

# 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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Certificate added to domain on the: 18,11,2015  
URL of Certificate: <http://www.signtech.co.za/wp-content/uploads/2015/11/signtech-seo-certificate.pdf>  
Domain: <http://www.signtech.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 does signage and banners in Johannesburg, they also do vehicle branding, 3d letter signs, lightboxes, pvc banners, business cards and letterheads	18,11,2015	
R.P.D.	<b>Assessment of own site</b>			
	Areas of products or services	Johannesburg		
	Primary products and services	signage	18,11,2015	
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	8	18,11,2015	
	Page count	6	18,11,2015	
	Image count	44	18,11,2015	
	Word content count	726	18,11,2015	
	Content vs media ratio	53% images	18,11,2015	
	Functionality and navigation status	easy to navigate through, contact forms working	18,11,2015	
	Server reputation downtime	unknown	18,11,2015	
	Server speed test	70/100	18,11,2015	
	Domain quality	average	18,11,2015	
	Status on file names, description & meta	Does have. But will be improved in the next session	18,11,2015	
	Social media status	have facebook	18,11,2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	unknown	18,11,2015	
	Current bounce rate (if available)	unknown	18,11,2015	
	Current time on site (if available)	unknown	18,11,2015	
	Amount of page views (if available)	unknown	18,11,2015	
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	the website is mobile friendly	18,11,2015	
	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.mtechsigns.co.za/">http://www.mtechsigns.co.za/</a>	18,11,2015	
	Areas of products or services:	Johannesburg	18,11,2015	
	Primary products and services:	signage	18,11,2015	
	Page count:	28	18,11,2015	
	Image count:	462	18,11,2015	
	Word content count:	5130	18,11,2015	
	Content vs media ratio	92% images	18,11,2015	
	Functionality and navigation status:	Easy to navigate through	18,11,2015	
	Server reputation downtime:	unknown	18,11,2015	
	Server speed test	46/100	18,11,2015	
	Domain quality:	average	18,11,2015	
	Status on file names, description & meta:	keywords and descriptions present but all the same on all pages	18,11,2015	
	Social media status:	no socila media present	18,11,2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	4050	18,11,2015	
	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	18,11,2015	
	Other notes:			
		Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	03-Oct-15	18,11,2015
		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	has meta descriptions and keywords, but will be improved	18,11,2015
R.P.D.	Run a 3 party content originality check	content is original	18,11,2015
R.P.D.	Check number of incoming and outgoing links and their quality	4 external, 8 internal	18,11,2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	good	18,11,2015
R.P.D.	Check images and media have correct titles, dictipions, file names and details	will be improved in next session	18,11,2015
R.P.D.	Check on sites GEO locations on primary search engines	Johannesburg	18,11,2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	none	18,11,2015
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.	Competitor has 27 more pages that the client. Meta descriptions and keywords will be added, suggestion to add more pages if they have any more content to add.	18,11,2015
R.P.D.	Update SEO certificate		18,11,2015

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		11,12,2015			
Setup	Ensure file names include search phrases.		11,12,2015			
Setup	Create more pages - based on RPD					
Setup	Correct page titles - based on RPD		11,12,2015			
Setup	Correct download media speed if required by removing large images / media					
Setup	Correct page description - based on RPD		11,12,2015			
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	Facebook already exists	11,12,2015			
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation					
Setup	Correct broken links - based on RPD	No broken links	11,12,2015			
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		11,12,2015			
Setup	Add search engine GEO location information if required - based on RPD		11,12,2015			
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		11,12,2015			
Setup	Setup Google analytics Registration		11,12,2015			
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess		11,12,2015			
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review		11,12,2015			
Setup	Add Robots.txt File		11,12,2015			
Setup	Add Favicon added to website		11,12,2015			
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap		11,12,2015			
Setup	Submission of Website to Main Search Engines. (Yahoo   Bing   Google)		11,12,2015			
Setup	Google Maps Listing Added for the Business if core business is location specific		11,12,2015			
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	Facebook already exists	11,12,2015			
Setup	Set preferred domain view in Google Webmaster tools - www or non www		11,12,2015			
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page					
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast		11,12,2015			
Setup	Ensure any redirects are in order (301 and 302)	No redirects	11,12,2015			
Setup	Keywords in headings (<H1> <H2> tags) : Very important		11,12,2015			
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	No iframes	11,12,2015			
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	N/a	11,12,2015			
Setup	Update SEO certificate		11,12,2015			

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			13.01.2016			
RCRAM	Review google reports and stats	288 visitors in the next month		13.01.2016			
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)	288 visitors in the past month					
RCRAM	Check server down time			13.01.2016			
RCRAM	Refresh Page titles			13.01.2016			
RCRAM	Refresh Page descriptions			13.01.2016			
RCRAM	Refresh Page meta			13.01.2016			
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			13.01.2016			
RCRAM	Check 3rd Party Software and action			13.01.2016			
RCRAM	Correct reported errors	no errors found		13.01.2016			
RCRAM	Check forms and contacts			13.01.2016			
RCRAM	Check social media links are working	facebook is working		13.01.2016			
RCRAM	Speed check	69/100		13.01.2016			
RCRAM	Send copy of RCRAM to Client and PM			13.01.2016			
RCRAM	Update SEO certificate			13.01.2016			

**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 search results

Engine & GEO	Page/URL			Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>			<a href="#">Signage</a>	<a href="#">Signage Johannesburg</a>	
Cape Town	Date check	13.01.2015	Position:	Not on the first 10 pages	Not on the first 10 pages	
Developer	Michelle					