

SEO | Search Engine Optimization



~ Certificate ~

For: www.shelteredvale.co.za

By

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

Certificate added to domain on the: 23rd February 2015

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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) | Not Done. | Recommended Session 1 - 3 |
| 1-3 | Implementing meta, page title, page description as per recommended google requirements. | Not Done. | Recommended Session 1. |
| 1-3 | Set up of Webmaster tools with Google Setup. | Not Done. | Recommended Session 1 |
| 1-3 | Google analytics Registration & Setup for Google Statistics to Track Visitors | Not Done. | Recommended Session 1. |
| 1-3 | Setup Monthly Reporting for Client for next 12 months. | | Recommended Session 1. |

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| 1-3 | Robots.txt File Added | Not Done. | Recommended Session 1. |
| 1-3 | Check .htacce | Not Done. | Recommended Session 1. |
| 1-3 | Add Favicon added to website | Not Done. | Recommended Session 2. |
| 1-3 | Google Site Map Added and linked to Webmaster Tools / XML sitemap. | Not Done. | Recommended Session 1 |
| 1-3 | Submission of Website to Main Search Engines. | Not Done. | Recommended Session 1 |
| 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. | Not Done. | Recommended Session 1 - 3 |
| 1-3 | Check / Removed Footer Link. | Not Done. | Recommended Session 1 |
| 1-3 | Custom Google Search Engine Added to inner pages. | Not Done. | Recommended Session 2. |
| 1-3 | Tag primary pictures. | Not Done. | Some images like the logo is part of the coding and structure/framework of the website and cannot be tagged, unless the structure/framework of the website is to be changed. |
| 1-3 | Created internal website directory page. | Not Done. | Recommended Session 3. |
| 1-3 | Add social media platforms basic, facebook, twitter and google + | Not Done. | Recommended Session 1 - 3. |
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| 4+ | Set H1 and H2 tags | Not Done. | None please optimize your website. |
| 4+ | Check number of indexed pages. (SiteMap) | Not Done. | None please optimize your website. |
| 4+ | Revise robot file. | Not Done. | None please optimize your website. |
| 4+ | Revise site map. | Not Done. | None please optimize your website. |
| 4+ | Fix html errors. | Not Done. | None please optimize your website. |
| 4+ | Check and correct errors reported by search engines. | Not Done. | None please optimize your website. |
| 4+ | Fix broken links. | Not Done. | None please optimize your website. |
| 4+ | Correct missing pages and content. | Not Done. | None please optimize your website. |
| 4+ | Submission of Website to secondary search | Not Done. | None please optimize your website. |

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| | engines and directories. | | |
| 4+ | Tag secondary pictures. | Not Done. | None please optimize your website. |
| 4+ | Check content for flash and iframe errors. | Not Done. | None please optimize your website. |
| 4+ | Check and when possible improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page. | Not Done. | None please optimize your website. |
| 4+ | Form, E-mail and phone number check. | Not Done. | None please optimize your website. |
| 4+ | Add media, youtube, images, etc. | Not Done. | None please optimize your website. |
| 4+ | Check on and when possible make URLs static. | Not Done. | None please optimize your website. |
| 4+ | Check and when possible ensure URLs are descriptive file names. | Not Done. | None please optimize your website. |
| 4+ | Run a duplicate content check for internal pages and correct when found. | Not Done. | None please optimize your website. |
| 4+ | Run a plagiarism check on text. | Not Done. | None please optimize your website. |
| 4+ | Improve on positive content. | Not Done. | None please optimize your website. |
| 4+ | Remove negative content. | Not Done. | None please optimize your website. |
| 4+ | Check and when possible correct and improve on character coding. | Not Done. | None please optimize your website. |
| 4+ | Create download files with rich content. (adobe, etc) | Not Done. | None please optimize your website. |
| 4+ | Optimize graphics for load time and cosmetics. | Not Done. | None please optimize your website. |
| 4+ | Optimize navigation and usability to ensure visitor gets to the correct page and engages. | Not Done. | None please optimize your website. |
| 4+ | Increase incoming links per page, focus on the highest prospect pages. | Not Done. | None please optimize your website. |
| 4+ | Decrease outgoing links for the website and especially the homepage or other pages viewed often | Not Done. | None please optimize your website. |
| 4+ | Refresh page content. (Recommendations once every two months) | Not Done. | None please optimize your website. |

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| 4+ | Refresh meta, page and title descriptions. (once ever two months recommendations) | Not Done. | None please optimize your website. |
| 4+ | Build content rich extra pages / banner pages. | Not Done. | None please optimize your website. |
| 4+ | Take actions to increase the time a user is on the website. | Not Done. | None please optimize your website. |
| 4+ | Take actions to increase the amount of pages a user visits. | Not Done. | None please optimize your website. |
| 4+ | Investigate other social media accounts and platforms related to core business and when possible implement / add. | Not Done. | None please optimize your website. |
| 4+ | Analyze competitors - assess data and use in next session if possible. | Not Done. | None please optimize your website. |
| 4+ | Check spam issues and website security. | Not Done. | None please optimize your website. |
| 4+ | Implement third party tracking software for a "second opinion" - assess data and use in next session. | Not Done. | None please optimize your website. |
| | ADDED: | | |
| 4+ | Black hat SEO – hidden keywords and text in content | Not Done. | |
| 4+ | Data Highlighter in Webmaster Tools | Not Done. | |
| 4+ | Advance 'Search Phrase' Test | Not Done. | |

