

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
For Client name: Kerry Tovell
SA Online: WD & Q Ref: WD 10250516
By Developer: Ashwin
Overseen by Project Manager: Stephen
Of: websitedesign.co.za

Certificate added to domain on the: 06.06.2016
URL of Certificate: <http://kh2zero.co.za/Search-Engine-Optimization-Certificate.pdf>
Domain: <http://kh2zero.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	http://kh2zero.co.za/	
	Areas of products or services Primary products and services	Gauteng Waterless car wash products Waterless car wash machines Eco friendly products	06.06.2016
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in	5	06.06.2016
	Page count	8	06.06.2016
	Image count	20	06.06.2016
	Word content count	2820	06.06.2016
	Content vs media ratio	60% vs 40%	06.06.2016
	Functionality and navigation status	Good	06.06.2016
	Server reputation downtime	Hetzner - Good	06.06.2016
	Server speed test	1.46s - Good	06.06.2016
	Domain quality	Does not contain primary search phrase	06.06.2016
	Status on file names, description & meta	None	06.06.2016
	Social media status	None	06.06.2016
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	Apr 2016 - 152 May 2016 - 132	06.06.2016
	Current bounce rate (if available)	Not Available	06.06.2016
	Current time on site (if available)	Not Available	06.06.2016
	Amount of page views (if available)	Apr 2016 - 177 May 2016 - 172	06.06.2016
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	"Not mobile-friendly"	06.06.2016
	Other notes:	Rebuild site to make it responsive	06.06.2016
		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 Trend.	"Primary Keyword" reports and suggestions: waterless carwash business , Eco friendly car wash solution , green car wash solution , Waterless Car Wash System , portable waterless car wash system , waterless car washing , Waterless Eco Car Wash Products ,	
R.P.D.	Assessment of own primary competitor site (Waterless car wash products)	http://www.dripfree.co.za/	
	Areas of products or services:	South Africa	06.06.2016
	Primary products and services:	Pearl@ Waterless Car Wash products	06.06.2016
	Page count:	26	06.06.2016
	Image count:	81	06.06.2016
	Word content count:	4956	06.06.2016
	Content vs media ratio	60% vs 40%	06.06.2016
	Functionality and navigation status:	Good	06.06.2016
	Server reputation downtime:	Not Available	06.06.2016
	Server speed test	6.02s - Bad	06.06.2016
	Domain quality:	Does not contain primary search phrase	06.06.2016
	Status on file names, description & meta:	Good	06.06.2016
	Social media status:	Facebook - but feed does not work	06.06.2016
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	Not Available	06.06.2016
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	"Not mobile-friendly"	06.06.2016
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	Not Available	06.06.2016
	Other notes:	None	06.06.2016
	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 titles, descriptions, meta and content	None currently on website	06.06.2016
R.P.D.	Run a 3 party content originality check	Duplicate Content: 10% Common Content: 17% Unique Content: 72%	06.06.2016
R.P.D.	Check number of incoming and outgoing links and their quality	Internal links: 6 External links: 1	06.06.2016
R.P.D.	Check on design & function – ensuring a client can engage or access information	Done	06.06.2016
R.P.D.	Check images and media have correct titles, dictiptions, file names and details	Images needs all tags	06.06.2016
R.P.D.	Check on sites GEO locations on primary search engines	None	06.06.2016
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	None	06.06.2016
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 RCR&M phases. Submit report and certificate to client for review and proceed with secondary consult or SEO tasks if requested from Client.	Done	06.06.2016
R.P.D.	Update SEO certificate	Done	06.06.2016

vehicle cleaning, pearl waterless, environmentally friendly cleaning products, waterless car wash, valet, organic cleaning products, green cleaning product, green car wash, green vehicle cleaning, fleet cleaning services

Phase	Task / Description / Detail	Notes History	Completed Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain	n/a	11.10.2016	Ashwin		
Setup	Relocate site hosting based on requirements of clients	n/a	11.10.2016	Ashwin		
Setup	Correct responsive issues – based on RPD - design element	n/a	11.10.2016	Ashwin		
Setup	Ensure file names include search phrases.	done	11.10.2016	Ashwin		
Setup	Create more pages - based on RPD	n/a	11.10.2016	Ashwin		
Setup	Correct page titles - based on RPD	Done	06.07.2016	Eleri	15.07.2016	Stephen Rawlins
Setup	Correct download media speed if required by removing large images / media	done	11.10.2016	Ashwin		
Setup	Correct page description - based on RPD	Done	06.07.2016	Eleri		
Setup	Correct / add more content - both text and images and media - based on RPD	done	11.10.2016	Ashwin		
Setup	Correct / remove poor / duplicate / negative content - based on RPD	done	11.10.2016	Ashwin		
Setup	Correct / add images names and titles - based on RPD	done	11.10.2016	Ashwin		
Setup	Correct / add media - based on RPD	done	11.10.2016	Ashwin		
Setup	Correct / add social media - based on RPD	will suggest to client	11.10.2016	Ashwin		
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation	n/a	11.10.2016	Ashwin		
Setup	Correct broken links - based on RPD	done	11.10.2016	Ashwin		
Setup	Correct / reduce outgoing links - based on RPD - Anchor text	n/a	11.10.2016	Ashwin		
Setup	Improve on structure and flow. Design and development element - based on RPD	done	11.10.2016	Ashwin		
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields	done	11.10.2016	Ashwin		
Setup	Add search engine GEO location information if required - based on RPD	done	11.10.2016	Ashwin		
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page	done	11.10.2016	Ashwin		
Setup	Setup of Webmaster tools with Google Setup	Done	06.07.2016	Eleri		
Setup	Setup Google analytics Registration	Done	06.07.2016	Eleri	15.07.2016	Stephen Rawlins
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess	Done	06.07.2016	Eleri		
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review	Done	06.07.2016	Eleri		
Setup	Add Robots.txt File	Done	06.07.2016	Eleri		
Setup	Add Favicon added to website	Done	06.07.2016	Eleri		
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap	Done	06.07.2016	Eleri		
Setup	Submission of Website to Main Search Engines. (Yahoo Bing Google)	Done	06.07.2016	Eleri		
Setup	Google Maps Listing Added for the Business if core business is location specific	will suggest to client	11.10.2016	Ashwin		
Setup	Custom Google Search Engine Added to inner pages - hidden	n/a	11.10.2016	Ashwin		
Setup	Created internal website 3rd party directory page	n/a	11.10.2016	Ashwin		
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages	will suggest to client	11.10.2016	Ashwin		
Setup	Set preferred domain view in Google Webmaster tools - www or non www	Done	06.07.2016	Eleri		
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	Done	06.07.2016	Eleri		
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	n/a	06.07.2016	Eleri		
Setup	Ensure any redirects are in order (301 and 302)	done	11.10.2016	Ashwin		
Setup	Keywords in headings (<H1>, <H2>, tags) : Very important	done	11.10.2016	Ashwin		
Setup	Correct keyword density based on RPD	done	11.10.2016	Ashwin		
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.	n/a	11.10.2016	Ashwin		
Setup	Remove Cloaking	n/a	11.10.2016	Ashwin		
Setup	Remove hidden text	n/a	11.10.2016	Ashwin		
Setup	Remove I frames	n/a	11.10.2016	Ashwin		
Setup	Check and correct complex code such as Java, etc.	n/a	11.10.2016	Ashwin		
Setup	Correct Keyword stuffing	done	11.10.2016	Ashwin		
Setup	If e-comm or site with sensitive data secure domain	n/a	11.10.2016	Ashwin		
Setup	Update SEO certificate	done	11.10.2016	Ashwin		

Phase	Task / Description / Detail	Notes History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name																		
RCR&M	Review server traffic stats	<table border="1"> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr> <td>Jan 2016</td> <td>139</td> </tr> <tr> <td>Feb 2016</td> <td>124</td> </tr> <tr> <td>Mar 2016</td> <td>92</td> </tr> <tr> <td>Apr 2016</td> <td>152</td> </tr> <tr> <td>May 2016</td> <td>132</td> </tr> <tr> <td>Jun 2016</td> <td>172</td> </tr> <tr> <td>Jul 2016</td> <td>152</td> </tr> <tr> <td>Aug 2016</td> <td>137</td> </tr> </tbody> </table>	Month	Unique visitors	Jan 2016	139	Feb 2016	124	Mar 2016	92	Apr 2016	152	May 2016	132	Jun 2016	172	Jul 2016	152	Aug 2016	137	Eln				
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RCR&M	Review google reports and stats	Done	Eln	06.09.2016																					
RCR&M	Do a primary search phrase real time test on google (Pages Keyword tab)	Done	Eln	06.09.2016																					
RCR&M	Check server down time																								
RCR&M	Refresh Page titles																								
RCR&M	Refresh Page descriptions	Done	Eln	06.09.2016																					
RCR&M	Refresh Page meta	Done	Eln	06.09.2016																					
RCR&M	Refresh content																								
RCR&M	Refresh images																								
RCR&M	Refresh media and check media																								
RCR&M	Remove backlinks with low performance or older than 2 years																								
RCR&M	Add extra content																								
RCR&M	Add extra images																								
RCR&M	Add extra media																								
RCR&M	Add extra pages																								
RCR&M	Add site to industry related search engines to increase incoming links	Done	Eln	06.09.2016																					
RCR&M	Update site map	Done	Eln	06.09.2016																					
RCR&M	Check 3rd Party Software and action	Done	Eln	06.09.2016																					
RCR&M	Correct reported errors	None	Eln	06.09.2016																					
RCR&M	Check forms and contacts	Done	Eln	06.09.2016																					
RCR&M	Check social media links are working	Suggested to client to add	Eln	06.09.2016																					
RCR&M	Speed check	594ms -Good	Eln	06.09.2016																					
RCR&M	Send copy of RCR&M to Client and PM	Done	Eln	06.09.2016																					
RCR&M	Update SEO certificate	Done	Eln	06.09.2016																					

