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/Social.

SEO can broadly be divided into two sections:
- Steps and tasks that can only be done once
- Repeated checks, Reviews, Tasks and Maintenance

### 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.

### RPD

RPD (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.

### 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.
<table>
<thead>
<tr>
<th>Phase</th>
<th>Task / Description / Detail</th>
<th>Notes</th>
<th>History</th>
<th>Completed</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>R.P.D.</td>
<td>with Client</td>
<td>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.</td>
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<td><strong>Assessment of own site</strong></td>
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<td>Areas of products or services</td>
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<td>Primary products and services</td>
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<td>How many competitors feature for primary products and services. 1st page of google natural (actual mention of product and service in description or title)</td>
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<td>Page count</td>
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<td>Image count</td>
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<td>Word content count</td>
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<td>Content vs meta ratio</td>
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<td>Server reputation downtime</td>
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<td>Domain quality</td>
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<td>Social media status</td>
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<td>Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker</td>
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<td>Current time on site (if available)</td>
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<td>Amount of page views (if available)</td>
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<td>Areas of products or services</td>
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<td>Primary products and services</td>
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<td>SEO recommend</td>
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<td>SEO recommend</td>
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<td>Content vs meta ratio</td>
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<td>Functionality and navigation status</td>
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<td>SEO recommend</td>
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<td>Domain quality</td>
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<td>SEO recommend</td>
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<td>Status on file names, description &amp; meta</td>
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<td>SEO recommend</td>
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<td>SEO recommend</td>
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<td>Other notes:</td>
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<td>This step can take up to 2 days to ensure data is generated and all steps executed</td>
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<td><strong>Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.</strong></td>
<td><strong>Primary keyword requests and suggestions:</strong></td>
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<td><strong>Check site accessibilit</strong></td>
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<td></td>
<td>Status on site: 404 errors, ‐ protected areas and other similar reasons.</td>
<td>Not done yet</td>
<td>SEO recommend</td>
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<td>Other notes:</td>
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<td>This step can take up to 2 days to ensure data is generated and all steps executed</td>
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<td>R.P.D.</td>
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<td>Execute a 3rd party SEO peer check for page titles, descriptions, meta and content</td>
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<td>R.P.D.</td>
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<td>Run a 3rd party content keyword check</td>
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<td>R.P.D.</td>
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<td>Check number of incoming and outgoing links and their quality</td>
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<tr>
<td>R.P.D.</td>
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<td>Check on design &amp; function - ensuring a client can engage or access information</td>
<td>Not done yet</td>
<td>SEO recommend</td>
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<td>R.P.D.</td>
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<td>Check images and media have correct titles, descriptions, file names and details</td>
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<tr>
<td>R.P.D.</td>
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<td>Check on site GEO locations on primary search engines</td>
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<td>SEO recommend</td>
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<tr>
<td>R.P.D.</td>
<td></td>
<td>Check site accessibility: 404 errors, password protected areas and other similar reasons</td>
<td>Not done yet</td>
<td>SEO recommend</td>
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<tr>
<td>R.P.D.</td>
<td></td>
<td>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 RCM/RM phases. Submit report and certificate to client for review and proceed with secondary consult or SEO tasks if requested from Client</td>
<td>Not done yet</td>
<td>SEO recommend</td>
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<tr>
<td>R.P.D.</td>
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<td>Update SEO certificate</td>
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<tr>
<td>Setup</td>
<td>Correct / change domain</td>
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<td>SEO recommend</td>
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<tr>
<td>Setup</td>
<td>Redicate site hosting based on requirements of clients</td>
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<td>SEO recommend</td>
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<tr>
<td>Setup</td>
<td>Correct responsive issues – based on RPD – design element</td>
<td>Not done yet</td>
<td>SEO recommend</td>
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<tr>
<td>Setup</td>
<td>Fix SEO names include search phrases</td>
<td>Not done yet</td>
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<td></td>
<td></td>
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<tr>
<td>Setup</td>
<td>Create more pages - based on RPD</td>
<td>Not done yet</td>
<td>SEO recommend</td>
<td></td>
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</tr>
<tr>
<td>Setup</td>
<td>Correct page titles - based on RPD</td>
<td>Page titles added</td>
<td>21.07.2017</td>
<td>Tencewill</td>
<td></td>
</tr>
<tr>
<td>Setup</td>
<td>Corrected media speed if required by removing large images / media</td>
<td>Media descriptions added</td>
<td>21.07.2017</td>
<td>Tencewill</td>
<td></td>
</tr>
<tr>
<td>Setup</td>
<td>Correct / add more content - both text and images and media - based on RPD</td>
<td>Not done yet</td>
<td>SEO recommend</td>
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<tr>
<td>Setup</td>
<td>Correct / add images names and titles - based on RPD</td>
<td>Not done yet</td>
<td>SEO recommend</td>
<td></td>
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<tr>
<td>Setup</td>
<td>Correct / add social media - based on RPD</td>
<td>Social media links checked</td>
<td>21.07.2017</td>
<td>Tencewill</td>
<td></td>
</tr>
<tr>
<td>Setup</td>
<td>Correct / add incoming links - based on RPD - Anchor text - reputation</td>
<td>Not done yet</td>
<td>SEO recommend</td>
<td></td>
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<tr>
<td>Setup</td>
<td>Correct / reduce outgoing links - based on RPD - Anchor text</td>
<td>Broken links corrected</td>
<td>21.07.2017</td>
<td>Tencewill</td>
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<tr>
<td>Setup</td>
<td>Remove I frames</td>
<td>Not done yet</td>
<td>SEO recommend</td>
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<tr>
<td>Setup</td>
<td>Remove SEO</td>
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<td>SEO recommend</td>
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<tr>
<td>Setup</td>
<td>Remove Cloaking</td>
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<td>SEO recommend</td>
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<tr>
<td>Setup</td>
<td>Not done yet: SEO recommend.</td>
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<tr>
<td>Task</td>
<td>Description</td>
<td>Notes</td>
<td>History</td>
<td>Developer</td>
<td>Date last actioned</td>
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<tr>
<td>RCRM</td>
<td>Review server traffic stats</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Review google reports and stats</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Do a primary search (phrase real time test on google</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Check server down time</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Retest Page title</td>
<td>Not done yet: SEO recommended</td>
<td></td>
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<tr>
<td>RCRM</td>
<td>Retest Page description</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Retest content</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Retest images</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Retest media and check media</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Remove blocklinks with low performance or older than 2 years</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Add extra content</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Add extra images</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Add extra media</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Add extra pages</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Add site to industry related search engines to increase incoming links</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Update site maps</td>
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<td>RCRM</td>
<td>Check all Page titles and action</td>
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<td>Correct reported errors</td>
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<tr>
<td>RCRM</td>
<td>Check forms and contact</td>
<td>Not done yet: SEO recommended</td>
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<tr>
<td>RCRM</td>
<td>Check social media links are working</td>
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<td>RCRM</td>
<td>Speed check</td>
<td>Not done yet: SEO recommended</td>
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<td>RCRM</td>
<td>Send copy of RCRM to Client and PM</td>
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<tr>
<td>RCRM</td>
<td>Update SEO certificate</td>
<td>Not done yet: SEO recommended</td>
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**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 entirely 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”

<table>
<thead>
<tr>
<th>Engine &amp; GSD</th>
<th>Page/URL</th>
<th>Primary Keyword</th>
<th>Extension 1</th>
<th>Extension 2</th>
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</thead>
<tbody>
<tr>
<td>Google SA</td>
<td>index</td>
<td>car hire</td>
<td>cape town car hire</td>
<td>cape town airport car hire</td>
</tr>
<tr>
<td>Cape Town</td>
<td>Date check 1st Jan 2015</td>
<td>1st Page</td>
<td>1st Position</td>
<td>1st Page</td>
</tr>
<tr>
<td>Developer</td>
<td>XXXXXXXXX</td>
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