená u moře*.

Suggestions have been formulated according to the Ad group ideas for keywords in Google Adwords within Annexes (see Annex 5).

**Table 5.13 Destination Index Keywords: Feb 2013 - Jan 2014**

Search terms		Avg. monthly searches	Competition	Suggested bid
dovolená		8,100	High	Kč9.87
ubytování		2,900	High	Kč8.74
průvodce		390	Low	Kč5.48
informace		1,000	Low	-

Source: Google Adwords, own modification

### c) Destination Hotel Index (Feb 27, 2014)

Major keyword is *hotely [destination]*. Auxiliary keywords are *recenze hotelů [destination]*, *dovolená [destination]* and *levné ubytování [destination]*.

Attention was paid only to two keywords *hotely* and *ubytování*, because the rest has been already used for the previous two pages. Despite a great popularity of keyword *hotely*, there is **even a bigger interest in keyword *ubytování***. The adjective *levné* was deleted, because it is only one kind of accommodation and HolidayCheck also offers more expensive alternatives, therefore would be not fair trying to attract customer only for cheap hotels. If a user prefers the very cheap accommodation, there is a side bar on the Destination Hotel Index in order to tick the preferences, more details will be mentioned below.

Preferences related to keywords *hotely* and *ubytování* are displayed in Table 5.14 and graphically represented in Figure 5.4. Both Google Trends and Google Adwords clearly support the fact that a keyword *ubytování* is **currently the number one and needs to be definitely changed for a major keyword**, appearing ideally in title tag (e.g. *Ubytování Turecko*) or meta description tag (e.g. *Turecko – ubytování a recenze na jednom místě u HolidayCheck*).

Really useful tool is located in the side bar on the left side of the page – a customer can tick his preferences and create his own list of hotel offers, which is tailored to his wishes. The categories are number of stars, recommendation rate, type of holidays, who is recommending, important criteria and hotel facilities.

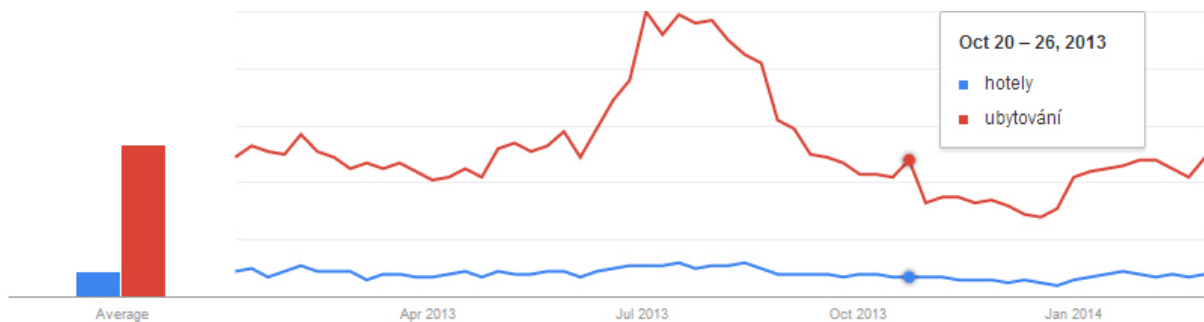
At the same time I would keep a keyword *hotely* **as the major auxiliary keyword**, because of its popularity and stable trend in searching all year long. Besides, this keyword is a major keyword for a special page gathering only the most popular hotels based on published tourists' reviews. These hotels were sorted into 6 categories and awarded as the top hotels for customer's satisfaction at holidays. The landing page is purely top hotel oriented and very well created for customers searching for reliable and proved hotels. To enter this page, there is a subsection on the Homepage, which leads to the landing page, but I would also add a call to action button on the Destination Hotel Index to provide fast and easy navigation to the most popular hotels and command attention without losing time by searching for all opportunities. Call to action button could be formulated like: "*Learn more about the most popular hotels*".

**Table 5.14 Destination Hotel Index Keywords: Feb 2013 - Jan 2014**

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?
dovolená	✗	8,100	High	Kč9.89
ubytování	✓	2,900	High	Kč8.75
recenze hotelů	✗	1,300	Medium	Kč8.13
hotely	✓	1,000	High	Kč14.34

Source: Google Adwords, own modification

**Figure 5.4 Searching Trends for *Hotely* and *Dovolená*: Feb 2013 - Jan 2014**



Source: Google Trends

**d) Destination POI Index (Feb 27, 2014)**

Major keyword is *turistické cíle [destination]*. Auxiliary keywords are *turistické atrakce [destination]*, *památky [destination]* and *restaurace [destination]*.

Major keyword *turistické cíle* has been not chosen properly, because people who have searched for this exact expression visited the page around 40 times in the month. Very similar situation is by an auxiliary keyword *turistické atrakce* with 10 average monthly searches. With such a poor result it is very difficult to achieve any traffic improvement, since robots will always concentrate on fresh and engaged content that people like to share with their friends and talk about it. On the other hand, these both keywords absolutely define what this page consists of – dining tips, sport activities, shops and clubbing. Here a customer gets informational service about things to do near the hotel or in the destination. Anyway, if these

expressions are not attractive for a customer, they will barely visit the website and this is time for webmasters to change existing keywords.

Much more satisfactory results were received from *památky* (260 average monthly searches) and *restaurace* (22,200 average monthly searches), both representing individual elements of things to do. As we can see, people **are likely to prefer concrete activities** than searching the whole package of tips what to do. Even though *restaurace* **is considered to be the most frequented keyword of the whole keyword set**, it should be not considered to be a major keyword of an entire page. The meaning is too much narrow and the content for gastronomy information is not sufficient by all cities or regions. More reviews, pictures or general descriptions are still required. Much more effective will be to implement this keyword into the meta description tag of the page (e.g. *Památky, restaurace, sportování a další tipy pro vaši dovolenou v Turecku od HolidayCheck*) and later on to the content about holidays tips in particular country.

My concept is to replace a major keyword *turistické cíle* with a new keyword *atrakce*, which **also well summarizes holidays tips and is more popular with customers** as we can see in Table 5.15 below. This keyword has advantageous conditions for being advertised, since the level of competition is not high and costs per click are keenly priced (suggested bid 2.62 Kč). *Atrakce* might also appear in the title tag (e.g. *Atrakce Turecko*) in order to be found by crawlers and indexed to their database. Page can be clearly divided into individual subsections according to the kinds of activities considering searching trends: *restaurace, památky, sportování, nákupy*, etc. All subsections might be processed as sub-headlines H2 in order to create nice SEO structure and provide more organized content on the page.

**Table 5.15 Destination POI Index Keywords: Feb 2013 - Jan 2014**

Search terms		Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>
restaurace		22,200	Low	Kč7.38
atrakce		1,300	Medium	Kč2.62
památky		260	Low	-
turistické cíle		40	Low	-
turistické atrakce		10	Low	-

Source: Google Adwords, own modification

#### e) Destination Media Index (March 2, 2014)

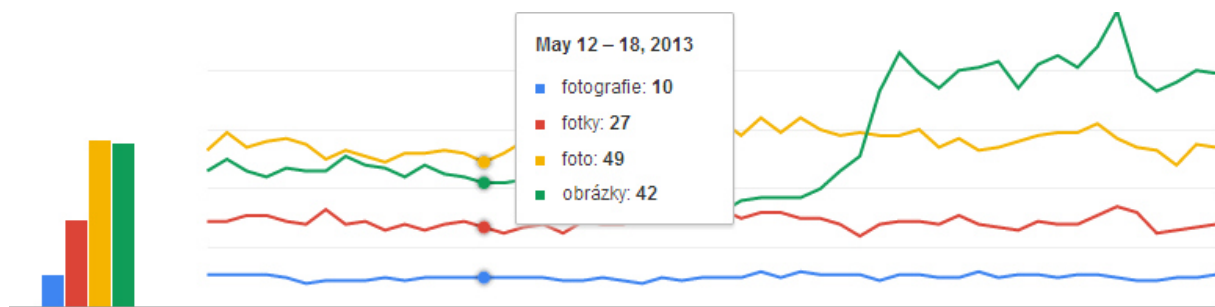
Major keyword is *[destination] fotografie*. Auxiliary keywords are *[destination] fotografie*, *[destination] foto* and *[destination] obrázky*.

As it is obvious from the first sight, there are two same expressions in the keyword combination for the Destination Media Index. We can easily change one of them for *fotky* and have more alternatives for further choice. Since this page really offers only pictures from holiday makers, there is no reason to think about more suitable expressions. A keyword including picture and its modifications fits excellently. One would point out that thanks to the Hummingbird algorithm we are barely interested in the current searching trends in this area, because Hummingbird powered engines simply focus on a customer intention of searching and do not really care about exact keywords. However, in the Czech market significant amount of customers are Seznam users, some of them prefer Centrum and one cannot predict Google's plans for following years about new approaches of its algorithms. In order to take account of all possible scenarios it is every time useful to keep up with users preferences of searching keywords and implement them into the page.

I used again Google Trends and checked the level of popularity of each individual keyword. At the same time I included into analysis also keyword *fotky* mentioned above. The result I returned for my query was very surprising. All of auxiliary keywords are much more frequented than the main one; even the new suggested keyword *fotky* has higher traffic than a keyword *fotografie*. At the end of September we can observe a rapid growth of a keyword ***obrázky***, which has gained a leading position, and will probably still be rising (see Figure 5.5 below). From that reason this keyword is right now the most appropriate for the main position and use in all important places like title tag, meta description tag and directly in the content alike. Also keyword ***foto*** is distinguished by a very stable trend all year long and throughout **strong position**. Its place might be close to *obrázky* to make the titles and meta tags sound more natural by using the same meaning, but different words (e.g. *Turecko obrázky – Chcete vědět, jak to v Turecku opravdu vypadá? Podívejte se na foto turistů, kteří již tuto destinaci navštívili! Na HolidayCheck začíná Vaše dovolená*). Similar strategy can be employed in the articles or descriptions too.

*Fotografie* and *fotky* are currently in decline and might be considered as auxiliary keywords and be prepared for a possible use, if necessary.

**Figure 5.5 Searching Trends for Destination Media Index Page: Feb 2013 - Jan 2014**



Source: Google Trends

**f) Hotel Index (March 3, 2014)**

Main keyword is *[hotel\_name]*. Auxiliary keywords are *[hotel\_name] [destination]*, *recenze [hotel\_name]* and *informace [hotel\_name]*.

In this case further research like in previous pages is not necessary. As we can see, main keyword is represented by the particular *hotel name* which is mostly unique and nicely fits to user's purpose of exploring more about the chosen hotel – pictures of accommodation, hotel description, equipment, price, availability, etc. Since not all hotels have totally different name and some names are the same or similar thanks to customs and traditions for a particular city or region, in the title tag of the page is always a mention of the exact hotel location–based on the use of auxiliary keyword *[hotel\_name] [destination]*. Then all hotels are well distinguished and after entering the Hotel Index page further details and information service are provided. For subsequent description I selected hotel Dana Beach Resort because of many prestigious awards and great customers' popularity. The content about this hotel is continuously growing and that is why all page subsections are well working and are applicable for explanation.

Page subsections include auxiliary keywords *recenze* and *informace* as is also announced both in the title tag (*Hotel Dana Beach Resort, Hurghada - recenze hotelu a informace – HolidayCheck.cz*) and in the meta description tag of the page (*Hotel Dana Beach Resort: 11536 recenzí hotelu, 97 doporučení, 2678 fotografií a praktické cestovní informace na HolidayCheck.cz.*) For summarizing a keyword use see Figure 5.6 below, which has been made as a screenshot of the SERP in Google.

**Figure 5.6 Keywords use of Hotel Index Media Page**



Source: SERP in Google.cz, own modification

Excluding reviews and information & facts subsections, other subsections of the page are devoted to hotels booking, weather and climate, best time to visit and hotels and things to do in surroundings.

Generally said, this page is **demonstration of a good job that has been done in the SEO area – keywords are implemented in each part of the page: content, title tag and meta description tag**. Keywords are not exaggeratedly repeating or missing anywhere. If it is a well-known hotel, people tend to speak about it and share their holiday experience. The result is fresh and unique content, which is in particular helpful to other fellow travellers. Navigation is clear and helps a user to browse the page for basic information, contribute to content with his own pictures or experience, at the same time book the accommodation and stay in touch with social media.

#### **g) Hotel Review Index (March 4, 2014)**




Major keyword is *[hotel\_name] recenze*. Auxiliary keywords are *recenze hotelu [hotel\_name]*, *hodnocení [hotel\_name]* and *názory na [hotel\_name]*.

For the checking process was logical to consider the first and the second keyword mentioned above to be just one keyword *recenze*. The word order does not play any role here, it was just important to test, whether keywords have been correctly selected according to the searching trends. Based on the screenshot from Google Adwords (see Table 5.16 below) we can state **a proper structure of keywords for Hotel Review Index**.

Major keyword *recenze* was searched by 3,600 visitors per month and should continue in position of main keyword of the page. People also sometimes used alternative expression *hodnocení* (320 average monthly searches) while browsing on the Internet. The contribution level of the last keyword *názory* to traffic is negligible and there is no well-founded reason to keep it the keyword set.

In my point of view, no changes are required. *Recenze* and *hodnocení* fulfill well a keyword requirement in terms of current searching trends. They should complement each other and support natural-sounding page title and its descriptions too. The rest of the page content is provided by holiday makers and might reflect personal good or bad experience. Both of the keyword can be also promoted thanks to a low rate of competitors; suggested bid for a keyword *recenze* is 5.98 Kč.

**Table 5.16 Hotel Review Index Keywords: Feb 2013-Jan 2014**

▼ Search terms		Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>
recenze		3,600	Low	Kč5.98
hodnocení		320	Low	-
názory		90	Low	-

Source: Google Adwords, own modification

#### **h) Hotel Media Index and POI Media Index (March 5, 2014)**

Keywords combination has been set as the same as for Destination Media Index (see Annex 1). Instead of pictures of a particular holiday destination we are dealing here with hotel pictures or pictures of a specific tourist attraction. The further analysis and subsequent description is identical to that one already performed in the point e) from March 2, 2014.

#### **i) POI Index (March 5, 2014)**

Major keyword is *[poi\_name]*. Auxiliary keywords are *[poi\_subcategory]* *[poi\_name]*, *ubytování [poi\_name]* and *[poi\_name] [destination]*.

As I mentioned in Chapter 5.1 Web Analytics, the POI Index has been not transformed into a new design yet. Therefore the current keyword set is not valid for this page, but we can still focus on proper keywords selection. Major keyword refers to the concrete name of POI. One might notice very similar beginning like in the Hotel Index. This hypothesis is truly correct and since that structure was approved as more than applicable for the Hotel Index, it would be logical to adopt the same template for the POI Index.



Except major keyword, exactly copying the *POI name*, keywords that would bring to a customer added value are required as well. Keyword *[poi\_subcategory] [poi\_name]* does not serve as a good example. A customer does not need to know, which subcategory the POI is coming from. This information is worthy for internal purposes like structure of the site or navigation. When speaking about the right keyword, for sure there must be a mention of the place, where the POI is situated - either for the purpose of differentiation from similarly named POIs or as basic information for a user in terms of a trip preparation. Therefore auxiliary keyword *[poi\_name] [destination]* from the keyword set **is suitable to be used**.

People like to be or in some cases preferred to be informed in advance, what they can expect from the place they are going to spend their valuable free time; when is the best time to visit, how much is the ticket/entry, or if the place is really a “must see” at all. The most useful piece of advice comes from somebody’s own experience. As in the Hotel Index, here we can also **set another auxiliary** keyword *recenze [poi\_name]*.

If then comes to trip preparation, there is a demand for a hotel or any accommodation in the area. The Hotel Index did not deal with this issue, since the whole page provides hotel information or booking section. However, on the POI Index we have to bear it in mind and **again approve already chosen keyword** *ubytování [poi\_name]* with corresponding section in the content.

In order to provide as much as possible information to a user and broaden the page content, additional subsections could be established. Topics might cover the gaps currently existing in the content, e.g.:

- *general information* – place description, history, curiosities;
- *practical information* – how much the entry costs, opening hours, special offers (museum pass, student reduction), how to get there by public transport;
- *climate* – best time to visit;
- *other tourist attractions* nearby.

#### **j) POI Review Index (March 7, 2014)**

Major keyword is *recenze [poi\_name]*. Auxiliary keywords are *hodnocení [poi\_name]*, *recenze [poi\_subcategory] [destination]* and *hodnocení [poi\_subcategory] [destination]*.

Keywords combination has been set as the same as for Hotel Review Index. Instead of holiday makers' reviews of a particular hotel or any kind of accommodation we are dealing here with tourists' reviews of a specific tourist attraction. The further analysis and subsequent description is identical to that one already performed in the point g) from March 4, 2014.

To finalize the part devoted to keyword research I created Table 5.17. It consists of all pages like the CZ Keyword Set (see Annex 1), but except existing major keywords there is a section including suggested actions.

Element of content is time consuming, long term oriented, expensive and exhausting. However the content marketing generating new or fresh content is a key element that can be gracefully integrated into companies' over-all marketing strategy to help boost the traffic and drive sales.

**Table 5.17 CZ Keyword Set: Suggested Actions**

Template	Major Keyword	Auxiliary Keywords, Suggested Actions
<b>Homepage</b>	recenze hotelů	Hotely a recenze – new suggested major keyword Do not use ubytování - unstable, differs every month Dovolená – suitable for another page Hotely – too much general and high level of competition, but still worthy to use sometimes as auxiliary keyword
<b>Destination Index</b>	[destination] dovolená	Informace and průvodce – delete for lack of searches Ubytování – keep as appropriate auxiliary keyword Implement more subsections – Last minute, Super last ... Keep the correct structure by using heading tags (H1,H2)
<b>Destination Hotel Index</b>	hotely [destination]	Ubytování – change for major keyword hotely Recenze hotelů and dovolená – already has been used Hotely - keep as appropriate auxiliary keyword Design a call to action button relates to awarded hotel microsite
<b>Destination POI Index</b>	turistické cíle [destination]	Atrakce - new suggested major keyword Turistické atrakce and turistické cíle – delete for a lack of searches

		Implement more subsections – restaurace, památky, nákupy
<b>Destination Media Index</b>	[destination] fotografie	Obrázky – new suggested major keyword Foto – keep as appropriate auxiliary keyword Fotky – in decline, keep for potential use Fotografie – delete for lack of searches
<b>Hotel Index</b>	[hotel_name]	No changes required
<b>Hotel Review Index</b>	[hotel_name] recenze	Hodnocení - keep as appropriate auxiliary keyword Názory - delete for lack of searches
<b>Hotel Media Index</b>	[hotel_name] Fotografie	The same structure like Destination Media Index – See Destination Media Index
<b>POI Index</b>	[poi_name]	[poi_subcategory] [poi_name] – useless information for a user [poi_name] [destination] and ubytování [poi_name] - keep as appropriate auxiliary keyword Set another auxiliary keyword recenze Implement more subsections – climate, general information
<b>POI Review Index</b>	recenze [poi_name]	The same structure like Hotel Review Index – See Hotel Review Index
<b>POI Media Index</b>	[POI_name] fotografie	The same structure like Destination Media Index – See Destination Media Index

Source: Own modification

## 5.3.2 HTML Tags Analysis

### 5.3.2.1 Title Tag and Meta Description Tag

Before starting to analyze each page's title and meta description, it was necessary to gather internal data relate to this topic. For this purpose I created a table including all the

pages of the Czech platform plus individual title elements and meta description tags (see Annex 6). Based on this table I was able to clearly determine, whether all criteria have been met in order to have SEO optimized title tags and meta descriptions tags for each page of the Czech platform. Criteria, which have been controlled, are:

- **use of adequate keywords,**
- **length of the text,**
- **uniqueness for each page,**
- **exact summary of the page's content,**
- **brand name** (especially by title tag),
- **level of attractiveness for a customer** (by meta descriptions).

In the end of HTML elements analysis introduction I would like to notice that both titles and meta descriptions are available to find either on the SERP or in HTML code of the page, as it is obvious in Figure 5.7.

**Figure 5.7 Where to Find Title and Meta Description**



Source: Seznam.cz; Holidaycheck.cz, own modification

**a) Homepage (March 11, 2014)**

**Title tag:** HolidayCheck.cz | Recenze hotelů a fotografie pro lepší dovolenou.

**Meta description tag:** Recenze hotelů na nezávislém portálu. Hotely, další typy ubytování a jejich hodnocení od turistů, fotografie, tipy a praktické informace pro Vaši lepší dovolenou.

Annex 1 serves the function of a control tool for a right keywords use (besides, some use of keywords has been already checked in Chapter 5.3.1.1 Keyword Research). Based on comparison to the existing title and meta description I could state that keyword from actual keyword set have been used properly. **The limit for characters has been exceeded by the title and thus, the title has been truncated on the SERP in Google. The brand name (HolidayCheck.cz) is missing in meta description.** It might be suitable to add HolidayCheck.cz just behind the word “portálu” in order to make a brand sufficiently visible. The page’s content is well described and main purpose of the page introduced, highlighting added value for a customer.

#### **b) Destination Index (March 11, 2014)**

**Title tag:** Dovolená [destination] - informace a průvodce destinací u HolidayCheck.cz

**Meta description tag:** Dovolená [destination] - všechny potřebné informace na dovolenou přehledně na jednom místě u HolidayCheck.cz

Keywords have been used properly. There is also a mention of both extended information about the concrete destination and a site name. However, the limit for characters has been a bit exceeded by the title, which caused an **absence of a brand name of the title**. Fortunately, the brand name is mentioned in page description. Both texts differ from the Homepage’s texts and are enough informative and interesting for a user’s eye.

#### **c) Destination Hotel Index (March 11, 2014)**

**Title tag:** Hotely [destination] a recenze hotelů - HolidayCheck.cz

**Meta description tag:** Levné ubytování [destination], recenze hotelů další praktické informace pro dovolenou v [destination] na HolidayCheck.cz.

Keywords have been used properly from the existing keywords set. In my point of view, their content (e.g. *levné ubytování* – not relevant information) is not totally correct, but it has been already mentioned in a chapter about keyword research and it is necessary to base on current expressions on the website. The length was in this case optimal and both texts are displayed fully on the SERP. In terms of making the title a bit more attractive for a visitor, I would **mention a total number of hotels locating in the particular destination**, for

instance: *{{total\_hotels}}* hotelů [Destination] a recenze ubytování - HolidayCheck.cz.  
Further modifications are not necessary.

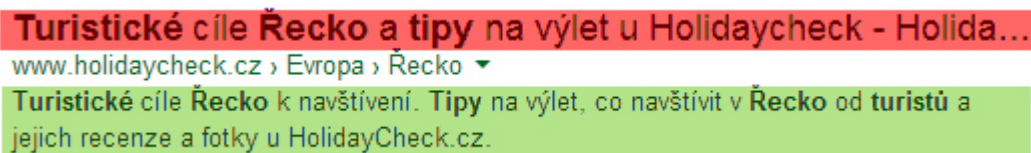
#### d) Destination POI Index (March 13, 2014)

**Title tag:** Turistické cíle a atrakce [destination] - HolidayCheck.cz

**Meta description tag:** *{{total\_poi}}* top turistických cílů pro [destination], které musíte vidět, jako např. [top\_poi]! Památky, příležitosti k nakupování, restaurace a další turistické atrakce [destination], které stojí za návštěvu.

Since we speak here about a page relates to POI, I have to remind **the existence of old technology** and that is why mentioned title and meta description have been not implemented yet. The current image of the page shows Figure 5.8 below. As we can see, **existing structure is not very well optimized**. Page title has been truncated and includes twice the brand name. In addition, a text **does not sound very naturally** in terms of the Czech language and might be not really attractive for a reader.

#### Figure 5.8 Current Image of Destination POI Index



Source: SERP in Google.cz, own modification

When we draw a comparison between existing texts and tags that will be updated in the future, there is a noticeable progress to the SEO. All keywords have been included to the title and description and create nice compelling marketing texts. On the other hand, I would like to propose a couple of improvements for a meta description to be as adequate as a title tag. A closer look at length is indicating an **obstacle in a full display** on SERP. Moreover **the company name is missing** too. From those reasons I would suggest a completely new meta description, eliminating detected deficiencies:

*Které turistické atrakce v [destination] navštívit? {{total\_poi}} památek, příležitostí k nakupování a restaurací, které stojí za to, na HolidayCheck.cz.*

### e) Destination Media Index (March 13, 2014)

**Title tag:** Fotografie z cest [destination] - HolidayCheck.cz

**Meta description tag:** Zajímá Vás, jak skutečně vypadá [destination]? Podívejte se na fotografie [destination] a obrázky turistů, kteří zde již byli, na HolidayCheck.cz.

All criteria have been successfully met on this page, which led to correct display of page's purpose on the SERP and the style of a text is encouraging to click on.

### f) Hotel Index (March 14, 2014)

**Title tag:** [hotel\_name], [destination] - recenze hotelu a informace - HolidayCheck.cz

**Meta description tag:** [hotel\_name]: {{ total\_reviews }} recenzí hotelu, {{ recommendation rate }} doporučení, {{total\_images}} fotografií a praktické cestovní informace na HolidayCheck.cz.

Although the title reflects an optimal format of a HTML title element, in this case it is better to keep the title as short as possible, since each hotel and destination differ from length or visible width. For instance, I tested hotel Dana Beach Resort, which is located in Hurghada, Egypt. According to the existing template, page title looks like in Figure 5.9 below.

**Figure 5.9 Title Tag and Meta Description Tag: Hotel Index**



Source: SERP in Google.cz, own modification

As we can observe, a title became too much long and has been truncated on the SERP, Google displayed only the highlighted part and thus, brand name is not visible at all. Therefore, I would **use just a hotel's name and location** (both are keywords) **plus the brand name HolidayCheck.cz**. By this approach it can be also solved a fact, that content of a title is a bit similar to content of the title relates to the page Destination Hotel Index.

Meta description was created from marketing point of view very well, containing all interesting details – reviews, recommendation rate and pictures that are selling the page. Here I would like to **correct an expression of recommendation rate. In fact, it is expressed as a**

**integer, not as a percentage of tourist**, who would like to recommend a particular hotel to fellow travellers (e.g. 97 doporučení is incorrect information).

#### **g) Review Index (March 14, 2014)**

**Title tag:** Recenze [hotel\_name]: {{total\_reviews}} hodnocení od hostů - HolidayCheck.cz

**Meta description tag:** {{total\_reviews}} hodnocení [hotel\_name], [destination] od hostů tohoto hotelu! Přečtěte si recenze hotelu [hotel\_name] na HolidayCheck.cz.

Title of the page Hotel Review Index deals with the same deficiency like in previous case. If I use the same example of hotel Dana Beach Resort, there is almost no chance to display neither the whole part of a title without the brand name, nor the brand name. I would rather suggest **keeping just the major keyword *recenze*, following by exact hotel name with its location (destination) and ending up by brand name HolidayCheck.cz. Providing more details about content of the page is a task for page description.** In terms of the hotel Dana Beach Resort it would be:

*Recenze Dana Beach Resort, Hurghada u HolidayCheck.cz* – 53 characters, sufficiently descriptive, contains major keyword, extended detail and brand name.

Meta description tag has been accurately designed according to the requirements. Its optimal length, brief summary of a page's purpose and fresh style of the text make the description well SEO optimized and reasonable to visit.

#### **h) Hotel Media Index (March 17, 2014)**

**Title tag:** Fotografie [hotel\_name], [destination] - HolidayCheck.cz

**Meta description tag:** Hledáte fotografie pro [hotel\_name], [destination] - {{total\_pictures}} fotek hotelu [hotel\_name] od turistů na HolidayCheck.cz.

Page title does not need any further modifications. By the meta description I can also confirm meeting of all set parameters. On the other hand, HolidayCheck as an independent **touristic web portal really emphasizes the customer's holiday satisfaction in order to make this time in the year the very special one.** From that reason content is based on real experience of travellers to show the real image of hotels and their stuff. Here is the goal to



present, how the hotel and its surroundings really look like, no matter what show the pictures provided by hoteliers. **Therefore, I would set a new description, taking in account this information:**

*Chtěli byste si prohlédnout [hotel\_name], [destination]? Všechny {{total\_pictures}} fotek pochází od turistů, kteří zde již byli. S HolidayCheck.cz budete dokonale připraveni!*

The last three pages in this HTML elements analysis are still operating under the old technology and a template with titles and meta descriptions (see Annex 6) is not from that reason considered to be a valid one. Anyway, in the future will be all of these pages employing established texts from the template and that is why they are worthy to analyze, even though they have been not implemented yet. At first, I introduced established text from the template. After that, by all of these pages I provided a current image of the page by making a simple screenshot as was presented before at point **d)** Destination Media Index, that will finally allow visual comparison of old technology and move forward.

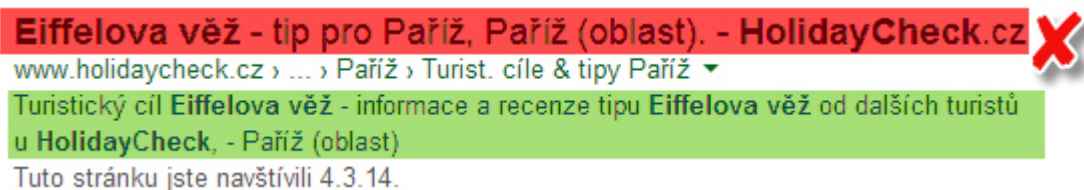
#### **i) POI Index (March 17, 2014)**

**Title tag:** [poi\_name], [destination] - HolidayCheck.cz

**Meta description tag:** Užitečné informace o [poi\_name], [destination] a k tomu {{total\_reviews}} recenzí, {{total\_pictures}} fotografií a hotely v okolí [poi\_name] na HolidayCheck.cz

A current title (red highlighted) and page description (green highlighted) you can see in Figure 5.10 below. For testing I have selected a travel tip of Eiffel tower. **Page title is not optimal; it repeats twice the destination name.** By the meta description is the structure not correct either. **It contains some of the same keywords across the site like for example Hotel Index's meta description.** In addition, punctuation marks occur next to each other and do not make a good impression in the text.

**Figure 5.10 – Current image of POI Index**



Source: SERP in Google.cz, own modification

A future wording for both title and page description to the contrary, has been created pretty well with respect to the keyword set, the brand name, an adequate length of the texts and the listing of information that a page provides. Primarily, I appreciate a mention of accommodation nearby, which is very useful information for anybody planning a trip beyond the borders of his country.

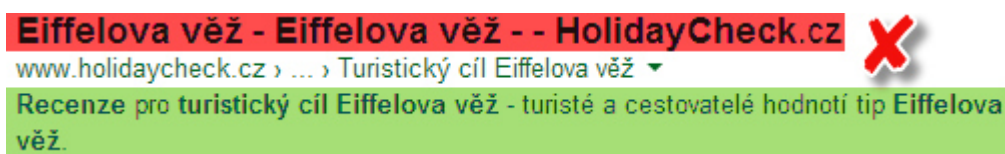
#### j) POI Review Index (March 17, 2014)

**Title tag:** Recenze [poi\_name] - {{total\_reviews}} hodnocení - HolidayCheck.cz

**Meta description tag:** Chcete si přečíst recenze pro [poi\_name], [destination]? {{total\_reviews}} hodnocení pro [poi\_name] od turistů naleznete na HolidayCheck.cz.

A current title (red highlighted) and page description (green highlighted) you can see in Figure 5.11 below. For testing I have selected reviews that relate to the travel tip of Eiffel tower. It took a while to find this query, since the page title is fulfilled completely bad and does not contain any keyword concerns tourist reviews of the Eiffel tower. Together with **repeated punctuation marks and lack of any description or extended detail is this page title highly inappropriate and requires immediate correction**. For the page description I would recommend **to add a brand name HolidayCheck.cz at the end of the text**.

**Figure 5.11 Current Image of POI Review Index**



Source: SERP in Google.cz, own modification

By the future page title any serious deficiencies have been not detected, except missing extended detail (destination). For being sure that the title will be displayed in full, I recommend to shorten it and go with a major keyword *recenze*, followed by the POI's name and its location and ending by brand name HolidayCheck.cz. Future meta description tag meets all the criteria and shows a very nice job in terms of attracting a user to click on the link.

### k) POI Media Index (March 18, 2014)

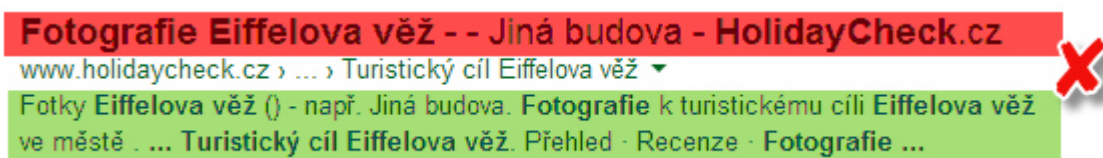
**Title tag:** Fotografie [entity\_name], [destination] - HolidayCheck.cz

**Meta description tag:** Zajímá Vás, jak skutečně vypadá [poi\_name], [destination]? Podívejte se na {{total\_pictures}} fotek a obrázků turistů, kteří zde opravdu byli a buďte připraveni s HolidayCheck.cz.

A current title (red highlighted) and page description (green highlighted) you can see in Figure 5.12 below. For testing I have selected pictures that relate to the travel tip of Eiffel tower. By the actual page title we can observe that **there is information about POI subcategory**. I find this extended detail useless and a bit confusing in the title. **Title is becoming longer and misses more useful information like an exact location of a POI**.

Meta description is not better at all. A subcategory serves there as an example for picture, which does not make any sense. The second sentence that is much more appropriate has been truncated and a reader can see then just a navigation of the page. Improperly used punctuation marks, too long and chaotic overflowing description can discourage a user from further reading. **Current image of POI Media Index elements requires immediate correction**.

**Figure 5.12 Current Image of POI Media Index**



Source: SERP in Google.cz, own modification

Fortunately, established text for the future titles has been better designed to be optimized and does not lack any important component of an SEO friendly title. Meta description tag is more or less a copy of meta description, which belongs to the Destination Media Index. That is why the whole description must be designed again. Here I am putting forward one suggestion, which is unique and includes keywords, destination, and brand name. It also summarizes the content and purpose of the page.

*Plánujete navštívit [poi\_name], [destination]? Podívejte se na {{total\_pictures}} obrázků od turistů, kteří zde opravdu byli a buďte připraveni s HolidayCheck.cz.*

### 5.3.2.2 Header Tags

In this part I was inspecting header tags of individual pages from the Czech platform. The complete list of pages you can find in Annex 1 or Annex 6.

I concentrated mainly on H1 heading as the main headlines of the page. The criteria were following: **H1 should be unique for each page, should be just once on the page and must always include the relevant keyword for each page.** Likewise, in the **HTML code headings must have appropriate order.** The first should be H1, followed by subheadings from H2 up to H6.

In order to work faster I chose for the header tags inspection online tool *HTML Headings Checker* available on <http://www.seoreviewtools.com/html-headings-checker/>. Otherwise, it is possible to find all necessary information in the HTML code of each page. Examples for individual pages testing were following:

- *Turecko* as destination and its hotels plus media gallery,
- *Istanbul* as the concrete place of POIs in Turkey,
- *Hotel Delphin Palace* as the concrete hotel in Turkey and its reviews plus media gallery,
- *Modrá mešita* as the concrete POI and its reviews plus media gallery.

The results of my analysis (state to March 19, 2014) have shown basic finding that **none of mentioned criteria has been met within 11 pages of the Czech platform.** In other words, crucial drawback has been detected by the use of keywords. Except three pages (Destination Index, Destination Hotel Index and Hotel Index), **the keywords from actual set** (see Annex 1) **have been not used in main headlines H1 at all.** As the most fitting example serves the Homepage, which does not have headline H1 at all.

**A uniqueness of H1 main headlines has been not assured either.** Identical headlines have been detected by pages Destination Index and Destination Media Index – both have a headline: *Turecko: informace & fakta*. Another example is the same headline *Turistický cíl Modrá mešita* of three pages POI Index, POI Review Index and POI Media Index.

**Logical outline of the page has been not followed either.** As I said before, Homepage is operating just with sub-headlines H2. Destination Hotel Index consists of H1,

missing H2 and followed by H3 and H4 sub-headlines. Even though H3 has been detected as existing sub-headlines, there is no text filled in the HTML code, so H3 was blank.

### 5.3.3 Validity and Quality of HTML Code

For analyzing the HTML code I used an online tool available on [www.seo-servis.cz](http://www.seo-servis.cz). The analysis was performed on March 20, 2014 for the Homepage and here I am presenting the discovered findings.

**Meta robots have been defined** in the HTML code of the Homepage and enable crawlers to index its content (*content=index, follow*) and at the same time tell the search engine robots not to duplicate the ODP (Open Directory Project) description, but the current description existing on the Homepage. `<meta name="robots" content="index, follow, noodp">`

**Text file robots.txt is included** on the website. This is very important, because thanks to this information are search engines crawlers exactly instructed how to interact with indexing the content. The robots.txt file resides in the root of the domain, which is a valid location – **holidaycheck.cz/robots.txt**. As we can see in Figure 5.13 below, the webmasters have specified commands **for all robots (\*) and commands for the Googlebot**.

**Figure 5.13 Robots.txt**

```
User-agent: *
Disallow: /data/common/presse/

User-Agent: Googlebot
Allow: /*.php?*
Allow: /karriere.php
Disallow: /suche.php*
Disallow: /popupAnzeige.php*
Disallow: /popupanzeige.php*
Disallow: /redirect.php*
Disallow: /schnellsuche.php*
Disallow: /data/*bilder/klein
Disallow: *abreise=*
Disallow: *rueckreise=*
Disallow: /upload.php
Disallow: /aktuell*
Disallow: /hotelbewertung_abgeben*
```

Source: [www.holidaycheck.cz/robots.txt](http://www.holidaycheck.cz/robots.txt), own modification

**There is no mention of author of the website** in the HTML code, but this information is not essential to crawlers. It gives a website just a higher level of credibility.

**The HTML code has been described as too much big.** The total size of the HTML code is 325 kB. It is used **inlining CSS styles**, which unnecessarily **increase the size of the HTML code**. Extra size of CSS style is 0.48 kB. CSS style should be in an external file. Then it takes less time to load the page.

Homepage **contains 2 HTML errors**. All of them must be fixed and page has to be valid and without any errors, otherwise it can come to wrong display, while a user wants to visit it.

**Homepage contains non-text elements (images) without proper specification of ALT tags.** The Google crawler doesn't recognize text contained in images. For that reason ALT tags include a few words of descriptive text. **It is necessary to make sure that all ALT attributes are descriptive and accurate.**

#### 5.3.4 Site Architecture

Analysis of site architecture was performed on March 21, 2014. It is the last part of on-page SEO set of techniques. We are dealing here with the HTML site map, internal links structure, page speed and URL structure.

**HTML site map accessible to human and robots is missing there.** It is a serious drawback, because site map links to each pages of the website and facilitates their indexing by robots, including URLs that may not be discoverable by normal crawling process.

**The structure of internal links is not optimal**, because a huge amount of the links on one page has been detected. Specifically, I was testing a number of links on the Homepage. For testing I used the online internal link analyzer tool available on [www.seoreviewtools.com](http://www.seoreviewtools.com). The results have shown **that Homepage has more than 200 links** and that is far too many for most situations. Google now states *that the amount of links should be "reasonable"*. Even though this information does not seem to be really exact and useful, its mission has been introduced well – it is not appropriate to have a huge amount of links on any page, since it is **often not easy for a user to navigate and these pages can be considered as the “link farms”**. There is also an opinion in the web community that **100 links** is the upper **limit** of links company wants to have **on a page**. By HolidayCheck’s Homepage is the situation as follows:

- **733 total links** found on this page, from that

- 0 external links of total links,
- **233** - (32%) **duplicate links** of total links and
- 1 empty anchor.

**Page speed** does not belong to the key factors that will guarantee the company a jump to the top of search results. However, company can speed up the website on all devices and **satisfy both impatient humans and search engines**. For analyzing the site online I selected the PageSpeed Insights tool from the Google Developers available on <http://developers.google.com/speed/pagespeed/insights/> that helps to analyze and identify performance best practices that can be applied to the site. Testing has been performed for the Homepage and for users entering the page from the desktops and mobiles. Desktops are still the most preferred devices within the visitors. Importance of mobiles for the Czech platform is obvious from previous research too. Unfortunately, the website has not been optimized in general for mobile phones users yet and the bounces are really high (see Chapter 5.1.2.1). One reason for a quick leaving the page is certainly its speed. Results were for both types of devices analogous: **According to the results, server response time should be fixed**; server responded in 1.5 seconds. It has been also revealed that the **page has 1 blocking CSS resources** ([www.holidaycheck.cz/assets/4.9.2/css/all.css](http://www.holidaycheck.cz/assets/4.9.2/css/all.css)). This causes a delay in page rendering. Another piece of advice has concerned images optimization. Properly formatting and compressing images can save many bytes of data. For instance, lossless compressing of HolidayCheck CZ logo in format .png could save 925B (33% reduction). The last comment has referred to the size of tap targets. Some of the links/buttons on the page may be too small for a user to easily tap on a touchscreen. Even if this last point does not belong to the topic of site speed, it is based on user experience and thus, very important for further recommendation formulation.

**URL structure is not SEO friendly**. To do so, there is always an effort to keep the URL clean. In addition, they have been **not included any descriptive words**, so the **URL does not semantically make sense to a user**. In this case would be appropriate to explain discovered efficiency on two examples.

- **HolidayCheck.cz**: <http://www.holidaycheck.cz/hr/5ce2cc6d-6e94-326c-bf7d-ff3690e11035>.
- **Invia.cz**: <http://hotel.invia.cz/egypt/marsa-alam/hilton-marsa-alam-nubian-resort/>

In the first example, a **visitor has virtually no clue what the URL might point to**. With the second example of Invia.cz it is easy to guess that the hotel Hilton Marsa Alam Nubian Resort is the likely topic of the page. The Invia.cz example above is a nice example of a semantically precise URL.

## 5.4 Off-Page SEO Analysis

### 5.4.1 Backlinks Analysis

Domain holidaycheck.cz does not have any record on Wikipedia. It has been not registered on the ODP (DMOZ) or any other directory yet. Another important part of getting crawling on targeted website frequently is registration on the internet catalogues. In the Czech market is a good example catalog of companies from **Seznam**. Even here there is no record relates to HolidayCheck. **Registration on the internet catalogs is one of the cheapest methods of link building and it is strongly required.**

For further backlinks analysis I selected an online tool Backlink Checker from Majestic SEO, which is the largest Link Index database, available on [www.majesticseo.com](http://www.majesticseo.com). The tested domain was holidaycheck.cz on March 24, 2014. Majestic SEO shows **1.406 referring domains** (the total number in SEO Majestic's backlinks database which link to domain holidaycheck.cz), **7.824.714 external referring pages** (external backlinks) **and 921 referring IP addresses**. Presented data has been collecting for 5 years (default setting of Majestic SEO).

Table 5.18 below shows that reference profile **has not optimal backlinks' structure**, because huge amount of pages refer from small amount of domains. It also shows the **dominance of site-wide backlinks**, mainly from partner website platforms from other countries (German platform, British platform etc.) Robots intentionally reduce the weight of those links. The Czech platform might be interested in backlinks from the articles about travelling, holidays and interesting destinations on the topically similar websites – travel blogs, PR portals, active magazines, etc.



**Table 5.18 Backlinks' Structure**

#	Referring Domains	Backlinks
1	<a href="http://holidaycheck.de">holidaycheck.de</a>	805,277
2	<a href="http://holidaycheck.com">holidaycheck.com</a>	745,742
3	<a href="http://holidaycheck.pl">holidaycheck.pl</a>	624,347
4	<a href="http://holidaycheck.es">holidaycheck.es</a>	603,638
5	<a href="http://holidaycheck.nl">holidaycheck.nl</a>	576,007
6	<a href="http://holidaycheck.it">holidaycheck.it</a>	534,869
7	<a href="http://holidaycheck.fr">holidaycheck.fr</a>	509,864
8	<a href="http://holidaycheck.ru">holidaycheck.ru</a>	484,892
9	<a href="http://holidaycheck.ch">holidaycheck.ch</a>	407,425
10	<a href="http://holidaycheck.at">holidaycheck.at</a>	319,409

Source: Majesticseo.com, own modification

Another detected deficiency is presented in Table 5.19 below. The screenshot captures just first three examples. The overwhelming backlinks majority refers to the Homepage. **It is important to improve the structure of inbound links and divide them evenly on major pages and categories or sections of the website.**

**Table 5.19 Web Pages with the Most Links**

#	Page	External backlinks	Referring domains
1	<p><b>Title:</b> HolidayCheck.cz   Recenze hotelů a fotogra...</p> <p><b>URL:</b> <a href="http://www.holidaycheck.cz/">http://www.holidaycheck.cz/</a></p> <p><b>Crawl Result:</b> Downloaded Successfully</p>	5,315,935	685
2	<p><b>Title:</b> <a href="http://www.holidaycheck.cz/state-Cestovn%C3...">http://www.holidaycheck.cz/state-Cestovn%C3...</a></p> <p><b>URL:</b> <a href="http://www.holidaycheck.cz/state-Cestovn%C3...">http://www.holidaycheck.cz/state-Cestovn%C3...</a></p> <p><b>URL Redirects To:</b> <a href="http://www.holidaycheck.cz/dh/864df585-9e6...">http://www.holidaycheck.cz/dh/864df585-9e6...</a></p> <p><b>Crawl Result:</b> Downloaded Successfully</p>	21,233	65
3	<p><b>Title:</b> <a href="http://www.holidaycheck.cz/city-Cestovn%C3...">http://www.holidaycheck.cz/city-Cestovn%C3...</a></p> <p><b>URL:</b> <a href="http://www.holidaycheck.cz/city-Cestovn%C3...">http://www.holidaycheck.cz/city-Cestovn%C3...</a></p> <p><b>URL Redirects To:</b> <a href="http://www.holidaycheck.cz/dh/bba2dc82-92c...">http://www.holidaycheck.cz/dh/bba2dc82-92c...</a></p> <p><b>Crawl Result:</b> Downloaded Successfully</p>	12,081	55

Source: Majesticseo.com, own modification

The last part of the backlinks analysis has been dedicated to the anchor text in the backlinks. It is also useful to deal with this topic, because words contained in the anchor text can determine the page ranking. As we can observe in Table 5.20 below, the most frequent text of the backlinks is the brand name – name of the website. Besides that, the second most frequent link label has been not specified, which is a serious drawback. A backlink should

contain a relevant keyword for individual page as an anchor text. For example, text links on the page Hotely Kréta will contain the text *Hotely Kréta* as an anchor text.

**Table 5.20 Top Texts of Backlinks**

#	Anchor Text	Referring Domains	External Backlinks		
			Total	Deleted	NoFollow
1	<a href="http://www.holidaycheck.cz">www.holidaycheck.cz</a>	320	6,249,145	1,040,766	415,539
2	Empty Anchor Text	158	124,401	17,390	26
3	<a href="http://holidaycheck.cz">holidaycheck.cz</a>	138	384,704	71,234	12
4	<a href="http://holidaycheck.cz">holidaycheck</a>	103	74,769	44,828	20
5	<a href="http://www.holidaycheck.cz">http://www.holidaycheck.cz</a>	82	670	513	42
6	<a href="http://www.holidaycheck.cz/">http://www.holidaycheck.cz/</a>	38	48,353	16,130	41
7	<a href="http://www.holidaycheck.cz/city-cestovn%c3%ad+informac...">www.holidaycheck.cz/city-cestovn%c3%ad+informac...</a>	38	654	650	-
8	<a href="http://www.holidaycheck.cz/state-cestovn%c3%ad+informa...">www.holidaycheck.cz/state-cestovn%c3%ad+informa...</a>	36	2,110	1,898	-
9	<a href="#">hotely jižní morava, česká republika: recenze h...</a>	36	1,875	1,789	-
10	<a href="#">dovolená brno: recenze hotelů, cestování, hotel...</a>	36	1,059	1,059	-

Source: Majesticseo.com, own modification

### 5.4.2 Social Media Optimization

The only social activity has been currently activated within Facebook account, as was presented in Chapter 5.1.1.1 Channels & Traffic. Through regular daily posts with several links there is an effort to attract fans to visit a website or share/like the published content and build some buzz around HolidayCheck’s business and website. Contributions are usually linked to actual topic of the week or support running campaign. Small demonstration of Facebook involvement is presented in Annex 7. As we can see, postings are concentrated on current topic (in presented case – exotic destinations), “fun facts”, practical information, gallery of users’ pictures and create together one logical entity. This idea is very good, but time consuming and difficult to process. In my opinion, texts are too long and not as visually attractive as simple pictures. People prefer to watch stunning sunset or any beautiful kind of a picture set with a plain description over lines of text bringing too much information and sometimes even require their own engagement. The Czech platform might try to increase an engagement rate by changing their posting philosophy and try to attract its audience with high quality pictures with less text elements.

## 6 Suggestions and Recommendations

### 6.1 Suggestions and Recommendations Related to Traffic and Users

The web analytics has revealed that the least visited month within the tested period was September 2013. Since it is still time to go for a summer holiday, it is recommended preparing an extra campaign, focusing on increasing the traffic on the platform and getting more bookings of hotels. Campaign could be promoted on Facebook or **within CPC campaign on Google Adwords**. This campaign would be also using **well working e-mails** with special offers and would be a main topic of **regular newsletter**. I suggest sending all promotional materials **on Mondays around lunch time** – this style of scheduling has been employed by the platform based on previous research of communication manager and seems to work very well.

Traffic analysis has shown that a **dominant group of users (76.72%) is created by new visitors**. Although monitoring of incoming new users might be taken as a positive phenomenon, **it can indicate a problem** with keeping customers. I recommend establishing **special benefits for loyal customers** - small gifts, discounts on bookings or motivation program. A user would collect points for each submitted picture/review or accommodation booking, which would encourage him to stay engaged in exchange for an interesting bonus.

User behavior analysis in terms of technology has brought a finding that the majority of users are surfing the Internet **with Google Chrome**. That is why the compatibility of the website with the browser should be checked. And if there are any errors, it is necessary to eliminate them.

Results of user behavior analysis also highlight **the importance of following the current searching trends of user**. A high level of bounce rate points to the fact, that the website is not mobile phones compatible. It is highly recommended to **adapt the website to mobile phones** in order to provide a user appropriate size and resolution. Content must be easy to browse with adequate size of tap targets for mobiles or tablet touchscreens in order to easily tap on a touchscreen. **Making these tap targets larger** can provide a better user experience. Another suggestion might be to **develop mobiles/tablets application** for the most comfortable way of surfing.

Page navigation seems to be confusing for a user. With a new website technology have also come lack of page content (Homepage) and structure. This deficiency can be solved by improving existing structure of the pages – **content should be divided by more paragraphs** which would **distribute evenly keywords**; text (especially keywords) should be occasionally **highlighted** with a tag <strong> or <em> bold; and **contextual navigation**. This kind of navigation would include links on the main content of the pages refer to similar or related pages. For example, a link from information about a hotel page to similar hotels in the same area.

## **6.2 Suggestions and Recommendations Related to On-the-Page SEO**

Examination of the page content has revealed that **keywords are not included in content of the website in majority of cases**. Better results have been detected only by pages running under old technology. These pages will be transformed into the form of new technology soon. It is crucial to **add more SEO friendly content, including keywords**, which are **relevant for individual pages**. Content must be also enough fresh and interesting for a visitor. Here I would recommend dividing a text on the page into subsections according to the current searching trends. Paradoxically, the old technology pages are in general a very nice example, how to follow created recommendations. Concrete recommendations have been formulated for each page in Chapter 5.3.1.1 Keyword Research. Besides that, I would also implement into the page **more call to action buttons** in order lead a visitor to the defined target (review funnel, booking section).

Keyword research has brought valuable information about the actual keyword set. Many of **keywords have been not formulated correctly** (too many details, misleading information, not commonly searched phrases). Here I would recommend changing problematic keyword for another one from the set or developing a completely new one. A **proper keyword must reflect the page content and follow the current searching trends**. For newly employed keywords I would suggest a CPC campaign with Google Adwords. With its tools it is very easy to create own campaign and analyze its results. Perfect work with choosing keywords has been done on Hotel Index and might serve as a good example, when implementing suggested improvements. **All recommendations I have created to this topic are graphically presented in Table 5.17.**

Deficiencies have been also found by HTML elements and it is appropriate these deficiencies to eliminate. Recommendations are properly mentioned by each specific case in Chapter 5.3.2.1 Title Tag and Meta Description Tag and mostly concern **adding brand name HolidayCheck.cz into the text; text length reduction to avoid being truncated on the SERP; creating a new text in order to sound more naturally** to a user and following a platform's policy. The immediate corrections are required by pages operating under old technology – Destination POI Index, POI Index, POI Review Index and POI Media Index; here the deficiencies have been evaluated as the most serious. Based on discovered deficiencies I have also prepared more general suggestions which are common for all HTML elements on the page. In order to generate SEO optimized texts. I recommend **optimizing each page just to one main keyword** and alternatively to one additional keyword. They might occur in page title and meta description and both tags should be **unique** for each page. Page title should always **include extended data** (destination, city) and at the beginning/end should appear the brand name. Meta description should briefly summarize the content and purpose of the page and should be encouraged to click on. It should be a **marketing text, selling each individual page**.

The **most of deficiencies has occurred in the header tags**. In order to limit their amount it is appropriate that each page would have a unique main headline H1 that would appear just once on each page and would contain the suitable keyword that has been chosen in keyword research. It is suitable to use **generic designation** (hotel, accommodation, reviews, photos, etc.) The headlines H1 could be for example: *Nabídky ubytování a recenze hotelů* – for the Homepage; *Istanbul – turistické atrakce a cíle* – for the Destination POI Index; *Fotografie Turecko – fotky z Vaší dovolené* – for the Destination Media Index. It is also useful to **remember the correct order** that should be H1>H2>H3>...>H6. The heading of a lower level should not be before heading of a higher level.

For greater credibility achievement, website should be filled with the author. **HTML code has been assessed as too big**. In order to minimize its size, it is recommended to **move CSS styles in external folder**. HTML code should be written wisely, with no whitespaces and empty lines, which increases the size of the page. It is important to keep HTML code valid and **remove all HTML errors** (2 HTML errors have been detected on Homepage). After that, website should display to all users properly and without long loading. In case of non-text elements (images) it is necessary to **specify ALT tags properly** in order to provide alternative information for an image, if an image cannot be displayed. Another remark

concerns a HTML site map. Site map is a way how to introduce all pages on the site to both human and robots, which is very important for SEO. **Site map should be created and regularly updated**, including all pages.

Deficiency regarding internal links structure can be improved by creating new pages. If there are dozens of links related to the same subject or topic it is **time to consider creating a new web page** on that subject and **moving all similar links to that page**. This allows a more user friendly way for the platform's visitors to find what they are looking for.

In terms of a site speed of Homepage it has been discovered that a **server response time should be fixed. It is recommended to reduce the server response time under 200ms**. Web page has also one blocking CSS resources ([www.holidaycheck.cz/assets/4.9.2/css/all.css](http://www.holidaycheck.cz/assets/4.9.2/css/all.css)). This causes a delay in page rendering. The suggestion is to defer or asynchronously load blocking resources or inline the critical portions of those resources directly in the HTML. **URL structure is not SEO friendly**. A visitor has virtually no clue what the URL might point to. Descriptive and clean URL is helpful to both users and robots. It is recommended **having the words company wants to be found for in the URL**, since URL is like a title tag – serves for determining relevancy and computing rankings.

### 6.3 Suggestions and Recommendations Related to Off-the-Page SEO

Based on no records in internet catalogues, directories or Wikipedia I suggest **registering in some catalogs** ([najisto.cz](http://najisto.cz), [firmy.cz](http://firmy.cz),) as the one of the cheapest methods of link building. Another step after national and regional catalogs will be international branch internet catalogs **and directories** ([dmoz.org](http://dmoz.org)). Another possibility is to generate unique PR articles and press releases and publish them on a **free PR websites**. One handy tip is to **create more versions of the article to avoid duplicates**, but perform more publishing activities. It is also convenient to locate the link in the lead paragraph of the article in order to get more points. Unfortunately, majority of PR catalogs are based on the WordPress system which does not allow that. Moreover, free PR catalogs are easy to access, but this way of link building can be considered to be damaging. I would rather recommend **investing in registration in PPP system** (Pay-Per-Post) [Plac1a.cz](http://Plac1a.cz) or [KUPclánek.cz](http://KUPclánek.cz). Price is from 220 Kč for an article on [Plac1a.cz](http://Plac1a.cz) and from 100 Kč on [KUPclánek.cz](http://KUPclánek.cz). According to the rules of the system, all articles must be published at least 12 months, but most of them remain there permanently. A **client**

**obtains 100% unique article according to his requirements** which will be published on the chosen blog or PR/web magazine. This might assure the **company would achieve links from thematically similar websites**. Generally recommended is to enter a website with PageRank 3 and more. After reviewing the effect, it is possible to buy more articles. Even though we are speaking about buying articles from copywriters or bloggers, this system is legal and does not harm the page ranking of the website. In any of activity focusing on getting backlink, it is crucial to stay away from participating in any black hat SEO technique which can be considered PageRank manipulation and thus, violation of Google's Webmaster Guidelines.

Social interaction of the Czech platform is quite poor. Facebook profile is the only active using medium into the social circles with a very low engagement rate. For Facebook contributions policy I suggest to change a style of posting and focus more on top quality pictures with less text elements. I would also definitely **recommend entering other possibilities to increase social buzz** about HolidayCheck's business like a platform's blog, Twitter or Google+ account. These social media are slowly building their position in the Czech market. With the Facebook account, all networks could be nicely linked together and support one another. For instance, a platform's blog is an excellent opportunity for an individual publishing activity that the Czech platform should improve too in order to create an engaging content. Articles about destinations, travel facts or advice, PR articles are interesting topics for readers, including important social links.

## 7 Conclusion

The goal of this thesis was to analyze the current state that has been achieved in the SEO area of the web travel portal HolidayCzech.cz.

In order to reach this goal a few analyses were performed – web analytics including analysis of traffic and analysis of customer behavior; on-page SEO analysis dealing with factors like content, keywords, HTML tags and site architecture; off-page SEO analysis containing especially backlinks structure, link building and social interaction. Assembled data are coming from Google Analytics, Google Trends and Google Adwords. For the rest of required information I was working with online testing tools as well. Apart from the primary research data, I was also using secondary data including the valuable internal data of company HolidayCheck AG. On the basis of analyses results, suggestions and recommendations have been developed.

Website of the company offers very interesting and detailed content as the offer of accommodation opportunities or holiday's destinations is increasing rapidly and people require more in-depth information in order to spend their precious free time on the best spot. Unfortunately, some pages have not been processed appropriately and lack a better structure, contextual navigation, headings or some text elements, and they do not provide a comfortable search to a visitor. Therefore, one part of recommendations has been devoted to a more user friendly environment creation. The rest of suggestions should eliminate detected deficiencies of SEO factors and contribute to better rankings on the SERPs, because the website should then be better optimized for search engines working process. Better rankings could help to increase traffic, gain new customers and thus, more conversions.

A topic for a follow-up research might be a comparison of the importance of individual SEO methods for the platform. After implementing a corresponding method of optimization on each chosen factor, indicator as traffic monitoring (or another one) would be used to evaluate achieved results. Based on research information the company could invest its time and financial sources in the most effective methods and conquer the same position on the market as its partner platforms from the German speaking countries.



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## **List of Abbreviations**

CPA – Cost Per Action

CPC/PPC – Cost Per Click/Price Per Click

CSS – Cascading Style Sheets

EBIT – Earnings Before Interest and Tax

HTML – HyperText Markup Language

ODP – Open Directory Project (DMOZ)

POI – Point of Interest

PPP – Pay Per Post

PR – Public Relations

SEM – Search Engine Marketing

SEO – Search Engine Optimization

SERP – Search Engine Results Page

W3C – World Wide Web Consortium

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Ostrava dated 25 April 2014



.....  
Zuzana Deptová

## **List of Annexes**

Annex 1 - CZ Keywords Set

Annex 2 - New Technology Site and Keywords

Annex 3 - Old Technology Site and Keywords

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## Annex 1 CZ Keywords Set

<b>Template</b>	<b>Major Keyword</b>	<b>Auxiliary Keyword 1</b>	<b>Auxiliary Keyword 2</b>	<b>Auxiliary Keyword 3</b>
<b>Homepage</b>	recenze hotelů	Hotel	dovolená	ubytování
<b>Destination Index</b>	[destination] dovolená	průvodce [destination]	ubytování [destination]	informace [destination]
<b>Destination Hotel Index</b>	hotely [destination]	recenze hotelů [destination]	dovolená [destination]	levné ubytování [destination]
<b>Destination POI Index</b>	turistické cíle [destination]	turistické atrakce [destination]	památky [destination]	restaurace [destination]
<b>Destination Media Index</b>	[destination] fotografie	[destination] fotografie	[destination] foto	[destination] obrázky
<b>Hotel Index</b>	[hotel_name]	[hotel_name] [destination]	recenze [hotel_name]	informace [hotel_name]
<b>Hotel Review Index</b>	[hotel_name] recenze	recenze hotelu [hotel_name]	hodnocení [hotel_name]	názory na [hotel_name]
<b>Hotel Media Index</b>	[hotel_name] Fotografie	[hotel_name] Fotografie	[hotel_name] foto	[hotel_name] Obrázky
<b>POI Index</b>	[poi_name]	[poi_subcategory] [poi_name]	ubytování [poi_name]	[poi_name] [destination]
<b>POI Review Index</b>	recenze [poi_name]	hodnocení [poi_name]	recenze [poi_subcategory] [destination]	hodnocení [poi_subcategory] [destination]
<b>POI Media index</b>	[POI_name] fotografie	[POI_name] Foto	[POI_name] fotky	[entity_name] Foto

Source: Internal data

## Annex 2 New Technology Site and Keywords

The screenshot shows the HolidayCheck.cz website interface. At the top, there is a navigation bar with the site logo, a search bar containing the text "Hledejte hotely, destinace a tur. cíle", and a dropdown menu set to "Vše". Below the navigation bar, there are tabs for "Hotely", "Destinace", and "Zapojte se a hodnotěte!". The main content area features a large image of white flowers and a search widget titled "Vyhledávač hotelů". The widget asks "Kam byste rádi cestovali?" and has a text input field containing "Rakousko". Below this, it asks "S kým chcete jet na dovolenou?" and has a dropdown menu with "Ještě nevím" selected. A yellow "Vyhledat" button is at the bottom of the widget. To the right of the widget is a map of Central Europe showing Austria and surrounding countries. A red callout box with a white background and a red border points to the search input field, containing the text "missing keywords according to the valid keyword set".

Source: [www.holidaycheck.cz/di/dfbd60ea-5590-3c21-98dc-bc43b78716c6](http://www.holidaycheck.cz/di/dfbd60ea-5590-3c21-98dc-bc43b78716c6), own modification

## Annex 3 Old Technology Site and Keywords

The screenshot shows the HolidayCheck.cz website interface. At the top, there is a navigation bar with the site logo and a search bar. Below the navigation bar, there is a breadcrumb trail: [Hlavní strana](#) > [Evropa](#) > [Francie](#) > [Paříž \(oblast\)](#) > [Paříž](#) > [Turist. cíle & tipy](#). The main content area is titled "Paříž" and features a navigation menu with tabs for "Hotely", "Fotografie", "Videa", "Turist. cíle & tipy" (selected), and "Nabídky ubytování". Below the menu, there is a section titled "Turistické cíle: Paříž" which includes a map of Paris with various tourist points of interest marked. To the right of the map, there is a sidebar with a "Ubytování" section, a search form for accommodation, and an "Informační servis" section. The search form includes fields for "Příjezd:" (pá. 14.02.2014) and "Odjezd:" (so. 15.02.2014), a "Počet osob" dropdown (2 dosp.), and a "bez dětí" dropdown. A "Najít a porovnat ceny" button is visible. The "Informační servis" section includes a link for "Aktuální počasí a klima".

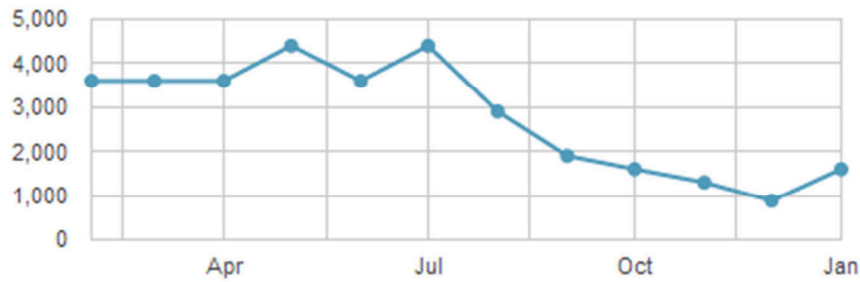
Source: [www.holidaycheck.cz/dp/1f0c0336-38e6-317e-a005-9e01c72bcc9f](http://www.holidaycheck.cz/dp/1f0c0336-38e6-317e-a005-9e01c72bcc9f), own modification



## Annex 4 Homepage Keywords: Average Monthly Searches

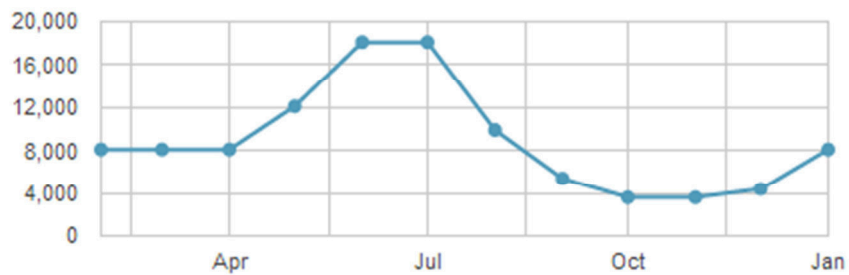
- Keyword *ubytování*

Monthly searches for: Feb 2013 - Jan 2014



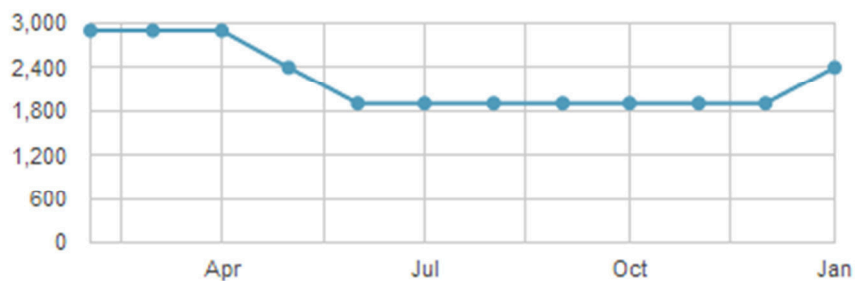
- Keyword *dovolená*

Monthly searches for: Feb 2013 - Jan 2014



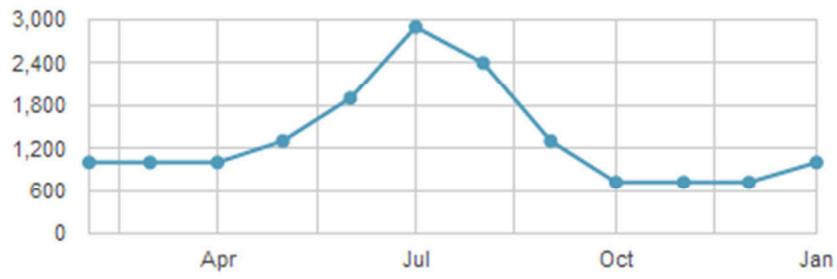
- Keyword *hotel*

Monthly searches for: Feb 2013 - Jan 2014



- **Keyword *recenze hotelů***

**Monthly searches for: Feb 2013 - Jan 2014**



Source: Google Adwords

## Annex 5 Destination Index Page: Ad Group Ideas

Ad group (by relevance)	Keywords	▲	Avg. monthly searches ?	Competition ?	Suggested bid ?
<a href="#">Recenze (9)</a>	recenze hotelů, maroko...	✔	1,420	Medium	Kč7.74
<a href="#">Chorvatsko (5)</a>	chorvatsko dovolená, do...	✔	1,600	High	Kč26.62
<a href="#">Zájezdy (10)</a>	zajezdy, last minute zaj...	✔	2,390	High	Kč8.85
<a href="#">Last Minute (5)</a>	super last minute, ultra ...	✔	5,340	High	Kč8.64
<a href="#">Keywords like: Levna D...</a>	dovolena, dovolená ture...	✔	7,270	High	Kč15.23
<a href="#">Dovolená (115)</a>	dovolená egypt, turecko...	✔	7,450	High	Kč15.06
<a href="#">Keywords like: Last Mo...</a>	dovolená, ubytování, inf...	✔	13,390	High	Kč8.79

Source: Google Adwords, own modification


## Annex 6 Title Tags and Meta Description Tags

Page	Title Tag	Meta Description Tag
<b>Homepage</b>	HolidayCheck.cz   Recenze hotelů a fotografie pro lepší dovolenou	Recenze hotelů na nezávislém portálu. Hotely, další typy ubytování a jejich hodnocení od turistů, fotografie, tipy a praktické informace pro Vaši lepší dovolenou.
<b>Destination Index</b>	Dovolená [destination] - informace a průvodce destinací u HolidayCheck.cz	Dovolená [destination] - všechny potřebné informace na dovolenou přehledně na jednom místě u HolidayCheck.cz
<b>Destination Hotel Index</b>	Hotely [destination] a recenze hotelů - HolidayCheck.cz	Levné ubytování [destination], recenze hotelů další praktické informace pro dovolenou v [destination] na HolidayCheck.cz.
<b>Destination POI Index</b>	Turistické cíle a atrakce [destination] - HolidayCheck.cz  <b>Old Technology</b>	{{total_poi}} top turistických cílů pro [destination], které musíte vidět, jako např. [top_poi]! Památky, příležitosti k nakupování, restaurace a další turistické atrakce [destination], které stojí za návštěvu.  <b>Old Technology</b>
<b>Destination Media Index</b>	Fotografie z cest [destination] - HolidayCheck.cz	Zajímá Vás, jak skutečně vypadá [destination]? Podívejte se na fotografie [destination] a obrázky turistů, kteří zde již byli, na HolidayCheck.cz.
<b>Hotel Index</b>	[hotel_name], [destination] - recenze hotelu a informace - HolidayCheck.cz	[hotel_name]: {{total_reviews}} recenzí hotelu, {{recommendation rate}} doporučení, {{total_images}} fotografií a praktické cestovní informace na HolidayCheck.cz.
<b>Hotel Review Index</b>	Recenze [hotel_name]: {{total_reviews}} hodnocení od hostů - HolidayCheck.cz	{{total_reviews}} hodnocení [hotel_name], [destination] od hostů tohoto hotelu! Přečtěte si recenze hotelu [hotel_name] na HolidayCheck.cz.
<b>Hotel Media Index</b>	Fotografie [hotel_name], [destination] - HolidayCheck.cz	Hledáte fotografie pro [hotel_name], [destination] - {{total_pictures}} fotek hotelu [hotel_name] od turistů na HolidayCheck.cz.



<b>POI Index</b>	[poi_name], [destination] - HolidayCheck.cz  <b>Old Technology</b>	Užitečné informace o [poi_name], [destination] a k tomu {{total_reviews}} recenzí, {{total_pictures}} fotografií a hotely v okolí [poi_name] na HolidayCheck.cz  <b>Old Technology</b>
<b>POI Review Index</b>	Recenze [poi_name] - {{total_reviews}} hodnocení - HolidayCheck.cz  <b>Old Technology</b>	Chcete si přečíst recenze pro [poi_name], [destination]? {{total_reviews}} hodnocení pro [poi_name] od turistů naleznete na HolidayCheck.cz.  <b>Old Technology</b>
<b>POI Media index</b>	Fotografie [entity_name], [destination] - HolidayCheck.cz  <b>Old Technology</b>	Zajímá Vás, jak skutečně vypadá [poi_name], [destination]? - Podívejte se na {{total_pictures}} fotek a obrázků turistů, kteří zde opravdu byli a buďte připraveni s HolidayCheck.cz.  <b>Old Technology</b>

Source: Internal data

## Annex 7 Demonstration of Facebook Posts


 HolidayCheck Česká repu... Timeline ▾ 2014 ▾ To se mi líbí

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To se mi líbí · Přidat komentář · Sdílet 👍 2 💬 1

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 **HolidayCheck Česká republika**  
3 únor 🌐

Křišťálově čisté moře omývající zářivé pláže s bílým pískem, příjemný dotek slunečních paprsků a relaxace ve stínu kokosových palm 🥥. A jaká je vaše představa opravdového ráje?  
Svou cestu do oázy klidu můžete zahájit na [www.holidaycheck.cz](http://www.holidaycheck.cz)




To se mi líbí · Přidat komentář · Sdílet 👍 1

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 **HolidayCheck Česká republika**  
2 únor 🌐

Věděli jste, že v domě, kde se ukrývala Anna Franková, přežila pouze jedna osoba?

Kdyby její otec Otto Frank nepřežil Osvětim, nikdy by její slavný deník nespátřil světlo světa.




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 **HolidayCheck Česká republika**  
1 únor 🌐

V roce 2002 došlo ke krádeži dvou obrazů - každý z nich měl cenu větší než 3 miliony dolarů. Zloději byli uvězněni po dobu 4 let.


Díky mezeře v holandském právním řádu se zloději mohou stát vlastníky kradeného soukromého umění po 20 letech a kradených veřejných uměleckých děl po 30 letech.



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**Turistické fotografie nebeských pláží** Počet fotek: 4  
Pobřeží Thajska, Havaje, Dubaje a Karibiku – naši turisté se exotiky nebojí 😊 Jejich zkušenosti a zážitky můžete využít jako cenné rady pro plánování vaší příští dovolené. Stačí se podívat na [www.holidaycheck.cz](http://www.holidaycheck.cz)



Source: [www.facebook.com/HolidayCheck.cz](http://www.facebook.com/HolidayCheck.cz)