

## 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: Mar-20  
Domain: <http://www.specibase.com/>  
For Client name: Ebie Leonard  
SA Online: WD & Q Ref: WD 2005117  
Running Months:

\*\*\* If there a certificate for a prior year please ensure it is saved on route of domain.

Search Engine Optimization, otherwise referred to as SEO is the implementation of certain principles, tasks and tools done on a website to search engines to better understand the purpose of a website and web pages, giving the pages a better chance of top positions on relevant searchers.

SEO can broadly be divided into tasks and steps that can either be done once off, or repeated.

Each search phrase (statements made) or long tail search phrase (question asked), each webpage, each website, all need their own strategy as millions of pages competing for positions on search engines and search engines reassess webpages frequently.

Before any work can be done, research into the competitiveness of the related industry has to be done in order to determine competitors and develop a strategy to outrank their webpages for better positions.

The process of our SEO is three phases:

1. Research the market & design a custom strategy with a priority list of search phrases and long tail search phrases, tools and tasks to be done in few sessions. **(Session 1)**
2. Implement priority list of tools and tasks in the first few sessions. **(Session 2-6)**
3. Maintain site with tasks that need to be repeated. Frequency and updated / relevant content are imperative tasks to increase and maintain positions on search results. **(Session 7-12)**

Once a year has been completed, the entire process should be done again to do a new competitor check.

This document is an independent certificate developed by [www.JeanPierreMurrayKline.co.za](http://www.JeanPierreMurrayKline.co.za) and is a guideline of the most up to date & generally accepted tricks and tools of the trade to increase website rankings on Search Engines.

Primary Search Phrases & Long Tail Search Phrases.

1. Primary - always loaded on all pages. <u>Service based.</u>	Example	Position on Google session 1 and date checked.	Screenshot:	S3	S6	S9	S12
Main search phrase (statement):	Accounting Company						
Main search phrase variation:	Well priced accounting company						
Main long tail search phrase (question):	Where can I find a well priced accounting company?						
Main long tail search phrase variation:	Where can I find a well priced reputable accounting company?						
Main geo location (city) word:	Accounting Company Cape Town						
2. Primary - always loaded on all pages. <u>Product based.</u>		Position on Google session 1 and date checked.	Screenshot:	S3	S6	S9	S12
Main search phrase (statement):	Bottle Water Supplier						
Main search phrase variation:	Branded Bottle Water Supplier						
Main long tail search phrase (question):	Where can I get branded water bottles?						
Main long tail search phrase variation:	Where does it cost to get branded water bottles?						
Main geo location (city) word:	Bottled Water Company Cape Town						
3. Five alternative main search phrases (statement) - loaded on 2nd tier webpages:	Reputable Accounting Company Tax Accounting Company Certified Accounting Company Personal Accounting Company Corporate Accounting Company						
4. Five alternative long tail search phrases (question) - loaded on 2nd tier webpages:	Who is the best Accounting Company Where is a local Tax Accounting Company What is the nearest Certified Accounting Company Where are Personal Accounting Company for individuals Who is the top Corporate Accounting Company in the area						
5. Five alternative geo location (city) word, loaded on 2nd tier webpages:	Western Cape Cape Town CBD Southern Suburbs Constantia Woodstock						

## R.P.D. Log (S1)

### Research, Plan and Development

Phase	Task / Description / Detail	Notes	History
R.P.D.	Consult with client via phone to talk through all these steps and get client feedback		
Client Site	<p><b>General.</b></p> <ul style="list-style-type: none"> <li>· How many areas of products or services? <i>Check SEO brief or website.</i></li> <li>· How many primary products and services? <i>Check SEO brief or website.</i></li> </ul> <p><b>Site General.</b></p> <ul style="list-style-type: none"> <li>· Is the website mobile friendly? <i>Use <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a></i></li> <li>· Is the website responsive? <i>Drag browser window smaller/bigger.</i></li> <li>· Is there a page per product or service? <i>Check website.</i></li> <li>· How many pages are there? <i>Use <a href="http://www.siteliner.com/">http://www.siteliner.com/</a> or Screaming Frog SEO Spider.</i></li> <li>· How many words are there? <i>Use Screaming Frog SEO Spider.</i></li> <li>· How many images are there? <i>Use Screaming Frog SEO Spider.</i></li> <li>· How many menu items are there in the 1<sup>st</sup> tier? <i>Check website.</i></li> <li>· How many menu items are there in the 2<sup>nd</sup> tier? Are there more tiers? <i>Check website.</i></li> <li>· How many videos are there? <i>Check website.</i></li> <li>· How many incoming links are there? <i>Use <a href="http://www.siteliner.com/">http://www.siteliner.com/</a></i></li> <li>· How many outgoing links are there? <i>Use <a href="http://www.siteliner.com/">http://www.siteliner.com/</a></i></li> <li>· How frequently is the website updated in terms of content? <i>Check SEO brief or Screaming Frog SEO Spider.</i></li> <li>· Does each page have a page title, description and keywords? <i>Use Screaming Frog SEO Spider.</i></li> <li>· Social media status – What social media is linked? <i>Check website.</i></li> <li>· Social media activity? (Once a week, once a month, once every 4 months?) <i>Check social media accounts.</i></li> </ul>		

- Is the site owner dealing with negative reviews online?  
*Check social media accounts.*
- Does the contact form on the site work and is the contact information correct?  
*Check website.*
- What is the current monthly unique visitor's average?  
*Check AWStats on hosting console.*
- On average how many pages are visited?  
*Check AWStats or Google Analytics.*
- On average how long does a visitor stay on the site?  
*Check Google Analytics.*
- What is the bounce rate on the site?  
*Check Google Analytics.*

#### **Site advance.**

- Is mobile first index active?  
*Go to Google on your smartphone and enter "site:mywebsite.com." If nothing shows up, Google bot may not be able to access your mobile pages.*
- What is the content vs media ratio?  
*Check site manually and estimate ratio.*
- Are there any broken links in pages or media?  
*Use Screaming Frog SEO Spider.*
- What country is the website hosted in?  
*Use <https://www.iplocation.net> or <https://hostadvice.com/tools/whois/>*
- What is the server reputation? Downtime / rating / not reported for spamming?  
*Check 3<sup>rd</sup> party or service provider checker.*
- What is the website loading speed?  
*Use <https://tools.pingdom.com/>*
- What is the domain quality in respect to the primary search phrase?  
*Check domain name manually.*
- What is the quality of the overall file names (the shorter a URL is the better), page descriptions & keywords (must be relevant to page or primary search phrases or individual pages)?  
*Use Screaming Frog SEO Spider.*
- Are all images named and tagged?  
*Use Screaming Frog SEO Spider.*
- Are there H1 and H2 tags?  
*Use Screaming Frog SEO Spider.*
- Does the site have a geolocation linked? (Not just Google maps. Business should be listed/pinned on Google Maps)  
*Check website.*
- What is the plagiarism % report on the text on all primary pages?  
*Use <http://smallseotools.com/plagiarism-checker/>*
- Is there hidden text on the site?  
*Highlight all text on each page and check for text made the same colour as the background.*
- In there an internal link directory?  
*Check website.*
- Does the site have a sitemap from Webmaster Tools?  
*Check Search Console (Webmaster Tools).*
- Check if site has good folder hierarchy - 3 tiers or more bad.  
*Check folders on domain.*
- If CMS - Check all plugins are operational and up to date.  
*Check in backend of website.*

- What is the security rating of the site?  
Use <https://www.ssltrust.com.au/ssl-tools/website-security-check>
- What is the status of the AMP Structured data?  
Use <https://search.google.com/structured-data/testing-tool>
- What is the status of LSI – Latent semantic indexing? Using content, similar words, meaning similar things.  
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/>
- Has the site been optimized for Voice Search? Focus on Long tail search phrases Is text written like a statement or a conversation? Check main menu pages.  
Use Screaming Frog SEO Spider.

#### Search engine general.

- Is the website verified with Search Console (Webmaster Tools)?  
Log in with the Google account details the client provided to check.
- Is analytics set up?  
Log in with the Google account details the client provided to check.
- When last was the site submitted to Google?  
Only applicable if site is verified on Search Console (Webmaster Tool) already.

#### Search engine advance.

- Does the website have a Knowledge Panel on Google?  
Search the company name in Google to check.
- Has the site been set up for Google Business Profile?  
Check SEO brief. (Use [https://www.google.com/intl/en\\_za/business/](https://www.google.com/intl/en_za/business/) to create)
- Are there any Browser Push Notifications?  
Put site URL in address bar of browser and check for notifications.
- Has the site been optimized for search snippet – SERPs?  
Check Google result.

#### Competitor site

SEMrush – add competitor site to find out what words they are ranking for.

#### General.

- How many areas of products or services?  
Check website.
- How many primary products and services?  
Check website.
- Does the competitor have multiple sites / banners sites?

#### Site General.

- Is the website mobile friendly?  
Use <https://www.google.com/webmasters/tools/mobile-friendly/>
- Is the website responsive?  
Drag browser window smaller/bigger.
- Is there a page per product or service?  
Check website.
- How many pages are there?

Use <http://www.siteliner.com/> or Screaming Frog SEO Spider.

- How many words are there?

Use Screaming Frog SEO Spider.

- How many images are there?

Use Screaming Frog SEO Spider.

- How many menu items are there in the 1<sup>st</sup> tier?

Check website.

- How many menu items are there in the 2<sup>nd</sup> tier? Are there more tiers?

Check website.

- How many videos are there?

Check website.

- How many incoming links are there?

Use <http://www.siteliner.com/>

- How many outgoing links are there?

Use <http://www.siteliner.com/>

- Social media status – What social media is linked?

Check website.

- Social media activity? (Once a week, once a month, once every 4 months?)

Check social media accounts.

- Is the site owner dealing with negative reviews online?

Check social media accounts.

- What is the current monthly unique visitor's average?

Use <https://www.alexa.com/siteinfo>

#### **Search engine advance.**

- Are there any Browser Push Notifications?

Put site URL in address bar of browser and check for notifications.

- Has the site been optimized for search snippet – SERPs?

Check Google result.

## Setup Log (S2-6)

This is the phase of steps and tasks that can broadly only be done once.

Task / Description / Detail	Completed	Date	Developer
<p><b>2<sup>nd</sup> session priority set up &amp; foundation.</b></p> <p>Migrate site to domain with use of primary search phrase if client agrees and accepts cost. If the competitor has multiple sites / banner sites, the client must decide to do the same, or focus on limited search phrases (select products only or a category) for website.</p> <p>Relocate site hosting based on requirements of clients - local sever to client target.</p> <p>Update all page names, titles, descriptions in line with primary search phrase and long tail search phrases, must be in line with Google guidelines and recommendations.</p> <p>Update all images and videos to include primary search phrase and long tail search phrases. File names and tags.</p> <p>Setup of Search Console (Webmaster Tools).</p> <p>Setup Google Analytics.</p> <p>Google sitemap (XML sitemap) added and linked to Search Console (Webmaster Tools).</p> <p>Add Robots.txt file.</p> <p>Add Favicon to website.</p> <p>If CMS system - integrate the required plugin - example Wordpress - SEO Yoast.</p> <p>Correct broken links.</p> <p>Ensure any redirects are in order (301 and 302).</p> <p>Link social media.</p> <p>Correct broken forms and incorrect contact information.</p> <p>Submission of website to main Search Engines. (Yahoo   Bing   Google).</p> <p>Client to keep to a social media posting schedule if linked to site. <i>For them to manage or outsource.</i></p>			
<p><b>3<sup>rd</sup> session priority set up &amp; foundation.</b></p> <p>Correct / action any urgent recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images. <i>Client must accept quote for extra development time if needed to add these extra pages.</i></p> <p>Resubmit sitemap to Google if new pages were added.</p> <p>Keywords in headings (&lt;H1&gt;, &lt;H2&gt;, tags)</p> <p>Correct any plagiarism concerns, get text updated. <i>Client must sort out own copywriter and development time to get this fixed.</i></p>			

Correct responsive issues. *Client must accept quote for extra development time to fix this if needed.*

Correct download media speed if required by removing large images / media.

Correct / remove poor / duplicate / hidden text.

Do a position check on Google and add to log.

#### **4<sup>th</sup> and 5<sup>th</sup> session priority set up & foundation.**

Add more videos. *Client must arrange with supplier to get videos made.*

Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)

Correct / reduce outgoing links.

Improve on structure and flow. Design and development element. Usability helps with dwell time.

Add search engine GEO location information if required.

Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.

Set up Google Business Profile if beneficial.

Google Maps listing added for the business if core business is location specific. (One city)

Custom Google Search Engine added to inner pages - add to bottom of contact page only.

Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page.

Update site security if needed. *Client to be quoted on this separately.*

Correct keyword density based on RPD. *Client might need to get copywriter.*

Keyword stemming: Applicable to non-English language pages. Check and action if required.

Remove cloaking.

Remove iframes where possible.

Check if there are issues with complex code such as Java, etc. This will need to be quoted for and outsourced in order for step to be taken and only applies on advance sites.

Run a 3<sup>rd</sup> party SEO checker. (Screaming Frog SEO Spider)

Continue with 'Correct / action any urgent recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.'

Resubmit sitemap to Google if new pages were added.

#### **6<sup>th</sup> session priority set up & foundation.**

Implement recommendations from 3<sup>rd</sup> party SEO checker. (Screaming Frog SEO Spider)

Add an internal site search feature.

Continue with 'Correct / action any urgent recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.'

Resubmit sitemap to Google if new pages were added.

Resubmit site to search engines.

Do a position check on google and add to log.

Implement options for Google Actions search and voice commands on site, if available and applicable. *This might require extra developer time to be quoted on, to be actioned from session 7 onwards.* <https://developers.google.com/assistant>





**RCR&M Log (S7-12)**

Repeated checks, Reviews, Tasks and Maintenance

Task / Description / Detail	Completed	Date	Developer
<p><b>Sessions 7-12 need to focus on correcting / action any recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.</b></p> <p>In addition, the following tasks need to be completed at least an addition two times:                      Import of every page, and tweaking of Page Title, Description and Meta.                      Checking contact form and information.                      Checking position on Google and adding to log.                      Making sure client is keeping to a social media posting schedule if linked to site.                      Check for broken links and correct.                      Check 3<sup>rd</sup> party SEO site recommendations and adjust if needed.</p>			
<p><b>7<sup>th</sup> session completed tasks</b></p> <p>Correct / action any recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.                      If applicable, name other tasks completed below:</p>			
<p><b>8<sup>th</sup> session completed tasks</b></p> <p>Correct / action any recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.                      If applicable, name other tasks completed below:</p>			
<p><b>9<sup>th</sup> session completed tasks</b></p> <p>Correct / action any recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.                      If applicable, name other tasks completed below:</p>			
<p><b>10<sup>th</sup> session completed tasks</b></p> <p>Correct / action any recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.                      If applicable, name other tasks completed below:</p>			
<p><b>11<sup>th</sup> session completed tasks</b></p> <p>Correct / action any recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.                      If applicable, name other tasks completed below:</p>			
<p><b>12<sup>th</sup> session completed tasks</b></p> <p>Correct / action any recommendations needed after the competitor review, more pages (add page per product/service if that is what the competitor does), more text, and more images.                      If applicable, name other tasks completed below:</p>			