

# 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

Certificate updated last: 09.10.2019

For Client name: Bongani Mahlangu

SA Online: WD & Q Ref: WD 1811057

Last worked on by Developer: Eli

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 in order to ascertain competing websites, and develop a strategy to outrank their webpages for better 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 a web page or website is launched competing for similar search phrases to own site purpose, own website SEO strategy and frequency of work to be done needs to make provision for the new competitor.

S.E.O. is therefore not a one off product when building a website. It is recommended that

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.E.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

### Primary Search Phrases & Logic

Authors declared no conflict of interest with any of the companies, products, or services mentioned in this article. The authors also declared no conflict of interest with any of the companies, products, or services mentioned in this article.

For example, in a company that does a hire, the word hire is more important than the word wage base. This is not always obvious, but in some cases and services, search engines determine your location already and filter the search results.

Privacy Keyword Extension : is an add-on to your words, to a Privacy Keyword. For example  
Can live in Cape Town? the extension here is "in" and this in fact creates an entirely new search phrase and results on search engines can change because of this simple added word "in"

...and the

[illegible]

Below are three known test position reports. A mobile owner will get information on position of home workplace, and how other work pages were visible in one position status. Additional position reports can be shown, if a client's UE ID strategy includes them.

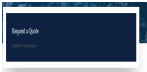


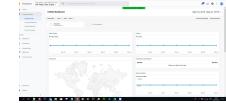

Legal entities: Datasoft, Datasoft-Service, Datasoft-Service-System		Position on google	Last Position & Date	Last Position & Date
<b>Date updated:</b>	09.10.2019			
<b>URL:</b>	<a href="http://www.datasoft.com/">http://www.datasoft.com/</a>			
<b>Main location of service:</b>	Johannesburg			
<b>Main search phrase:</b>	Transcription services in Johannesburg	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 1:</b>	Transcription services Johannesburg	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 2:</b>	Johannesburg Transcription services	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 3:</b>				
<b>Web Page Primary Search Phrase</b>				
<b>Date updated:</b>	09.10.2019			
<b>URL:</b>	<a href="http://www.datasoft.com/">http://www.datasoft.com/</a>			
<b>Main location of service:</b>	Johannesburg			
<b>Main search phrase:</b>	Transcription services in Pretoria	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 1:</b>	Transcription services Johannesburg	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 2:</b>	Pretoria Transcription services	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 3:</b>				
<b>Web Page Primary Search Phrase</b>				
<b>Date updated:</b>	09.10.2019			
<b>URL:</b>	<a href="http://www.datasoft.com/">http://www.datasoft.com/</a>			
<b>Main location of service:</b>	Johannesburg			
<b>Main search phrase:</b>	Transcription services in Johannesburg	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 1:</b>	Transcription services Johannesburg	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 2:</b>	Johannesburg Transcription services	not in the first 2 pages of google	21.09.2019	not in the first 2 pages of google
<b>Main Search Phrase Extension 3:</b>				



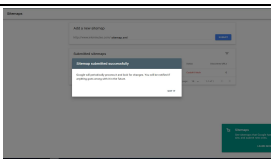
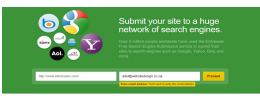
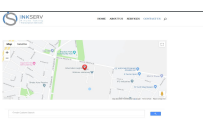
Phase	Task / Description / Detail	Notes   History	Software / resource used to determine status / task notes	Completed   Date										
R.P. D. - with Client	General consult and client brief.													
	Summary of desired results and expectation on dates to achieve and a background overview on products / 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													
	# of areas of products or services?	2	Check SEO brief or website	18.04.2019										
	# of primary products and services?	4	Check SEO brief or website	18.04.2019										
	Is there a page per product or service?	Yes	Check website	18.04.2019										
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product / service in description or title)	9	Search primary search phrase on Google	18.04.2019										
	Is the website mobile friendly? Different to general responsiveness.	yes	Use https://www.google.com/webmasters/tools/mobile-friendly/	18.04.2019										
	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.	18.04.2019										
	Page count	4	Use http://www.siteliner.com/ or Screaming Frog SEO Spider	18.04.2019										
	Image count	11	Use Screaming Frog SEO Spider or manually scan through site to check for images	18.04.2019										
	Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	1122	Use Screaming Frog SEO Spider	18.04.2019										
	How many videos are there?	0	Check site manually	18.04.2019										
	Content vs media ratio?	low content / low media	Check site manually and estimate ratio	18.04.2019										
	Functionality and navigation status - any broken links or unnecessary buttons.	Done	Check site manually and check broken links with Screaming Frog SEO Spider	18.04.2019										
	Is the site user friendly? Google ranks websites that's easy to use higher.	Yes	Check site manually	18.04.2019										
	What country is the website hosted in?	Germany	Use https://www.iplocation.net/ or https://hostadvice.com/tools/whois/	18.04.2019										
	Server reputation downtime good or bad?	Good	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	18.04.2019										
	Website speed? Slow or good?	3.20s	Use https://tools.pingdom.com/	18.04.2019										
	Domain name quality linked to Primary Search phrase	Bad	Check domain name vs. primary search phrase	18.04.2019										
	Status on file names (the shorter a URL is the better), description & meta must be relevant to page.	Done	Use Screaming Frog SEO Spider	18.04.2019										
	Check primary search phrases are in page titles, descriptions and meta	No	Check code manually	18.04.2019										
	Social media status - what is linked?	no social media added	Check site manually	18.04.2019										
	Check if there are broken videos	Done	Check site manually and click on videos	18.04.2019										
	Check for broken forms and incorrect contact information.	Done	Check site manually	18.04.2019										
	Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	<table><tr><th>Month</th><th>Unique visitors</th></tr><tr><td>Jan 2019</td><td>268</td></tr><tr><td>Feb 2019</td><td>193</td></tr><tr><td>Mar 2019</td><td>167</td></tr><tr><td>Apr 2019</td><td>84</td></tr></table>	Month	Unique visitors	Jan 2019	268	Feb 2019	193	Mar 2019	167	Apr 2019	84	Use AWStats	18.04.2019
	Month	Unique visitors												
	Jan 2019	268												
	Feb 2019	193												
	Mar 2019	167												
	Apr 2019	84												
	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" and then "Bounce Rate"	18.04.2019										
	Current time on site (if available) Average. Anything less than 30 seconds per page is bad. 31-59 seconds okay. 60 seconds or more is excellent.	not available	Use Google Analytics	18.04.2019										
	Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	1.55	Use AWStats	18.04.2019										
	Check if website is responsive?	Done	Drag browser window smaller/bigger	18.04.2019										
	Is there hidden text?	No	Highlight all text on each page and check for text made the same colour as the background	18.04.2019										
	Are all images tagged?	No	Use Screaming Frog SEO Spider and check code	18.04.2019										
	Are there H1 and H2 tags?	Yes	Check code manually or use Screaming Frog SEO Spider	18.04.2019										
	Check if site has good hierarchy - 4 tiers or more bad, 3 good, 2 very good (not applicable to CMS sites)		Check site folders on domain	18.04.2019										
	If CMS - check all plugins are operational.	Done	Check site backend	18.04.2019										
	Do a current check of google quantity guidelines - ensure no violations.		Use https://support.google.com/webmasters/answer/357697#hl=en as a guideline	18.04.2019										
	Check site security	Done	Check site backend	18.04.2019										
	Check that there are no paid backlinks	1	Use https://monitorbacklinks.com/seo-tools/free-backlink-checker	18.04.2019										
	Check site and server are not spamming	not spamming	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	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 dataspaces, whether on the Web or within a closed system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done		18.04.2019										
	Content relevance, keywords are important but so are topics. Is the site optimize for user intent - not keywords?	Done	Check website manually	18.04.2019										
	Check AMP structured data?	Done	Use https://search.google.com/structured-data/testing-tool	18.04.2019										
	Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	Done	Check keywords manually on site or run Screaming Frog SEO Spider and check keywords in there. LSI Keyword Generator which can be used http://lsigraph.com/	18.04.2019										
	Check crawl errors	not available	Use Google Webmaster Tools	18.04.2019										
	Incoming link count?	3	Use http://www.siteliner.com/	18.04.2019										
	Is the site set up for voice search	No	Check site manually	18.04.2019										
	Report	Add recommendations to Setup log (High Priority, Secondary Priority, Low Priority / Do not do.)												
	Final task	Update SEO certificate		Save as PDF and upload Excel and PDF version to domain										

# Competitor Check

1st on google, natural listing, using search phrase: <http://www.transcriptionservices.co.za/>

Phase	Task / Description / Detail	Notes   History	Software / resource used to determine status / task notes	Completed	Date
R.P.D.	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 <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>		
	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 <a href="http://www.siteliner.com/">http://www.siteliner.com/</a> or Screaming Frog SEO Spider		
	Image count	11	Use Screaming 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 google	798	Use Screaming Frog SEO Spider		
	How many videos are there?	0	Check site manually		
	Content vs media ratio?	low content / low media	Check site manually and estimate ratio		
	Functionality and navigation status - any broken links or unnecessary buttons.	Done	Check site manually and check broken links with Screaming Frog SEO Spider		
	Is the site user friendly? Google ranks websites that's easy to use higher.	yes	Check site manually		
	What country is the website hosted in?	South Africa	Use <a href="https://www.iplocation.net/">https://www.iplocation.net/</a> or <a href="https://hostadvice.com/tools/whois/">https://hostadvice.com/tools/whois/</a>		
	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 <a href="https://tools.pingdom.com/">https://tools.pingdom.com/</a>		
	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 relevant to page.	Done	Use Screaming 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 seconds or more is excellent.	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 guidelines – ensure no violations.	Done	Use <a href="https://support.google.com/webmasters/answer/35769?hl=en">https://support.google.com/webmasters/answer/35769?hl=en</a> as a guideline		
	Check that there are no paid backlinks.	0	Use <a href="https://monitorbacklinks.com/seo-tools/free-backlink-checker">https://monitorbacklinks.com/seo-tools/free-backlink-checker</a>		
	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 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 system primarily the linguistic, and also philosophical study of meaning—in language, programming languages, formal logics, and semiotics	Done			
	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 <a href="https://search.google.com/structured-data/testing-tool">https://search.google.com/structured-data/testing-tool</a>		
	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 Generator which can be used <a href="http://lsigraph.com/">http://lsigraph.com/</a>		
	Improving user experience. On site status				
	Check crawl errors	not available	Use Google Webmaster Tools		
	Incoming link count?	0	Use <a href="http://www.siteliner.com/">http://www.siteliner.com/</a>		

Task+A7:E58 / Description / Detail	Notes   History from R.P.D	Software / resource used to determine status / task notes	Completed   Date	Developer
Correct / change domain		Move site to new domain	22,05,2019	
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 platform		
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				
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 Favicon to website				
Google sitemap added and linked to Webmaster Tools (XML sitemap)				
Submission of Website to Main Search Engines. (Yahoo   Bing   Google)				
Google Maps listing added for the business if core business is location specific.	Done			
Custom Google Search Engine added to inner pages - add to bottom of contact page only.				
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 hierarchy for site navigation: (1-3 tiers only) - moving main sites to index page				
If CMS system - integrate the required plugin - example Wordpress - SEO Yoast	Done			
Update site security	Done			
Ensure any redirects are in order (301 and 302)				
Keywords in headings (<H1>, <H2>, tags)	Done			
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 <a href="http://www.wpbeginner.com/plugins/how-to-add-voice-search-to-your-wordpress-site/">http://www.wpbeginner.com/plugins/how-to-add-voice-search-to-your-wordpress-site/</a>		
Send Summary report to Client	Done			
Update SEO certificate	Done			

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

Month	Unique visitors
Jan 2019	268
Feb 2019	193
Mar 2019	167
Apr 2019	179
May 2019	117

Page 7 of 11

Task / Description / Detail	Software / resource used to determine status / task notes		Developer	Date
Review server traffic stats	Month	Unique visitors	Eli	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		Eli	02.08.2019
Review google reports and stats	Done		Eli	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		Eli	02.08.2019
Add images	Recommended		Eli	02.08.2019
Add media (videos)	Recommended		Eli	02.08.2019
Add social media	Recommended		Eli	02.08.2019
Remove backlinks with low performance or older than 2 years				
Add extra pages	Recommended		Eli	02.08.2019
Remove old/unused files from server				
Add site to industry related search engines to increase incoming links	Done		Eli	02.08.2019
Update sitemap				
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)				
Check and then correct reported errors				
Check forms and contacts	Done		Eli	02.08.2019
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				
Resubmit site to search engines	Done		Eli	02.08.2019
Check that mobile first indexing is working				
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				
Send Summary report to client	Done		Eli	02.08.2019
Update SEO certificate	Done		Eli	02.08.2019



Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date																
Review server traffic stats	<table><tr><th>Month</th><th>Unique visitors</th></tr><tr><td>Jan 2019</td><td>268</td></tr><tr><td>Feb 2019</td><td>193</td></tr><tr><td>Mar 2019</td><td>167</td></tr><tr><td>Apr 2019</td><td>179</td></tr><tr><td>May 2019</td><td>168</td></tr><tr><td>Jun 2019</td><td>319</td></tr><tr><td>Jul 2019</td><td>424</td></tr></table>	Month	Unique visitors	Jan 2019	268	Feb 2019	193	Mar 2019	167	Apr 2019	179	May 2019	168	Jun 2019	319	Jul 2019	424	Eiri	26.08.2019
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Refresh page descriptions	Done	Eiri	26.08.2019																
Refresh page meta	Done	Eiri	26.08.2019																
Refresh content (text shuffle)																			
Add content	Recommended	Eiri	26.08.2019																
Add images	Recommended	Eiri	26.08.2019																
Add media (videos)	Recommended	Eiri	26.08.2019																
Add social media	Recommended	Eiri	26.08.2019																
Remove backlinks with low performance or older than 2 years																			
Add extra pages	Recommended	Eiri	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	Eiri	26.08.2019																
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad																			
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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																			
Check that mobile first indexing is working																			
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																			
Send Summary report to client	Done	Eiri	26.08.2019																
Update SEO certificate	Done	Eiri	26.08.2019																

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date																		
Review server traffic stats	<table><tr><th>Month</th><th>Unique visitors</th></tr><tr><td>Jan 2019</td><td>268</td></tr><tr><td>Feb 2019</td><td>193</td></tr><tr><td>Mar 2019</td><td>167</td></tr><tr><td>Apr 2019</td><td>179</td></tr><tr><td>May 2019</td><td>168</td></tr><tr><td>Jun 2019</td><td>319</td></tr><tr><td>Jul 2019</td><td>424</td></tr><tr><td>Aug 2019</td><td>371</td></tr></table>	Month	Unique visitors	Jan 2019	268	Feb 2019	193	Mar 2019	167	Apr 2019	179	May 2019	168	Jun 2019	319	Jul 2019	424	Aug 2019	371	Eln	23.09.2019
Month	Unique visitors																				
Jan 2019	268																				
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Aug 2019	371																				
Update Phrases & Logs	Done	Eln	23.09.2019																		
Review google reports and stats	Done	Eln	23.09.2019																		
Do a primary search phrase real time test on google ( Primary Search Phrases & Logs tab)	Done	Eln	23.09.2019																		
Check server down time																					
Refresh page titles																					
Refresh page descriptions																					
Refresh page meta																					
Refresh content (text shuffle)																					
Add content	Recommended	Eln	23.09.2019																		
Add images	Recommended	Eln	23.09.2019																		
Add media (videos)	Recommended	Eln	23.09.2019																		
Add social media	Recommended	Eln	23.09.2019																		
Remove backlinks with low performance or older than 2 years																					
Add extra pages	Recommended	Eln	23.09.2019																		
Remove old/unused files from server																					
Add site to industry related search engines to increase incoming links	Done	Eln	23.09.2019																		
Update sitemap																					
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)																					
Check and then correct reported errors	None reported	Eln	23.09.2019																		
Check forms and contacts	Done	Eln	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?																					
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Check Crawl errors	None reported	Eln	23.09.2019																		
Resubmit site to search engines	Done	Eln	23.09.2019																		
Check that mobile first indexing is working																					
Add new search phrases - Ubersuggest tool <a href="https://ubersuggest.io/">https://ubersuggest.io/</a>																					
SEMrush – add competitor site to find out what words they are ranking for. Add search phrases																					
Send Summary report to client	Done	Eln	23.09.2019																		
Update SEO certificate	Done	Eln	23.09.2019																		

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date	
Review server traffic stats	Month	Unique visitors	Eli	10.09.2019
	Jan 2019	268		
	Feb 2019	193		
	Mar 2019	167		
	Apr 2019	179		
	May 2019	168		
	Jun 2019	319		
	Jul 2019	424		
	Aug 2019	371		
	Sep 2019	429		
Update Phrases & Logs	Done	Eli	10.09.2019	
Review google reports and stats	Done	Eli	10.09.2019	
Do a primary search phrase real time test on google ( Primary Search Phrases & Logs tab)	Done	Eli	10.09.2019	
Check server down time				
Refresh page titles				
Refresh page descriptions				
Refresh page meta				
Refresh content (text shuffle)				
Add content	Recommended	Eli	10.09.2019	
Add images	Recommended	Eli	10.09.2019	
Add media (videos)	Recommended	Eli	10.09.2019	
Add social media	Recommended	Eli	10.09.2019	
Remove backlinks with low performance or older than 2 years				
Add extra pages	Recommended	Eli	10.09.2019	
Remove old/unused files from server				
Add site to industry related search engines to increase incoming links				
Update sitemap	Done	Eli	10.09.2019	
Check 3rd Party Software and action recommendations (Sceaming Frog SEO Spider)	Done	Eli	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	Eli	10.09.2019	
Resubmit site to search engines				
Check that mobile first indexing is working				
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				
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	Done	Eli	10.09.2019	
Send Summary report to client	Done	Eli	10.09.2019	
Update SEO certificate	Done	Eli	10.09.2019	