

# SEO | Search Engine Optimization ~ Certificate ~

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

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Certificate added to domain on the: 05.11.2015  
URL of Certificate <http://www.lmconcepts.co.za/wp-content/uploads/2015/11/lm-seo-certificate.pdf>  
Domain <http://www.lmconcepts.co.za/>

## 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

Steps and tasks that can be repeated.

**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.

No traditional or physical SEO is done during the RPD phase.

**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 |
|-------------------------------|--|--|------------------|
| R.P.D. - with Client          | General consult and client brief.  |  |                  |
|                               | 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.                        | <b>Assessment of own site</b>  |  |                  |
|                               | Areas of products or services  | Highly Advised                             |                  |
|                               | Primary products and services  | Highly Advised                             |                  |
|                               | How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)   | Highly Advised                             |                  |
|                               | Page count   | Highly Advised                             |                  |
|                               | Image count  | Highly Advised                             |                  |
|                               | Word content count   | Highly Advised                             |                  |
|                               | Content vs media ratio   | Highly Advised                             |                  |
|                               | Functionality and navigation status  | Highly Advised                             |                  |
|                               | Server reputation downtime   | Highly Advised                             |                  |
|                               | Server speed test  | Highly Advised                             |                  |
|                               | Domain quality   | Highly Advised                             |                  |
|                               | Status on file names, description & meta   | Highly Advised                             |                  |
|                               | Social media status  | Highly Advised                             |                  |
|                               | Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker  | Highly Advised                             |                  |
|                               | Current bounce rate (if available)   | Highly Advised                             |                  |
|                               | Current time on site (if available)  | Highly Advised                             |                  |
|                               | Amount of page views (if available)  | Highly Advised                             |                  |
|                               | Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>   | Highly Advised                             |                  |
|                               | Other notes:   | Highly Advised                             |                  |
|                               | This step can take up to 4 days to ensure data is generated and all steps executed   | Highly Advised                             |                  |
| Areas of products or services | Highly Advised   |  |                  |
| R.P.D.                        | Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.  | "Primary Keyword" reports and suggestions. |                  |
| R.P.D.                        | <b>Assessment of own primary competitor site</b>   |  |                  |
|                               | Areas of products or services:   | Highly Advised                             |                  |
|                               | Primary products and services:   | Highly Advised                             |                  |
|                               | Page count:  | Highly Advised                             |                  |
|                               | Image count:   | Highly Advised                             |                  |
|                               | Word content count:  | Highly Advised                             |                  |
|                               | Content vs media ratio   | Highly Advised                             |                  |
|                               | Functionality and navigation status:   | Highly Advised                             |                  |
|                               | Server reputation downtime:  | Highly Advised                             |                  |
|                               | Server speed test  | Highly Advised                             |                  |
|                               | Domain quality:  | Highly Advised                             |                  |
|                               | Status on file names, description & meta:  | Highly Advised                             |                  |
|                               | Social media status:   | Highly Advised                             |                  |
|                               | Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:   | Highly Advised                             |                  |
|                               | Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>   | Highly Advised                             |                  |
|                               | Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M  | Highly Advised                             |                  |
|                               | Other notes:   | Highly Advised                             |                  |
|                               | This step can take up to 2 days to ensure data is generated and all steps executed   | Highly Advised                             |                  |

|        |   |                |  |
|--------|---|----------------|--|
| R.P.D. | Run a 3 party SEO error check for page titles, descriptions, meta and content   | Highly Advised |  |
| R.P.D. | Run a 3 party content originality check   | Highly Advised |  |
| R.P.D. | Check number of incoming and outgoing links and their quality   | Highly Advised |  |
| R.P.D. | Check on design & function – ensuring a client can engage or access information   | Highly Advised |  |
| R.P.D. | Check images and media have correct titles, dictipions, file names and details  | Highly Advised |  |
| R.P.D. | Check on sites GEO locations on primary search engines  | Highly Advised |  |
| R.P.D. | Check site accessibility: 404 errors, password- protected areas and other similar reasons.  | Highly Advised |  |
| R.P.D. | 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 RCR&M phases. Submit report and certificate to client for review and proceed with secondary consult or SEO tasks if requested from Client. | Highly Advised |  |
| R.P.D. | Update SEO certificate  | Highly Advised |  |

| Phase | Task / Description / Detail   | Notes   History | Completed   Date | Developer | Project Manager Sign off Date | Project Manager name |
|-------|---|-----------------|------------------|-----------|-------------------------------|----------------------|
| Setup | Correct / change domain   | Highly Advised  |                  |           |                               |                      |
| Setup | Relocate site hosting based on requirements of clients  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct responsive issues – based on RPD - design element   | Highly Advised  |                  |           |                               |                      |
| Setup | Ensure file names include search phrases.   | Highly Advised  |                  |           |                               |                      |
| Setup | Create more pages - based on RPD  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct page titles - based on RPD  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct download media speed if required by removing large images / media   | Highly Advised  |                  |           |                               |                      |
| Setup | Correct page description - based on RPD   | Highly Advised  |                  |           |                               |                      |
| Setup | Correct / add more content - both text and images and media - based on RPD  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct / remove poor / duplicate / negative content - based on RPD   | Highly Advised  |                  |           |                               |                      |
| Setup | Correct / add images names and titles - based on RPD  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct / add media - based on RPD  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct / add social media - based on RPD   | Highly Advised  |                  |           |                               |                      |
| Setup | Correct / add incoming links - based on RPD - Anchor text - reputation  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct broken links - based on RPD   | Highly Advised  |                  |           |                               |                      |
| Setup | Correct / reduce outgoing links - based on RPD - Anchor text  | Highly Advised  |                  |           |                               |                      |
| Setup | Improve on structure and flow. Design and development element - based on RPD  | Highly Advised  |                  |           |                               |                      |
| Setup | Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields                        | Highly Advised  |                  |           |                               |                      |
| Setup | Add search engine GEO location information if required - based on RPD   | Highly Advised  |                  |           |                               |                      |
| Setup | Create internal site directory, back end of site, hidden page with 1 internal link to landing page                                | Highly Advised  |                  |           |                               |                      |
| Setup | Setup of Webmaster tools with Google Setup  | Highly Advised  |                  |           |                               |                      |
| Setup | Setup Google analytics Registration   | Highly Advised  |                  |           |                               |                      |
| Setup | Setup for Google Statistics to Track Visitor – explain to client how to assess  | Highly Advised  |                  |           |                               |                      |
| Setup | Setup Monthly Reporting for Client for next 12 months – explain to client how to review   | Highly Advised  |                  |           |                               |                      |
| Setup | Add Robots.txt File   | Highly Advised  |                  |           |                               |                      |
| Setup | Add Favicon added to website  | Highly Advised  |                  |           |                               |                      |
| Setup | Google Site Map Added and linked to Webmaster Tools / XML sitemap   | Highly Advised  |                  |           |                               |                      |
| Setup | Submission of Website to Main Search Engines. (Yahoo   Bing   Google)   | Highly Advised  |                  |           |                               |                      |
| Setup | Google Maps Listing Added for the Business if core business is location specific  | Highly Advised  |                  |           |                               |                      |
| Setup | Custom Google Search Engine Added to inner pages - hidden   | Highly Advised  |                  |           |                               |                      |
| Setup | Created internal website 3rd party directory page   | Highly Advised  |                  |           |                               |                      |
| Setup | Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages | Highly Advised  |                  |           |                               |                      |
| Setup | Set preferred domain view in Google Webmaster tools - www or non www  | Highly Advised  |                  |           |                               |                      |
| Setup | Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page                                      | Highly Advised  |                  |           |                               |                      |
| Setup | If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast  | Highly Advised  |                  |           |                               |                      |
| Setup | Ensure any redirects are in order (301 and 302)   | Highly Advised  |                  |           |                               |                      |
| Setup | Keywords in headings (<H1> <H2> tags) : Very important  | Highly Advised  |                  |           |                               |                      |
| Setup | Correct keyword density based on RPD  | Highly Advised  |                  |           |                               |                      |
| Setup | Keyword stemming. Applicable to non-English language pages. Check and action if required.   | Highly Advised  |                  |           |                               |                      |
| Setup | Remove Cloaking   | Highly Advised  |                  |           |                               |                      |
| Setup | Remove hidden text  | Highly Advised  |                  |           |                               |                      |
| Setup | Remove I frames   | Highly Advised  |                  |           |                               |                      |
| Setup | Check and correct complex code such as Java, etc.   | Highly Advised  |                  |           |                               |                      |
| Setup | Correct Keyword stuffing  | Highly Advised  |                  |           |                               |                      |
| Setup | If e-comm or site with sensitive data secure domain   | Highly Advised  |                  |           |                               |                      |
| Setup | Update SEO certificate  | Highly Advised  |                  |           |                               |                      |

| Phase | Task / Description / Detail  | Notes / History | Developer | Date last actioned | URLs worked on | Project Manager random check date | Project Manager name |
|-------|--|-----------------|-----------|--------------------|----------------|-----------------------------------|----------------------|
| RCRAM | Review server traffic stats  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Review google reports and stats  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Do a primary search phrase real time test on google / Pages Keyword tab) | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Check server down time   | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Refresh Page titles  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Refresh Page descriptions  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Refresh Page meta  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Refresh content  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Refresh images   | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Refresh media and check media  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Remove backlinks with low performance or older than 2 years              | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Add extra content  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Add extra images   | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Add extra media  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Add extra pages  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Add site to industry related search engines to increase incoming links   | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Update site map  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Check 3rd Party Software and action                                      | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Correct reported errors  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Check forms and contacts   | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Check social media links are working                                     | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Speed check  | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Send copy of RCRAM to Client and PM                                      | Highly Advised  |           |                    |                |                                   |                      |
| RCRAM | Update SEO certificate   | Highly Advised  |           |                    |                |                                   |                      |

**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"

*Example 1: SEO on the search engine and if the engine can filter location of site / services available*

| 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><br>Previous date check | 1stJan2015<br>1st Dec2014 | <b>Position:</b><br>Previous Position: | <b>1st Page   1st Position</b><br>1st Page   2nd Position | <b>1st Page   3rd Position</b><br>1st Page   4th Position | <b>1st Page   8th Position</b><br>2nd Page   1st Position |
| Developer    | NAME                                     |                           |  |   |   |   |

| 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><br>Previous date check | 1stJan2015<br>1st Dec2014 | <b>Position:</b><br>Previous Position: | <b>1st Page   1st Position</b><br>1st Page   2nd Position | <b>1st Page   3rd Position</b><br>1st Page   4th Position | <b>1st Page   8th Position</b><br>2nd Page   1st Position |
| Developer    | NAME                                     |                           |  |   |   |   |

| 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><br>Previous date check | 1stJan2015<br>1stDec2014 | <b>Position:</b><br>Previous Position: | <b>1st Page   1st Position</b><br>1st Page   2nd Position | <b>1st Page   3rd Position</b><br>1st Page   4th Position | <b>1st Page   8th Position</b><br>2nd Page   1st Position |
| Developer    | NAME                                     |                          |  |   |   |   |