

# SEO | Search Engine Optimization



## ~ Certificate ~

For: [www.precast-walling.co.za](http://www.precast-walling.co.za) | Q SEA1 20 06 14 – WD-04050414

[www.websitedesign.co.za](http://www.websitedesign.co.za) and [www.search-engine-optimization.co.za](http://www.search-engine-optimization.co.za)

Certificate added to domain on the: 20<sup>th</sup> of August 2014

Certificate template date: 20<sup>th</sup> of August 2014

### 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
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)	20.08.2014	
1-3	Implementing meta, page title, page description as per recommended google requirements.	20.08.2014 02.10.2014	Refreshed meta data and descriptions + titles
1-3	Set up of Webmaster tools with Google Setup.	20.08.2014 02.10.2014	Checked on account
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	20.08.2014 02.10.2014	Checked on account
1-3	Setup Monthly Reporting for Client for next 12 months.	20.08.2014	
1-3	Robots.txt File Added	20.08.2014	

		02.10.2014	Checked and revise robots.txt
1-3	Check .htaccess	20.08.2014 02.10.2014	Checked
1-3	Add Favicon added to website	20.08.2014	
1-3	Google Site Map Added and linked to Webmaster Tools / XML sitemap.	20.08.2014 02.10.2014	Recreated and resubmitted
1-3	Submission of Website to Main Search Engines.	20.08.2014 02.10.2014	Submitted to Ananzi
1-3	Google Maps Listing Added for the Business if core business is location specific.	02.10.2014	
1-3	Form, E-mail and phone number check.	20.08.2014 02.10.2014	
1-3	Check / Removed Footer Link.	20.08.2014 02.10.2014	
1-3	Custom Google Search Engine Added to inner pages.	n/a	Joomla doesn't support cse
1-3	Tag primary pictures.	02.10.2014	
1-3	Created internal website directory page.	20.10.2014	
1-3	Add social media platforms basic, facebook, twitter and google +	Done.	Added in development
4+	Set H1 and H2 tags	20.10.2014	
4+	Check number of indexed pages. (SiteMap)	20.10.2014	
4+	Revise robot file.	20.10.2014	
4+	Revise site map.	20.10.2014	
4+	Fix html errors.	20.10.2014	
4+	Check and correct errors reported by search engines.	20.10.2014	
4+	Fix broken links.	20.10.2014	
4+	Correct missing pages and content.	20.10.2014	
4+	Submission of Website to secondary search	20.10.2014	

	engines and directories.		
4+	Tag secondary pictures.	20.10.2014	
4+	Check content for flash and iframe errors.	20.10.2014	
4+	Check and when possible improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page.	20.10.2014	
4+	Form, E-mail and phone number check.	20.10.2014	
4+	Add media, youtube, images, etc.	n.a	Recommended.
4+	Check on and when possible make URLs static.	20.10.2014	
4+	Check and when possible ensure URLs are descriptive file names.	20.10.2014	
4+	Run a duplicate content check for internal pages and correct when found.	20.10.2014	
4+	Run a plagiarism check on text.	20.10.2014	
4+	Improve on positive content.	Done	Recommended
4+	Remove negative content.	20.10.2014	
4+	Check and when possible correct and improve on character coding.	20.10.2014	
4+	Create download files with rich content. (adobe, etc)	N/A	
4+	Optimize graphics for load time and cosmetics.	20.10.2014	
4+	Optimize navigation and usability to ensure visitor gets to the correct page and engages.	20.10.2014	
4+	Increase incoming links per page, focus on the highest prospect pages.	20.10.2014	
4+	Decrease outgoing links for the website and especially the homepage or other pages viewed often	20.10.2014	
4+	Refresh page content. (Recommendations once every two months)	N.A	Recommended

4+	Refresh meta, page and title descriptions. (once ever two months recommendations)	20.10.2014	
4+	Build content rich extra pages / banner pages.	n.a	Recommended
4+	Take actions to increase the time a user is on the website.	20.10.2014	
4+	Take actions to increase the amount of pages a user visits.	20.10.2014	
4+	Investigate other social media accounts and platforms related to core business and when possible implement / add.	n/a	
4+	Analyze competitors - assess data and use in next session if possible.	20.10.2014	
4+	Check spam issues and website security.	20.10.2014	
4+	Implement third party tracking software for a "second opinion" - assess data and use in next session.	20.10.2014	SEO Frog

Traffic History - unique visitors only from server.

Year   Month	#	Notes

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By

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