

# 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  
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Of: websitedesign.co.za

Certificate added to domain on the: 02,03,2016  
URL of Certificate: <http://ecam.co.za/wp-content/uploads/2016/03/ecam-seo-certificate.pdf>  
Domain: <http://ecam.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.	Client has an Electronic Consulting and Manufacturing company and looking to rank for electronic consultants gauteng, product development, prototyping gauteng	02,03,2016
R.P.D.	<b>Assessment of own site</b>		
	Areas of products or services	Gauteng	02,03,2016
	Primary products and services	electronic consultants gauteng, product development, prototyping gauteng, electronic manufacturing	02,03,2016
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	2	02,03,2016
	Page count	12	02,03,2016
	Image count	7	02,03,2016
	Word content count	2237	02,03,2016
	Content vs media ratio	14% images	02,03,2016
	Functionality and navigation status	good	02,03,2016
	Server reputation downtime	unknown	02,03,2016
	Server speed test	76/100	02,03,2016
	Domain quality	average	02,03,2016
	Status on file names, description & meta	no meta descriptions or keywords	02,03,2016
	Social media status	no social media present	02,03,2016
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	unknown	02,03,2016
	Current bounce rate (if available)	unknown	02,03,2016
	Current time on site (if available)	unknown	02,03,2016
	Amount of page views (if available)	unknown	02,03,2016
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	site is mobile friendly	02,03,2016
	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:
R.P.D.	<b>Assessment of own primary competitor site</b>	<a href="http://www.crutchfieldeng.co.za/">http://www.crutchfieldeng.co.za/</a>	02,03,2016
	Areas of products or services:	Gauteng	02,03,2016
	Primary products and services:	electronic manufacturing	02,03,2016
	Page count:	18	02,03,2016
	Image count:	19	02,03,2016
	Word content count:	4448	02,03,2016
	Content vs media ratio	41% images	02,03,2016
	Functionality and navigation status:	good	02,03,2016
	Server reputation downtime:	unknown	02,03,2016
	Server speed test	90/100	02,03,2016
	Domain quality:	average	02,03,2016
	Status on file names, description & meta:	could be improved	02,03,2016
	Social media status:	no social media present	02,03,2016
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	unknown	02,03,2016
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	not mobile friendly	02,03,2016
	Other notes:		
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	05-Feb-16	02,03,2016
	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	no meta descriptions or keywords	02.03.2016
R.P.D.	Run a 3 party content originality check	content is original	02.03.2016
R.P.D.	Check number of incoming and outgoing links and their quality	22 external, 37 internal	02.03.2016
R.P.D.	Check on design & function – ensuring a client can engage or access information	good	02.03.2016
R.P.D.	Check images and media have correct titles, dictipions, file names and details	no meta descriptions or keywords	02.03.2016
R.P.D.	Check on sites GEO locations on primary search engines	germany	02.03.2016
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	no errors	02.03.2016
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.	Will ask if he has any social media to add to the site or if you he will like to add any more content, keywords and meta descriptions to be adding in the next session	02.03.2016
R.P.D.	Update SEO certificate		02.03.2016

Phase	Task / Description / Detail	Notes   History	Completed   Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain					
Setup	Relocate site hosting based on requirements of clients					
Setup	Correct responsive issues – based on RPD - design element					
Setup	Ensure file names include search phrases.					
Setup	Create more pages - based on RPD					
Setup	Correct page titles - based on RPD					
Setup	Correct download media speed if required by removing large images / media					
Setup	Correct page description - based on RPD					
Setup	Correct / add more content - both text and images and media - based on RPD					
Setup	Correct / remove poor / duplicate / negative content - based on RPD					
Setup	Correct / add images names and titles - based on RPD					
Setup	Correct / add media - based on RPD					
Setup	Correct / add social media - based on RPD					
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation					
Setup	Correct broken links - based on RPD					
Setup	Correct / reduce outgoing links - based on RPD - Anchor text					
Setup	Improve on structure and flow. Design and development element - based on RPD					
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields					
Setup	Add search engine GEO location information if required - based on RPD					
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page					
Setup	Setup of Webmaster tools with Google Setup					
Setup	Setup Google analytics Registration					
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess					
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review					
Setup	Add Robots.txt File					
Setup	Add Favicon added to website					
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap					
Setup	Submission of Website to Main Search Engines. (Yahoo   Bing   Google)					
Setup	Google Maps Listing Added for the Business if core business is location specific					
Setup	Custom Google Search Engine Added to inner pages - hidden					
Setup	Created internal website 3rd party directory page					
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages					
Setup	Set preferred domain view in Google Webmaster tools - www or non www					
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page					
Setup	If CMS system - integrate the required plugin - example Wordpress - SEO Yoast					
Setup	Ensure any redirects are in order (301 and 302)					
Setup	Keywords in headings (<H1> <H2> tags) : Very important					
Setup	Correct keyword density based on RPD					
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.					
Setup	Remove Cloaking					
Setup	Remove hidden text					
Setup	Remove I frames					
Setup	Check and correct complex code such as Java, etc.					
Setup	Correct Keyword stuffing					
Setup	If e-comm or site with sensitive data secure domain					
Setup	Update SEO certificate					

Phase	Task / Description / Detail	Notes / History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
RCRAM	Review server traffic stats						
RCRAM	Review google reports and stats						
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)						
RCRAM	Check server down time						
RCRAM	Refresh Page links						
RCRAM	Refresh Page descriptions						
RCRAM	Refresh Page meta						
RCRAM	Refresh content						
RCRAM	Refresh images						
RCRAM	Refresh media and check media						
RCRAM	Remove backlinks with low performance or older than 2 years						
RCRAM	Add extra content						
RCRAM	Add extra images						
RCRAM	Add extra media						
RCRAM	Add extra pages						
RCRAM	Add site to industry related search engines to increase incoming links						
RCRAM	Update site map						
RCRAM	Check 3rd Party Software and action						
RCRAM	Correct reported errors						
RCRAM	Check forms and contacts						
RCRAM	Check social media links are working						
RCRAM	Speed check						
RCRAM	Send copy of RCRAM to Client and PM						
RCRAM	Update SEO certificate						

**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 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 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 the geographic location of the business website*

Engine & GEO	Page/URL		Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>				
Cape Town	Date check	Position:	1st Page   1st Position	1st Page   1st Position	1st Page   5th Position
Developer	Michelle				

Engine & GEO	Page/URL		Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>				
Cape Town	Date check	Position:	1st Page   1st Position	1st Page   1st Position	1st Page   5th Position
Developer	Michelle				

Engine & GEO	Page/URL		Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>				
Cape Town	Date check	Position:	1st Page   1st Position	1st Page   1st Position	1st Page   5th Position
Developer	Michelle				