

# SEO | Search Engine Optimization



## ~ Certificate ~

For: [www.search-engine-optimization.co.za](http://www.search-engine-optimization.co.za) | Internal WD

By

[www.websitedesign.co.za](http://www.websitedesign.co.za) and [www.search-engine-optimization.co.za](http://www.search-engine-optimization.co.za)

Certificate added to domain on the: 19th June 2013  
 Certificate template date: 18th June 2013.

### Notes:

- **Search Engine Optimization** (otherwise referred to as SEO) 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 sessions 1-3** are core steps, to use an analogy : "we build a great car, put it on a race track and fill the tank with gas - the car will go fast and far" the tank will eventually run out and you will be left with a great car but the position you ran out of gas is where you will stay, and other cars will eventually overtake you" Refuel your tank with extra sessions:
- **SEO Session 4+** are steps that need to be taken whenever a competitor changes their website, or there is a new website is launched or the search engines change their ranking policies - as you can imagine, these things happen daily, therefore we recommend at least 1 session per month - you can consult with us to determine how often sessions are required). To use an analogy : "each session will refuel your tank and keep your car racing"
- The industry, service, product and location associated with a website and its pages, the size and type of website, and the search engine algorithms and rules are some of the many factors that influence SEO results. **SEO is a marketing investment for a website owner.**

Session	Task / Description / Detail	Completed   Date	Notes   History
		Not Done.	None please optimize your website.
1-3	Review of client brief, and Keyword Assessment and implementations on primary pages. 15 min consult with client explaining Keywords; and business marketing strategy relating to SEO as well as certificate. (Add primary keywords)	27/02/2013 19/06/2013 02/10/2013 17/04/2014	Done
1-3	Implementing meta, page title, page description as per recommended google requirements.	27/02/2013 19/06/2013 02/10/2013	Done
1-3	Set up of Webmaster tools with Google Setup.	27/02/2013	Done
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	27/02/2013	Done

1-3	Setup Monthly Reporting for Client for next 12 months.		
1-3	Robots.txt File Added	27/02/2013 25/05/2013 19/06/2013	Done
1-3	Check .htacce	Not Done.	
1-3	Add Favicon added to website	27/02/2013 25/05/2013 19/06/2013	Done
1-3	Google Site Map Added and linked to Webmaster Tools / XML sitemap.	27/02/2013 25/05/2013 19/06/2013	Done
1-3	Submission of Website to Main Search Engines.	Not Done.	Recommended Session 1
1-3	Google Maps Listing Added for the Business if core business is location specific.	Not Done.	Recommended Session 2
1-3	Form, E-mail and phone number check.	27/02/2013 25/05/2013 19/06/2013	Done
1-3	Check / Removed Footer Link.	27/02/2013 25/05/2013 19/06/2013	Done
1-3	Custom Google Search Engine Added to inner pages.	Not Done.	Recommended Session 2.
1-3	Tag primary pictures.	Not Done.	Some images like the logo is part of the coding and structure/framework of the website and cannot be tagged, unless the structure/framework of the website is to be changed.
1-3	Created internal website directory page.	27/02/2013 25/05/2013 19/06/2013 02/10/2013 05/06/2014 13/11/2014 08/07/2015 24/08/2015 13/11/2015 07/11/2016	Done Updated Updated Updated Updated Updated Updated Updated Updated Updated
1-3	Add social media platforms basic, facebook, twitter and google +	02/10/2013	Done
4+	Set H1 and H2 tags	17/04/2014	Updated with new look & feel

		07/11/2016	Updated with new look & feel
4+	Check number of indexed pages. (SiteMap)	17/04/2014 31/07/2014 13/11/2014 08/07/2015 13/11/2015 07/11/2016	Updated with new look & feel Done Updated Updated Updated Updated with new look & feel
4+	Revise robot file.	17/04/2014 07/11/2016	Updated with new look & feel Updated with new look & feel
4+	Revise site map.	17/04/2014 31/07/2014 13/11/2014 08/07/2015 13/11/2015 07/11/2016	Updated with new look & feel Done Updated Updated Updated Updated with new look & feel
4+	Fix html errors.	17/04/2014	Updated with new look & feel
4+	Check and correct errors reported by search engines.	Not Done.	None please optimize your website.
4+	Fix broken links.	17/04/2014	Updated with new look & feel
4+	Correct missing pages and content.	17/04/2014	Updated with new look & feel
4+	Submission of Website to secondary search engines and directories.	21/02/2017	Done
4+	Tag secondary pictures.	17/04/2014 07/11/2016	Updated with new look & feel Updated with new look & feel
4+	Check content for flash and iframe errors.	17/04/2014	No flash or iframes in new look & feel
4+	Check and when possible improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page.	17/04/2014 07/11/2016	Updated with new look & feel Updated with new look & feel
4+	Form, E-mail and phone number check.	17/04/2014 07/11/2016	Updated with new look & feel Updated with new look & feel
4+	Add media, youtube, images, etc.	17/04/2014 15/09/2016	Updated with new look & feel Added image on index
4+	Check on and when possible make URLs static.	17/04/2014	Updated with new look & feel
4+	Check and when possible ensure URLs are descriptive file names.	17/04/2014 07/11/2016	Updated with new look & feel Updated with new look & feel
4+	Run a duplicate content check for internal pages and correct when found.	Not Done.	None please optimize your website.
4+	Run a plagiarism check on text.	Not Done.	None please optimize your website.

4+	Improve on positive content.	08/07/2015 24/08/2015	Added new marketing pages and Youtube videos Added text on index page
4+	Remove negative content.	Not Done.	None please optimize your website.
4+	Check and when possible correct and improve on character coding.	Not Done.	None please optimize your website.
4+	Create download files with rich content. (adobe, etc)	Not Done.	None please optimize your website.
4+	Optimize graphics for load time and cosmetics.	Not Done.	None please optimize your website.
4+	Optimize navigation and usability to ensure visitor gets to the correct page and engages.	17/04/2014	Updated with new look & feel
4+	Increase incoming links per page, focus on the highest prospect pages.	Not Done.	None please optimize your website.
4+	Decrease outgoing links for the website and especially the homepage or other pages viewed often	Not Done.	None please optimize your website.
4+	Refresh page content. (Recommendations once every two months)	Not Done.	None please optimize your website.
4+	Refresh meta, page and title descriptions. (once ever two months recommendations)	02/07/2015 15/09/2016 21/02/2017	Refreshed page descriptions Refreshed page descriptions and meta tags Refreshed page descriptions and meta tags
4+	Build content rich extra pages / banner pages.	Not Done.	None please optimize your website.
4+	Take actions to increase the time a user is on the website.	Not Done.	None please optimize your website.
4+	Take actions to increase the amount of pages a user visits.	Not Done.	None please optimize your website.
4+	Investigate other social media accounts and platforms related to core business and when possible implement / add.	Not Done.	None please optimize your website.
4+	Analyze competitors - assess data and use in next session if possible.	Not Done.	None please optimize your website.
4+	Check spam issues and website security.	Not Done.	None please optimize your website.
4+	Implement third party tracking software for a	17/04/2014	Scanned website with screaming frog and fixed errors

	"second opinion" - assess data and use in next session.	18/11/2014 02/07/2015 21/02/2017	Scanned with seo frog for broken links Checked length of page descriptions and corrected where necessary Checked length of page descriptions and corrected where necessary

Traffic History - unique visitors only from server.

Year   Month	#	Notes
08   2013	98	
09   2013	222	
10   2013	341	
11   2013	303	
12   2013	204	
01   2014	352	
02   2014	330	
03   2014	259	
04   2014	310	
05   2014	820	

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