SEO | Search Engine Optimization ~ Certificate ~

The most advance & independent SEO from the only web design company who has achieved 1st position on google SA.

Template version:	2nd of April 2015
For Client name	No info yet
SA Online: WD & Q Ref:	No info yet
By Developer	No info yet
Overseen by Project Manager	No info yet
Of	websitedesign.co.za

Certificate added to domain on the:	No info yet
URL of Certificate	No info yet
Domain	www.domain.co.za

Notes:

Search Engine Optimization (otherwise referred to as S.E.O.) is when certain principles, tasks and actions are taken to influence search engines to understand and better rate a website and its pages for position/s on their search results.

SEO is one of three types of three main web marketing tools: PPC, SEO and Affiliate/Socail.

SEO can broadly be divided into two sections:
Steps and tasks that can only be done once
Steps and tasks that can be repeated.

R.P.D. (Research, Plan and Development) is our own acronym we give to broad variety of tasks / tools and software we use related to the processes we follow to analyze and research your website and its pages, its products and services, its content, structure and general quality in context of the current market as well as against primary competitors (websites and pages with better positions on search engines for primary search phrase). Based on data and research we then plan which SEO tools and tasks to use to actively target and actively achieve better positions This is a step missed by nearly all SEO and web design companies and is the reason SEO results can be slower than they need to be and more costly in the long run.

RPD can be implemented at different levels depending on the competitiveness of the market. It can also be repeated in part from time to time. We recommend at least every 2 years, or whenever a search engines make major changes to their algorithms.

No traditional or physical SEO is done during the RPD phase.

Setup. This is the phase of steps and tasks that can broadly only be done once. This is the first phase SEO work is physically done. Not all set up steps and tasks need to be done on all websites and pages, and in fact can have a negative effect if done incorrectly. Setup steps and tasks are the foundation of good SEO. RPD is where the selection of Setup tasks and tools for this phase are decided.

RCR&M = Repeated checks, Reviews, Tasks and Maintenance. This phase of SEO are tasks can be repeated indefinitely, and where the majority of work is done. It is also the main reason why no company should claim to be able to sell a client once off SEO. While a complete RPD is recommended once a year, the **RCR&M** phase essentially uses the ground work completed during the Setup phase and builds on from it. This phase should be done no less than once a month for the simple reason that search engines review (in general) a site or parts of a site at least once a month, therefore your rankings and positions on search engines are reevaluated against any new competitor or current competitor website who has made changes since your websites last review. The more competitive the market, the more frequent RCR&M should be done.

Phase	Task / Description / Detail	Notes	History	Completed	Date
R.P. D. - with Client	General consult and client brief. Summary of desired results and expectation on dates to achieve and a background overview on products / services / industry competitiveness / website status look and feel, function and SEO status. This is done via phone or meeting.		
	Assessment of own site		
	Areas of products or services		Not yet done. Highly Advised.
	Primary products and services		Not yet done. Highly Advised.
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in		Not yet done. Highly Advised.
	Page count		Not yet done. Highly Advised.
	Image count		Not yet done. Highly Advised.
	Word content count		Not yet done. Highly Advised.
	Content vs media ratio		Not yet done. Highly Advised.
	Functionality and navigation status		Not yet done. Highly Advised.
	Server reputation downtime		Not yet done. Highly Advised.
	Server speed test		Not yet done. Highly Advised.
R.P.D.	Domain quality		Not yet done. Highly Advised.
	Status on file names, description & meta		Not yet done. Highly Advised.
	Social media status		Not yet done. Highly Advised.
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker		Not yet done. Highly Advised.
	Current bounce rate (if available)		Not yet done. Highly Advised.
	Current time on site (if available)		Not yet done. Highly Advised.
	Amount of page views (if available)		Not yet done. Highly Advised.
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/		Not yet done. Highly Advised.
	Other notes:		
	This step can take up to 4 days to ensure data is generated and all steps executed		
	Areas of products or services		
R.P.D.	Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.	"Primary Keyword" reports and suggestions:	
	Assessment of own primary competitor site		
	Areas of products or services:		Not yet done. Highly Advised.
	Primary products and services:		Not yet done. Highly Advised.
	Page count:		Not yet done. Highly Advised.
	Image count:		Not yet done. Highly Advised.
	Word content count:		Not yet done. Highly Advised.
	Content vs media ratio		Not yet done. Highly Advised.
	Functionality and navigation status:		Not yet done. Highly Advised.
	Server reputation downtime:		Not yet done. Highly Advised.
	Server speed test		Not yet done. Highly Advised.
R.P.D.	Domain quality:		Not yet done. Highly Advised.
	Status on file names, description & meta:		Not yet done. Highly Advised.
	Social media status:		Not yet done. Highly Advised.
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:		Not yet done. Highly Advised.
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/		Not yet done. Highly Advised.
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M		Not yet done. Highly Advised.
	Other notes:		
	This step can take up to 2 days to ensure data is generated and all steps executed		
R.P.D.	Run a 3 party SEO error check for page titles, descriptions, meta and content		Not yet done. Highly Advised.
R.P.D.	Run a 3 party content originality check		Not yet done. Highly Advised.
R.P.D.	Check number of incoming and outgoing links and their quality		Not yet done. Highly Advised.
R.P.D.	Check on design & function – ensuring a client can engage or access information		Not yet done. Highly Advised.
R.P.D.	Check images and media have correct titles, dictiptions, file names and details		Not yet done. Highly Advised.
R.P.D.	Check on sites GEO locations on primary search engines		Not yet done. Highly Advised.
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.		Not yet done. Highly Advised.
R.P.D.	Compare competitor vs Client own site status in context of all data and research. Send report back on Setup tasks to implement to create better foundation that competitor site in Setup and RCR&M phases. Submit report and certificate to client for review and proceed with secondary consult or SEO tasks if requested from Client.		Not yet done. Highly Advised.
R.P.D.	Update SEO certificate		Not yet done. Highly Advised.

Phase	Task / Description / Detail	Notes | History	Completed | Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain		Not yet done. Highly Advised.			
Setup	Relocate site hosting based on requirements of clients		Not yet done. Highly Advised.			
Setup	Correct responsive issues – based on RPD - design element		Not yet done. Highly Advised.			
Setup	Ensure file names include search phrases.		Not yet done. Highly Advised.			
Setup	Create more pages - based on RPD		Not yet done. Highly Advised.			
Setup	Correct page titles - based on RPD		Not yet done. Highly Advised.			
Setup	Correct download media speed if required by removing large images / media		Not yet done. Highly Advised.			
Setup	Correct page description - based on RPD		Not yet done. Highly Advised.			
Setup	Correct / add more content - both text and images and media - based on RPD		Not yet done. Highly Advised.			
Setup	Correct / remove poor / duplicate / negative content - based on RPD		Not yet done. Highly Advised.			
Setup	Correct / add images names and titles - based on RPD		Not yet done. Highly Advised.			
Setup	Correct / add media - based on RPD		Not yet done. Highly Advised.			
Setup	Correct / add social media - based on RPD		Not yet done. Highly Advised.			
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation		Not yet done. Highly Advised.			
Setup	Correct broken links - based on RPD		Not yet done. Highly Advised.			
Setup	Correct / reduce outgoing links - based on RPD - Anchor text		Not yet done. Highly Advised.			
Setup	Improve on structure and flow. Design and development element - based on RPD		Not yet done. Highly Advised.			
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields		Not yet done. Highly Advised.			
Setup	Add search engine GEO location information if required - based on RPD		Not yet done. Highly Advised.			
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page		Not yet done. Highly Advised.			
Setup	Setup of Webmaster tools with Google Setup		Not yet done. Highly Advised.			
Setup	Setup Google analytics Registration		Not yet done. Highly Advised.			
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess		Not yet done. Highly Advised.			
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review		Not yet done. Highly Advised.			
Setup	Add Robots.txt File		Not yet done. Highly Advised.			
Setup	Add Favicon added to website		Not yet done. Highly Advised.			
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap		Not yet done. Highly Advised.			
Setup	Submission of Website to Main Search Engines. (Yahoo | Bing | Google)		Not yet done. Highly Advised.			
Setup	Google Maps Listing Added for the Business if core business is location specific		Not yet done. Highly Advised.			
Setup	Custom Google Search Engine Added to inner pages - hidden		Not yet done. Highly Advised.			
Setup	Created internal website 3rd party directory page		Not yet done. Highly Advised.			
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages		Not yet done. Highly Advised.			
Setup	Set preferred domain view in Google Webmaster tools - www or non www		Not yet done. Highly Advised.			
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page		Not yet done. Highly Advised.			
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast		Not yet done. Highly Advised.			
Setup	Ensure any redirects are in order (301 and 302)		Not yet done. Highly Advised.			
Setup	Keywords in headings (<H1>, <H2>, tags) : Very important		Not yet done. Highly Advised.			
Setup	Correct keyword density based on RPD		Not yet done. Highly Advised.			
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.		Not yet done. Highly Advised.			
Setup	Remove Cloaking		Not yet done. Highly Advised.			
Setup	Remove hidden text		Not yet done. Highly Advised.			
Setup	Remove I frames		Not yet done. Highly Advised.			
Setup	Check and correct complex code such as Java, etc.		Not yet done. Highly Advised.			
Setup	Correct Keyword stuffing		Not yet done. Highly Advised.			
Setup	If e-comm or site with sensitive data secure domain		Not yet done. Highly Advised.			
Setup	Update SEO certificate		Not yet done. Highly Advised.			
			Not yet done. Highly Advised.			

Phase	Task / Description / Detail	Notes	History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
RCR&M	Review server traffic stats			Not yet done. Highly Advised.			
RCR&M	Review google reports and stats			Not yet done. Highly Advised.			
RCR&M	Do a primary search phrase real time test on google (Pages Keyword tab)			Not yet done. Highly Advised.			
RCR&M	Check server down time			Not yet done. Highly Advised.			
RCR&M	Refresh Page tiles			Not yet done. Highly Advised.			
RCR&M	Refresh Page descriptions			Not yet done. Highly Advised.			
RCR&M	Refresh Page meta			Not yet done. Highly Advised.			
RCR&M	Refresh content			Not yet done. Highly Advised.			
RCR&M	Refresh images			Not yet done. Highly Advised.			
RCR&M	Refresh media and check media			Not yet done. Highly Advised.			
RCR&M	Remove backlinks with low performance or older than 2 years			Not yet done. Highly Advised.			
RCR&M	Add extra content			Not yet done. Highly Advised.			
RCR&M	Add extra images			Not yet done. Highly Advised.			
RCR&M	Add extra media			Not yet done. Highly Advised.			
RCR&M	Add extra pages			Not yet done. Highly Advised.			
RCR&M	Add site to industry related search engines to increase incoming links			Not yet done. Highly Advised.			
RCR&M	Update site map			Not yet done. Highly Advised.			
RCR&M	Check 3rd Party Software and action			Not yet done. Highly Advised.			
RCR&M	Correct reported errors			Not yet done. Highly Advised.			
RCR&M	Check forms and contacts			Not yet done. Highly Advised.			
RCR&M	Check social media links are working			Not yet done. Highly Advised.			
RCR&M	Speed check			Not yet done. Highly Advised.			
RCR&M	Send copy of RCR&M to Client and PM			Not yet done. Highly Advised.			
RCR&M	Update SEO certificate			Not yet done. Highly Advised.			

Primary Keyword = a search phrase of two or more words that include the main product or service and often the location of operation. A Primary Keyword can also reference the main objective of a page on a website. For example: "car hire cape town"

We generally load the more important word first, for example, to a company that does car hire, the wording car hire is more important that the words cape town. This is not always obvious, but in some cases and services, search engines determine your location already and filter the search results.

Primary Keyword Extension = is an add on to a Primary Keyword. For example: "Car hire in Cape Town" the extension here is "in" and this in fact creates an entire new search phrase and results on search engines can change because of this.

Each web page (not website) should have no more than 1 Primary Keyword, and then its extensions.
For example:

Primary Keyword = "car hire cape town"
Extensions = "car hire in cape town" "cheap car hire cape town" "car hire cape town reviews" "car hire cape town prices" "car hire cape town pictures"

Engine & GEO = the search engine, and if the engine can offer a location of city / province or state

Engine & GEO	Page/URL			Primary Keyword	Extension 1	Extension 2
Google SA	index			car hire	cape town car hire	cape town airport car hire
Cape Town	Date check	1stJan2015	Position:	1st Page	1st Position	1st Page	3rd Position	1st Page	8th Position
	Previous date check	1st Dec2014	Previous Position:	1st Page	2nd Position	1st Page	4th Position	2nd Page	1st Position
Developer	NAME					

Engine & GEO	Page/URL			Primary Keyword	Extension 1	Extension 2
Google SA	index			car hire	cape town car hire	cape town airport car hire
Cape Town	Date check	1stJan2015	Position:	1st Page	1st Position	1st Page	3rd Position	1st Page	8th Position
	Previous date check	1st Dec2014	Previous Position:	1st Page	2nd Position	1st Page	4th Position	2nd Page	1st Position
Developer	NAME					

Engine & GEO	Page/URL			Primary Keyword	Extension 1	Extension 2
Google SA	index			car hire	cape town car hire	cape town airport car hire
Cape Town	Date check	1stJan2015	Position:	1st Page	1st Position	1st Page	3rd Position	1st Page	8th Position
	Previous date check	1stDec2014	Previous Position:	1st Page	2nd Position	1st Page	4th Position	2nd Page	1st Position
Developer	NAME					