

SEO | Search Engine Optimization



~ Certificate ~

For: www.stilt-walkers.co.za | Internal

By

www.websitedesign.co.za and www.search-engine-optimization.co.za

Certificate added to domain on the: 8th August 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)	17/07/2013 24/09/2013	Done
1-3	Implementing meta, page title, page description as per recommended google requirements.	17/07/2013 24/09/2013	Done
1-3	Set up of Webmaster tools with Google Setup.	08/02/2013	Done
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	08/02/2013	Done
1-3	Setup Monthly Reporting for Client for next 12 months.	Not Done.	Recommended Session 1.

1-3	Robots.txt File Added	08/02/2013 24/09/2013	Done
1-3	Check .htaccess	17/07/2013 24/09/2013	Done
1-3	Add Favicon added to website	08/02/2013 24/09/2013	Done
1-3	Google Site Map Added and linked to Webmaster Tools / XML sitemap.	17/07/2013 24/09/2013	Done
1-3	Submission of Website to Main Search Engines.	08/02/2013	Done
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.	08/02/2013 24/09/2013	Done
1-3	Check / Removed Footer Link.	17/07/2013 24/09/2013	Done
1-3	Custom Google Search Engine Added to inner pages.	Not Done.	Recommended Session 2.
1-3	Tag primary pictures.	24/09/2013	Done
1-3	Created internal website directory page.	17/07/2013 24/09/2013 11/06/2014 08/07/2014 29/07/2014 29/08/2014 30/10/2014 16/01/2015 27/02/2015 10/04/2015 25/05/2015 11/06/2015 18/08/2016	Done Updated Updated Updated – removed comedians.za.bz + added new websites Updated Updated Updated Updated Updated Updated Updated Updated Updated
1-3	Add social media platforms basic, facebook, twitter and google +	03/06/2015	Added Facebook and Twitter
4+	Set H1 and H2 tags	20/02/2014	Done
4+	Check number of indexed pages. (SiteMap)	20/02/2014 25/05/2015 11/06/2015	Done Done Done

		18/08/2016	Done
4+	Revise robot file.	20/02/2014 18/08/2016	Done Done
4+	Revise site map.	20/02/2014 25/05/2015 11/06/2015 18/08/2016	Done Done Done Done
4+	Fix html errors.	20/02/2014	Done
4+	Check and correct errors reported by search engines.	Not Done.	
4+	Fix broken links.	20/02/2014 25/05/2015	Done Done
4+	Correct missing pages and content.	20/02/2014	Done
4+	Submission of Website to secondary search engines and directories.	18/08/2016 13/02/2017	Done Done
4+	Tag secondary pictures.		
4+	Check content for flash and iframe errors.	20/02/2014	New website built without iframes or flash
4+	Check and when possible improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page.	20/02/2014	New website navigation
4+	Form, E-mail and phone number check.	20/02/2014	Forms & emails checked
4+	Add media, youtube, images, etc.	20/02/2014	Facebook and some pages with youtube videos
4+	Check on and when possible make URLs static.	Not Done.	
4+	Check and when possible ensure URLs are descriptive file names.	Not Done.	
4+	Run a duplicate content check for internal pages and correct when found.	Not Done.	
4+	Run a plagiarism check on text.	Not Done.	
4+	Improve on positive content.	Not Done.	
4+	Remove negative content.	Not Done.	
4+	Check and when possible correct and improve on character coding.	Not Done.	

4+	Create download files with rich content. (adobe, etc)	Not Done.	
4+	Optimize graphics for load time and cosmetics.	Not Done.	
4+	Optimize navigation and usability to ensure visitor gets to the correct page and engages.	20/02/2014	New website navigation
4+	Increase incoming links per page, focus on the highest prospect pages.	Not Done.	
4+	Decrease outgoing links for the website and especially the homepage or other pages viewed often	Not Done.	
4+	Refresh page content. (Recommendations once every two months)	Not Done.	
4+	Refresh meta, page and title descriptions. (once ever two months recommendations)	20/02/2014 25/05/2015 18/08/2016 13/02/2017	Meta data checked (titles, descriptions and keywords) Refreshed page titles, descriptions and meta tags Done Refreshed page descriptions and meta tags
4+	Build content rich extra pages / banner pages.	Not Done.	
4+	Take actions to increase the time a user is on the website.	Not Done.	
4+	Take actions to increase the amount of pages a user visits.	Not Done.	
4+	Investigate other social media accounts and platforms related to core business and when possible implement / add.	Not Done.	
4+	Analyze competitors - assess data and use in next session if possible.	Not Done.	
4+	Check spam issues and website security.	Not Done.	
4+	Implement third party tracking software for a "second opinion" - assess data and use in next session.	20/02/2014 25/05/2015 18/08/2016 13/02/2017	Website scanned with SEO Frog Check length of page titles, descriptions and meta tags – fixed where necessary Done Check length of page titles, descriptions and meta tags – fixed where necessary
	ADDED:		
4+	Black hat SEO – hidden keywords and text in	Not Done.	

	content		
4+	Data Highlighter in Webmaster Tools	Not Done.	
4+	Advance 'Search Phrase' Test	Not Done.	

Traffic History - unique visitors only from server.

Year Month	#	Notes
2013 Jan	249	
2013 Feb	181	
2013 March	162	
2013 Apr	136	
2013 May	159	
2013 June	131	
2013 Jul	164	
2013 Aug	174	
2013 Sep	185	
2013 Oct	245	
2013 Nov	186	
2013 Dec	173	
2014 Jan	185	
2014 Feb	146	
2014 Mar	216	
2014 Apr	246	
2014 May	287	

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