Information audit is a quickly developing field, which today has a wide scope of use. This thesis is mainly focused on an explanation of information audit concept in general and also on one of its parts – web audit.

This thesis brings offers an overview of several specific information audit methods, which are today often used and quated as a source by many authors and also used by companies in this area.

The core of the thesis is focused on web auditing, the most common techniques, the most prevalent approaches and the situation in this field in the Czech market.

Lastly, the author provides an analysis of IDC CEMA's company website, including further recommendation for its optimization.