

# Terms of reference for website development

Project: Education in the Czech Republic

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## **Attention!**

### **For a new website**

It is necessary to completely block the site from scanning and indexing by search engines. You can open the site only after the final check by an SEO specialist. This will help to avoid junk pages getting into the index of search engines.

### **For an existing website**

The development of a new site must be carried out on a subdomain, completely closing the subdomain from crawling and indexing by search engines. After a new site is checked by an SEO specialist, it is transferred to the main domain and opened for search engine crawling.

# 1. General requirements

## 1.1. Responsive design.

Responsive website layout allows web pages to automatically adapt to the screens of tablets and smartphones. Mobile Internet traffic is growing every year, and in order to effectively process this traffic, it is necessary to offer users adaptive sites with a user-friendly interface.

## 1.2. Loading speed.

The optimal download speed of any page for the end user should not exceed 2-3 seconds. All the main typical pages of the site must be within the green zone according to [Google Page Speed Insight](#) Insight for the desktop and mobile versions of the site.

## 1.3. Use the HTTPS protocol.

For normal ranking in search engines, the site must be accessible via HTTPS. An SSL certificate is required to set up the HTTPS protocol.

## 1.4. Accessibility of the site through http:// and https:// and www

Your site should only be accessible at <https://site/>. Set up 301 redirects to the main version of <https://site/> from the pages:

<http://www.site/>

<http://site/>

<https://www.site/>

## 1.5. Accessibility of the site by URL with "/" or without "/" at the end, and "/" in the middle

All URLs must be accessible only at one of the main addresses (either with or without a "/" at the end of the URL). URLs with "/" in the middle should not be accessible.

## 1.6. 404 for non-existent pages

If the page does not exist, it should return a 404 (Page Not Found) server response.

## 1.7. Temporary redirects

Avoid using temporary 302/303/307/ redirects. If you need to make a redirect use - 301.

## 2. Site structure for “Education in the Czech Republic”



2.1. The site structure is available at the [link](#).

## 2.2. Nested URL Structure

1	Education in the Czech Republic	site/	Home page
2	All programs	site/courses/	Hub page
3	Czech courses	site/czech-courses/	
4	Education in the Czech Republic after grade 9	site/training-after-grade-9/	
5	Education in the Czech Republic after grade 11	site/training-after-grade-11/	
6	Education in the Czech Republic in English	site/education-in-english/	
7	Master's Degree in Czech Republic	site/masters-degree/	
8	Education in the Czech Republic for Kazakhstanis	site/education-for-kazakhstan/	
9	Education abroad Almaty	site/study-abroad-almaty/	
10	Education abroad Astana	site/study-abroad-astana/	
11	Education in the Czech Republic for Ukrainians	site/education-for-ukrainians/	
12	Czech universities	site/czech-universities/	
13	State universities of the Czech Republic	site/state-universities/	
14	University page template-1	site/state-universities/vuz-1/	Template page*
15	Private universities in the Czech Republic	site/private-universities/	
16	University page template-2	site/private-universities/vuz-2/	Template page*
17	Technical universities	site/technical-universities/	
18	Medical universities	site/medical-universities/	
19	Art universities	site/art-universities/	
20	Blog	site/blog/	Blog page*
21	Article-1	site/blog/article-1	Article Template**
22	About us	site/about-us/	
23	Contacts	site/contacts/	
24	Visa assistance	site/visa/	
25	Accommodation	site/accommodation/	
26	Privacy Policy	site/privacy-policy/	

Titles and descriptions for pages are available at the [link](#).

## 3. URL generation rules

Each page on the site must have a unique URL.

Basic requirements for all URLs:

3.1. Page URLs should be clear and readable

- Correct: <https://site/page-title/>
- Incorrect: <https://site/123qwerty/>

3.2. URL nesting level preferably 1st maximum 3rd

- <https://site/czech-courses/> (1 level)
- <https://site/blog/article-1> (2 level)

3.3. URL length up to 80 characters.

3.4. To form a URL address, use only Latin script and numbers.

3.5. Use "-" instead of spaces.

3.6. Do not use these characters in the URL:

- commas (,)
- underlining ( \_ )
- spaces (% 20)
- pluses (+)
- uppercase characters

3.7 All blog articles must be in the /blog/ directory without intermediate categories:

<https://site/blog/article-1>.

## 4. Recommendations for the content of the main landing pages

Based on the analysis of competitors, recommendations for the content of the main landing pages were made.

### 4.1 Education in the Czech Republic (main page)

The page structure should contain the following blocks:

- H1 heading containing the keyword
- Block with services
- Benefits of studying in the Czech Republic
- Information "About us"
- Block with Universities of the Czech Republic
- Advantages of cooperation with our company
- How to apply for the program
- Customer Reviews
- SEO text from 2000 characters with 2 h2 headings
- Contact form
- Block with articles
- Frequently Asked Questions (with FAQ Page markup)

The prototype of the main page with the necessary blocks is [here](#).

## 4.2 Hub page

Hub page with all training programs provided by the company. Each program has its own landing page. Example <https://www.gostudy.cz/vse-programmy>

**Курсы чешского языка без специальных предметов**

Все программы реализуются в сотрудничестве с государственным вузом Vysoké učení technické v Brně

Курс	Город	Часы	Регистрация	Дата начала	Стоимость	Оплата	Виза
«Премиум»	Прага	870 часов чешского языка	до 1 июня / до 1 июля	1 сентября / 1 октября	4 896 € 122 400 CZK	100%, 50%/50%, Депозит, Помесечная оплата	долгосрочная виза с целью обучение (D/VC/23,24)
«Стандарт»	Прага	620 часов чешского языка	до 1 июня / до 1 июля	1 октября / 1 ноября	4 256€ 106 400 CZK	100%, 50%/50%, Депозит, Помесечная оплата	долгосрочная виза с целью обучение (D/VC/23,24)
«Премиум»	Брно	870 часов чешского языка	до 1 июня / до 1 июля	1 сентября / 1 октября	3 990€ 99 750 CZK	100%, 50%/50%, Депозит, Помесечная оплата	долгосрочная виза с целью обучение (D/VC/23,24)

The page should contain:

- The H1 heading is meaningful.
- Text up to 500 characters. (*We prepare foreign applicants for admission to Czech universities, help to enter Prague gymnasiums, organize the best holidays in the Czech Republic ...*).
- Blocks with individual courses (name, city of courses, duration, cost, link to the landing page).
- Contact form.

## 4.3 Czech courses (typical service page)

On the page "Courses of Czech" place information about annual and semi-annual courses.

On the pages "Studying in the Czech Republic after 9th grade", "Studying in the Czech Republic after 11th grade", "Studying in the Czech Republic in English", "Studying in the Czech Republic for Kazakhstanis", - place information about the relevant course.

The structure of the landing page for a particular course:

- H1 heading containing the keyword
- The text part with a full description of the service (cost, duration, support, benefits, which universities you can enter after the courses)
- Linking to other courses
- Linking to universities where you can enroll (if necessary)
- Linking to the blog
- Contact form
- Comments

In the future, you can expand the site with additional courses created according to this structure.

#### 4.4 Universities of the Czech Republic (page with all universities)

Hub page, which presents all the universities that you can enter after the courses. The page contains links to the landing pages of each university.

Page Example <https://www.gostudy.cz/vysshee-obrazovanie/vuzy-chehii>

The page structure should contain:

- Heading H1 containing the keyword;
- Linking to the pages of universities;
- SEO text up to 2500 characters;
- Internal linking to the pages "State Universities" and "Private Universities".

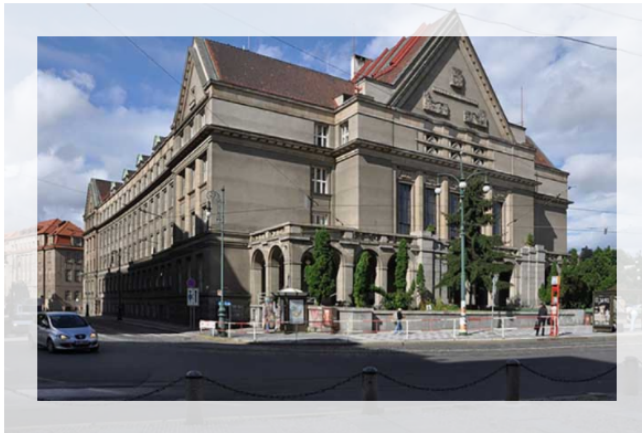
In a similar way, create separate landing pages for the pages "State universities of the Czech Republic" and "Private universities of the Czech Republic".

- Heading H1 containing the keyword;
- Linking to the pages of state / private universities;
- SEO text up to 2500 characters;

- Internal linking to the pages “Czech Universities” and state/private universities.



#### 4.5 University page

- Heading H1 containing the name of the university;
- Block with brief information about the university. For example: -
- <https://study.tbs-group.cz/students/universities/charles-university/>



## Карлов университет

Город: Прага Пльзень Градец Кралоге

Год основания:	1348
Стоимость:	Бесплатно
Количество студентов:	51000
Количество специальностей:	545
Образовательные ступени:	Бакалавр Магистратура Докторантура
Языки обучения:	 

Подать заявку

- Table of contents with active links to sections of the text:

### Содержание:

1. [История Карлова университета](#)
2. [Академический год в Карловом университете](#)
3. [Направления подготовки](#)
4. [Докторантура в Карловом университете](#)
5. [Подготовка к поступлению в Карлов университет с Prague Education Center](#)

- Text with information about the university (History, Rating, Infrastructure, Faculties, Student life). Headings should be marked with the h2 tag;
- Internal Linking to articles related to admission;
- Contact form.

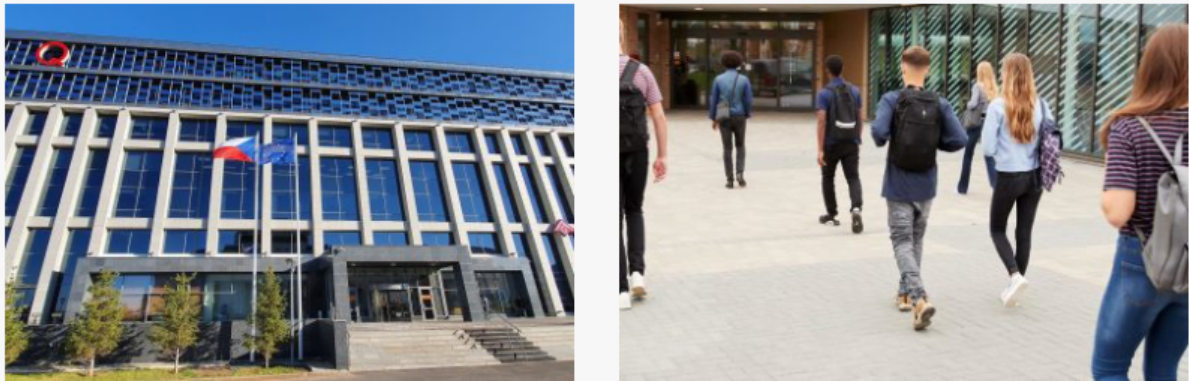
## 4.6 Universities in the Czech Republic by majors


Pages with universities in the areas, for example: “Technical universities in the Czech Republic”, “Medical universities in the Czech Republic”, “Art universities in the Czech Republic” etc. Should contain the following blocks:

- Heading H1 containing the keyword.
- Text with information about admission to universities in this area.
- Block with linking to the pages of universities.
- Contact form.

## 4.7 Blog page

The blog page should contain links to articles with images, for example:






### Вебинар для абитуриентов из Казахстана и Кыргызстана

Во вторник 27 апреля в 18:00 по времени Нур-Султана мы проведем специальный вебинар для будущих абитуриентов вузов Чехии из Казахстана ...

⌚ 44 минуты назад



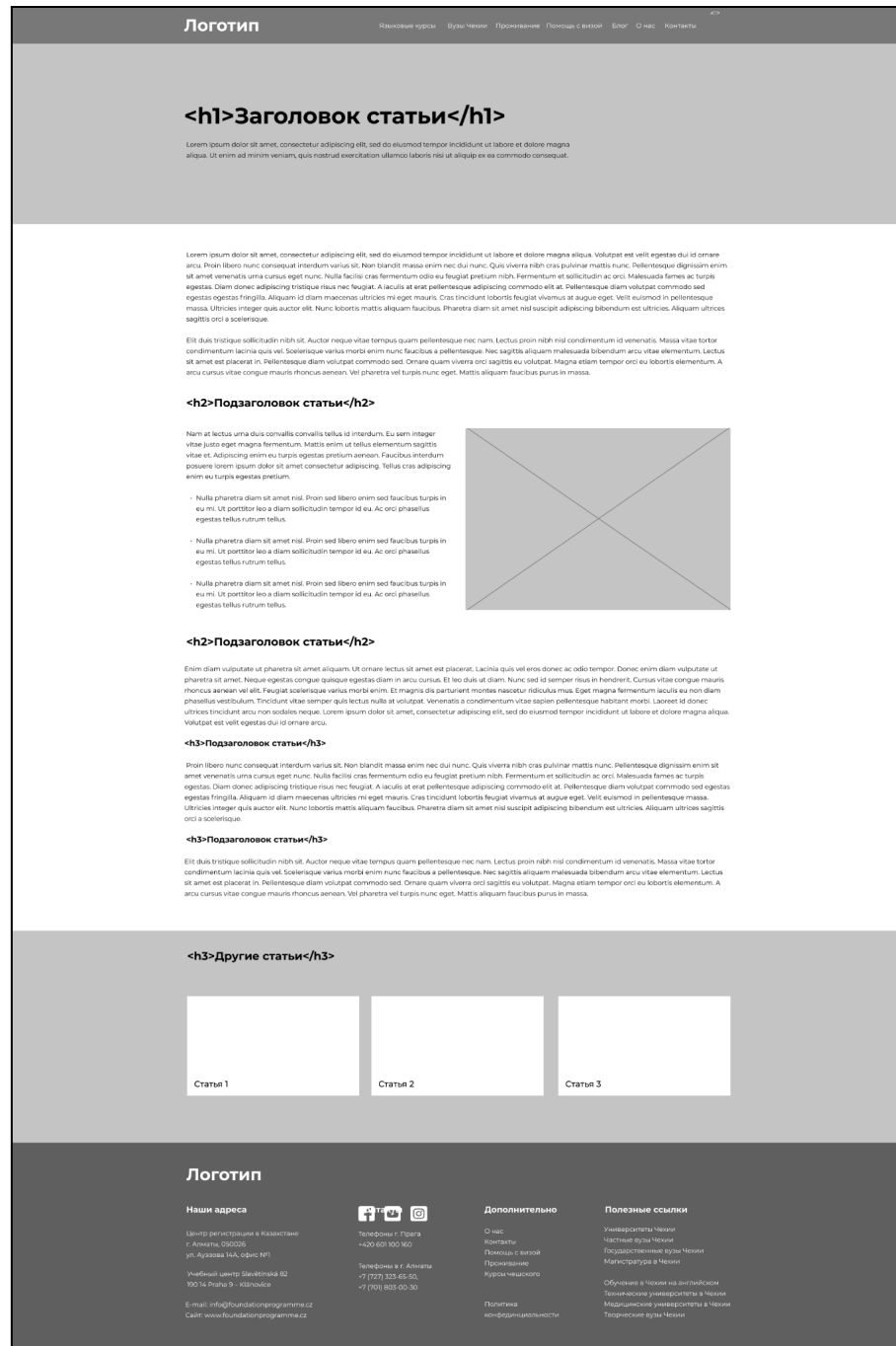
### Все гимназии Праги

Гимназии в Чехии специализируются на подготовке учеников к поступлению в высшие учебные заведения и углубленном преподавании иностранных языков. Это самый ...

⌚ 1 день назад

## 4.8 Article page structure

- Structure of a typical article:
- Heading H1.
- Text with subheadings h2 (from 2500 characters).
- 1-2 images.
- Block with links to other articles.



## 5. Content requirements

### 5.1. Text Requirements

Texts must be literate. Without spelling, grammatical, stylistic, morphological errors. The uniqueness of the text is at least 85% (according to [quetext.com](http://quetext.com) or any other service).

The text must contain the following html tags:

- Subheadings h2 (h3 if necessary);
- Paragraphs;
- Marked up bulleted or numbered lists;

The recommended amount of text for info pages and articles is over 2500 characters.

### 5.2. Image Requirements

Recommended formats:

JPEG - use this format for photos;

PNG - for graphics;

SVG - for vector images.

Before adding images to the site, use the tools for compression ([tinypng.com](http://tinypng.com), [kraken.io](http://kraken.io), [compressor.io](http://compressor.io)).

It is important to use Latin script and hyphens instead of spaces in the file name.



Correct:

education-in-czech.jpg

training-in-czech-republic.jpg

Incorrect:

обучение в чехии.jpg

Education in the Czech Republic.jpg

46864asdf.jpg

## 6. Basic html tag rules

- All pages must contain the title tag.
- All pages must have a completed description tag.
- The title and description tags should be able to use automatic templates.
- All pages should have only one h1 heading.
- Do not use h1, h2, h3 headings markup as design elements; only semantic phrases can be used in these headings.

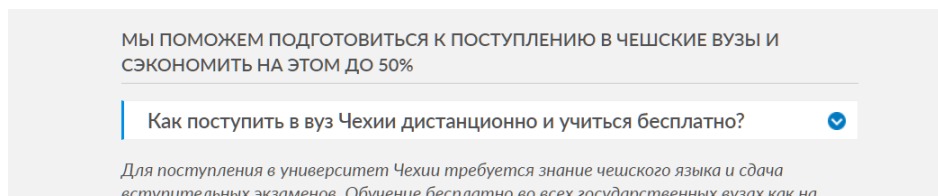
For WP sites, we recommend installing the Yoast or Rank Math SEO plugin.

## 7. Schema Markup

7.1. Fill out the organization schema markup and add it to the site:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "EducationalOrganization",
  "name": "NAME",
  "alternateName": "ALT NAME",
  "url": "URL",
  "logo": "LOGO LINK",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "PHONE",
    "contactType": "customer service",
    "contactOption": "TollFree",
    "areaServed": ["CZ","KZ"],
    "availableLanguage": ["Czech","Kazakh","Russian"]
  },
  "sameAs": [
    "INSTAGRAM LINK",
    "FACEBOOK LINK"
  ]
}
</script>
```

7.2. Markup for Frequently Asked Questions.



Question and answers should be marked as FAQ Page, for example:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "QUESTION ABOUT EDUCATION IN THE CZECH REPUBLIC",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "ANSWEAR"
    }
  },{
    "@type": "Question",
    "name": "QUESTION ABOUT EDUCATION IN THE CZECH REPUBLIC 2",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "ANSWEAR 2"
    }
  ]
}
</script>
<script type="application/ld+json">
```

### 7.3. Use Article Schema Markup.

```
{
  "@context": "https://schema.org",
  "@type": "BlogPosting",
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "ARTICLE LINK"
  },
  "headline": "ARTICLE TITLE",
  "description": "SHORT DESCRIPTION",
  "image": "IMAGE LINK",
  "author": {
    "@type": "Person",
    "name": "AUTOR NAME"
  },
  "publisher": {
    "@type": "Organization",
    "name": "",
    "logo": {
      "@type": "ImageObject",
      "url": ""
    }
  },
  "datePublished": "2021-04-11",
  "dateModified": "2021-04-14"
}
</script>
```

### 7.4. Breadcrumb navigation

- Breadcrumbs not showing up on homepage
- Breadcrumbs are active
- The last item of the "breadcrumbs" should be inactive.

#### Properties

- name - The name of the navigation element.
- item - URL of the navigation item.
- position - the order of the element in breadcrumbs (from left to right).

## 8. Internal linking rules

### 8.1. Script all links to pages closed from indexing.

Links to pages that are closed from indexing (for example, links to authorization, registration) must be made through a script.

Example:

```
<span class="hidden-link" data-url="http://site/">link</span>
```

## 9. Pagination pages

### 9.1. Pagination page URLs

Pagination page URLs must be different from the main catalog page. Even if the content on the page is loaded using Ajax, pagination pages still need to exist. Otherwise, the site may have problems with indexing.

For example, if a blog has multiple pages, the URLs should be formed like this:

<a href="https://site/blog">https://site/blog</a>	URL blog page
<a href="https://site/blog?page=2">https://site/blog?page=2</a>	URL blog page 2
<a href="https://site/blog?page=3">https://site/blog?page=3</a>	URL blog page 3

### 9.2. Pagination page Titles

In order not to create Title duplicates, on the 2nd and subsequent pages of pagination, the page number must be added to the Title.

<a href="https://site/blog">https://site/blog</a>	Title
<a href="https://site/blog?page=2">https://site/blog?page=2</a>	Title + Page 2
<a href="https://site/blog?page=3">https://site/blog?page=3</a>	Title + Page 3

The first pagination page <https://site/blog?page=1> should not exist. Links to the 1st pagination page should also not exist. If the link of the first pagination page returns a 200 OK response, you need to set up a 301 redirect from <https://site/blog?page=1> to the main page <https://site/blog>.

### 9.3. Text on pagination page

If there is text on the first page, it must be hidden on pagination pages.

## 10. Sitemap.xml

The Sitemap.xml file should be located at <https://site/sitemap.xml> with links to site pages that should be indexed:

1. The sitemap should contain links to all pages, articles that are published and give a server response 200 Ok.
2. The sitemap must be up-to-date and auto-updated.
3. The sitemap should not contain links to pages that are blocked from indexing via meta-robots, robots.txt or the rel=canonical attribute.

The volume of one sitemap without compression should not exceed 50 MB, and should not include more than 50,000 URLs.

For WP, we recommend generating a Sitemap with the Yoast SEO or Rank Math plugin.

## 11. Robots.txt

The robots.txt file must be located in the root folder of the site, it must contain:

User-agent: \*

- Sitemap: `https://site/sitemap.xml` with the path to the sitemap.
- Use "Disallow" to block pages from indexing such as admin panel, registration, authorization, technical sections, system files

Robots.txt file example

```
User-agent: *
```

```
Disallow: /admin/
```

```
Disallow: /search/
```

```
Host: https://site
```

```
Sitemap: https://site/sitemap.xml
```

The actual robots.txt file should be compiled by an SEO specialist after the site has been created.

## 12. Hosting recommendations

Choose a hosting that is stable. Frequent interruptions in the operation of the site due to poor hosting and "bad neighborhood" with other sites on the same IP can negatively affect the progress of the project.

Choose reliable hosting so that your site is always available to users. When choosing hosting for a site, you should consider the speed of access and the time between failures. Try to use the hosting that will provide the best access speed to the site and the least time during which the site may be unavailable due to technical problems.

It is desirable to host large sites on a dedicated server with personal IP.

### **Attention!**

An SEO specialist must audit the finished site before it is opened for crawling and indexing by search engines.