

# SEO | Search Engine Optimization ~ Certificate ~

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

Certificate & Key

Template version: Mar-17

Domain: <http://www.rachelmolongoanapsych.co.za>

Certificate added to domain first on: May-19

Certificate updated last: May-19

For Client name: Rachel

SA Online: WD & Q Ref: WD 1812021

Last worked on by Developer: Adel

Overseen by Project Manager: Leo

Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on a website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engine Users by ranking web pages for search results in order of most relevance to the search phrase.

S.E.O. can broadly be divided into two sections: Steps and tasks that can only be done once + Steps and tasks that can be repeated.

Before any work can be done, research into the competitiveness of the related industry has to be done in order to ascertain competing websites, and develop a strategy to outrank their webpages for better positions. Therefore, the correct process of S.E.O. is three phase:

- Research Market & designer strategy, creating priority list of tools and tasks are best for website ranking,
- Implement priority list of tools and tasks, then,
- Maintain site with tasks that need to be repeated.

This document is an independent certificate developed by Jean-Pierre Murray-Kline and is a guideline of the most up to date and generally accepted tricks and tools of the trade to increase website ranking. The tools used per website are normally decided based on the results of the research done, and the frequency of the repeated tasks are normally determined on the competitiveness of the industry the website is trading in. Search engines rank each and every page. There were 4.62 billion pages in March 2016.

As each new web page is added to the internet, its purpose is assessed and ranked by search engines. If a web page or website is launched competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision for the new competitor.

S.E.O. is therefore not a once off product or step in building a website. It is recommended that competitiveness research is done at least once a year, and strategy amended.

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 S.E.O. tools and tasks to use to actively target and actively achieve better positions. This is a step missed by nearly all S.E.O. and web design companies and is the reason S.E.O. results can be slower than they need to be and more costly in the long run.

Setup. This is the phase of steps and tasks that can broadly only be done once. This is the first phase S.E.O. 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 S.E.O. R.P.D. 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 S.E.O. are tasks that 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 S.E.O. While a complete R.P.D. 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 it is widely accepted that search engines review (in general) a website or parts of a site at least once a month, therefore your rankings and positions on search engines are re-evaluated 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.

**Primary Search Phrases & Logs**

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 web 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 than 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 word or words, to a Primary Keyword. For example:

"Car hire in Cape Town" the extension here is "in" and this in fact creates an entirely new search phrase and results on search engines can change because of this simple added word "in".

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"

Below are three base line position reports. A website owner will get information on position of home webpage, and two other web pages same website to see position status. Additional position reports can be done, if a client's S.E.O strategy includes them.

	<u>Full website Primary Search Phrase - always loaded on index page.</u>		<u>Position on google</u>		<u>Last Position &amp; Date</u>
1	Date updated:	UPDATE	Screen Grab - Main search phrase only		
	URL	UPDATE			
	Main location of service:	UPDATE			
	Main search phrase:	UPDATE	UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 1:	UPDATE	UPDATE		UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE		UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE		UPDATE
2	<u>Web Page Primary Search Phrase</u>				
	Date updated:	UPDATE	Screen Grab - Main search phrase only		
	URL	UPDATE			
	Main location of service:	UPDATE			
	Main search phrase:	UPDATE	UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 1:	UPDATE	UPDATE		UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE	UPDATE		UPDATE	
3	<u>Web Page Primary Search Phrase</u>				
	Date updated:	UPDATE	Screen Grab - Main search phrase only		
	URL	UPDATE			
	Main location of service:	UPDATE			
	Main search phrase:	UPDATE	UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 1:	UPDATE	UPDATE		UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE		UPDATE
Main Search Phrase Extension 3:	UPDATE	UPDATE		UPDATE	





Task / Description / Detail	Notes   History from R.P.D	Software / resource used to determine status / task notes	Completed	Date	Developer
Correct / change domain	High Priority, Secondary Priority, Low Priority / Do not do.	Move site to new domain	UPDATE		UPDATE
Relocate site hosting based on requirements of clients - local sever to client target	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Add page per product	High Priority, Secondary Priority, Low Priority / Do not do.	Create and link new pages on site	UPDATE		UPDATE
Correct responsive issues	High Priority, Secondary Priority, Low Priority / Do not do.	Recommend to client to have site rebuilt on responsive platform	UPDATE		UPDATE
Ensure file names include search phrases.	High Priority, Secondary Priority, Low Priority / Do not do.	Check file names manually and change if needed	UPDATE		UPDATE
Shorten file names if needed	High Priority, Secondary Priority, Low Priority / Do not do.	Check file names manually and change if needed	UPDATE		UPDATE
Add mobile first index	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct page titles	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct download media speed if required by removing large images / media	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct page descriptions	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct / add more text	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct / add more images	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct / remove poor / duplicate / hidden text	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct / add images names and titles	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct broken videos	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct / add social media	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct broken links	Done			21.05.2019	Adel
Correct / reduce outgoing links	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Improve on structure and flow. Design and development element. Usability	High Priority, Secondary Priority, Low Priority / Do not do.	Recommend to client and have PM quote on development time	UPDATE		UPDATE
Correct broken forms and incorrect contact information	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Add search engine GEO location information if required	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Setup of Webmaster tools with Google Setup	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Setup Google analytics Registration	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Setup for Google Statistics to track visitors – explain to client how to assess	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Setup Monthly Reporting for Client for next 12 months	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Add Robots.txt file	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Add Favicon to website	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Google Site Map added and linked to Webmaster Tools (XML sitemap)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Submission of Website to Main Search Engines. (Yahoo   Bing   Google)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Google Maps listing Added for the Business if core business is location specific.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Custom Google Search Engine added to inner pages - add to bottom of contact page only.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Add social media platforms basic, facebook, twitter and google +, youtube channel	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Set preferred domain view in Google Webmaster tools - www or non www	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Update site security	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Ensure any redirects are in order (301 and 302)	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Keywords in headings (<H1>, <H2>, tags)	Done			21.05.2019	Adel
Correct keyword density based on RPD	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Keyword stemming; Applicable to non-English language pages. Check and action if required.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Remove cloaking	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Remove iframes	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Check and correct complex code such as Java, etc.	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Correct keyword stuffing	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
If e-comm or site with sensitive data secure domain	High Priority, Secondary Priority, Low Priority / Do not do.		UPDATE		UPDATE
Set up site for voice search	High Priority, Secondary Priority, Low Priority / Do not do.	Voice search for WP sites <a href="http://www.wpbeginner.com/plugins/how-to-add-voice-search/">http://www.wpbeginner.com/plugins/how-to-add-voice-search/</a>	UPDATE		UPDATE
<b>Send Summary report to Client</b>			UPDATE		UPDATE
<b>Update SEO certificate</b>			UPDATE		UPDATE

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats	UPDATE	UPDATE	UPDATE
Update Phrases & Logs	UPDATE	UPDATE	UPDATE
Review google reports and stats	UPDATE	UPDATE	UPDATE
Do a primary search phrase real time test on google ( Primary Search Phrases & Logs tab)	UPDATE	UPDATE	UPDATE
Check server down time	UPDATE	UPDATE	UPDATE
Refresh page titles	UPDATE	UPDATE	UPDATE
Refresh page descriptions	UPDATE	UPDATE	UPDATE
Refresh page meta	UPDATE	UPDATE	UPDATE
Refresh content (text shuffle)	UPDATE	UPDATE	UPDATE
Add content	UPDATE	UPDATE	UPDATE
Add images	UPDATE	UPDATE	UPDATE
Add media (videos)	UPDATE	UPDATE	UPDATE
Add social media	UPDATE	UPDATE	UPDATE
Remove backlinks with low performance or older than 2 years	UPDATE	UPDATE	UPDATE
Add extra pages	UPDATE	UPDATE	UPDATE
Remove old/unused files from server	UPDATE	UPDATE	UPDATE
Add site to industry related search engines to increase incoming links	UPDATE	UPDATE	UPDATE
Update sitemap	UPDATE	UPDATE	UPDATE
Check 3rd Party Software and action recommendations (Scream Frog SEO Spider)	UPDATE	UPDATE	UPDATE
Check and then correct reported errors	UPDATE	UPDATE	UPDATE
Check forms and contacts	UPDATE	UPDATE	UPDATE
Check social media links are working	UPDATE	UPDATE	UPDATE
Check site functionality and navigation status	UPDATE	UPDATE	UPDATE
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	UPDATE	UPDATE	UPDATE
Do a current check of google quantity guidelines – ensure no violations.	UPDATE	UPDATE	UPDATE
Check site and server are not spamming	UPDATE	UPDATE	UPDATE
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	UPDATE	UPDATE	UPDATE
Check AMP Structured data	UPDATE	UPDATE	UPDATE
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content.	UPDATE	UPDATE	UPDATE
Improving user experience. On site status			
Check Crawl errors	UPDATE	UPDATE	UPDATE
Resubmit site to search engines	UPDATE	UPDATE	UPDATE
Check that mobile first indexing is working	UPDATE	UPDATE	UPDATE
Add new search phrases - Ubersuggest tool <a href="https://ubersuggest.io/">https://ubersuggest.io/</a>	UPDATE	UPDATE	UPDATE
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases	UPDATE	UPDATE	UPDATE
<b>Send Summary report to client</b>	UPDATE	UPDATE	UPDATE
<b>Update SEO certificate</b>	UPDATE	UPDATE	UPDATE