

# 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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By Developer: Michelle  
Overseen by Project Manager  
Of: websitesdesign.co.za

Certificate added to domain on the: 06/07/2015  
URL of Certificate: <http://www.simplygifts.co.za/wp-content/uploads/simple-seo-certificate>  
Domain: <http://www.simplygifts.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.	<b>Assessment of own site</b>			
	Areas of products or services	johannesburg	06/07/2015	
	Primary products and services	gifts	06/07/2015	
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	6	06/07/2015	
	Page count	281	06/07/2015	
	Image count	107	06/07/2015	
	Word content count	130129	06/07/2015	
	Content vs media ratio	24% images	06/07/2015	
	Functionality and navigation status	site is easy to navigate, forms and search function work	06/07/2015	
	Server reputation downtime			
	Server speed test	77/100	06/07/2015	
	Domain quality			
	Status on file names, description & meta	Files and pages named correctly.	06/07/2015	
	Social media status	Have social media but are not active on social media	06/07/2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker			
	Current bounce rate (if available)			
	Current time on site (if available)			
	Amount of page views (if available)			
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	site is mobile responsive.	06/07/2015	
	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.	<b>Assessment of own primary competitor site</b>	<a href="http://www.celestialgifts.co.za/">http://www.celestialgifts.co.za/</a>	06/07/2015	
	Areas of products or services:	South africa	06/07/2015	
	Primary products and services:	gifts	06/07/2015	
	Page count:	266	06/07/2015	
	Image count:	42	06/07/2015	
	Word content count:	250579	06/07/2015	
	Content vs media ratio	13% images	06/07/2015	
	Functionality and navigation status:	site is easy to navigate through and forms work	06/07/2015	
	Server reputation downtime:	hosted in johannesburg	06/07/2015	
	Server speed test	54/100	06/07/2015	
	Domain quality:	Alexia Rank - 3706700	06/07/2015	
	Status on file names, description & meta:	File names and pages are good.	06/07/2015	
	Social media status:	Have facebook and twitter and are active	06/07/2015	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	5850	06/07/2015	
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	Site is not mobile friendly	06/07/2015	
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M			12-Aug-14
	Other notes:			
	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	Need to add meta descriptions and keywords	06/07/2015
R.P.D.	Run a 3 party content originality check	Content is original	06/07/2015
R.P.D.	Check number of incoming and outgoing links and their quality	none	06/07/2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	this is good, easy to access	06/07/2015
R.P.D.	Check images and media have correct titles, dictipions, file names and details	image names are good	06/07/2015
R.P.D.	Check on sites GEO locations on primary search engines	Johannesburg	06/07/2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	none	06/07/2015
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.	Competitor has more pages with more content, I know the site still in the process of having content and products uploaded so the page number and content will increase. I would suggest adding the business to google places.	06/07/2015
R.P.D.	Update SEO certificate	Done	06/07/2015

Phase	Task / Description / Detail	Notes   History	Completed   Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain		14.08.2015			
Setup	Relocate site hosting based on requirements of clients		14.08.2015			
Setup	Correct responsive issues – based on RPD - design element		14.08.2015			
Setup	Ensure file names include search phrases.		14.08.2015			
Setup	Create more pages - based on RPD	Client is constantly adding more products	14.08.2015			
Setup	Correct page titles - based on RPD		14.08.2015			
Setup	Correct download media speed if required by removing large images / media		14.08.2015			
Setup	Correct page description - based on RPD		14.08.2015			
Setup	Correct / add more content - both text and images and media - based on RPD		14.08.2015			
Setup	Correct / remove poor / duplicate / neagative content - based on RPD		14.08.2015			
Setup	Correct / add images names and titles - based on RPD		14.08.2015			
Setup	Correct / add media - based on RPD		14.08.2015			
Setup	Correct / add social media - based on RPD	Client has social media	14.08.2015			
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation		14.08.2015			
Setup	Correct broken links - based on RPD		14.08.2015			
Setup	Correct / reduce outgoing links - based on RPD - Anchor text		14.08.2015			
Setup	Improve on structure and flow, Desion and development element - based on RPD		14.08.2015			
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields		14.08.2015			
Setup	Add search engine GEO location information if required - based on RPD		14.08.2015			
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page		14.08.2015			
Setup	Setup of Webmaster tools with Google Setup		14.08.2015			
Setup	Setup Google analytics Registration		14.08.2015			
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess		14.08.2015			
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review		14.08.2015			
Setup	Add Robots.txt File		14.08.2015			
Setup	Add Favicon added to website		14.08.2015			
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap		14.08.2015			
Setup	Submission of Website to Main Search Engines. (Yahoo   Bing   Google)		14.08.2015			
Setup	Google Maps Listing Added for the Business if core business is location specific		14.08.2015			
Setup	Custom Google Search Engine Added to inner pages - hidden		14.08.2015			
Setup	Created internal website 3rd party directory page		14.08.2015			
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages	Already setup	14.08.2015			
Setup	Set preferred domain view in Google Webmaster tools - www or non www		14.08.2015			
Setup	Improve on hierarchy for site navigation, (1-3 tiers only) - moving main files to index page		14.08.2015			
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast		14.08.2015			
Setup	Ensure any redirects are in order (301 and 302)		14.08.2015			
Setup	Keywords in headings (<H1> <H2> tags) - Very important		14.08.2015			
Setup	Correct keyword density based on RPD		14.08.2015			
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.		14.08.2015			
Setup	Remove Cloaking		14.08.2015			
Setup	Remove hidden text		14.08.2015			
Setup	Remove I frames		14.08.2015			
Setup	Check and correct complex code such as Java, etc.		14.08.2015			
Setup	Correct Keyword stuffing		14.08.2015			
Setup	If e-comm or site with sensitive data secure domain		14.08.2015			
Setup	Update SEO certificate		14.08.2015			

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			10.09.2015			
RCRAM	Review google reports and stats	841 visitors in the past month		10.09.2015			
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)	841 visitors in the past month gifts, not ranking for gifts, but is ranking for simply gifts		10.09.2015			
RCRAM	Check server down time	unknown		10.09.2015			
RCRAM	Refresh Page files			10.09.2015			
RCRAM	Refresh Page descriptions			10.09.2015			
RCRAM	Refresh Page meta			10.09.2015			
RCRAM	Refresh content	Client is still adding more products		10.09.2015			
RCRAM	Refresh images	Client is still adding more products		10.09.2015			
RCRAM	Refresh media and check media	Client is still adding more products		10.09.2015			
RCRAM	Remove backlinks with low performance or older than 2 years			10.09.2015			
RCRAM	Add extra content	Client is still adding more products		10.09.2015			
RCRAM	Add extra images	Client is still adding more products		10.09.2015			
RCRAM	Add extra media	Client is still adding more products		10.09.2015			
RCRAM	Add extra pages	Client is still adding more products		10.09.2015			
RCRAM	Add site to industry related search engines to increase incoming links	Client is still adding more products		10.09.2015			
RCRAM	Update site map			10.09.2015			
RCRAM	Check 3rd Party Software and action			10.09.2015			
RCRAM	Correct reported errors			10.09.2015			
RCRAM	Check forms and contacts			10.09.2015			
RCRAM	Check social media links are working			10.09.2015			
RCRAM	Speed check	62/100		10.09.2015			
RCRAM	Send copy of RCRAM to Client and PM			10.09.2015			
RCRAM	Update SEO certificate			10.09.2015			

**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"

*Example of SEO on the search engine and if the search engine finds the page, it will be ranked.*

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">gifts</a>	<a href="#">simply gifts</a>	
Cape Town	<b>Date check</b> 10,09,2015 <b>Position:</b>		<b>1st Page   1st Position</b>	
Developer	NAME			

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">car hire</a>	<a href="#">cape town car hire</a>	<a href="#">cape town airport car hire</a>
Cape Town	<b>Date check</b> 1stJan2015 <b>Position:</b> Previous date check 1stDec2014 <b>Previous Position:</b>	<b>1st Page   1st Position</b> 1st Page   2nd Position	<b>1st Page   3rd Position</b> 1st Page   4th Position	<b>1st Page   8th Position</b> 2nd Page   1st Position
Developer	NAME			

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2
Google SA	<a href="#">index</a>	<a href="#">car hire</a>	<a href="#">cape town car hire</a>	<a href="#">cape town airport car hire</a>
Cape Town	<b>Date check</b> 1stJan2015 <b>Position:</b> Previous date check 1stDec2014 <b>Previous Position:</b>	<b>1st Page   1st Position</b> 1st Page   2nd Position	<b>1st Page   3rd Position</b> 1st Page   4th Position	<b>1st Page   8th Position</b> 2nd Page   1st Position
Developer	NAME			



Web Images Videos Maps More Search tools

About 22 100 000 results (0,58 seconds)

- Simply Gifts - Home décor and Gifts**  
www.simplygifts.co.za/   
Our superior quality and affordable prices, provide unusual home décor and gifts which appeal to a wider variety of tastes.
- Gifts Under R250 Archives - Simply Gifts**  
www.simplygifts.co.za/product-category/quick-find/gifts-under-r250/   
Simply Gifts ... Wedding & Gift Registries · Wedding Accessories · Wedding Favours · Favour Boxes · Gifts for Him ... Home / Quick Find / Gifts Under R250 ...
- Gift Registry - Simply Gifts**  
www.simplygifts.co.za/giftregistry/   
Register here for our Gift Registry. Buy only the best gifts here.
- Simply Gifts - Online Gifts Australia**  
www.simplygifts.com.au/   
Simply Gifts is Australia's premier website for gifts online. Fast gift delivery, gorgeous gifts, an easy ordering system and a secure payment gateway.  
Womens Gifts - Mens Gifts - Baby Gifts - Wedding & Engagement
- Simply Gifts Home**  
www.simplygiftsny.com/   
Simply Gifts is a family craft business in which we invest in. our children first, enjoy a modest financial return now and. trust for steady increase down the road.
- Simply Gifts Australia | Facebook**  
https://www.facebook.com/simplygiftsau   
Simply Gifts Australia, Warriewood, NSW. 1092 likes · 1 talking about this. Simply Gifts is Australia's premier online gift company and we are proud to...
- Simply Gifts Hamilton - Hamilton, New Zealand - Gift Shop ...**  
www.facebook.com › Places › Hamilton, New Zealand › Gift Shop   
★★★★★ Rating: 5 - 8 votes  
Simply Gifts Hamilton, Hamilton, New Zealand. 75 likes · 1 talking about this · 1 was here. Welcome to Simply Gifts Gifts for any occasion! We stock;...
- Simply B Gifts - Home**  
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simply B is a charming lifestyle boutique nestled in historic downtown Paducah. Shopping at simply B is a one-of-a-kind shopping experience filled with a mix of ...