

# SEO | Search Engine Optimization ~ Certificate ~

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

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Certificate added to domain on the: 13.04.2016  
URL of Certificate <http://www.deprofundis.co.za/wp-content/uploads/2016/04/deprofundis-seo-certificate.pdf>  
Domain <http://www.deprofundis.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.	<b>Assessment of own site</b>		
	Areas of products or services	Highly Advised	
	Primary products and services	Highly Advised	
	How many competitors feature for primary products and services 1st page of google natural (actual mention of product and service in description)	Highly Advised	
	Page count	Highly Advised	
	Image count	Highly Advised	
	Word content count	Highly Advised	
	Content vs media ratio	Highly Advised	
	Functionality and navigation status	Highly Advised	
	Server reputation downtime	Highly Advised	
	Server speed test	Highly Advised	
	Domain quality	Highly Advised	
	Status on file names, description & meta	Highly Advised	
	Social media status	Highly Advised	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker	Highly Advised	
	Current bounce rate (if available)	Highly Advised	
	Current time on site (if available)	Highly Advised	
	Amount of page views (if available)	Highly Advised	
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	Highly Advised	
	Other notes:	Highly Advised	
	This step can take up to 4 days to ensure data is generated and all steps executed	Highly Advised	
	Areas of products or services	Highly Advised	
R.P.D.	Advance keyword assessment and implementations using Google Keyword Planner and Google Trend.	"Primary Keyword" reports and suggestions:	
R.P.D.	<b>Assessment of own primary competitor site</b>		
	Areas of products or services:	Highly Advised	
	Primary products and services:	Highly Advised	
	Page count:	Highly Advised	
	Image count:	Highly Advised	
	Word content count:	Highly Advised	
	Content vs media ratio	Highly Advised	
	Functionality and navigation status:	Highly Advised	
	Server reputation downtime:	Highly Advised	
	Server speed test	Highly Advised	
	Domain quality:	Highly Advised	
	Status on file names, description & meta:	Highly Advised	
	Social media status:	Highly Advised	
	Current monthly unique visitors (if available from server) – or 3rd party estimated traffic checker:	Highly Advised	
	Check site is responsive - <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	Highly Advised	
	Attempt to work out frequency of competitor updates on site, this will help us plan frequency of own SEO during RCR&M	Highly Advised	
	Other notes:	Highly Advised	
	This step can take up to 2 days to ensure data is generated and all steps executed	Highly Advised	

R.P.D.	Run a 3 party SEO error check for page titles, descriptions, meta and content	Highly Advised	
R.P.D.	Run a 3 party content originality check	Highly Advised	
R.P.D.	Check number of incoming and outgoing links and their quality	Highly Advised	
R.P.D.	Check on design & function – ensuring a client can engage or access information	Highly Advised	
R.P.D.	Check images and media have correct titles, dictipions, file names and details	Highly Advised	
R.P.D.	Check on sites GEO locations on primary search engines	Highly Advised	
R.P.D.	Check site accessibility: 404 errors, password- protected areas and other similar reasons.	Highly Advised	
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.	Highly Advised	
R.P.D.	Update SEO certificate	Highly Advised	

Phase	Task / Description / Detail	Notes   History	Completed   Date	Developer	Project Manager Sign off Date	Project Manager name
Setup	Correct / change domain	Highly Advised				
Setup	Relocate site hosting based on requirements of clients	Highly Advised				
Setup	Correct responsive issues – based on RPD - design element	Highly Advised				
Setup	Ensure file names include search phrases.	Highly Advised				
Setup	Create more pages - based on RPD	Highly Advised				
Setup	Correct page titles - based on RPD	Highly Advised				
Setup	Correct download media speed if required by removing large images / media	Highly Advised				
Setup	Correct page description - based on RPD	Highly Advised				
Setup	Correct / add more content - both text and images and media - based on RPD	Highly Advised				
Setup	Correct / remove poor / duplicate / negative content - based on RPD	Highly Advised				
Setup	Correct / add images names and titles - based on RPD	Highly Advised				
Setup	Correct / add media - based on RPD	Highly Advised				
Setup	Correct / add social media - based on RPD	Highly Advised				
Setup	Correct / add incoming links - based on RPD - Anchor text - reputation	Highly Advised				
Setup	Correct broken links - based on RPD	Highly Advised				
Setup	Correct / reduce outgoing links - based on RPD - Anchor text	Highly Advised				
Setup	Improve on structure and flow. Design and development element - based on RPD	Highly Advised				
Setup	Ensure forms are working and all contacts operations - ask client for confirmation and check actual fields	Highly Advised				
Setup	Add search engine GEO location information if required - based on RPD	Highly Advised				
Setup	Create internal site directory, back end of site, hidden page with 1 internal link to landing page	Highly Advised				
Setup	Setup of Webmaster tools with Google Setup	Highly Advised				
Setup	Setup Google analytics Registration	Highly Advised				
Setup	Setup for Google Statistics to Track Visitor – explain to client how to assess	Highly Advised				
Setup	Setup Monthly Reporting for Client for next 12 months – explain to client how to review	Highly Advised				
Setup	Add Robots.txt File	Highly Advised				
Setup	Add Favicon added to website	Highly Advised				
Setup	Google Site Map Added and linked to Webmaster Tools / XML sitemap	Highly Advised				
Setup	Submission of Website to Main Search Engines. (Yahoo   Bing   Google)	Highly Advised				
Setup	Google Maps Listing Added for the Business if core business is location specific	Highly Advised				
Setup	Custom Google Search Engine Added to inner pages - hidden	Highly Advised				
Setup	Created internal website 3rd party directory page	Highly Advised				
Setup	Add social media platforms basic, facebook, twitter and google + . If no Social Media suggest to client our Social Media packages	Highly Advised				
Setup	Set preferred domain view in Google Webmaster tools - www or non www	Highly Advised				
Setup	Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page	Highly Advised				
Setup	If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Highly Advised				
Setup	Ensure any redirects are in order (301 and 302)	Highly Advised				
Setup	Keywords in headings (<H1> <H2> tags) : Very important	Highly Advised				
Setup	Correct keyword density based on RPD	Highly Advised				
Setup	Keyword stemming. Applicable to non-English language pages. Check and action if required.	Highly Advised				
Setup	Remove Cloaking	Highly Advised				
Setup	Remove hidden text	Highly Advised				
Setup	Remove I frames	Highly Advised				
Setup	Check and correct complex code such as Java, etc.	Highly Advised				
Setup	Correct Keyword stuffing	Highly Advised				
Setup	If e-comm or site with sensitive data secure domain	Highly Advised				
Setup	Update SEO certificate	Highly Advised				

Phase	Task / Description / Detail	Notes / History	Developer	Date last actioned	URLs worked on	Project Manager random check date	Project Manager name
RCRAM	Review server traffic stats	Highly Advised					
RCRAM	Review google reports and stats	Highly Advised					
RCRAM	Do a primary search phrase real time test on google ( Pages Keyword tab)	Highly Advised					
RCRAM	Check server down time	Highly Advised					
RCRAM	Refresh Page links	Highly Advised					
RCRAM	Refresh Page descriptions	Highly Advised					
RCRAM	Refresh Page meta	Highly Advised					
RCRAM	Refresh content	Highly Advised					
RCRAM	Refresh images	Highly Advised					
RCRAM	Refresh media and check media	Highly Advised					
RCRAM	Remove backlinks with low performance or older than 2 years	Highly Advised					
RCRAM	Add extra content	Highly Advised					
RCRAM	Add extra images	Highly Advised					
RCRAM	Add extra media	Highly Advised					
RCRAM	Add extra pages	Highly Advised					
RCRAM	Add site to industry related search engines to increase incoming links	Highly Advised					
RCRAM	Update site map	Highly Advised					
RCRAM	Check 3rd Party Software and action	Highly Advised					
RCRAM	Correct reported errors	Highly Advised					
RCRAM	Check forms and contacts	Highly Advised					
RCRAM	Check social media links are working	Highly Advised					
RCRAM	Speed check	Highly Advised					
RCRAM	Send copy of RCRAM to Client and PM	Highly Advised					
RCRAM	Update SEO certificate	Highly Advised					

**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"

*Figure 8. SEO on the search engine, and if the engine can offer location of site / language update*

Engine & GEO	Page/URL			Primary Keyword	Extension 1	Extension 2
Google SA	index			car hire	cape town car hire	cape town airport car hire
Cape Town	Date check Previous date check	1stJan2015 1st Dec2014	Position: Previous Position:	1st Page   1st Position 1st Page   2nd Position	1st Page   3rd Position 1st Page   4th Position	1st Page   8th Position 2nd Page   1st Position
Developer	NAME					

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Developer	NAME					

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Cape Town	Date check Previous date check	1stJan2015 1stDec2014	Position: Previous Position:	1st Page   1st Position 1st Page   2nd Position	1st Page   3rd Position 1st Page   4th Position	1st Page   8th Position 2nd Page   1st Position
Developer	NAME					