

Search Engine Optimization in Different Stages of Web www.one-core.com Life Cycle

Klára ŽÁKOVÁ

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Zásady pro vypracování:

Úvod

Definujte cíle práce a použité metody zpracování práce.

I. Teoretická část

- Definujte pojem Search Engine Optimization, jeho principy a popište analytické nástroje, pomocí kterých se vyhodnocuje úspěšnost SEO a samotný princip fulltextových vyhledávačů.

II. Praktická část

- Vytvořte informační architekturu webových stránek na základě kritérií a pravidel optimalizace pro vyhledávače a popište samotný proces jejich tvorby za využití principů SEO.
- Vytvořte projekt dlouhodobé správy optimalizace pro vyhledávače.
- Projekt podložte nákladové, rizikové a časové analýze.

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Ve Zlíně dne 15. února 2016


doc. RNDr. PhDr. Oldřich Hájek, Ph.D.
děkan




doc. Ing. Vratislav Kozák, Ph.D.
ředitel ústavu

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ABSTRAKT

Hlavním tématem této diplomové práce je optimalizace pro vyhledávače webových stránek společnosti OneCore. V rámci teoretické části je tato problematika představena, a to krok po kroku, od principů fungování fulltextových vyhledávačů až po pravidla optimalizace a její měřitelnost.

Analytická část již analyzuje webové stránky <http://one-core.com> a připravuje tak hodnotné podklady pro samotný projekt. Projekt optimalizace se již zabývá formováním správné informační webové architektury webu a řešením nedostatků, zjištěných v analytické části práce.

Klíčová slova: optimalizace pro vyhledávače, SEO, digitální marketing, online marketing, onecore, vyhledávač, webová stránka, on-page faktory, off-page faktory, Google Search Console, Google Analytics

ABSTRACT

The main topic of this diploma thesis is the Search Engine Optimization of the OneCore webpage. The theoretical part introduces whole topic step by step, namely from fulltext engines principles to search engine optimization rules and measurement.

The second part already provides analyses of <http://one-core.com> and prepares valuable information for the project part. The project itself propose the right webpage structure which follows SEO principles and solves weaknesses identified thanks to the analysis.

Keywords: search engine optimization, SEO, digital marketing, online marketing, onecore, search engine, webpage, on-page factors, off-page factors, Google Search Console, Google Analytics

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

CONTENT

INTRODUCTION	10
OBJECTIVES AND METHODS OF MASTER THESIS PROCESSING.....	11
I. THEORY.....	13
1 FULL TEXT SEARCH ENGINES.....	14
1.1 FULL TEXT SEARCH ENGINES PRINCIPLES	14
1.1.1 Crawler	14
1.1.2 Index.....	15
1.1.3 Presentation of results	16
2 SEARCH ENGINE OPTIMIZATION.....	17
2.1 SEO PRINCIPLES.....	17
3 TECHNICAL ASPECTS OF BUILDING SEO FRIENDLY WEB PAGES	20
3.1 ON-PAGE FACTORS	20
3.1.1 Keywords	20
3.1.2 Indexable and reasonable content.....	22
3.1.3 URL addresses.....	22
3.1.4 Internal links.....	22
3.1.5 Page title.....	24
3.1.6 Meta description.....	24
3.1.7 HTML titles.....	24
3.1.8 Duplicate content.....	24
3.1.9 Page speed.....	25
3.1.10 Pictures	25
3.1.11 Sitemap.xml.....	25
3.2 OFF-PAGE FACTORS.....	25
3.2.1 Link building.....	26
3.2.2 Social Media.....	26
3.2.3 Social bookmarking.....	27
4 ANALYTICAL TOOLS AND SEO.....	28
4.1 SEARCH ENGINE PROTOCOLS.....	28
4.1.1 Sitemaps	28
4.1.2 Robots.txt	28
4.1.3 Meta robots.....	29
4.1.4 Rel="Nofollow"	29
4.2 SEARCH ENGINE TOOLS	30
4.2.1 Google Search Console	30
4.2.2 Google Analytics.....	32
4.2.3 The Screaming Frog SEO Spider	33
5 HOW TO MEASURE SUCCESS OF SEO	34
5.1 SEARCH RESULTS POSITIONS	34
5.2 INDEX	34
5.3 KEYWORDS.....	34

5.4	CONTENT MANAGEMENT	34
II.	ANALYSIS.....	36
6	ONECORE COMPANY INTRODUCTION.....	37
6.1	STRATEGIC OUTLOOK	38
6.2	ONECORE SOLUTION.....	38
7	COMPETITION ANALYSIS	41
7.1	PORTER’S FIVE FORCES.....	41
7.1.1	Competition.....	41
7.1.2	Supplier power	43
7.1.3	Buyer power	44
7.1.4	Threat of substitution.....	44
7.1.5	Threat of new entry	45
8	ONECORE WEBPAGE EVALUATION	46
8.1	AUTHORITY	47
8.1.1	OneCore homepage.....	47
8.1.2	Contact us page	50
8.2	PURPOSE	50
8.3	COVERAGE.....	51
8.4	CURRENCY	51
8.5	OBJECTIVITY	52
8.6	ACCURACY	52
9	FOLLOWING SEO PRINCIPLES	54
9.1	ON-PAGE FACTORS	54
9.1.1	Keywords	54
9.1.2	Indexable and reasonable content.....	55
9.1.3	URL addresses.....	57
9.1.4	Internal links.....	57
9.1.5	Page title.....	58
9.1.6	Meta description	60
9.1.7	HTML titles.....	61
9.1.8	Duplicate content.....	63
9.1.9	Page speed.....	64
9.1.10	Pictures	66
9.1.11	Sitemap.xml.....	66
9.2	OFF-PAGE FACTORS.....	68
10	PROJECT OF SEARCH ENGINE OPTIMIZATION IN DIFFERENT STAGES OF WEB ONE-CORE.COM LIFE CYCLE.....	69
10.1	DEFINING OF PROJECT GOALS AND STRATEGY	69
10.2	ONECORE WEBPAGE GENERAL EVALUATION	70
10.3	ON-PAGE SEO FACTORS.....	74

10.3.1	About us page.....	75
10.3.2	Solution page.....	77
10.3.3	References page.....	78
10.3.4	News and events.....	79
10.3.5	Contact us page.....	80
10.4	OFF-PAGE SEO FACTORS.....	81
10.4.1	Community creation in social networking sites.....	81
10.4.2	Blogging and Forum posting.....	82
10.4.3	Link building.....	82
10.4.4	Press release promotion.....	82
10.5	COST ANALYSIS.....	83
10.6	TIME ANALYSIS.....	85
10.7	RISK ANALYSIS.....	86
10.7.1	Minimization of risks.....	87
	CONCLUSION.....	89
	BIBLIOGRAPHY.....	90
	LIST OF ABBREVIATIONS.....	95
	LIST OF FIGURES.....	96
	LIST OF TABLES.....	99

INTRODUCTION

Digital marketing is a significantly growing and challenging field. Generally, the word “digital” or anything connected to digital technologies is a matter of the last few years. All the rules, principles and techniques are dramatically changing every year and in order to keep on track with the needed technologies and approaches we have to strive to be the best.

I would like to introduce you the reality of search engine optimization, search engines, and webpage management. This is only a part of the big world of digital marketing but I believe it is better to master a smaller part than to have a basic knowledge of the whole. The theoretical part goes from introduction of the search engines to search optimization itself. The search engines actually make optimizations happen and creates set of rules and principles for it. Search engine optimization goal is basically a designation for a webpage creation in such way it will later be processed by the search engines. After knowing how the search engines work we can predict search engine optimization’s rules.

The second important information which is introduced in the theoretical part is a description of technical aspects of building a SEO friendly webpage. As I said there are several rules that can be predicted based on the knowledge of the search engines but a great deal of them is not so obvious and easy to follow. A creation of such webpage takes a lot of effort and constant development. It would be very difficult to analyze it by ourselves and that is why we have several tools to measure whether we have been successful or not. The most used tools are as well introduced in the theoretical part of the master thesis.

The analytical part already offers analyses of the OneCore webpage and shows results of individual SEO factors discussed in the previous part of the thesis. The main goal of this analysis is to provide a valuable information about the OneCore webpage in terms of search engine optimization. Based on these facts, I will later run a project of search engine optimization of the OneCore webpage. The project aims to help to OneCore with the optimization and webpage management.

Digital marketing is a significant tool which actually gives us back what we deserve to have. It is up to us and our ability what we want to achieve in this field. I really want OneCore to be a strong brand within financial services and leasing sector and turn a digital marketing effort into purchases and long-term customer relationships.

OBJECTIVES AND METHODS OF MASTER THESIS PROCESSING

Objectives of master thesis processing:

The main objectives of the master thesis are to provide important and valuable information about the chosen topics and base the analytical part on this knowledge.

The performed analyzes gave us a fundamental information for creation of the project of the OneCore webpage search engine optimization. The analyzes provide possible gaps and improvements for the mentioned website which are later incorporated into the project.

Whole master thesis gives us the overview of the search engine optimization itself and of the OneCore webpage optimization improvements and processes which will lead to better results.

Methods of master thesis processing:

The Porter's Five Forces tool:

The Porter's Five Forces tool is a simple but powerful tool for understanding where power lies in a business situation. This is useful, because it helps you understand both the strength of your current competitive position, and the strength of a position you're considering moving into. (Manktelow, James et al., 2015)

OneCore webpage evaluation:

I decided to evaluate the webpage based on several factors in order to get the most complex results as I could. First of all, I considered a general webpage impression and architecture by commenting on six chosen criteria. They are:

- Authority – can be the content trusted, are the authorities or products reliable?
- Purpose – does the content follows a chosen purpose and the company's strategy?
- Coverage – do the topics cover all needed information to fulfill the purpose?
- Currency – is the webpage current and provided articles up to date?
- Objectivity – do the webpage administrators follow ethical rules and are objective?
- Accuracy – can the company provide any certifications, references etc.?

These six factors give us a general overview of the webpage. Even the main point of my project is to propose search engine optimization advices, the general user experiences are also very crucial.

On-page and Off-page SEO factors analysis:

Thanks to the gained knowledge I performed analyses of off-page and on-page SEO factors. To be able to do that I have been using several analytical tools which help me to measure the webpage SEO successes. The tools I have chosen to use the most are: Google Analytics, Google Search Console and Screaming SEO Frog Spider Tool. I strive to get the best results which will be my foundation for the desired project. The analyses will both tell me what needs to be improved and remained in order to optimize the webpage.

Cost, time and risk analyzes:

The cost analysis of the project gives us a general overview of the extent of individual activities in terms of money. The time analysis informs about the most important activities and their duration. The whole project is divided into three parts – preparation, realization and final. All these stages define certain activities which are as a whole very important for the project. The risk analysis tends to introduce main risky activities and also proposes the next steps and advices how to minimize the risk.

I. THEORY

1 FULL TEXT SEARCH ENGINES

Search Engine Optimization (SEO) is a designation for creation and management of web pages in such way they can be easily processed by automatized Internet search engine tools. One of the main goals is reaching higher positions (ideally the first one) in full text search engines based on chosen key words which are related to a content of desired website.

It is hard to imagine a world without search engines. Even though they are only two decades old, search engines have given people an endless source of knowledge. Search engines have changed the way we discover information, look for goods and services, connect with friends and family and mainly how long we expect to wait for responses. We expect all those activities to be responsive and interactive. (Flanagan, ©2013)

1.1 Full text search engines principles

Modern search engines are able to search through entire text documents – that is why they are called *full text search engines*. We can basically say search engines functions are – crawling, building and index, calculating relevancy and ranking and serving results. That can be categorized in the three main stages which define their process (Janovský, ©2011):

1. Crawler
2. Index
3. Presentation of results

1.1.1 Crawler

Crawler is a software which goes through Internet documents and saves all important data via HTTP protocol. These data are mainly their content (text), metadata (date of document download, hash, changes etc.), and possible hyperlinks to another documents. It basically means crawler gathers a list of URL addresses which will later be downloaded. Through links, search engines' automated robots, called "crawlers" can reach the many billions of interconnected documents.

Once the engines find these pages, their next job is to parse the code from them and store selected pieces of the pages in massive hard drives, to be recalled when needed in a query. As it is not possible to store all data crawler has to distinguish between high quality and average pages and decide which of them should appear in the next stage – index. A selection function is used to differentiate one page from another based on certain parameters. To

accomplish the monumental task of holding billions of pages that can be accessed in a fraction of a second, the search engines have constructed massive datacenters in cities all over the world. These monstrous facilities hold thousands of machines processing unimaginably large quantities of information. (Fishkin, ©2015)

Individual documents should be as unique as possible, otherwise crawler will be comparing two similar page and might decide to crawl only one of them. This is called a *duplicity*. Duplicities are always an undesirable fact of any webpage creator. One of the search engines goals is to provide a unique and high quality content to their users.

In case crawler finds duplicities it creates a so called a canonical page – it choses one of the pages which has (according to crawler) the best and most important content.

Crawler saves a great deal of document types – HTML, PHP, ASPX but it is also able to convert DOC, PDF, RTF, ODS and more into text.

Crawler download individual pages according three rules:

- **Frequency of changes** – in case web content changes every time crawler visits it, crawler will download it more often.
- **Internal ranking of search engines** – it is measured by search engines (Google – PageRank, Seznam – S-rank) and the higher rank the higher frequency.
- **Technical limitation of servers** – frequency based on technical possibilities of servers.

Crawling is a crucial part of search engine process and it determines which documents will be in the end seen by desired users. It is very important to pay attention to crawler while creating a webpage. It is also possible to ban crawler from visiting certain pages and it can be used for administration pages, duplicities, discussion forums etc. Especially for those page we want to exclude from index and download.

1.1.2 Index

Index is a process of creation a data structure which is basically called *index*. Every search engine processes collected data according to its own rules. The most common way is listing of all words, calculating their value and connecting it with web page address.

So basically crawler stores data into database which are outputs for indexation itself. Indexation has its own selection function as well so it also executes which documents will proceed further and which not. (Janovský, ©2010)

After this are documents indexed and specify which information will be shown in search results. This information is saved while creation an index:

- Plain text divided into individual words
- Document theme
- Links, title, anchor text
- Page ranks
- Language of documents
- Document type
- Domain information

Because of a great amount of words in all documents, index also differentiate between semantic and non-semantic words. It saves only semantic words which are later known as key words. Whole index is necessary to keep updated and in RAM. (Janovský, ©2011)

1.1.3 Presentation of results

After all, when a person performs a search at any of the major engines, they demand results instantaneously – even a 3 or 4 second delay can cause dissatisfaction, so the engines work hard to provide answers as fast as possible.

When a person searches for something online, it requires the search engines to scour their corpus of billions of documents and do two things – first, return only those results that are relevant or useful to the searcher's query, and second, rank those results in order of perceived value (or importance). It is both "relevance" and "importance" that the process of search engine optimization is meant to influence. (Fishkin, ©2015)

It is necessary that search engines understand desired key word and connects it with the right content. In case of multi-word key word, search engine divides the words and looks for the most relevant result in several indexes. After finding a number of results is necessary to calculate relevance of individual documents which will determine their order. Relevance is calculated by search engines according to secret algorithms.

2 SEARCH ENGINE OPTIMIZATION

Looking back at the history of search engine optimization (later used also as “SEO”), we can see a huge progress in this “field”.

“Brian Pinkerton creates the first crawler to index entire pages and it generates a list of the top 25 websites. Three years later, in 1997 Lycos, one of the earliest crawler-based search engines, indexed over 60 million documents. This fact actually launched discussions about search engine optimization and its observation. 1997 is the beginning of a big term which has evolved into an individual field, growing division, passion.” (Flanagan, ©2013)

2.1 SEO principles

As we can already understand the search engines processes it naturally pops out what can be the main goals of search engine optimization and its definition itself. Search engine optimization is an endless effort of web content creators to provide the right information to internet users as the first ones. Following known criteria of the search engines, we strive to influence the process of crawling, indexation and presentation of results in order to reach the best positions. As it has already been said – it is both “**relevance**” and “**importance**” that the process of search engine optimization is meant to influence.

To the search engines, relevance means more than simply having a page with the words users searched for prominently displayed. In the early days of the web, search engines didn’t go much further than this simply step, and found that their results suffered as a consequence. Thus, through iterative evolution, smart engineers at the various engines devised better ways to find valuable results that searchers would appreciate and enjoy. Today, hundreds of factors influence relevance.

“Importance is an equally tough concept to quantify but the search engines must do their best. Currently, importance is linked with the word “popularity” – the more popular site, page or document, the more valuable the information contained therein must be. This assumption is quite successful and the search engines continue to use this factor that interpret importance.

These two factors, relevance and importance, are not determined manually as it would not even be possible. Thanks to trillions of records it would require entire population to work on it. Instead, the engines craft, careful, mathematical equations – algorithms – to sort all

information and then rank them. These algorithms are comprised of hundreds of components which are usually called “ranking factors”.” (Fishkin, ©2015)

The complicated algorithms of the search engines may appear impenetrable, and the engines themselves provide little insight into how to achieve better results or more traffic. Several search engines provide their own guidelines on how to reach a better SEO or how to build your website etc. These are usually just bits of information on optimization and best practices that the engines themselves do.

These are some examples of SEO information advices / factors influencing whether a particular web site appears in search results / from the engines:

- The number of other sites linking to it.
- The content of the pages.
- In the visible page text, include words users might choose as search query terms to find the information on your site.
- Make site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
- Make pages primarily for users, not for search engines. Do not deceive your users or present different content to search engines than you display to users, which is commonly referred to as cloaking.

What is important to be aware of is the fact that this is just the tip of the search engines and there is a great deal of other rules we are never to find out. SEO experts have to test their assumptions and base their knowledge on previous experiences. SEO marketers have found methodologies to extract information about how the search engines rank pages and use that data to help their sites and their clients achieve better positioning. There are several tools to use but the freedom to use the search engines to perform experiments, test theories and form opinions is very important.

As is has already been said and proposed by search engine guidelines it is very important to consider the fact that the web content is created by humans and delivered to humans. We of course use robots and automated tools to process all the data as it would not be in our power to do that. But one of the most important elements to building an online marketing strategy around SEO and search ranking is feeling empathy for your audience. Once you know how the average searcher, and more specifically, your target market, uses search, you can more effectively reach and keep them.

Process of providing the best information to users by the search engines is realized as a competition which is desired to be won by every SEO marketer.

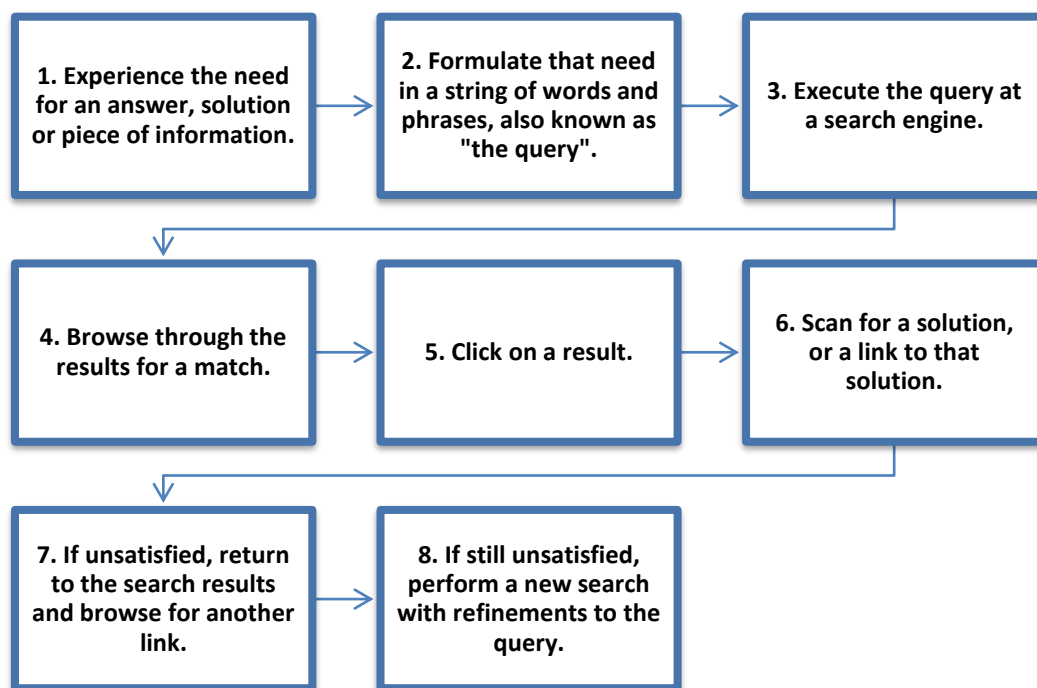


Figure 1 – Process of searching by Internet users (Fishkin, ©2015)

“As marketers, the Internet as a whole and search, specifically, are undoubtedly one of the best and most important ways to reach consumers and build a business no matter the size, reach, or focus.” (Fishkin, ©2015)

3 TECHNICAL ASPECTS OF BUILDING SEO FRIENDLY WEB PAGES

3.1 On-page factors

On-page factors are all attributes of a web page which can be edited directly by web page creators / administrators. It is for example URL address, title, keywords etc.

These principles are important to match while creating a new website but also according to Hubspot the average website content and design is 1 year. After that it is recommended to change the structure and design again. Administrators have to check all redirected pages, changes in URL addresses etc. (Volpe, ©2011)

3.1.1 Keywords

Keyword in connection to SEO are those words which are used by Internet users while searching for desired information. One of the first SEO step is find those words and use them in your content. (Sprung, ©2015)

Keywords should be:

- Relevant to the web page content
- Highly searched
- Competitive

Keywords are fundamental to the search process – they are a foundation block of all searches. Crawler and indexation process are collection their information based on keywords. The search engines create smaller databases based on particular keyword terms or phrases. This system is much easier and more transparent for further usage and also from the point of a data storage more convenient. This makes it much faster for the engines to retrieve the data they need in a very short time. Obviously, if SEO marketers want their web page to be listed on the top of search results with the keyword “financial software” they have to make sure the keyword appears in the web page content as well as the whole web page concept is linked to financial services, business solution, software etc. In the language of the search engines it means that all the information should appear in the indexable content.

The process of finding the right keywords for your web page content is called “keywords analysis”. It is highly possible to find out how to name your products or which words use in your content thanks to a detailed keywords analysis.

Keywords or phrases are usually divided into the three main groups:

- **Information inquiries** – a user wants to get answers through the search engines (for example: weather in the Czech Republic)
- **Navigation inquiries** – a user wants to be redirected to a concrete page (for example Tomas Bata University)
- **Transactional inquiries** – a user plans an action – a purchase, download, registration into some program etc.

Transactional inquiries have the biggest conversion rate – it means users are most likely willing to finish purchases, subscriptions etc.

Long-tail keywords:

“Long-tail keywords” is a designation for keywords which are not the most popular in terms of search queries and are usually longer. The long tail contains hundreds of millions of unique searches that might be conducted a few times in any given day, but, when taken together, they compromise the majority of the world’s demand for information through the search engines. (Fishkin, ©2015)

The long tails give us a higher amount of searches than highly competitive keywords.

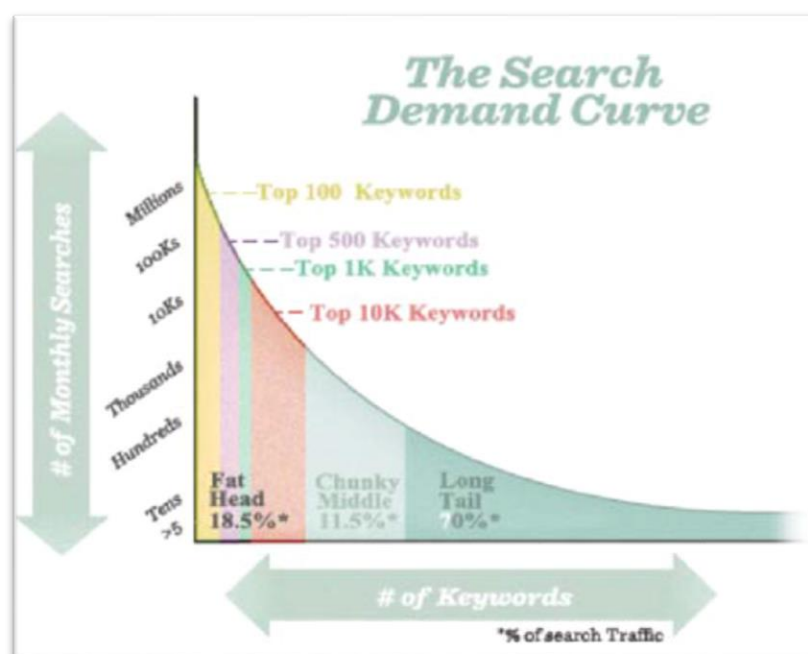


Figure 2 – Keywords structure (Fishkin, ©2015)

3.1.2 Indexable and reasonable content

In order to be listed in the search engines, the web page content which is available to Internet users must be in HTML text format. All the other material such as images, Flash files, Java applets and other non-text content is virtually invisible to search by search engine tools. In order to make them visible we provide a text description of all visual content. This is called “alt attributes” in HTML. Images can be also shown to users as replacement for text using CSS styles. Flash or Java plug-in contained content can be repeated in text on the page. Video and audio content should contain a transcript to be indexed by the search engines and subsequently presented to Internet users. (Fishkin, ©2015)

Despite these facts, it is very important to follow these steps and at the same time remember your final audience, human beings. While creating a web page content SEO marketers have to put keywords into important HTML tags and web parts. It is necessary to make sure our content is not compiled only from desired keywords. This effect is called “keywords stuffing” and it can be penalized by crawlers. There is of course no ideal density of keywords but even robots can recognize a non-sense text composed from number of similar words.

3.1.3 URL addresses

URL addresses are compiled from a domain name and descriptive text of the exact page. URL addresses should be short and descriptive. It basically means they should contain keywords but it is not suitable to create long phrases. URL addresses are also shown in search results. A domain name should be short, understandable and easily memorable. Simple-to-understand URLs will convey content information easily.

3.1.4 Internal links

“Great content and attracting inbound links are major elements of your SEO strategy. If you’ve created an exciting post or page, you’ll naturally want to work on making sure that you are driving as much traffic to it as possible. Part of that strategy should always include internal linking, and understanding how the other pages of your website can contribute value toward your new page.” (Whalley, ©2012)

While creating a web page it is important to have a meaningful and clear structure of individual pages. Crawler has to be able to find all pages and recognize the connections between them. Otherwise, individual pages can be perceived as different web pages and it also decreases a user experiences. Link tags can contain images, text, or other objects, all of

which provide a clickable area on the page that users can engage to move to another page. “Hyperlinks” are basically the original navigational element of the Internet.

Internal links give users a better overview and make their web page stay more convenient. By clicking on the anchor text, users move to other internal pages. The linked pages also share their values and make the whole web page stronger in terms of the search engines.

Ensure more convenience for users by using “breadcrumb lists”. A breadcrumb is a row of internal links at the top of the page that allows visitors to quickly navigate back to a previous section or the root page. Many breadcrumbs have the most general page (usually the root page) as the first, left-most link and list the most specific sections out to the right.



Figure 3 – Anatomy of a link (own processing)

In the above illustration “Anatomy of a link” is shown the most basic format of a link which is clearly understandable to the search engines. The “<a” tag indicates the beginning of a link. Links can contain images, text, video, or other objects which after clicking on it became a “open door” to another page. The part “link referral location” provides the browser where the link points to. In this example we can see the `www.one-core.com` URL address. The “visible / anchor text of the link” is actually the only part which is visible by the content readers and they basically know that they will move to the OneCore web page after clicking on this text. And finally the “</a” tag closes the link so any text which comes after the visible / anchor text is not a part of the link. Robots / crawlers then go through the web page and also through the linked pages and calculated the value both of the web page and links. That basically means when we have a strong web page in terms of its value it “helps” to reach a better position to linked pages as well. (Fishkin, ©2015)

Links can have lots of attributes applied to them, but the engines ignore nearly all of these, with the important exception to the `rel="nofollow"` tag.



Figure 4 – Example of the “nofollow” link structure (own processing)

The “nofollow” link structure is a way how to tell robots no to scan the linked page. It does not add any value to links with this tag inside. It is usually used by strong websites or encyclopedia (for example Wikipedia uses nofollow tags) as they mention thousands of links in their content.

3.1.5 Page title

A page title is a content of HTML tag <title> and from the SEO perspective is the most important factor on any page. A title tag tells both users and the search engines what the topic of a particular page is. The <title> should be placed within the <head> tag of the HTML document. Each page should have a unique title which is relevant to its content. A title is the best place where to put needed keywords as it is also shown in the first line of the search results as a link to web page. Words in the title are bolded if they appear in the user’s search query. This can help users recognize if the page is likely to be relevant to their search. The search engines usually show titles in amount of 70 symbols.

3.1.6 Meta description

The meta description content is not shown directly on web pages but is also very important. A page’s description meta tag give the search engines a summary of what the page is about. Whereas a title is usually composed from few words or a phrase, a meta description might be a sentence or two or a short paragraph. Description meta tags are important because the search engines might use them as snippets (snippets are composed from a title, URL address and meta description and it is what users see in their search results) for your pages.

3.1.7 HTML titles

HTML titles are designated by tags <h1>, <h2>, <h3>, <h4>, <h5>, <h6>, while <h1> is the main page title. The search engines give a higher value to texts mentioned in titles than in normal texts. Keywords should naturally appear in titles but their usage has to follow some logic. Titles also divide text into parts and make it more clear for readers.

3.1.8 Duplicate content

“Duplicate content generally refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar.” (Training Blog, ©2011)

A duplicate content appears when one document is accessible from more URL addresses. As it is written in the beginning, crawlers evaluate individual pages and rank them based on their content, structure etc. In case there are more pages with a similar content, crawlers can choose only one of them as the relevant one. It is necessary to pay attention to your content and make sure all texts are unique. Sometimes we cannot influence duplicities as other users copy our content to their web pages. The only action we can take is to contact them and ask to rewrite the content. It is also possible to report duplicities directly to the search engines and ask for deletion of a duplicate content.

New content will not only keep your existing visitor base coming back, but also bring in new visitors.

3.1.9 Page speed

Internet users are very demanding audience and a page loading speed is one of the most crucial factors influencing their satisfaction. The search engines also prepare their indexes in such way they are able to present the results immediately. Web pages faces the same – they should load quickly and not to let users wait.

3.1.10 Pictures

Pictures are very important part of any web page content from many reasons. They totally support users' experience, give a better understanding of certain topics and make any content look much nicer. The search engines do not see pictures as a text or phrases so it is necessary to use HTML "alt" attribute and describe pictures there. The search engines can then see what individual pictures display.

3.1.11 Sitemap.xml

Sitemap.xml is a XML file which contains all pages intended to be indexed. The search engines can easily go through sitemaps and index all pages much faster. Sitemaps are a tool enable you to give hints to the search engines on how they can crawl your website.

3.2 Off-page factors

Off-page factors are those factors which cannot be controlled by web page administrators.

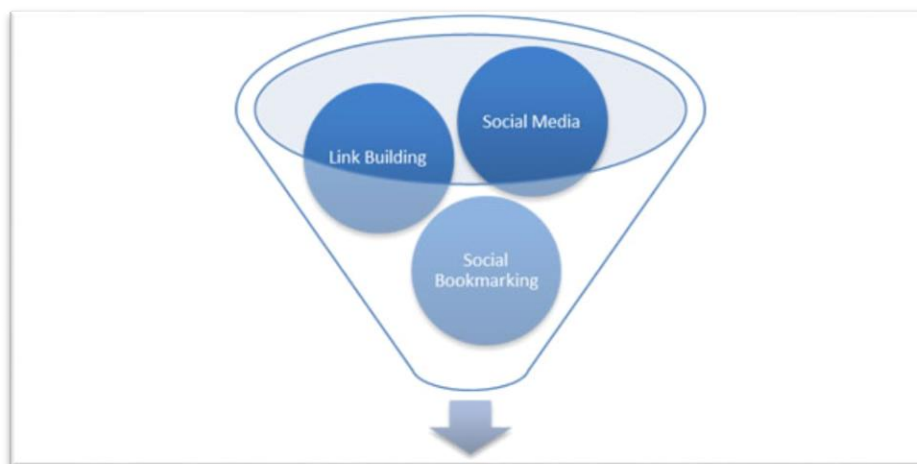


Figure 5 – Off-page SEO factors (Chris, ©2013)

3.2.1 Link building

Link building basically means you are trying to gather as many links as you can by building external links to your website. External links are valued by the search engines higher than internal ones. It does not say it is not necessary to use internal links.

Links distribute value of the original page. For example, when page A is valued by number 10 and contains two links, both inside and outside the web page, it gives a value of 5 to each of the two pages. This example is just a simple explanation but individual links usually do not have the same value in reality. (Vaughan, ©2011)

3.2.2 Social Media

The first and foremost priority of Google is to provide quality content to its searchers. And the best feature of a quality content is that it gets shared more. Search engines like Google take social signal as an important metric for ranking web pages.

Make profiles for your blog or business website on social networks so that you can stay connected with your users and visitors socially. When you grow a strong social community making your content go viral becomes a lot easier. You just have to share your web page's link with your followers and the rest is done by them. If you write really great and compelling content it will get shared more and hence increase its chances of getting better rank in search results.

Engagement with your social community is a very important aspect when you want your social community to share your content virally. So try to provide as much value you can to your followers so that they are loyal to you and love to share your content. (Padilla, ©2014)

3.2.3 Social bookmarking

Social bookmarking is a great SEO tool that can help you drive targeted traffic to your website. It can also increase social signals and make your content easier to share. By bookmarking your content what you are doing is increasing your visibility and, at the same time, improving the chances of being better ranked.

“Traffic generation is largely dependent upon the content you post on social bookmarking sites. An appealing title and quality content will help you drive traffic to your website. And also, you must bear in mind that, as it happens with all social networks, the key to be successful is to be social. The more links and bookmarks you submit the more traffic you will obtain to your site.” (Chris, ©2013)

4 ANALYTICAL TOOLS AND SEO

Web analytics represents measuring, collecting, analyzing and reporting of online data in order to understand and optimize usage of web pages. These actions are generally done by several analytical tools.

To encourage web administrators to create pages and content in accessible ways, each of the major search engines have built support and guidance-focused services. Each provides varying levels of value to search marketers, but all of them are worthy of understanding. These tools provide advices and opportunities for sharing information with the engines that are not provided anywhere else.

4.1 Search engine protocols

4.1.1 Sitemaps

As is already written above: *Sitemaps are a tool that enable you to give hints to the search engines on how they can crawl your website.*

Sitemaps are an easy way for administrators to inform the search engines about pages on their sites that are available for crawling. A sitemap is mostly a XML file that lists URLs for a site along with additional metadata about each URL. There can be three varieties of sitemaps:

- XML – Extensible Markup Language – XML format is the most widely known and accepted. It is very easy for search engines to parse.
- RSS – Really Simple Syndication or Rich Site Summary – is more difficult to manage but easy to maintain.
- Txt – Text File – extremely easy to manage and create. It doesn't provide the ability to add meta data of pages. (Fishkin, ©2015)

4.1.2 Robots.txt

The robot.txt is a file which is usually stored in a website's directory. The file serves as an access guide for automated web robots. The following commands are available:

- Disallow – prevents robots from accessing chosen pages or folders
- Sitemap – indicates the location of a page's sitemap
- Crawl delay – determines the speed at which a robot can crawl a server

4.1.3 Meta robots

The meta robots tag creates webpage-level instructions for the search engines. The tag should be included in the head section of the HTML document.

A screenshot of a code editor showing HTML code for a meta robots tag. The code is displayed on a light green background with a thin border. The code includes the opening <html> tag, the opening <head> tag, a <title> tag with the text "The Best Webpage on the Internet", a <meta name="ROBOT NAME" content="ARGUMENTS" /> tag in red, the closing </head> tag, the opening <body> tag, an <h1> tag with the text "Hello World", the closing </body> tag, and the closing </html> tag.

```
An Example of Meta Robots

<html>
<head>
  <title>The Best Webpage on the Internet</title>
  <meta name="ROBOT NAME" content="ARGUMENTS" />
</head>
<body>
  <h1>Hello World</h1>
</body>
</html>
```

Figure 6 – An example of meta robots (Fishkin, ©2015)

4.1.4 Rel="Nofollow"

This attribute determines link-level instructions for the search engines that says how the given link should be treated. While the search engines claim to not “nofollow” links, tests demonstrate that they actually do follow them for discovery new pages.

A screenshot of a code editor showing HTML code for a nofollow link. The code is displayed on a light green background with a thin border. The code shows an Example Link tag.

```
An Example of nofollow

<a href="http://www.example.com" title="Example"
rel="nofollow">Example Link</a>
```

Figure 7 – An example of “nofollow” (Fishkin, ©2015)

4.2 Search engine tools

“There's nothing quite like a sudden Google algorithm update to leave marketers feeling equal parts confused and concerned. It's like they wait for you to get all of your ducks in a row and then unleash an update that changes everything.” (Demers, ©2015)

In order to track your websites and collect needed data there is a great deal of already “finished” tools. They usually collect two types of data:

- **Server logs** – an application is located directly on website’s server where it stores data about server activities. It records for example a number of unique visits, page views, downloads etc.
- **Site tags** – a measuring Java Script is put into certain page and sends data to a chosen server. Received data are stored here. Files called “cookies” are used to store information about users.

By defining the right goals, you can choose a tool which will help you to measure them. The most popular tools are Google Search Console and Google Analytics. I am also using The Screaming Frog SEO Spider tool.

Every website should have certain meaning and together with that also stated goals. Even before creation of any website, web creators have to know the exact meaning of it. The goals should support your business intentions so the whole concept is basically a part of your business strategy. Chosen goals can be for example: to support sales, support product information, offer services, create specific content for targeted audience etc. These goals have to be very clear to web creators. It does not make any sense to create web sites goals to support only SEO processes. SEO actually also a tool which helps to reach chosen goals.

Another important metrics is called Key Performance Indicator (KPI). KPI evaluates the goals fulfillment. Number of KPIs depends primarily on amount of goals and can be considered as small goals leading to the bigger ones.

4.2.1 Google Search Console

Google Search Console is a free service provided by Google and helps web creators to track and manage their webpages in terms of appearance in search results. A registration into this service is not obligatory but it will significantly help your webpages and web administrators to understand logic of Google search.

By using Google Search Console:

- You can check whether has Google access to your website or not.
- It is possible to manually index your website or reduce indexed content.
- You can create and track website content which brings the biggest results on terms of traffic, conversion rates etc.
- You can track and manage possible malwares and spams and keep your website clean.

It is also possible to check how is your website seen by Google and Internet users:

- Which keywords were used to find your website?
- Which keywords are the most used and relevant and which are not?
- Are your prices, contact information or product information visible in search results?
- Which links are connected to your website?
- Is your website mobile or other devices friendly?

Settings of Google Search Console:

- **Geographic target** – if a given site targets users in a particular location, web administrators can provide information that will help determine how their website appears in certain country – specific search results, and also improve Google search results for geographic queries.
- **Preferred domain** – web administrators can choose and set the preferred domain which they would like to use to index their site's pages. For example, web administrators determine whether `http://www.one-core.com` or `http://one-core.com` will be the preferred domain.
- **Image search** – web administrators can associate the images included in their website with labels that will improve indexing and search quality of those images.
- **Crawl rate** – this factor affects the speed of Googlebot's requests during the crawl process. It has no effect on how often Googlebot crawls a given site. Google determines the recommended rate based on the number of pages on a website.
(Fishkin, ©2015)

Diagnostics:

- **Web crawl** – crawling identifies website problems, sitemaps errors, HTTP errors, nofollowed URLs, URLs restricted by robots.txt and URLs that time out.
- **Mobile crawl** – identifies possible issues with mobile versions of websites.

- **Content Analysis** – identifies search engine unfriendly HTML elements. Content analysis shows meta description issues, tag issues and non-indexable content problems. (Fishkin, ©2015)

4.2.2 Google Analytics

Google Analytics is a free service from Google and is designed to help web administrators track activities happening on their website and evaluate their marketing investments. Google Analytics are accessible from <http://www.analytics.google.com>. Registered users mark their website by a code generated by Google Analytics and then they can see desired results.

Google Analytics allows you to track your audience and their behavior while visiting your website. By tracking your audience Google Analytics tool means that you check their demographics location, interests, general Internet behavior, devices etc.

There is also a possibility to track webpage visitors' behavior. Google Analytics offers a possibility to see behavior flow, which site content was the most visited one, how much time users spent on the website etc.

According to these information, it is very easy to plan your next steps to create a better strategy.

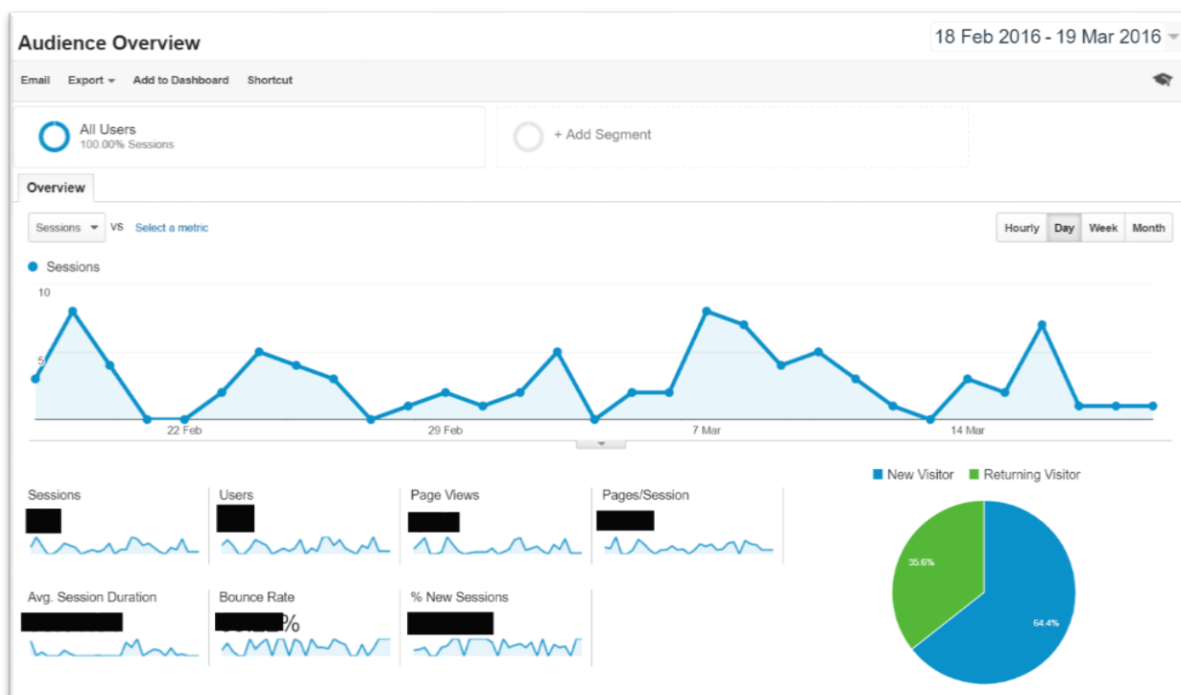


Figure 8 – Google Analytics Dashboard (<https://analytics.google.com>)

4.2.3 The Screaming Frog SEO Spider

The Screaming Frog SEO Spider is a small desktop program you can install locally on your computer which goes through websites’ links, images, CSS, script and apps from an SEO perspective. It fetches key onsite elements for SEO, presents them in tabs by type and allows you to filter for common SEO issues, or slice and dice the data how you see fit by exporting into Excel. You can view, analyze and filter the crawl data as it’s gathered and updated continuously in the program’s user interface.

The Screaming Frog SEO Spider allows you to quickly crawl, analyze and audit a site from an onsite SEO perspective. It’s particularly good for analyzing medium to large sites, where manually checking every page would be extremely labor intensive (or impossible!) and where you can easily miss a redirect, meta refresh or duplicate page issue. The SEO Spider allows you to export key onsite SEO elements (URL, page title, meta description, headings etc.) to Excel so it can easily be used as a base to make SEO recommendations from. (Screaming Frog, 2015)

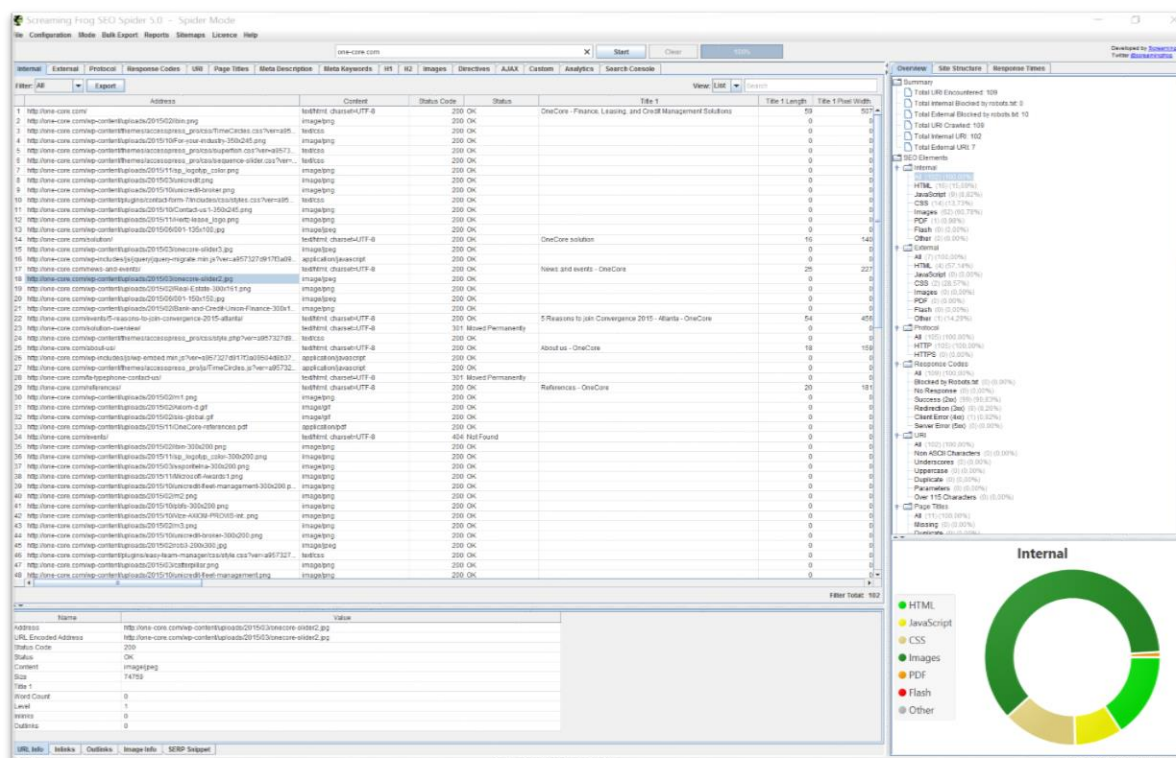


Figure 9 – The Screaming Frog SEO Spider dashboard (source: Screaming Frog)

5 HOW TO MEASURE SUCCESS OF SEO

There are several ways how to track and measure a success of SEO. It can be a conversion rate, email address of a potential customer, number of visited webpages, low bounce rate etc. Here are possible metrics for a measurement of websites:

5.1 Search results positions

We can measure our success by checking the position of our website in the search results based on certain keywords. It is sometimes a very tricky option as for example Google uses a personalization and shows different results to each user. A better way is to use Google Search Console and compare your results there. It is also necessary to set criteria and follow them every time as there are many ways for websites of “how to appear in search results”. Your website can appear there based on certain keywords but also thanks to phrases, user location etc. This measurement is better to perceive more just for your evidence and overview.

5.2 Index

Indexation is a crucial factor for any webpage. If a website is not indexed, there is no possibility to reach a traffic from the search engines. We can consider indexation as a very useful and proper technique. A number of indexed pages should be the same as created paged. It generally says that all of them can be read by the search engines. In case there is a significant difference between indexed and published pages it requires some solution.

5.3 Keywords

Certain keywords are of course linked to chosen websites. Web creators don't rely on coincidence and link certain webpages with keywords. It then helps to the search engines to define desired destination of each website. It is important to track keywords success. When my chosen keyword has lower rate in search results than any other word it is wise to change my keyword for the other one. We can also track how many keywords are usually used to bring users to my website.

5.4 Content management

Creating new content brings new audience and keeps the former one involved. By adding new content is possible to cover more keywords and attract new users. Any content should

correspond with the business and website strategy and support chosen KPIs and goals. In case we want to promote our brand it would be wide to create a blog and publish interesting and professional content for our audience. While measuring a success of your content you should look for page views, clicks on links in read content, activity connected to new content in terms of purchase, email, sharing etc.

II. ANALYSIS

6 ONECORE COMPANY INTRODUCTION

OneCore Ltd. is the company founded by two strong players in the information technology field – SIS Global and AXIOM PROVIS Int. OneCore delivers end-to-end software solutions for the Financial Services Industry. OneCore is powered by Microsoft Dynamics delivers rich functionality throughout the credit lifecycle from account acquisitions, account management through to early and late stage collections.

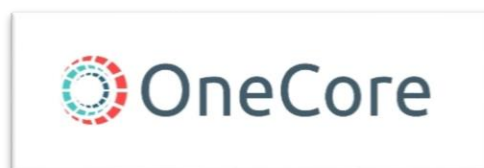


Figure 10 – OneCore logo

(source: <http://one-core.com>)

AXIOM PROVIS Int. is a recognized Microsoft Dynamics Gold Partner for both Enterprise Resource Planning and Customer Relationship Management solutions. AXIOM PROVIS Int. specializes in Microsoft Dynamics NAV and CRM systems and supplement their offering with the provision of hardware, consultancy and advisory services.

SIS Global is also a well-known Microsoft Dynamics Gold Partner for both Enterprise Resource Planning and Customer Relationship Management solutions. They are a global Dynamics AX and CRM systems integrator, offering end-to-end business technology solutions in conjunction with consultancy and customer support services across multiple industry verticals. As an Microsoft Dynamics AX and Microsoft Dynamics CRM member, SIS Global has access to 1250 certified Dynamics specialists including a sizeable project resource pool to share in member expertise and experiences. Their industry focused business model has over the past 24 years culminated in rich industry experience and a highly skilled employee base, making them an obvious partner of choice for the OneCore business. Their highly skilled employee base and intimate knowledge of the European markets made for an attractive value proposition and obvious partner of choice for the OneCore business.

OneCore founding members boast combined industry experience spanning a period of forty years with a wealth of Microsoft Dynamics expertise evidenced with more than 400 project implementations worldwide. The OneCore team is committed to thought leadership and innovation, which combined with the extreme agility of Microsoft Dynamics, enables them to deliver market leading technology solutions that remain relevant and continue to service

our customers' needs within their competitive environments. OneCore Ltd. has a global presence, with offices located in South Africa (Johannesburg, Durban and Cape Town), Czech Republic (Prague) and Slovakia (Bratislava), which when combined with their AX Pact and CRMPact alliance makes us a truly international organization.

6.1 Strategic outlook

OneCore Ltd. aims to be the leading vertical solution provider and the partner of choice for developing the Microsoft Dynamics core industry process. With particular focus on the following key areas, we believe that we are strongly positioned to achieve and exceed what we have set out to do:

- OneCore Ltd. is committed to delivering superior quality software solutions that deliver on customer's expectations, on time, within budget, every time.
- OneCore Ltd. realizes that the only way to prosper is to attract and retain talented individuals. They therefore employ high potential and high performing people with rich industry experience, who have a passion for success.
- OneCore Ltd. promotes innovative thought leadership so that it may resonate through all areas of their business from customer engagements to solution design, development and delivery.
- OneCore Ltd. is committed to keeping abreast of market developments to design systems and processes that are slick, streamlined and highly relevant for their customer's challenging operating environments.
- OneCore Ltd. believes that in order to succeed, they need be self-starting and hands on, with a strong internal locus of control and a commitment to customer satisfaction.

6.2 OneCore solution

OneCore for Microsoft Dynamics is a Microsoft certified account acquisition, account management and collections solution that delivers functionality across the contract lifecycle for automotive, asset finance, leasing and lending organizations. At the heart of OneCore resides a sophisticated product management and transacting module that powers both pre-agreement and post activation processes with ease.

Product management is fit for several classifications of financial agreements from term loans to revolving credit facilities and lease agreements. Its distinctive features include a sophisticated Charge Model and Price List control to simplify the most complex of pricing

requirements. Product management includes among others, n-Tier charge trigger capability defined for frequency, contract or transaction events, Pro-rata or atomic charge allocation, charge discounts, charge holidays and preferential pricing for select customer profiles.

Flexible payment calculators simplify recoupment planning and allows one to structure payment terms that best suit both customer and organizational cash flow requirements. The transacting ecosystem governs all transaction behavior, from how transactions are stored within the transaction store, to what is displayed on customer statements, including the integration with Dynamics AX. OneCore Contract administration includes among others, the management of charge cycles, billing, invoicing and statement generation, through to contract re-planning or migrations, and terminations such as settlements and write-off's.

Customers benefit from:

- Multi-company – allow you handle unlimited companies in one database including their consolidation under one license
- Multi-legislation – support you with different legislative layers in one database
- Multi-language – enables you use multiple language layers in one database with on-line switch between languages
- Multi-currency – works with multiple currencies in system



Figure 11 – OneCore product portfolio (source: <http://one-core.com>)

Powered by the Microsoft Dynamics platform, its layered architecture presents all the benefits of a packaged solution with the added flexibility to expand and modify processes tailored for your specific business requirements.

Our base layer provides core functionality typically shared across areas of specialization within the Financial Services industry. This layer is then configured to form a secondary

layer to address the unique requirements of the various areas of specialization within financial services

The third and final layer allows for tailored configuration which is typically unique to your business requirements. This ease of customization coupled with core ERP capabilities in a single global solution, promotes rapid time-to-value presenting significant cost advantages for your business.

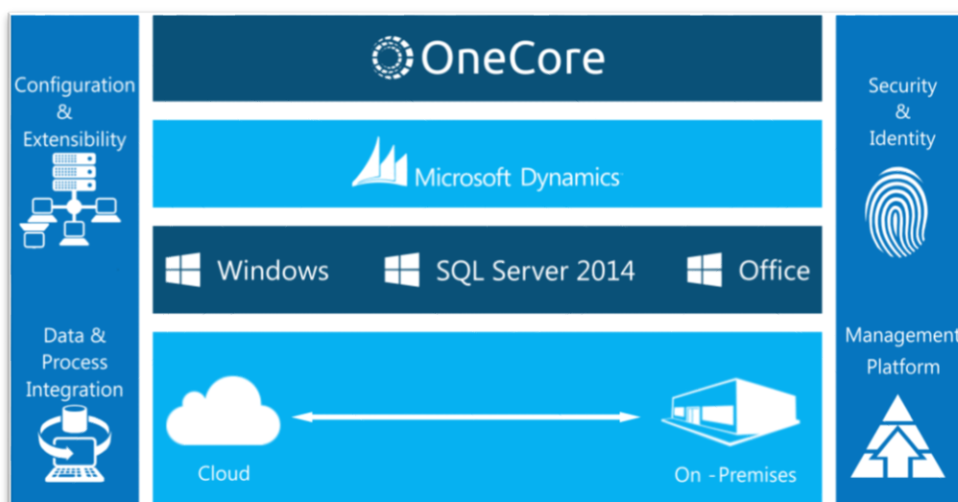


Figure 12 – OneCore architecture (source: <http://one-core.com>)

7 COMPETITION ANALYSIS

7.1 Porter's five forces

Without knowing a possible competition, it would be very difficult build an online marketing strategy for OneCore. This analysis helps us discover who has the most power in a given situation or if our products and services are likely to be profitable. With a clear understanding of where power lies, we can take an advantage of a situation of strength, improve our weaknesses, and avoid taking wrong steps. By analyzing our competition, we also identify whether have our products and services the potential to be profitable.

7.1.1 Competition

As OneCore Ltd. is an international company covering the global market we have to consider competition from all over the world. The Czech environment is a bit specific for each information system providing management of finance services and accounting. There are maybe hundreds of financial software in the Czech Republic and considering the Czech legislation it is very complicated for any foreign provider to be a good partner of choice. Anyway, OneCore can cover the Czech processes as well as the ones in foreign countries. That is why we do not focus on competition in certain countries but choosing the best solutions worldwide.

The most important facts for us to consider a product or company as a competition are:

- Providing a financial services software based on Microsoft Dynamics platform
- Covering the same fields of financial services
- Location – in terms of accessibility to our customers and our ability to compete with them
- Experiences and references

Based on these factors I have chosen 5 competitors:

UAB Columbus IT:

UAB Columbus IT is a company from Latvia and provides financial services software and covers whole Europe. The financial software is called ColumbusLeasing and covers financial leasing processes and functions:

- management of market participants' data
- Leased property management

- Quoting and lease agreements
- Lease-related documentation management
- Invoice preparation and printing
- Receivables and debt management
- Credit lines accounting and analysis
- Leasing portfolio accounting and management

ABBA d.o.o.:

ABBA d.o.o. is a Croatian company providing a very sophisticated financial services software called ABBA Leasing. This software covers all areas of financial services and financial leasing and that is why it is the big competitor of OneCore. ABBA Leasing covers:

- ABOS Leasing (core)
- Master data
- Front End (Sales)
- ASU (right to access)
- User Administration (AK)
- ABBA HOGAR (right to access through web interface)
- Reports
- Back Office (Accounting/Bookkeeping)
- Risk management and credit rating assessment
- DMS (Document Management)
- Collection and Tracking
- Damages
- NetLeasing
- SPN (Prevention of Money Laundering)
- Parameterization
- ABOS Premium Business Intelligence

White Clarke Group:

As they write on their website: “*White Clarke Group is the global first-class provider of end-to-end automotive and asset finance software for retail, fleet and wholesale. Delivering proven, innovative solutions to more than 100 of the world’s leading finance organizations in 30 countries.*” (source: <http://www.whiteclarkegroup.com/>) The arguments are quite

strong and also their references show we have the strong competitor out there. Their financial services software covers:

- Automotive finance
- Fleet Management & Contract Hire
- Wholesale Finance Floorplanning
- Asset Finance
- Bank & Credit Union Finance Software

Banqsoft AS:

Banqsoft AS together with their financial services software View 21 cover all Scandinavian countries and are expanding to other countries in Europe. Their solution covers:

- COREview - the back office solution supporting your complete range of products
- PREview - helps you capturing new business
- Review - made to monitor your portfolio
- FLEETview - the smart way to run your fleet portfolio
- FLOORplanning - increasing profit and customer loyalty
- FACTORING - become a one stop shop for finance products

FBL Group spol., s.r.o.:

FBL Group spol., s.r.o. is a Czech company providing a financial services software and offer tailored-made solutions. This company is not the biggest competitor but as they are from the Czech Republic it is always good to consider them. The system focuses on:

- Leasing processes
- Factoring
- Accounting

7.1.2 Supplier power

This should not be a threat in our case as OneCore Ltd. is a provider of its own solution. The company has developed its own software solution which implements by employees. The only problem OneCore can face is the lack of professionals who are able to provide high-quality services to customers. Of course, there are several factors that can limit usage or even implementation of OneCore on the customers' side (for example incompatible computers, not qualified employees etc.) but this has nothing to do with direct supply of any

components. OneCore is a software which means there are no other tangible assets needed. This is kind of an advantage of OneCore solution as the company is the one who creates, develops, makes tests, implements, and delivers. At the same time, the company has to have in mind the fact that they are the ones who is fully responsible for product's development and follow trends and innovations.

7.1.3 Buyer power

The financial services sector is very difficult for any new solution provider. This sector is actually full of really huge companies and holdings which make big decisions in terms of information systems. That is why is sometimes an obstacle to be a small company without any references. OneCore has already implemented several solutions with big customers such as UniCredit Group or Hertz Lease etc. These references are very valuable and helpful for a next growth of the company.

If we look at the situation from the point of buyers' power, we have to admit the financial services companies have a big influence on everything going on with this sector. There is a great deal of money in this field and these companies can really rule the financial world. References are actually the most important aspect of being well-known, respected and even considered financial software provider. The beginnings are always challenging and it takes time to enter this sector. On the other hand, a financial services software is something every financial services or leasing company must have to keep their business on. There will always be a demand for financial services software and there will always be money in this sector.

7.1.4 Threat of substitution

There are hundreds or maybe even thousands of companies providing similar solution. As I described the top 5 competitors, OneCore Ltd. management has a table with top 50 competitors within the field. That basically says there is a lot of companies which can be considered as competitors. This fact is very important to consider but it is only one side of the truth. When you implement a software solution in a company there is usually a strong tendency to maintain this solution as long as possible (of course, in case that solution is not facing any major problems). Any software maintenance is usually quite demanding and expensive and individual solutions are after some time always at least a bit customized to certain customer. Big companies and holding also want to use the same system within whole groups in order to make their lives easier and support interconnectivity of their data. This

information gives very little changes for other companies to come and easily change mindsets of companies with already existing financial software.

7.1.5 Threat of new entry

As I wrote above new entries into the financial sector are quite difficult and expensive. A development of a financial software takes a lot of time and money and all this effort has to be later “founded” by good references. OneCore, for example based its own solution on compatibility with Microsoft technology. It means that OneCore can be used with any Microsoft Dynamics products and basically focuses on companies with these enterprise resource planning solutions. It is not an obligation but OneCore Ltd. could use contact gained from two founding companies who as Microsoft Dynamics Partners provided a list of such customers. OneCore solution could build the first references through the founders’ network and promote its brand. This is probably a good way how to enter this sector. Otherwise, as I said it is very difficult and time demanding process.

8 ONECORE WEBPAGE EVALUATION

In order to generally evaluate the quality of OneCore website I decided to follow six criteria which give us a clear overview and current state of OneCore website. They are:

- Authority
- Purpose
- Coverage
- Currency
- Objectivity
- Accuracy

These six factors should give us a clear overview of webpage's basics measures. It should be clearly stated and understood who created the website and is responsible for its administration. There has to be contact information and some introduction of the authority to prove that the person or company has abilities, skills, certifications etc. to provide mentioned products and services.

Even before creation of the website it is necessary to state a purpose of this marketing communication channel. Do I really need a webpage? What is our targeted audience and how should a content look like? The purpose of presented information has to be clearly visible for visitors. The webpage supports its purpose and focuses on a specific audience.

Coverage of the webpage shows us if the webpage claims to be selective or comprehensive. If the topics are explored in depth or cover just one aspect. An important fact is also to provide visitors external and internal links and make sure each one of them makes sense.

Currency of the webpage refers to the presented information and their update or maintenance. It is important to know when the webpage was created, updates, and if all the links are current.

The webpage should objectively present its information to the audience and not to be in conflict with any other content within the webpage (advertising etc.).

Accuracy is something which tells readers why to believe the presented information. All professional articles have to provide author or responsible institution. The content should follow basic rules of grammar, spelling and composition etc.

8.1 Authority

The OneCore webpage quite clearly states who is responsible for the offered products and services and is relatively easy to get the contact information. According to my opinion the webpage looks quite reliable and there is no problem to find out what is the product about and who is in the background of it. Going step by step, there are several sections leading to the company or product information already in the home page – which is of course the first page seen by visitors.

8.1.1 OneCore homepage

Header:

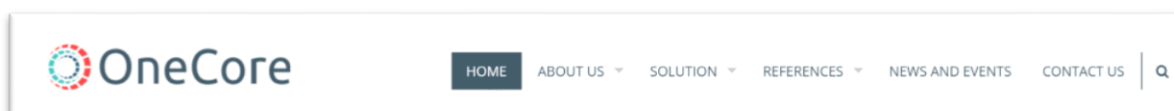


Figure 13 – OneCore webpage header (source: <http://one-core.com>)

As you can see the header provides us the logo of OneCore and menu. Within the menu there are several options but contains the most important information to reach the company authority. Visitors can immediately, without reading any other text, jump to the about us page or contacts. To support the OneCore authority there is also the section with references and news and events which should tell more about certifications or recent works.

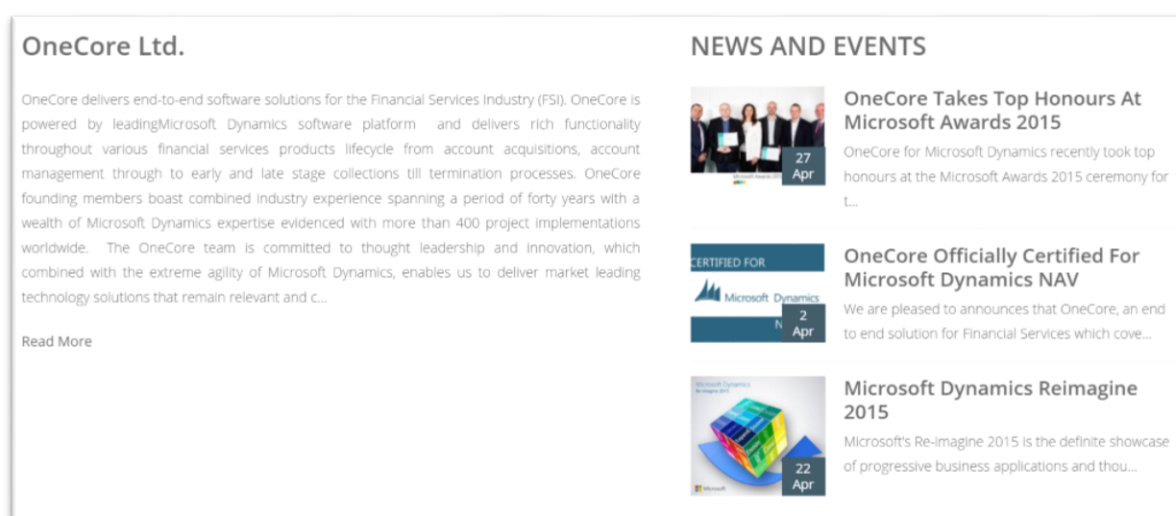
Slider:



Figure 14 – OneCore webpage slider (source: <http://one-core.com>)

The initial slider is quite big but presents very first needed information to visitors. It says “Leading financial services software based on the Microsoft Dynamics platform”. This is actually all visitors have to know in order to evaluate their interest in offered products and services. The slider is quite big and takes very part of a computer screen so the text has to be really “catchy” and wisely chosen. This is the first biggest thing visitors see. There are 4 types of sliders with different text but as we already know the first slider makes the first impression.

Introduction section:



OneCore Ltd.

OneCore delivers end-to-end software solutions for the Financial Services Industry (FSI). OneCore is powered by leading Microsoft Dynamics software platform and delivers rich functionality throughout various financial services products lifecycle from account acquisitions, account management through to early and late stage collections till termination processes. OneCore founding members boast combined industry experience spanning a period of forty years with a wealth of Microsoft Dynamics expertise evidenced with more than 400 project implementations worldwide. The OneCore team is committed to thought leadership and innovation, which combined with the extreme agility of Microsoft Dynamics, enables us to deliver market leading technology solutions that remain relevant and c...

[Read More](#)

NEWS AND EVENTS

OneCore Takes Top Honours At Microsoft Awards 2015
27 Apr
OneCore for Microsoft Dynamics recently took top honours at the Microsoft Awards 2015 ceremony for L...

CERTIFIED FOR
Microsoft Dynamics
2 Apr
OneCore Officially Certified For Microsoft Dynamics NAV
We are pleased to announces that OneCore, an end to end solution for Financial Services which cove...

Microsoft Dynamics Reimagine 2015
22 Apr
Microsoft's Re-imagine 2015 is the definite showcase of progressive business applications and thou...

Figure 15 – OneCore webpage introduction section (source: <http://one-core.com>)

This section follows the slider and is the first actual text visitors get in touch with. This section is basically divided into two parts – OneCore Ltd. introduction and News and events.

OneCore Ltd. introduction part supports the company authority by presenting information about the company and offered solution itself. It is very good this part is on its place but from the point of design it is very unstructured, without any highlights and I believe this part can face problems while catching visitors’ attention.

“News and events” also support the company authority by showing company’s successes and certification. The layout is very clear and together with pictures can easily attract visitors to read more about it. This section can be used as a strong support of the company authority.

Featured part:

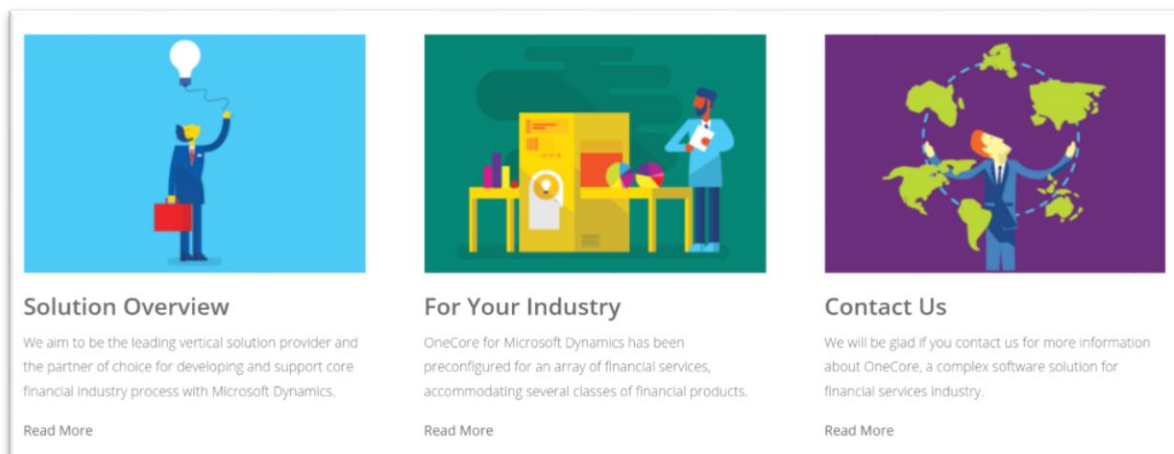


Figure 16 – OneCore webpage featured part (source: <http://one-core.com>)

This section is called “the featured part” and offers us the direct links to the solution overview and contacts. It basically supports the menu but together with pictures creates a nicer directory for visitors. This is already third occurrence of the direct link to the contact page which strongly support company’s reachability.

Why OneCore and references:

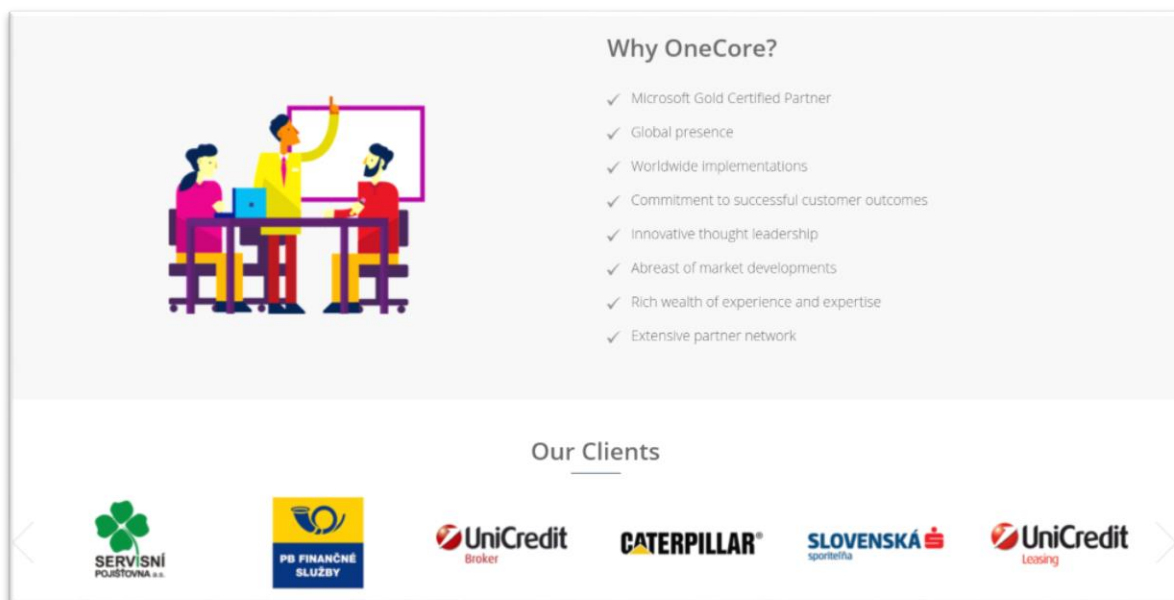


Figure 17 – OneCore references (source: <http://one-core.com>)

By adding several reasons why to purchase the OneCore solution and support it by client’s logos, the company surely supports its reliability. The reasons have to be strong, that is for

sure, and the clients as well. This section is a perfect completion of the home page and shows strong reasons to buy and gained experiences through the references.

Footer:



Figure 18 – OneCore references (source: <http://one-core.com>)

The footer contains information about the company's locations and technology platforms. This is very wisely chosen content as the footer is a part of all other individual pages. Only criticism is the fact the individual locations are not filled in and do not provide us expected information.

8.1.2 Contact us page

The "Contact us" page is very simple but aims to provide needed information. There is a contact form together with infographics and also individual company's locations are presented. The contact can be done only by filling the contact form otherwise there is no direct email address or phone number. The individual locations supported by maps are not completed in terms of providing a full address. This section definitely provides a way of contacting the company but as it is unfinished it does not look very reliable.

8.2 Purpose

The purpose should be clearly visible from the webpage content and give answers to the following questions:

- Does the content support the purpose of the site?
- Is the information geared to a specific audience?
- Is the site organized and focused?
- Are the outside links appropriate for the site?

From my point of view, the purpose of OneCore website is to inform visitors about the company and product itself. The next visitor's step is to contact the company and give them

an opportunity to get in touch. There are no brochures or demo version of the products which basically encourages visitors to want more information.

The desired audience is quite consistent with the webpage topic. OneCore is a financial services software which obviously attracts a specific target of people. Only division we can make is between individuals and companies. Both individual persons and companies can look for a new financial software and have different expectations. This fact is fine because all of them can find what they need and we are still within boundaries of financial services field.

The webpage is organized quite well in terms of understanding, simplicity and needed information. By using a parallax (the scrolling webpage theme option) you can cover one area under one topic (the link in the menu) and easily jump from one section to another. I really like the menu as there are only 5 items which makes the webpage navigation very easy.

There are several improvements I see on the webpage. The amount of provided information is very limited and it can cause visitors' misunderstanding of the product or simply no involvement. It would be great to provide more detailed information to cover necessary facts for each visitors in order to catch their attention. Another improvement is to add more external links to support reliability of the product. There are only few external links and it would be very good to use for example references as a source of external links. The last comment would be to edit the contact us page to support the purpose of gaining visitors' contact information in order to get back to them. There is only a contact form without any additional text which could be very helpful for visitors while filling up the contact form.

8.3 Coverage

As I mentioned before the provided content is not explored in depth at all. The webpage gives us only basic information about the company and product. This can be easily improved by adding more external links or by extending the content itself. The content basically covers elementary information but there is a great deal of work on the webpage waiting for administrators.

8.4 Currency

From the information provided in the footer is visible that the webpage was created in 2015. That say the content should be very current. By deeper analysis of the webpage, we see that

the latest article is from April 27th and April 2nd 2015. Even though the content is very high-quality it says we are reading articles which are more than half a year old. This section has to definitely provide more current information about the company and products. It seems the company is not active anymore or the webpage was not maintained from April 2015. Which is not true but visitors will for sure connect this fact with currency of the rest.

8.5 Objectivity

The webpage is 100 % objective – at least from my point of view. The information provided are informing about the company and products and do not try to influence visitors by comparing it with other companies or products. The content focuses directly on its own solution and there is no conflict with any other publicly provided content.

OneCore as a product has its own page which presents the product, its background and architecture. The information is served to introduce OneCore for Microsoft Dynamics to visitors in the most understandable way.

8.6 Accuracy

There are several standards to verify the accuracy of information on the webpage. It is the responsibility of the reader to assess the information presented. OneCore for Microsoft Dynamics is a clearly reliable product as is developed by Microsoft Partner and officially certified for Microsoft Dynamics NAV by Microsoft itself (CfMD – Certified for Microsoft Dynamics). This is a very important information and certification for all vertical solutions compatible with Microsoft Dynamics products and generally with Microsoft technologies. Visitors who already know Microsoft Dynamics will immediately understand the value of this information.

Another fact which gives us an impression of a strong solution is a connection of two Microsoft Partners – SIS Global and AXIOM PROVIS Int., s.r.o. Two strong players act as one team and by their locations (Czech Republic and South Africa) cover almost whole world. Through the strong partner network of the founders OneCore reaches more markets and end-users.

OneCore has also very strong references and the fact the solution took top honors at Microsoft Awards is just a prove that the company is striving for excellence.

Not only the product itself but also the content has to show a certain maturity and confidence in terms of language, used terms and grammar. As one of the founding companies is from South Africa with English as one of the official languages, there is no problem to perform a quick check after each maintenance and guarantee the correctness.

9 FOLLOWING SEO PRINCIPLES

As it has already been said: “we strive to influence the process of crawling, indexation and presentation of results in order to reach the best positions. It is both “**relevance**” and “**importance**” that the process of search engine optimization is meant to influence.”

The idea of relevance grew into hundreds of meanings and factors influencing it. The most and basic explanation of this factor is having the content in relation to right keywords, especially at the landing page.

“Importance” is more or less linked with the webpage popularity. The search engines will of course evaluate the webpage in a better way if they see that the page is searched by a great deal of Internet users. These two determinants have actually a very broad meaning and can be defined or maybe even supported by on-page and off-page factors.

9.1 On-page factors

9.1.1 Keywords

For this purpose, I performed an analysis of the most searched keywords which directed visitors to the OneCore webpage from an organic search.

See the top 20 keywords – it means they have the bigger amount of searches by Internet users:

one core	honour of microsoft
onecore	credit lifecycle management
credit management expertise	unicredit leasing zlin
dynamics nav real estate	microsoft honour
financial services software solutions	certified for microsoft dynamics
microsoft dynamics erp solutions cape town	microsoft dynamics crm consultant cape town
leasing software solutions	caterpillar financials
real estate dynamics nav	unicredit
microsoft awards 2015	microsoft nav certification
leasing slovakia	credit management solution

Figure 19 – 20 top keywords (source: <http://one-core.com>)

As you can see the table provides the list of keywords directing to the OneCore webpage, searched by Internet users. By using the blue color, I marked the keywords which are relevant and matches with the webpage. OneCore, as a leading financial services software

solution for Microsoft Dynamics is for sure connected with the phrases: financial services software solutions, leasing software solutions, leasing Slovakia, credit lifecycle management, certified for microsoft dynamics and credit management solution. This analysis gives us a very disappointing overview in terms of webpage's relevance. Not even 50 % of the first 20 keywords are connected with the needed topic and this selection should be actually full of "stars" among keywords.

Because of the fact these keywords do not match with the overall content of the webpage, there has to be done a structured keywords analysis. A keywords analysis is one of the most important, valuable, and high return activities in the search marketing field that can be done. This process is not only about learning the exact keywords and phrases but also about understanding our customers.

9.1.2 Indexable and reasonable content

There are several tools to check if the site is indexed by the search engines. I am using Google Search Console and Screaming Frog SEO Spider (an independent software executing SEO analysis). As I have already mentioned there are numbers of search engines but in order to provide a clear analysis I have chosen mainly Google products and Screaming Frog SEO Spider. The reason is very clear to me – Google is the most used search engine and we can consider it very reliable.

Google Search Console is a very basic tool for checking SEO results but Google knows why they provide this service for free. It is always better to register webpages there as it significantly helps in the process of crawling, indexing and presentation of results. By entering Google Search Console, it is very easy to find out which pages are currently indexed by Google, which keywords are used the most, if the sitemap contains all important data etc. In case there is any problem, Google Search Console sends you an email alert with a described situation and possible solution. OneCore results are pretty good – there are no major mistakes, the sitemap is uploaded into Google Search Console.

Going into details, I will present results of SEO analysis performed by Screaming Frog SEO Spider – General Overview:

- ✓ Total URL encountered = 109
- ✓ Total internal blocked by robots.txt = 0
- ✓ Total external blocked by robots.txt = 10
- ✓ Total URL crawled: 109

- ✓ Total internal URL: 102
- ✓ Total external URL: 7

This overview correlates with the information provided by Google Search Console. There are 109 URLs encountered, crawled and indexed by search engines. No internal pages are blocked by robots which is a good sign for any webpage.

See the graphs comparing internal and external SEO elements of <http://one-core.com>:

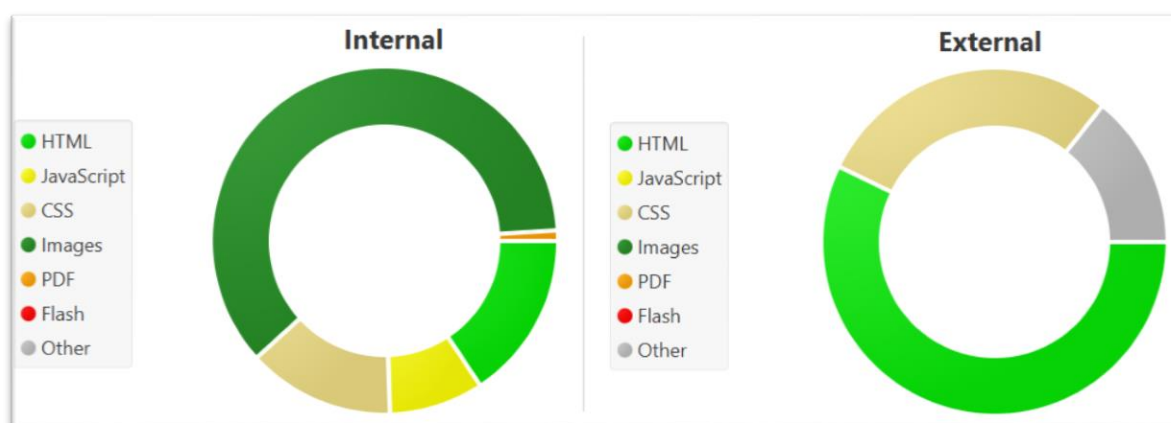


Figure 20 – Internal and external SEO elements (source: Screaming Frog)

As you can see the composition of each element is totally different. The internal elements are represented by images (62 images), HTML sections (16 HTMLs), CSS (14 CSS), JavaScript (9 JavaScripts), and PDF (1 inserted PDF).

The external elements contain HTML (4 HTMLs), CSS (2 CSS) and others (1 link which is temporarily moved). Just to make sure – the 109 indexed URLs are not 109 pages of content. These are images, documents, plugins etc. It doesn't mean that the OneCore webpage has 109 pages of content.

The described division is quite fine but there are for sure things to improve. For example, the webpage contains a huge number of images which have to be carefully checked if they follow all the SEO principles. As I described in the theory, pictures are not seen by the search engines in terms of a graphical masterpiece but only as HTML or any other language. Every picture has to have its own alternative description to help the search engines with crawling. The HTML section should be maybe a bit higher as it shows there is a little amount of content on the webpage.

The protocol of the OneCore webpage is from 100 % HTTP (The Hypertext Transfer Protocol). HTTP defines how messages are formatted and transmitted, and what actions web

servers and search engines should take in response to various commands. Just to compare there is for example HTTPS which is basically the secure version of HTTP. The “s” at the end of HTTPS stands for “secure”. It means all communications between your browser and the website are encrypted. HTTPS is often used to protect highly confidential online information, transactions etc. This is actually something which is not needed in case of the OneCore webpage and would confuse visitors rather than make them safe.

Both Google Search Console and Screaming Frog SEO Spider analyze webpages in details and I am going to present the rest of the result below. For better understanding, I divided the SEO elements into individual sections.

9.1.3 URL addresses

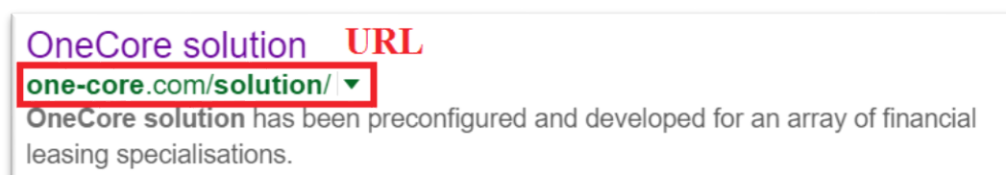


Figure 21 – URL address in the search results (own processing)

URL addresses also support SEO in terms of providing valuable information directly to Internet users. URL addresses are visible in search results as you can see on the picture above and can consider them a “business card” of any page.

OneCore URL addresses are generally fine – they support the topics and none of them is marked as too long or distracting. There are no duplications and no unreadable signs. The search engines allow you to edit URLs which are seen by Internet visitors. The “green URL” one-core.com/solution can be changed by webpage administrator for some nicer, better or catchy URLs while the original ones remain the same. It is very useful but I would recommend to think about URLs already in a process of webpage creation.

9.1.4 Internal links

According to Google Search Console there are 13 internal links. See them on the picture above – the URL address which is shown on the picture is what comes directly after <http://one-core.com/>:

/news-and-events/
/about-us/
/contact-us/
http://one-core.com/
/solution/
/references/
/terms-of-use/
/czech
/events/microsoft-dynamics-reimagine-2015/
/events/onecore-officially-certified-for-microsoft-dynamics-nav/
/events/onecore-takes-top-honours-at-microsoft-awards-2015/
/events/5-reasons-to-join-convergence-2015-atlanta/
/wp-content/uploads/2015/11/OneCore-references.pdf

Figure 22 – Internal links

(source: <https://analytics.google.com>)

9.1.5 Page title

As I wrote in the beginning, page titles are the most important factors of every page. Page titles inform not only users but the search engines as well about the topics of read content.

Page titles are also the first information Internet users see in search engine results, see on the picture below:



Figure 23 – OneCore page title example (own processing)

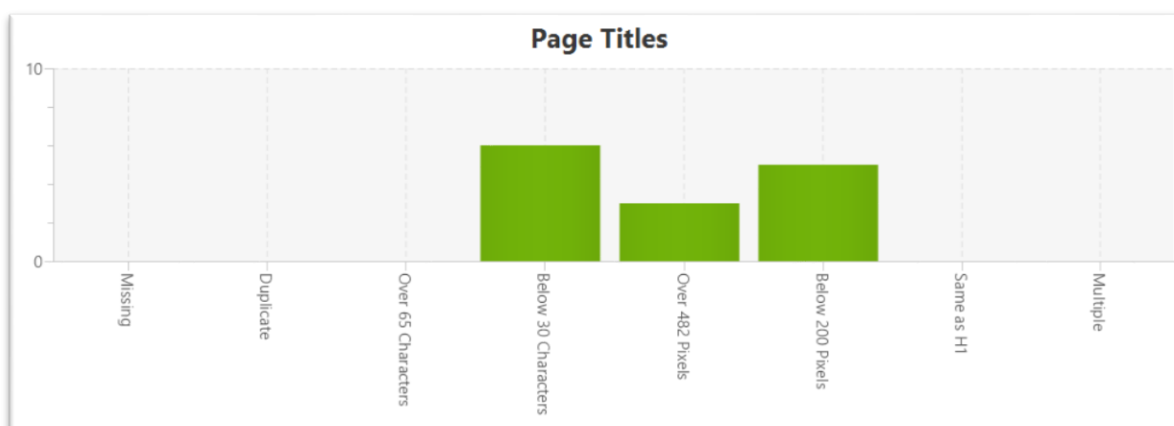


Figure 24 – Page titles of the OneCore webpage (source: Screaming Frog)

As you can see from the picture above, the OneCore webpage contains three types of page titles. These types are only divided according to the size of certain titles. The most important information out of all here is that there are no pages without a page title (0 missing page titles), no duplicities (0 duplicate), no multiple and no page titles which are the same as the main headers (0 same as H1).

	Address	Title	Title length
1	http://one-core.com/solution/	OneCore solution	16
2	http://one-core.com/news-and-events	News and events - OneCore	25
3	http://one-core.com/about-us	About us - OneCore	18
4	http://one-core.com/references	References - OneCore	20
5	http://one-core.com/contact-us	Contact us - OneCore	20
6	http://one-core.com/terms-of-use	Terms of use - OneCore	22

Figure 25 – OneCore page titles (own processing)

On the picture above, you can see all the page titles of the OneCore individual pages. They are unique but they do not really support any keywords. Titles are the best place where to put desired keywords and as we can see used titles (About us, References, Contact us etc.) do not really support anything connected to financial services software solution.

This might be one of many reasons why the OneCore webpage does not have very good results in terms of SEO. Titles are usually shown in searches so Internet users can immediately see them. It of course has to be something meaningful but has to support the product at the same time. Choosing new page titles is definitely one of next steps in the SEO process.

9.1.6 Meta description

Meta descriptions are shown in search results and it is very crucial to write these text very “catchy”. This is actually something what is helping Internet users to decide whether they enter the webpage or not.

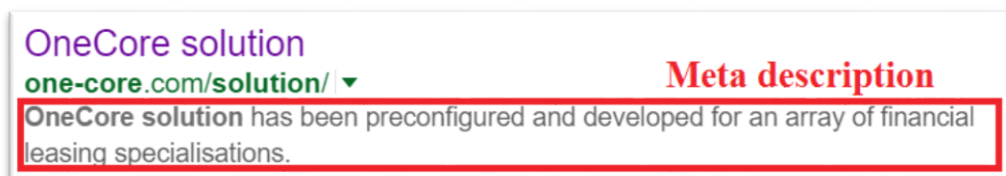


Figure 26 – Example of OneCore solution’s meta description

(own processing)

As you can see the example mentioned above, the meta description of OneCore solution page is very short and informative. This meta description has 104 signs and doesn’t fully use the capacity of this function The page title and URL clearly indicates that Internet users will be redirected to the OneCore solution page which is actually the most important page for webpage creators. It is always good when people go directly to the solution page or read about the solution itself. We aim to sell the product and this should be the right channel.

In this case it is necessary to improve the meta description to catch Internet users and make them curious about our webpage.

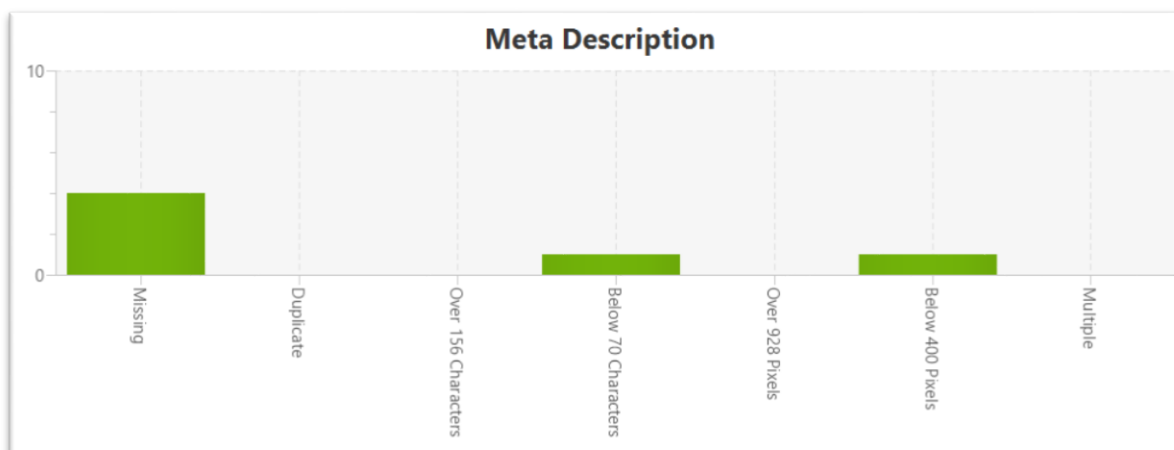


Figure 27 – The meta description structure of the OneCore webpage (source: Screaming Frog)

According to the analysis there are three types of meta descriptions on the OneCore webpage. The fact there are more missing meta descriptions than the finished ones is very alarming.

1	http://one-core.com/	Finance, Leasing, and Credit Management Solutions
2	http://one-core.com/news-and-events/	Read about the latest news and events connected with OneCore, a vertical solution for Microsoft Dynamics covering needs of financial sector.
3	http://one-core.com/about-us/	OneCore aims to be the leading financial services software provider and partner of choice for developing the Microsoft Dynamics core industry process.
4	http://one-core.com/events/5-reasons-to-join-convergence-2015-atlanta/	
5	http://one-core.com/contact-us/	Contact us and our OneCore team will guide you through the leasing software solution and help you with any question you have.
6	http://one-core.com/events/onecore-takes-top-honours-at-microsoft-awards-2015/	
7	http://one-core.com/microsoft-certified-solution/	Leasing requirements, credits and loans, and other financial services' needs, are met by OneCore, a Microsoft certified solution for Microsoft Dynamics NAV.
8	http://one-core.com/financial-services-solution/	OneCore is a financial services solution that has been preconfigured and developed for an array of financial leasing specialisations.
9	http://one-core.com/events/onecore-officially-certified-for-microsoft-dynamics-nav/	
10	http://one-core.com/events/microsoft-dynamics-reimagine-2015/	
11	http://one-core.com/terms-of-use/	This online Privacy Policy (Terms of use) applies only to information collected through our website and not to information collected offline.

Figure 28 – OneCore meta descriptions (own processing)

Thanks to the SEO tools we can easily see which pages are missing meta descriptions and immediately take actions. We can see there are 4 pages, all of them from the section “News and events”. This is very common mistake of any webpage administrator. We write news or articles in order to create a new, unique content to our websites without adding new pages or sections. By adding articles into blogs or news sections we generate new keywords or support the strong ones. In this case, the afford made zero difference in terms of Search Engine Optimization.

The picture above shows 1 OneCore URL address with a very short meta description (*Finance, Leasing, and Credit Management Solutions*). It is of course better to have a short meta description than nothing but as SEO rules say, this text has very low chances to attract Internet users or at least deeply inform about searched information.

9.1.7 HTML titles

HTML titles are divided into 6 levels in which the first level <h1> has the strongest value and the last level <h6> the lowest one. H1 titles are usually on the top and are immediately seen by readers.

Name	Value
Address	http://one-core.com/solution/
H1-1	Menu
H2-2	Solution
H2-1	Where to find us
H2-2	Global Solution Delivery

Figure 29 – HTML titles of the OneCore solution page

(own processing)

The HTML tiles included in the OneCore solution page are shown on the picture above. There are two H1 titles and two H2 titles. SEO rules advice to have titles sorted in downward way. It means an H1 title should be the first and is followed by H2, H3 etc. The solution page actually follows this rule. The H1 title: “Where to find us” and H2 title: “Global Solution Delivery” you see there as well are titles contained in the webpage footer which is part of every individual page. These titles should be changed at least into H3 or less valuable titles because they are currently taking the value from titles where we need it to be.

Name	Value
Address	http://one-core.com/news-and-events/
H1-1	Menu
H2-2	News and events
H2-1	Where to find us
H2-2	Global Solution Delivery

Figure 30 – HTML titles of the OneCore events page

(own processing)

Name	Value
Address	http://one-core.com/about-us/
H1-1	Menu
H2-2	About us
H2-1	Where to find us
H2-2	Global Solution Delivery

Figure 31 – HTML titles of the OneCore About us page

(own processing)

Name	Value
Address	http://one-core.com/references/
H1-1	Menu
H2-2	References
H2-1	Where to find us
H2-2	Global Solution Delivery

Figure 32 – HTML titles of the OneCore References page
(own processing)

Name	Value
Address	http://one-core.com/contact-us
H1-1	Menu
H2-2	Contact us
H2-1	Where to find us
H2-2	Global Solution Delivery

Figure 33 – HTML titles of the OneCore Contact us page
(own processing)

Name	Value
Address	http://one-core.com/terms-of-use
H1-1	Menu
H2-2	Terms of use
H2-1	Where to find us
H2-2	Global Solution Delivery

Figure 34 – HTML titles of the OneCore Terms of use page
(own processing)

The pictures above display the rest of the OneCore pages. My general comments are that we could do much better in terms of HTML titles. They should both truly inform Internet users about the pages' content and catch their attention. These titles should also support our desired keywords and add them a value of H1 or H2 titles.

As I wrote before, the footer is automatically included in the content of every page so these titles have to be edited as well.

9.1.8 Duplicate content

To perform the analysis of duplications, I have used the Duplicate content checker by SEO Review Tools. This tool is available online at <http://www.seoreviewtools.com/duplicate-content-checker>.

Result		
Result	Input URL	Type
1	OneCore - Finance, Leasing, and Credit Management Solutions http://one-core.com/ OneCore delivers end-to-end software solutions for the Financial Services Industry (FSI). OneCore is powered by leadingMicrosoft Dynamics software platform and ...	Input URL
2	Uncategorized Archives - OneCore http://one-core.com/category/uncategorized/ OneCore delivers end-to-end software solutions for the Financial Services Industry (FSI). OneCore is powered by leadingMicrosoft Dynamics software platform and ...	Internal duplicate

Attention: 1 or more duplicate results found

Figure 35 – Results of the duplicate content analysis (source: <http://www.seoreviewtools.com>)

The analysis indicates one duplication of meta description results. The two pages are actually listed on the picture above. The duplication has to be corrected.

9.1.9 Page speed

To analyze the page speed, I have chosen Google Page Insights tool.

Mobile device Computer

46/100 Speed

You Should Fix:

- enable compression
[Show the repair process](#)
- Eliminate the content on the edge of JavaScript and CSS rendering blocking.
[Show the repair process](#)
- Use browser caching
[Show the repair process](#)
- Optimize images
[Show the repair process](#)

Consider fixes:

- Minify CSS
[Show the repair process](#)
- Minify JavaScript
[Show the repair process](#)
- Minify HTML
[Show the repair process](#)

OneCore Ltd.
 OneCore delivers end-to-end software solutions for the Financial Services Industry (FSI). OneCore is powered by leadingMicrosoft Dynamics software platform and delivers rich functionality throughout various financial services products. Recycle from account acquisitions, account management through to rally and late stage collections. All termination processes. OneCore founding members boast combined industry experience spanning a period of sixty years with a wealth of Microsoft Dynamics implementations worldwide. The OneCore team is committed to thought leadership and innovation, such combined with the extreme agility of Microsoft.

Figure 36 – OneCore page speed analysis for mobile devices (source: <https://developers.google.com/speed/pagespeed/>)

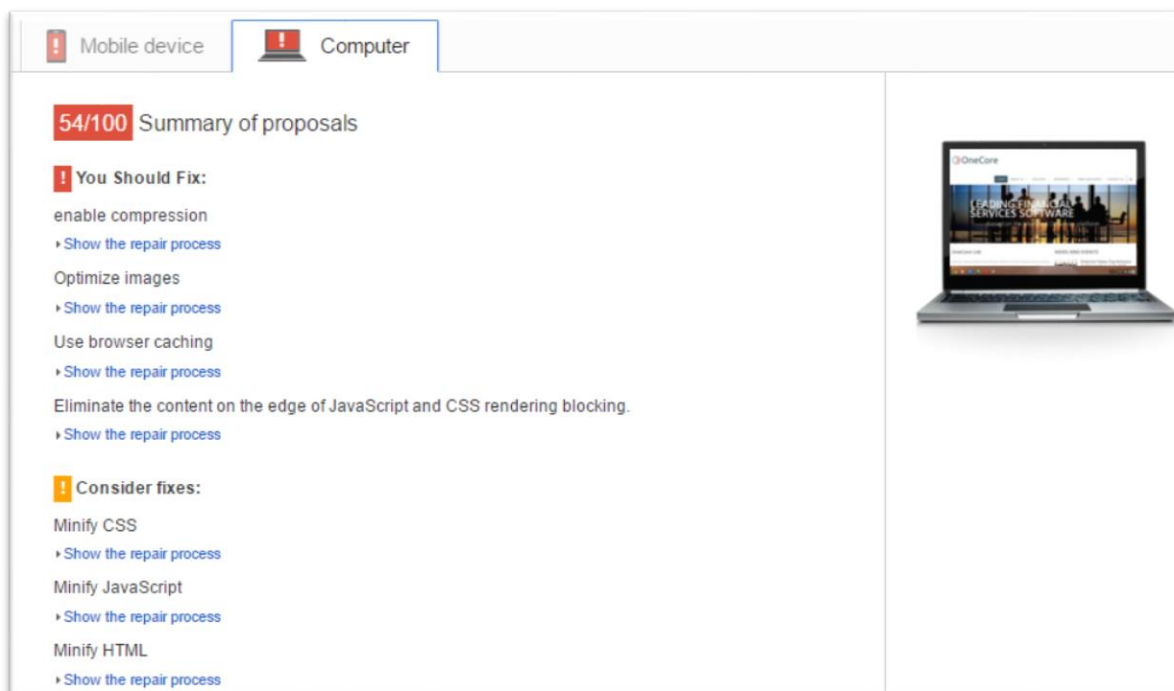


Figure 37 – OneCore page speed analysis for computer (source: <https://developers.google.com/speed/pagespeed/>)

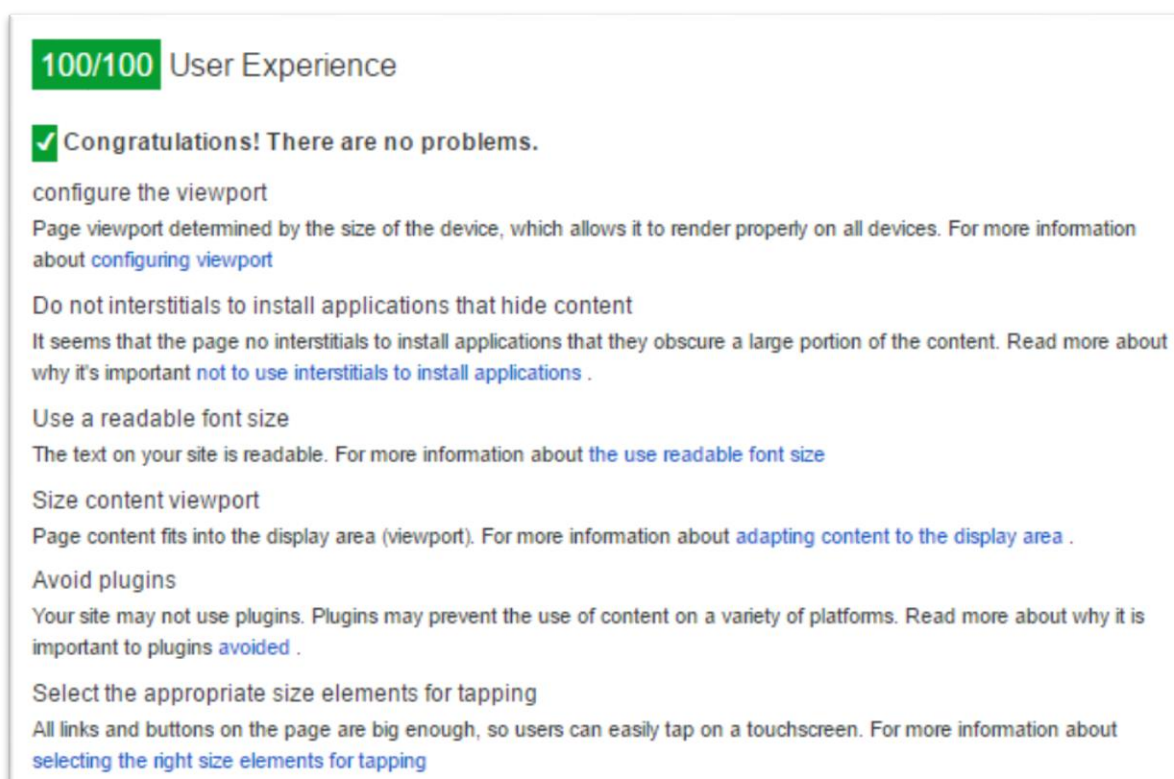


Figure 38 – OneCore User Experience (source: <https://developers.google.com/speed/pagespeed/>)

The pictures above show data from performed analysis. The page speed is not so good and has to definitely be improved. The speed experienced by mobile users gains 46 out of 100 points and by computer users 54 out of 100 points. Google gives several tools and points out the problematic sections which is great for administrators. It is very helpful to follow these advices as Google gives you needed information in 2 seconds.

Regarding the user experience, the OneCore webpage reached 100 out of 100 points. This data represents how Internet users perceive the webpage. As the analysis says, the content is clearly readable and users don't have any problems to browse through the webpage.

9.1.10 Pictures

There are 62 images included in the OneCore webpage.



Figure 39 – Images structure – OneCore (source: Screaming Frog)

We can see that out of these 62 images there are 14 of them having size over 100 kb, and 9 of them are missing alternative descriptions. The image size is one of the factors limiting the page speed which has already been pointed out by Google Insights tool. Missing alternative texts have to be added in order to ensure those pictures can be seen by the search engines.

9.1.11 Sitemap.xml

There are several ways how to check if the sitemap works properly. One of them is to directly generate load the sitemap from the webpage admin panel. The URL of OneCore sitemap is: http://one-core.com/sitemap_index.xml

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 5 sitemaps.

Sitemap	Last Modified
http://one-core.com/post-sitemap.xml	2015-11-26 15:42
http://one-core.com/page-sitemap.xml	2016-03-14 11:28
http://one-core.com/logo-sitemap.xml	2015-11-08 18:52
http://one-core.com/events-sitemap.xml	2015-06-30 15:28
http://one-core.com/portfolio-sitemap.xml	2015-11-04 00:22

Figure 40 – OneCore sitemap.xml

(source: <http://one-core.com>)

Google Search Console requires an upload of your sitemap in order to analyze the webpage properly. In case the sitemap contains some mistakes, Google Search Console warns you about it. As you can see on the picture below, there are no mistakes.

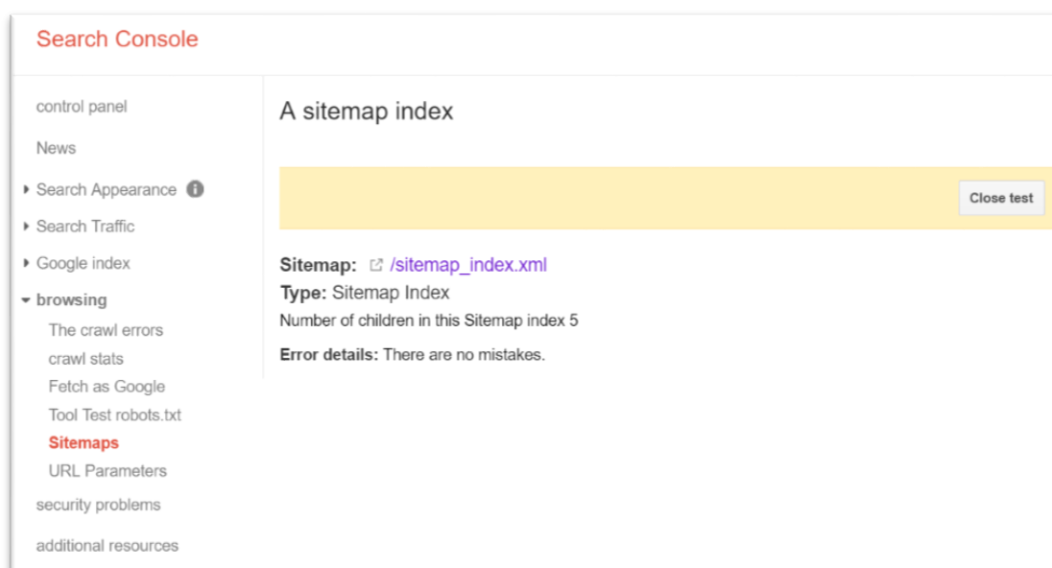


Figure 41 – A sitemap index by Google Search Console (source:

<https://www.google.com/webmasters/tools/>)

9.2 Off-page factors

Search Engine Optimization from the point of off-page factors is currently waiting to be developed. There are not social media interactions and no active communication with Internet users.

Only factor that can be analyzed are external links which lead to the OneCore webpage. We can look into Google Search Console and see there are 8 external links.



microsoft.com
zoominfo.com
axiomprovis.cz
mibuso.com
domaintools.com
wopular.com
seokicks.de
sisglobal.com

Figure 42 – External links

(own processing)

10 PROJECT OF SEARCH ENGINE OPTIMIZATION IN DIFFERENT STAGES OF WEB ONE-CORE.COM LIFE CYCLE

10.1 Defining of project goals and strategy

The goals of this project are to define the right state of the webpage through the general evaluation, and prepare a search engine optimization plan. By evaluation the webpage we want to see if there are any general improvements which are not directly part of the search engine optimization but there are crucial in terms of a user experience and general feeling of both Internet users and robots.

The project will guide the webpage administrators through the search engine optimization and in the end define measurable achievements as a result of those activities. It is very difficult to measure search engine optimization activities as we will never know the right formula which is used by the search engines to proceed its cycle of indexing, crawling and presentation of results. We can only follow the known principles and try to do our best. But the activity is not so frustrating as it might seem to be, there are always some variables that can be measured.

The chosen strategy is to firstly evaluate the general impression of the OneCore webpage and then propose new ways of defining on-page and off-page search engine optimization factors. Even though the provided advises try to go as deep as possible, the whole search engine optimization topic cannot be wholly covered within the thesis. I decided to analyze and optimize the six main pages which are basically the most crucial and carry out the important role. I will go step by step in terms of on-page and off-page SEO factors and explain why I have decided to improve the existing content and create a so called guide for the future administration. Search engine optimization activities are generally a never ending story and it is necessary to keep on track with new trends and recommendations from SEO specialists, agencies, bloggers etc.

The project simply helps the webpage to become a better place within the Internet world and the administrators to understand the importance of the search engine optimization.

10.2 OneCore webpage general evaluation

The webpage doesn't really need to improve **the authority** in terms of promoting the brand itself. What will make a good impression is to create a page about the OneCore company and present there all the certificates, experiences and executives at one place.

The purpose of the webpage is the same as the whole strategy - "informing visitors about offered products and services" and "gaining new contacts". This should be somehow more clear to individual visitors by several options:

- Adding a call to action on the home page:



Figure 43 – The OneCore homepage without a call to action (source: <https://one-core.com>)

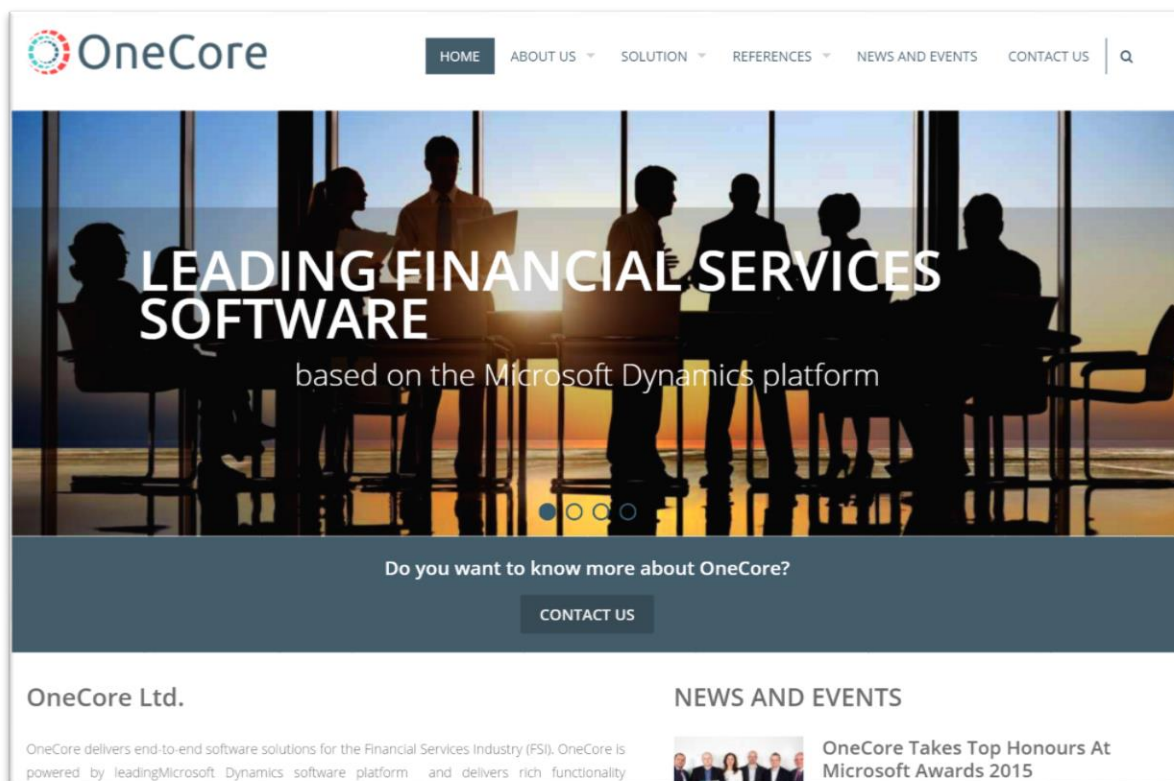


Figure 44 – The OneCore homepage with a call to action (source: <https://one-core.com>)

- Information which leads visitors to ask for help – there should be a button saying “click here for more information”. We could catch the attention of visitors by adding a color background to the contact us menu item.

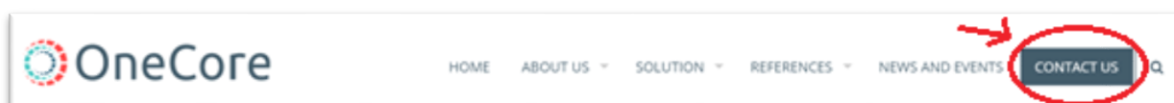


Figure 45 – Adding a color background to “the Contact us” menu item (source: <https://one-core.com>)

- Provide downloadable documentation on exchange with email addresses – for example manuals, professional content etc.
- Start with a blog section to create a professional content about desired topics
- Provide more consistent information about the product – there is currently very few information and visitors might have problems with understanding of it

- Catch visitors' attention by provided content – video case studies, written case studies, customers' stories, information about OneCore company etc.
- Add external links to reliable pages – Microsoft
- Be active within social networks, join specific groups and public the content there – Facebook, LinkedIn, Twitter, Google+ etc.
- Edit the contact us page – write some introductory text above the contact form, for example: *“Send us an email and we will be happy to get back to you as soon as possible.”*

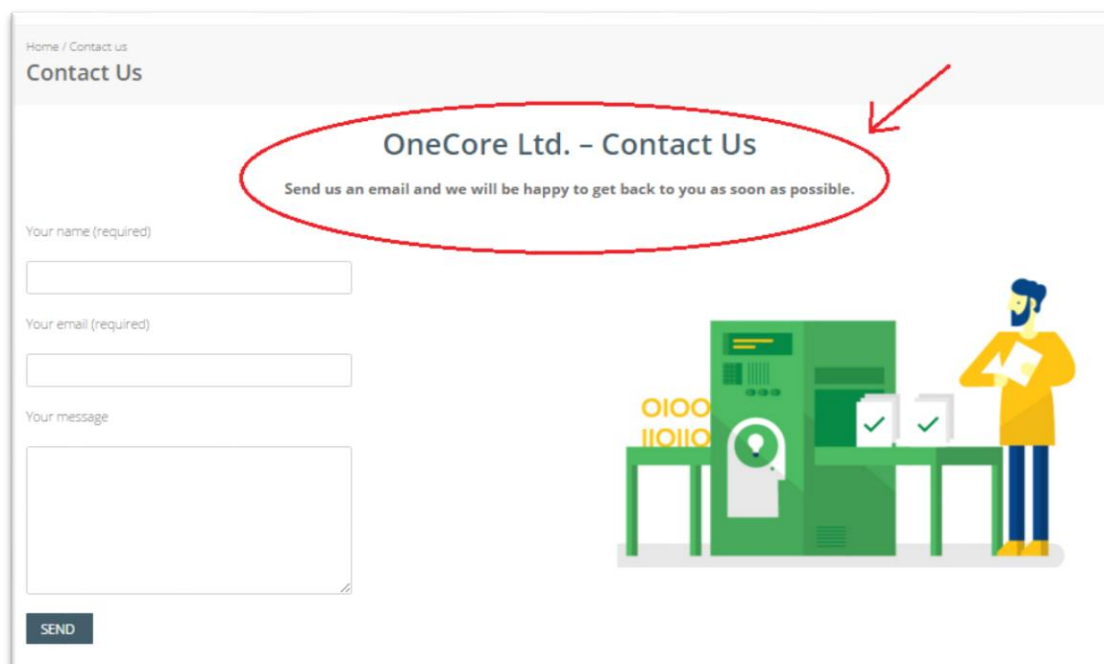


Figure 46 – The Contact us page with the highlighted proposed text (source: <https://one-core.com>)

The coverage of the OneCore webpage is very basic. The content provides only basic information about the company and product itself. There are specified the areas for which is the solution available but it should be described more.

The currency of the webpage has to be improved as much as possible. The best way is to create a new content in the “news and events” section. This content might be about:

- AXIOM PROVIS Int. organized a workshop about Microsoft Dynamics NAV and OneCore in Prague. In case you want to know more information or download the presented information please, send us an email to: kzakova@axiomprovis.cz

- SIS Global presents information about outdated technology in companies and working with financial software
- OneCore releases a documentation about new updates and hotfixes every 3 months – put this information there
- AXIOM PROVIS Int. and SIS Global have started a huge OneCore implementation in the Czech Republic

These are 4 proposed news and events which can be easily added to the website, create a new content and cover new topics which can be interesting for readers.

The objectivity of the OneCore webpage is totally all right and there are no recommendations from my side.

The accuracy of the provided content is fine but it would definitely be better if the fact that OneCore is certified by Microsoft would be on the homepage slider. For example, to change the current text: *“Leading financial services software, based on the Microsoft Dynamics platform”* to *“Leading financial services software, certified for Microsoft Dynamics”*.



Figure 47 – Proposed text on the homepage slider (source: <https://one-core.com>)

Another recommendation is to highlight the information about certification on the introductory homepage text as you can see on the picture below:

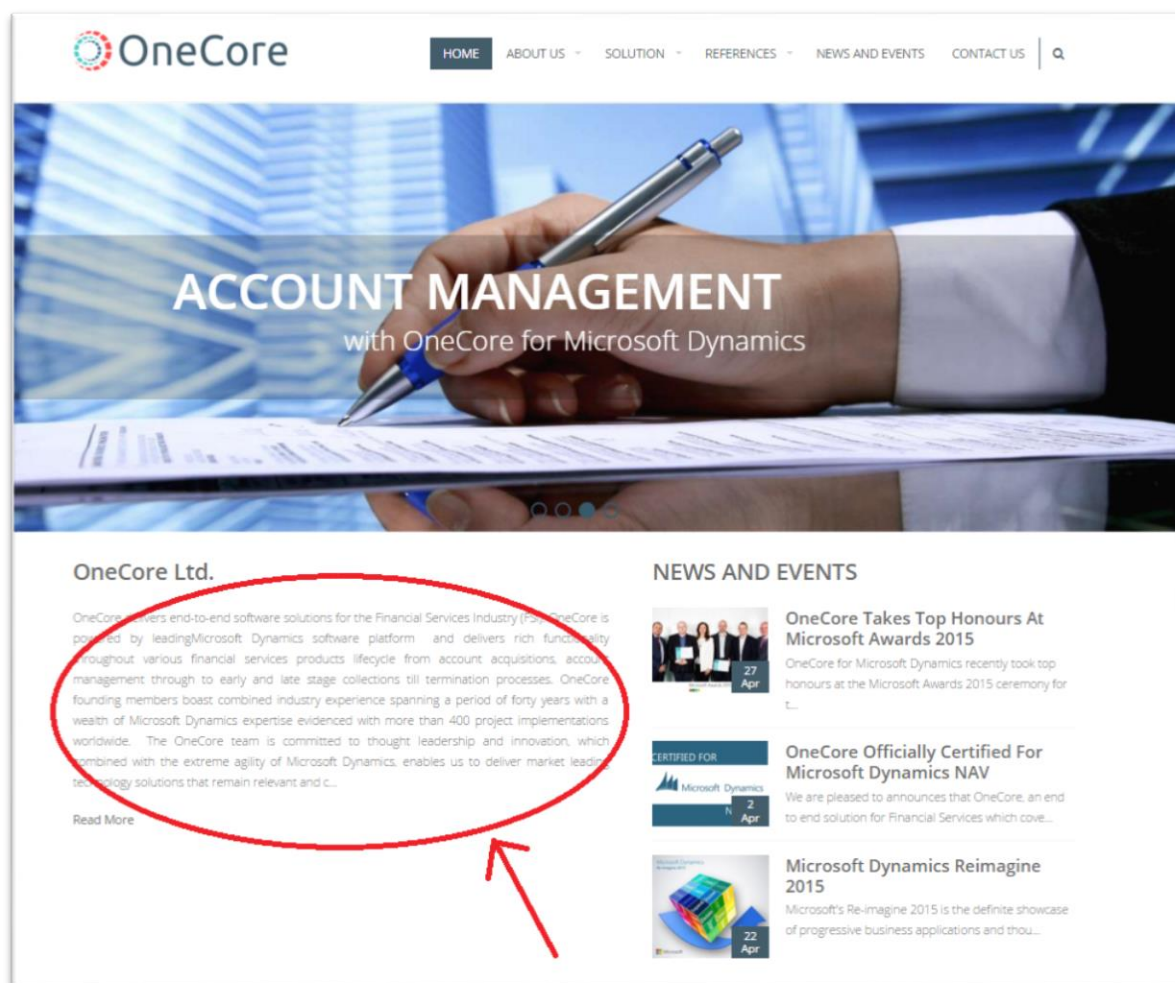


Figure 48 – Highlighted area of the possible improvements (source: <https://one-core.com>)

10.3 On-page SEO factors

As we could see in the analysis, the OneCore webpage contains the 6 pages:

1. About us
2. Contact us
3. News and events
4. References
5. Solution
6. Terms of use

In order to optimize these pages in terms of on-page SEO I propose to:

- Create a SEO structure of each page – add a desired keyword, meta description and title.

- Check the URL address of each page
- Edit HTML titles if needed.
- Check the overall structure and content of each page and propose a new one if needed.
- Make sure all the images have “alt” attributes.
- Add some reliable external links.
- Add internal links if needed.
- Check possible duplicities.

I will subsequently propose a better optimization for every OneCore page based on the steps written above.

10.3.1 About us page

The about us page is the first option in the OneCore menu. When you go to this page you see information about the company, its strategic outlook and vision, founders, and management team.

This is the page we would like visitors to see all the basic information about the OneCore company but at the same time demonstrate the credibility, reliability and experiences.

Creation of the SEO structure:

- **SEO Title:** About us – OneCore for Microsoft Dynamics NAV
- **URL address:** <http://one-core.com/about-us>
- **Meta description:** OneCore aims to be the leading financial services software provider and partner of choice for developing the Microsoft Dynamics core industry process.
- **Focus keyword:** OneCore

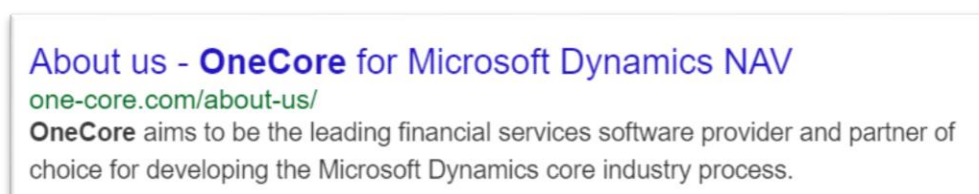


Figure 49 – About us snippet preview (own processing)

Even though the focus keyword “onecore” is very risky as only people who know the product will search for it. But we want at least one page which is focusing on the core product and company name. There are several other words and topics mentioned in the content that it is not necessary to put a great deal of different keywords. It is important to choose only 1 keyword which is the base of this page and the rest is created automatically from the content. Another improvement within this page is to add the focus keyword into (at least) one HTML title / header. I added the focus keyword OneCore into the H1 and H2 titles.

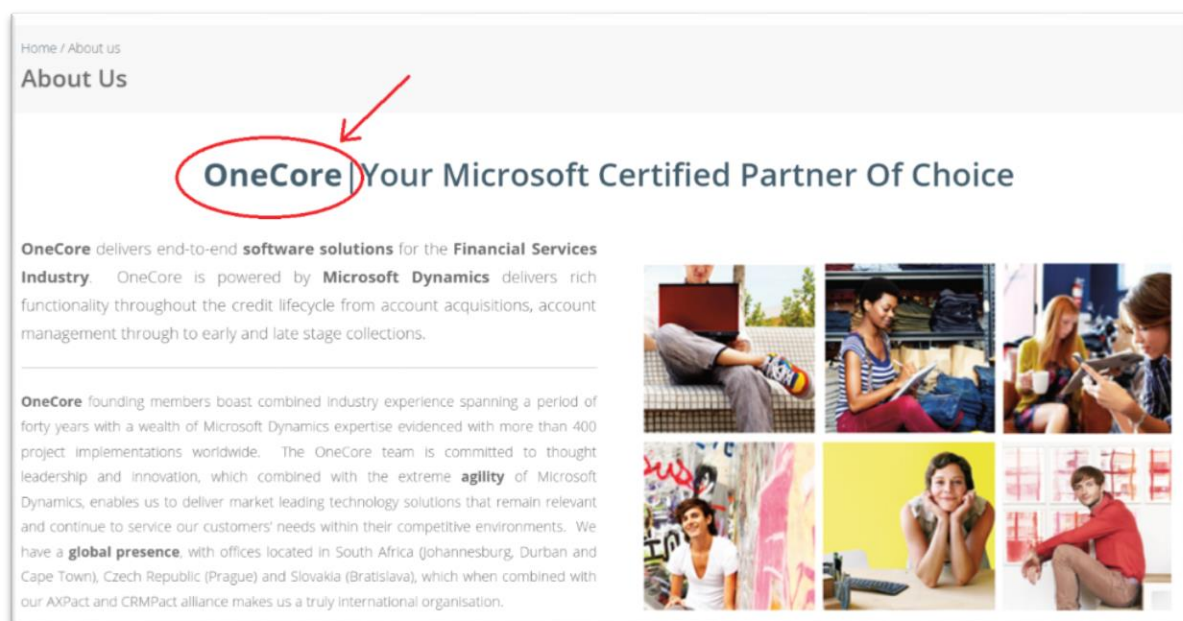


Figure 50 – Adding the focus keyword into H1 title (source: <https://one-core.com>)

There are several images in the page which did not have any “alt” attributes. So I added the same text as we use as a meta description: “*OneCore aims to be the leading financial services software provider and partner of choice for developing the Microsoft Dynamics core industry process.*” The search engines will not consider it as duplicities. They will just see the important text instead of a black hole. There are also two logos of OneCore founders – SIS Global and AXIOM PROVIS Int. It will be smart to also add external links leading to their webpages. This will help to improve credibility of OneCore and also build a strong network through the links.

By adding the section with OneCore partners, we get more external links, especially to the Microsoft webpage. This fact shows also a very reliable partnership between OneCore Ltd. and Microsoft.

10.3.2 Solution page

This page gives us a general overview about the product itself and specifies its features. The solution page is the main page and all the effort has to be seen here. Visitors should go to this page or ideally to be organically redirected to this page from the search results. Based on this explanation the focus keyword should be something what exactly describes the product.

The current focus keyword is “solution” which absolutely doesn’t make sense. What would Internet users actually like to see after looking for “a solution”? Is that a financial services software or is that even a software solution? It is necessary to be more specific in this case. More specific keywords usually have a smaller audience who is looking for exact product.

Creation of the SEO structure:

- **SEO Title:** OneCore - Financial services solution
- **URL address:** <http://one-core.com/financial-services-solution>
- **Meta description:** OneCore is a financial services solution that has been preconfigured and developed for an array of financial leasing specializations.
- **Focus keyword:** financial services solution

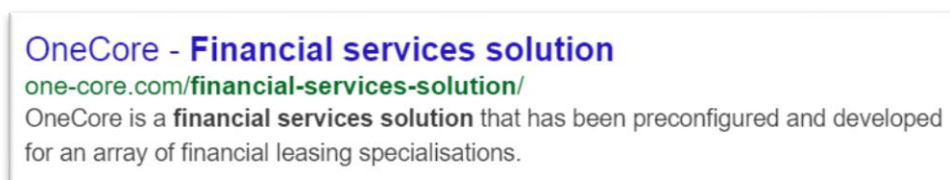


Figure 51 – Solution snippet preview (own processing)

The new focus keyword should appear in the content few times. It should always follow the meaning and not to put the keyword into the text randomly. So we have to make sure it makes sense and readers do not realize what is the keyword or that there is one phrase which is repeatedly written inside the article.

There are also some pictures which were without “alt” attributes so it is necessary to add those. The attributes don’t need to be the same but it is always good if they contain the focus keyword.

Home / Solution
Solution

OneCore | Financial Services Solution For Your Business

OneCore for Microsoft Dynamics is a Microsoft certified financial services solution covering account acquisition, account management and collections. OneCore delivers functionality across the contract lifecycle for automotive, asset finance, leasing and lending organisations. At the heart of OneCore resides a sophisticated product management and transacting module that powers both pre-agreement and post activation processes with ease.

Product management is fit for several classifications of financial agreements from term loans to revolving credit facilities and lease agreements. Its distinctive features include a sophisticated Charge Model and Price List control to simplify the most complex of pricing requirements. Product management includes among others, n-Tier charge trigger capability defined for frequency, contract or transaction events, Pro-rata or atomic charge allocation, charge discounts, charge holidays and preferential pricing for select customer profiles.

Flexible payment calculators simplify recoupment planning and allows one to structure payment terms that best suit both customer and organisational cash flow requirements. The transacting ecosystem governs all transaction behaviour, from how transactions are stored within the transaction store, to what is displayed on customer statements, including the integration with Dynamics AX. OneCore Contract administration includes among others, the management of charge cycles, billing, invoicing and statement generation, through to contract replanning or migrations, and terminations such as settlements and write-offs.

130+ countries **110 000+ customers** **40+ localized versions**

OneCore LTD has gained a great deal of experiences with more than 130 international rollouts. OneCore supports the Microsoft Dynamics platform which is used by more than 110 000 customers worldwide. OneCore is a very accessible solutions thanks to more than 40 localizations.

Figure 52 – The focus keyword “financial services solution” as a part of H1 title
(source: <https://one-core.com>)

10.3.3 References page

This page is currently offering a very little amount of content. There are logos of OneCore customers and a short presentation of 1 customer story. By clicking on the button saying: “See OneCore customer stories by clicking on this link” the pdf document opens and you can read more customer stories there. This way of sharing information is very nice and keeps the page clean but doesn’t really support the search engine optimization. The text included in the pdf document is actually seen as a picture and not indexed by the search engines in terms of individual words.

Creation of the SEO structure:

- **SEO Title:** OneCore – Microsoft certified solution
- **URL address:** <http://one-core.com/microsoft-certified-solution>
- **Meta description:** Leasing requirements, credits and loans, and other financial services’ needs, are met by OneCore, a Microsoft certified solution for Microsoft Dynamics NAV.
- **Focus keyword:** microsoft certified solution

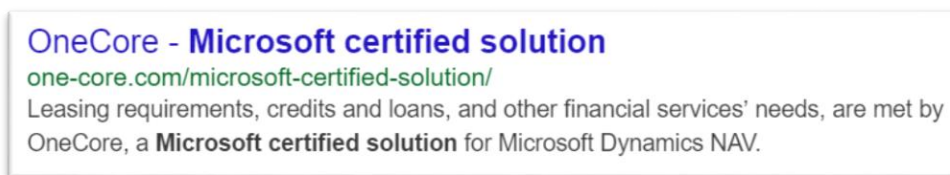


Figure 53 – Reference page snippet overview (own processing)

All the customers' logos should contain an external links. This would help to this page in terms of added value through the links.

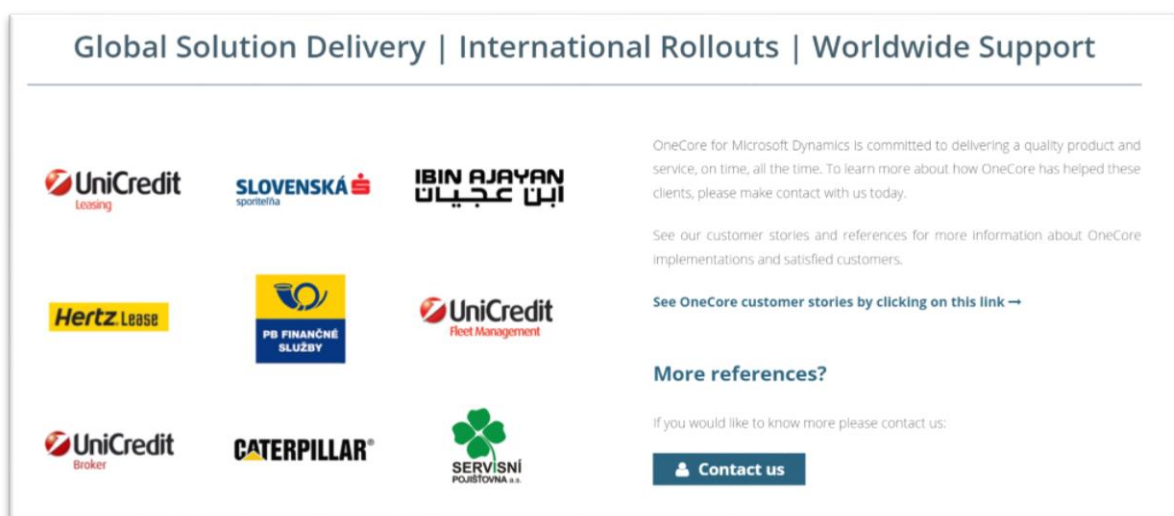


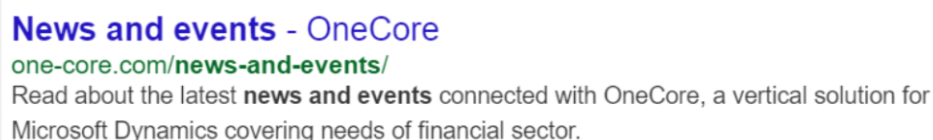
Figure 54 – Customers' logos (source: <https://one-core.com>)

10.3.4 News and events

The “News and events” page is very crucial page in terms of creation new content with desired keywords. This is actually the place where the webpage admins or copywriters can upload articles, news, information about organized events etc. The first thing that should be improved is the currency of this section. The latest article about Microsoft Awards is from April 27, 2015. This section has to be definitely used much more than it is happening right now. Every new article has its own SEO structure (title, meta description, focus keyword) and it is not very wise no to take this opportunity.

The “News and events” home page is an actual collection of all published event and its content highly depends on it. There is no need to optimize this page for the search engines but is much better to focus on individual events and news and redirect the Internet visitors to those pages. I will not create the search engine optimization for every article published in this section but according to the provided information the webpage admins should already

know how to proceed with it. Within this project, I focus only on the 6 main pages and based on the provided information and recommendations it is already easy to take the next steps.



News and events - OneCore
one-core.com/news-and-events/
Read about the latest **news and events** connected with OneCore, a vertical solution for Microsoft Dynamics covering needs of financial sector.

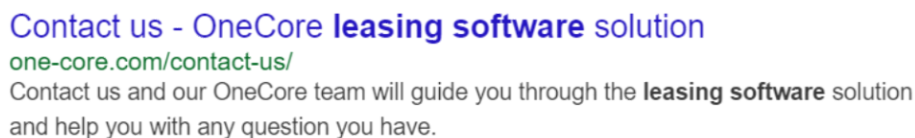
Figure 55 – News and events snippet overview (own processing)

10.3.5 Contact us page

The OneCore “Contact us” page is also not the main page in terms of the search engine optimization and appearance in search results. The important fact is that this page has to be properly indexed by the search engines. I have chosen “leasing software” as the focus keyword to attract the search engines. The page has to be attractive, inform visitors about needed information such as: contact address, locations, company’s official name etc. It should mainly give visitors the possibility to contact OneCore team in the easiest and efficient way.

Creation of the SEO structure:

- **SEO Title:** Contact us - OneCore leasing software solution
- **URL address:** <http://one-core.com/contact-us>
- **Meta description:** Contact us and our OneCore team will guide you through the leasing software solution and help you with any question you have.
- **Focus keyword:** leasing software



Contact us - OneCore leasing software solution
one-core.com/contact-us/
Contact us and our OneCore team will guide you through the **leasing software** solution and help you with any question you have.

Figure 56 – Contact us snippet overview (own processing)

10.4 Off-page SEO factors

According to the information from the theoretical part of this thesis the most know off-page search engine optimization activities are link building, social media and social bookmarking. Even though I have said these factors cannot be usually influenced by the webpage itself we are the ones who can make the first step to make it happen. Of course, what will follow these steps is already up to Internet users and other people than us. In terms of the OneCore webpage I would recommend following steps: community creation in social networking sites, blogging and forum posting, link building and press release promotion.

10.4.1 Community creation in social networking sites

To make OneCore more famous and promote its name among more people, it is always a good idea to create a profile on your own and became a member of the most popular social networking sites such as Facebook, LinkedIn etc. By doing this OneCore Ltd. can extend its network, get connected with more people, share content, promote its website, and build an online reputation.

After creation a LinkedIn profile, I recommend to join at least these groups and be active within their conversations:

- **Financial Software and Consulting** – *“The Financial Software & Consulting Practice within NP Group works with software vendors and consulting firms across various market segments within financial services; from Retail & Corporate Banking through to Financial Markets, Investment Management & Insurance.”* (Financial Software and Consulting Group, ©2016)
- **Financial Services professionals** – This groups connects the financial services professionals from all over the worlds. The OneCore members can benefit from discussions and opinions of these people in order to ask about the demand and needs of this sector.
- **Microsoft Dynamics NAV developers** – This group is for developers and IT professionals working with Microsoft technologies. It is always good to connect with such people and share common knowledge about products.

There are thousands of groups within the social networks but I recommend to join at least these three groups and try to be active there. After a while we will see the results and benefits of this activity and we can extend its scope.

10.4.2 Blogging and Forum posting

This topic is actually repeated within this thesis over and over again but it just highlights the importance of it. Creation of an additional professional content helps in many ways and as you can see I recommended this activity to support – currency, authority, coverage, purpose, search engine optimization of the webpage. By adding a unique content, we reach more than one goal.

10.4.3 Link building

Exchanging links with the product-related websites helps to increase our page popularity. As I have mentioned before the search engines give a certain value to each webpage according to a secret algorithm. We only know some factors which we are constantly trying to optimize in the best way. It is the known fact that links can transform values from one page to another based on their score given by Google, Seznam.cz and other search engines. So it is important to choose webpages for link building wisely. There are strong brands like Microsoft, Apple etc. which are on the top of our desired link-cooperators.

There are currently 6 external links direction Internet users to the OneCore webpage:

Number	Address
1	http://axiomprovis.cz/en/
2	http://www.microsoft/en/convergence/atlanta15/registration.aspx?p=Home
3	http://sisglobal.com/
4	http://www.axiomprovis.cz/
5	http://sisglobal.com/
6	http://www.microsoft.com/en/convergence/atlanta15/Never-Attended.aspx?p=Hero

Table 1 – External links preview (own processing)

As you can see there are links from the OneCore founders AXIOM PROVVIS Int. and SIS Global which is kind of a “must have” but also from two Microsoft sites. That is very good to share links with the strong brand. My recommendation here is to extend the number of external links and ask some other partners to add the OneCore logo into their webpage content.

10.4.4 Press release promotion

To publish a professional and field-oriented articles would also help to establish a brand but also support the off-page search engine optimization. There are several interesting online

newspapers and magazines that would be worthy to consider for cooperation. These are: ICT revue, Microsoft Dynamics NAV community, PCmag.com etc.

10.5 Cost analysis

The cost analysis of a search engine optimization can vary according to several factors. So basically what we see here cannot be taken as a standard cost analysis and implement it to every optimization on the future. The realized analysis informs about the extent of the search engine optimization activities such as number of edited pages, amount of desired keywords etc. Thanks to this information it is possible to prepare SEO costs. But be careful, the search engine optimization is not a single event which is done in a certain moment of time and fixes the results for ever. Algorithms have been constantly changing and there is also a competition that never sleeps and improves their webpages. SEO costs are a continuous process and it is necessary to perceive it this way.

The cost analysis which I have prepared and present in this thesis considers all the proposed steps and we can call it an initial cost analysis, and maintenance cost analysis for the next three months. The maintenance cost analysis calculates SEO from the long-term perspective.

Activity		1st month	2nd month	3rd month	4th month
Preparation phase:		Costs	Costs	Costs	Costs
	SEO analysis	16 000,00 Kč	0,00 Kč	16 000,00 Kč	0,00 Kč
Executive phase:		Costs	Costs	Costs	Costs
On-page SEO	Key-words analysis	17 000,00 Kč	0,00 Kč	0,00 Kč	0,00 Kč
	Structure of URL addresses	18 000,00 Kč	5 000,00 Kč	3 000,00 Kč	3 000,00 Kč
	Indexable content				
	Page titles				
	Meta descriptions				
	HTML titles				
	Pictures "alt" attributes				
	Internal links				
	Duplicate content	1 000,00 Kč	2 000,00 Kč	2 000,00 Kč	2 000,00 Kč
	Webpage validity				
	Page speed				
Sitemap.xml					
Off-page SEO	Social networking sites	25 000,00 Kč	19 000,00 Kč	7 000,00 Kč	7 000,00 Kč
	Blogging and forum posting	5 000,00 Kč	5 000,00 Kč	5 000,00 Kč	5 000,00 Kč
	Link building	7 000,00 Kč	2 000,00 Kč	2 000,00 Kč	2 000,00 Kč
	Press release promotion	10 000,00 Kč	7 000,00 Kč	7 000,00 Kč	7 000,00 Kč
TOTAL		80 000,00 Kč	33 000,00 Kč	37 000,00 Kč	21 000,00 Kč
TOTAL / 4 MONTHS		171 000,00 Kč			

Table 2 – Cost analysis (own processing)

The costs of the project are divided into the three main sections – SEO analysis, On-page SEO, and Off-page SEO. The costs are based on prices offered by online marketing agencies so it means the project would have to be realized by an agency. Final prices and invoiced time can be changes according to the final contract.

Going step by step we can see the SEO analysis is always the first step of the following actions. As I have prepared the project for the existing webpage there are data for a high-quality initial analysis. This analysis actually gives us information about the current state of the on-page and off-page SEO factors and determines the direction of the whole project.

The second section is the on-page SEO. The individual items are grouped according to their specifications. Key-word analysis will be done only in the beginning by the company management and the chosen agency. The most important keywords will be generated and then analyzed from the point of popularity, search engines etc. The group containing the indexable content, page titles, meta descriptions, HTML titles, pictures “alt” attributes, internal links, duplicate content, webpage validity, page speed, and sitemap.xml will be performed by a copywriter. This person has to base the effort on the SEO analysis and create a totally new content following all knowns rules. The first costs are the highest ones and the reason is obvious from the previous sentence. The next costs are basically the management costs which will be provided by the same person in terms of content management and creation. And the last group of the three factors – the webpage validity, page speed, sitemap.xml – can be called “management costs”. These factors have to be checked time per time as a copywriter creates a new content. These are basically the costs which will remain through the whole webpage lifecycle.

The third section of off-page SEO factors is specified for every items individually in terms of costs. There are several steps included for each item which I would like to describe here. By social networking site we understand mainly – a creation and optimization of 4 personal profiles, regular management, creation of a company page, and graphics. Costs for these activities are higher in the beginning as we do not need to create the profiles later on and the agency performs only a management of the social networks. Blogging, forum posting and link building contain creation of an initial analysis as we have to define the places where we want to be seen and content we want our readers to get. After this is done the agency again performs a management of these activities. Press release promotion is a quite difficult activity and the agency usually gives higher prices even for its management.

The final budget is 171 000 CZK.

10.6 Time analysis

Activity	Phase	Activity description	Time (in days)	Previous activity
A	Preparation	Identification of needs	5	-
B		Preparation of needed information	5	A
C		Webpage analysis	5	A,B
D		SEO analysis	5	A,B
E	Realization	Evaluation of preparation activities	2	A,B,C,D
F		Keywords analysis	10	D
G		Copywriting	10	C,D,F
H		Webpage management	5	D
I	Final	Measuring results	5	F,G,H
J		Evaluation of project	5	I
K		Next steps	10	J

Table 3 – Time analysis (own processing)

According to the project's needs I have found the main 11 activities which are necessary to be done in order to finish it. The project is divided into the parts – preparation, realization, and final.

The preparation phase represents the initial works and identification of our needs. The two analyzes are performed and prepare valuable information for the next part. The webpage analysis evaluates the webpage more from the point of user experiences and the SEO analysis goes more deeply into the background of the pages.

The realization phase already processes the gained information from the previous part and goes step by step towards the fulfillment of the initial stated needs and goals. First, there is an evaluation of the preparation phase and stating the plan for the next activities. Keywords analysis is very important both for the company managers and the chosen agency to really understand the core business and see it from the customers' perspective. After choosing the right keywords and direction of the webpage, the copywriting phase starts. All the content is revised and re-created.

The final phase is about measuring the results, evaluation of the project and establishing the next steps. Every project has to be evaluated in order to measure its success. And based on this information whether it was successful or not it is crucial to take next steps. As I have mentioned in the previous chapters I strongly recommend to continue with the webpage

management and SEO management as well in the future. This should be somehow reflected in the evaluation.

10.7 Risk analysis

I tried to cover all the main risks which can appear during the realization of the project. These risks were evaluated in two sections:

- Whether there is some probability of a risk during the project.
- Degree of a risk's impact.

Their evaluation was then divided into three options – low, middle and high. A low possibility of evaluated criteria receives 0,3 (which gives us 30 % of overall probability and impact), middle possibility receives 0,5 (50 % of overall probability and impact), high possibility receives 0,7 (70 % of overall probability and impact of risk on the project). These values which were distributed among individual risks were then multiplied into the final value. The final value is the most important information which is later used for the next steps. The higher final value, the bigger attention we should pay to it within the project.

Risk	Probability of risk			Degree of risk impact			Final value
	Low (0,3)	Middle (0,5)	High (0,7)	Low (0,3)	Middle (0,5)	High (0,7)	
Exceeding the time schedule	x			x			0,09
Exceeding the cost budget		x			x		0,25
Poorly prepared initial documentation			x			x	0,49
Subjectively analyzed webpage		x			x		0,25
Low quality SEO analysis	x					x	0,21
Lack of keywords ideas	x				x		0,15
Poor webpage management from OneCore Ltd.		x			x		0,25
No website traffic and organic visitors			x			x	0,49
No contacts realized through the webpage			x			x	0,49
Low open rate of new articles and news		x				x	0,35
Zero results from the realized project	x					x	0,21
A negative attitude towards OneCore social networks activities	x				x		0,15

Table 4 – Risk analysis (own processing)

The lowest value with 0,09 points was received by the risk “exceeding the time schedule”. And the highest with 0,49 were received by “poorly prepared initial documentation”, no website traffic or organic visitors”, and “no contacts realized through the webpage”.

10.7.1 Minimization of risks

In order to minimize all the risk activities, I prepared possible solutions and recommendations for the ones which received more than 0,3 points.

Poorly prepared initial documentation

A poorly prepared initial documentation can cause a totally wrong results of the next two analyzes. It means this step has to be done in the best possible way as it might result into end of the project. As a prevention of this possibility it would be very helpful to organize an initial workshop with the company management and agency and specify needed information. The management has to be clear with the needs of agency. And agency has to fully understand the business and all activities. Another recommendation is to have a mentor both for the company side and agency. The company management would have one person from the agency who would be able to answer all the questions and concerns and vice versa. Before submitting the documentation both sides can organize a final workshop to close this phase together.

No website traffic and organic visitors

This is actually a very crucial factor which is one of the outcomes of the project. The project creates steps to achieve a bigger website traffic and reach higher amount of visitors. The recommendation would be to track this factor continuously and specify exact numerical goals for each period of time.

No contacts realized through the webpage

This factor is a measurement of the success. One of the webpage goals is to gain as many contacts as possible. When we see there are no active responses from the webpage it is necessary to change its structure, design, position etc. Here would apply the same recommendation as in the previous paragraph – to track it over chosen periods of time according to a specified numerical goal. There can even be a wrongly working contact form, or confusing design. So maybe the A/B testing of individual pages and contact forms would be very helpful. Sometimes it is enough to change a color or move call to action to a different location.

Low open rate of new articles and news

In order to avoid the possibility of a low open rate of new articles it would be good to perform an initial analysis of data. Based on the company strategy and webpage strategy we specify articles which we want visitors to see on our webpage. After defining the right content, we have to choose the right voice and language. Then the A/B testing would be also very helpful here as we have to try over and over again what do want our readers to see.

CONCLUSION

Search engine optimization is sometimes a difficult and mindless job and it can take a large amount of time. There are too many factors and pieces of puzzle that has to be put together. However, making an effort and create a beautiful webpage without having any audience is something like swimming in a pool without water. SEO is a long term process but we all know that nothing good comes over night.

The thesis gives us a general overview of search engine optimization and shows a practical application of its principles on the chosen website.

Even though it doesn't seem to be an easy process we have to remember that the core of a strong SEO strategy relies on certain principles and satisfied visitors. Having a SEO strategy is a crucial point within your business. Can you even imagine if people couldn't find you online? Thanks to this incredible possibility to be online and searched by people all over the world, we can easily make a global business without having actual offices.

Nowadays, people are more likely looking for information through search engines than having already the exact idea of what they want to find. Why do people use search engines? There are 3 generally known types of searches performed every day: people that are looking for information, people that are navigated to desired webpages, and people who are willing to make a transaction or to purchase. That is why we use search engine optimization – to be the offered information, to be the page where people get navigated, and to be the place where people purchase and make transactions. Online marketing is a part of the business strategy and of course, it directly supports sales. It says that even if our goals were stated they always support company's sales and promote offered products and services.

The project describes search engine optimization of the OneCore webpage. We go from the initial analyzes to SEO factors improvements. All the proposed activities are very wisely chosen and based on discussions and valuable sources and aim to support the brand. Being available and accessible by people doesn't really mean to be the best. We really have to build our businesses as a whole and support our individual steps towards this idea carefully. Nobody can guarantee top level positioning in search engine organic results but the conditions are the same for all of us. Let's be the best version of us and try to be better than competition.

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LIST OF ABBREVIATIONS

SEO	Search Engine Optimization
HTTP	Hypertext Transfer Protocol
ASPX	Active Server Pages
DOC	Document
PDF	Portable Document Format
RTF	Rich Text Format
ODS	Open Data Store
RAM	Random-access memory
XML	Extensible Markup Language
TXT	Text File
RSS	Really Simple Syndication
KPI	Key Performance Indicator

LIST OF FIGURES

Figure 1 – Process of searching by Internet users (Fishkin, ©2015).....	19
Figure 2 – Keywords structure (Fishkin, ©2015)	21
Figure 3 – Anatomy of a link (own processing)	23
Figure 4 – Example of the “nofollow” link structure (own processing).....	23
Figure 5 – Off-page SEO factors (Chris, ©2013).....	26
Figure 6 – An example of meta robots (Fishkin, ©2015).....	29
Figure 7 – An example of “nofollow” (Fishkin, ©2015).....	29
Figure 8 – Google Analytics Dashboard (https://analytics.google.com).....	32
Figure 9 – The Screaming SEO Frog Spider dashboard (source: Screaming Frog) ..	33
Figure 10 – OneCore logo.....	37
(source: http://one-core.com).....	37
Figure 11 – OneCore product portfolio (source: http://one-core.com).....	39
Figure 12 – OneCore architecture (source: http://one-core.com)	40
Figure 13 – OneCore webpage header (source: http://one-core.com)	47
Figure 14 – OneCore webpage slider (source: http://one-core.com).....	47
Figure 15 – OneCore webpage introduction section (source: http://one-core.com) ..	48
Figure 16 – OneCore webpage featured part (source: http://one-core.com)	49
Figure 17 – OneCore references (source: http://one-core.com).....	49
Figure 18 – OneCore references (source: http://one-core.com).....	50
Figure 19 – 20 top keywords (source: http://one-core.com).....	54
Figure 20 – Internal and external SEO elements (source: Screaming Frog)	56
Figure 21 – URL address in the search results (own processing).....	57
Figure 22 – Internal links.....	58
(source: https://analytics.google.com)	58
Figure 23 – OneCore page title example (own processing).....	58
Figure 24 – Page titles of the OneCore webpage (source: Screaming Frog).....	59
Figure 25 – OneCore page titles (own processing).....	59
Figure 26 – Example of OneCore solution’s meta description.....	60
(own processing).....	60
Figure 27 – The meta description structure of the OneCore webpage (source: Screaming Frog).....	60
Figure 28 – OneCore meta descriptions (own processing).....	61

Figure 29 – HTML titles of the OneCore solution page	62
(own processing).....	62
Figure 30 – HTML titles of the OneCore events page.....	62
(own processing).....	62
Figure 31 – HTML titles of the OneCore About us page	62
(own processing).....	62
Figure 32 – HTML titles of the OneCore References page	63
(own processing).....	63
Figure 33 – HTML titles of the OneCore Contact us page.....	63
(own processing).....	63
Figure 34 – HTML titles of the OneCore Terms of use page	63
(own processing).....	63
Figure 35 – Results of the duplicate content analysis (source: http://www.seoreviewtools.com).....	64
Figure 36 – OneCore page speed analysis for mobile devices (source: https://developers.google.com/speed/pagespeed/)	64
Figure 37 – OneCore page speed analysis for computer (source: https://developers.google.com/speed/pagespeed/)	65
Figure 38 – OneCore User Experience (source: https://developers.google.com/speed/pagespeed/)	65
Figure 39 – Images structure – OneCore (source: Screaming Frog)	66
Figure 40 – OneCore sitemap.xml	67
(source: http://one-core.com).....	67
Figure 41 – A sitemap index by Google Search Console (source: https://www.google.com/webmasters/tools/)	67
Figure 42 – External links.....	68
(own processing).....	68
Figure 43 – The OneCore homepage without a call to action (source: https://one- core.com).....	70
Figure 44 – The OneCore homepage with a call to action (source: https://one- core.com).....	71
Figure 45 – Adding a color background to “the Contact us” menu item (source: https://one-core.com).....	71

Figure 46 – The Contact us page with the highlighted proposed text (source: https://one-core.com).....	72
Figure 47 – Proposed text on the homepage slider (source: https://one-core.com)...	73
Figure 48 – Highlighted area of the possible improvements (source: https://one-core.com).....	74
Figure 49 – About us snippet preview (own processing)	75
Figure 50 – Adding the focus keyword into H1 title (source: https://one-core.com)	76
Figure 51 – Solution snippet preview (own processing)	77
Figure 52 – The focus keyword “financial services solution” as a part of H1 title (source: https://one-core.com).....	78
Figure 53 – Reference page snippet overview (own processing)	79
Figure 54 – Customers’ logos (source: https://one-core.com).....	79
Figure 55 – News and events snippet overview (own processing).....	80
Figure 56 – Contact us snippet overview (own processing)	80

LIST OF TABLES

Table 1 – External links preview (own processing).....	82
Table 2 – Cost analysis (own processing).....	83
Table 3 – Time analysis (own processing).....	85
Table 4 – Risk analysis (own processing).....	86