SEO | Search Engine Optimization

WEBSITEDESIGN.co.za
THE PROFESSIONAL, FAST & FRIENDLY CHOICE FOR WEBSITE DESIGN

~ Certificate ~

For: **www.wrapd.org.za**
By

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

Certificate added to domain on the: 17th April 2014
Certificate template date: 18th June 2013.

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)	Not Done.	Recommended Session 1 - 3
1-3	Implementing meta, page title, page description as per recommended google requirements.	Not Done.	Recommended Session 1.
1-3	Set up of Webmaster tools with Google Setup.	Not Done.	Recommended Session 1
1-3	Google analytics Registration & Setup for Google Statistics to Track Visitors	Not Done.	Recommended Session 1.
1-3	Setup Monthly Reporting for Client for next 12 months.		Recommended Session 1.

1-3	Robots.txt File Added	Not Done.	Recommended Session 1.
1-3	Check .htacces	Not Done.	Recommended Session 1.
1-3	Add Favicon added to website	Not Done.	Recommended Session 2.
1-3	Google Site Map Added and linked to Webmaster Tools / XML sitemap.	Not Done.	Recommended Session 1
1-3	Submission of Website to Main Search Engines.	Not Done.	Recommended Session 1
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.	Not Done.	Recommended Session 1 - 3
1-3	Check / Removed Footer Link.	Not Done.	Recommended Session 1
1-3	Custom Google Search Engine Added to inner pages.	Not Done.	Recommended Session 2.
1-3	Tag primary pictures.	Not Done.	Some images like the logo is part of the coding and structure/framework of the website and cannot be tagged, unless the structure/framework of the website is to be changed.
1-3	Created internal website directory page.	Not Done.	Recommended Session 3.
1-3	Add social media platforms basic, facebook, twitter and google +	Not Done.	Recommended Session 1 - 3.
4+	Set H1 and H2 tags	Not Done.	None please optimize your website.
4+	Check number of indexed pages. (SiteMap)	Not Done.	None please optimize your website.
4+	Revise robot file.	Not Done.	None please optimize your website.
4+	Revise site map.	Not Done.	None please optimize your website.
4+	Fix html errors.	Not Done.	None please optimize your website.
4+	Check and correct errors reported by search engines.	Not Done.	None please optimize your website.
4+	Fix broken links.	Not Done.	None please optimize your website.
4+	Correct missing pages and content.	Not Done.	None please optimize your website.
4+	Submission of Website to secondary search	Not Done.	None please optimize your website.

	engines and directories.		
4+	Tag secondary pictures.	Not Done.	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.	Not Done.	None please optimize your website.
4+	Form, E-mail and phone number check.	Not Done.	None please optimize your website.
4+	Add media, youtube, images, etc.	Not Done.	None please optimize your website.
4+	Check on and when possible make URLs static.	Not Done.	None please optimize your website.
4+	Check and when possible ensure URLs are descriptive file names.	Not Done.	None please optimize your website.
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.	Not Done.	None please optimize your website.
4+	Remove negative content.	Not Done.	None please optimize your website.
4+	Check and when possible correct and improve on character coding.	Not Done.	None please optimize your website.
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)	Not Done.	None please optimize your website.
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.	Not Done.	None please optimize your website.
	ADDED:		
4+	Black hat SEO – hidden keywords and text in content	Not Done.	
4+	Data Highlighter in Webmaster Tools	Not Done.	
4+	Advance 'Search Phrase' Test	Not Done.	

Traffic History - unique visitors only from server.

Year | Month	#	Notes

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