

## **Abstract**

The bachelor thesis is dedicated to search engine optimization, also known as SEO. SEO pursues various aspects of a web page, for instance its structure, design or content, and adjusts them in order to be suitable for processing by fulltext search engines such as Google or Seznam. The purpose of optimization is getting more traffic to a web page by appearing as high as possible on a generated search engine result page. Apart from gaining more leads, thorough SEO activities also have a positive impact on the quality of a web page, its accessibility, user-friendliness and brand image.

The aim of the thesis is to introduce SEO as an effective marketing tool and explore its use in Czech businesses. Therefore, the analysis of the primary and secondary sources introduces the issue of SEO and explains the importance of search engine optimization in a marketing strategy. The theoretic knowledge is followed by the practical section which concerns with the keyword analysis of a chosen web page and the research carried out among Czech firms by the method of a questionnaire survey and interviewing. The bachelor thesis is concluded by the chapter presenting the results of the survey and interpreting the data regarding the use of SEO as a digital marketing tool in Czech companies.