



## SEO | Search Engine Optimization ~ Certificate ~

The most advance & independent SEO from the only web design company who has achieved 1st position on google SA.

Certificate & Key

Template version: Mar-17

Domain http://www.inkminutes.com/

Certificate added to domain fir 18-Apr-19
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For Client name: Bongani Mahlangu

SA Online: WD & Q Ref: WD 1811057

Last worked on by Developer: Elri Overseen by Project Manager: JP

Search Engine Optimization, otherwise referred to as S.E.O., is the practice and implementation of certain principles, tasks and tools done on a website to influence search engines to better understand the purpose of a website and web pages, thus offer better search result to search engine Users by ranking web pages for search results in order of most relevance to the search phrase.

S.E.O. can broadly be divided into two sections: Steps and tasks that can only be done once + Steps and tasks that can be repeated.

Before any work can be done, research into the competitiveness of the related industry has to be done it order to ascertain competing websites, and develop a strategy to outrank their webpages for bette positions. Therefore, the correct process of S.E.O. is three phase:

- Research Market & designer strategy, creating priority list of tools and tasks are best for website ranking,
- Implement priority list of tools and tasks, then,
- Maintain site with tasks that need to be repeated.

This document is an independent certificate developed by Jean-Pierre Murray-Kline and is a guideline of the most up to date and generally accepted tricks and tools of the trade to increase website ranking. The tool used per website are normally decided based on the results of the research done, and the frequency of the repeated tasks are normally determined on the competitiveness of the industry the website is trading in. Search engines rank each and every page. There were 4.62 billion pages in March 2016.

As each new web page is added to the internet, its purpose is assessed and ranked by search engines. If  $\epsilon$  web page or website is launched competing for similar search phrases to own site purpose, own website SEC strategy and frequency of work to be done needs to make provision for the new competitor.

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 S.E.O. tools and tasks to use to actively target and actively achieve better positions. This is a step missed by nearly all S.F.O. and web design companies and is Setup. This is the phase of steps and tasks that can broadly only be done once. This is the first phase S.E.O. 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 S.E.O.

RCR&M = Repeated checks, Reviews, Tasks and Maintenance. This phase of S.E.O. are tasks that 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 S.E.O. While a complete R.P.D 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 it is widely accepted that search engines review (in general) a website or parts of a site at least once a month, therefore your rankings and positions on search engines are re-evaluated against any new competitor or current competitor website

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Check that there are no paid backlinks Check site and server are not spamming Check site and server are not spamming Check site and server are not spamming The domains not hosted with us we are not able to find that out. Only the hosting provider for the domain can determine that Is 64.2019  RankBrain, check your semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semilotics Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords? Check AMP Structured data? Check on LSI – Latent semantic indexing, Using content, similar words, meaning similar things. Helps add positive original content. Proposition of the context of the contex	1		Done		18,04,2019
Check site and server are not spamming  Check site and server are not spamming  Check site and server are not spamming  RankBrain, check your semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiolics  Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?  Check AMP Structured data?  Check on LSI – Latent semantic indexing, Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status  Check crawl errors  Incoming link count?  Incoming link count?  Step set up for voice search  Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)			1	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	18.04.2019
RankBrain, check your semantic seo practices status on site. Semantic search seeks to improve search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semilotics.  Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?  Check AMP Structured data?  Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status  Check crawl errors  Check crawl errors  Incoming link count?  Is 64,2019  Incoming link count?  Stems the support of the proving user and the county of the proving user and the proving us	1		not spamming		
understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semilotics.  Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?  Check AMP Structured data?  Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status  Check carw errors  Check craw errors  Incoming link count?  Incoming link count?  Incoming link count?  In the searchable dataspace, whether on the web with provided search of the content of the country o		check site and server are not spanning	<del>-</del>		12,21,2211
understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semilotics.  Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?  Check AMP Structured data?  Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status  Check carw errors  Check craw errors  Incoming link count?  Incoming link count?  Incoming link count?  In the searchable dataspace, whether on the web with provided search of the content of the country o		Double about the second	Dana		10.04.2010
on the Web or within a closed systemprimarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics  Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?  Check AMP Structured data?  Check AMP Structured data?  Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status  Check crawl errors  Check crawl errors  Incoming link count?  Is the site set up for voice search  Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)	1		Bone		10,04,2017
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Content relevance, Keywords are important but so are topics. Is the site optimize for user intent – not keywords?  Check AMP Structured data?  Check and Structured data?  Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content improving user experience. On site status  Check carw errors  Check carw errors  Incoming link count?  In site site set up for voice search  Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)  Check website manually  Leb Check website manually	1				
Check AMP Structured data?  Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content.  Improving user experience. On site status  Check crawl errors  Incoming link count?  Is the site set up for voice search  Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)  Check and recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)		programming languages, formal logics, and semiotics			
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Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Propositive original content. Propositive original content. Propositive original content. Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive original content). Propositive original content or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive original content). Propositive original content or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive original content or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive original content or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive original content or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in there. LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in there LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in the LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in the LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in the LSI Keyword (see propositive or seven in Screaming Frog SEO Spider and check keywords in the LSI Keyword (see propositive or seven in Screaming Frog SEO	•	Check AMP Structured data?	Done	Use https://search.google.com/structured-data/testing-tool	18,04,2019
Improving user experience. On site status Check crawl errors Incoming link count? Is the site set up for voice search Add recommendations to Setup log (High Priority, Secondary Priority / Do not do.)  Improving user experience. On site status Check crawl errors Is 0.4.2019 Is 0.4.2			Done	Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword	18,04,2019
Check crawl errors Incoming link count? Is the site set up for voice search  Add recommendations to Setup log (High Priority, Secondary Priority / Do not do.)  Report  Add recommendations to Setup log (High Priority, Secondary Priority / Do not do.)				Generator which can be used http://lsigraph.com/	
Incoming link count? Is the site set up for voice search  Add recommendations to Setup log (High Priority, Secondary Priority / Do not do.)  Is 04.2019  No Check site manually 18.04.2019  Add recommendations to Setup log (High Priority, Secondary Priority / Do not do.)			not available	Ike Google Webmaster Tools	18 04 2019
Is the site set up for voice search  Report  Add recommendations to Setup log (High Priority, Secondary Priority / Do not do. )  18,04,2019  18,04,2019  18,04,2019			3		
Report Add recommendations to Setup log (High Priority, Secondary Priority / Do not do. )			No.		
					,,
	Poport	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)	<u> </u>		
rina rax   Update sec Certificate   Save as For and upload sected and Profession to domain				Sayo, at PDE and upload Excel and PDE vortion to domain	
	rillal task	hhraic 350 ceimicaic	I.	sare as not and apostal scell different version to domain	l

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## Competitor Check

1st on google, natural listing, using search phrase:	http://www.transcriptionservices.co.za/
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Task / Description / Detail	Notes   History	Software / resource used to determine status / task notes	Complete
SEMrush - add competitor site to find out what words they are ranking for.			
# of areas of products or services?	1	Check SEO brief or website	
# of primary products and services?	2	Check SEO brief or website	
Is there a page per product or service?	Yes	Check website	
Is the website mobile friendly? Different to general responsiveness.	yes	Use https://www.google.com/webmasters/tools/mobile-friendly/	
Is mobile first index active?	Yes	Use the Fetch and Render tool in the Google Search Console. Specify the mobile:smartphone user-agent and look at	
		the preview after the fetch and render is complete OR go to Google on your smartphone and enter	
		"site:mywebsite.com." If nothing shows up, Googlebot may not be able to access your mobile pages.	
Page count	1	Use http://www.siteliner.com/ or Sceaming Frog SEO Spider	
Image count	11	Use Sceaming Frog SEO Spider or manually scan through site to check for images	
Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of	798	Use Sceaming Frog SEO Spider	
google			
How many videos are there? Content vs media ratio?	low content / low media	Check site manually Check site manually and estimate ratio	+
	Done	Check site manually and check broken links with Sceaming Frog SEO Spider	-
Functionality and navigation status - any broken links or unnecessary buttons.  Is the site user friendly? Google ranks websites that's easy to use higher.	DOILE	Check site manually and check broken links with sceaming Frog SEO spider  Check site manually	-
is the site user friendly? Google ranks websites that's easy to use higher.  What country is the website hosted in?	yes South Africa	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	+
What country is the website hosted in? Server reputation downtime good or bad?	not available	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can	+
		determine that	
Website speed? Slow or good?	1,92s	Use https://tools.pingdom.com/	
Domain name quality linked to Primary Search phrase	good	Check domain name vs. primary search phrase	
Status on file names (the shorter a URL is the better ), description & meta must be relavant to page.	Done	Use Sceaming Frog SEO Spider	
Social media status - what is linked?	no social media link added	Check site manually	
Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	not available	Use AWStats	
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	not available	Use Google Analytics, click "Behavior" under the Standard Reports on the left-hand navigation menu, click "Site	
		Content*, click *Landing Pages*	
Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seonds or	not available	Use Google Analytics	
Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	not available	Use AWStats	
Check if website is responsive?	Done	Drag browser window smaller/bigger	
Is there hidden text?	No	Highlight all text on each page and check for text made the same colour as the background	
Are all images tagged?	No	Use Screaming Frog SEO Spider and check code	
Are there H1 and H2 tags?	Yes	Check code manually or use Screaming Frog SEO Spider	
Do a current check of google quantity quidelines - ensure no violations.	Done	Use https://support.google.com/webmasters/answer/35769?hl=en as a guideline	
Check that there are no paid backlinks.	0	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	
Check site and server are not Spaming	not available	If the domain is not hosted with us we are not able to find that out. Only the hosting provider for the domain can	
		determine that	
RankBrain, check you semantic seo practices status on site. Semantic search seeks to improve search accuracy by	Done		
understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether			1
on the Web or within a closed systemprimarily the linquistic, and also philosophical study of meaning—in language,			1
programming languages, formal logics, and semiotics			1
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?	Done	Check website manually	
Check AMP Structured data?	Done	Use https://search.google.com/structured-data/testing-tool	
Check on LSI - Latent semantic indexing, Using content, similar words, meaning similar things. Helps add positive original content.	Done	Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword	
Improving user experience. On site status		Generator which can be used http://ksigraph.com/	
improving user experience. On site status Check crawl error.	not available	Use Google Webmaster Tools	
Incoming link count?	0	Use http://www.siteliner.com/	+





Task+A7:E58 / Description / Detail	Notes   History from R.P.D	Software / resource used to determine status / task notes	Completed   Date 22,05,2019	Developer
Correct / change domain		Move site to new domain		
Relocate site hosting based on requirements of clients - local sever to client target				
Add page per product		Create and link new pages on site		
Correct responsive issues		Recommend to client to have site rebuilt on responsive platfo	orm	
Ensure file names include search phrases.	Done	Check file names manually and change if needed		
Shorten file names if needed	Done	Check file names manually and change if needed		
Add mobile first index		, , ,		
Correct page titles	Done			
Correct download media speed if required by removing large images / media				
Correct page descriptions	Done			
Correct / add more text				
Correct / add more images	Done			
Correct / remove poor / duplicate / hidden text				
Correct / add images names and titles	Done			
Correct broken videos	No videos on the website			
Correct / add social media				
Correct / add incoming links (more can be added in RCR&M, but must have more than competitor)				
Correct broken links				
Correct / reduce outgoing links				
Improve on structure and flow. Design and development element. Usability		Recommend to client and have PM quote on development	time	
Correct broken forms and incorrect contact information		Recommend to elient and have I wi quote on development	I	
	Report (del			
Add search engine GEO location information if required				
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.				
Setup of Webmaster tools with Google Setup				
Setup Google analytics Registration				
Setup for Google Statistics to track visitors - explain to client how to assess	Done			
Setup monthly reporting for client for next 12 months				

Add Robots, txt file				
Add Robots.txt file				
	Market Mark Market Mark			
	Marked State and a citizen to description of the citizen and a citizen a			
Add Favicon to website				
, da la vice i le messite	§ Transcription Services in Johan			
Google sitemap added and linked to Webmaster Tools (XML sitemap)	Strongs			
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	Automitted submorpts  W			
	Minimum scalaritating assembling to the control of any control of the control of			
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	by Marriage the state of the first the state of the state that are present to the state of the state of the state of the state of of the of the state of the state of the state of the state o			
Submission of Website to Main Search Engines. (Yahoo   Bing   Google)				
	Submit your site to a huge			
	network of search engines.			
	From beauth Engine Submitted services to submit their beauth stringers such as Google, Yahou, Greg and those strong services and Google, Yahou, Greg and those			
	Trip (New Paris, Sor)  Strip (New Paris, Sor)  No out of the Sort			
	Done			
Google Maps listing added for the business if core business is location specific Custom Google Search Engine added to inner pages - add to bottom of contact page only.	Done			
basion boogle boards Engine added to mile pages add to bottom or bothlast page only.	INKSCRV HAME AMAZIN MINTER CONDITION (I			
	No. Total			
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	The state of the s			
	and the same was a second			
	frage plane train.			
Add social media platforms basic, Facebook, Twitter and Google + , Youtube channel				
Set preferred domain view in Google Webmaster tools - www or non www	Done			
improve on nierarchy for site navigation. (1-3 tiers only) - moving main files to index page				
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast  Update site security	Done			
· · · · · · · · · · · · · · · · · · ·	Done			
Ensure any redirects are in order (301 and 302)	Done			
Keywords in headings ( <h1>, <h2>, tags)</h2></h1>	Done	<del> </del>		
Correct keyword density based on RPD  Keyword stemming: Applicable to non-English language pages. Check and action if required.				
Remove cloaking Remove iframes				
Check and correct complex code such as Java, etc.				
Correct keyword stuffing				
If e-comm or site with sensitive data secure domain				
Set up site for voice search		Voice search for WP sites http://www.wpbeginner.com/plugi	ns/how-to-add-voice s	earch-to-vour-wordpres
det ap site for voice search		voice search for wir sites http://www.wpbeginner.com/plugi		sa.s to your wordpies
Send Summary report to Client	Done			
Update SEO certificate	Done			
phane are commente	150110	1	1	

## 22,05,2019 | SEO Session 2 completed | 2 Hours

Month	Uniqu visito
Jan 2019	268
Feb 2019	193
Mar 2019	167
Apr 2019	179
May 2019	117





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eak month, so google can asses	the site and data gathered on analytics.		
Month	Unique visitors		
Jan 2019	268		
			1
Feb 2019	193		+
Mar 2019	167		+
Apr 2019	179	<del>                                     </del>	+
May 2019	168		+
Jun 2019	184	+	+
		<del> </del>	+
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Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats	Month Unique visitors	Elri	02.08.2019
	Jan 2019 268		
	Feb 2019 193		
	Mar 2019 167		
	Apr 2019 179		
	May 2019 168		
	Jun 2019 319		
Update Phrases & Logs	Done	Elri	02.08.2019
Review google reports and stats	Done	Elri	02.08.2019
Do a primary search phrase real time test on google ( Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles			
Refresh page descriptions			
Refresh page meta			
Refresh content (text shuffle)			
Add content	Recommended	Elri	02.08.2019
Add images	Recommended	Elri	02.08.2019
Add media (videos)	Recommended	EIR	02.08.2019
Add social media	Recommended	EIII	02.08.2019
Remove backlinks with low performance or older than 2 years	Recommended	na	02.08.2019
Add extra pages Remove old/unused files from server	Reconlineraea	EIII	02:08:2019
Remove out/unused lites from server Add site to industry related search engines to increase incoming links	Done	Elid	02.08.2019
Add site to industry related search engines to increase incoming links  Update sitemap	Done	EIII	02.06.2017
upudite sitemap Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)			
Check and then correct reported errors  Check and then correct reported errors  Check and then correct reported errors			
Check forms and contacts	Done	Flri	02.08.2019
Check social media links are working	50.0		02.00.2017
Check site functionality and navigation status			
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity quidelines - ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?			
Check AMP Structured data			
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving			
user experience. On site status			
Check Crawl errors			
Resubmit site to search engines	Done	Elri	02.08.2019
Check that mobile first indexing is working			
Add new search phrases - Übersuggest tool https://ubersuggest.io/			
SEMrush - add competitor site to find out what words they are ranking for. Add search phrases			
Send Summary report to client	Done	Elri	02.08.2019
Update SEO certificate	Done	Elri	02.08.2019





Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
nask? beschpion? betain	Solivare / resource used to determine status / task rioles	Developei	Date
Review server traffic stats	Heierre	Elri	26.08.2019
NOTE: SOLICE WAITE STATE	Month Unique visitors		
	Jan 2019 268		
	Feb 2019 193		
	Mar 2019 167		
	Apr 2019 179		
	May 2019 168		
	Jun 2019 319		
	Jul 2019 424		
Update Phrases & Logs	Done	Elri	26.08.2019
Review google reports and stats	Done	Elri	26.08.2019
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab)			
Check server down time			
Refresh page titles	Done	Elri	26.08.2019
Refresh page descriptions	Done	Elri	26.08.2019
Refresh page meta	Done	Elri	26.08.2019
Refresh content (text shuffle)			
Add content	Recommended	Elri	26.08.2019
Add images	Recommended	Elri	26.08.2019
Add media (videos)	Recommended	Elri	26.08.2019
Add social media	Recommended	Elri	26.08.2019
Remove backlinks with low performance or older than 2 years			
Add extra pages	Recommended	Elri	26.08.2019
Remove old/unused files from server			
Add site to industry related search engines to increase incoming links			
Update sitemap			
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)			
Check and then correct reported errors			
Check forms and contacts			
Check social media links are working			
Check site functionality and navigation status	Updated WordPress, plugins and theme	Elri	26.08.2019
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity guidelines - ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?			
Check AMP Structured data			
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving		1	
user experience. On site status			
Check Crawl errors		1	
Resubmit site to search engines		1	
Check that mobile first indexing is working		1	
Add new search phrases - Ubersuggest tool https://ubersuggest.io/			
SEMrush - add competitor site to find out what words they are ranking for. Add search phrases		1	
		1	
Send Summary report to client	Done	Elri	26.08.2019
Update SEO certificate	Done	Elri	26.08.2019





Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats	Month Unique	Elri	23.09.2019
	Visitors		
	Jan 2019 268		
	Feb 2019 193 Mar 2019 167		
	Apr 2019 167 Apr 2019 179		
	May 2019 168		
	Jun 2019 319		
	Jul 2019 424		
	Aug 2019 371		
Update Phrases & Logs	Done	Elri	23.09.2019
Review google reports and stats	Done	Elri	23.09.2019
Do a primary search phrase real time test on google ( Primary Search Phrases & Logs tab)	Done	Elri	23.09.2019
Check server down time			
Refresh page titles			
Refresh page descriptions			
Refresh page meta			
Refresh content (text shuffle)			
Add content	Recommended	Elri	23.09.2019
Add images	Recommended	Elri	23.09.2019
Add media (videos)	Recommended	Elri	23.09.2019
Add social media	Recommended	Elri	23.09.2019
Remove backlinks with low performance or older than 2 years			
Add extra pages	Recommended	Elri	23.09.2019
Remove old/unused files from server			
Add site to industry related search engines to increase incoming links	Done	Elri	23.09.2019
Update sitemap			
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)			
Check and then correct reported errors	None reported	Elri	23.09.2019
Check forms and contacts	Done	Elri	23.09.2019
Check social media links are working			
Check site functionality and navigation status			
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity guidelines - ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?			
Check AMP Structured data			
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving			
user experience. On site status			
Check Crawl errors	None reported	Elri	23.09.2019
Resubmit site to search engines	Done	Elri	23.09.2019
Check that mobile first indexing is working			
Add new search phrases - Übersuggest tool https://ubersuggest.io/			
SEMrush - add competitor site to find out what words they are ranking for. Add search phrases	1		
, and the same of			
Send Summary report to client	Done	Elri	23.09.2019
Update SEO certificate	Done	Elri	23.09.2019





Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats	Month Unique	Elri	10.09.2019
	visitors		
	Jan 2019 268		
	Feb 2019 193		
	Mar 2019 167		
	Apr 2019 179		
	May 2019 168		
	Jun 2019 319 Jul 2019 424		
	Jul 2019 424 Aug 2019 371		
	Sep 2019 429		
	Sep 2019 429		
Update Phrases & Logs	Done	Elri	10.09.2019
Review google reports and stats	Done	Elri	10.09.2019
Do a primary search phrase real time test on google ( Primary Search Phrases & Logs tab)	Done	Elri	10.09.2019
Check server down time			
Refresh page titles			
Refresh page descriptions			
Refresh page meta			
Refresh content (text shuffle)			
Add content	Recommended	Elri	10.09.2019
Add images	Recommended	Elri	10.09.2019
Add media (videos)	Recommended	Elri	10.09.2019
Add social media	Recommended	Elri	10.09.2019
Remove backlinks with low performance or older than 2 years			
Add extra pages	Recommended	Elri	10.09.2019
Remove old/unused files from server			
Add site to industry related search engines to increase incoming links			
Update sitemap	Done	Elri	10.09.2019
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)	Done	Elri	10.09.2019
Check and then correct reported errors			
Check forms and contacts			
Check social media links are working			
Check site functionality and navigation status			
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad			
Do a current check of google quantity guidelines - ensure no violations.			
Check site and server are not spamming			
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords?			
Check AMP Structured data			
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving			
user experience. On site status			
Check Crawl errors	Done - None found	Elri	10.09.2019
Resubmit site to search engines			
Check that mobile first indexing is working			
Add new search phrases - Übersuggest tool https://ubersuggest.io/			
SEMrush - add competitor site to find out what words they are ranking for. Add search phrases			
	Done	Elri	10.09.2019
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.			
Send Summary report to client	Done	Elri	10.09.2019
Judate Scottificate  Update Scottificate	Done	Elri	10.09.2019
Judate JLO Certificate			