

SEO | Search Engine Optimization ~ Certificate ~

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

Certificate & Key

Template version: Mar-17

Domain: <http://www.estate-lawyer.co.za/>

Certificate added to domain first on: 15.08.2017

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For Client name: Internal

SA Online: WD & Q Ref: Internal

Last worked on by Developer: Tencewill

Overseen by Project Manager: Internal

Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engine users by ranking web pages for search results in order of most relevance to the search phrase.

S.E.O. can broadly be divided into two sections: Steps and tasks that can only be done once + Steps and tasks that can be repeated.

Before any work can be done, research into the competitiveness of the related industry has to be done in order to ascertain competing website and develop a strategy to outrank their webpages for better positions. Therefore, the correct process of S.E.O. is three phase:

- Research Market & designer strategy, creating priority list of tools and tasks are best for website ranking,
- Implement priority list of tools and tasks, then,
- Maintain site with tasks that need to be repeated.

This document is an independent certificate developed by Jean-Pierre Murray-Kline and is a guideline of the most up to date and general accepted tricks and tools of the trade to increase website ranking. The tools used per website are normally decided based on the results of the research done, and the frequency of the repeated tasks are normally determined on the competitiveness of the industry the website is trading in.

Search engines rank each and every page. There were 4.62 billion pages in March 2016.

As each new web page is added to the internet, its purpose is assessed and ranked by search engines. If a web page or website is launched competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision for the new competitor.

S.E.O. is therefore not a once off product or step in building a website. It is recommended that competitiveness research is done at least once a year and strategy amended.

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 S.E.O. tools and tasks to use to actively target and actively achieve better positions. This is a step missed by nearly all S.E.O. and web design companies and is the reason S.E.O. results can be slower than they need to be and more costly in the long run.

Before R.P.D can start, a website owner must decide on Primary Search Phrases.

Setup. This is the phase of steps and tasks that can broadly only be done once. This is the first phase S.E.O. 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 S.E.O. R.P.D. 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 S.E.O. are tasks that 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 S.E.O. While a complete R.P.D 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 it is widely accepted that search engines review (in general) a website or parts of a site at least once a month, therefore your rankings and positions on search engines are re-evaluated 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.

Primary Search Phrases & Logs

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 web 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 word or words, to a Primary Keyword. For example: "Car hire in Cape Town" the extension here is "in" and this in fact creates an entirely new search phrase and results on search engines can change because of this simple added word "in".

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"

Below are three base line position reports. A website owner will get information on position of home webpage, and two other web pages same website to see position status. Additional position reports can be done, if a client's S.E.O strategy includes them.

1	<u>Full website Primary Search Phrase - always loaded on index page.</u>	Position on google	Last Position & Date
	Date updated:	Screen Grab - Main search phrase only	
	URL		
	Main location of service:		
	Main search phrase:	UPDATE	UPDATE
	Main Search Phrase Extension 1:	UPDATE	UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE
2	<u>Web Page Primary Search Phrase</u>	Position on google	Last Position & Date
	Date updated:	Screen Grab - Main search phrase only	
	URL		
	Main location of service:		
	Main search phrase:	UPDATE	UPDATE
	Main Search Phrase Extension 1:	UPDATE	UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE
3	<u>Web Page Primary Search Phrase</u>	Position on google	Last Position & Date
	Date updated:	Screen Grab - Main search phrase only	
	URL		
	Main location of service:		
	Main search phrase:	UPDATE	UPDATE
	Main Search Phrase Extension 1:	UPDATE	UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE
	Main Search Phrase Extension 3:	UPDATE	UPDATE

Phase	Task / Description / Detail	Notes History	Software / resource used to determine status / task notes	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									
	# of areas of products or services?	Johannesburg & Pretoria/Gauteng, Cape Town/West	Check SEO brief or website	08.02.2018						
	# of primary products and services?	All lawyer/attorney services	Check SEO brief or website	08.02.2018						
	Is there a page per product or service?	Yes	Check website	08.02.2018						
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	1	Search primary search phrase on Google	08.02.2018						
	Is the website mobile friendly? Different to general responsiveness.	Yes - "Page is mobile-friendly"	Use https://www.google.com/webmasters/tools/mobile-friendly/	08.02.2018						
	Is mobile first index active?	Yes	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at the	08.02.2018						
	Page count	23	Use http://www.siteliner.com/ or Screaming Frog SEO Spider	08.02.2018						
	Image count	43	Use Screaming Frog SEO Spider or manually scan through site to check for images	08.02.2018						
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	15564	Use Screaming Frog SEO Spider	08.02.2018						
	How many videos are there?	None	Check site manually	08.02.2018						
	Content vs media ratio?	30% vs 50%	Check site manually and estimate ratio	08.02.2018						
	Functionality and navigation status - any broken links or unnecessary buttons.	Good	Check site manually and check broken links with Screaming Frog SEO Spider	08.02.2018						
	Is the site user friendly? Google ranks websites that's easy to use higher.	Yes	Check site manually	08.02.2018						
	What country is the website hosted in?	South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	08.02.2018						
	Server reputation downtime good or bad?	Good	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	08.02.2018						
	Website speed? Slow or good?	Good - 4.19s	Use https://tools.pingdom.com/	08.02.2018						
	Domain name quality linked to Primary Search phrase	Good	Check domain name vs. primary search phrase	08.02.2018						
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Good	Use Screaming Frog SEO Spider	08.02.2018						
	Check primary search phrases are in page titles, descriptions and meta	Good	Check code manually	08.02.2018						
	Social media status - what is linked?	Facebook	Check site manually	08.02.2018						
	Check if there are broken videos	n/a	Check site manually and click on videos	08.02.2018						
	Check for broken forms and incorrect contact information.	None	Check site manually	08.02.2018						
	Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	<table border="1"> <thead> <tr> <th>Nov-17</th> <th>Dec-17</th> <th>Jan-18</th> </tr> </thead> <tbody> <tr> <td>14</td> <td>21</td> <td>24</td> </tr> </tbody> </table>	Nov-17	Dec-17	Jan-18	14	21	24	Use AWStats	08.02.2018
	Nov-17	Dec-17	Jan-18							
	14	21	24							
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	50.00%	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content"	08.02.2018						
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seconds or	2m 6s	Use Google Analytics	08.02.2018						
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	3.11	Use AWStats	08.02.2018						
	Check if website is responsive?	Responsive	Drag browser window smaller/bigger	08.02.2018						
	Is there hidden text?	None	Highlight all text on each page and check for text made the same colour as the background	08.02.2018						
	Are all images tagged?	Yes	Use Screaming Frog SEO Spider and check code	08.02.2018						
	Are there H1 and H2 tags?	Yes	Check code manually or use Screaming Frog SEO Spider	08.02.2018						
	Check if site has good hierarchy - 4 tiers or more bad. 3 good, 2 very good (not applicable to CMS sites)	Good	Check site folders on domain	08.02.2018						
	If CMS - check all plugins are operational.	n/a	Check site backend	08.02.2018						
	Do a current check of google quantity guidelines - ensure no violations.	Done	Use https://support.google.com/webmasters/answer/357697#en as a guideline	08.02.2018						
	Check site security	n/a	Check site backend	08.02.2018						
	Check that there are no paid backlinks	None	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	08.02.2018						
	Check site and server are not spamming	Done	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	08.02.2018						
	RankBrain, check your semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done		08.02.2018						
Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?	Both	Check website manually	08.02.2018							
Check AMP Structured data?	Detected 0 ERRORS 0 WARNINGS 0 ITEMS	Use https://search.google.com/structured-data/testing-tool	08.02.2018							
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	Done	Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://lsigraph.com/	08.02.2018							
Check Crawl errors	7 - Fixed	Use Google Webmaster Tools	08.02.2018							
Incoming link count?	10	Use http://www.steliner.com/	08.02.2018							
Is the site set up for voice search	No	Check site manually	08.02.2018							
Report	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)	n/a		08.02.2018						
Final task	Update SEO certificate	Done	Save as PDF and upload Excel and PDF version to domain	08.02.2018						

Competitor Check

1st on google, natural listing, using search phrase: estate lawyer - https://www.attorneys.co.za/

Phase	Task / Description / Detail	Notes History	Software / resource used to determine status / task notes	Completed Date
R.P.D.	SEMrush – add competitor site to find out what words they are ranking for.			
	# of areas of products or services?	Johannesburg, Cape Town, Durban, Sandton, Pretoria	Check SEO brief or website	08.02.2018
	# of primary products and services?	All lawyer/attorney services	Check SEO brief or website	08.02.2018
	Is there a page per product or service?	Yes	Check website	08.02.2018
	Is the website mobile friendly? Different to general responsiveness.	Yes - "Page is mobile-friendly"	Use https://www.google.com/webmasters/tools/mobile-friendly/	08.02.2018
	Is mobile first index active?	Yes	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at the	08.02.2018
	Page count	440	Use http://www.steliner.com/ or Scream Frog SEO Spider	08.02.2018
	Image count	98	Use Scream Frog SEO Spider or manually scan through site to check for images	08.02.2018
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	361170	Use Scream Frog SEO Spider	08.02.2018
	How many videos are there?	None	Check site manually	08.02.2018
	Content vs media ratio?	70% vs 30%	Check site manually and estimate ratio	08.02.2018
	Functionality and navigation status - any broken links or unnecessary buttons.	Good	Check site manually and check broken links with Scream Frog SEO Spider	08.02.2018
	Is the site user friendly? Google ranks websites that's easy to use higher.	Yes	Check site manually	08.02.2018
	What country is the website hosted in?	South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	08.02.2018
	Server reputation downtime good or bad?	n/a	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	08.02.2018
	Website speed? Slow or good?	Good - 6.93s	Use https://tools.pingdom.com/	08.02.2018
	Domain name quality linked to Primary Search phrase	No	Check domain name vs. primary search phrase	08.02.2018
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Can be improved	Use Scream Frog SEO Spider	08.02.2018
	Social media status - what is linked?	None	Check site manually	08.02.2018
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	n/a	Use AWStats	08.02.2018
	Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	n/a	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site Content"	08.02.2018
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seconds or	n/a	Use Google Analytics	08.02.2018
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	n/a	Use AWStats	08.02.2018
	Check if website is responsive?	Yes	Drag browser window smaller/bigger	08.02.2018
	Is there hidden text?	None	Highlight all text on each page and check for text made the same colour as the background	08.02.2018
	Are all images tagged?	No	Use Scream Frog SEO Spider and check code	08.02.2018
	Are there H1 and H2 tags?	Yes	Check code manually or use Scream Frog SEO Spider	08.02.2018
	Do a current check of google quantity guidelines – ensure no violations.	Yes	Use https://support.google.com/webmasters/answer/357697#en as a guideline	08.02.2018
	Check that there are no paid backlinks.	Not available	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	08.02.2018
	Check site and server are not Spammy	Not available	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine	08.02.2018
	RankBrain, check you semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done		08.02.2018
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	User	Check website manually	08.02.2018
	Check AMP Structured data?	Detected 0 ERRORS 0 WARNINGS 0 ITEMS	Use https://search.google.com/structured-data/testing-tool	08.02.2018
	Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content.	Done	Check keywords manually on site or run Scream Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://lsigraph.com/	08.02.2018
	Improving user experience. On site status			
	Check Crawl errors	Not available	Use Google Webmaster Tools	08.02.2018
	Incoming link count?	12	Use http://www.steliner.com/	08.02.2018

Task / Description / Detail	Notes History from R.P.D	Software / resource used to determine status / task notes	Completed Date	Developer
Correct / change domain		Move site to new domain	UPDATE	UPDATE
Relocate site hosting based on requirements of clients - local sever to client target			UPDATE	UPDATE
Add page per product		Create and link new pages on site	UPDATE	UPDATE
Correct responsive issues		Recommend to client to have site rebuilt on responsive platform	UPDATE	UPDATE
Ensure file names include search phrases.		Check file names manually and change if needed	UPDATE	UPDATE
Shorten file names if needed		Check file names manually and change if needed	UPDATE	UPDATE
Add mobile first index			UPDATE	UPDATE
Correct page titles	Done		15.08.2017	Tencewill
Correct download media speed if required by removing large images / media			UPDATE	UPDATE
Correct page descriptions	Done		15.08.2017	Tencewill
Correct / add more text	Done		15.08.2017	Tencewill
Correct / add more images	Done		15.08.2017	Tencewill
Correct / remove poor / duplicate / hidden text			UPDATE	UPDATE
Correct / add images names and titles	Done		15.08.2017	Tencewill
Correct broken videos			UPDATE	UPDATE
Correct / add social media	Done		15.08.2017	Tencewill
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)	Done		15.08.2017	Tencewill
Correct broken links	Done		15.08.2017	Tencewill
Correct / reduce outgoing links			UPDATE	UPDATE
Improve on structure and flow. Design and development element. Usability	Done	Recommend to client and have PM quote on development time	15.08.2017	Tencewill
Correct broken forms and incorrect contact information			UPDATE	UPDATE
Add search engine GEO location information if required			UPDATE	UPDATE
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.			UPDATE	UPDATE
Setup of Webmaster tools with Google Setup	Done		15.08.2017	Tencewill
Setup Google analytics Registration	Done		15.08.2017	Tencewill
Setup for Google Statistics to track visitors - explain to client how to assess			UPDATE	UPDATE
Setup Monthly Reporting for Client for next 12 months			UPDATE	UPDATE
Add Robots.txt file	Done		15.08.2017	Tencewill
Add Favicon to website	Done		15.08.2017	Tencewill
Google Site Map added and linked to Webmaster Tools (XML sitemap)	Done		15.08.2017	Tencewill
Submission of Website to Main Search Engines. (Yahoo Bing Google)	Done		15.08.2017	Tencewill
Google Maps Listing Added for the Business if core business is location specific			UPDATE	UPDATE
Custom Google Search Engine added to inner pages - add to bottom of contact page only.			UPDATE	UPDATE
Add social media platforms basic, facebook, twitter and google + , youtube channel	Done		15.08.2017	Tencewill
Set preferred domain view in Google Webmaster tools - www or non www	Done		15.08.2017	Tencewill
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	Done		15.08.2017	Tencewill
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast			UPDATE	UPDATE
Update site security			UPDATE	UPDATE
Ensure any redirects are in order (301 and 302)			UPDATE	UPDATE
Keywords in headings (<H1>, <H2>, tags)	Done		15.08.2017	Tencewill
Correct keyword density based on RPD			UPDATE	UPDATE
Keyword stemming: Applicable to non-English language pages. Check and action if required.			UPDATE	UPDATE
Remove cloaking			UPDATE	UPDATE
Remove iframes			UPDATE	UPDATE
Check and correct complex code such as Java, etc.			UPDATE	UPDATE
Correct keyword stuffing			UPDATE	UPDATE
If e-comm or site with sensitive data secure domain			UPDATE	UPDATE
Set up site for voice search		Voice search for WP sites http://www.wpbeginner.com/plugins/how-to-add-voice-s	UPDATE	UPDATE
Send Summary report to Client	n/a		n/a	n/a
Update SEO certificate	Done		15.08.2017	Tencewill

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles			
Refresh page descriptions			
Refresh page meta			
Refresh content (text shuffle)			
Add content	Done	Eln	18.12.2017
Add images	Done	Eln	18.12.2017
Add media (videos)			
Add social media			
Remove backlinks with low performance or older than 2 years			
Add extra pages	Added 7 pages	Eln	18.12.2017
Remove old/unused files from server			
Add site to industry related search engines to increase incoming links			
Update sitemap	Done	Eln	18.12.2017
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)			
Check and then correct reported errors			
Check forms and contacts			
Check social media links are working			
Check site functionality and navigation status			
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?			
Check AMP Structured data			
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status			
Check Crawl errors			
Resubmit site to search engines			
Check that mobile first indexing is working			
Add new search phrases - Ubersuggest tool https://ubersuggest.io/			
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases			
Send Summary report to client	n/a	n/a	n/a
Update SEO certificate	Done	Eln	18.12.2017

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats			
Update Phrases & Logs			
Review google reports and stats			
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles	Done	Eiri	16.10.2018
Refresh page descriptions	Done	Eiri	16.10.2018
Refresh page meta			
Refresh content (text shuffle)			
Add content	Updated For lawyers page & Info pack pdf	Eiri	16.10.2018
Add images			
Add media (videos)			
Add social media			
Remove backlinks with low performance or older than 2 years			
Add extra pages			
Remove old/unused files from server	Done	Eiri	16.10.2018
Add site to industry related search engines to increase incoming links			
Update sitemap	Done	Eiri	16.10.2018
Check 3rd Party Software and action recommendations (Seaming Frog SEO Spider)			
Check and then correct reported errors			
Check forms and contacts			
Check social media links are working			
Check site functionality and navigation status			
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity guidelines – ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?			
Check AMP Structured data			
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status			
Check Crawl errors			
Resubmit site to search engines			
Check that mobile first indexing is working			
Add new search phrases - Ubersuggest tool https://ubersuggest.io/			
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases			
Update internal directory page	Done	Eiri	16.10.2018
Send Summary report to client	n/a	n/a	n/a
Update SEO certificate	Done	Eiri	16.10.2018