

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 Melusi Gumbi
SA Online: WD & Q Ref: WD06110215 QMEL1
By Developer Ariska Botha
Overseen by Project Manager Neil Pretorius
Of websitedesign.co.za

Certificate added to domain on the: 02.07.2015
URL of Certificate http://www.khauleza.co.za/seo_certificate_wd06110215
Domain <http://www.khauleza.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.			
R.P.D.	Assessment of own site	http://www.khauleza.co.za/	02.07.2015	
	Areas of products or services	brooklyn 0181	02.07.2015	
	Primary products and services	IT solutions	02.07.2015	
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	8	02.07.2015	
	Page count	21	02.07.2015	
	Image count	53	02.07.2015	
	Word content count	4759	02.07.2015	
	Content vs media ratio	60,23% images	02.07.2015	
	Functionality and navigation status	easy navigation, logical flow, no clutter.	02.07.2015	
	Server reputation downtime	Hosted with Hetzner	02.07.2015	
	Server speed test	81/100	02.07.2015	
	Domain quality	No product, Service or location placed in domain. Domain can be improved on.	02.07.2015	
	Status on file names, description & meta	Improved on throughout SEO	02.07.2015	
	Social media status	No Social Media	02.07.2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	955	31.07.2015	
	Current bounce rate (if available)	70.89%	31.07.2015	
	Current time on site (if available)	00:01:23	31.07.2015	
	Amount of page views (if available)	1791	31.07.2015	
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	Responsive	02.07.2015	
	Other notes:	domain needs to improve, Social media platforms to be created. Service area's need to be specified	02.07.2015	
		This step can take up to 4 days to ensure data is generated and all steps executed		
		Areas of products or services	brooklyn 0181	02.07.2015
	R.P.D.	Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.	"Primary Keyword" reports and suggestions:	
R.P.D.	Assessment of own primary competitor site	http://www.thinkit.co.za/	02.07.2015	
	Areas of products or services:	Rivonia	02.07.2015	
	Primary products and services:	ICT Service & Support Provider	02.07.2015	
	Page count:	75	02.07.2015	
	Image count:	1	02.07.2015	
	Word content count:	34399	02.07.2015	
	Content vs media ratio	1.19%	02.07.2015	
	Functionality and navigation status:	easy navigation, simple flow to understand.	02.07.2015	
	Server reputation downtime:	Hosted in South Africa	02.07.2015	
	Server speed test	70/100	02.07.2015	
	Domain quality:	no specific product or service nor location found in domain.	02.07.2015	
	Status on file names, description & meta:	good meta descriptions.	02.07.2015	
	Social media status:	facebook, not frequently active (last post in 2011) content is not always relevant either.	02.07.2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	141	02.07.2015	
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	Not Responsive	02.07.2015	
		Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	16-May-14	02.07.2015
		Other notes:	A lot of pages, little images. Poor domain. Inactive social media. Not responsive.	02.07.2015

	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	none	02.07.2015
R.P.D.	Run a 3 party content originality check	content is original	02.07.2015
R.P.D.	Check number of incoming and outgoing links and their quality	none	02.07.2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	easy navigation, logical flow, no clutter.	02.07.2015
R.P.D.	Check images and media have correct titles, dictiptions, file names and details	Improved on throughout SEO	02.07.2015
R.P.D.	Check on sites GEO locations on primary search engines	Brooklyn 0181	02.07.2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	none	02.07.2015
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.	Would advise client to add more pages, content. Improve domain quality. Create social media platforms. Specify area's of service as well as their key service.	02.07.2015
R.P.D.	Update SEO certificate	02.07.2015	02.07.2015

Phase	Task / Description / Detail	Notes History	Completed Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain		31.07.2015	Ariska Botha		
Setup	Relocate site hosting based on requirements of clients		31.07.2015	Ariska Botha		
Setup	Correct responsive issues - based on RPD - design element		31.07.2015	Ariska Botha		
Setup	Ensure file names include search phrases.		31.07.2015	Ariska Botha		
Setup	Create more pages - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct page titles - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct download media speed if required by removing large images / media		31.07.2015	Ariska Botha		
Setup	Correct page description - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct / add more content - both text and images and media - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct / remove poor / duplicate / negative content - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct / add images names and titles - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct / add media - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct / add social media - based on RPD	no social media	31.07.2015	Ariska Botha		
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation		31.07.2015	Ariska Botha		
Setup	Correct broken links - based on RPD		31.07.2015	Ariska Botha		
Setup	Correct / reduce outgoing links - based on RPD - Anchor text		31.07.2015	Ariska Botha		
Setup	Improve on structure and flow. Design and development element - based on RPD		31.07.2015	Ariska Botha		
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields		31.07.2015	Ariska Botha		
Setup	Add search engine GEO location information if required - based on RPD		31.07.2015	Ariska Botha		
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page		31.07.2015	Ariska Botha		
Setup	Setup of Webmaster tools with Google Setup		31.07.2015	Ariska Botha		
Setup	Setup Google analytics Registration		31.07.2015	Ariska Botha		
Setup	Setup for Google Statistics to Track Visitor - explain to client how to assess		31.07.2015	Ariska Botha		
Setup	Setup Monthly Reporting for Client for next 12 months - explain to client how to review		31.07.2015	Ariska Botha		
Setup	Add Robots.txt File		31.07.2015	Ariska Botha		
Setup	Add Favicon added to website		31.07.2015	Ariska Botha		
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap		31.07.2015	Ariska Botha		
Setup	Submission of Website to Main Search Engines. (Yahoo Bing Google)		31.07.2015	Ariska Botha		
Setup	Google Maps Listing Added for the Business if core business is location specific		31.07.2015	Ariska Botha		
Setup	Custom Google Search Engine Added to inner pages - hidden		31.07.2015	Ariska Botha		
Setup	Created internal website 3rd party directory page		31.07.2015	Ariska Botha		
Setup	Add social media platforms basic, facebook, twitter and google +. If no Social Media suggest to client our Social Media packages	n/a	31.07.2015	Ariska Botha		
Setup	Set preferred domain view in Google Webmaster tools - www or non www		31.07.2015	Ariska Botha		
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page		31.07.2015	Ariska Botha		
Setup	If CMS system - integrate the required plugin - example Wordpress - SEO Yoast		31.07.2015	Ariska Botha		
Setup	Ensure any redirects are in order (301 and 302)		31.07.2015	Ariska Botha		
Setup	Keywords in headings (<h1> -<h2> tags) - Very important		31.07.2015	Ariska Botha		
Setup	Correct keyword density based on RPD		31.07.2015	Ariska Botha		
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.		31.07.2015	Ariska Botha		
Setup	Remove Cloaking		31.07.2015	Ariska Botha		
Setup	Remove hidden text		31.07.2015	Ariska Botha		
Setup	Remove I frames		31.07.2015	Ariska Botha		
Setup	Check and correct complex code such as Java, etc.		31.07.2015	Ariska Botha		
Setup	Correct Keyword stuffing		31.07.2015	Ariska Botha		
Setup	If e-comm or site with sensitive data secure domain		31.07.2015	Ariska Botha		
Setup	Update SEO certificate		31.07.2015	Ariska Botha		

Phase	Task / Description / Detail	Notes History	Developer	Date last actioned	Project Manager name
		users 954, page views 1686, session duration 00:01:24, bounce rate 73.31%	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Review server traffic stats		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Review google reports and stats		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Do a primary search phrase real time test on google (Pages Keyword tab)		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Check server down time	hosted with Helzner	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Refresh Page tiles		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Refresh Page descriptions		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Refresh Page mega		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Refresh content		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Refresh images		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Refresh media and check media		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Remove backlinks with low performance or older than 2 years		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Add extra content	n/a	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Add extra images	n/a	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Add extra media	n/a	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Add extra pages	n/a	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Add site to industry related search engines to increase incoming links		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Update site map		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Check 3rd Party Software and action		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Correct reported errors		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Check forms and contacts		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Check social media links are working	n/a	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Speed check	81/100	Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Send copy of RCR&M to Client and PM		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Update SEO certificate		Ariska Botha	14.08.2015	Stephen Rawlins
RCR&M	Refresh Page tiles	Refreshed	Eiri	17.09.2015	Stephen Rawlins
RCR&M	Refresh Page descriptions	Refreshed	Eiri	17.09.2015	Stephen Rawlins
RCR&M	Refresh Page mega	Refreshed	Eiri	17.09.2015	Stephen Rawlins
RCR&M	Check 3rd Party Software and action	Done	Eiri	17.09.2015	Stephen Rawlins

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"

Primary Keyword Extension = "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	Page/URL	Primary Keyword	Extension 1
Google SA	index	IT Solutions	IT Solutions Pretoria
Pretoria	Date check 14,08,2015	Position: 1st Page Does not appear on 1st 10 pages of google.	1st Page Does not appear on 1st 10 pages of google.

Overall Notes: Would recommend client adds a blog to website to grow page numbers and to grow over all website content, as well as become active on social media platforms. As seen from the amount of google adwords for keyword searched, we can conclude it is a very competitive market and would also suggest client try make use of google adwords.

