



UNIVERSITY OF PÉCS
FACULTY OF BUSINESS
AND ECONOMICS

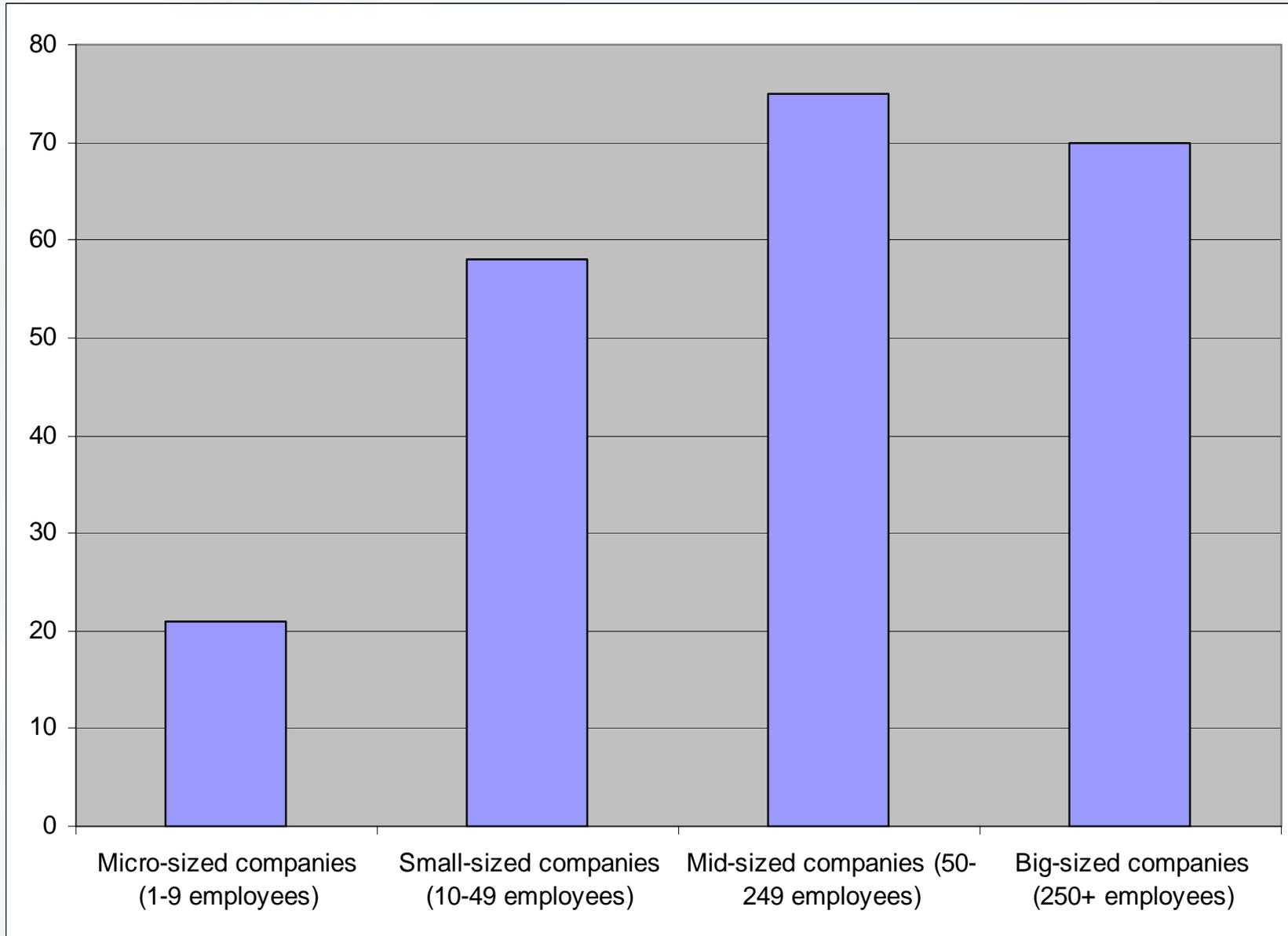


How to Get the Most out of Company Websites

Roland Schmuck



Hungarian companies having a website (%)



Alexa - Top Sites in Croatia - Mozilla Firefox

Fájl Szerkesztés Nézet Előzmények Könyvjelzők Eszközök Súgó

http://www.alexa.com/topsites/countries/HR

Legtöbbször látogatott Bevezetés Friss hírek

Alexa - Top Sites in Croatia

Register Login Help

Alexa
The Web Information Company

Home Top Sites Site Info What's Hot Toolbar For Site Owners

Help improve your rank with SEO tips in the [Alexa Site Audit!](#)

Global By Country By Category Search

Top Sites in Croatia
The top 100 sites in Croatia.

- Google**
google.hr

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A social utility that connects people, to keep up with friends, upload photos, share links and ... More

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- Net.hr**
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Hrvatski portal za vijesti, sport, zabavu, lifestyle i informacije o događanjima

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- Index.hr**
index.hr

Opći portal. Info, servisi, vijesti, sport, fun, auto i gastro.

☆☆☆☆☆ Search Analytics Audience
- lutarni list**
lutarni.hr

Hrvatske novine na netu.

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wikipedia.org

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- Yahoo!**
yahoo.com

Ads by Google

Munkaerő kölcsönzés
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www.rcontact.eu/kolcsonzes.htm

Munkaügyi állást keres?
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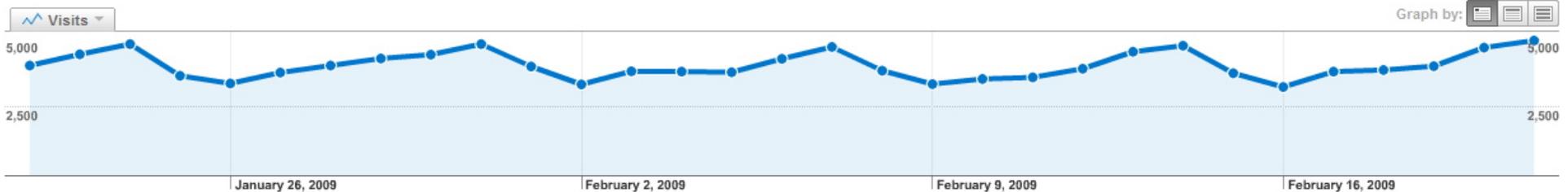
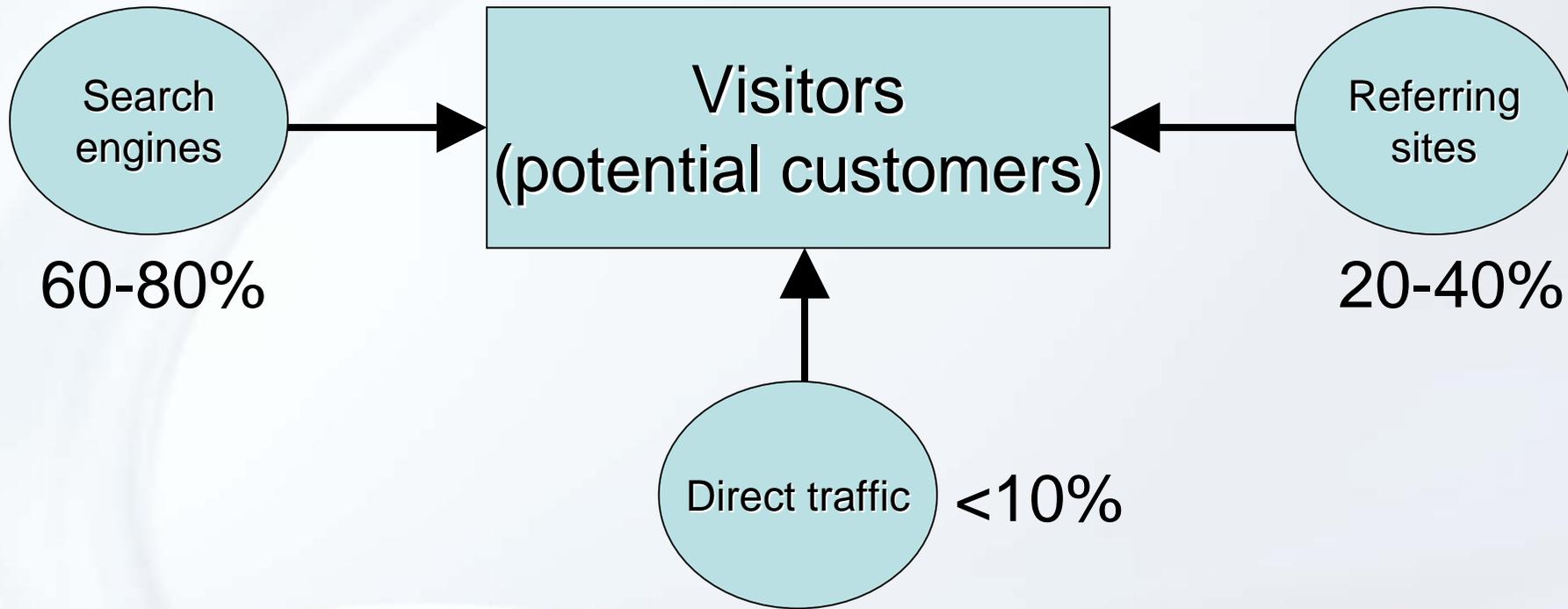
100% Free SEO
Get your site ranked better with all the search engines
www.mastergoogle.com

90%
of websites
are **not**
profitable



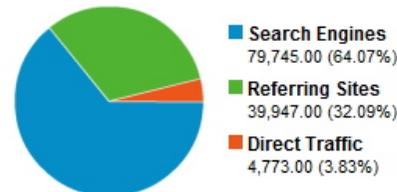


Sources of visitors



All traffic sources sent a total of 124,465 visits

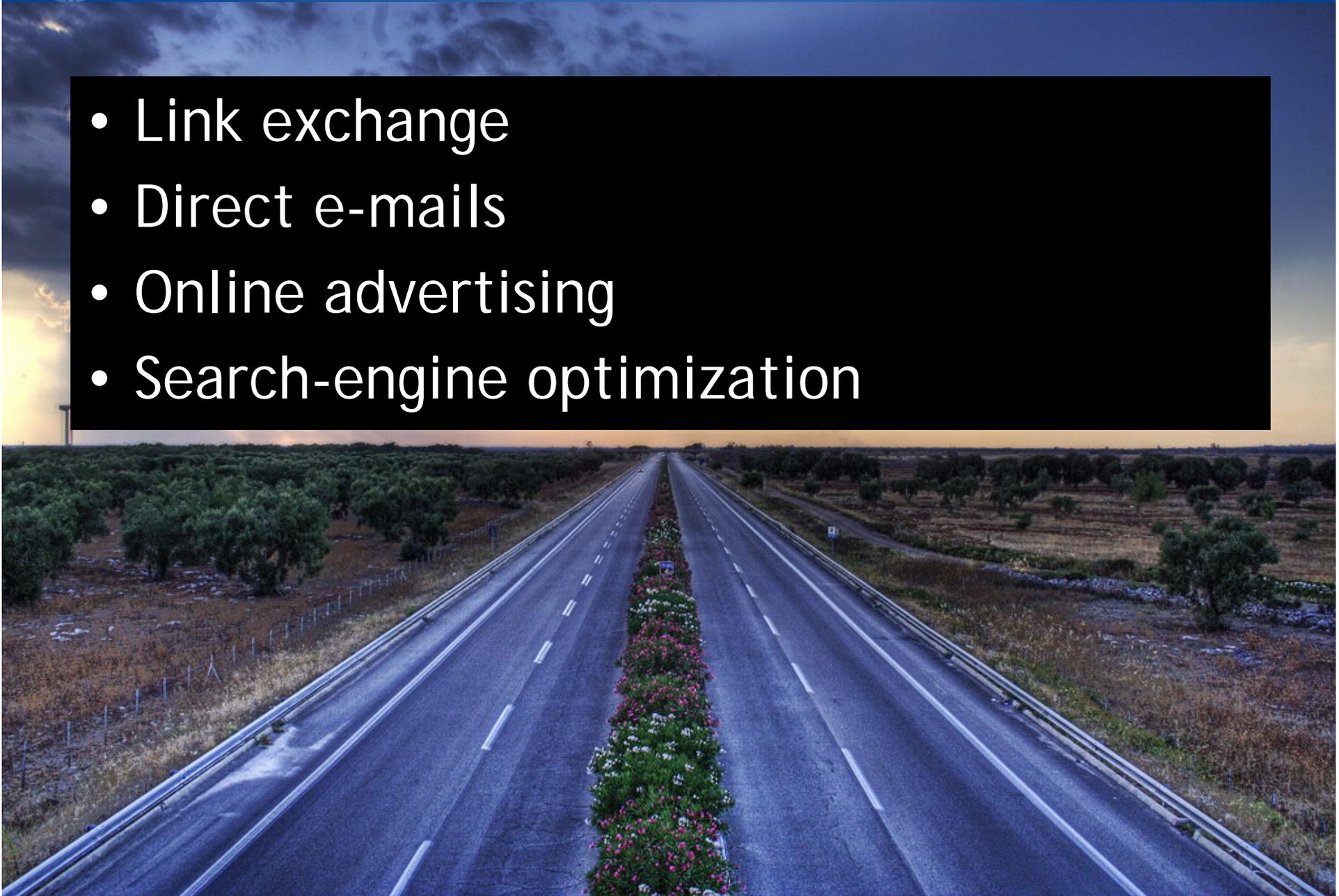
- 3.83% Direct Traffic
- 32.09% Referring Sites
- 64.07% Search Engines





How to get visitors?

- Link exchange
- Direct e-mails
- Online advertising
- Search-engine optimization





Link exchange

- Very popular
- Low or no effect on search engine rankings
- May cause more harm than advantage





Direct e-mails



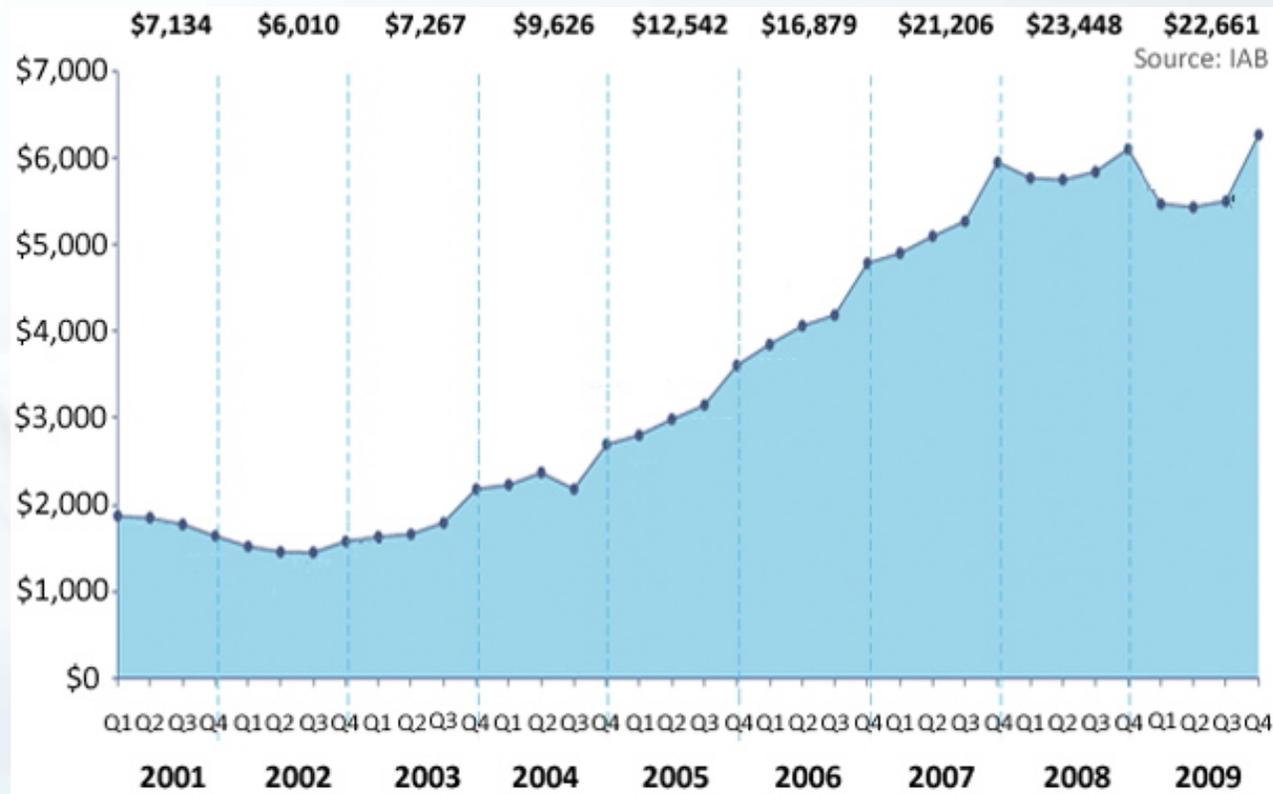
- By own database
- Collection by registration, which takes a lot of time
- If database is purchased it may be illegal
- If third-party database is used it is advertisement





Online advertisements

- Very popular
- Costs a lot of money
- Measuring the cost of a new customer is necessary





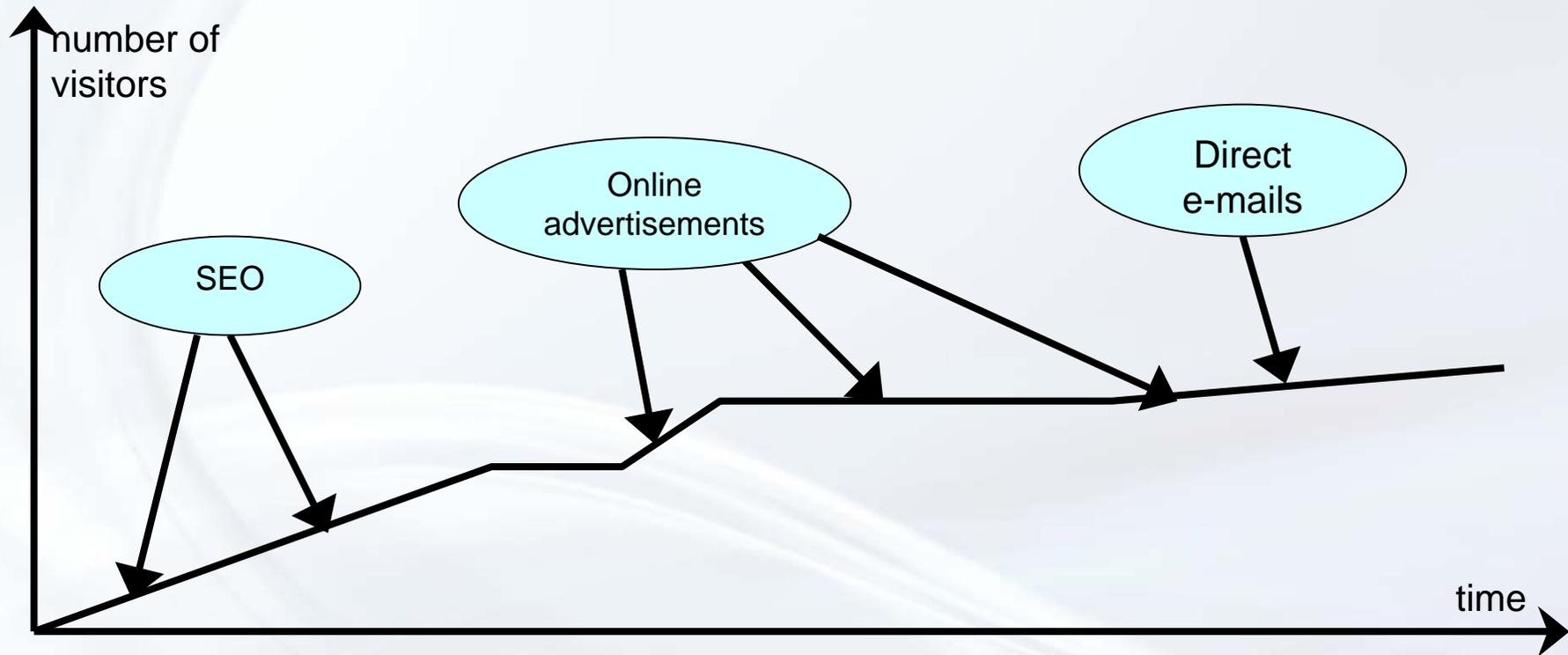
Search engine optimization

- Improve the positions of a website in search engines for given keywords
- Usage of SEO techniques is increasing heavily worldwide
- Needed:
 - Search engine friendly website structure
 - Using 'permalinks' is recommended
 - Lot of external one-way links
- High start-up costs but low running costs





Suggested method of getting visitors for a website during its life-cycle





SEO in case of a pet food webshop

Web Search Interest: pet, dog, cat

Worldwide, 2004 - present

Categories: [Games](#), [Local](#), [Lifestyles](#), [Entertainment](#), [Health](#), [Food & Drink](#)

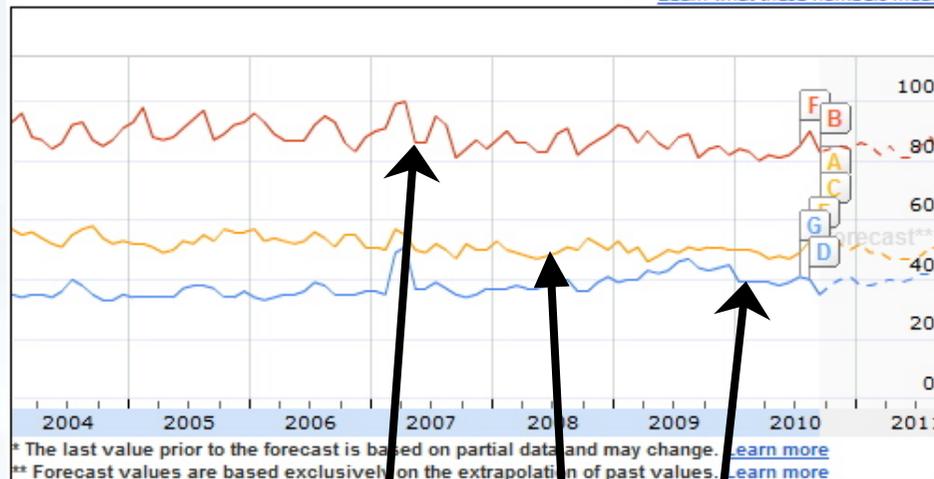
Totals ?

pet	38
dog	88
cat	51

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



* The last value prior to the forecast is based on partial data and may change. [learn more](#)
** Forecast values are based exclusively on the extrapolation of past values. [learn more](#)

See worldwide top rising searches by clearing the search terms

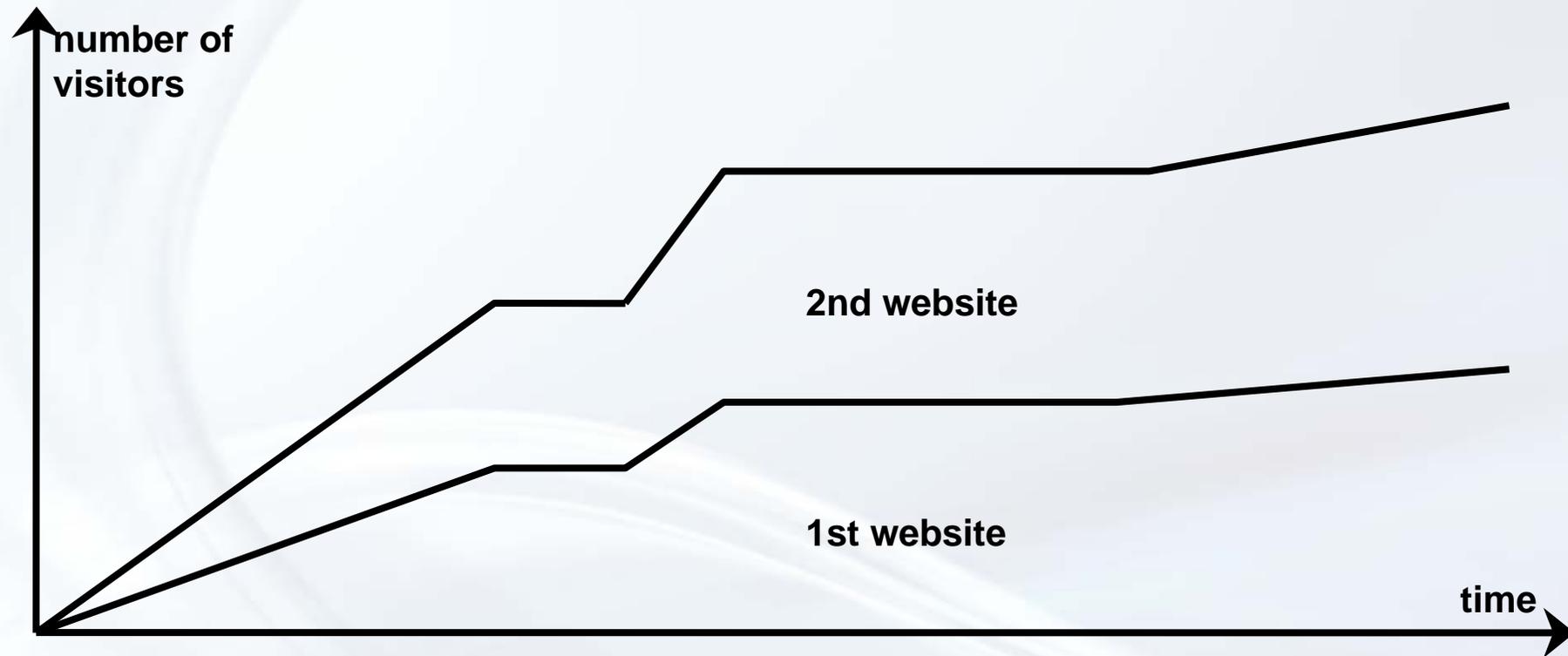
- A [Sam Fox tells of bite from 'crazy' cat](#)
- B [Dog poop has bright side: Powering Mass. park lamp](#)
- C [Woman charged with dumping cat in bin](#)
- D ['Dumb and dumber' pet thieves wrestle python](#)
- E [Police guard woman who put cat in bin](#)
- F [Wonderland dog racetrack in Mass. to close](#)
- G [Pet food maker Menu Foods to be acquired by Simmons Pet Food for \\$239 million](#)

DOG CAT PET





Multi-site strategy



Thank you for your attention



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