

# SEO | Search Engine Optimization



## ~ Certificate ~

For: [www.agechem.co.za](http://www.agechem.co.za)

By

[www.websitedesign.co.za](http://www.websitedesign.co.za) and [www.search-engine-optimization.co.za](http://www.search-engine-optimization.co.za)

Certificate added to domain on the: 23<sup>rd</sup> September 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.             |

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|-----|---|-----------|--|
| 1-3 | Robots.txt File Added   | Not Done. | Recommended Session 1.   |
| 1-3 | Check .htacce   | 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. |

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|----|---|-----------|------------------------------------|
| 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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