

# SEO | Search Engine Optimization ~ Certificate ~

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

Template version: 2nd of April 2015  
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SA Online: WD & Q Ref: WD 1103121  
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Of websitedesign.co.za

Certificate added to domain on the: 29.09.2016  
URL of Certificate <http://www.customoffice.co.za/Custom-Office-SEO-Certificate.pdf>  
Domain <http://www.customoffice.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.	Assessment of own site	<a href="http://www.capeoffice.co.za/">http://www.capeoffice.co.za/</a>	21/09/2016															
	Areas of products or services	Cape Town	21/09/2016															
	Primary products and services	Office Furniture Cape Town, Reception units / desks in Cape Town, Office chairs in Cape Town	21/09/2016															
	How many competitors linkers for primary products and services 14 page of google natural (actual mention of product and service in description of link)		21/09/2016															
	Page count	69	21/09/2016															
	Image count	307	21/09/2016															
	Word content count	8,279	21/09/2016															
	Content vs media ratio	67% vs 33%	21/09/2016															
	Functionality and navigation status	Good	21/09/2016															
	Server reputation downtime	1% available	21/09/2016															
	Content speed test	3.7s - Good	21/09/2016															
	Domain quality	Okay - Doesn't contain primary search phrase	21/09/2016															
	Check on file names, descriptions & meta	Good	21/09/2016															
	Social media status	Good - Facebook (RSS SKYPE Chat)	21/09/2016															
	Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	Month Pagevis <table border="1"> <tr><td>Jan 2016</td><td>2268</td></tr> <tr><td>Feb 2016</td><td>2311</td></tr> <tr><td>Mar 2016</td><td>2370</td></tr> <tr><td>Apr 2016</td><td>2228</td></tr> <tr><td>May 2016</td><td>3399</td></tr> <tr><td>Jun 2016</td><td>3637</td></tr> <tr><td>Jul 2016</td><td>2481</td></tr> <tr><td>Aug 2016</td><td>3368</td></tr> </table>	Jan 2016	2268	Feb 2016	2311	Mar 2016	2370	Apr 2016	2228	May 2016	3399	Jun 2016	3637	Jul 2016	2481	Aug 2016	3368
Jan 2016	2268																	
Feb 2016	2311																	
Mar 2016	2370																	
Apr 2016	2228																	
May 2016	3399																	
Jun 2016	3637																	
Jul 2016	2481																	
Aug 2016	3368																	
Current bounce rate (if available)	Not available	21/09/2016																
Current time on site (if available)	Not available	21/09/2016																
Amount of page views (if available)	Month Pagevis <table border="1"> <tr><td>Jan 2016</td><td>20209</td></tr> <tr><td>Feb 2016</td><td>21640</td></tr> <tr><td>Mar 2016</td><td>22940</td></tr> <tr><td>Apr 2016</td><td>20847</td></tr> <tr><td>May 2016</td><td>34870</td></tr> <tr><td>Jun 2016</td><td>32864</td></tr> <tr><td>Jul 2016</td><td>21973</td></tr> <tr><td>Aug 2016</td><td>32624</td></tr> </table>	Jan 2016	20209	Feb 2016	21640	Mar 2016	22940	Apr 2016	20847	May 2016	34870	Jun 2016	32864	Jul 2016	21973	Aug 2016	32624	21/09/2016
Jan 2016	20209																	
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Mar 2016	22940																	
Apr 2016	20847																	
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Jun 2016	32864																	
Jul 2016	21973																	
Aug 2016	32624																	
Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	Responsive! The page is mobile friendly.	21/09/2016																
Other notes																		
This step can take up to 4 days to ensure data is generated and all steps executed																		
R.P.D.	Advance keyword assessment and implementations using Google Keyword Planner and Google Trends	Primary Keyword: repairs and suggestions, quality office furniture, office furniture, custom designed office furniture, call center solutions, corporate office solutions, office seating, office desks, modern office furniture, office furniture suppliers, reception units, reception desks, office chairs, custom office furniture, custom office.																
		quality office furniture cape town, office furniture cape town, custom designed office furniture cape town, call center solutions cape town, corporate office solutions cape town, office seating cape town, office desks cape town, modern office furniture cape town, office furniture suppliers cape town, reception units cape town, reception desks cape town, office chairs cape town, custom office furniture cape town, custom office cape town.	14/09/2016															
	Assessment of own primary competitor site	<a href="http://www.capeofficefurniture.co.za/">http://www.capeofficefurniture.co.za/</a>	02/09/2016															
	Areas of products or services	Cape Town	02/09/2016															
	Primary products and services	Office Furniture	02/09/2016															
	Page count	25	02/09/2016															
	Image count	113	02/09/2016															
	Word content count	1398	02/09/2016															
	Content vs media ratio	61% vs 39%	02/09/2016															
	Functionality and navigation status	Good	02/09/2016															
	Server reputation downtime	Not available	02/09/2016															
	Content speed test	1.7s - Good	02/09/2016															
	Domain quality	Okay - Doesn't contain primary search phrase	02/09/2016															
	Status on file names, descriptions & meta	Okay	02/09/2016															
	Social media status	Good	02/09/2016															
Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	Not available	02/09/2016																
Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	Not mobile friendly	02/09/2016																
Attempt to seek out frequency of competitor updates on site this will help us plan frequency of our SEO during RCRAM	30 May 2016	22/09/2016																
Other notes	none	02/09/2016																
This step can take up to 2 days to ensure data is generated and all steps executed																		
R.P.D.	Run a 3 party SEO error check for page files, descriptions, meta and content	Good - can be rectified	24/09/2016															
R.P.D.	Run a 3 party content originality check	<table border="1"> <tr><td>Duplicate Content:</td><td>48%</td></tr> <tr><td>Common Content:</td><td>25%</td></tr> <tr><td>Unique Content:</td><td>27%</td></tr> </table>	Duplicate Content:	48%	Common Content:	25%	Unique Content:	27%										
	Duplicate Content:	48%																
	Common Content:	25%																
Unique Content:	27%																	
		29/09/2016																
	Check number of incoming and outgoing links and their quality	Internal = 21 External = 6	29/09/2016															
R.P.D.	Check on design & function - ensures a client can engage or access information	Good	29/09/2016															
R.P.D.	Check images and media have correct links, alt-tags, file names and titles	Can be improve	29/09/2016															
R.P.D.	Check on sites GEO locations on primary search engines	Available	29/09/2016															
R.P.D.	Check site accessibility risk entry, passwords protected areas and other similar reasons	1 Risk Entry to be corrected	29/09/2016															
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 RCRAM phases. Submit report and certificate to client for review and proceed with secondary consult or SEO tasks if requested from Client.	Done	29/09/2016															
R.P.D.	Update SEO certificate	Done	29/09/2016															

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

Phase	Task / Description / Detail	Notes   History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
R/CRAM	Review server traffic stats	not available	Fencowell	13.12.2016			
R/CRAM	Review google reports and stats	Done	Fencowell	13.12.2016			
R/CRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)	Done	Fencowell	13.12.2016			
R/CRAM	Check server down time	not available	Fencowell	13.12.2016			
R/CRAM	Refresh Page titles	Done	Fencowell	13.12.2016			
R/CRAM	Refresh Page descriptions	Done	Fencowell	13.12.2016			
R/CRAM	Refresh Page meta	Done	Fencowell	13.12.2016			
R/CRAM	Refresh content	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Refresh images	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Refresh media and check media	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Remove backlinks with low performance or older than 2 years	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Add extra content	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Add extra images	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Add extra media	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Add extra pages	Suggested to Client	Fencowell	13.12.2016			
R/CRAM	Add site to industry related search engines to increase incoming links	Done	Fencowell	13.12.2016			
R/CRAM	Update sals map	Done	Fencowell	13.12.2016			
R/CRAM	Check 3rd Party Software and action	Done	Fencowell	13.12.2016			
R/CRAM	Correct reported errors	Done	Fencowell	13.12.2016			
R/CRAM	Check forms and contacts	Done	Fencowell	13.12.2016			
R/CRAM	Check social media links are working	Done	Fencowell	13.12.2016			
R/CRAM	Speed check	8.91% - Good	Fencowell	13.12.2016			
R/CRAM	Send copy of R/CRAM to Client and PM	Done	Fencowell	13.12.2016			
R/CRAM	Update SEO certificat	Done	Fencowell	13.12.2016			

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	not available	Fencovall	07.02.2017			
RCRAM	Review google reports and stats	Done	Fencovall	07.02.2017			
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)	Done	Fencovall	07.02.2017			
RCRAM	Check server down time	not available	Fencovall	07.02.2017			
RCRAM	Refresh Page titles	Done	Fencovall	07.02.2017			
RCRAM	Refresh Page descriptions	Done	Fencovall	07.02.2017			
RCRAM	Refresh Page meta	Done	Fencovall	07.02.2017			
RCRAM	Refresh content	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Refresh images	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Refresh media and check media	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Remove backlinks with low performance or older than 2 years	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Add extra content	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Add extra images	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Add extra media	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Add extra pages	Suggested to Client	Fencovall	07.02.2017			
RCRAM	Add site to industry related search engines to increase incoming links	Done	Fencovall	07.02.2017			
RCRAM	Update sals map	Done	Fencovall	07.02.2017			
RCRAM	Check 3rd Party Software and action	Done	Fencovall	07.02.2017			
RCRAM	Correct reported errors	Done	Fencovall	07.02.2017			
RCRAM	Check forms and contacts	Done	Fencovall	07.02.2017			
RCRAM	Check social media links are working	Done	Fencovall	07.02.2017			
RCRAM	Speed check	8.91% - Good	Fencovall	07.02.2017			
RCRAM	Send copy of RCRAM to Client and PM	Done	Fencovall	07.02.2017			
RCRAM	Update SEO certifiacat	Done	Fencovall	07.02.2017			

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	not available	Fencovall	11.04.2017			
RCRAM	Review google reports and stats	Done	Fencovall	11.04.2017			
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)	Done	Fencovall	11.04.2017			
RCRAM	Check server down time	not available	Fencovall	11.04.2017			
RCRAM	Refresh Page titles	Done	Fencovall	11.04.2017			
RCRAM	Refresh Page descriptions	Done	Fencovall	11.04.2017			
RCRAM	Refresh Page meta	Done	Fencovall	11.04.2017			
RCRAM	Refresh content	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Refresh images	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Refresh media and check media	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Remove backlinks with low performance or older than 2 years	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Add extra content	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Add extra images	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Add extra media	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Add extra pages	Suggested to Client	Fencovall	11.04.2017			
RCRAM	Add site to industry related search engines to increase incoming links	Done	Fencovall	11.04.2017			
RCRAM	Update sals map	Done	Fencovall	11.04.2017			
RCRAM	Check 3rd Party Software and action	Done	Fencovall	11.04.2017			
RCRAM	Correct reported errors	Done	Fencovall	11.04.2017			
RCRAM	Check forms and contacts	Done	Fencovall	11.04.2017			
RCRAM	Check social media links are working	Done	Fencovall	11.04.2017			
RCRAM	Speed check	8.91% - Good	Fencovall	11.04.2017			
RCRAM	Send copy of RCRAM to Client and PM	Done	Fencovall	11.04.2017			
RCRAM	Update SEO certifiacm	Done	Fencovall	11.04.2017			

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	not available	Fencovall	15.05.2017			
RCRAM	Review google reports and stats	Done	Fencovall	15.05.2017			
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)	Done	Fencovall	15.05.2017			
RCRAM	Check server down time	not available	Fencovall	15.05.2017			
RCRAM	Refresh Page titles	Done	Fencovall	15.05.2017			
RCRAM	Refresh Page descriptions	Done	Fencovall	15.05.2017			
RCRAM	Refresh Page meta	Done	Fencovall	15.05.2017			
RCRAM	Refresh content	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Refresh images	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Refresh media and check media	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Remove backlinks with low performance or older than 2 years	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Add extra content	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Add extra images	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Add extra media	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Add extra pages	Suggested to Client	Fencovall	15.05.2017			
RCRAM	Add site to industry related search engines to increase incoming links	Done	Fencovall	15.05.2017			
RCRAM	Update sals map	Done	Fencovall	15.05.2017			
RCRAM	Check 3rd Party Software and action	Done	Fencovall	15.05.2017			
RCRAM	Correct reported errors	Done	Fencovall	15.05.2017			
RCRAM	Check forms and contacts	Done	Fencovall	15.05.2017			
RCRAM	Check social media links are working	Done	Fencovall	15.05.2017			
RCRAM	Speed check	8.91% - Good	Fencovall	15.05.2017			
RCRAM	Send copy of RCRAM to Client and PM	Done	Fencovall	15.05.2017			
RCRAM	Update SEO certifiacat	Done	Fencovall	15.05.2017			

**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"

**Engine & GEO** = the search engine, and if the engine can offer a location of city / province or state

Engine & GEO	Page/URL Index	Primary Keyword	Extension 1	Extension 2
Google SA		Office furniture Cape Town	Reception desks in Cape Town	Office chairs in Cape Town
Cape Town	Date check	15.05.2017	1st Page   4th Position	1st Page   8th Position
Cape Town	Date check	11.04.2017	1st Page   10th Position	1st Page   10th Position
Cape Town	Date check	07.02.2017	1st Page   10th Position	1st Page   9th Position
Cape Town	Date check	13.12.2016	2nd Page   2nd Position	1st Page   9th Position
	Date check	07.11.2016	1st Page   10th Position	1st Page   10th Position
	Date check	29.09.2016	1st Page   4th Position	1st Page   4th Position
	Previous date check	n/a	n/a	n/a
Developer	Tencewill			





