

SEO | Search Engine Optimization



~ Certificate ~

For: www.clemsunter.co.za | Internal

By

www.websitedesign.co.za and www.search-engine-optimization.co.za

Certificate added to domain on the: 30th July 2013
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Notes:

- **Search Engine Optimization** (otherwise referred to as SEO) 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 sessions 1-3** are core steps, to use an analogy : "we build a great car, put it on a race track and fill the tank with gas - the car will go fast and far" the tank will eventually run out and you will be left with a great car but the position you ran out of gas is where you will stay, and other cars will eventually overtake you" Refuel your tank with extra sessions:
- **SEO Session 4+** are steps that need to be taken whenever a competitor changes their website, or there is a new website is launched or the search engines change their ranking policies - as you can imagine, these things happen daily, therefore we recommend at least 1 session per month - you can consult with us to determine how often sessions are required). To use an analogy : "each session will refuel your tank and keep your car racing"
- The industry, service, product and location associated with a website and its pages, the size and type of website, and the search engine algorithms and rules are some of the many factors that influence SEO results. **SEO is a marketing investment for a website owner.**

Session	Task / Description / Detail	Completed Date	Notes History
		Not Done.	None please optimize your website.
1-3	Review of client brief, and Keyword Assessment and implementations on primary pages. 15 min consult with client explaining Keywords; and business marketing strategy relating to SEO as well as certificate. (Add primary keywords)	19/07/2013	Done
1-3	Implementing meta, page title, page description as per recommended google requirements.	19/07/2013	Done
1-3	Set up of Webmaster tools with Google Setup.	08/02/2013	Done
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	08/02/2013	Done
1-3	Setup Monthly Reporting for Client for next 12 months.	Not Done.	Done

1-3	Robots.txt File Added	08/02/2013	Done
1-3	Check .htaccess	19/07/2013	Done
1-3	Add Favicon added to website	08/02/2013	Done
1-3	Google Site Map Added and linked to Webmaster Tools / XML sitemap.	19/07/2013	Done
1-3	Submission of Website to Main Search Engines.	08/02/2013	Done
1-3	Google Maps Listing Added for the Business if core business is location specific.	Not Done.	Recommended Session 2
1-3	Form, E-mail and phone number check.	08/02/2013	Done
1-3	Check / Removed Footer Link.	19/07/2013	Done
1-3	Custom Google Search Engine Added to inner pages.	07/11/2013	Done
1-3	Tag primary pictures.	07/11/2013 08/09/2015	Done Added alt tags where needed
1-3	Created internal website directory page.	19/07/2013 06/06/2014 11/06/2014 08/07/2014 28/07/2014 29/08/2014 30/10/2014 16/01/2015 27/02/2015 10/04/2015 13/04/2015 10/06/2015 08/09/2015 22/11/2016 24/04/2017	Done Updated Updated – removed Other SA Online Services links Updated – removed comedians.za.bz + added new websites Updated Updated Updated Updated Updated Updated Updated Updated Updated Updated Updated Updated Updated
1-3	Add social media platforms basic, facebook, twitter and google +	01/06/2015	Added Facebook and Twitter
4+	Set H1 and H2 tags	Not Done.	None please optimize your website.
4+	Check number of indexed pages. (SiteMap)	13/04/2015	Done

		10/06/2015 22/11/2016	Done Updated look & feel
4+	Revise robot file.	07/11/2013 22/11/2016	Done Updated look & feel
4+	Revise site map.	07/11/2013 13/04/2015 10/06/2015 22/11/2016	Done Done Done Updated look & feel
4+	Fix html errors.	07/11/2013	Done
4+	Check and correct errors reported by search engines.	07/11/2013	Done
4+	Fix broken links.	07/11/2013 13/04/2015	Done None found
4+	Correct missing pages and content.	Not Done.	None please optimize your website.
4+	Submission of Website to secondary search engines and directories.	Not Done.	None please optimize your website.
4+	Tag secondary pictures.		None please optimize your website.
4+	Check content for flash and iframe errors.	Not Done.	None please optimize your website.
4+	Check and when possible improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page.	22/11/2016	Updated look & feel
4+	Form, E-mail and phone number check.	22/11/2016	Updated look & feel
4+	Add media, youtube, images, etc.	07/11/2013	Done
4+	Check on and when possible make URLs static.	07/11/2013	Done
4+	Check and when possible ensure URLs are descriptive file names.	07/11/2013	Done
4+	Run a duplicate content check for internal pages and correct when found.	Not Done.	None please optimize your website.
4+	Run a plagiarism check on text.	Not Done.	None please optimize your website.
4+	Improve on positive content.	13/04/2015 05/05/2015 08/09/2015	Added 4 pages of content and 4 videos Added more content, images and videos Added 4 pages of content and 3 videos
4+	Remove negative content.	Not Done.	None please optimize your website.
4+	Check and when possible correct and improve on	Not Done.	None please optimize your website.

	character coding.		
4+	Create download files with rich content. (adobe, etc)	Not Done.	None please optimize your website.
4+	Optimize graphics for load time and cosmetics.	Not Done.	None please optimize your website.
4+	Optimize navigation and usability to ensure visitor gets to the correct page and engages.	Not Done.	None please optimize your website.
4+	Increase incoming links per page, focus on the highest prospect pages.	Not Done.	None please optimize your website.
4+	Decrease outgoing links for the website and especially the homepage or other pages viewed often	Not Done.	None please optimize your website.
4+	Refresh page content. (Recommendations once every two months)	Not Done.	None please optimize your website.
4+	Refresh meta, page and title descriptions. (once ever two months recommendations)	07/11/2013 13/04/2015 08/09/2015 24/04/2017	Done Refreshed page titles, descriptions and meta tags Refreshed page descriptions Refreshed page descriptions and meta tags
4+	Build content rich extra pages / banner pages.	Not Done.	None please optimize your website.
4+	Take actions to increase the time a user is on the website.	Not Done.	None please optimize your website.
4+	Take actions to increase the amount of pages a user visits.	Not Done.	None please optimize your website.
4+	Investigate other social media accounts and platforms related to core business and when possible implement / add.	Not Done.	None please optimize your website.
4+	Analyze competitors - assess data and use in next session if possible.	Not Done.	None please optimize your website.
4+	Check spam issues and website security.	Not Done.	None please optimize your website.
4+	Implement third party tracking software for a "second opinion" - assess data and use in next session.	07/11/2013 13/04/2015 08/09/2015 24/04/2017	Done Check length of page titles, descriptions and meta tags – fixed where necessary Check length of page titles, descriptions and meta tags – fixed where necessary Check length of page titles, descriptions and meta tags – fixed where necessary

Traffic History - unique visitors only from server.

Year Month	#	Notes
2013 Jan	463	
2013 Feb	452	
2013 Mar	693	
2013 Apr	504	
2013 May	442	
2013 Jun	441	
2013 Jul	485	
2013 Aug	636	
2013 Sep	707	
2013 Oct	909	
2013 Nov	897	
2013 Dec	574	
2014 Jan	666	
2014 Feb	681	
2014 Mar	709	
2014 Apr	762	
2014 May	1067	

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