

GOAN



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Dnes

- ▶ Srovnání s konkurencí
 - ▶ Trendy
 - ▶ Porovnání
- ▶ Kontrolovat pravdu

- ▶ FB Pixel

Proč?

- ▶ Stav trhu
 - ▶ Kam směřuje
- ▶ Jak si vedu
 - ▶ Nechávám konkurenci za zády?
- ▶ Inspirace

Vyhledávače

- ▶ Google
- ▶ Seznam
- ▶ Bing
- ▶ Yandex
- ▶
- ▶ Shodan.io
 - ▶ IOT
- ▶ DuckDuckGo

shodan.io

Server: SQ-WEBCAM Search

Total Results: 153

Top Services

HTTP	78
HTTP (8080)	23
HTTP (83)	12
Insteon Hub	4
Kerberos	4

Top Countries

DE	34
US	17
HU	14
IT	13
PL	9

Top Organizations

Deutsche Telekom AG	32
Wind Telecomunicazioni	5
T-mobile Netherlands bv.	4
Xs4all Internet BV	3

https://duckduckgo.com/



DuckDuckGo



The search engine that doesn't track you. [Learn More.](#)



Your data shouldn't be for sale.
At DuckDuckGo, we agree.

- 1 We don't store your personal info.
- 2 We don't follow you around with ads.
- 3 We don't track you. Ever.

Add DuckDuckGo to Chrome

Přidání webu

- ▶ Seznam

- ▶ <http://search.seznam.cz/pridej-stranku>

- ▶ Google

- ▶ <https://www.google.com/webmasters/tools/submit-url>

Trendy

► <https://trends.google.com/>



Google Trends



Prozkoumat témata

Trendy

Česká republika ▾

18. listopadu 2016

Aktuální trendy

Vyhledávání

Česká republika



TV program

20,000+ vyhledávání

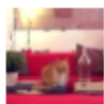
Zdroj obrázku - EuroZpravy.CZ



17. Listopad

5,000+ vyhledávání

Zdroj obrázku - Novinky.cz



Kudy Z Nudy

2,000+ vyhledávání

Zdroj obrázku - IDNES.cz

Žebříčky: 2015

Trendy

Česká republika

Největší skokani se spojením "co je"

- 1 co je Instagram
- 2 co je brzlík
- 3 co je iluminát
- 4 co je nemoc als
- 5 co je deep web



Muni
Hledaný výraz

VUT
Vyhledávací dotaz

+ Přidat porovnání

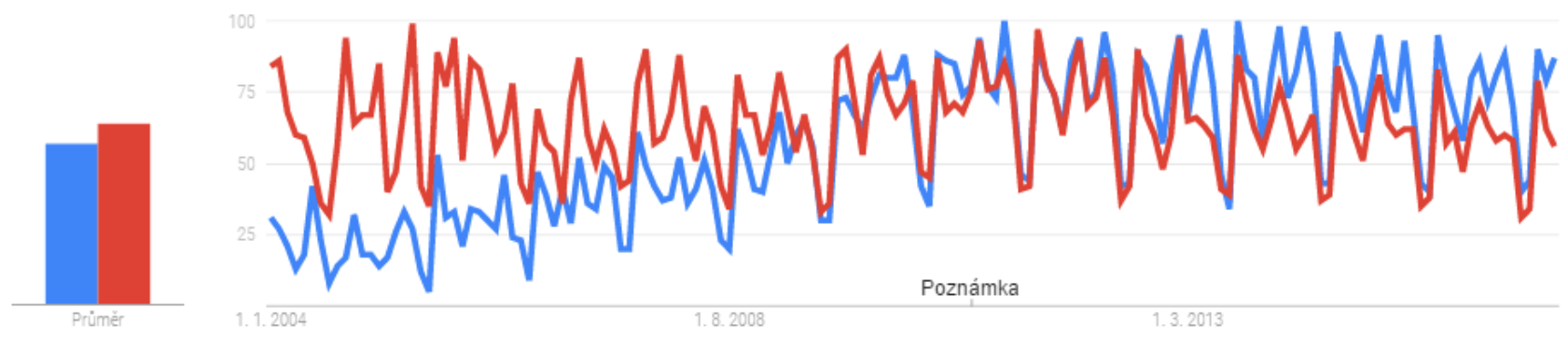
Česká republika

2004–současnost

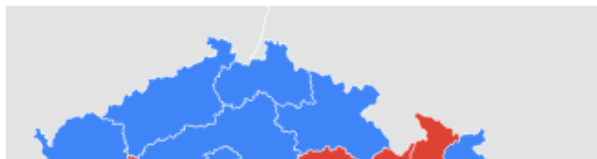
Všechny kategorie

Vyhledávání na webu

Zájem v průběhu času



Zájem podle podoblasti



<> Vložit

Sdílet

CSV

Webové nástroje

- ▶ Alexa
- ▶ Maestic SEO
- ▶ Ahrefs

Alexa

- ▶ <http://www.alex.com/>
- ▶ Jak si na tom web stojí
- ▶ Menší číslo lepší!

- ▶ K dispozici zdarma návod
- ▶ Část funkční i bez přihlášení

Alexa



An
amazon.com
company

Features ▼ Resources ▼ Pricing Log in

Find, Reach, and Convert Your Audience with **Marketing That Works**

Our software helps your business get better marketing results.

TRY 7 DAYS FREE

[Learn More >](#)

Top Svět

- ▶ 1 [Google.com](https://www.google.com)
- ▶ 2 [Youtube.com](https://www.youtube.com)
- ▶ 3 [Facebook.com](https://www.facebook.com)

The top 500 sites on the web ?

[Global](#) [By Country](#) [By Category](#)

Showing 50 of 500 results

Want access to the complete list?

	Site	Daily Time on Site ?	Daily P
1	Google.com Enables users to search the world's information, including webpages, images, and videos. Offers... More	7:58	
2	Youtube.com User-submitted videos with rating, comments, and contests.	8:18	
3	Facebook.com A social utility that connects people, to keep up with friends, upload photos, share links and ... More	9:59	
4	Baidu.com The leading Chinese language search engine, provides "simple and reliable" search exp... More	7:46	
5	Wikipedia.org A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh... More	4:12	

Cz

- ▶ 1. Google.cz
- ▶ 2. Youtube.com
- ▶ 3. Seznam.cz
- ▶ 4. Google.com
- ▶ 5. Facebook.com
- ▶ 6. Idnes.cz
- ▶ 7. Novinky.cz

Alexa

Competitive and On-Site Analytics – Intelligence You Need to Excel

BASIC

\$9.99
/ Month

INSIGHT

\$49
/ Month

ADVANCED

\$149
/ Month

Essentials

\$99
/mo

TRY 7 DAYS FREE

Most Popular

Advanced

\$149
/mo

TRY 7 DAYS FREE



SEO Tools

Site Audit

1 per month

2 per month

https://majestic.com/



[Sign Up for FREE](#)

[Tools](#) ▾


[Support](#) ▾


[Plans & Pricing](#)

[Login](#) ▾

The planet's largest Link Index database

Enter a domain, URL OR search phrase

 Use Fresh Index

 Use Historic Index

Have a competitor? [Compare your websites](#)

Site Explorer Results (play video)

or [compare](#)

office.lasakovi.com Subdomain

Use Fresh Index Use Historic Index

- Summary
- Topics
- Ref Domains
- Backlinks
- New
- Lost
- Anchor Text
- Map
- Pages

Would you like to switch to the entire [lasakovi.com](#) domain? There are [96,350](#) external backlinks.

TRUST FLOW

TRACK

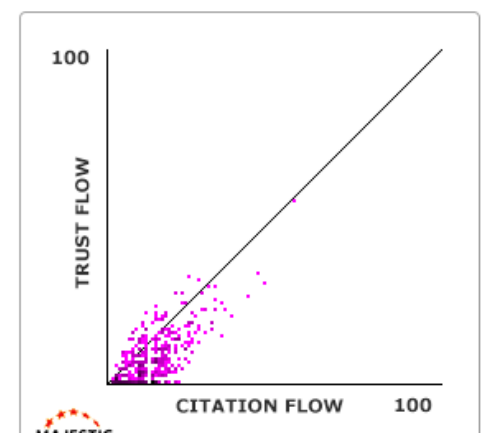
Topical Trust Flow is available for all websites on all paid subscriptions

[Get yours now](#)

CITATION FLOW

To see a live example of our amazing Trust Flow categorisation, check out [example.com](#)

External Backlinks	Referring Domains	Referring IPs	Referring Subnets
3,961	251	233	169
In the last 5 years			
24,146	505	403	295



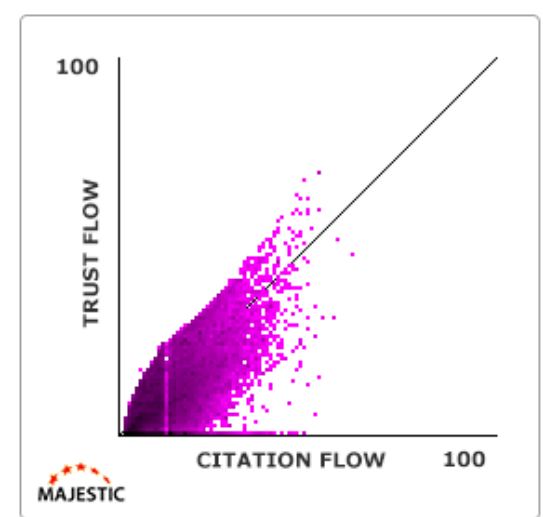
Homepage Title **N/A**



External Backlinks	Referring Domains	Referring IPs	Referring Subnets
5,103,385	20,578	13,467	9,163

In the last 5 years

12,933,978	72,588	39,160	24,687
-------------------	---------------	---------------	---------------



External Backlinks Link Profile

[Referring Domains Link Profile »](#)

Homepage Title **Masarykova univerzita**

Educational Ref. Backlinks **7,416**

Governmental Ref. Backlinks **124**

Educational Ref. Domains **648**

Governmental Ref. Domains **31**

Indexed **URLs** **1,011,994**

Position in **Majestic Million** **5,867**

This chart shows the number of External Backlinks reviewed every day.

Backlinks

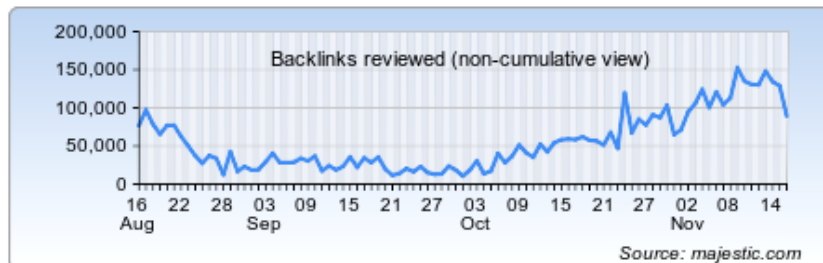


Chart shows the **External Backlinks** reviewed over the last 90 days.

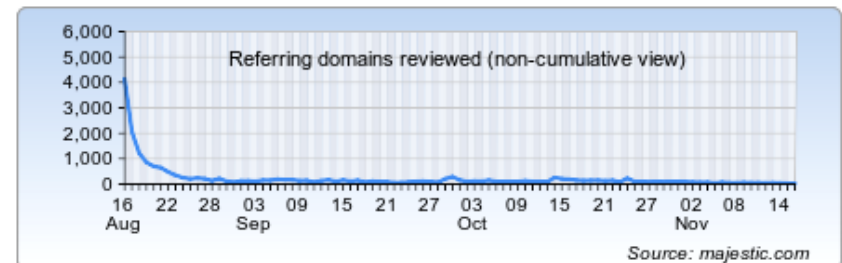


Chart shows the **Referring Domains** reviewed over the last 90 days.

Backlink Breakdown

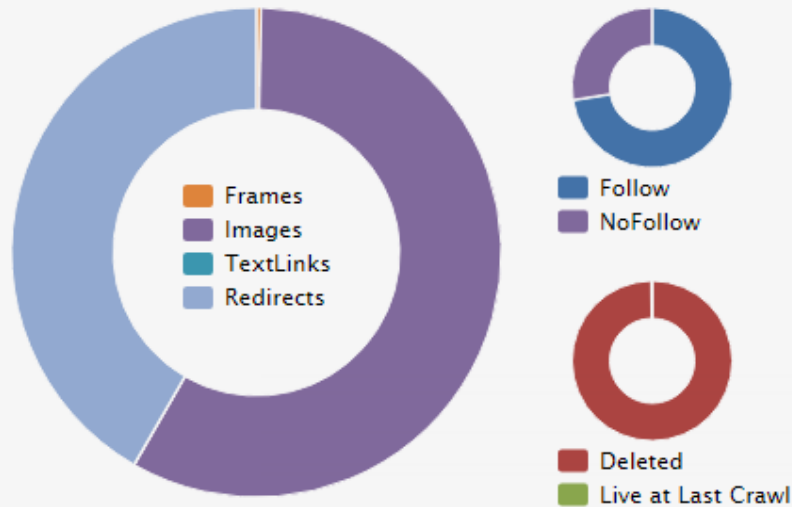
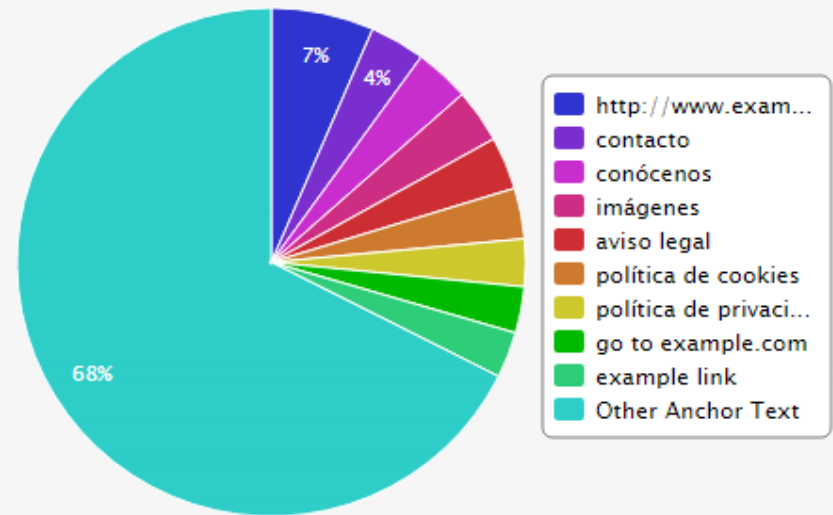


Chart Data

Anchor Text

example.com (Domain)



The above chart may have cropped text due to size restrictions, for full details visit the [Anchor Text](#) tab. We explain how this is created in the [FAQs](#).

Backlinks

See more results in the [Backlinks](#) tab, or get even more data by creating a [report](#).

[Compare Backlinks](#)

#	URLs	URL Flow Metrics		Link Type	First Indexed
		Trust Flow	Citation Flow		Last Seen
1	https://tools.ietf.org/tools/rfcmarkup/	86	66		< 21 Aug 2016
	http://example.com/cgi-bin/rfcmarkup?url=http://example.o...				16 Nov 2016
	http://example.com/cgi-bin/rfcmarkup?url=http://example.org/documen...				-
2	https://wiki.apache.org/httpd/FAQ/	78	72	NoFollow	02 Nov 2016
	http://example.com/~user/cgi-bin/program				16 Nov 2016

Subscribe

The lowest cost of entry of any major link tool.



Name

Email address

Subscribe

From only £29.99 a month

muni.cz

vutbr.cz

Target Type	Root Domain	Root Domain
Trust Flow	70	63
Citation Flow	53	49
Referring domains	20,578	15,167
External Backlinks	5,103,385	1,434,681
Indexed URLs	1,011,994	163,456
Class C subnets	9,163	7,464
Referring IP addresses	13,467	10,251
Educational Referring Domains	648	423
Educational External Backlinks	7,416	2,390
Governmental Referring Domains	31	44
Governmental External Backlinks	124	98

Site Explorer Results

(play video)

or [compare](#)

office.lasakovi.com



Subdomain



Use Fresh Index

Use Historic Index

[Summary](#) [Topics](#) [Ref Domains](#) [Backlinks](#) [New](#) [Lost](#) [Anchor Text](#) [Map](#) [Pages](#)




Order By: Then: [Refresh](#)

#	Referring Domains	Primary Topical Trust Flow	Backlinks	Alexa Rank	Flow Metr
					Trust Flow
1	virtualnikolega.cz	<input type="text" value="20"/> Subscribe to see topics	387	N/A	22
2	lopuch.cz	<input type="text" value="38"/> Subscribe to see topics	367	N/A	39
3	chandoo.org	<input type="text" value="45"/> Subscribe to see topics	265	27,245	45
4	melvil.cz	<input type="text" value="21"/> Subscribe to see topics	257	593,465	22
5	podnikanivusa.com	<input type="text" value="15"/> Subscribe to see topics	252	286,761	18
6	bananzamilion.cz	<input type="text" value="11"/> Subscribe to see topics	135	N/A	11
7	danielnytra.cz	<input type="text" value="14"/> Subscribe to see topics	112	736,349	16

View mode: Daily Chart type: Line

Subscribe

The lowest cost of entry of any major link tool.

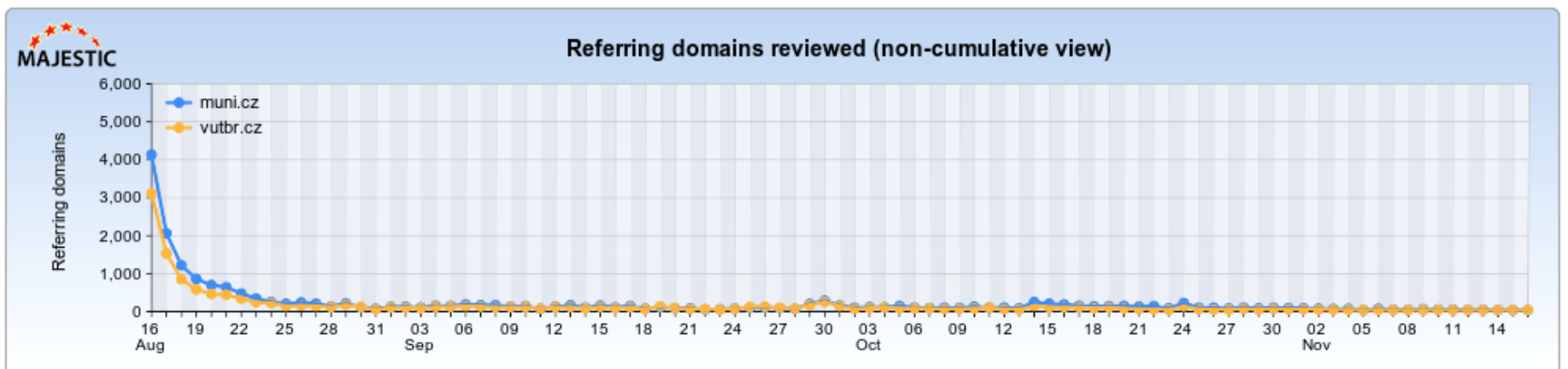
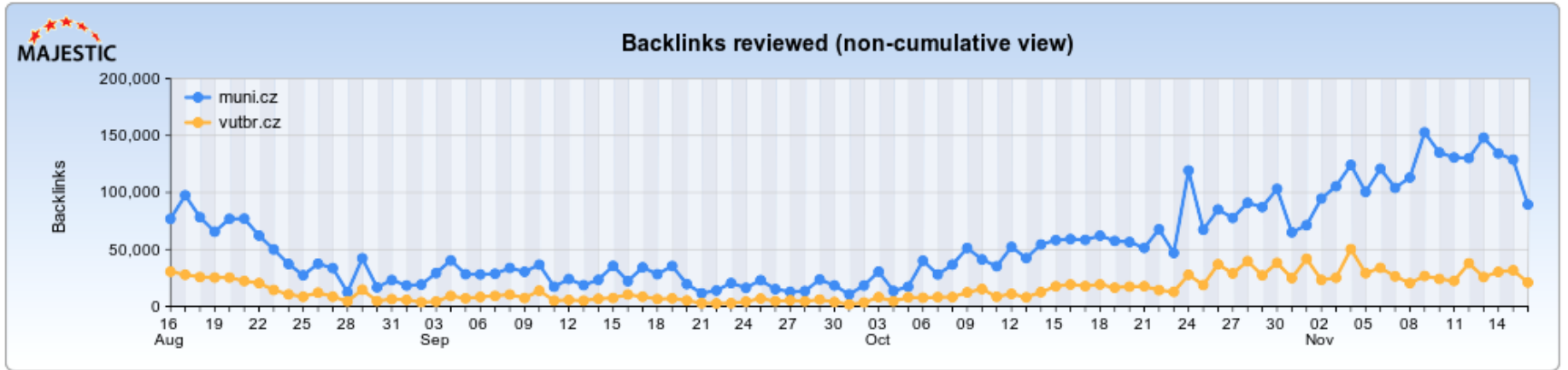


Subscribe

From only £29.99 a month

Name

Email address



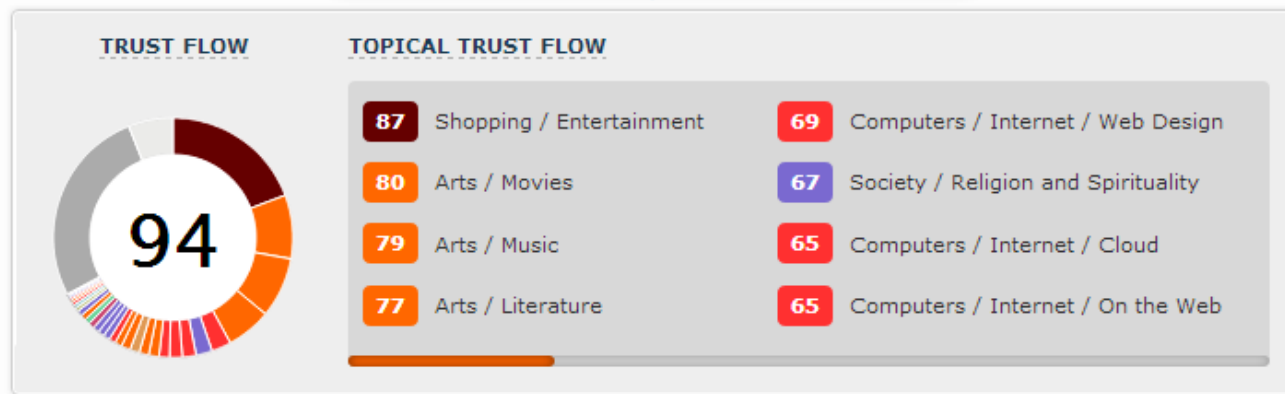
The **Topics** tab is only for subscribers to our service

Trust Flow topics for a very large online shopping site

Topical Trust Flow

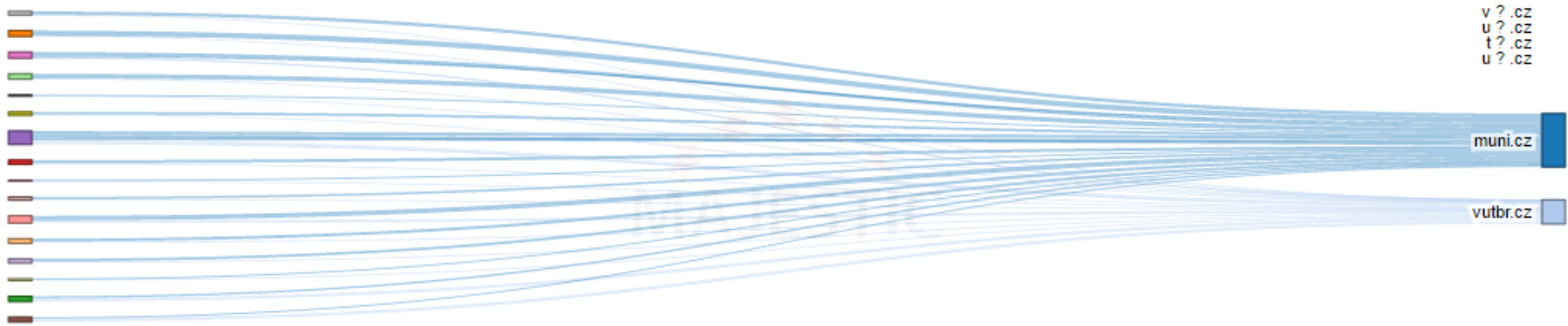
A measure of how close you are to the most trusted websites in almost one thousand categories.

Focusses on external and internal backlinks, rather than any content on your website.



The **Topics** tab lets you drill into each website or URL's topics, and find out which backlinks are bringing Trust Flow in that topic.

Topical Trust Flow	Topic	External backlinks	Linked from Referring domains	Referring domains
86	Computers / Internet / On the Web	30	92	25
74	Computers / Programming / Languages	47	55	25
71	Computers / Internet / Web Design and Development	45	116	37
70	Regional / Europe	94	537	65
70	Recreation / Travel	80	627	58
70	Business / Consumer Goods and Services	41	47	29
69	Arts / Music	86	86	19
69	Business	47	63	37



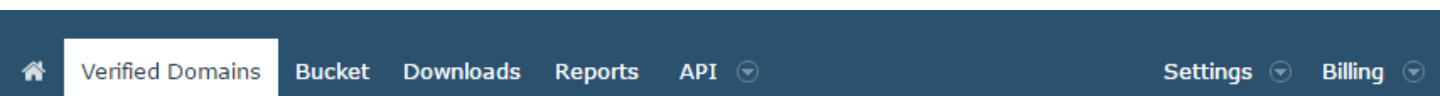
Results: 1 - 20 of 254

Save Chart

#	Linked Domains	Matches	Alexa Rank	muni.cz	vutbr.cz
1	69 Subscribe to see topics cuni.cz	2	10,121	✓	✓
2	52 Subscribe to see topics ihned.cz	2	13,130	✓	✓
3	63 Subscribe to see topics cvut.cz	2	13,234	✓	✓
4	c ?.cz	?	?	✓	✓
5	z ?.cz	?	?	✓	✓
6	v ?.cz	?	?	✓	✓

Přesnější údaje u vašem webu

► verifikace



Webmaster Tools Domain Verification Wizard

In order to verify your domain (**muni.cz**) you will need to select between either using a <meta> tag on your index page, uploading a root of your site, or importing a Google® Search Console account which contains your site. After you select a verification option, click continue the verification process.



Only have a free account? Verifications are removed after 30 days of account inactivity. [Subscribe](#) to remove this check.

<meta> tag

Add a <meta> tag to the index page of your domain.

Useful for sites where you can't upload files, such as WordPress using the ["Add Meta Tags"](#) plugin.

Text file

Upload a text file using ftp to the root of your site.

Google® Search Console

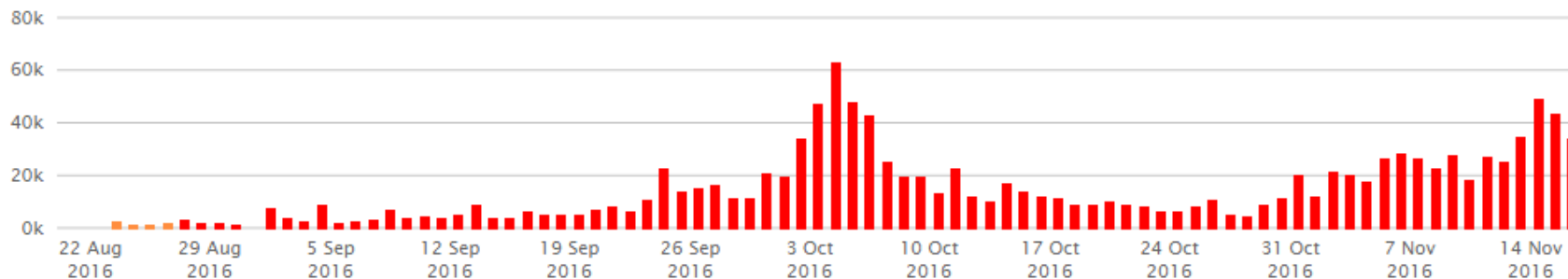
Link a Google® Search Console account to import all your verified domains from the account.

Odkazy

Summary Topics Ref Domains Backlinks New **Lost** Anchor Text Map Pages

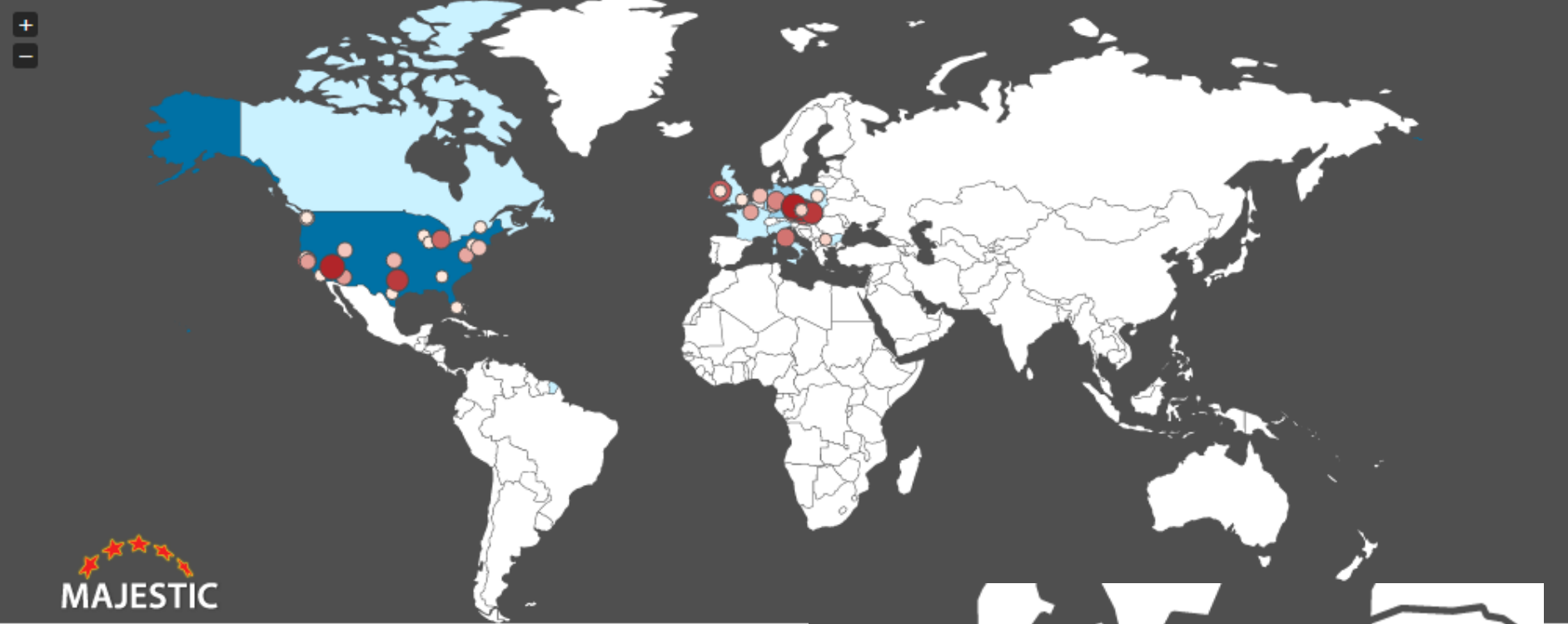


Date from until

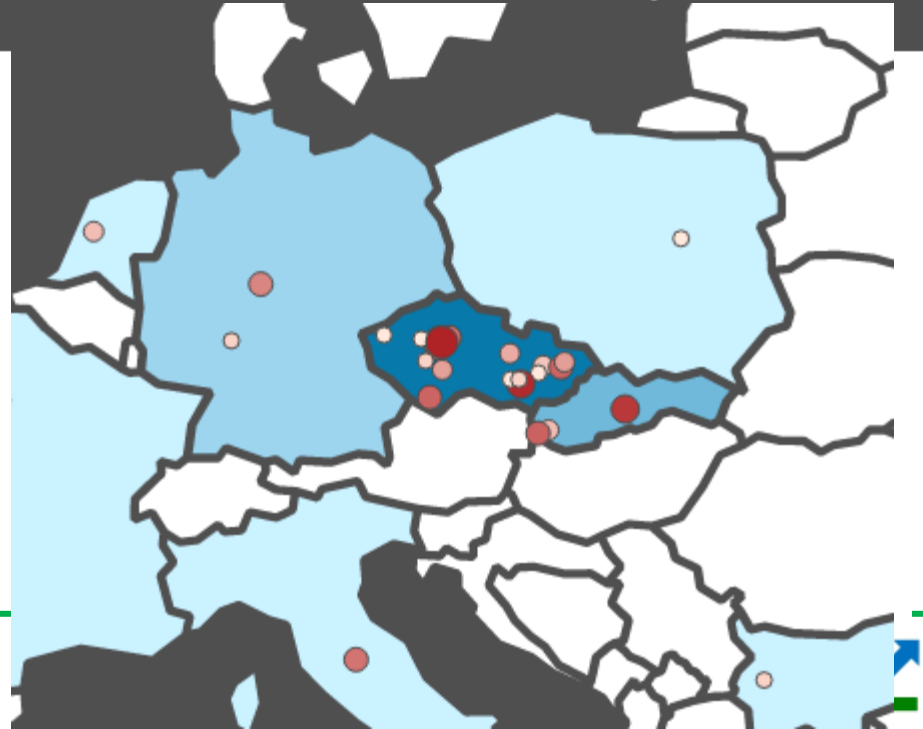


#	URLs	URL Flow Metrics		Domain Flow Metrics		Link Type	First Indexed Last Seen Date Lost
		<u>Trust Flow</u>	Citation Flow	<u>Trust Flow</u>	Citation Flow		
1	<div style="border: 1px solid #ccc; padding: 2px; display: inline-block; margin-bottom: 5px;">76</div> Subscribe to see topics http://wiki.apache.org/httpd/FAQ/ http://example.com/~user/cgi-bin/program ↳ http://example.com/~user/cgi-bin/program Reason Lost: HTTP 302 307 Temporary Redirect	76	70	96	85	NoFollow	< 21 Aug 2016 01 Nov 2016 16 Nov 2016





MAJESTIC



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Minimum subscription

* Annual saving when compared to equivalent standard monthly plan

SILVER QUARTERLY	SILVER	Recommended GOLD	PLATINUM
<p>€39.99</p> <p>Monthly Equivalent</p> <p>Choose</p> <p>3 Months</p> <p>Go annual and save €79*</p>	<p>€54.99</p> <p>Monthly</p> <p>Choose</p> <p>1 Month</p> <p>Go annual and save €259*</p>	<p>€129.99</p> <p>Monthly</p> <p>Choose</p> <p>1 Month</p> <p>Go annual and save €259*</p>	<p>€299.99</p> <p>Monthly</p> <p>Choose</p> <p>1 Month</p> <p>Go annual and save €259*</p>

All prices exclude VAT. Lite and Pro plans have a 7-day money-back guarantee for new customers.

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Monthly Equivalent

€140.97 every 3 months

Choose

MONTHLY

€74.99

Monthly

Pay every 1 month

Choose

1 User

All Website Tools

PRO

MONTHLY

€94.99

Monthly

Pay every 1 month

Choose

1 User

Full API

API

MONTHLY

€379.99

Monthly

Pay every 1 month

Choose

5 Users



View Leaderboard

Majestic Awards

Our awards reward your Majestic use, and help show which parts of the site you may be overlooking.

[Take the guided tour](#)

Majestic Points

We reward people who use Majestic every day. Each award won gives you points, and lots of awards bring more points every time you use them.

[Find out about awards ...](#)


Your Recent Awards


Award Notifications





ON OFF


 **Introduction**
Progress bar: 100%

 **Site Explorer**
Progress bar: 50%

 **Comparison Tools**
Progress bar: 25%

 **Link Map Tools**
Progress bar: 25%


 **Search Explorer**
Progress bar: 30%


 **Campaigns**
Progress bar: 10%

 **Data-only**
Progress bar: 10%


 **My Reports**
Progress bar: 10%

 **My Account**
Progress bar: 40%

 **Multilingual**
Progress bar: 10%

 **Business Pages**
Progress bar: 10%

 **Events**
Progress bar: 10%

 **Personalisation**
Progress bar: 10%

MOZ

- ▶ <https://moz.com/researchtools/ose/>
- ▶ Autorita v oboru

URL:

Search

i You entered the URL <http://muni.cz> which redirects to <http://www.muni.cz/>. Because it's likely to have more accurate metrics, we're showing data for the redirected URL instead. [Click here](#) to analyze <http://muni.cz> instead?

 Hide Metrics

Authority

Page Link Metrics

DOMAIN AUTHORITY ⓘ

PAGE AUTHORITY ⓘ

JUST-DISCOVERED ⓘ


ESTABLISHED LINKS ⓘ

74 /100

79 /100

74 60 Days

1,323 Root Domains

SPAM SCORE: 0 /17 

204k Total Links

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target ⓘ

Link Source ⓘ

Link Type ⓘ

this page ▾

only external ▾

all links ▾


1 - 50 Inbound Links ⓘ


Prev

Next

Title and URL of Linking Page	Link Anchor Text ⓘ	Spam Score ⓘ	PA ⓘ ▾	DA ⓘ ▾
[No Title]   www.univie.ac.at/webda/	Masaryk University, Brno www.muni.cz/	2 	73	87

URL:

 You entered the URL <http://muni.cz> which redirects to <http://www.muni.cz/>. Because it's likely to have more accurate metrics, we're showing redirected URL instead. [Click here](#) to analyze <http://muni.cz> instead?

 **Show Metrics**



















Top Pages

Target the best pages to maximize link building. See top pages on this domain according to Page Authority.

HTTP Page Status

all 

1 - 50 Top Pages 

Page Title & URL	PA  	Linking Root Domains  	Inbound Links 	HTTP Status 	FB Shares 	Go 
[No Title]   www.muni.cz/	79	1,323	204k	No Data 		
[No Title]   www.muni.cz/?lang=en	71	129	48,626	No Data 		
[No Title]   www.muni.cz/?lang=cs	67	62	604	No Data 		
[No Title]	65	29	8,138	No Data 		

URL:

[+ Show Metrics](#)

Linking Domains

Gauge your site's influence by analyzing the root domains that link to the URL or domain you've entered.

Target ⓘ

1 - 50 Linking Domains

Linking Root Domain ⓘ	DA ⓘ ▼	Linking Root D
+ europa.eu/	100	408,030
+ sourceforge.net/	98	256,293
+ unesco.org/	96	79,998
+ weebly.com/	95	593,787
+ nature.com/	95	108,895

URL:

[+ Show Metrics](#)

Anchor Text

Learn what keywords the site might be ranking for. Analyze the phrases and terms most commonly used as anchor text to link URL or domain.

Target ⓘ

Anchor Text

1 - 50 Anchor Text Terms

Anchor Text Term ⓘ	Linking Root Domains Containing Anchor Text ⓘ ▾	Links This A
+ masaryk university	262	4,915
+ www.muni.cz	217	1,469
+ masarykova univerzita	143	35,657
+ http://www.muni.cz	105	355
+ [no anchor text]	83	19,077

Ceny

Moz Pro Pricing

Save 20% with a yearly subscription

Monthly

Yearly

STANDARD

\$99 /mo

\$79/mo when you pay yearly ☺

Most Popular

MEDIUM

\$149 /mo

\$119/mo when you pay yearly ☺

LARGE

\$249 /mo

\$199/mo when you pay yearly ☺

PREMIUM

\$599 /mo

\$479/mo when you pay yearly ☺

ESSENTIAL

All pricing is per location

\$99 /year

For Small- or Medium-Sized Businesses

- Active location-data management
- Review monitoring
- Complete duplication closure
- Listing accuracy verification
- Real-time listing distribution

Get my free listing score

compare plans

Most Popular

PROFESSIONAL

All pricing is per location

\$179 /year

For Enterprise / Agency

- All Essential features
- Plus local SEO analytics
- Listing Alerts
- Success manager (100+ locations)
- Onboarding support (100+ locations)

Get my free location audit

compare plans

PREMIUM

Priced per location with a minimum of 100 listings

\$249 /year

For Enterprise / Agency

- All Essentials features
- Professional features
- Plus Moz Pro tools (\$950 value!)
- Full API integration
- Dedicated support

Speak with our team

compare plans

Semrush

- ▶ <https://www.semrush.com>
- ▶ **Kontrola webů**
 - ▶ SEO
 - ▶ SEM
- ▶ <https://www.semrush.com/kb/manual/>
- ▶ **Registrace**

Dashboard

Domain Analytics

Keyword Analytics

Projects

Lead Generation Tool BETA

My Reports

Online demo

SEOquake for Google Chrome

Join our Affiliate Program

Order custom database or report

Have you seen our new customizable API format?

All Reports Input domain, keyword or...

Search

Projects +

Upgrade

Pro

10,000 result per report
3,000 reports per day
Tracking: 500 keywords, 5 campaigns

See all plans & prices

Dashboard

Add domains and monitor their performance

Enter domain...

US

Add domain

Position Tracking

Project Name	Visibility	Update
office.lasakovi.com	16.76%	0.00% <1h

Site Audit

Project Name	Site Health	Trend
office.lasakovi.com	68%	0%

SEO Ideas

Project Name	Ideas	Description
office.lasakovi.com	7	for 1 pages

Social Media Tool

Project Name	f	tw	g+
office.lasakovi.com	1.1k	298	396
	n/a	n/a	n/a

Set up Social Media Tool

Brand Monitoring

Project Name	Campaign	Unread
office.lasakovi.com	Excel školení	68

Set up Brand Monitoring

Backlink Audit

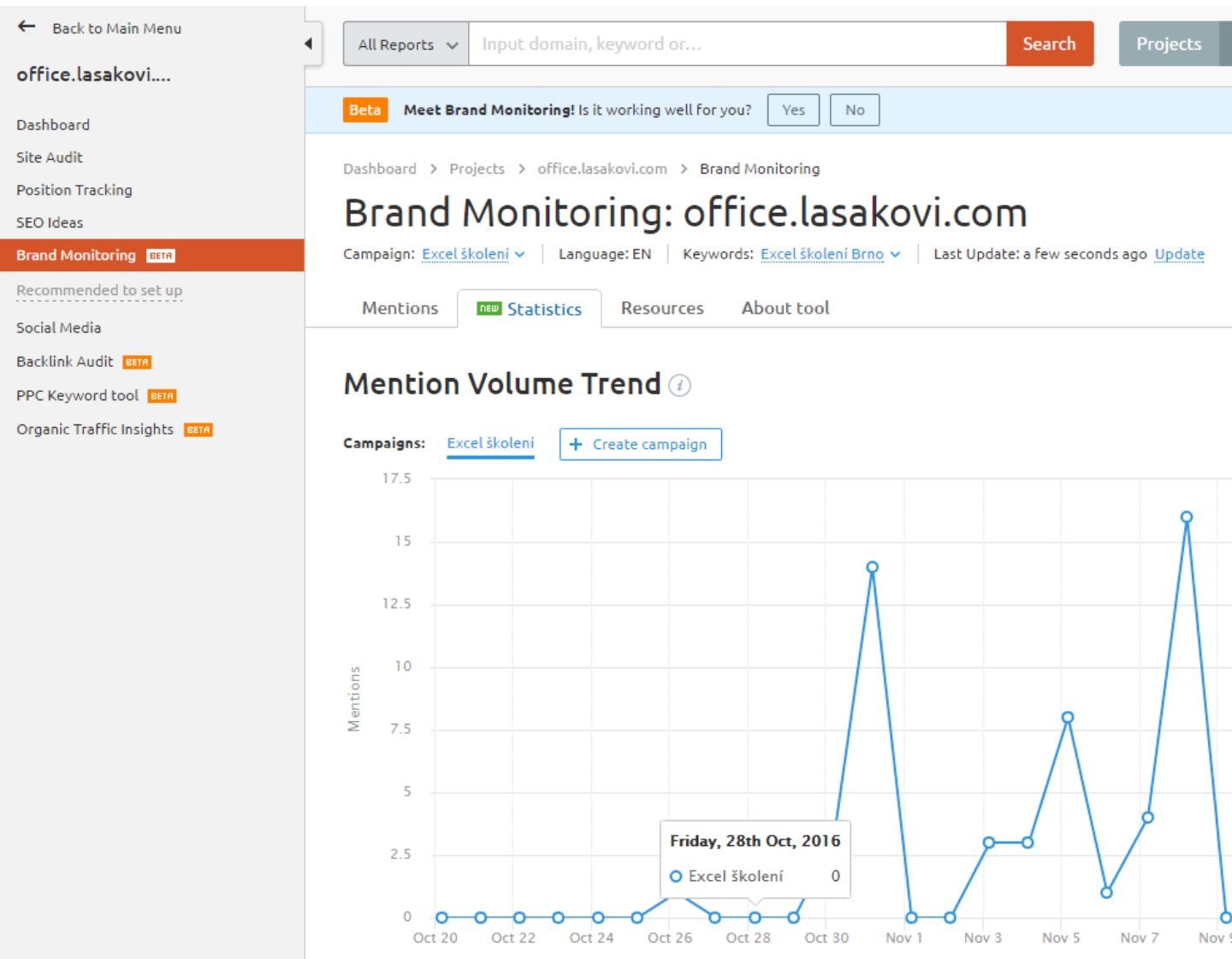
Secure your SEO efforts in link building. Comprehensive algorithms help discover and disavow toxic backlinks which can lead to...

Notes

Note title	Date
Possible Google Search Update	Nov 10
Mobile-First Index Experiment Started	Nov 4
Early signs of Google algorithm update	Oct 24
Penguin 4.0 rollout complete	Oct 13
Data suggests a Google Update or algorithm change	Oct 5

See all

Semrush



[Dashboard](#)[Domain Analytics](#)[Keyword Analytics](#)[Projects](#)[Lead Generation Tool](#) BETA[My Reports](#)[Online demo](#)[SEOquake for Google Chrome](#)[Join our Affiliate Program](#)[Order custom database or report](#)[Have you seen our new customizable API format?](#)[All Reports](#)[Search](#)[Projects](#)[Dashboard](#) > [Projects](#) > [office.lasakovi.com](#) > [Social Media tool](#)

Social Media tool: office.lasakovi.com

[Overview](#)[Audience](#)[Engagement](#)[Posts](#)[Facebook](#)[Twitter](#) BETA[LinkedIn](#) BETACompany: [office.lasakovi.com](#)on: [All social channels](#)dates: [11 Nov, 2016 - 17 Nov](#)

Social channels i

Audience i

Facebook	1,148
Google+	396
Twitter	298

Semrush

Plans & Prices

Monthly Plans Annual Plans, Save up to \$1100

PRO

\$69.95
monthly

[SUBSCRIBE](#)

Analytics

Results per report	10 000
Reports per day	3 000

Projects

GURU BEST CHOICE

\$149.95
monthly

[SUBSCRIBE](#)

Analytics

Results per report	30 000
Reports per day	5 000

Projects

BUSINESS

\$549.95
monthly

[SUBSCRIBE](#)

Analytics

Results per report	50 000
Reports per day	10 000

Projects

PRO

\$99 .95
monthly

[SUBSCRIBE](#)

Analytics

Results per report	10 000
Reports per day	3 000

GURU BEST CHOICE

\$199 .95
monthly

[SUBSCRIBE](#)

Analytics

Results per report	30 000
Reports per day	5 000

BUSINESS

\$399 .95
monthly

[SUBSCRIBE](#)

Analytics

Results per report	50 000
Reports per day	10 000

ahrefs

ahrefs

Tools ▾

Plans & Pricing

Help

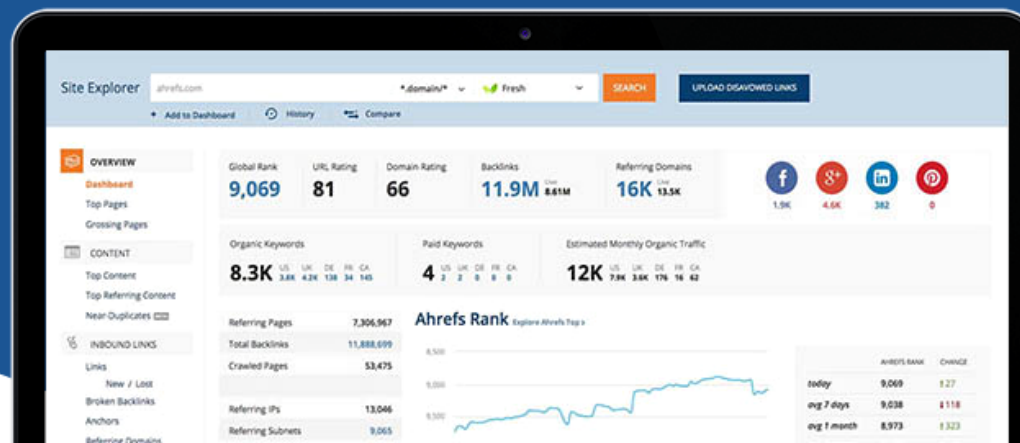
Blog

Sign in

Start free trial

Track your backlinks, keywords, brand mentions and know what your competitors are doing

Start your free trial



ahrefs

- ▶ Jeden z nejlépe hodnocených
- ▶ Placené (i demo)
- ▶ Nutno se přihlásit
- ▶ Pro přihlášení kreditka!

- ▶ Akce:: 24 hr - free

Overview

- Backlink profile
 - Backlinks
 - New
 - Lost
 - Broken
 - Referring domains
 - New
 - Lost
 - Anchor
 - Top referring content
 - Referring IPs

- Organic search
 - Organic keywords
 - New
 - Movements
 - Top pages
 - Competing domains
 - Competing pages
 - Content gap

- Pages
 - Best by links
 - Best by links' growth
 - Best by shares
 - Top content
- Outgoing links
 - Linked domains
 - Anchor
 - Broken links

- Paid search
 - PPC keywords
 - Ads
 - Top landing pages

Jak na Excel (Word, PowerPoint, Access, ...) -

office.lasakovi.com

Facebook 318 | Google+ 507 | LinkedIn 11 | Pinterest 0

Ahrefs Rank 1,273,642	UR 33	DR 50	Backlinks 3.8K +6 Live 3.01K	Referring domains 297 Live 270	Organic keywords 8.8K -1	Organic traffic 20K -323	Paid keywords 0
---------------------------------	-----------------	-----------------	---	---	------------------------------------	------------------------------------	---------------------------

Backlink profile | Organic search | Paid search | Content overview

Ahrefs Rank

Today	1,273,642	↓ 733
avg 7 days	1,267,194	↑ 2,484
avg 1 month	1,263,735	↑ 57,804
avg 3 months	1,300,666	↑ 2,163

Past 3 months



Referring domains LIVE INDEX

All time | **One year** | Last 30 days



Referring pages LIVE INDEX 2,561

Fresh index | Live index

Crawled pages 1,259

Referring domains	297	100%
dofollow	192	65%
.gov	0	0%
.edu	6	2%
.com	60	20%
.net	12	4%
.org	4	1%

Referring pages	2,561
Referring IPs	300
Referring subnets	225

Backlinks	3,804	100%
Dofollow	2,986	78%
Nofollow	780	21%
Text		

Overview

Backlink profile ▾

Backlinks

New | Lost | Broken

Referring domains

New | Lost

Anchors

Top referring content

Referring IPs

Organic search ▾

Organic keywords

New | Movements

Top pages 🔥

Competing domains

Competing pages

Content gap 🔥

Pages ▾

Best by links

Best by links' growth

Best by shares

Top content

Outgoing links ▾

Linked domains

Anchors

Broken links

Paid search ▾

PPC keywords

Organic Keywords ⁱ

Position ▾ Volume ▾ Difficulty ▾ CPC ▾ Traffic ▾ Results ▾ Words ▾ Search in results 🔍

6,160 1,289 345 295 More ▾ 6,161 results

Keyword	Position ⁱ	Volume ⁱ	KD ⁱ	CPC ⁱ	Traffic [↓] ⁱ	URL ⁱ
strukturovaný životopis	5	9,100	4	0.03	906	office.lasakovi.com/word/templates-sablony/word-resume-templates-sablona-zivotopisu/ ▾
plánovací kalendář 2016	3	6,100	1	0.28	835	office.lasakovi.com/excel/sablony-templates/planovaci-kalendar-2016/ ▾
životopis	10 [↓] ³	21,000	8	0.02	766	office.lasakovi.com/word/templates-sablony/word-resume-templates-sablona-zivotopisu/ ▾
životopis vzor	9 [↓] ¹	22,000	9	0.03	606	office.lasakovi.com/word/templates-sablony/word-resume-templates-sablona-zivotopisu/ ▾
strukturovaný životopis vzor	4	3,700	7	0.02	600	office.lasakovi.com/word/templates-sablony/word-resume-templates-sablona-zivotopisu/ ▾
životopis šablona	5 [↓] ²	3,800	2	0.01	477	office.lasakovi.com/word/templates-sablony/word-resume-templates-sablona-zivotopisu/ ▾
plánovací kalendář 2016	6	6,100	1	0.28	444	office.lasakovi.com/excel/sablony-templates/planovaci-kalendar-2016/ ▾
plánovací kalendář 2015	4	2,100	0	0.15	252	office.lasakovi.com/excel/sablony-templates/planovaci-kalendar-2015/ ▾
životopis šablona	8 [↓] ¹	3,800	2	0.01	235	office.lasakovi.com/word/templates-sablony/word-resume-templates-sablona-zivotopisu/ ▾
kalendář 2016 excel	1	600	0	0.00	185	office.lasakovi.com/excel/sablony-templates/planovaci-kalendar-2016/ ▾



Overview

Backlink profile ▾

Backlinks

New | Lost | Broken

Referring domains

New | Lost

Anchors

Top referring content

Referring IPs

Organic search ▾

Organic keywords

New | Movements

Top pages 🔥

Competing domains

Competing pages

Content gap 🔥

Pages ▾

Best by links

Best by links' growth

Best by shares

Top content

Referring Domains ⁱ

Link type ▾

TLDs ▾

Search in results



Fresh index ⁱ | Live index ⁱ | 297 results

Referring domain	DR ↓ ⁱ	Ahrefs rank ⁱ	Backlinks ⁱ	/ dofollow ⁱ	First seen ⁱ
plus.google.com ▾	94	4	6 ▾	3	20 Mar '15
bit.ly ▾	85	39	1 ▾	0	9 Jul '16
sites.google.com ▾	83	65	2 ▾	1	9 Jun '16
slideshare.net ▾	80	125	1 ▾	0	17 Sep '16
toplist.cz ▾	78	221	33 ▾	29	21 Mar '15
cs.wikipedia.org ▾	75	552	2 ▾	0	19 Mar '15
webnode.cz ▾	74	672	4 ▾	0	5 May '16
reference.com ▾	72	1,408	1 ▾	1	19 Oct '16
ask.com ▾	71	1,697	23 ▾	2	4 Jan '16
estranky.cz ▾	71	1,705	1 ▾	1	18 Sep '16



The Best Pages by Shares ⁱ

Platforms ▾

Languages ▾

Search in results



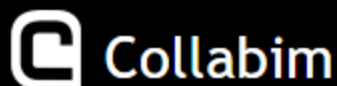
1,260 results

#	Page				
1	Excel - On-line kurz zdarma Školení konzultace office.lasakovi.com/excel/zaklady/on-line-kurz-zdarma/ ▾	21	361	62	179
2	Jak na Excel (Word, PowerPoint, Access, ...) - office.lasakovi.com/ ▾ <small>CS</small>	40	313	507	11
3	40. Netradičních grafů v (pro) Excel Školení konzultace office.lasakovi.com/excel/grafy/netradicni-grafy-v-ms-excelu/ ▾	17	122	18	38
4	20. Special charts (graphs) in Excel Školení konzultace office.lasakovi.com/excel/articles-in-english/special-graphs-charts-in-excel/ ▾ <small>EN</small>	4	16	89	16
5	POSUN - OFFSET - funkce Excel Školení konzultace office.lasakovi.com/excel/funkce/posun-offset-funkce-excel/ ▾	6	68	16	33



Colabim

► <http://www.collabim.cz/>



+420 739 686 259

Úvod

Představení

Reference

Tarify

Nápověda

O ná

Pomůžu vám se SEO

1. Sledujte pozice ve vyhledávačích.
2. Špehujte konkurenci.
3. Odhalte vhodné weby pro získání odkazů.
4. Reportujte jedním kliknutím.

Vyzkoušet zdarma

← Dashboard owner | My info | Website settings | Log out [Help](#)

ElectroShop

Overview Activities **Keywords** Tools Finance People & permissions

All Keywords (433) [+ Add new keywords](#)

Search keywords: filter by group: - all - [+ more filters](#)

Keyword	Google position	Yahoo position
★ sony playstation 3	2 (+56)	3 (-1)
★ nintendo 3ds	- (+0)	- (+0)
★ olympus mju	23 (-18)	4 (+1)
★ gps navicom	3 (+57)	1 (+59)
☆ nikon	1 (+0)	- (+0)
☆ minolta	5 (-1)	- (+0)

[Delete](#) or [Export](#) 433 keywords

Colabim

Spočítejte si, kolik času s Collabimem ušetříte

1. Kolik webů spravujete?

5 webů



2. Kolik času s Collabimem měsíčně ušetříte?

Úspora za měsíc

Zjištění pozic ve vyhledávačích:

2,5h ?

Vyhledávání vhodných webů pro získání odkazů:

5h ?

Reportování výsledků SEO klientům nebo nadřízeným:

5h ?

Analýza konkurence, nových klíčových slov a výdajů na SEO:

5h ?

Celkem měsíčně ušetříte až **17,5h** práce. Za Collabim zaplatíte **450Kč/měsíc**.

30 dnů zdarma pro všechny placené tarify

Doporučujeme

FREE

1 měřený web

Základní funkce:

- Měření klíčových slov
- Návrh klíčových slov
- Sekce Odkazy
- Jednorázové analýzy

0 Kč / měsíc

BASIC

až **5** měřených webů

Pokročilé funkce:

- Sledování konkurence
- Site Finder
- Analýza stránek
- Reporty

450 Kč / měsíc

STANDARD

až **15** měřených webů

Pokročilé funkce:

- Sledování konkurence
- Site Finder
- Analýza stránek
- Reporty

1200 Kč / měsíc

PLUS

až **40** měřených webů

Pokročilé funkce:

- Sledování konkurence
- Site Finder
- Analýza stránek
- Reporty

3000 Kč / měsíc



Colabim

► Pozice

Keyword	Google CZ	Seznam.cz
iphone 4	9 (-1)	1 (+0)
acer notebook	2 (+58)	3 (-1)
mini notebook	12 (-3)	4 (+1)
boxee tv	4 (-1)	3 (-1)

► Konkurence

Keyword	Mall.cz	Elektro123.cz
chladničky	2	44 (-42)
mrazák	1	44 (-43)
myčky nádobí	3	23 (-20)
pračky	2	6 (-4)

Roivenu

► <http://www.roivenu.cz/>

ROIVENU

FUNKCE

O NÁS

WEBINÁŘ

KONTAKT

CHCI DEMO

P

DEJTE SBOHEM POCITŮM.
ZISK VYCHÁZÍ Z ČÍSEL.

Nástroj na analýzu a řízení on-line marketingu značek a e-shopů

CHCI DEMO

Roivenuue

- ▶ Český web
- ▶ Lze získat demo zdarma

- ▶ Webináře zdarma

A/B testy

- ▶ Placené
- ▶ Nutno programovat
- ▶ Největší přínos
 - ▶ Mnohdy stačí malá změna
 - ▶ Barva tlačítka
 - ▶ Text tlačítka
 - ▶ Velikost tlačítka

Optimizely

▶ <https://www.optimizely.com>

MENU

Optimizely

Introducing Optimizely X: The Experimentation Platform

LEARN MORE

TRY IT FREE

Optimizely

- ▶ Pro velké weby
- ▶ 30 dnů free
- ▶ Rozsáhlé možnosti

VWO

▶ <https://vwo.com/>

FEATURES

PRICING

BLOG



Visual Website Optimizer

RESOURCES ▾

REQUEST DEMO

LOGIN

A/B Testing Software for Marketers

Use VWO to tweak, optimize & personalize your website with minimal IT help.

Plans start at \$49/month

[SIGN UP FOR A FREE ACCOUNT](#)


No credit card required

A/Bingo

- ▶ Zdarma
- ▶ <https://www.bingocardcreator.com/abingo>
- ▶ Nutno programovat

Google Optimize

- ▶ Beta – otevřená
- ▶ <https://optimize.google.com/>

 Google Optimize beta



Google Optimize is coming soon.

Google Optimize



Všechny účty > Můj účet

Můj kontejner ▾

EXPERIMENTY

AKTIVITA

Všechny experimenty ▾

VYTVOŘIT EXPERIMENT

Koncept

Název experimentu	Typ	Vytvořeno	Datum poslední úpravy ↓
Muj první	A/B	26. 11. 2017	26. 11. 2017

Informace o ko



Správa



Vytvoř



Propoj

Analyti

5 sekundový test

- ▶ <http://fivesecondtest.com/>
- ▶ What does this site do?
- ▶ What did you like most about the design?

- ▶ Kdo jsme?
- ▶ Co děláme?
- ▶ Proč by mě to mělo zajímat?

Pozor on-line



- [Home](#)
- [COMPANY](#) ▾
- [PRODUCTS](#) ▾
- [SERVICES](#) ▾
- [REFERENCES](#) ▾
- [MEDIA CENTRE](#) ▾
- [CONTACT](#)



Ověřování pravdivosti

- ▶ Santiago Swallow

- ▶ Prověřujte:

- ▶ Justice.cz
- ▶ Heueka
- ▶ Google
- ▶ ...

FB - Pixel

FB-P – Sledování konverzí

Přidat sledování konverzí

Můžete také přidat události a sledovat konkrétní akce. Zkopírujte kód pro událost, kterou chcete sledovat, a vložte ho za kód pixelu na webových stránkách, kde chcete akci sledovat. Nezapomeňte, že ve standardních kódech událostí se rozlišují malá a velká písmena. [Informace o sledování konverzí.](#)

Název	Popis	Kód události
ViewContent	Sledování zobrazení klíčové stránky (třeba produktová stránka, úvodní stránka, článek)	<code>fbq('track', 'ViewContent');</code>
Search	Sledování hledání na vašem webu (třeba vyhledávání produktů)	<code>fbq('track', 'Search');</code>
AddToCart	Sledování přidání položek do nákupního košíku (např. kliknutí na tlačítko Přidat do košíku na úvodní stránce)	<code>fbq('track', 'AddToCart');</code>
AddToWishlist	Sledování přidání položek na seznam přání (např. kliknutí na tlačítko Přidat na seznam přání na úvodní stránce)	<code>fbq('track', 'AddToWishlist');</code>

FB-P – Sledování konverzí

```
fbq('init', , '*****');
```

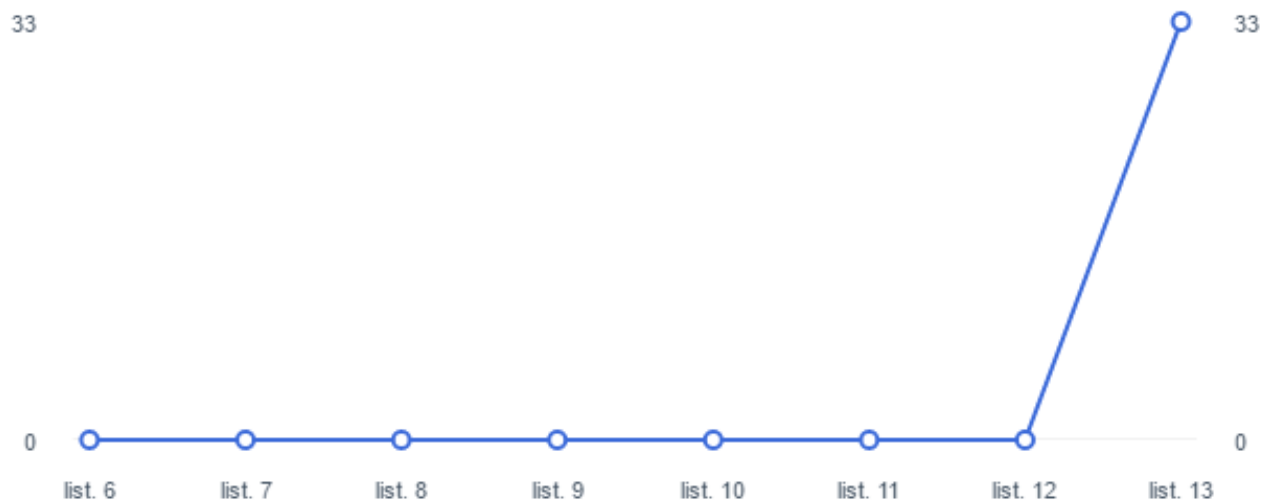
```
fbq('track', 'PageView');
```

```
fbq('track', 'ViewContent');
```

```
</script>
```


Facebook pixel

33 Pixel Fires



Události URL adresy Domény Zařízení

Adresy URL

http://office.lasakovi.com/excel/vba-listy-sheet/Worksheet_SelectionChange-udalost-listu/

<http://office.lasakovi.com/excel/zaklady/excel-navod/>

Tipy

- ▶ Vzdělávání zdarma
- ▶ „Měsíční“ vyzkoušení

Nápady

Místo pro podací nálepky

Odesílatel:

Místo pro výplatné

DOPORUČENÉ DO VLASTNÍCH RUKOU, ZMOCNĚNCI, ZÁKONNÉMU ZÁSTUPCI

Zásilka
uložena dne

Otisk denního razítka
a podpis vydávajícího pracovníka



Potvrzují převzetí této zásilky dne podpis

Odesílatel:

DODEJKA

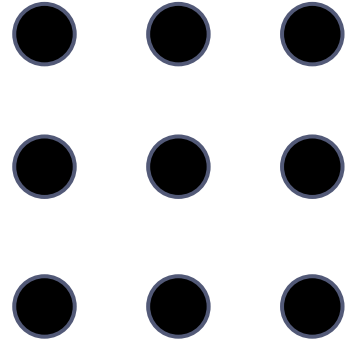
Adresát:

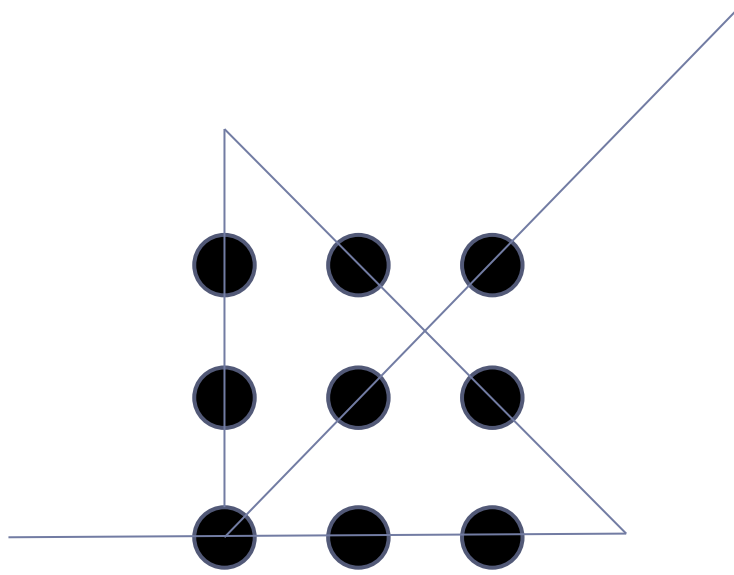
Amazon Dash Button



amazon dash
BUTTON

EXCLUSIVELY FOR AMAZON PRIME MEMBERS











Děkuji

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