

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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SA Online: WD & Q Ref: WD 06220415
By Developer: Michelle
Overseen by Project Manager: Stephen Rawlins
Of: websitedesign.co.za

Certificate added to domain on the: 02,11,2015
URL of Certificate: <http://www.capetowntransfers.co.za/wp-content/uploads/2015/11/capetowntransfers-seo-certificate.pdf>
Domain: <http://www.capetowntransfers.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.	Client focuses on airport transfers and private tours. It is a shuttle service in Cape Town. Website is small and easy to navigate through, very clean and user friendly. It is a competitive industry, offering a highly required service	02,11,2015
	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		
	Areas of products or services	Cape Town	02,11,2015
	Primary products and services	Airport Transfers, Private tours, shuttle service	02,11,2015
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	7	02,11,2015
	Page count	4	02,11,2015
	Image count	14	02,11,2015
	Word content count	862	02,11,2015
	Content vs media ratio	32% images	02,11,2015
	Functionality and navigation status	Easy to navigate through, form works	02,11,2015
	Server reputation downtime	hosted on hetzner	02,11,2015
	Server speed test	85/100	02,11,2015
	Domain quality	good	02,11,2015
	Status on file names, description & meta	average, will be improved	02,11,2015
	Social media status	website has facebook and google plus	02,11,2015
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	unkown	02,11,2015
	Current bounce rate (if available)	unkown	02,11,2015
	Current time on site (if available)	unkown	02,11,2015
	Amount of page views (if available)	unkown	02,11,2015
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	Website is mobile friendly	02,11,2015
	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.airportshuttlecapetown.co.za/	02,11,2015
	Areas of products or services:	Cape town	02,11,2015
	Primary products and services:	airport transfers	02,11,2015
	Page count:	15	02,11,2015
	Image count:	17	02,11,2015
	Word content count:	2785	02,11,2015
	Content vs media ratio	27% Images	02,11,2015
	Functionality and navigation status:	Easy to navigate	02,11,2015
	Server reputation downtime:	unknown	02,11,2015
	Server speed test	77/100	02,11,2015
	Domain quality:	good	02,11,2015
	Status on file names, description & meta:	good	02,11,2015
	Social media status:	none present	02,11,2015
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	5610	02,11,2015
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	website is mobile friendly	02,11,2015
	Other notes:		
		Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	last updated on the 2015-05-09

	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	Average, will be improved during SEO	02,11,2015
R.P.D.	Run a 3 party content originality check	Content is original	02,11,2015
R.P.D.	Check number of incoming and outgoing links and their quality	none	02,11,2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	Easy to navigate, good design	02,11,2015
R.P.D.	Check images and media have correct titles, dictiptions, file names and details	Images to be named accordingly and descriptions will be improved	02,11,2015
R.P.D.	Check on sites GEO locations on primary search engines	Germany	02,11,2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	none	02,11,2015
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.	Competitors have a couple more pages, suggested that client should add some more pages with keyword rich content. Social media is present but client isnt very active on it.	02,11,2015
R.P.D.	Update SEO certificate		02,11,2015

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		07.12.2015			
Setup	Ensure file names include search phrases.		07.12.2015		08.12.2015	Stephen Rawlins
Setup	Create more pages - based on RPD					
Setup	Correct page titles - based on RPD		07.12.2015			
Setup	Correct download media speed if required by removing large images / media					
Setup	Correct page description - based on RPD		07.12.2015			
Setup	Correct / add more content - both text and images and media - based on RPD					
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					
Setup	Correct / add social media - based on RPD	facebook and q+ present	07.12.2015			
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation					
Setup	Correct broken links - based on RPD		07.12.2015			
Setup	Correct / reduce outgoing links - based on RPD - Anchor text					
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		07.12.2015			
Setup	Add search engine GEO location information if required - based on RPD	n/a	05.08.2016	Efri		
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		07.12.2015			
Setup	Setup Google analytics Registration		07.12.2015			
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess	Done	06.07.2016	Efri	08.12.2015	Stephen Rawlins
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review	Done	06.07.2016	Efri		
Setup	Add Robots.txt File		07.12.2015			
Setup	Add Favicon added to website		07.12.2015			
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap	Re-submitted	06.07.2016	Efri		
Setup	Submission of Website to Main Search Engines. (Yahoo Bing Google)	Re-submitted	06.07.2016	Efri		
Setup	Google Maps Listing Added for the Business if core business is location specific	n/a	05.08.2016	Efri		
Setup	Custom Google Search Engine Added to inner pages - hidden					
Setup	Created internal website 3rd party directory page					
Setup	Add social media platforms basic, facebook, twitter and google +. If no Social Media suggest to client our Social Media packages	facebook and q+ present	07.12.2015			
Setup	Set preferred domain view in Google Webmaster tools - www or non www		07.12.2015			
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page		07.12.2015			
Setup	If CMS system - integrate the required plugin - example Wordpress - SEO Yoast		07.12.2015			
Setup	Ensure any redirects are in order (301 and 302)		07.12.2015			
Setup	Keywords in headings (<h1> -<h2> tags) - Very important		07.12.2015		08.12.2015	Stephen Rawlins
Setup	Correct keyword density based on RPD					
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.				08.12.2015	Stephen Rawlins
Setup	Remove Cloaking					
Setup	Remove hidden text					
Setup	Remove I frames	no iframes	07.12.2015			
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	07.12.2015			
Setup	Update SEO certificate		07.12.2015			

Phase	Task / Description / Detail	Notes History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
			Michelle				
RC-RAM	Review server traffic stats	27 visitors in the past month		10.12.2015			
RC-RAM	Review google reports and stats	27 visitors in the past month		10.12.2015		08.12.2015	Stephen Rawlins
RC-RAM	Do a primary search phrase real time test on google (Pages Keyword tab)			10.12.2015			
RC-RAM	Check server down time	Refreshed	Eli	06.07.2016			
RC-RAM	Refresh Page titles	Refreshed	Eli	06.07.2016			
RC-RAM	Refresh Page meta	Refreshed	Eli	06.07.2016			
RC-RAM	Refresh content						
RC-RAM	Refresh images						
RC-RAM	Refresh media and check media						
RC-RAM	Remove backlinks with low performance or older than 2 years						
RC-RAM	Add extra content						
RC-RAM	Add extra images						
RC-RAM	Add extra media						
RC-RAM	Add extra badges						
RC-RAM	Add site to industry related search engines to increase incoming links						
RC-RAM	Update site map			10.12.2015			
RC-RAM	Check 3rd Party Software and action			10.12.2015			
RC-RAM	Correct reported errors	no errors		10.12.2015		15.01.2016	Stephen Rawlins
RC-RAM	Check forms and contacts			10.12.2015			
RC-RAM	Check social media links are working	facebook working but outdated, g+ link not working		10.12.2015			
RC-RAM	Speed check	38/100		10.12.2015			
RC-RAM	Send copy of RC-RAM to Client and PM			10.12.2015			
RC-RAM	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	Month	Unique visitors	EM			
		Jan 2016	457				
		Feb 2016	518				
		Mar 2016	458				
		Apr 2016	526				
		May 2016	564				
		Jun 2016	828				
		Jul 2016	923				
RCRAM	Review google reports and stats	Done	EM	05.08.2016			
RCRAM	Do a primary search phrase real time test on google (Pages Keyword lab)	Done	EM	05.08.2016		08.12.2015	Stephen Rawlins
RCRAM	Check server down time						
RCRAM	Refresh Page titles	Refreshed	EM	05.08.2016			
RCRAM	Refresh Page descriptions	Refreshed	EM	05.08.2016			
RCRAM	Refresh Page meta	Refreshed	EM	05.08.2016			
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						
RCRAM	Add extra images						
RCRAM	Add extra media						
RCRAM	Add extra pages						
RCRAM	Add site to industry related search engines to increase incoming links	Done	EM	05.08.2016			
RCRAM	Update site map	Done	EM	05.08.2016			
RCRAM	Check 3rd Party Software and action						
RCRAM	Correct reported errors	Done	EM	05.08.2016		15.01.2016	Stephen Rawlins
RCRAM	Check forms and contacts	Done	EM	05.08.2016			
RCRAM	Check social media links are working	Done	EM	05.08.2016			
RCRAM	Speed check	Done	EM	05.08.2016			
RCRAM	Send copy of RCRAM to Client and PM	Done	EM	05.08.2016			
RCRAM	Update SEO certificate	Done	EM	05.08.2016			

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 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"

Engine & GEO - the search engine, and if the engine can offer a location of city / province or state

Engine & GEO	Page/URL	Primary Keyword	Extension 1	Extension 2	Extension 3
Google SA	Index	Airport Transfers	Airport Transfers Cape Town	Shuttle Service Cape Town	Cape Town Transfers
Cape Town	Date check: 05.08.2015 <i>Previously checked</i> 16.07.2015 10.12.2015	Position: Not on the first 10 pages Not on the first 10 pages	Page 3 7th Position Page 1 1st Position Page 5 6th Position	Page 2 4th Position Page 1 1st Position Page 7 4th Position	Page 1 1st Position Page 1 1st Position Page 1 1st Position
Developer	Michelle				

Search results for "Airport Transfers Cape Town". The top result is "Airport Transfers Shuttle & Taxi - Cape Town" with a snippet: "Airport Transfers Shuttle & Taxi - Cape Town. We offer a wide range of services for your airport transfers in Cape Town. Our services include: Airport Transfers, Shuttle Services, Taxi Services, and more. Contact us for more information." Other results include "Cape Town Transfers - Airport Public Transport and Transfers" and "Cape Town Transfers - Shuttle Services".

Search results for "Shuttle Service Cape Town". The top result is "Shuttle Service Cape Town" with a snippet: "Shuttle Service Cape Town. Shuttle Service Cape Town is a leading provider of shuttle services in Cape Town. We offer a wide range of services for your shuttle needs, including: Airport Transfers, Shuttle Services, and more. Contact us for more information." Other results include "Cape Town Transfers - Shuttle Services" and "Cape Town Transfers - Airport Transfers".

Search results for "Cape Town Transfers". The top result is "Cape Town Transfers" with a snippet: "Cape Town Transfers. Cape Town Transfers is a leading provider of transfer services in Cape Town. We offer a wide range of services for your transfer needs, including: Airport Transfers, Shuttle Services, and more. Contact us for more information." Other results include "Cape Town Transfers - Shuttle Services" and "Cape Town Transfers - Airport Transfers".

Search results for "Airport Transfers Cape Town". The top result is "24hour Cape Town Airport Shuttle & Door to Door Taxi Service" with a snippet: "24hour Cape Town Airport Shuttle & Door to Door Taxi Service. We offer a 24-hour service for your airport transfers and door-to-door taxi services in Cape Town. Contact us for more information." Other results include "Cape Town Transfers - Shuttle Services" and "Cape Town Transfers - Airport Transfers".

Search results for "Shuttle Service Cape Town". The top result is "Cape Town Transfers - Shuttle Service" with a snippet: "Cape Town Transfers - Shuttle Service. We offer a wide range of shuttle services for your needs in Cape Town. Contact us for more information." Other results include "Cape Town Transfers - Airport Transfers" and "Cape Town Transfers - Shuttle Services".

Search results for "Cape Town Transfers". The top result is "Cape Town Transfers - Shuttle Service" with a snippet: "Cape Town Transfers - Shuttle Service. We offer a wide range of shuttle services for your needs in Cape Town. Contact us for more information." Other results include "Cape Town Transfers - Airport Transfers" and "Cape Town Transfers - Shuttle Services".