

# 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.hadassahhartconsultants.com>

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For Client name: Chisanga Chanda

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Last worked on by Developer: Thobile

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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 tools 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 to the new competitor.

S.E.O. is therefore not a once off product or step in building a website. It is recommended that competitiveness research is done at least once a year and strategy amended.

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 the reason S.E.O. results can be slower than they need to be and more costly in the long run.

Before R.P.D can start, a website owner must decide on Primary Search Phrases.

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. R.P.D. 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 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 who has made changes since your websites last review. The more competitive the market, the more frequent RCR&M should be done.

**Primary Search Phrases & Logs**

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 web 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 word or words, to a Primary Keyword. For example:  
"Car hire 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".

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"

Below are three base line position reports. A website owner will get information on position of home webpage, and two other web pages same website to see position status. Additional position reports can be done, if a client's S.E.O strategy includes them.

	Full website Primary Search Phrase – always loaded on index page.	Position on google	Last Position & Date
1	<p><b>Date updated:</b> 19.09.2018</p> <p><b>URL:</b> <a href="http://www.hadassahhartconsultants.com">http://www.hadassahhartconsultants.com</a></p> <p><b>Main location of service:</b> Zambia</p> <p><b>Main search phrase:</b> Investment in Zambia</p> <p><b>Main Search Phrase Extension 1:</b> Investment in Zambia</p> <p><b>Main Search Phrase Extension 3:</b> Investments in Zambia</p> <p><b>Main Search Phrase Extension 3:</b> Zambia investments</p>	<p>Screan Grab - Main search phrase only</p> <p>not on the first 3 pages of Google yet</p> <p>UPDATE</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p>	<p>13.08.2018</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p>
2	<p><b>Web Page Primary Search Phrase</b></p> <p><b>Date updated:</b> 19.09.2018</p> <p><b>URL:</b> <a href="http://www.hadassahhartconsultants.com">http://www.hadassahhartconsultants.com</a></p> <p><b>Main location of service:</b> Zambia</p> <p><b>Main search phrase:</b> Consultancy in Zambia</p> <p><b>Main Search Phrase Extension 1:</b> Consultancy in Zambia</p> <p><b>Main Search Phrase Extension 3:</b> Zambia consultancy</p> <p><b>Main Search Phrase Extension 3:</b> Consultancy within Zambia</p>	<p>Screan Grab - Main search phrase only</p> <p>not on the first 3 pages of Google yet</p> <p>UPDATE</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p>	<p>13.08.2018</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p>
3	<p><b>Web Page Primary Search Phrase</b></p> <p><b>Date updated:</b> 19.09.2018</p> <p><b>URL:</b> <a href="http://www.hadassahhartconsultants.com">http://www.hadassahhartconsultants.com</a></p> <p><b>Main location of service:</b> Zambia</p> <p><b>Main search phrase:</b> Project Finance in Zambia</p> <p><b>Main Search Phrase Extension 1:</b> Project Finance in Zambia</p> <p><b>Main Search Phrase Extension 3:</b> Zambia project finance</p> <p><b>Main Search Phrase Extension 3:</b> Project finance around Zambia</p>	<p>Screan Grab - Main search phrase only</p> <p>not on the first 3 pages of Google yet</p> <p>UPDATE</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p>	<p>13.08.2018</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p> <p>not on the first 3 pages of Google yet</p>



Is the website mobile friendly? Different to general responsiveness.	mobile friendly	Use <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	20.08.2018
Is mobile first index active?	no results showing	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.	20.08.2018
Page count	300	Use <a href="http://www.siteliner.com/">http://www.siteliner.com/</a> or Screaming Frog SEO Spider	20.08.2018
Image count	31	Use Screaming Frog SEO Spider or manually scan through site to check for images	20.08.2018
Word count full website. Note to client, pages with 1900 or more relevant words statistically are more often on first page of google	132406	Use Screaming Frog SEO Spider	20.08.2018
How many videos are there?	None	Check site manually	20.08.2018
Content vs media ratio?	80% vs 20%	Check site manually and estimate ratio	20.08.2018
Functionality and navigation status - any broken links or unnecessary buttons.	none found	Check site manually and check broken links with Screaming Frog SEO Spider	20.08.2018
Is the site user friendly? Google ranks websites that's easy to use higher.	site is user friendly	Check site manually	20.08.2018
What country is the website hosted in?	South African	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>	20.08.2018
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	20.08.2018
Website speed? Slow or good?	11.54 s	Use <a href="https://tools.pingdom.com/">https://tools.pingdom.com/</a>	20.08.2018
Domain name quality linked to Primary Search phrase	its okay	Check domain name vs. primary search phrase	20.08.2018
Status on file names (the shorter a URL is the better ), description & meta must be relevant to page.	relevant	Use Screaming Frog SEO Spider	20.08.2018
Social media status - what is linked?	facebook, twitter, google+ and pinterest	Check site manually	20.08.2018
Current monthly unique visitors (if available from server) - or 3rd party estimated traffic checker	not available	Use AWStats	20.08.2018
Current bounce rate (if available) 36 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"	20.08.2018
Current time on site (if available) Average. Anything less than 30 seconds per page is bad, 31-59 seconds okay, 60 seconds or	not available	Use Google Analytics	20.08.2018
Amount of page views (if available) Less than 3 is bad, 3-5 is average, 6 or more is excellent.	not available	Use AWStats	20.08.2018
Check if website is responsive?	website is responsive	Drag browser window smaller/larger	20.08.2018
Is there hidden text?	none	Highlight all text on each page and check for text made the same colour as the background	20.08.2018
Are all images tagged?	yes all images are tagged	Use Screaming Frog SEO Spider and check code	20.08.2018
Are there H1 and H2 tags?	H1 326 H2 326	Check code manually or use Screaming Frog SEO Spider	20.08.2018
Do a current check of google quantity guidelines - ensure no violations.	no violations found	Use <a href="https://support.google.com/webmasters/answer/357699?hl=en">https://support.google.com/webmasters/answer/357699?hl=en</a> as a guideline	20.08.2018
Check that there are no paid backlinks.	366.4k backlinks	Use <a href="https://monitorbacklinks.com/seo-tools/free-backlink-checker">https://monitorbacklinks.com/seo-tools/free-backlink-checker</a>	20.08.2018
Check site and server are not Spaming	not hosted with us	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	20.08.2018
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 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 semantics.	Done		20.08.2018
Content relevance, keywords are important but so are topics, is the site optimize for user intent - not keywords?	user intent	Check website manually	20.08.2018
Check AMP Structured data?	<a href="http://xmins.com/tool/0.1/image-1-ID">http://xmins.com/tool/0.1/image-1-ID</a>	Use <a href="https://search.google.com/structured-data/testing-tool">https://search.google.com/structured-data/testing-tool</a>	20.08.2018
Check on LSI - Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content. Improving user experience. On site status	Checked	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://igraph.com/">http://igraph.com/</a>	20.08.2018
Check crawl errors	not available	Use Google Webmaster Tools	20.08.2018
Incoming link count?	33	Use <a href="http://www.siteliner.com/">http://www.siteliner.com/</a>	20.08.2018

Task / Description / Detail	Notes   History from R.P.D	Software / resource used to determine status / task notes	Completed   Date	Developer
Correct / change domain	Do not do.	Move site to new domain	19.09.2018	Thobile
Relocate site hosting based on requirements of clients - local sever to client target	Do not do.		19.09.2018	Thobile
Add page per product	Found on the clients website	Create and link new pages on site	19.09.2018	Thobile
Correct responsive issues	Do not do.	Recommend to client to have site rebuilt on responsive platform	19.09.2018	Thobile
Ensure file names include search phrases.	Secondary Priority	Check file names manually and change if needed	19.09.2018	Thobile
Shorten file names if needed	Checked	Check file names manually and change if needed	19.09.2018	Thobile
Add mobile first index	Secondary Priority		19.09.2018	Thobile
Correct page titles	Done - 8		19.09.2018	Thobile
Correct download media speed if required by removing large images / media				
Correct page descriptions	Done - 8		19.09.2018	Thobile
Correct / add more text				
Correct / add more images				
Correct / remove poor / duplicate / hidden text				
Correct / add images names and titles				
Correct broken videos	None found on the website		19.09.2018	Thobile
Correct / add social media	Checked on the website not functioning yet		19.09.2018	Thobile
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	Do not do.	Recommend to client and have PM quote on development time	19.09.2018	Thobile
Correct broken forms and incorrect contact information	Checked on the website email address error		19.09.2018	Thobile
Add search engine GEO location information if required	Do not do.		19.09.2018	Thobile
Create internal site directory, back end of site, hidden page from main site menu, with 1 internal link to landing page off contact page.	Do not do.		19.09.2018	Thobile
Setup of Webmaster tools with Google Setup	Done		19.09.2018	Thobile
Setup Google analytics Registration	Done		19.09.2018	Thobile
Setup for Google Statistics to track visitors – explain to client how to assess	Done		19.09.2018	Thobile
Setup monthly reporting for client for next 12 months	Done		19.09.2018	Thobile
Add Robots.txt file	Done		19.09.2018	Thobile
Add Favicon to website	Done		19.09.2018	Thobile
Google sitemap added and linked to Webmaster Tools (XML sitemap)	Done		19.09.2018	Thobile
Submission of Website to Main Search Engines. (Yahoo   Bing   Google)	High Priority		19.09.2018	Thobile
Google Maps listing added for the business if core business is location specific	Do not do.		19.09.2018	Thobile
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		19.09.2018	Thobile
Improve on hierarchy for site navigation. (1-3 tiers only) - moving main files to index page				
If CMS system - intergrate the required plugin - example Wordpress - SEO Yoast	Done		19.09.2018	Thobile
Update site security	Checked - Wordfence		19.09.2018	Thobile
Ensure any redirects are in order (301 and 302)				
Keywords in headings (<H1>, <H2>, tags)				
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			19.09.2018	Thobile
Update SEO certificate			19.09.2018	Thobile

Task / Description / Detail	Software / resource used to determine status / task notes	Developer	Date
Review server traffic stats	UPDATE	UPDATE	UPDATE
Update Phrases & Logs	UPDATE	UPDATE	UPDATE
Review google reports and stats	UPDATE	UPDATE	UPDATE
Do a primary search phrase real time test on google (Primary Search Phrases & Logs tab	UPDATE	UPDATE	UPDATE
Check server down time	UPDATE	UPDATE	UPDATE
Refresh page titles	UPDATE	UPDATE	UPDATE
Refresh page descriptions	UPDATE	UPDATE	UPDATE
Refresh page meta	UPDATE	UPDATE	UPDATE
Refresh content (text shuffle)	UPDATE	UPDATE	UPDATE
Add content	UPDATE	UPDATE	UPDATE
Add images	UPDATE	UPDATE	UPDATE
Add media (videos)	UPDATE	UPDATE	UPDATE
Add social media	UPDATE	UPDATE	UPDATE
Remove backlinks with low performance or older than 2 years	UPDATE	UPDATE	UPDATE
Add extra pages	UPDATE	UPDATE	UPDATE
Remove old/unused files from server	UPDATE	UPDATE	UPDATE
Add site to industry related search engines to increase incoming link	UPDATE	UPDATE	UPDATE
Update sitemap	UPDATE	UPDATE	UPDATE
Check 3rd Party Software and action recommendations(Screaming Frog SEO Spider)	UPDATE	UPDATE	UPDATE
Check and then correct reported error:	UPDATE	UPDATE	UPDATE
Check forms and contacts	UPDATE	UPDATE	UPDATE
Check social media links are working	UPDATE	UPDATE	UPDATE
Check site functionality and navigation status	UPDATE	UPDATE	UPDATE
Current bounce rate (if available) 56 to 70 percent is cause for alarm, anything over 70 percent is bad	UPDATE	UPDATE	UPDATE
Do a current check of google quantity guidelines – ensure no violations.	UPDATE	UPDATE	UPDATE
Check site and server are not spamming	UPDATE	UPDATE	UPDATE
Content relevance, keywords are important but so are topics. Is the site optimize for user intent – not keywords!	UPDATE	UPDATE	UPDATE
Check AMP Structured data	UPDATE	UPDATE	UPDATE
Check on LSI – Latent semantic indexing. Using content, similar words, meaning similar things. Helps add positive original content	UPDATE	UPDATE	UPDATE
Improving user experience. On site status			
Check Crawl errors	UPDATE	UPDATE	UPDATE
Resubmit site to search engines	UPDATE	UPDATE	UPDATE
Check that mobile first indexing is working	UPDATE	UPDATE	UPDATE
Add new search phrases - Ubersuggest tool <a href="https://ubersuggest.io">https://ubersuggest.io</a> ,	UPDATE	UPDATE	UPDATE
SEMrush – add competitor site to find out what words they are ranking for. Add search phrase	UPDATE	UPDATE	UPDATE
<b>Send Summary report to client</b>	UPDATE	UPDATE	UPDATE
<b>Update SEO certificate</b>	UPDATE	UPDATE	UPDATE