

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: Gavin de Beer
SA Online: WD & Q Ref: WD 10031115
By Developer: Michelle
Overseen by Project Manager: Stephen Rawlins
Of: websitedesign.co.za

Certificate added to domain on the: 18,11,2015
URL of Certificate: <http://www.silverstoneguesthouse.co.za/wp-content/uploads/2015/11/silverstone-seo-certificate.pdf>
Domain: <http://www.silverstoneguesthouse.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.	Client wants to rank for guest house randburg, he also does conferences at his venue. Client has provided me with new updated content and new images to add	18,11,2015	
R.P.D.	Assessment of own site			
	Areas of products or services	Randburg, Ferndale	18,11,2015	
	Primary products and services	guest house	18,11,2015	
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	9	18,11,2015	
	Page count	9	18,11,2015	
	Image count	31	18,11,2015	
	Word content count	2063	18,11,2015	
	Content vs media ratio	43% images	18,11,2015	
	Functionality and navigation status	easy to navigate through, forms work	18,11,2015	
	Server reputation downtime	unknown	18,11,2015	
	Server speed test	77/100	18,11,2015	
	Domain quality	good	18,11,2015	
	Status on file names, description & meta	not good, needs to be improved	18,11,2015	
	Social media status	has twitter, facebook and g+ icons but currently isnt working	18,11,2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	unknown	18,11,2015	
	Current bounce rate (if available)	unknown	18,11,2015	
	Current time on site (if available)	unknown	18,11,2015	
	Amount of page views (if available)	unknown	18,11,2015	
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	website is mobile friendly	18,11,2015	
	Other notes:			
This step can take up to 4 days to ensure data is generated and all steps executed				
Areas of products or services				
R.P.D.	Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.	"Primary Keyword" reports and suggestions.		
R.P.D.	Assessment of own primary competitor site	http://www.burkleighhouse.co.za/	18,11,2015	
	Areas of products or services:	Randburg	18,11,2015	
	Primary products and services:	guest house	18,11,2015	
	Page count:	14	18,11,2015	
	Image count:	155	18,11,2015	
	Word content count:	1800	18,11,2015	
	Content vs media ratio	85% images	18,11,2015	
	Functionality and navigation status:	easy to navigate through	18,11,2015	
	Server reputation downtime:	unknown	18,11,2015	
	Server speed test	77/100	18,11,2015	
	Domain quality:	average	18,11,2015	
	Status on file names, description & meta:	good	18,11,2015	
	Social media status:	have facebook, twitter and tripadvisor	18,11,2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	3900	18,11,2015	
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	website is mobile friendly	18,11,2015	
	Other notes:			
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M		28-Sep-15	18,11,2015
	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	This will need to be improved	18,11,2015
R.P.D.	Run a 3 party content originality check	no duplicate content	18,11,2015
R.P.D.	Check number of incoming and outgoing links and their quality	24 External, 35 internal	18,11,2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	good	18,11,2015
R.P.D.	Check images and media have correct titles, dictipions, file names and details	will be improved	18,11,2015
R.P.D.	Check on sites GEO locations on primary search engines	johannesburg	18,11,2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	none	18,11,2015
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.	Suggest to client to sort out the social media, add more pages and more images to the website.	18,11,2015
R.P.D.	Update SEO certificate		18,11,2015

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.		10,12,2015			
Setup	Create more pages - based on RPD					
Setup	Correct page titles - based on RPD		10,12,2015			
Setup	Correct download media speed if required by removing large images / media					
Setup	Correct page description - based on RPD		10,12,2015			
Setup	Correct / add more content - both text and images and media - based on RPD		18,11,2015			
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		18,11,2015			
Setup	Correct / add social media - based on RPD		18,11,2015			
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation					
Setup	Correct broken links - based on RPD	no broken links	10,12,2015			
Setup	Correct / reduce outgoing links - based on RPD - Anchor text		10,12,2015			
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		10,12,2015			
Setup	Add search engine GEO location information if required - based on RPD	already listed	10,12,2015			
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		10,12,2015			
Setup	Setup Google analytics Registration		10,12,2015			
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess		10,12,2015			
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review		10,12,2015			
Setup	Add Robots.txt File		10,12,2015			
Setup	Add Favicon added to website		10,12,2015			
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap		10,12,2015			
Setup	Submission of Website to Main Search Engines. (Yahoo Bing Google)		10,12,2015			
Setup	Google Maps Listing Added for the Business if core business is location specific	already listed	10,12,2015			
Setup	Custom Google Search Engine Added to inner pages - hidden					
Setup	Created internal website 3rd party directory page		10,12,2015			
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages	has facebook, twitter and g+	10,12,2015			
Setup	Set preferred domain view in Google Webmaster tools - www or non www		10,12,2015			
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		10,12,2015			
Setup	Ensure any redirects are in order (301 and 302)	3 redirects	10,12,2015			
Setup	Keywords in headings (<H1> <H2> tags) : Very important		10,12,2015			
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	no iframes	10,12,2015			
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	N/A	10,12,2015			
Setup	Update SEO certificate		10,12,2015			

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			13.01.2016			
RCRAM	Review google reports and stats	630 visitors in the next month		13.01.2016			
RCRAM	Do a primary search phrase real time test on google (Pages Keyword tab)	630 visitors in the past month		13.01.2016			
RCRAM	Check server down time						
RCRAM	Refresh Page titles			13.01.2016			
RCRAM	Refresh Page descriptions			13.01.2016			
RCRAM	Refresh Page meta			13.01.2016			
RCRAM	Refresh content						
RCRAM	Refresh images						
RCRAM	Refresh media and check media						
RCRAM	Remove backlinks with low performance or older than 2 years						
RCRAM	Add extra content			13.01.2016			
RCRAM	Add extra images						
RCRAM	Add extra media						
RCRAM	Add extra pages						
RCRAM	Add site to industry related search engines to increase incoming links						
RCRAM	Update site map			13.01.2016			
RCRAM	Check 3rd Party Software and action			13.01.2016			
RCRAM	Correct reported errors	no errors found		13.01.2016			
RCRAM	Check forms and contacts			13.01.2016			
RCRAM	Check social media links are working	facebook, twitter and google plus working		13.01.2016			
RCRAM	Speed check	73/100		13.01.2016			
RCRAM	Send copy of RCRAM to Client and PM			13.01.2016			
RCRAM	Update SEO certificate			13.01.2016			

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 lead the more important word first, for example, to a company that does car hire, the wording car hire is more important that 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:

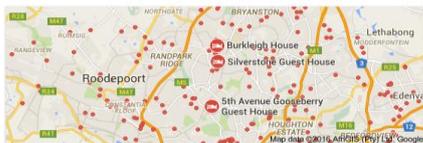
Primary Keyword = 'car hire cape town'
Extensions = 'car hire in cape town' 'cheap car hire cape town' 'car hire cape town reviews' 'car hire cape town prices' 'car hire cape town pictures'

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	Index	Guest House	Guest House Randburg	Guest House Johannesburg
Cape Town	Date check	13.01.2016	Position:	Not in the first 10 pages
Developer	Michale		1st Page 2nd Position	3rd Page 2nd Position

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www.places.co.za/accommodation/gauteng/randburg/guest-houses
Randburg Guest Houses offer you a variety of accommodation options at great prices. Secure your stay in Randburg online.

Silverstone Guest House | Guest house and conference ...
www.silverstoneguesthouse.co.za/
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Silverstone Guest House | Guest house and conference ...
www.silverstoneguesthouse.co.za/
Silverstone Guesthouse and Conference Venue provides' bed and breakfast and long term self-catering ... MORE: Johannesburg Conference Venue Ferndale ...

Sandton Sand River Guest House Gauteng Rivonia bed and ...
www.sandriverguesthouse.com/
Sand River Guest House has easy access to the major highways and is less than 2 minutes from Rivonia Road in Johannesburg.

Ginnegaap Guest House | Cheap Accommodation | Cottage ...
www.ginnegaap.co.za/
Ginnegaap Guest House is a charming cottage-style house which has Stylish rooms, great ... Situated in the picturesque village of Melville in Johannesburg.

7th Street Guesthouse
www.7thstreet.co.za/
Luxury Upmarket Guest House accommodation in Melville Johannesburg South Africa.

Hurlingham House Guest house Sandton Johannesburg
www.hurlinghamhouse.co.za/
Hurlingham House Guest House in Johannesburg, Sandton Offers Quality Accommodation For Business Or Pleasure.

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www.airportlodge.co.za/
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