

# 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: Henry Trotter  
SA Online: WD & Q Ref: WD 03150217  
By Developer: Tencewill  
Overseen by Project Manager: Stephen Rawlins  
Of: websitedesign.co.za

Certificate added to domain on the: 21.07.2017  
URL of Certificate: <http://henrytrotter.com/WD2016SEOCertificate.pdf>  
Domain: <http://henrytrotter.com/>

## 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

**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.

**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	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain	Not done yet: SEO recommend.				
Setup	Relocate site hosting based on requirements of clients	Not done yet: SEO recommend.				
Setup	Correct responsive issues – based on RPD - design element	Not done yet: SEO recommend.				
Setup	Ensure file names include search phrases.	Not done yet: SEO recommend.				
Setup	Create more pages - based on RPD	Not done yet: SEO recommend.				
Setup	Correct page titles - based on RPD	Page titles added.	21.07.2017	Tencewill		
Setup	Correct download media speed if required by removing large images / media	Not done yet: SEO recommend.				
Setup	Correct page description - based on RPD	Meta descriptions added.	21.07.2017	Tencewill		
Setup	Correct / add more content - both text and images and media - based on RPD	Not done yet: SEO recommend.				
Setup	Correct / remove poor / duplicate / negative content - based on RPD	Not done yet: SEO recommend.				
Setup	Correct / add images names and titles - based on RPD	Not done yet: SEO recommend.				
Setup	Correct / add media - based on RPD	Social media links checked.	21.07.2017	Tencewill		
Setup	Correct / add social media – based on RPD	Not done yet: SEO recommend.				
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation	Not done yet: SEO recommend.				
Setup	Correct broken links - based on RPD	Broken links corrected.	21.07.2017	Tencewill		
Setup	Correct / reduce outgoing links - based on RPD - Anchor text	Not done yet: SEO recommend.				
Setup	Improve on structure and flow. Design and development element - based on RPD	Not done yet: SEO recommend.				
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields	Not done yet: SEO recommend.				
Setup	Add search engine GEO location information if required - based on RPD	Not done yet: SEO recommend.				
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page	Not done yet: SEO recommend.				
Setup	Setup of Webmaster tools with Google Setup	Not done yet: SEO recommend.				
Setup	Setup Google analytics Registration	Not done yet: SEO recommend.				
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess	Not done yet: SEO recommend.				
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review	Not done yet: SEO recommend.				
Setup	Add Robots.txt File	Not done yet: SEO recommend.				
Setup	Add Favicon added to website	Not done yet: SEO recommend.				
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap	Not done yet: SEO recommend.				
Setup	Submission of Website to Main Search Engines, (Yahoo   Bing   Google)	Not done yet: SEO recommend.				
Setup	Google Maps Listing Added for the Business if core business is location specific	Not done yet: SEO recommend.				
Setup	Custom Google Search Engine Added to inner pages - hidden	Not done yet: SEO recommend.				
Setup	Created internal website 3rd party directory page	Not done yet: SEO recommend.				
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our	Not done yet: SEO recommend.				
Setup	Set preferred domain view in Google Webmaster tools - www or non www	Not done yet: SEO recommend.				
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	Not done yet: SEO recommend.				
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Not done yet: SEO recommend.				
Setup	Ensure any redirects are in order (301 and 302)	Not done yet: SEO recommend.				
Setup	Keywords in headings (<H1> - <H2> - tags) : Very important	Done during development.	21.07.2017	Tencewill		
Setup	Correct keyword density based on RPD	Not done yet: SEO recommend.				
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.	Not done yet: SEO recommend.				
Setup	Remove Cloaking	Not done yet: SEO recommend.				
Setup	Remove hidden text	Not done yet: SEO recommend.				
Setup	Remove I frames	Not done yet: SEO recommend.				
Setup	Check and correct complex code such as Java, etc.	Not done yet: SEO recommend.				
Setup	Correct Keyword stuffing	Not done yet: SEO recommend.				
Setup	If e-comm or site with sensitive data secure domain	Not done yet: SEO recommend.				
Setup	Update SEO certificate	Not done yet: SEO recommend.				

Phase	Task / Description / Detail	Notes   History	Developer	Date last actioned	URLs worked on	Project Manager check date	Project Manager name
RCR&M	Review server traffic stats	Not done yet: SEO recommend.					
RCR&M	Review google reports and stats	Not done yet: SEO recommend.					
RCR&M	Do a primary search phrase real time test on google ( Pages Keyword tab)	Not done yet: SEO recommend.					
RCR&M	Check server down time	Not done yet: SEO recommend.					
RCR&M	Refresh Page titles	Not done yet: SEO recommend.					
RCR&M	Refresh Page descriptions	Not done yet: SEO recommend.					
RCR&M	Refresh Page meta	Not done yet: SEO recommend.					
RCR&M	Refresh content	Not done yet: SEO recommend.					
RCR&M	Refresh images	Not done yet: SEO recommend.					
RCR&M	Refresh media and check media	Not done yet: SEO recommend.					
RCR&M	Remove backlinks with low performance or older than 2 years	Not done yet: SEO recommend.					
RCR&M	Add extra content	Not done yet: SEO recommend.					
RCR&M	Add extra images	Not done yet: SEO recommend.					
RCR&M	Add extra media	Not done yet: SEO recommend.					
RCR&M	Add extra pages	Not done yet: SEO recommend.					
RCR&M	Add site to industry related search engines to increase incoming links	Not done yet: SEO recommend.					
RCR&M	Update site map	Not done yet: SEO recommend.					
RCR&M	Check 3rd Party Software and action	Not done yet: SEO recommend.					
RCR&M	Correct reported errors	Not done yet: SEO recommend.					
RCR&M	Check forms and contacts	Not done yet: SEO recommend.					
RCR&M	Check social media links are working	Not done yet: SEO recommend.					
RCR&M	Speed check	Not done yet: SEO recommend.					
RCR&M	Send copy of RCR&M to Client and PM	Not done yet: SEO recommend.					
RCR&M	Update SEO certificate	Not done yet: SEO recommend.					

**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	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">car hire</a>	<a href="#">cape town car hire</a>	<a href="#">cape town airport car hire</a>
Cape Town	<b>Date check</b> 1stJan2015 <b>Position:</b> Previous date check 1st Dec201 Previous Position:	<b>1st Page   1st Position</b> 1st Page   2nd Position	<b>1st Page   3rd Positior</b>	<b>1st Page   8th Position</b> 1st Page   4th Positior 2nd Page   1st Position
Developer	XXXXXXXXXX			

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Google SA	<a href="#">index</a>	<a href="#">car hire</a>	<a href="#">cape town car hire</a>	<a href="#">cape town airport car hire</a>
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Developer	XXXXXXXXXX			