

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
For Client name: Monique de Klerk
SA Online: WD & Q Ref: WD04170615 Q MON1 23 06 15
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Overseen by Project Manager: Stephen
Of: websitedesign.co.za

Certificate added to domain on the: 17.07.2015
URL of Certificate: <http://www.solaoptima.co.za/Search-Engine-Optimization-Certificate.pdf>
Domain: www.solaoptima.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. 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	Johannesburg, Gauteng	17.07.2015
	Primary products and services	Recruitment service in Johannesburg Recruitment Services Vacancies Johannesburg Jobs Jobs in Johannesburg Interview tips Cheap recruitment service Recruitment agencies Future Talent Recruiting needs Recruiting future talent Recruitment process The best recruitment The best recruitment services The best recruitment services in Johannesburg Looking for a job in sales Sola Optima Sola Optima Recruitments Services Recruiting in all industries Recruit Job finding services Outsourced Recruitment Outsource recruitment Outsourced HR	17.07.2015
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description or title)	8	17.07.2015
	Page count	5	17.07.2015
	Image count	7	17.07.2015
	Word content count	2366	17.07.2015
	Content vs media ratio	70% vs 30%	17.07.2015
	Functionality and navigation status	Good	17.07.2015
	Server reputation downtime	Good - Helzner	17.07.2015
	Server speed test	3.51s (Good)	17.07.2015
	Domain quality	Does not contain primary keywords	17.07.2015
	Status on file names, description & meta	Missing	17.07.2015
	Social media status	Facebook, Twitter and LinkedIn linked on site	17.07.2015
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	June 2015 = 229	17.07.2015
	Current bounce rate (if available)	Not available	17.07.2015
	Current time on site (if available)	Not available	17.07.2015
	Amount of page views (if available)	Not available	17.07.2015
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	"Awesome! This page is mobile-friendly."	17.07.2015
	Other notes:	External links does not open in new window - needs to be changed to open in new window	17.07.2015
		This step can take up to 4 days to ensure data is generated and all steps executed	17.07.2015

R.P.D.	Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.	"Primary Keyword" reports and suggestions: recruitment agencies in johannesburg recruitment agency johannesburg recruitment agencies johannesburg recruitment johannesburg recruitment agencies in pretoria recruitment companies in johannesburg recruitment agency in johannesburg	17.07.2015
R.P.D.	Assessment of own primary competitor site	http://www.pmgrecruitment.com/	17.07.2015
	Areas of products or services:	Johannesburg	17.07.2015
	Primary products and services:	Recruitment Services	17.07.2015
	Page count:	18	17.07.2015
	Image count:	31	17.07.2015
	Word content count:	4547	17.07.2015
	Content vs media ratio	70% vs 30%	17.07.2015
	Functionality and navigation status:	Good	17.07.2015
	Server reputation downtime:	1&1 Internet Ltd.	17.07.2015
	Server speed test	1.59s (Good)	17.07.2015
	Domain quality:	Good - it contains a primary keyword	17.07.2015
	Status on file names, description & meta:	Has meta data for all pages	17.07.2015
	Social media status:	No social media links	17.07.2015
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	Not available	17.07.2015
	Check site is responsive - https://www.google.com/webmasters/tools/mobile-friendly/	"Failed to fetch the requested URL."	17.07.2015
Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	Not available	17.07.2015	
Other notes:	None	17.07.2015	
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	Duplicate titles, duplicate descriptions, Missing keywords	17.07.2015
R.P.D.	Run a 3 party content originality check	Unique Content: 93%	17.07.2015
R.P.D.	Check number of incoming and outgoing links and their quality	Internal: 5 and External: 6 (Good)	17.07.2015
R.P.D.	Check on design & function – ensuring a client can engage or access information	Good	17.07.2015
R.P.D.	Check images and media have correct titles, dictiptions, file names and details	Can be more descriptive	17.07.2015
R.P.D.	Check on sites GEO locations on primary search engines	None found	17.07.2015
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	None found	17.07.2015
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.		
R.P.D.	Update SEO certificate		

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					
Setup	Ensure file names include search phrases.					
Setup	Create more pages - based on RPD					
Setup	Correct page titles - based on RPD	Done	17.08.2015	EIri		
Setup	Correct download media speed if required by removing large images / media					
Setup	Correct page description - based on RPD	Done	17.08.2015	EIri		
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	Done	17.09.2015	EIri		
Setup	Correct / add media - based on RPD					
Setup	Correct / add social media - based on RPD					
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation					
Setup	Correct broken links - based on RPD					
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	Done	17.09.2015	EIri		
Setup	Add search engine GEO location information if required - based on RPD					
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page	Done	17.09.2015	EIri		
Setup	Setup of Webmaster tools with Google Setup	Done	17.08.2015	EIri		
Setup	Setup Google analytics Registration	Done	17.08.2015	EIri		
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess	Done	17.08.2015	EIri		
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review	Done	17.08.2015	EIri		
Setup	Add Robots.txt File	Done	17.08.2015	EIri		
Setup	Add Favicon added to website	Done	17.08.2015	EIri		
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap	Done	17.08.2015	EIri		
Setup	Submission of Website to Main Search Engines. (Yahoo Bing Google)	Done	17.08.2015	EIri		
Setup	Google Maps Listing Added for the Business if core business is location specific					
Setup	Custom Google Search Engine Added to inner pages - hidden	Asked client for address	17.08.2015	EIri		
Setup	Created internal website 3rd party directory page	Done	17.09.2015	EIri		
Setup	Add social media platforms basic, facebook, twitter and google +. If no Social Media suggest to client our Social Media packages	Already added	17.08.2015	EIri		
Setup	Set preferred domain view in Google Webmaster tools - www or non www	Done	17.08.2015	EIri		
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page					
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Done	17.08.2015	EIri		
Setup	Ensure any redirects are in order (301 and 302)	Done	17.08.2015	EIri		
Setup	Keywords in headings (<h1> -<h2> tags) - Very Important	Done	17.08.2015	EIri		
Setup	Correct keyword density based on RPD	Done	17.08.2015	EIri		
Setup	Keyword stemming: Applicable to non-English language pages. Check and action if required.					
Setup	Remove Cloaking					
Setup	Remove hidden text					
Setup	Remove I frames					
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					
Setup	Update SEO certificate	Done	17.08.2015	EIri		

Phase	Task / Description / Detail	Notes History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
RC-RAM	Review server traffic stats	Done - Traffic is increasing	EHi	17.09.2015			
RC-RAM	Review google reports and stats	Done - Unique visitors is increasing	EHi	17.09.2015			
RC-RAM	Do a primary search phrase real time test on google (Pages Keyword tab)	Done - "recruitment service in johannesburg" has moved up to page 9	EHi	17.09.2015			
RC-RAM	Check server down time						
RC-RAM	Refresh Page files	Refreshed	EHi	17.09.2015	All		
RC-RAM	Refresh Page descriptions	Refreshed	EHi	17.09.2015	All		
RC-RAM	Refresh Page meta	Refreshed	EHi	17.09.2015	http://www.solooptima.co.za/vacancies/ , http://www.solooptima.co.za/services/		
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	Added Related Pages page	EHi	17.09.2015			
RC-RAM	Add site to industry related search engines to increase incoming links	Done	EHi	17.09.2015			
RC-RAM	Update site map	Done	EHi	17.09.2015			
RC-RAM	Check 3rd Party Software and action	Done - added missing alt's where possible	EHi	17.09.2015			
RC-RAM	Correct reported errors	Done - none	EHi	17.09.2015			
RC-RAM	Check forms and contacts	Done	EHi	17.09.2015			
RC-RAM	Check social media links are working						
RC-RAM	Speed check						
RC-RAM	Send copy of RC-RAM to Client and PM	Done	EHi	17.09.2015			
RC-RAM	Update SEO certificate	Done	EHi	17.09.2015			

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.

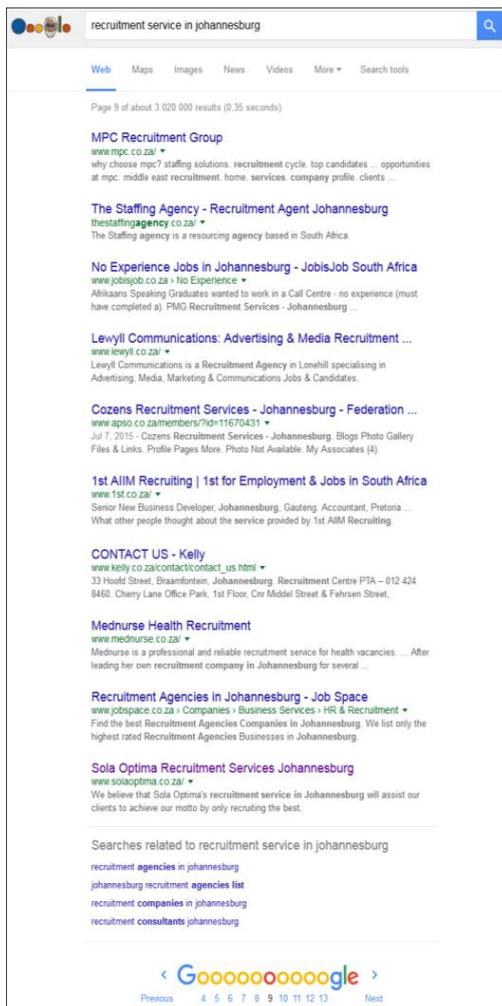
For example:

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
Google SA	index	recruitment service in johannesburg	recruitment agencies in johannesburg	johannesburg recruitment se
Cape Town	Date check 17.09.2015 Previous date check 17.08.2015	Position: Previous Position:	9th Page 10th Position Not featured on the first 10 search pages Not featured on the first 10 search pages	Not featured on the first 10 search pages Not featured on the first 10 search pages Not featured on the first 10 s
Developer	Eki			



The screenshot shows a Google search results page for the query "recruitment service in johannesburg". The page displays several search results, including:

- MPC Recruitment Group**: www.mpc.co.za/ - why choose mpc? staffing solutions. recruitment cycle. top candidates ... opportunities at mpc. middle east recruitment. home. services. company profile. clients ...
- The Staffing Agency - Recruitment Agent Johannesburg**: thestaffingagency.co.za/ - The Staffing agency is a resourcing agency based in South Africa.
- No Experience Jobs in Johannesburg - JobisJob South Africa**: www.jobisjob.co.za/ - No Experience - Afrikaans Speaking Graduates wanted to work in a Call Centre - no experience (must have completed a) P/M/G Recruitment Services - Johannesburg ...
- Lewyll Communications: Advertising & Media Recruitment ...**: www.lewyll.co.za/ - Lewyll Communications is a Recruitment Agency in Lonehill specialising in Advertising, Media, Marketing & Communications Jobs & Candidates.
- Cozens Recruitment Services - Johannesburg - Federation ...**: www.apso.co.za/members/?id=11670431 - Jul 7, 2015 - Cozens Recruitment Services - Johannesburg. Blogs Photo Gallery Files & Links. Profile Pages More. Photo Not Available. My Associates (4).
- 1st AIM Recruiting | 1st for Employment & Jobs in South Africa**: www.1st.co.za/ - Senior New Business Developer, Johannesburg, Gauteng. Accountant, Pretoria ... What other people thought about the service provided by 1st AIM Recruiting.
- CONTACT US - Kelly**: www.kelly.co.za/contact/contact_us.html - 33 Hoofd Street, Braamfontein, Johannesburg. Recruitment Centre PTA - 012 424 8460. Cherry Lane Office Park, 1st Floor, Cnr Middel Street & Fehrsen Street.
- Mednurse Health Recruitment**: www.mednurse.co.za/ - Mednurse is a professional and reliable recruitment service for health vacancies ... After leading her own recruitment company in Johannesburg for several ...
- Recruitment Agencies in Johannesburg - Job Space**: www.jobspace.co.za/ - Companies > Business Services > HR & Recruitment - Find the best Recruitment Agencies Companies in Johannesburg. We list only the highest rated Recruitment Agencies Businesses in Johannesburg.
- Sola Optima Recruitment Services Johannesburg**: www.solooptima.co.za/ - We believe that Sola Optima's recruitment service in Johannesburg will assist our clients to achieve our motto by only recruiting the best.

At the bottom of the page, there are "Searches related to recruitment service in johannesburg" and a Google navigation bar with page numbers 4, 5, 6, 7, 8, 9, 10, 11, 12, 13.