

SEO | Search Engine Optimization ~ Certificate ~

The most advance & independent SEO from the only web design company who has achieved 1st position on google SA.

Certificate & Key

Template version: Mar-17

Domain: <http://www.stilt-walkers.co.za/>

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For Client name: Internal

SA Online: WD & Q Ref: Internal

Last worked on by Developer: Thobile

Overseen by Project Manager: Eri

Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engine users by ranking web pages for search results in order of most relevance to the search phrase.

S.E.O. can broadly be divided into two sections: Steps and tasks that can only be done once + Steps and tasks that can be repeated.

Before any work can be done, research into the competitiveness of the related industry has to be done in order to ascertain competing website and develop a strategy to outrank their webpages for better positions. Therefore, the correct process of S.E.O. is three phase:

- Research Market & designer strategy, creating priority list of tools and tasks are best for website ranking,
- Implement priority list of tools and tasks, then,
- Maintain site with tasks that need to be repeated.

This document is an independent certificate developed by Jean-Pierre Murray-Kline and is a guideline of the most up to date and general accepted tricks and tools of the trade to increase website ranking. The tools used per website are normally decided based on the results of the research done, and the frequency of the repeated tasks are normally determined on the competitiveness of the industry the website is trading in.

Search engines rank each and every page. There were 4.62 billion pages in March 2016.

As each new web page is added to the internet, its purpose is assessed and ranked by search engines. If a web page or website is launched competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision for the new competitor.

S.E.O. is therefore not a once off product or step in building a website. It is recommended that competitiveness research is done at least once a year and strategy amended.

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 S.E.O. tools and tasks to use to actively target and actively achieve better positions. This is a step missed by nearly all S.E.O. and web design companies and is the reason S.E.O. results can be slower than they need to be and more costly in the long run.

Before R.P.D can start, a website owner must decide on Primary Search Phrases.

Setup. This is the phase of steps and tasks that can broadly only be done once. This is the first phase S.E.O. 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 S.E.O. R.P.D. 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 S.E.O. are tasks that 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 S.E.O. While a complete R.P.D 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 it is widely accepted that search engines review (in general) a website or parts of a site at least once a month, therefore your rankings and positions on search engines are re-evaluated 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.

Primary Search Phrases & Logs

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 web 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 word or words, 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 simple added word "in".

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"

Below are three base line position reports. A website owner will get information on position of home webpage, and two other web pages same website to see position status. Additional position reports can be done, if a client's S.E.O strategy includes them.

1	Full website Primary Search Phrase - always loaded on index page.	Position on google	Last Position & Date
	Date updated: UPDATE	Screen Grab - Main search phrase only	
	URL: UPDATE		
	Main location of service: UPDATE		
	Main search phrase: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 1: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 3: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 3: UPDATE	UPDATE	UPDATE
2	Web Page Primary Search Phrase	Position on google	Last Position & Date
	Date updated: UPDATE	Screen Grab - Main search phrase only	
	URL: UPDATE		
	Main location of service: UPDATE		
	Main search phrase: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 1: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 3: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 3: UPDATE	UPDATE	UPDATE
3	Web Page Primary Search Phrase	Position on google	Last Position & Date
	Date updated: UPDATE	Screen Grab - Main search phrase only	
	URL: UPDATE		
	Main location of service: UPDATE		
	Main search phrase: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 1: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 3: UPDATE	UPDATE	UPDATE
	Main Search Phrase Extension 3: UPDATE	UPDATE	UPDATE

Phase	Task / Description / Detail	Notes History	Software / resource used to determine status / task notes	Completed Date
R.P. D. - with Client	General consult and client brief.	UPDATE		UPDATE
	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			
	# of areas of products or services?	UPDATE	Check SEO brief or website	UPDATE
	# of primary products and services?	UPDATE	Check SEO brief or website	UPDATE
	Is there a page per product or service?	UPDATE	Check website	UPDATE
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	UPDATE	Search primary search phrase on Google	UPDATE
	Is the website mobile friendly? Different to general responsiveness.	UPDATE	Use https://www.google.com/webmasters/tools/mobile-friendly/	UPDATE
	Is mobile first index active?	UPDATE	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at the	UPDATE
	Page count	UPDATE	Use http://www.siteliner.com/ or Screaming Frog SEO Spider	UPDATE
	Image count	UPDATE	Use Screaming Frog SEO Spider or manually scan through site to check for images	UPDATE
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	UPDATE	Use Screaming Frog SEO Spider	UPDATE
	How many videos are there?	UPDATE	Check site manually	UPDATE
	Content vs media ratio?	UPDATE	Check site manually and estimate ratio	UPDATE
	Functionality and navigation status - any broken links or unnecessary buttons.	UPDATE	Check site manually and check broken links with Screaming Frog SEO Spider	UPDATE
	Is the site user friendly? Google ranks websites that's easy to use higher.	UPDATE	Check site manually	UPDATE
	What country is the website hosted in?	UPDATE	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	UPDATE
	Server reputation downtime good or bad?	UPDATE	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	UPDATE
	Website speed? Slow or good?	UPDATE	Use https://tools.pingdom.com/	UPDATE
	Domain name quality linked to Primary Search phrase	UPDATE	Check domain name vs. primary search phrase	UPDATE
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	UPDATE	Use Screaming Frog SEO Spider	UPDATE
	Check primary search phrases are in page titles, descriptions and meta	UPDATE	Check code manually	UPDATE
	Social media status - what is linked?	UPDATE	Check site manually	UPDATE
	Check if there are broken videos	UPDATE	Check site manually and click on videos	UPDATE
	Check for broken forms and incorrect contact information.	UPDATE	Check site manually	UPDATE
	Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	UPDATE	Use AWStats	UPDATE
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	UPDATE	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content"	UPDATE
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seconds or more	UPDATE	Use Google Analytics	UPDATE
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	UPDATE	Use AWStats	UPDATE
	Check if website is responsive?	UPDATE	Drag browser window smaller/bigger	UPDATE
	Is there hidden text?	UPDATE	Highlight all text on each page and check for text made the same colour as the background	UPDATE
	Are all images tagged?	UPDATE	Use Screaming Frog SEO Spider and check code	UPDATE
	Are there H1 and H2 tags?	UPDATE	Check code manually or use Screaming Frog SEO Spider	UPDATE
	Check if site has good hierarchy - 4 tiers or more bad. 3 good, 2 very good (not applicable to CMS sites)	UPDATE	Check site folders on domain	UPDATE
	If CMS - check all plugins are operational.	UPDATE	Check site backend	UPDATE
	Do a current check of google quantity guidelines - ensure no violations.	UPDATE	Use https://support.google.com/webmasters/answer/357697hi=en as a guideline	UPDATE
	Check site security	UPDATE	Check site backend	UPDATE
	Check that there are no paid backlinks	UPDATE	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	UPDATE
	Check site and server are not spamming	UPDATE	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	UPDATE
	RankBrain, check your semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	UPDATE		UPDATE
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?	UPDATE	Check website manually	UPDATE
	Check AMP Structured data?	UPDATE	Use https://search.google.com/structured-data/testing-tool	UPDATE
	Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	UPDATE	Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://lsigraph.com/	UPDATE
	Check Crawl errors	UPDATE	Use Google Webmaster Tools	UPDATE
	Incoming link count?	UPDATE	Use http://www.siteliner.com/	UPDATE
	Is the site set up for voice search	UPDATE	Check site manually	UPDATE
	Report	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)	UPDATE	
Final task	Update SEO certificate	UPDATE	Save as PDF and upload Excel and PDF version to domain	UPDATE

Competitor Check

1st on google, natural listing, using search phrase: UPDATE

Phase	Task / Description / Detail	Notes	History	Software / resource used to determine status / task notes	Completed	Date
R.P.D.	SEMrush – add competitor site to find out what words they are ranking for.					
	# of areas of products or services?	UPDATE		Check SEO brief or website		UPDATE
	# of primary products and services?	UPDATE		Check SEO brief or website		UPDATE
	Is there a page per product or service?	UPDATE		Check website		UPDATE
	Is the website mobile friendly? Different to general responsiveness.	UPDATE		Use https://www.google.com/webmasters/tools/mobile-friendly/		UPDATE
	Is mobile first index active?	UPDATE		Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at the		UPDATE
	Page count	UPDATE		Use http://www.siteliner.com/ or Scaeming Frog SEO Spider		UPDATE
	Image count	UPDATE		Use Scaeming Frog SEO Spider or manually scan through site to check for images		UPDATE
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	UPDATE		Use Scaeming Frog SEO Spider		UPDATE
	How many videos are there?	UPDATE		Check site manually		UPDATE
	Content vs media ratio?	UPDATE		Check site manually and estimate ratio		UPDATE
	Functionality and navigation status - any broken links or unnecessary buttons.	UPDATE		Check site manually and check broken links with Scaeming Frog SEO Spider		UPDATE
	Is the site user friendly? Google ranks websites that's easy to use higher.	UPDATE		Check site manually		UPDATE
	What country is the website hosted in?	UPDATE		Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/		UPDATE
	Server reputation downtime good or bad?	UPDATE		If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determ		UPDATE
	Website speed? Slow or good?	UPDATE		Use https://tools.pingdom.com/		UPDATE
	Domain name quality linked to Primary Search phrase	UPDATE		Check domain name vs. primary search phrase		UPDATE
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	UPDATE		Use Scaeming Frog SEO Spider		UPDATE
	Social media status - what is linked?	UPDATE		Check site manually		UPDATE
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	UPDATE		Use AWStats		UPDATE
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	UPDATE		Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content"		UPDATE
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad, 31-59 seconds okay, 60 seconds or	UPDATE		Use Google Analytics		UPDATE
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	UPDATE		Use AWStats		UPDATE
	Check if website is responsive?	UPDATE		Drag browser window smaller/bigger		UPDATE
	Is there hidden text?	UPDATE		Highlight all text on each page and check for text made the same colour as the background		UPDATE
	Are all images tagged?	UPDATE		Use Screaming Frog SEO Spider and check code		UPDATE
	Are there H1 and H2 tags?	UPDATE		Check code manually or use Screaming Frog SEO Spider		UPDATE
	Do a current check of google quantity guidelines – ensure no violations.	UPDATE		Use https://support.google.com/webmasters/answer/357697hi=en as a guideline		UPDATE
	Check that there are no paid backlinks.	UPDATE		Use https://monitorbacklinks.com/seo-tools/free-backlink-checker		UPDATE
	Check site and server are not Spaming	UPDATE		If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determ		UPDATE
	RankBrain, check you semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	UPDATE				UPDATE
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	UPDATE		Check website manually		UPDATE
	Check AMP structured data?	UPDATE		Use https://search.google.com/structured-data/testing-tool		UPDATE
	Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content.	UPDATE		Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://sigraph.com/		UPDATE
	Improving user experience. On site status	UPDATE				UPDATE
	Check Crawl errors	UPDATE		Use Google Webmaster Tools		UPDATE
	Incoming link count?	UPDATE		Use http://www.siteliner.com/		UPDATE

Task / Description / Detail	Notes History from R.P.D	Software / resource used to determine status / task notes	Completed Date	Developer
Correct / change domain	UPDATE	Move site to new domain	UPDATE	UPDATE
Relocate site hosting based on requirements of clients - local sever to client target	UPDATE		UPDATE	UPDATE
Add page per product	UPDATE	Create and link new pages on site	UPDATE	UPDATE
Correct responsive issues	UPDATE	Recommend to client to have site rebuilt on responsive platform	UPDATE	UPDATE
Ensure file names include search phrases.	UPDATE	Check file names manually and change if needed	UPDATE	UPDATE
Shorten file names if needed	UPDATE	Check file names manually and change if needed	UPDATE	UPDATE
Add mobile first index	UPDATE		UPDATE	UPDATE
Correct page titles	UPDATE		UPDATE	UPDATE
Correct download media speed if required by removing large images / media	UPDATE		UPDATE	UPDATE
Correct page descriptions	UPDATE		UPDATE	UPDATE
Correct / add more text	UPDATE		UPDATE	UPDATE
Correct / add more images	UPDATE		UPDATE	UPDATE
Correct / remove poor / duplicate / hidden text	UPDATE		UPDATE	UPDATE
Correct / add images names and titles	UPDATE		UPDATE	UPDATE
Correct broken videos	UPDATE		UPDATE	UPDATE
Correct / add social media	UPDATE		UPDATE	UPDATE
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)	UPDATE		UPDATE	UPDATE
Correct broken links	UPDATE		UPDATE	UPDATE
Correct / reduce outgoing links	UPDATE		UPDATE	UPDATE
Improve on structure and flow. Design and development element. Usability	UPDATE	Recommend to client and have PM quote on development time	UPDATE	UPDATE
Correct broken forms and incorrect contact information	UPDATE		UPDATE	UPDATE
Add search engine GEO location information if required	UPDATE		UPDATE	UPDATE
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	UPDATE		UPDATE	UPDATE
Setup of Webmaster tools with Google Setup	UPDATE		UPDATE	UPDATE
Setup Google analytics Registration	UPDATE		UPDATE	UPDATE
Setup for Google Statistics to track visitors - explain to client how to assess	UPDATE		UPDATE	UPDATE
Setup Monthly Reporting for Client for next 12 months	UPDATE		UPDATE	UPDATE
Add Robots.txt file	UPDATE		UPDATE	UPDATE
Add Favicon to website	UPDATE		UPDATE	UPDATE
Google Site Map added and linked to Webmaster Tools (XML sitemap)	UPDATE		UPDATE	UPDATE
Submission of Website to Main Search Engines. (Yahoo Bing Google)	UPDATE		UPDATE	UPDATE
Google Maps Listing Added for the Business if core business is location specific	UPDATE		UPDATE	UPDATE
Custom Google Search Engine added to inner pages - add to bottom of contact page only.	UPDATE		UPDATE	UPDATE
Add social media platforms basic, facebook, twitter and google + , youtube channel	UPDATE		UPDATE	UPDATE
Set preferred domain view in Google Webmaster tools - www or non www	UPDATE		UPDATE	UPDATE
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	UPDATE		UPDATE	UPDATE
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	UPDATE		UPDATE	UPDATE
Update site security	UPDATE		UPDATE	UPDATE
Ensure any redirects are in order (301 and 302)	UPDATE		UPDATE	UPDATE
Keywords in headings (<H1>, <H2>, tags)	UPDATE		UPDATE	UPDATE
Correct keyword density based on RPD	UPDATE		UPDATE	UPDATE
Keyword stemming; Applicable to non-English language pages. Check and action if required.	UPDATE		UPDATE	UPDATE
Remove cloaking	UPDATE		UPDATE	UPDATE
Remove iframes	UPDATE		UPDATE	UPDATE
Check and correct complex code such as Java, etc.	UPDATE		UPDATE	UPDATE
Correct keyword stuffing	UPDATE		UPDATE	UPDATE
If e-comm or site with sensitive data secure domain	UPDATE		UPDATE	UPDATE
Set up site for voice search	UPDATE	Voice search for WP sites http://www.wpbeginner.com/plugins/how-to-add-voice-s	UPDATE	UPDATE
Send Summary report to Client	UPDATE		UPDATE	UPDATE
Update SEO certificate	UPDATE		UPDATE	UPDATE

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles	Done	Thobile	16.07.2018
Refresh page descriptions	Done	Thobile	16.07.2018
Refresh page meta			
Refresh content (text shuffle)			
Add content			
Add images			
Add media (videos)			
Add social media			
Remove backlinks with low performance or older than 2 years			
Add extra pages			
Remove old/unused files from server			
Add site to industry related search engines to increase incoming links			
Update sitemap			
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)	Done	Thobile	16.07.2018
Check and then correct reported errors			
Check forms and contacts			
Check social media links are working			
Check site functionality and navigation status			
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?			
Check AMP Structured data			
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status			
Check Crawl errors			
Resubmit site to search engines	Done	Eiri	16.07.2018
Check that mobile first indexing is working			
Add new search phrases - Ubersuggest tool https://ubersuggest.io/			
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases			
Send Summary report to client	n/a	n/a	n/a
Update SEO certificate		Thobile	16.07.2018

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles			
Refresh page descriptions			
Refresh page meta			
Refresh content (text shuffle)			
Add content	Updated references and contact page	Eli	25.09.2018
Add images			
Add media (videos)			
Add social media			
Remove backlinks with low performance or older than 2 years			
Add extra pages			
Remove old/unused files from server			
Add site to industry related search engines to increase incoming links			
Update sitemap	Done	Eli	25.09.2018
Check 3rd Party Software and action recommendations (Scaming Frog SEO Spider)			
Check and then correct reported errors			
Check forms and contacts			
Check social media links are working			
Check site functionality and navigation status			
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?			
Check AMP Structured data			
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status			
Check Crawl errors			
Resubmit site to search engines			
Check that mobile first indexing is working			
Add new search phrases - Ubersuggest tool https://ubersuggest.io/			
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases			
Update internal site directory page	Done	Eli	25.09.2018
Send Summary report to client	n/a	n/a	n/a
Update SEO certificate	Done	Eli	25.09.2018