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	Cherisse Roux
SA Online: WD & Q Ref:	WD12110615
By Developer	Elri
Overseen by Project Manager	Stephen
Of	websitedesign.co.za

Certificate added to domain on the:	12.08.2015
URL of Certificate	http://www.talonsearth.co.za/Search-Engine-Optimization-Certificate.pdf
Domain	http://www.talonsearth.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.talonsearth.co.za/	
	Areas of products or services	Pretoria, Centurion, Midrand, Pretoria East	12.08.2015
	Primary products and services	TLB Hire, Earthmoving Equipment, Earthmoving Roller Hire, G6 & G7 Delivery, Bobcat Hire	12.08.2015
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description or title)	8	12.08.2015
	Page count	4	12.08.2015
	Image count	10	12.08.2015
	Word content count	453	12.08.2015
	Content vs media ratio	50% - 50%	12.08.2015
	Functionality and navigation status	Good	12.08.2015
	Server reputation downtime	Good - Hetzner	12.08.2015
	Server speed test	671ms - Very good	12.08.2015
	Domain quality	Okay - Doesn't contain primary search phrase	12.08.2015
	Status on file names, description & meta	Okay - Needs work	12.08.2015
	Social media status	No social media	12.08.2015
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	42190	12.08.2015
	Current bounce rate (if available)	Not available	12.08.2015
	Current time on site (if available)	Not available	12.08.2015
	Amount of page views (if available)	Not available	12.08.2015
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	"Awesome! This page is mobile-friendly."	12.08.2015
	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: earth moving equipment hire earth moving equipment earth moving equipment south africa earth moving equipment rental earth moving equipment manufacturers earth moving equipments earth moving equipment for hire earth moving equipment companies hire earth moving equipment earth moving equipment rentals small earth moving equipment earth moving equipment sales used earth moving equipment heavy earth moving equipment heavy earth moving equipments large earth moving equipment	12.08.2015
	Assessment of own primary competitor site	http://www.hireall.co.za/	
	Areas of products or services:	Johannesburg, Pretoria, Witbank, Mozambique, Zambia	12.08.2015
	Primary products and services:	small, medium and big construction equipment machines	12.08.2015
	Page count:	71	12.08.2015
	Image count:	256	12.08.2015

R.P.D.	Word content count:	26245	12.08.2015
	Content vs media ratio	60% - 40%	12.08.2015
	Functionality and navigation status:	Good	12.08.2015
	Server reputation downtime:	Not Available	12.08.2015
	Server speed test	5.01s - Okay	12.08.2015
	Domain quality:	Okay - does not contain primary search phrase	12.08.2015
	Status on file names, description & meta:	Good	12.08.2015
	Social media status:	None	12.08.2015
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	Not Available	12.08.2015
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	"Not mobile-friendly"	12.08.2015
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	41609	12.08.2015
	Other notes:	None	12.08.2015
	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	Fix length of page titles and page descriptions	12.08.2015
R.P.D.	Run a 3 party content originality check	Duplicate Content: 0%	12.08.2015
R.P.D.	Check number of incoming and outgoing links and their quality	Internal links - 5. External links - 3. Good	12.08.2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	Excellent	12.08.2015
R.P.D.	Check images and media have correct titles, dictiptions, file names and details	Add alt tags	12.08.2015
R.P.D.	Check on sites GEO locations on primary search engines	No GEO location	12.08.2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	No 404 error	12.08.2015
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.	Done	12.08.2015
R.P.D.	Update SEO certificate	Done	12.08.2015

Phase	Task / Description / Detail	Notes | History	Completed | Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain	Suggested to client	14.09.2015	Elri		
Setup	Relocate site hosting based on requirements of clients					
Setup	Correct responsive issues – based on RPD - design element	None found	14.10.2015	Elri		
Setup	Ensure file names include search phrases.					
Setup	Create more pages - based on RPD					
Setup	Correct page titles - based on RPD	Done	14.09.2015	Elri		
Setup	Correct download media speed if required by removing large images / media					
Setup	Correct page description - based on RPD	Done	14.09.2015	Elri		
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	Done	14.09.2015	Elri		
Setup	Correct / add media - based on RPD					
Setup	Correct / add social media - based on RPD	Suggested to client	14.09.2015	Elri		
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation					
Setup	Correct broken links - based on RPD	None found	14.09.2015	Elri		
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	Done	14.09.2015	Elri		
Setup	Add search engine GEO location information if required - based on RPD	Asked client for address	14.09.2015	Elri		
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page	Done	14.10.2015	Elri		
Setup	Setup of Webmaster tools with Google Setup	Done	14.09.2015	Elri		
Setup	Setup Google analytics Registration	Done	14.09.2015	Elri		
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess	Done	14.09.2015	Elri		
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review	Done	14.09.2015	Elri		
Setup	Add Robots.txt File	Done	14.09.2015	Elri		
Setup	Add Favicon added to website	Done	14.09.2015	Elri		
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap	Done	14.09.2015	Elri		
Setup	Submission of Website to Main Search Engines. (Yahoo | Bing | Google)	Done	14.09.2015	Elri		
Setup	Google Maps Listing Added for the Business if core business is location specific	Done	14.09.2015	Elri		
Setup	Custom Google Search Engine Added to inner pages - hidden	n/a CMS	14.10.2015	Elri		
Setup	Created internal website 3rd party directory page	Done	14.10.2015	Elri		
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages	Asked client for address	14.09.2015	Elri		
Setup	Set preferred domain view in Google Webmaster tools - www or non www	Done	14.09.2015	Elri		
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	Done	14.10.2015	Elri		
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Done	14.09.2015	Elri		
Setup	Ensure any redirects are in order. (301 and 302)	Done	14.10.2015	Elri		
Setup	Keywords in headings (<H1>, <H2>, tags) : Very important	Done as far as possible	14.09.2015	Elri		
Setup	Correct keyword density based on RPD	Done	14.10.2015	Elri		
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.	Done	14.10.2015	Elri		
Setup	Remove Cloaking	Done	14.10.2015	Elri		
Setup	Remove hidden text	Done	14.10.2015	Elri		
Setup	Remove I frames	Done	14.10.2015	Elri		
Setup	Check and correct complex code such as Java, etc.	Done	14.10.2015	Elri		
Setup	Correct Keyword stuffing	Done	14.10.2015	Elri		
Setup	If e-comm or site with sensitive data secure domain	n/a	14.10.2015	Elri		
Setup	Update SEO certificate	Done	14.09.2015	Elri		

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	Jul: 5 Aug: 19 Sep: 22	Elri	14.10.2015			
RCR&M	Review google reports and stats	Done	Elri	14.10.2015			
RCR&M	Do a primary search phrase real time test on google (Pages Keyword tab)	Done	Elri	14.10.2015			
RCR&M	Check server down time	Standard - Hetzner	Elri	14.10.2015			
RCR&M	Refresh Page tiles	Done	Elri	14.10.2015	All		
RCR&M	Refresh Page descriptions	Done	Elri	14.10.2015	All		
RCR&M	Refresh Page meta						
RCR&M	Refresh content						
RCR&M	Refresh images						
RCR&M	Refresh media and check media						
RCR&M	Remove backlinks with low performance or older than 2 years						
RCR&M	Add extra content						
RCR&M	Add extra images						
RCR&M	Add extra media						
RCR&M	Add extra pages						
RCR&M	Add site to industry related search engines to increase incoming links						
RCR&M	Update site map	Done	Elri	14.10.2015			
RCR&M	Check 3rd Party Software and action	Done	Elri	14.10.2015			
RCR&M	Correct reported errors	None	Elri	14.10.2015			
RCR&M	Check forms and contacts						
RCR&M	Check social media links are working						
RCR&M	Speed check						
RCR&M	Send copy of RCR&M to Client and PM	Done	Elri	14.10.2015			
RCR&M	Update SEO certificate	Done	Elri	14.10.2015			

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 lead 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		earthmoving equipment hire		pretoria earthmoving equipment hire		earthmoving equipment hire pretoria	
Pretoria	Date check	14.09.2015	Position:			2nd Page	7th Position		2nd Page	6th Position
	Previous date check	14.09.2015	Previous Position:	5th Page	7th Position	Not in first 10 pages		5th Page	2nd Position
Developer	Previous date check	12.08.2015	Previous Position:	Not in first 10 pages		Not in first 10 pages		5th Page	2nd Position
	Eki			Not in first 10 pages					