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**Marketingová strategie pro Reklama P.O.K.Y. s.r.o.**

maturitní projekt

Vypracoval: Marek Tušic

Třída: 4.B

Studijní obor: Informační technologie 18-20-M/01

Vedoucí práce: Ing. Veronika Hořeňovská

Školní rok: 2021/2022

Pardubice 20. 3. 2022

# Zadání maturitního projektu z informatických předmětů

Jméno a příjmení: Marek Tušic

Školní rok: 2021/2022

Třída: 3.B

Obor: Informační technologie 18-20-M/01

Téma práce: Marketingová strategie pro Reklama P.O.K.Y. s.r.o.

Vedoucí práce: Ing, Veronika Hořeňovská

## Způsob zpracování, cíle práce, pokyny k obsahu a rozsahu práce:

Cílem maturitního projektu je společnost Reklama P.O.K.Y. s.r.o. Student provede analýzu konkurenčních firem a zhodnotí aktuální stav firmy. Nový návrh grafického portfolia. Pro firmu budou vytvořeny sociální sítě a určení cílové skupiny. Student vytvoří nové webové stránky a provede analýzu pro klíčová slova

## Stručný časový harmonogram (s daty a konkretizovanými úkoly):

**Září**

Založení sociálních sítí, nahrání obsahu.

**Říjen**

Analýza konkurence, zhodnocení aktuální stav firmy.

**Listopad**

Zhodnocení slabých a silných stránek společnosti.

**Prosinec**

Návrh grafického portfolia a určení cílové skupiny.

**Leden**

Návrh webu, určení klíčových slov.

**Únor**

Sepsání dokumentace k maturitnímu projektu.

**Březen**

Doladění nedostatků, odevzdání projektu.

**Prohlášení**

Prohlašuji, že jsem maturitní projekt vypracovala samostatně, výhradně s použitím uvedené literatury.

V Pardubicích dne 20. 3. 2022 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marek Tušic

**Poděkování**

Děkuji Ing. Veronice Hořeňovské za odborné vedení maturitní práce a pomoc při jejím zpracování. Děkuji společnosti P.O.K.Y. s.r.o. a Janu Pokornému, za možnost spolupráce.

**Anotace**

Cílem maturitního projektu, byla analýza konkurence společnosti POKY, zhodnocení aktuálního stavu společnosti, SEO a SWOT analýza. Založení instagramového profilu a nahrání příspěvků, návrh loga a vizitek v jednotném stylu. Určení cílové skupiny a návrh a následná realizace webu.

**Klíčová slova**

marketing, SWOT analýza, SEO, logo, webová stránka, analýza konkurence, sociální síť, vizitky

**Annotation**

The aim of the graduation project was to analyse the competition of POKY, evaluate the current state of the company, SEO and SWOT analysis. Creating an Instagram profile and uploading posts, designing a logo and business cards in a unified style. Identification of the target group and design and subsequent implementation of the website

**Keywords**

marketing, SWOT analysis, SEO, logo, website, competitor analysis, social network, business cards

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# Úvod

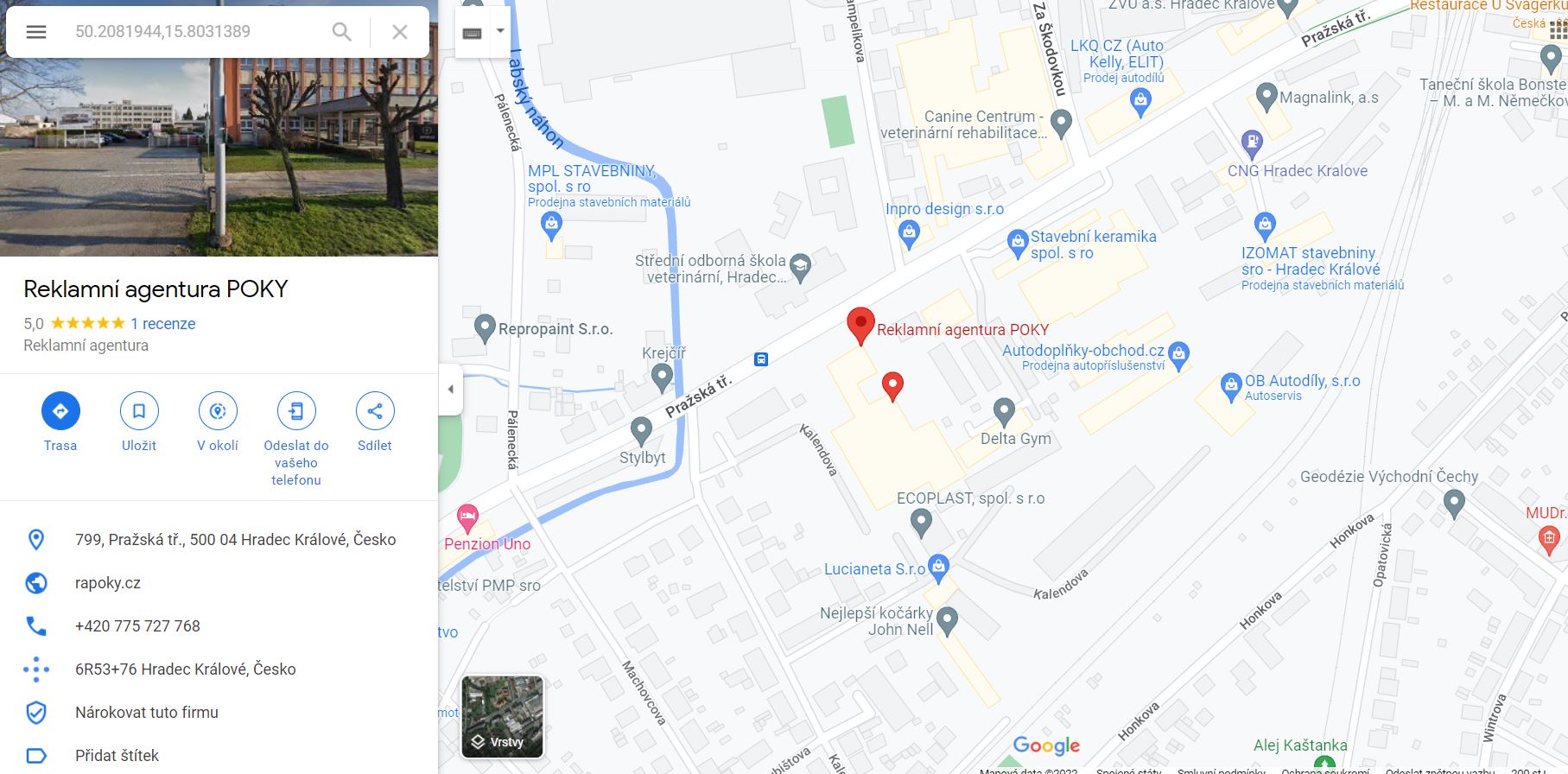
Pro svůj maturitní projekt jsem si vybral společnost POKY, s.r.o., která sídlí v Hradci Králové. Vybral jsem si tuto společnost z důvodu, že znám majitele této společnosti a perfektně se hodí pro můj maturitní projekt.

V teoretické části najdeme úvodní seznámení se společností POKY, s.r.o., zhodnocení jejího současného stavu a analýza webu. Další část teoretické části je analýza konkurenčních společností a jejich následná analýza. Následuje určení cílové skupiny pomocí marketingových person. Dále je popis použitých nástrojů, jak v teoretické části, tak následně v praktické části.

V praktické části bude založení Instagramového profilu a nahrání obsahu. Následně zde bude tvorba webu od wireframu přes návrh až po samotnou realizaci ve WordPressu. Další část v praktické části mého projektu bude tvorba loga a následná vizualizace loga na mockupech a tvorba vizitek.

# Analýza společnosti

## O společnosti

Společnost POKY, s.r.o. je reklamní agentura se sídlem v Hradci Králové. Tato společnost se zaměřuje na reklamní činnost. Její činnost pokrývá široké spektrum služeb, od polepů výloh obchodů přes polepy aut, až po reklamní tisk na textilie a realizace velikých bannerů či billboardů. Společnost byla založena roku 2021. Majitel společnosti již před založením společnosti, pracoval ve stejném odvětví několik let jako OSVČ (osoba samostatně výdělečně činná). Jejich hlavní specializací jsou polepy automobilů a výloh obchodů, ale mají i jiné zakázky. [1]

Obrázek 1- Poloha společnosti [1]

## Analýza

Společnost se především zabývá reklamní činností, zejména pak polepy automobilů a výloh obchodů. Tato společnost má širokou škálu cílové skupiny, mnoho zákazníků si nechá potisknout pouze pár vizitek či letáků, avšak největší část jejich cílové skupiny jsou stálí zákazníci. Jedná se o společnosti, se kterými společnost POKY dlouhodobě spolupracuje a dělá pro ně veškerou reklamní službu, kterou nabízí. Společnost má mnoho konkurentů, jako hlavní jsem určil společnosti Jirout, Eagle a Visuo. Společnost POKY se od nich liší hlavně tím, že mají stálé zákazníky a taky tím, že se specializují hlavně na polepy automobilů a výloh, ale nabízí i další služby.



Obrázek 2 - Logo společnosti POKY [2]

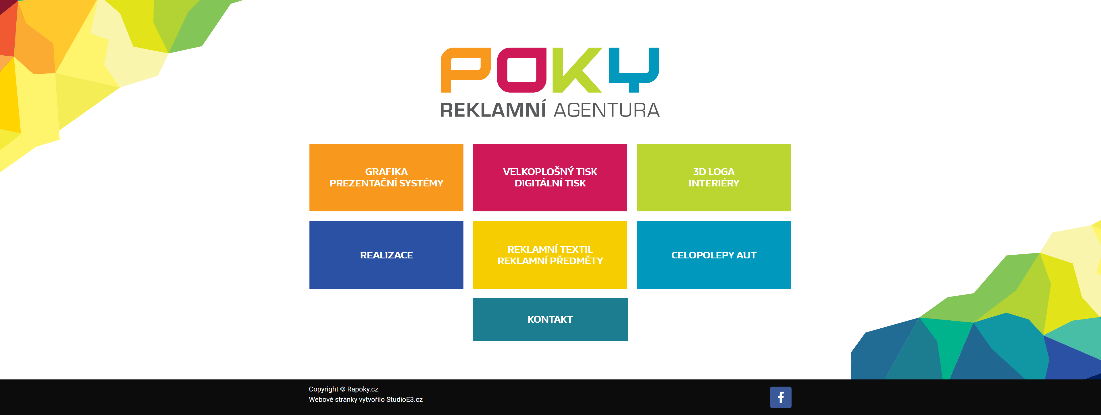
## SWOT analýza

SWOT analýza je zhodnocení společnosti. SWOT analýza se skládá ze 4 základních částí, které posuzují společnost vzhledem k sobě samé a také vzhledem k okolí. Výsledky SWOT analýzy je možné využít pro úpravu marketingové strategie nebo celkového směřování společnosti. [3]

Obrázek 3 – SWOT analýza [zdroj vlastní]

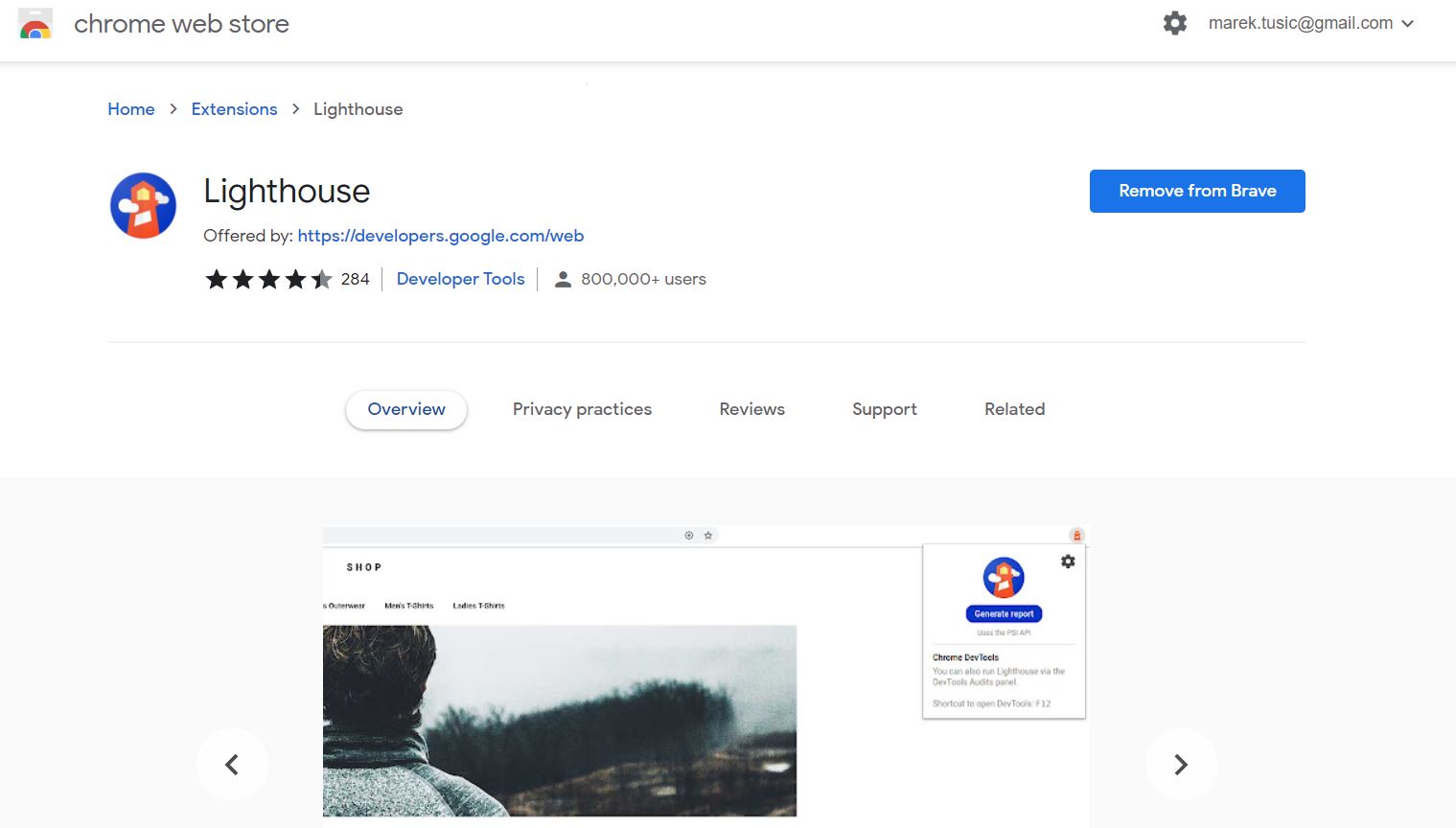
Ze SWOT analýzy pro mě vyplynulo, že společnost má již vybudované místo na trhu. Oproti ostatním společnostem mají výhodu v tom, že mají mnoho stálých zákazníků. Na druhou stranu mají mnoho nevýhod ve své vlastní reklamě a propagaci. Což se také řadí mezi jejich nejslabší stránky, a do budoucna by na tom měli zapracovat. Z toho vyplývají také jejich hrozby, kdyby měli lepší reklamu, mohli by mít mnohem více zákazníků. Mimo jiné v tomto odvětví je veliký nárust společností. Proto bych do budoucna zlepšil online komunikaci na sociálních sítích (Facebook, Instagram), pak bych dopsal texty a dodělal webové stránky. Dále bych v budoucnu spustil marketingovou kampaň cílenou na nabrání nových sledujících, popřípadě zákazníků.

## Webové stránky

Na první pohled, webové stránky vypadají jednoduše a přehledně. Vše vypadá vizuálně dobře, ale horší je to s obsahem stránky. Ve většině záložek není žádný smysluplný text, pouze výplňový text Lorem Ipsum. Obsah bude nutno doplnit, jestli chtějí tyto stránky používat i nadále. Jediné záložky, které mají obsah jsou Realizace a Kontakty. Na záložce Realizace najdeme fotky z již zrealizovaných projektů. Na záložce Kontakty najdeme jak telefonní číslo, tak i email a adresu s mapou sídla firmy. Dále se zde nachází kontaktní formulář.

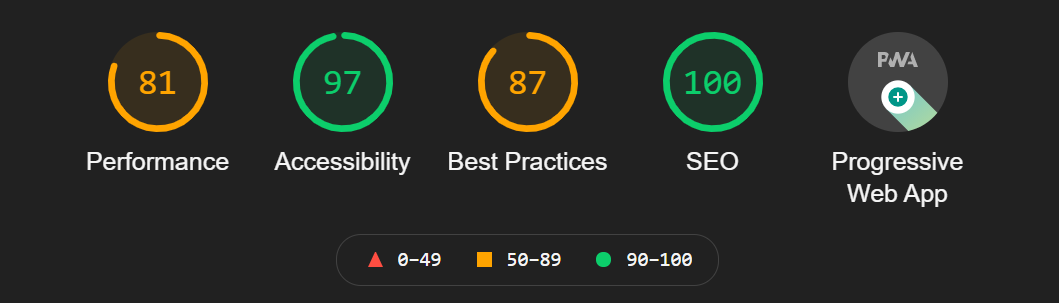
Obrázek 4 -Webové stránky [4]

V rámci zhodnocení současného stavu byla provedena online analýza webu pomocí rozšíření do prohlížeče Lighthouse. Tento nástroj slouží pro zjišťování optimalizace webu. Tento doplněk nabízí například zjištění funkčnosti celých webových stránek. Po spuštění, vám program vyhodnotí, co byste na svých stránkách měli změnit, popřípadě úplně odstranit. Program kontroluje čtyři hlavní věci. Performance, Accessibility, Best Practices a SEO. [5]



Obrázek 5 – Lighthouse [6]

Nástroj Lighthouse ukázal, že web na tom není tak špatně z hlediska optimalizace. První, co vyšlo, že performance je 81 což není nejlepší, ale úplně to stačí. Je to mimo jiné dáno např. nepoužitým CSS. Accesssibility je 97, jediné, kde je nedostatečný kontrastní poměr. Best Practices vyšlo 87, je to hlavně dáno tím, že tento web není chráněn protokolem HTTPS.

SEO vyšlo 100, což v praxi znamená, že tato stránka splňuje základní rady ohledně optimalizace pro vyhledávače. Což znamená, že se například URL adresa zobrazovala na předních místech vyhledávačů, čím zvyšuje počet návštěvníků. [7]

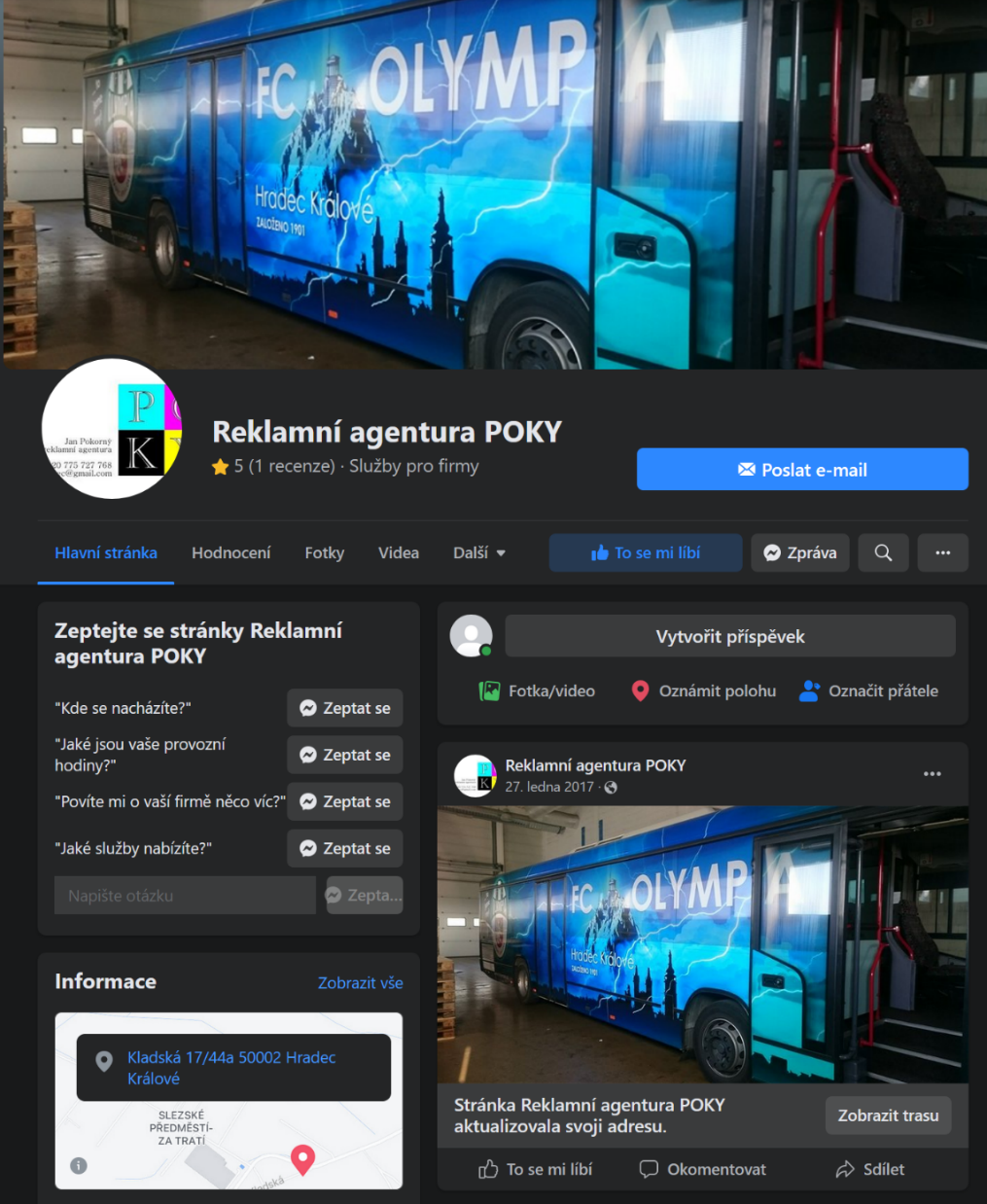
Obrázek 6 – Vyhodnocení webových stránek rapoky.cz [8]

## Sociální sítě

Společnost POKY má pouze jedinou sociální síť, a tou je Facebook. První příspěvek byl přidán v roce 2016. Jejich stránka sloužila především jako prezentace jejich práce. Aktivita na stránce jim nevydržela příliš dlouho, v roce 2016 bylo přidáno několik příspěvků ve stejný den, poté rok nic nepřidali a v roce 2017 byl přidán poslední příspěvek. Od té doby byl tento profil zcela nečinný.

Informace na stránce jsou vyplněny velmi dobře, od kontaktu až po to, jaké služby nabízí nebo kde se nachází.

Jediné, co bych vytkl, kromě toho, že Facebook přestali používat, je to že u příspěvků není žádný popisek. Tím pádem není jasné, o čem daný příspěvek je. Je to pouze několik příspěvků, kde je několik fotek a nic víc, a navíc většina příspěvků byla přidána najednou což není zrovna nejlepší pro oslovení dalších možných zákazníků.



Obrázek 7 – Facebook [9]

## Zhodnocení konkurence

Jako největší konkurenci společnosti POKY jsou považovány tyto 3 společnosti:

* Jirout,
* Eagle,
* Visuo.

Tyto společnosti byly určeny jako hlavní konkurence, zejména z důvodu, že sídlí ve stejném městě jako společnost POKY. Společnosti nabízí širokou škálu svých služeb, které se z většiny shodují se společností POKY. Společnosti však nejsou zcela totožné, tím pádem nenabízí všechny stejné služby.

![Obsah obrázku mapa

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDwRXhpZgAATU0AKgAAAAgABAE7AAIAAAANAAAISodpAAQAAAABAAAIWJydAAEAAAAYAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hcmVrIFR1xaFpYwAAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzM5AACSkgACAAAAAzM5AADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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JwRSbJlLqaOnuEv4t3RjtP48f1pzadIGI3LwcVkI5SRXHVTkV1MpDSFl6OAw/EZq4WlozailNNMzP7Pk/vLR/Z8n95a0KK05Im3sYGf/AGfJ/eWj+z5P7y1oUUckQ9jApRWTxyqxZcA54q7RRVJJbGkYqK0MbxHbS3b6TFbTGCf7aWjkH8LCJyM+oyOR6VkwXMd4002tQiCwbU3F7HN/q1YQKAH7bNwPJ46V2AJHQ0vmMD94/nTKOUEw0qyXWrVHeztrmaKBQCd1u+Au0f3fMAx2x04qS50eWws9Oit5RDcXmLO+cdXD5dmH+0Dvx/vGun3Puzk59aMOAThsdzQBj6xDMt3ocOlyQWzJcsqGWEyIqiF+NoZT096w7m0uLmaKC7tLDVp/7YmLRTqYoZD5B7ESY/X8K7ATKLjyAzeYU3kBTjbnHJ6VJubpk/SgDh3e6vNGsLDT7W5upbZZLt47d0X7NIHIjjbe65VSGGBn7vSlvrrSb/ULy6byRqMmnQPp68faNx8zhP4sg4zj05rtyXP3i3HrUN7NJFZvN5rJ5XzZwTn2wOTnpisqifLzJXaKjvZnJWKWbeMrt7240Rb4TpsiubdWumbylx5blwQM+invU2j/ANnYt8Y/tjy2+27P9Zuwd3ne2fu59sVs3Es0Tgxu4hm6L/cbuv8An3qNpZnTazsV9DWFLEKrG6MK96cuVkdFGCOooqjiCiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKAI55DFCXAyRUVtdGeQqygYGeKsEAjBGRVO1haG7ZW/u8H8a7KKpSozUl7y2Jd7l2iiiuMoKKKKACiiigAopcevFHFOw7dxMZqWCeS2k3Rt14I6hh6GouTVQ6xpC3xs5NYsEuVfY0LXCh1b0I9aa8hxvf3ToUs4LmISRRlGYZMeen0qpJYOCfLO/2PWr4+TG3jHTFSG4lP8ZH04rZxTR2OnFqzMxbNYVEl8xiXqIx99vw7fjTZbwtH5UCiGH+6vVvqe9aV00Js5Li4wFhQvKSM/KBnd+VZ4tI54I57WTMcqB0yOoIyP0qHFrYylTkl7pUopzRskhRhhhUD3drHaTXLXUTQW8fmyvG2/YuM5wOe1Z2Zz8rZLRSsu04/GkpCCiiigApE/wCPy1/67D+RpaW3XzNStkH8LGQ+wAI/mRXLjP4L+X5o6cIr1o/10Fum36pcn+7tT8hn/wBmqKWVYk3OfoPWhW8yaeTs8zEfQHA/lSvGkmN6hsdM1WB5VSi5bO7+9thi3etLy0+7QyGbc7N0yc1JaxefeQxf89HVfzNW5bFHYFDs9QBVjRrFhrtvn5kUlt2PQf419VHGUpQ9162OKMG5JGhqU7rqsjRMVKYAIPtUi3lveqEv12SdBMg/nVC4k8y4kk/vMT+tU1VrtIpZBNBtbcIt2CfTdj88Z+tfP31N+Z3Zp3Wny2y7xiSI9JE5FVada3t9YNMyuJ4iMpAEwT7ZJx/KratY6isZhYWV1KCVtpiAWPcD/wCtRa+wcql8JSoqc2NyJTH5Dlh6D+tSfYRH/wAfVxHF6qDub8hSsxcrKlFW/MsouEheY+sjbR+QpPtVt/z5J/321Fg5V3KtFWvtVt/z5J/321KLm3/58k/77aiyBRXcqHrRVvzLGT70MsX+4+7+dH2a2f8A1V4AfSRCv60WDlvsQNJmBIx/DkmorqB/7NaUkBXyo9T61bOm3B5i2Sj1jcGo9YYJH9nXlYE2/Vj1/WsMT/Am32f5G9GL9rFvuiCZm/tKaFnZxAAFLHJwwB61XnYLdQFjgc81anX/AIml43q6j/xwf41FNCsyYbr2PpU5XanD39ry+67S+5FY581Z27L8kSUVVs5eGidssp4+lWq7KtN05uLONO4VYtoEeN5p2KxRkAhRyxPYVXq2/wAmkxL/AM9JS35DFQi49yO4ummARFEcK/djXoP8TUFFFIltvcKjmXdHnuOako60CKNdJYOLqxgCOrSImxk3DIwTjj6VzijLAHjNXID9kYyK2Plwc9MUU20x0Z8krm4yshwwIPuKazKv3iB9TWfHqVyBkS7lPYgEGnG5tpv+Pi22n+9CcfoeK25zr9snsWWu4V/jz9BULago+4hP1OKZ5Vj977TJj+75fzfn0o82xj+5byS+8j4/QVPMyHUl3SHRXkks6rhQCavqjP8AdUn6CqlrdlpsRwQxADOVTJ/M1caWRvvOx9s1cbtGtNtq7dxTbyj/AJZt+VIYpB1Rh+FMpwkdejsPoas1OZ1m6vIvEE0StImnC3gN3JG5DRIWcEqO2eMkcgCq9xJN/wAJBcPD5yxjUIIkvPtTGONNiHaUzghuRnHVq67zGOcnO4YORnI9KXzDtI2pgkEjYP8ACgDmLbVrh/Ekt0yXQsbtntomZf3I2j5GU56sQ/5ipINQWfwfp5jvldytut28coaSNCQGJxyPQn610JYlQpxtHQY4H4U2NI4iTHFGm7721AM/X1oA55pTbLd3Nhcyzafp08UqnzS4ZCuJVyfvAA7u/NU7sy3B02e4uUiW/knuNtzdPDGEwuwZUg/dxx7muyaNPJzCirH0ZAOF/D0qJ0SRQJI0cDoHQED86AMvYoM1upVoWtzIpVywBXGGBPXr19hUKnKAnuKvXKBbolQB/okowBjGCtUE/wBWv0FePSXLiqsV5f5/qLFfwabfmOoooruPOCiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKAF4+tJmiincdwooopCHJ/rF+tYWmWmrX0OvWtumm/Yp9RuYy9xvZxnAPygYPtW2Dg0iKkYYRIse9zI+wY3MerH3NVGVjSnNRILYXVnrF7C+qzrYaPYwFY9inf+7fLN3P3QceoqjpGsamviC3gup5GtrzT5bpGupY25XZhgqDKr8xyDmtdW2SPIqqHkAWRscuBnAPrjJ/OoLWysrGYTWVhawSLuAdIhkbuo/HFac6N/bxM61v75bO5g1S9nkmutMnlCPseKTCDLRsuMDnoc9am0nWJ49FubnUZ2slsdNjaK2CBv3flgiY/wB45GMA8Y561p2Fpplq83l6fbQtcKVkZExvB6g+1aiWdk7RiW2iZUiMKEoDsQgAqPbgcVSaexrGSktDiv7Z1bT7nUBcCWcxaW17CtxLHI24HAI2AYXnoc1Jq1s1h4a1YLqi3KXWnTTvEyIC77R+8TaBxzznPbmumGiWGmh2sLC3t5VUrujTkqSCR9DgVmxWFhBHPHBYW0aXClZlWMYkB6g+3tUyaTM5yUWU01aZdN1O71CU2k1siolsqK3lKcBH5+8Wz1zgdO1R6Pd37a1qWnaiZGFvbwzx+fNHJIN7ODygGB8o4Na0iRTOzTQQyM0ZiJdAcp/d+lRW1lZ2WfsVnBbFlCExJglQc4z6ZNRzKxk6kWmTUUUVBgFS2LiCC7v3GQo2IPXH+LHH4VXmcpEzKMt0Uep7D86mvFEUdrYKciJRJIfU9vzOT+FeXjZuU40o7/q9F+r+R6WCioxlVlt/Tf6L5kECGOBEbkgc/WpKKK9GEFCKhHZHnyk5Scn1CrdhJ5Md3Mg3yx27MkYYAsfbP+eapk4Unk4Harcca2mkpLJbiG9vkVpQeWVR0Un/ADzmtY9xw3v2M5YBJJFcXCATqmMByyoT1x0+mcZqeiipICmsivjeobaQwyM4I6GnUUAXYVuLnT7vyrqZ51G9IpHyn+P4Zx0wKzI5/mjin2JO6ltisWGBjODgZ6j86u2dwbW6SUdAcMPUUmr2fkzs1usZYqXgZxkAkf5/Cq3Ro/ejchopsbM0as6bGIBZc52n0zTqkzCjtRSnrTGtriUUUYpCF6EYPNRTgugXqXdV+uWAqQnNIqmS8tUHeYE/QZP9K5sY/wBxNd1b79DpwyvXj6/kK7br26b1lI/IAf0oqOJ/MV5B0eR2H0LEipKMJ/Ai+6v9+osU71pev5aFS8iCjzkyrg9u9WI5FlTchyKf161SXFrdkYbY4wPrXqx/f0+R/FHb07HLsy7Vu++RLaL+7ECfqeaqopeRVHViAKsaiwbUJcdFO0fhxXJ0NF8LK1FFFIkfHC8ufLGcdeaU20w6xt+AzVjTz8z/AEFXq1jBNXOiFJSjc5swSr1jcfUVLMf9Fctwdvet+sG/t2mkZUIG1z171VOEY1I8zsjKpS9mtDOt90kqx+YyqfQ1q1Ts7co7NICGU4FXK6MdUjOpaOyMYrQazqhUMcbjgU6qt62wRN12vmrCOJEDL0Nc0qdqcZ9yr6l7Tx8zt6ACr1Zlvc+QCNm7J9asDUE7ow+lEZJKx105xUbNluiq4voT1LD6ini6hPSQfiKvmRrzxfUlopgmjPSRT+NPBB6UyrphRRRQMcjmNsj6Eeopt0ywReaoJQnA9j6Gq9xdiLKpy/8AKqtvdtHI3m/vI5OJFPcf41EpJaGM6qTshiyvNdSM5/5dpMD05WoE/wBWv0FW3tvJuHdDvhe1kKP68rx9aqJ/q1+gryqV/rVS/l+SLr3+r07+f5jqKKK7jgCiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAopjTRpMkTuqySAlFJ5bHXH504MGGVII9qAFooooAKKKKACiiigAooooAKKKKACrmnvK8vlrygGWJ6KPWq0UTzSBIlLMegFWbiRbeI2tu2f8Anq4/iPp9BVLTUuF17xpiaC4UAH5QMK/+NY1zbvbTFHGB1U9iKZFM8LZQ/UetXGvkdQsqeZGRyhOCp9QaptSRpKUakddGUKKt4sG6G4jPuAwo+zWrf6u9XPo8ZFRYy5WVKKt/2ex/1c9vJ/uyD+tNfT7qNSzQnaBkkEEfpRZhyS7EFsgm1CMN9yEea5Pt0/Xn8KiSQzySXLdZm3DPZeij8qdgppRPSW/fA9RH/wDqz/31SgYGBwK8jC/v68qz26fPb/yXX/t49LE/uaEaPV7/ANev5BRRSE4UkAkgdB3r1jyySyt1v9SSLziiWxE06r3XnCk+5Gceg96kvLk3V08p6E4UegqVFax0WNZY0ju7wB5wnbjpnv6VTqnpoXLRcoUUUVJAUUUUAecXnizVYPEVzbyX8kVpHdOh8uCNmVAxHGRyceprZv8AxHfwS2KT6lePBLAXito0gkdm3YCiVY9vPXocdOtczqGnarF4mu7qDS55lF3I677VnRxuPbGCDV21utfS+ikt/DJZYYnjht1tJtse7lmGG3bvfPFfV+xoOMWlHbyOKM5K6bf4mtYvqD+JNQjbV5Etlyu9Yo90kojJCfdxkYwTjsPapvBGtX+r/bv7Rn87yvL2fIq4zuz0A9BXP2V74o0u8aXTNOvbOJiSbSKOfyskYzgknPfk9a1/AtlqFsuptcwS28snllGuImAY/Nk4OM9a5sXSpRoTaUb6Wta++uxcZNyS16nar1oI9KhE5iESXCHzJOCY1LKD7nHH41KDXz/Q7dkkwx60E5pcf5zSYpE6hRCd5upUYDyLdsMegY//AKv1opsKeToxX+K6nP8A3yD/AIL+tefj2nS5Fu3/AF+NjuwKtUc3sl/X4XGwKUt41IwQgBH4VJRRXbCKhFRXQ4ZScpOT6hVa9ICxk9nFWaqah/qV/wB6uvCq9aKIlsaemhZL6Eg5UHdn6c/0qF2LyMx6sSTT9H+SymlP8MJA+pOKirKpHkk49mafZQUUUVmSW9PP75h/s1frOsDi4PuprRreGx2UfgCsq5GLl/rWrWXeDF0/4fypVNhV/hIaKKKxOQhuIPPQDdtwc9KWBSieWR93gH1qWitfaycPZvYVtbhSE7VJPYZpaQjcpB7is1a+oFVdQUsAyED1z0q0DkZHINRpbRIuNgb3YZNSgYGBwK3rSot/ulYSv1CjOOlFFc5Q4SyDo7D8aR72WPAZ2Cnq2elJUVzG0luypya0p2c0pbBzNLQUXETH/WKSfepKyzaTgZ2dPcU6C6eN/nYsp65OcV3zwMXG9GV7Ec3c2ILwwfupjm2fhx/dJ4z9PX/61QlGhkaGQYZP1HY0gIdcjlWH509AZ4xBn9/EMwsT99e6H/Pp7187Xc6FX2vR6P8Ar8vPTqelR5a9L2T3W39f1+A2ikVg6gj9e1LXcmpK6OBpp2YUUUUwCiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKAIpC4uYtsYZSGDP3X/wDXj+VIbO32SKsSxiU5cx/IWPrkYOaJx88Ded5QSTJGf9ZkEBfzIP4VNQBXktWaONIrqeAIMfKQxb6lgSaKsUUBcKKKKACiiigAooooAKsW9o0ymR2EUI+9I3T8PU1IkEVtGst2dzMMpCp6+5PaoLi5kuGBfAUfdReAv0FPbcqyW5LJdqkZhs1MaHhnP3n+v+FVaKKQm2wooooEFFFFAFe5iM8iQyQRy2zAmXzACOMYGP1/CnLYR3V1b26BkWMfN5blAsY7YBA56Y+tMiaPzJ7oTFkPyEdl2Eg4/HNWWD21iIz8t1e8v6xxjt+XH1Jrz8dWcY+yju/y7fN6fe+h34KleXtJbR/P/gb/APDjElkOoz3drcTIjKY4vmyFHcqDwMkfoKmN7qP2dU+0wzSA8yXNsr7h6YXb+dRqAqhVGABgClrroU3SpqN9evqc9WvKpNyWxMb1muQHsLVoMcsrMjA/QcU+yt7fU7pDPay2q20nm4WcMjgA4zxnGTnHtVatFv8AQtIC9Jbk5Psv+f51umTGTerKt5cG6unlPQnCj0FQUUVJk3d3CiiigAooooAKns5fIvYpOwbn6d6gooBOzuWdRi8nUJV7Ftw/Hmq1aGo/vra1uR1ZNrH3H+TVAU3uXJe8GaqyQW8EczBTGJj8/lsVJPrx0PuKs9qp38oCiPHJ5zW9Cn7WookSloRF7YxxoWucRnIImYE/U5yfxp4ntxcGfM24jGN52/8AfOcfpVOivZ/s+j5mXOywWtxavDGbk7zkEzOWz2w27I+laF3aotzawB5MWUIUYlYAk+vPPA7+tUdMh8/VIE7Bt5/Dn+eKuSStJ59xGu9nZmRc43AcL+gFfM46nFY9U4bRWv5/rE9Om+TCOT3k/wCv1IrXy3knmiklYM5Qh2JUFSQdoPTnPT0qzTIQ4hTzQofA37Rxnvj8afWpwhVS7cPJHEBltwJ4q3VeDEszTjoRtANdFBqDdR9PzJfY04vk0mYj+KRVP0GTVSrcHzaZdD+6yN+pFVKwZpLZBRRRSJLFkcXQ9wa0qyrVgtyhJAHqfpWoHU9GB+hransddF+6LWbfDFyfcCtKql3bPLIHTB4xjNOauiqqbjoUKKVkZDh1Kn3FJWBxBRRRQAUUUUAFFFFABRRRQAUUUUAFJtX+6PypaKd2gCkYE4KnaynKsOxpaKiUVOLjLZjjJxaktxZSJF+1oNuTtnQfwN/e+h/w96ShJDBL5gXcpG2RP76/40NGIXCK2+JxuhfP3l9PqK4KMnQqexns9n/X9X9Ud1aKrw9tDfr/AF/X4MKKKK9E4AooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigCC8Ma2+6WMyKro2B1BDDB/A81PUVz5xtZfsxUTbD5Zbpuxxn8aloAKKKKACiiigAooooAKltYftF1HF2Zufp3qKrdp+6tri4PUL5afU/wD1qa3HFXZFdzefdySDoT8v07VDRRSE3d3CiiigAoqrc2qS3MNxKI3WAMdrxBiOhyp6g5A/zinQxWkhN1BHExnUZlVRl19z3oAsUyZzHBI6oZGVSQi9WOOlRfYLP7P9n+yw+TnPl+WNufXFLLBAJEnNujzr8kR2jdz0AP41MpRhFylsioxcpKMd2SWUCySKJESKGAedOB93d1x+eSf/AK9Aka4me6kBDSfdB/hXsP6/jT508mGPTwdzN+9uWHc9h/nsKK8zCxdaq68/l6/8BaerkejipKjSVCPz/rz/ACsFFFFeqeYWLG3+1XiRn7vVvoKW/uftN4zL9wfKn0FWI/8AQtJaTpLc/Kvsvf8Az9KzqeyLekbBRRRSICiiigAooooAKKKKANCD9/os8fVoWDj6f5zWf2q9pDD7YYm+7MhU1WuIHtp2ik+8vpVdLmj+FP5EVZEzs8zFjnnFacys0LBDhiOKySMHB6162WxXvS6nPMKKB156VeSyidAyuxBr0a1eFGzmSlcdpgMVveXQ4ZUEUZ/2mP8A+zSzrG3k23mMhJDqq9WCEHH06fnT2eGy0q1EriNJXadnc4GBwuT26r+VJbrIyiW5EXm87TGM7VOOMnr0Hp9K+Lo1Pb1qmI/menpuvwsvkeriv3cYUuy/H/h7/eT0UUV1nAIzBFyxwPU0yGIQx7Ac/Wob6RRF5f8AEeatVvKMo0k/5v0/4di6luz+aC7T1i3fkRVSrenczyIOrxOo/KqlY9C38KCiiikSFFFFAChmXoxH0NPE8o6SN+dR0UXC7RKbmVhhmDD3UGoic9sUUUXG23uFFFFAgooooAKKKKACiiigAooooAKKKKACiiigApYtrD7LIdqO2YW/55v/AIH/AB9aSkZQ6lW6GufEUVWhbr0/r+u5vQrOlO/TqALZZXG10OGX0NLTiWuIjJ1uIFxIO8qev1H+PqKYCGUEHIPINRhqzqR5ZfEt/wCv618rF4miqcuaPwvYWiiius5QooooAKKKjnl8mLeEaQ7lXao55IH9aAJKKiCTmaQtMvlkYRVTDL7kknP5CmGxhe3ENwDcIDu/fHdk0AWKKiMA+0CYPICBgrvO0/h0pgF3HC/zRTyZ+QEGMY9Cef5UAWKKhL3G6ICFMMMyEyfc9hxz+lAilbzhNNlH4QIuwoPrnOfegCR5EjAMjqgJwCxxk+lMFzA1w0CzRmZBlow43KPUjr3FC20KrGCm/wAv7jSEuw/E5NS0ANR1kXdGwYeqnNOqBrK1eEwtbQmInJQoNpPrilNrEZY5NpDRjC4YgAfQcUATVFJcxR7NxZvMO1diFs/kD+dNFpF++3BpFm++kjl1+gBJAHPQVKkaRRhI1VEUYCqMAUAQyB7hprd4njiK7fNDgFs+ncfXj+tTooRFRRhVGAPalooAKKKKACiiigAooooAKt3X7mzt4O5Hmv8AU9P0qpVvUv8Aj9P+4v8A6CKfQpfCypRRRSJI/tEPnGESIZgu4xhhux64qIyXM9uGgQWzluk67sD1wrf1pYP+Pu5/3l/9BFWKYEXkL9p84vIW27Qu87R/wHpn3qRVCqFUAADAAHSlopAIzKilnOFAySangjFrbtqN2p3AfuYj1Gen4n9Kp3P3Y/8Arqn/AKEK0Nc/1dr/ANdx/I14+Nqyc3Dorfe3a/y3PXwNOKh7Trr+Cv8AiUo1YbnlO6WQ7nPqf88U+iivVpwjTgoR2R5U5ynJyluwqa1gNzdJEv8AEeT6DvUNaOi/8fj/APXI/wAxWi3CKvJIh1K4E10Vj/1cQ2IB7VUoopCbu7hRRRQIKKKKAJYIDOxAYAgZ5qwNP9ZPyFRWP/Hz+BrSrWEU1qdNKEZRuyoNPTu7H6U8WMI6hj9TViir5Ubezh2IDbQhlCoPU89qdq0fmQQ3I642N/Snf8vH/Af60+7/AOQNJ/10H9KUkrEziuRmLUBs4WYkg8+9T0VnCpOHwuxw2K/2KH0P51IY/kSCP5d5CA+me9SUsX/H5bf9dR/I1hjK1SVGXNJm+GinWivMdd7f7QdEGFiRYwPTjP8AUVXMA+0iYPICF2lQ52kfTp+NTz/8hC6/66D/ANAWm1jhElSVu7/NmmLbdZ/L8it9okt7cvfKow2Mwqzgj1Ixkfrj1qzRWdB/yMV3/wBcI/5mus5RdQ/1y/7tWraRpYAz9elVdQ/1y/7tWLL/AI9h9TXp1kvqcGQviLcUrQzJIn3lORVqdFj1BHQfupsMv0PaqVXpv+POw/4F/wChV5qNo7BNYg8w8f7JqkylThgQfQ1s1R1D76fQ1c4pK6NqtNJcyKdFFFZHMFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFACZeORZYuJEOR7+x9jTpAi7Zof9RMen/PN+6n/P9KShP+QVf/8AXZf/AGWvMxn7marR3/4F/wBLfd2PRwn76EqMtt/TX/g/1cKKKK9M84KKKKACoX8xrqPZKqogJkTu2eF/Dr+VTVSi/wCQ7df9e0P/AKFLQBdooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKAP/Z)

Obrázek 8 - Sídla společností [10]

### Reklamní agentura Jirout

Jako každá reklamní agentura, tak i tato nabízí tvorbu loga a celého grafického portfolia. Mimo jiné nabízejí tvorbu webových stránek, což mají výhodu oproti společnosti POKY, která tyto služby nenabízí. Dále se už sortiment jejich služeb mnoho neliší. Nabízí polepy a celopolepy automobilů či jiných dopravních prostředků. Nabízejí také výrobu reklamních předmětů s vaším logem či grafikou. Také nabízí potisky textilu, nebo tiskovin jako jsou vizitky či letáky. Jejich další službou je venkovní reklama, což jsou billboardy polepy výloh a další podobné služby. Poslední službou je interiérová reklama, mezi kterou patří například stojany, interiérové tapety nebo 3D loga na zeď.

#### Webové stránky Jirout

Obrázek 9 - Webové stránky Jirout [11]

Už od pohledu na webové stránky je poznat, že se jedná o větší společnost. Stránky vypadají profesionálně a web je zcela responzivní. Jelikož jednou z jejich služeb je tvorba webových stránek tak se předpokládá, že budou vědět co dělají, a to podle mě taky vědí. Jinak Webové stránky jsou vzhledově velmi příjemné a nejsou nijak přeplácané, mají to udělané v jednom stylu a barvy mají taky výborně vybrané. Vše je přehledně srovnané, takže jsou jednoduché na používání. Dále je na webu kontaktní formulář kde si můžete domluvit konzultaci.

Obrázek 10 - Lighthouse na webu společnosti Jirout [12]

Pomocí Lighthouse bylo zjištěno, že Performance omezuje nejvíce nepoužívaný JavaScript, staré formáty obrázků a pak prostředky blokující vykreslování. U Accessibility je pouze jediný problém a tím je špatný kontrast pozadí a popředí. U Best Practices nejvíce bodů ubírá za problémy se zabezpečením u JavaScriptu. U SEO byl hlavní problém s tím, že se odkazy nedají procházet a že tlačítka nemají správnou velikost.

#### Sociální sítě

Společnost Jirout používá dvě sociální sítě: Facebook a LinkedIn. Jejich hlavní a nejpoužívanější sociální sítí je Facebook, kde mají největší počet sledujících a přidávají nejvíce příspěvků. Příspěvky nepřidávají nijak pravidelně. Přidávají různé příspěvky, například otevírací dobu mezi svátky nebo jako prezentaci a nabídku služeb, které nabízejí.

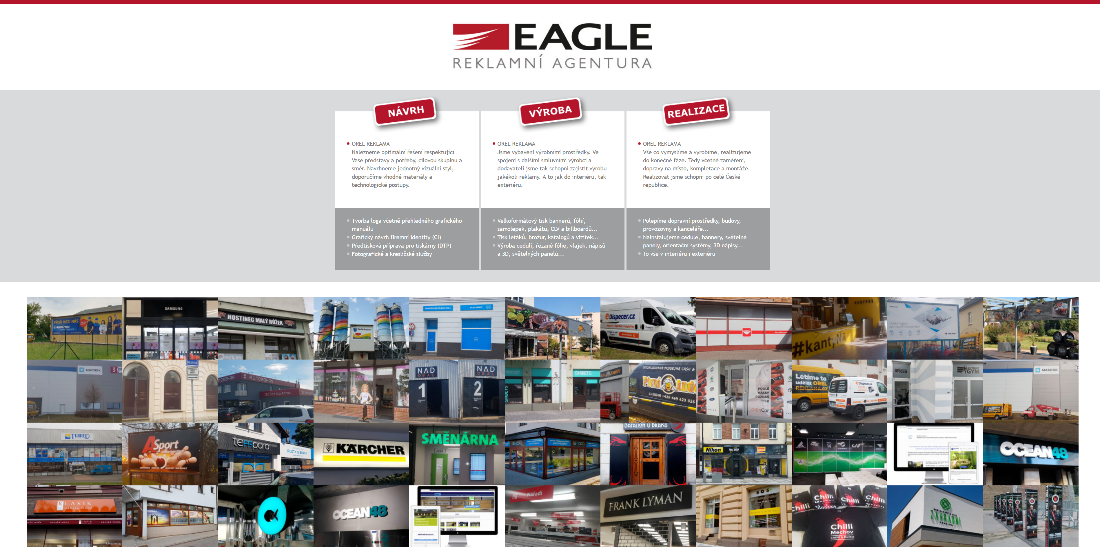
Obrázek 11 - Facebook společnosti Jirout [13]



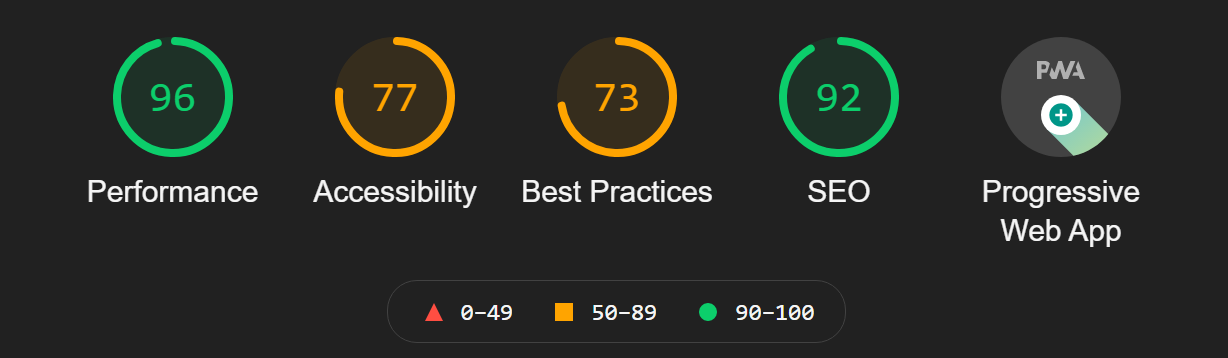
### Reklamní agentura Eagle

Na webových stránkách uvádějí že jsou schopní navrhnout logo a kompletně celý vizuální styl firmy. Dále jsou schopni potisknout skoro vše, na co si vzpomenete. Dělají také polepy aut, kanceláře a jsou schopni polepit i budovu. Webové stránky mají velice jednoduché, takzvané onepage (jednostránkový web, má vše na jedné stránce bez dalších podstránek [14]). Stránky na mě působí tak, že jestli tato firma nabízí grafickou práci, tak by mě nepřesvědčili si od nich objednat logo nebo jinou grafickou práci.

#### Webové stránky společnosti Eagle



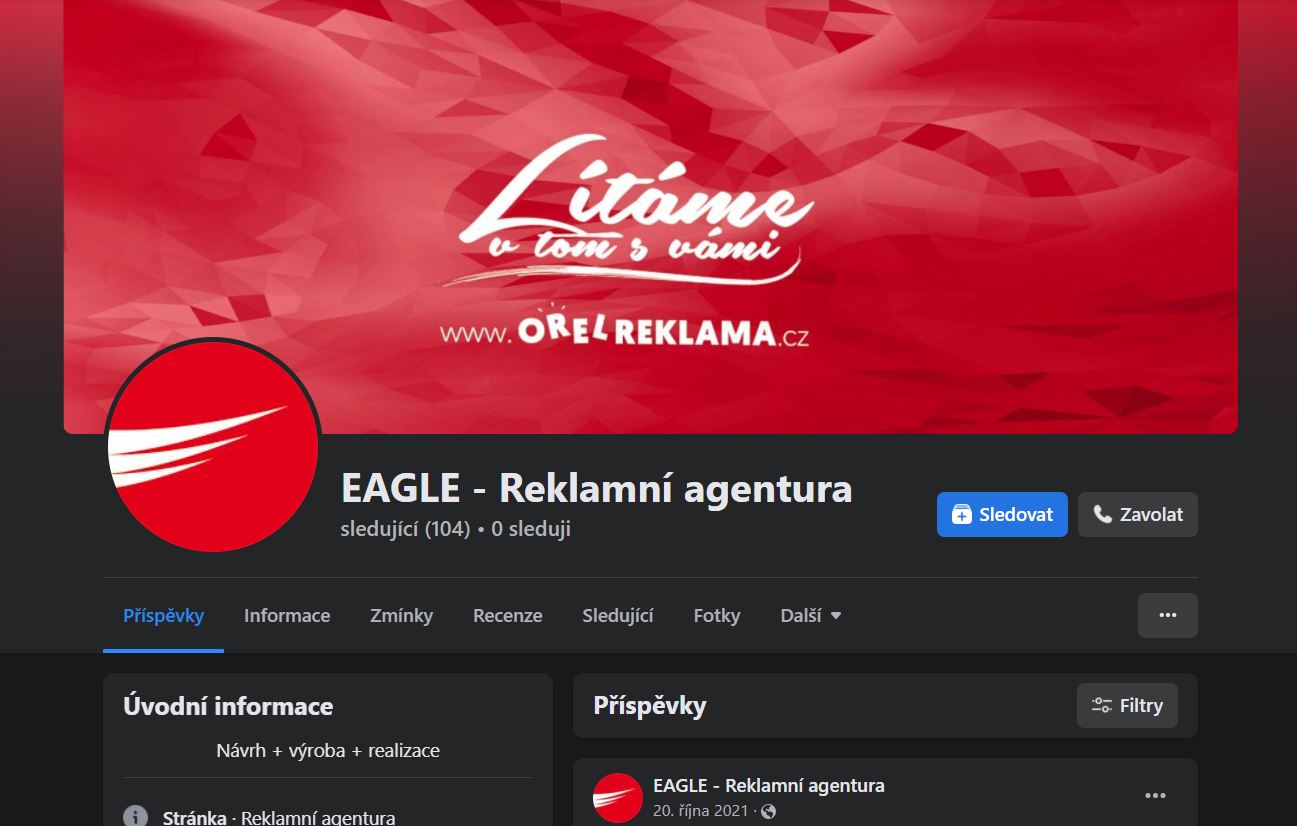
Obrázek 12 - Webové stránky společnosti Eagle [15]

Webové stránky firmy Eagle už na tom nejsou tak dobře, jako u předchozí firmy. Podle mě tyto stránky slouží spíše jako grafické portfolio, protože se zde nenachází žádný objednací formulář. Vzhled mi připadá poněkud zastaralý, ale je jednoduchý a přehledný. Mají ve stručnosti napsané, co nabízí a pak, kde je můžete kontaktovat.

Obrázek 13 – Lighthouse na webu společnosti Eagle [16]

U Performance vyšlo skóre nad 95 %, což je výborný výsledek, jeden z mála problémů zde jsou zastaralé formáty obrázků a prostředky blokující vykreslování. Accessibility má největší problém s tím, že odkazy nemají rozeznatelný název. V Best Practices je hlavní problém že web nepoužívá HTTPS, a že cross-origin odkazy nejsou bezpečné, další problémy už nejsou tak zásadní. V SEO to ukazuje pouze jediný problém, a to ten, že odkazy nelze procházet.

#### Sociální sítě společnosti Eagle

Společnost Eagle používá pouze jedinou sociální síť a tou je Facebook. Příspěvky přidávají velmi zřídka, poslední příspěvek je z 20.října 2021. Jejich facebooková stránka slouží jako prezentace jejich práce. Jiné sociální sítě nemají.

Obrázek 14 - Facebook společnosti Eagle [17]

### Reklamní agentura Visuo

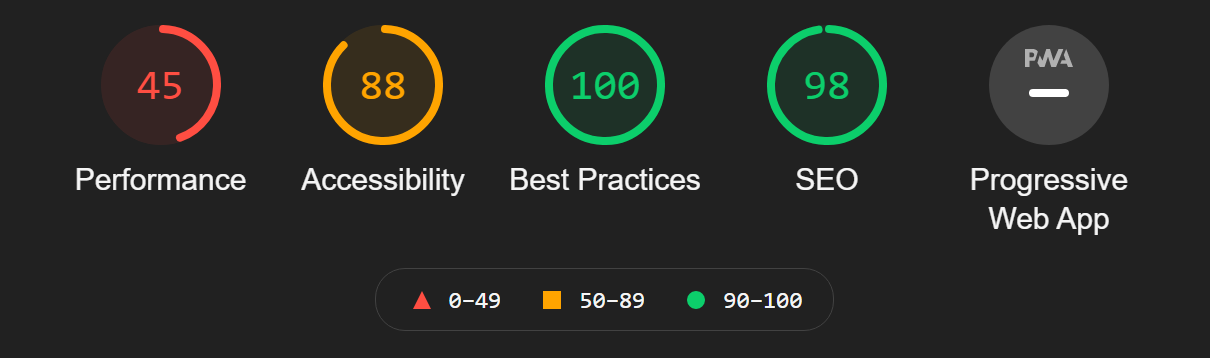
Tato firma nabízí od tiskovin přes webdesign až po online marketing. Webové stránky si podle všechno psali samy. Z vizuální stránky se mně osobně nelíbí. Vzhled je poněkud zastaralý, ale některé věci, jako jsou například přechody mezi stránkami mají udělané hezky. Nebo další animace, například u obrázků nebo u textu také nevypadají špatně, ale myslím si, že to je zbytečně překombinované.

#### Webové stránky Visuo

Webové stránky této firmy se mi z těchto tří líbí asi nejméně, jsou na mě poněkud hodně „žluté“. Barvy spolu moc neladí, a chtělo to zvolit jinou paletu barev. Jinak co se týče přehlednosti tak jsou stránky v pořádku. Mají zde uvedeno, co všechno nabízejí, a dokonce je k dispozici i formulář. Mimo jiné se, můžete podívat na jejich dosavadní práce.



Obrázek 15 - Webové stránky společnosti Visuo [18]

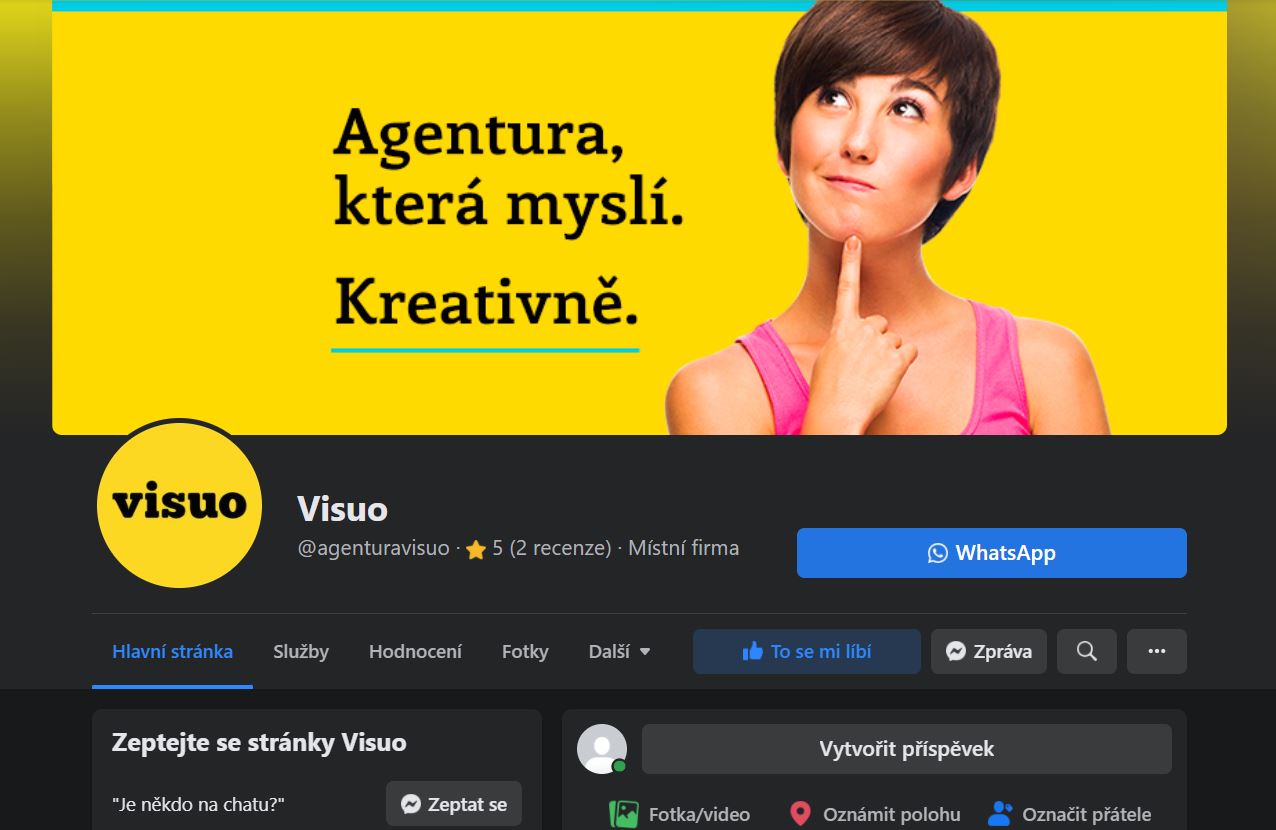


Obrázek 16 - Lighthouse na webu společnosti Visuo [19]

V Performance vyšlo pouze 45 %, což je hlavně způsobeno tím, že jsou zastaralé formáty obrázků. Dále je to způsobeno počáteční odezvou serveru a nepoužívaným JavaScriptem. U Accessibility je problém ten že tlačítka nemají přístupný název. Best Practices vyšlo krásných 100 % tak k tomu není co dodat. U SEO je jediný problém, a to ten že cíle klepnutí nemají vhodnou velikost.

#### Sociální sítě

Společnost Visuo vyžívá Facebook a Twitter. Na facebookové stránce byli naposledy aktivní v roce 2017, do té doby přidávali příspěvky poměrně často. Příspěvky sloužily jako prezentace jejich práce, kde prezentovali, co nabízejí a jak vypadají výsledky již odvedené práce.

Twitterový účet nepoužívají, byl zde vložen pouze jeden příspěvek, který je pouze odkaz na jejich webové stránky, navíc je psaný v angličtině což podle mě není vhodné, jelikož celé jejich stránky a nabízené věci jsou jen v češtině a na území České republiky.

Obrázek 17 - Facebooková stránka společnosti Visuo [20]



Obrázek 18 - Twitter společnosti Visuo [21]

## Marketingové persony

Jedná se o smyšlený, nebo částečně smyšlený a zobecnělý profil osoby, která reprezentuje vybranou skupinu vašich ideálních zákazníků [22]

Byly vytvořeny dvě marketingové persony, kvůli určení cílové skupiny. Jedna cílová skupina byla určena jako majitel malé firmy, která otevírá novou kamennou prodejnu a potřebuje reklamní agenturu, která je schopná polepit jeho nově vzniklou výlohu. Pro jeho potřebu, je důležité, aby byla z Hradce Králové.

Druhá cílová skupina byla určena na ředitele větší firmy, která nakoupila nová firemní vozidla pro své zaměstnance. Tato společnost, ve které pracuje daná persona sídlí v Hradci Králové. Nová firemní vozidla potřebují firemní polep, proto hledají reklamní agenturu, která sídlí v Hradci Králové a specializuje se na tento typ práce.

### Marketingová persona číslo 1 - Karel Novák

Obsah obrázku muž, osoba, zeď, hledání

Popis byl vytvořen automatickyPohlaví: muž

Věk: 35

Dosažené vzdělání: bakalářské

Zaměstnání: živnostník

Rodinný stav: ženatý

Bydliště: Hradec Králové

Karel Novák je vlastník obchodu s oblečením, žije v rodinném domku se svojí manželkou Jarmilou a šestiletým synem Martinem. Karel shání reklamní agenturu, která by mu polepila výlohu nově vzniklé pobočky svého obchodu. Ochod se zaměřuje na prodej oblečení, batohů a dalších věcí spojených s tímto odvětvím. Karel se narodil a celý život žije v Hradci Králové. Jelikož je Karel z Hradce Králové, hledá nějakou místí společnost, která je jak kvalitní, tak i cenově dostupná, protože jako začínající podnikatel nemá takový rozpočet. Kromě polepu výlohy, Karel potřebuje vytisknout vizitky a další reklamní předměty, mezi které patří například letáky.

### Marketingová persona číslo 2 - Jan Novotný

Obsah obrázku osoba, muž, strom, exteriér

Popis byl vytvořen automatickyPohlaví: muž

Věk: 42

Dosažené vzdělání: inženýr

Zaměstnání: ředitel společnosti

Rodinný stav: ženatý

Bydliště: Hradec Králové

Jan Novotný je ředitel jedné nejmenované větší společnosti. Žije se svojí manželkou Ludmilou a dvěma dětmi, Luboš (15) a Vojta (13) v rodinném domě v Hradci Králové. Jan je ředitelem velkého obchodu s elektronikou v Hradci Králové. Jan hledá řešení protože, společnost, ve které je ředitelem, nakoupila nová firemní vozidla. Proto hledá reklamní agenturu, která je schopná polepit všech 15 vozidel firemním polepem a do budoucna jim vytisknout či potisknout reklamní produkty. Společnost musí splňovat několik kritérií, musí sídlit V Hradci Králové, dále se musí specializovat na polepy automobilů či jiných věcí, dále by potřeboval, aby měli vybavení na tištění vizitek či jiných reklamních produktů. Jan by chtěl s touto společností spolupracovat i do budoucna.

## Shrnutí výstupů teoretické analýzy pro vlastní řešení

Po analýze společnosti a konkurence, mám pár tipů, co a jak udělat lépe. Mezi jeden z nich patří určitě propagace a prezentace společnosti, takže hlavně z tohohle důvodu byl založen Instagramový profil. Facebook by měl být celý předělaný a začít se znovu používat. Domnívám se, že by se měl doplnit text na webové stránky, a i nadále je udržovat jednoduché a přehledné.

## Použité nástroje

### Figma

Figma byla využita na tvorbu wireframu a návrhu nového webu. Figma je cloud-based kolaborační design nástroj. Slouží k návrhu webových stránek. [23]

### Adobe Illustrator

Illustrator byl použit pro tvorbu vektorové grafiky. V Illustratoru byly vytvořeny vizitky a nové logo společnosti. Adobe Illustrator je editor vektorové grafiky. [24]

### Adobe InDesign

Program InDesign byl použit pro tvorbu logo manuálu. Adobe InDesign je špičkový software pro návrh stránek a rozvržení pro tisk a digitální média. [25]

### WordPress

WordPress byl využit pro tvorbu webových stránek. Webové stránky byly tvořeny podle předem vytvořeného návrhu. WordPress je open source software, který můžete použít k vytváření krásných webových stránek, blogů nebo jiných aplikací. [26]

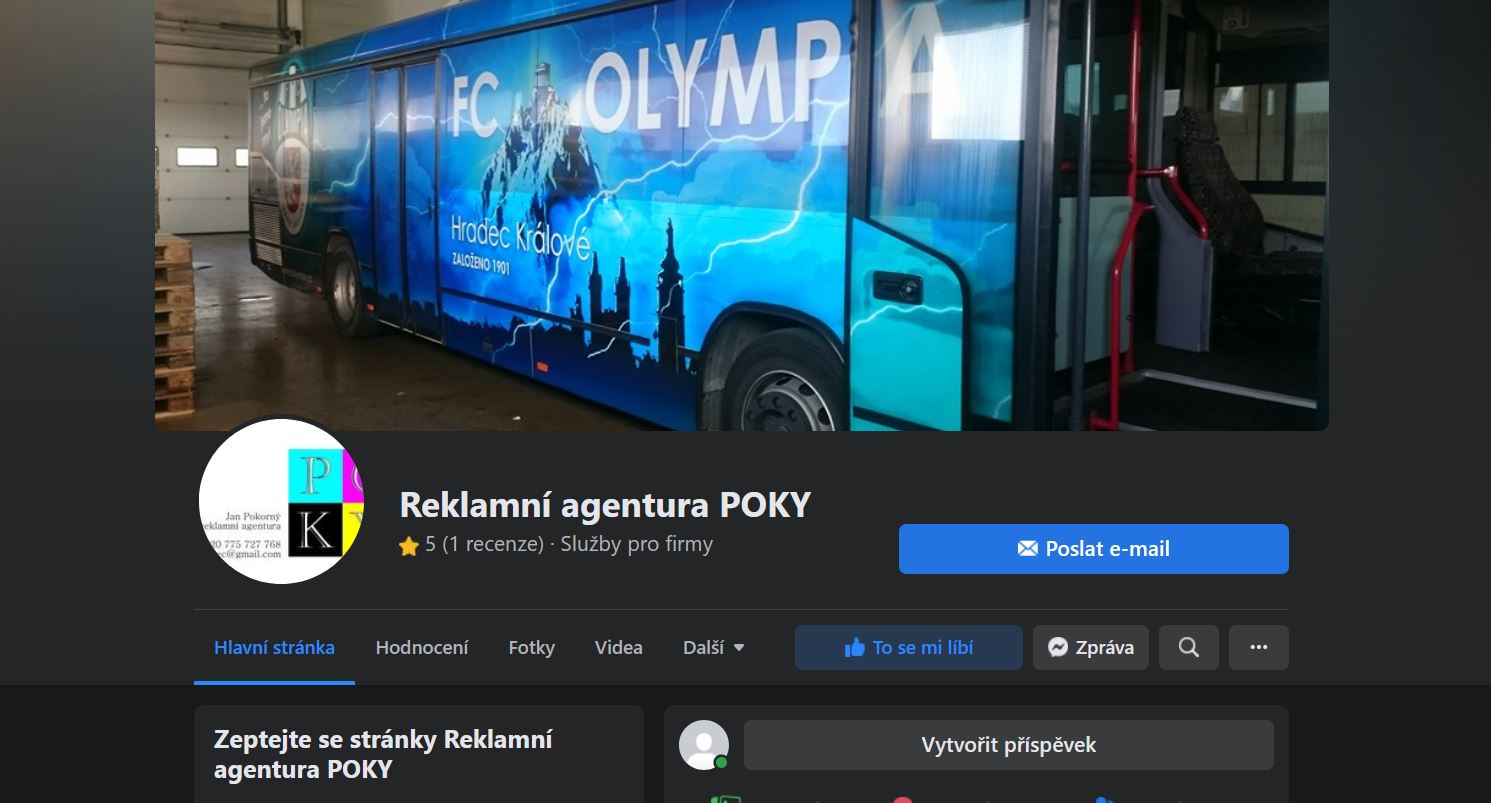
### Lighthouse

Lighthouse byl použit pro analýzu webových stránek. Byl využit na analýzu jak webu konkurence, tak webových stránek společnosti POKY. Lighthouse je open-source, nástroj pro analýzu a zlepšení kvality webových stránek. Je možné ho spustit na jakékoli webové stránce. Analyzuje výkon, dostupnost a progresivní webové aplikace, SEO a další. [27]

# Praktická část

## Sociální sítě

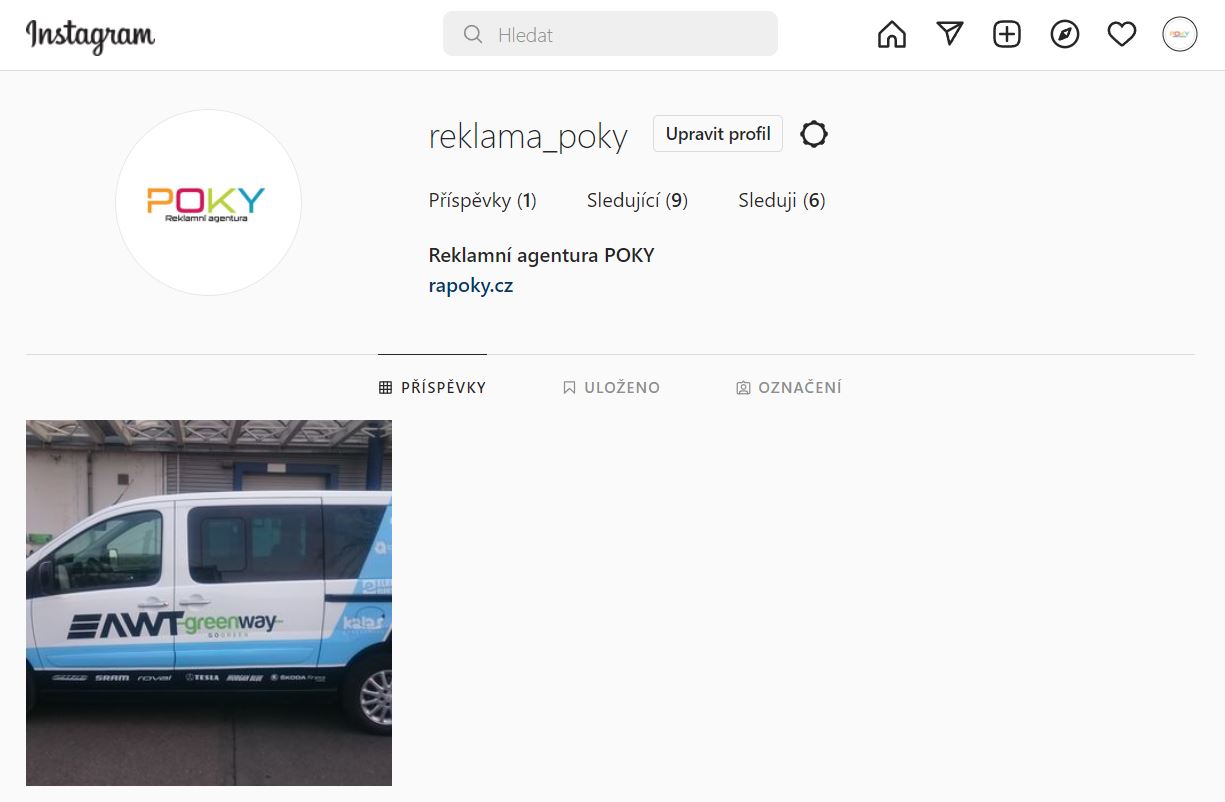
### Facebook

Facebookovou stránku firma měla již v minulosti, ovšem stránka byla zastaralá a dlouho nepoužívaná. Myslím si, že pro tuto společnost byl Facebook před pár lety nejlepší sociální síť. Hlavně z důvodu, jaká věková skupina se nachází na Facebooku, například oproti Instagramu, kde je tato skupina výrazně mladší, a tím pádem nevhodná. Bohužel ji přestali již v minulosti používat. Nyní je Facebook výrazně zastíněn Instagramem a většina lidí (i starších) se přesunula tam. Proto zastávám názor, že v této době je pro společnost nejlepší propagace na platformě Instagram.

Obrázek 19 - Facebooková stránka společnosti POKY [28]

### Instagram

Instagram jsem zakládal zcela nový. Založil jsem firemní profil a vyplnil kontaktní údaje, aby pro nové zákazníky nebyl problém si najít, kde sídlí tato společnost, popřípadě telefonní číslo. Ohledně příspěvků, které budu přidávat, budou to obyčejné příspěvky s již odvedenou prací jako prezentace toho, co společnost POKY nabízí. Jelikož jsem se nedohodl s vedením společnosti na žádné placené propagaci nebudu na tomto profilu spouštět žádnou marketingovou kampaň, a tím pádem budu spoléhat na doporučování příspěvků od samotného Instagramu.



Obrázek 20 - Instagramový profil společnosti POKY [29]

### Ostatní

Ostatní sociální sítě jako například Twitter nebo LinkedIn, které používají

konkurenční společnosti, byly prokonzultovány s vedením společnosti a dohodli jsme se, že nejsou potřebné. Proto jsem zvolil, že budeme aktivní hlavně na Instagramu, který má dle mého názoru největší potenciál.

### Příspěvky pro Instagram

Na Instagram budou přidávány fotky již odvedené práce. Do popisku bude napsaný stručný popis práce, popřípadě pro koho byla tato práce odvedena. Příspěvky budou přidávány pravidelně ale ne často.

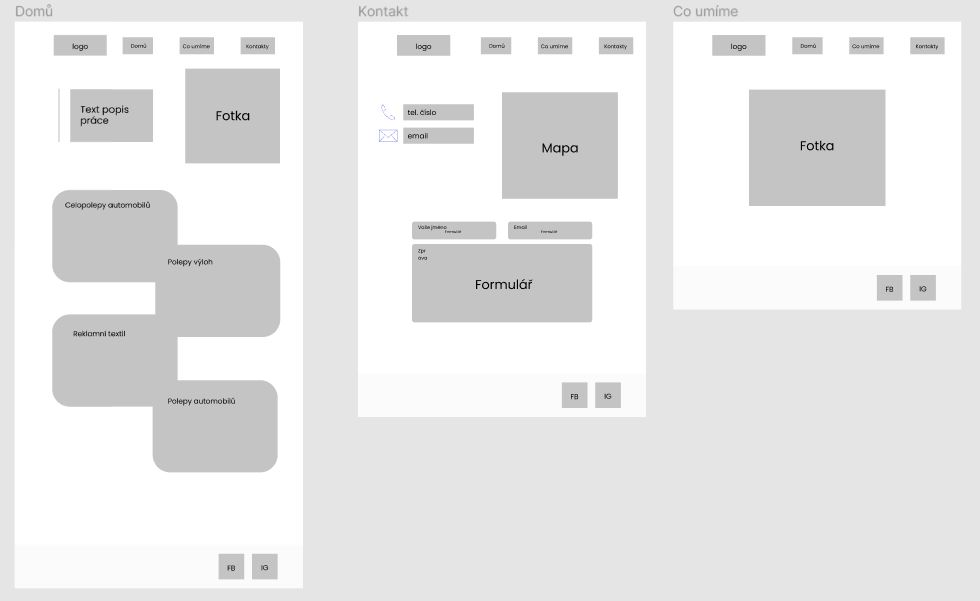
![Obsah obrázku text

Popis byl vytvořen automaticky](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAeAB4AAD/4RDwRXhpZgAATU0AKgAAAAgABAE7AAIAAAANAAAISodpAAQAAAABAAAIWJydAAEAAAAYAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1hcmVrIFR1xaFpYwAAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzMwAACSkgACAAAAAzMwAADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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RRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAV0Xw9/5Kd4X/AOwxaf8Ao5K52ui+Hv8AyU7wv/2GLT/0clAH6A0UUUAU9UvJLK1DwRPI7uEBWJpAmf4iq8kD29unWm6QkKWR8gzsWkZpHnhaJncnJOGA9fSr1FAHIWEFxtt0CXkskaTq8c9sUSEEHlG2jJJwOrcE1PDZ3drawi5FxdCXTzFETH81u+3lCFA4OByRnIxnmuoooA521v5bHQyY/wC0bu4WNEWKaxdRG2McbYwSB369Peo7gRnS4EtPt4eO7SWecWUgkJOcuFZDn8jjiumooAwJLMandWqu13JH9nlX7RNCYnV9yFTjauCMZHA6VPoYvDd6g9/C0cpkRS23CyYQDcvsf06VsUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFAH5uUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFdF8Pf+SneF/wDsMWn/AKOSudrovh7/AMlO8L/9hi0/9HJQB+gNFNLHP3GP5f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAHUU3ef+ebfp/jRvP/ADzb9P8AGgB1FN3n/nm36f40bz/zzb9P8aAPzeooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAK6L4e/wDJTvC//YYtP/RyVztdF8Pf+SneF/8AsMWn/o5KAP0BooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigD83KKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACui+Hv/JTvC//AGGLT/0clc7XRfD3/kp3hf8A7DFp/wCjkoA/QGiiigBGYIpZiFUDJJPAFeVP4q8U/EnWLmx+H88ekaBaSGGfXJIw7zMOoiU/XPrjByuQDvfGPVZtI+FOsTWzMksyJbqy9g7hW+nylqv6b/Ynw3+HFobyVbTT7C3j82UKW3OxALYUEks7Z49fSgDmF+Dd2F84+P8AxMb7HFx9qOM/7uc49t1QW/ifxV8NtYt7D4gXSavoN04jg1tE2tAx6CUenHfPXOT0r1Bby3bTxerKptjF5wl7bMZz+XNc7qf9j/En4bXg0+Zbqx1C3kEMpQrh1JwcMAQVde47UAdQrB1DKQykZBB4Ipa4f4OatNrHwp0ea6cvLCj25YnJIRyq/wDjoWu4oAKKRvun6VwdgunN4bsxpwtzrfmjZ9n2+cDvOd2Odu3Oc8YoA72iucUC+8RXTR2fyWcgE26fCO23h9oU5YA46gdPbD9L1VBpenW+k2AEk8TSLA85CxIDgkvgnr04NAG6k0UkrxpIjSR43qGBK56ZHan1y9hqRstR1+7v4DE8bQgxRtv3HbgBTxnPGOnWr02rTIWtdVsUiM1s8kYjnLh9o+ZCdo2nHpke9AG1RXLJeXnn6ANNto4raWBikLXTAEbAcN8p6djzn2rRn1q43XbWViLiGyOJnabYSwGWCDad2B6kc8UAbBIAJJwB1Jpscsc0SyQuskbDKspyCPUGoPtEd3pf2iE5jlh3qT6EZrF8PaoW07TrGzg88xwIbmQvtSEY4GcHLH0/MigDo6KxDrtybF9Rh07fp6ZO8zYlZB1cJtxjqeWBIFSPrU8uovaadZLc7bdJxI82xSrZwPunnjj+lAGvRWBD4lllsbe/bT/LspZViZmm/eKxO3O3GCN3Gc574qxPrU4e8axsRcQWRxM7TbCxAywQbTuwPUjnigDXorGTXZru++zaZZrODbpcLLJN5a7WzwflJB49D36VSvdYvLyy024sYliL3qxSo1wVIcEgocKcrx1+nFAHTUVgeILiRbNEvYrRYMB5FmvREszDJ8sZQ7hwOu3PHvVa7u4tZuLCK0tGZri184N5/lDy8jMbkKflPHT/ABNAHUUUiDaigKFwMYHQUtABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUEZBB6Gsm4sbZ7hLa3i2t96Rsk7V/xq4xUtyJycVojWoqrHcrH50bJsFuBjnOVxUbaltWMGNRI67irSBQB9TRySewe0ity9RWbNeJcQwlY33M5UbGGVI9D3zTzei3VIViVXVQWRpQoX2z3p+zkT7WJfoqilzFcXFs4iyzBsMW+7jr9aDqL+XJItsSkbFWO8dqPZyH7SJeoqkZlN1IYYd0nkhgxbGR6UumSzS2oMwz1w5bJbmk4NK4KabsXKKKKg0PzcooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAK6L4e/8lO8L/8AYYtP/RyVztdF8Pf+SneF/wDsMWn/AKOSgD9AaKKKAOZ+Ivh1/FPw/wBW0qBd9xJDvgGcZkQhlH4kY/Gsnwd4mfxl8Ln/ALPjt5datLY2s9pfAlVuUXC+YMA7WIB/MdQa7yuC8R/DP7Trp8R+DtVk8P64Rh5I0DQ3A64kTvkgc8/Q8UAYv/CyfHbWjaa3w5vTrmCnmYP2PJ6Nu6Ee2/8A4FW5408UN4M+GYN5Fax61dW/2e3srIYRrhxg+WvUqpbP5DqRWYbf40Nm1+2eGVGMfbNr5Hvjb1/4DV/wz8MTZ68viLxhq8viPW0x5MkybYrb/cTOM56HgDqADzQBr/Djw5L4U+HulaTc8XEcRknHo7sXYfgWx+FdRRRQAhGVI9qo6HYy6ZotvaTsjSRg5KEkcsT3+tX6KAM+ysJba51GR2Qi6l3pgngbAOfyrNstDv8ATYtPltmt5Lm3gaCaN3ZUdSdwIbaSCD7V0VFAHOP4du71NV/tCW3DXzRPGEBdYyg4BBAyO3v7UractlYXVxcaXpVl5dtJmW2GWJ2/7i7R19etdFUNxZ2120ZuraGYxnchkjDbT6jPSgDFtdOvP7O0K4tliMtnDh4pnKAhkAPIBwR9Ka/h4xX11KmnaZfJcyGUNdDDxMeozsbcO46d66KigCHyAtl5EaogEexVRdqjjHA7CsTTNBvNHjt1s3hKPGEvLdmIRmxjehxw3qMYNdDRQBgLpWpxaQ+jxPam1IMS3JZvMWM9tm3BYDIzuHrirtlpbWerSzoV8g20UEa5JYbM9fzFaVFAHProN0PDEGneZD50c6yFtx24Em70z09qa/h4xX13LHp2mXyXMhlDXa4eNj1H3G3Dv2710VFAGbaaa9rrE1yBEsLW8cSJGMbSpPboBzxVFdCvI9MSON4Gni1A3aBmIVhvJ2k4yDg+hroKKAMJ9M1Eald3cKWZe7hWPfJIxa3wMEL8vzL3x8vNLo+iXOnzWTzPEwt7L7O+wnltwORx0rcooAon+1vMO37Fs+0DGd+fJ7/8D/Sp7X7Xtk+3eTu8xvL8nP3O2c9/XtU9FABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAjZ2nbjdjjNZ8FvfwbyPs7M5yzMWya0aKqMmlYiUVJ3KNxZSzyI+5VLKFmAzyM54p81rJ9pE9v5ZO3ayyDjFW6KfOxeziVDbSvJbu5jBjYlgowOR2pJbWUXTT2/ltvADLID27irlFHOx8iM8HOo2y7kZ0Vi+zoKkWzkFjPCSu6RmIOeOatLGiMWRFUt1IGM06m59hKn3KsNq6XG9iu3yRHx6ilsYJraLypChRfulc5PPerNFJzbVmNQSd0FFFFQWfm5RRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAV0Xw9/wCSneF/+wxaf+jkrna6L4e/8lO8L/8AYYtP/RyUAfoDRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFIxwpx6UAf/Z)

Obrázek 21 - Instagramový příspěvek [30]

## Webové stránky

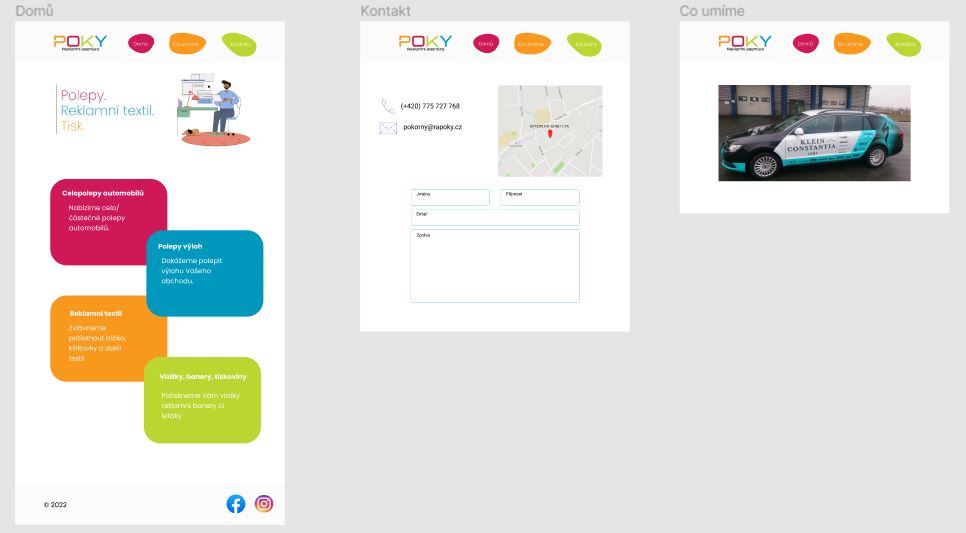
### Wireframe

Jako první byl vytvořen wireframe webu. Tento wireframe, byl vytvořen v nástroji Figma. Po vytvoření wireframu byl navržen a později i vytvořen návrh webu tak, jak bude vypadat v konečné formě.

Obrázek 22 - Wireframe v programu Figma [zdroj: vlastní]

### Návrh

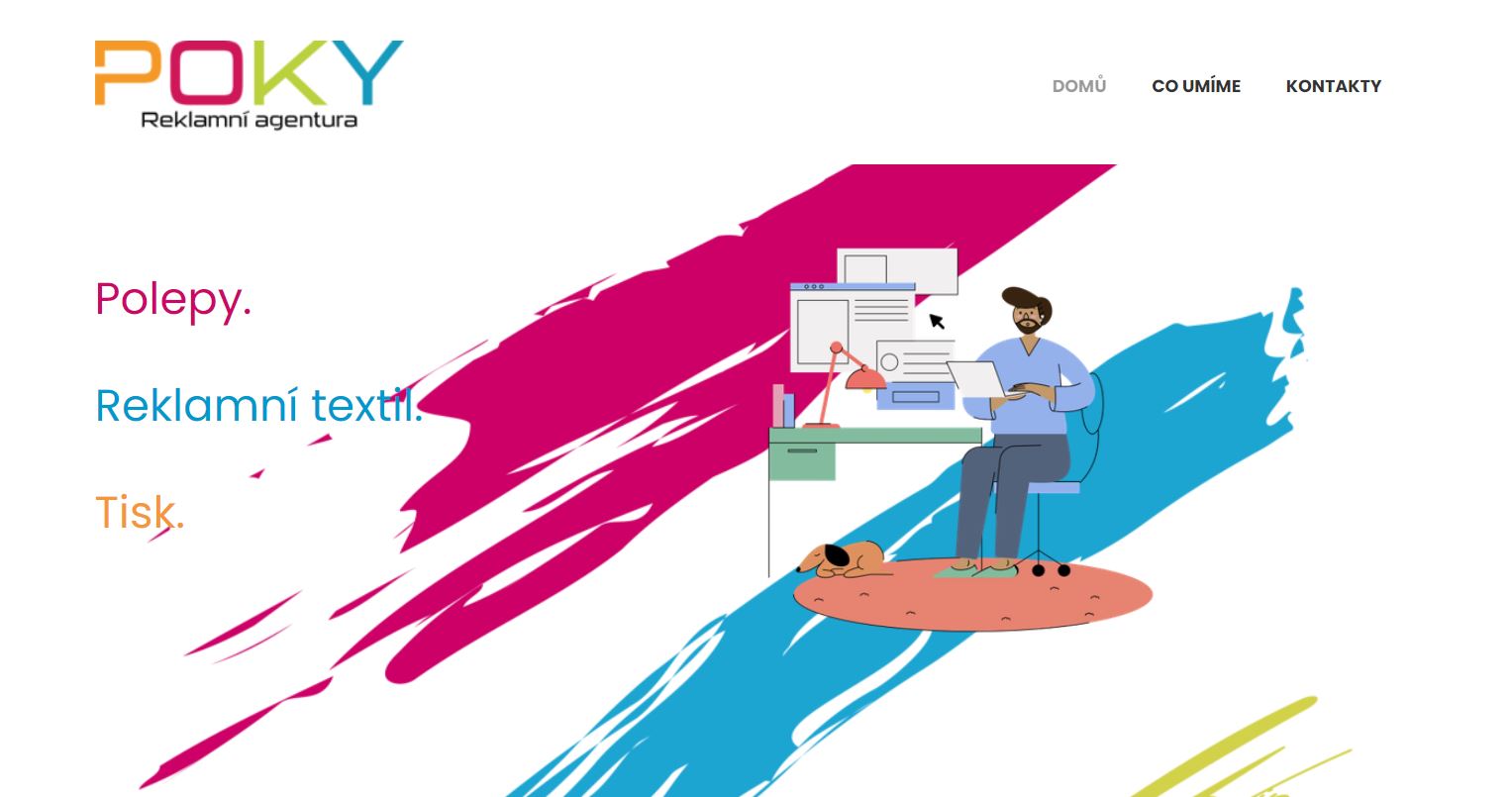
Návrh webu byl vytvořen pomocí programu Figma. Pro návrh webu byly použity stejné barvy, které jsou použity v logotypu společnosti. Design byl vymyšlen tak, aby co nejvíce odpovídal představám majitele firmy a také to odpovídalo zaměření dané firmy. Bylo ve snaze udržet jednotný design celých webových stránek.



Obrázek 23 - Návrh webu v programu Figma [zdroj: vlastní]

### Realizace webu

Pro realizaci webu jsem si zvolil nástroj WordPress, z důvodu jeho přístupnosti a jednoduchosti, a také z důvodu že s ním mám zkušenosti již z minulých projektů, na kterých jsem pracoval v rámci školy. Design webu odpovídá návrhu, který byl již dříve vytvořen v programu Figma. Web je funkční a zcela responzivní pro většinu zařízení. Na web byl použit vlastní text i fotky, které jsem dostal od vedení společnosti pro použití na webu a jako příspěvky na Instagram. Text jsem napsal vlastní, je jednoduchý a stručný popis práce, která odpovídá tomu, co je na fotkách.



Obrázek 24 - Webové stránky ve WordPressu [zdroj: vlastní]

## Logo

Pro společnost POKY bylo vytvořeno nové logo. Po konzultaci s vedením společnosti byli zachovány předchozí barvy loga. K nové podobě loga byl vytvořen logomanuál viz Příloha A této práce.

Obrázek 25 - Nové logo společnosti POKY [zdroj: vlastní]

## Vizitky

Pro společnost POKY byly vytvořeny vizitky. Na vizitky byly použity stejné barvy jako na webové stránky nebo na logo. Bylo tak učiněno z důvodu, aby byla zachována celistvá vizuální stránka společnosti.

Obrázek 26 - Vizitky pro společnost POKY [zdroj: vlastní]

## Mockupy

Bylo vytvořeno několik mockupy pro vizualizaci, jak budou například vizitky nebo logo vypadat v reálném použití.



Obrázek 27 - Mockup vizitek [8]

Obsah obrázku text, auto, dodávka

Popis byl vytvořen automaticky

Obrázek 28 - Mockup loga na autě [9]

# Závěr

V rámci vypracování maturitního projektu jsem začal analýzou současného stavu společnosti a následnou SEO a SWOT analýzou. Poté jsem se zaměřil na konkurenční společností, které jsem určil podlé stejného umístění společností. U konkurenčních společností jsem udělal SWOT a SEO analýzu a zhodnocení jejich sociálních sítí. Mezitím jsem určil cílovou skupinu společností POKY, s.r.o. pomocí marketingových person. Tvorba loga proběhla po konzultaci s vedením společnosti a domluvili jsme se na zachování barev a ve stejném stylu jsem vytvořil vizitky. Od vedení společnosti jsem dostal fotky, které jsem využil jako příspěvky na nově vytvořený Instagramový profil a použil jsem je také na mnou vytvořené webové stránce ve fotogalerii.

Tímto bych chtěl ještě jednou poděkovat společnosti POKY, s.r.o. za možnost spolupracovat s reálnou společností a vyzkoušet si tak jak to chodí v tomto odvětví. Při vypracovávání maturitního projektu jsem naučil nové věci a odnesl jsem si mnoho nových poznatků.

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# Příloha A – Logomanuál



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